Department of Business

Mission

The mission of the Business Administration Department is to prepare and graduate students for careers in business, government and non-profit organizations by providing a broad professional education. The business administration program is structured around a group of technical courses, which exposes students to the basic tools of quantitative methods, accounting, and economic theory. In addition, the program offers a core of management and leadership courses that integrate culture, language, and ethics, to enable future business leaders to meet the challenges of today’s global environment.

Furthermore, the Business Administration program seeks to infuse NHU students with a deep understanding of the Hispanic culture and its relationship to other cultures, and to enable students to apply such knowledge to the various functional areas of business.

Credits may be transferred from other authorized, approved, or accredited colleges and universities upon evaluation.

Vision

The vision of the Business Department is to be a recognized nationally competitive leader in business education with a reputation for producing highly successful managers and leaders. To this end, the department will strive to combine excellent student learning experiences in an intimate environment.

What makes the business administration department and its academic program unique:

1. Every program must have its own academic vision. The business department uses critical hermeneutics (the science of philosophical interpretation) as intellectual and operational framework to orient its academic contents and administrative objectives, and be in alignment with wider university vision and WASC-accreditation objectives. Hermeneutics is the guidepost for not only academic direction but also program accountability in a manner that is authentic and involves faculty, students, and administration.

2. In every major, its contents and general education must go together. The business curriculum is characterized by a trans-disciplinary and integrated learning that closely links the contents of general education and business administration courses in a manner that also makes it amenable to the assessment of learning outcomes on university and program levels.

3. The common set of language, critical thinking, and research skills is embedded in all business courses, integrated and further expanded under the knowing-doing-being concept within the framework of critical hermeneutics.

4. Critical hermeneutic participatory conversation is the research approach taught to all business students for integrating subject-matter contents, language, critical thinking, and research methods with self-empowerment and cultural and ethical transformation in classroom and workplace environments.

5. The complement of interpretation is practical action. Thus, every student who qualifies for and desires practical training, serves as a volunteer or intern with a business organization in the area partnering with NHU. Each student has an opportunity to put their financial, marketing, and business planning skills into practice, under a supervised situation by, for example, helping a small business owner develop a business plan, or by working inside a larger organization.

Goals

In the broadest sense our goal is to offer a business program that enhances students’ competence in business administration, fosters their intellectual curiosity, and develops the personal skills necessary to be an effective leader. Our department is characterized by its professional attitude, the diversity of its largely work- experienced faculty and its close student-faculty relationship. In addition, the faculty is committed to excellence in classroom instruction.

Upon completion of the program NHU business graduates should effectively demonstrate the following:
1. Business communication skills, including written, oral and presentation skills consistent with those of early career business professionals;

2. The ability to integrate knowledge across the disciplines to offer solutions to problems commonly encountered in business;

3. Knowledge of quantitative and qualitative methods commonly employed in business;

4. Teamwork, management and leadership skills; and

5. Commitment and appreciation for cultural diversity and ethical principles

Associate of Arts Degree in Business Administration

The curriculum in the Associate of Arts degree in Business Administration is designed with a two-fold purpose:

• To prepare the student to enter a four-year University to obtain a Bachelor’s degree for professional careers in related fields, and

• To provide students with knowledge and skills to enter the workforce.

In order to meet the academic requirements for graduation with an Associates of Arts Degree in Business Administration from the National Hispanic University, the student must complete a minimum of 67 units of college credit, including:

• A minimum of 27 units of General Education to satisfy the GE Breadth requirement, including 7 NHU Core Courses

• All required Business Administration Courses (or their equivalent); 24 units; 12 units in residency required; Business preferred

• 9 general elective units

• Attain an overall grade point average of “C” (2.0) or higher with a “C” (2.0) or higher in all units attempted in the major

• Credits may be transferred from other authorized, approved, or accredited colleges and universities upon evaluation

General Plan

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHU Core Courses</td>
<td>7</td>
</tr>
<tr>
<td>General Education Courses</td>
<td>27</td>
</tr>
<tr>
<td>Business Administration Courses</td>
<td>24</td>
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</tbody>
</table>

Business Administration Electives 9 units

Total 67 units

NHU Core Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>INF 100</td>
<td>1</td>
</tr>
<tr>
<td>CS 100</td>
<td>3</td>
</tr>
<tr>
<td>CS 103</td>
<td>3</td>
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</tbody>
</table>

Introduction to Computers

Advanced Computer Applications

General Education Courses

Area A: Communication in the English Language and Critical Thinking (9 units)

<table>
<thead>
<tr>
<th>Type</th>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral Communication</td>
<td>SPC 100</td>
<td>3</td>
</tr>
<tr>
<td>Written Communication</td>
<td>ENG 100</td>
<td>3</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>ENG 201</td>
<td>3</td>
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</tbody>
</table>

or

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHL 100</td>
<td>3</td>
</tr>
<tr>
<td>PHL 200</td>
<td>3</td>
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</tbody>
</table>

Area B: Physical Universe and Its Life Forms (3 units)

<table>
<thead>
<tr>
<th>Type</th>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathematics</td>
<td>MAT 100</td>
<td>3</td>
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</tbody>
</table>

Area C: Arts, Literature, Philosophy, and Foreign Languages (9 units)

<table>
<thead>
<tr>
<th>Type</th>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts</td>
<td>ART 100</td>
<td>3</td>
</tr>
<tr>
<td>Letters</td>
<td>PHL 100</td>
<td>3</td>
</tr>
<tr>
<td>Humanities</td>
<td>ENG 250</td>
<td>3</td>
</tr>
</tbody>
</table>

Art Appreciation

Introduction to Philosophy

Contemporary Multicultural Literature
Area D: Social, Political and Economic Institutions and Behavior (6 units)

Comparative Systems
HIS 100 3 units
U.S. History I

Social Issues
HIS 201 3 units
U.S. History II

Area E: Lifelong Understanding and Self Development (3 units)

ANT 125 3 units
Human Understanding and Development
or
UNI 100 3 units
First-Year Seminar
or
ETH 134 3 units
Chicano/Latino Culture

Business Administration Courses

BUS 101 3 units
Introduction to Business

BUS 111 3 units
Personal and Professional Skills Integration

BUS 120 3 units
Microeconomics

BUS 121 3 units
Macroeconomics

BUS 240 3 units
Financial Accounting

BUS 245 3 units
Managerial Accounting

BUS 250 3 units
Legal Environments of Business

BUS 260 3 units
Business Statistics

Business Administration Electives

Students may choose 9 units from any other area of study, preferably business courses.

Bachelor of Arts Degree in Business Administration

In order to meet the academic requirements for graduation with a Bachelor of Arts degree in Business Administration from The National Hispanic University, the student must:

- Complete a minimum of 125 units of college credit;
- Satisfy NHU General Education Breadth requirements as described in this catalog;
- Meet requirements for NHU Core Courses;
- Meet requirements for major as described in this catalog;
- Complete a minimum of the University’s 30- units in Business;
- Complete a minimum of 30 upper division units for graduation;
- Attain an overall grade point average of “C” (2.0) or higher with a “C” (2.0) or higher in all required and elective business courses in the program.

In addition, students must:

- File a petition to graduate form to the Department Chair;
- Ensure that all financial obligations to the University have been met, including payment of outstanding fees.

General Plan

NHU Core Courses 10 units
General Education Courses 49 units
- Lower Division (40 units)
- Upper Division (9 units)

Business Administration Courses 66 units
- Lower Division (24 units)
- Upper Division (42 units)
Total 125 units

NHU Core Courses

INF 100 1 unit
Information Competency

CS 100 3 units
Introduction to Computers
Lower Division Requirements (40 units)

Area A: Communication In the English Language and Critical Thinking (9 units)

Oral Communication
SPC 100  3 units
Public Speaking

Written Communication
ENG 100  3 units
English Composition and Reading

Critical Thinking
ENG 201  3 units
Critical Thinking, Reading, and Writing Across the Curriculum

Area B: Physical Universe and Its Life Forms (10 units)

Physical Science
GEO 200  3 units
Physical Geography

Life Science
BIO 100  4 units
General Biology

Mathematics
MAT 100  3 units
College Algebra

Area C: Arts, Literature, Philosophy, and Foreign Languages (9 units)

Arts
ART 100  3 units
Art Appreciation

or
ART 238  3 units
Visual and Performing Arts

Letters
PHL 100  3 units
Introduction to Philosophy

Area D: Social, Political and Economic Institutions and Behavior (9 units)

Human Behavior
ANT 100  3 units
Introduction to Anthropology

Area E: Lifelong Understanding and Self Development (3 units)

ANT 125  3 units
Human Understanding and Development

Upper Division Requirements (9 units)

Area I: Advanced Written Composition (3 units)

ENG 300  3 units
Advanced Writing Skills

Area II Human Expression Across the Globe (3 units)
World Literature

or

PHL 300 3 units
Personal, Professional, and Social Ethics

Area III: World Issues and Problems (3 units)

HIS 314 3 units
World History I

or

HIS 414 3 units
World History II

Business Administration Major Courses

Lower Division Requirements (24 units)

BUS 101 3 units
Introduction to Business

BUS 111 3 units
Personal and Professional Skills Integration

BUS 120 3 units
Microeconomics

BUS 121 3 units
Macroeconomics

BUS 240 3 units
Financial Accounting

BUS 245 3 units
Managerial Accounting

BUS 250 3 units
Legal Environments of Business

BUS 260 3 units
Business Statistics

Upper Division Requirements (30 units)

BUS 325 3 units
Business Communication

BUS 351 3 units
Business Ethics

BUS 368 3 units
Project Management

BUS 370 3 units
Principles of Marketing

BUS 381 3 units
Management and Organizational Behavior

BUS 431 3 units
International Business

BUS 440 3 units
Financial Management

BUS 450 3 units
Strategic Management

BUS 480 3 units
Leadership

BUS 498 3 units
Supervised Senior Practicum

Upper Division Elective Requirements (12 of 18 units)

BUS 331 3 units
Small Business Management

BUS 372 3 units
Sales Techniques and Management

BUS 375 3 units
Consumer Behavior

BUS 377 3 units
Hispanic Marketing

BUS 382 3 units
Human Resource Management

BUS 476 3 units
International Marketing