

# Department of Business

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## Mission

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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

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## Vision

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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 an 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.

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## Goals

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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

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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

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### General Plan

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|                                 |          |
|---------------------------------|----------|
| NHU Core Courses                | 7 units  |
| General Education Courses       | 27 units |
| Business Administration Courses | 24 units |

|                                   |                 |
|-----------------------------------|-----------------|
| Business Administration Electives | 9 units         |
| <b>Total</b>                      | <b>67 units</b> |

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### NHU Core Courses

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|                                |         |
|--------------------------------|---------|
| INF 100                        | 1 unit  |
| Information Competency         |         |
| CS 100                         | 3 units |
| Introduction to Computers      |         |
| CS 103                         | 3 units |
| Advanced Computer Applications |         |

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### General Education Courses

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#### 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 |         |

*or*

|                       |         |
|-----------------------|---------|
| PHL 200               | 3 units |
| Introduction to Logic |         |

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

##### *Mathematics*

|                 |         |
|-----------------|---------|
| MAT 100         | 3 units |
| College Algebra |         |

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

##### *Arts*

|                  |         |
|------------------|---------|
| ART100           | 3 units |
| Art Appreciation |         |

##### *Letters*

|                            |         |
|----------------------------|---------|
| PHL 100                    | 3 units |
| Introduction to Philosophy |         |

##### *Humanities*

|                                       |         |
|---------------------------------------|---------|
| ENG 250                               | 3 units |
| 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 |         |
| <i>or</i>                           |         |
| UNI 100                             | 3 units |
| First-Year Seminar                  |         |
| <i>or</i>                           |         |
| ETH 134                             | 3 units |
| Chicano/Latino Culture              |         |

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## Business Administration Courses

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|                                              |         |
|----------------------------------------------|---------|
| 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                          |         |

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## Business Administration Electives

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

## Bachelor of Arts Degree in Business Administration

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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.

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## General Plan

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|                                 |                  |
|---------------------------------|------------------|
| 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)     |                  |
| <b>Total</b>                    | <b>125 units</b> |

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## NHU Core Courses

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|                           |         |
|---------------------------|---------|
| INF 100                   | 1 unit  |
| Information Competency    |         |
| CS 100                    | 3 units |
| Introduction to Computers |         |

CS 103                    3 units  
Advanced Computer Applications

SPA 100                 3 units  
Elementary Spanish I

*or*

SPA 230                3 units  
Spanish for the Spanish Speaker

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## General Education Courses

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### 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

*or*

PHL 200                3 units  
Introduction to Logic

#### 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*

ART238                 3 units  
Visual and Performing Arts

##### *Letters*

PHL 100                3 units  
Introduction to Philosophy

##### *Humanities*

ENG 250                3 units  
Contemporary Multicultural Literature

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

##### *Human Behavior*

ANT 100                3 units  
Introduction to Anthropology

*or*

PSY 100                3 units  
Introduction to Psychology

##### *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

### 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)

ENG 301                3 units

World Literature  
*or*  
PHL 300                    3 units  
Personal, Professional, and Social Ethics

BUS 381                    3 units  
Management and Organizational Behavior  
BUS 431                    3 units  
International Business

**Area III: World Issues and Problems (3 units)**

HIS 314                    3 units  
World History I  
*or*  
HIS 414                    3 units  
World History II

BUS 440                    3 units  
Financial Management  
BUS 450                    3 units  
Strategic Management  
BUS 480                    3 units  
Leadership

**Business Administration Major Courses**

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BUS 498                    3 units  
Supervised Senior Practicum

**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 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

**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