

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.

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:

- Every program must have its own an academic vision. The Business Department uses critical hermeneutics (the science of interpretation of texts) as intellectual and operational framework to orient its academic contents and administrative objectives, and be in alignment with wider university vision and student learning objectives.
- In every major, its contents, and General Education must intersect. The business curriculum is characterized by integrated learning that closely links the contents of General Education and Business Administration and the assessment of learning outcomes on university and program levels.
- The common set of language, critical thinking, and research skills is embedded in clusters of within a framework of critical hermeneutics.
- Critical hermeneutic participatory conversation is the research approach taught in key qualitative business courses integrating subject-matter contents, language, critical thinking, and research methods with self-empowerment and cultural and ethical elements.

Goals

In the broadest sense, NHU's 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. The department is characterized by its professional attitude, the diversity of its largely work- experienced faculty, and its close student-faculty relationship. The faculty is committed to excellence in classroom instruction.

When completing the program, graduates should effectively demonstrate:

- Business communication skills, including written, oral, and presentation skills consistent with those of early career business professionals

- The ability to integrate knowledge across the disciplines to offer solutions to problems commonly encountered in business
- Knowledge of quantitative and qualitative methods commonly employed in business
- Teamwork, management, and leadership skills
- 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 degree for professional careers in related fields
- To provide students with knowledge and skills to enter the workforce

Completion Requirements

To meet the academic requirements for graduation with an Associates of Arts Degree in Business Administration, the student must complete a minimum of 67 units of college credit, including:

- A minimum of 30 units of General Education to satisfy the General Education Breadth requirement
- All Business Administration Courses, including 25 units of required courses (15 units in residency required, preferably in Business)
- 12 Business 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
- No more than 52 units of credits may be transferred from other authorized, approved, or accredited colleges and universities (transfer credit upon evaluation)

Degree Requirements

- General Education Courses 30 units
- Business Administration Courses 28 units
- Business Administration Electives..... 9 units

Total = 67 units

Curriculum

General Education Courses (30 units)

- See the General Education section of this catalog.

Business Administration Courses (28 units)

- BUS 101 Introduction to Business (3)
- BUS 112 Communication and Professional Skills Integration (4)
- BUS 120 Microeconomics (3)
- BUS 121 Macroeconomics (3)

- BUS 240 Financial Accounting (3)
- BUS 245 Managerial Accounting (3)
- BUS 250 Legal Environments of Business (3)
- BUS 260 Business Statistics (3)
- CS 120 Integrated Computer Applications (3)

Business Administration Electives (9 units)

- Students must choose 9 units of coursework General Education or Business courses that are part of the Bachelor of Arts Degree program in Business.

Program Data

NHU is committed to providing the information students need to make an informed decision about where they pursue their education. Please follow the link below for detailed information relating to program costs, types of occupations this program may lead to, completion rate, and median loan debt of students who have graduated from this program.

Occupations - This program generally prepares students to enter the types of occupations listed below, depending upon the concentration chosen. For more information on these specific occupations, visit www.onetonline.org. In addition to this list, there are other career options that graduates of this program may choose to pursue.

Occupation Name*	Occupation Code*
Social and Community Service Managers	11-9151
Cost Estimators	13-1051
Human Resources Specialists	13-1071
Labor Relations Specialists	13-1075
Compensation, Benefits, and Job Analysis Specialists	13-1141
Market Research Analysts and Marketing Specialists	13-1161
Budget Analysts	13-2031
Credit Analysts	13-2041
Loan Officers	13-2072

**The "occupation name" is a general job title. "Occupation code" refers to the US Bureau of Labor Statistics' Standard Occupation Classification.*

Program Completion - This program had fewer than 10 graduates during July 1, 2009, to June 30, 2010. As a result, NHU does not disclose this information in order to protect students' privacy per U.S. Department of Education guidelines.

Program Costs - The total program costs are the estimated average costs over the duration of the program, excluding any scholarship or tuition reductions, for students completing the program on time. These costs can vary based on the number of units. Typically, tuition and fees are subject to change annually.

- Tuition and Fees..... \$22,239
- Books and Supplies..... \$3,400
- Room and Board.....Not applicable

Median Loan Debt - This program had fewer than 10 graduates during July 1, 2009, to June 30, 2010. As a result, NHU does not disclose this information in order to protect students' privacy per US Department of Education guidelines.

Bachelor of Arts Degree in Business Administration

Completion Requirements

To meet the academic requirements for graduation with a Bachelor of Arts Degree in Business Administration, the student must:

- Complete a minimum of 125 units of college credit
- Satisfy 49 units of NHU General Education Breadth requirements as described in this catalog
- Meet requirements for major as described below
- Complete a minimum of 30 upper division units in Business Administration
- 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 NHU have been met, including payment of outstanding fees

Degree Requirements

General Business Program Requirements

- General Education Courses 49 units
 - Lower Division (40)
 - Upper Division (9)
- Business Administration Courses 76 units
 - Lower Division (31)
 - Upper Division (30)
 - Electives (15)

Total = 125 units

General Business Program

The General Business Program offers students a well-rounded curriculum to help them gain a fundamental understanding of key business areas, including accounting, management, marketing, economics, leadership, and international business. In addition, students will benefit from cross-cultural and Latino studies courses designed to help them meet the demands of an increasingly global marketplace.

Curriculum

General Education Courses (49 units)

- See the General Education section of this catalog.

Business Administration Courses – Lower Division (31 units)

- BUS 101 Introduction to Business (3)
- BUS 112 Communication and Personal Skills Development (4)

- BUS 120 Microeconomics (3) (**Note:** This course cannot count toward general education credit in this program.)
- BUS 121 Macroeconomics (3)
- BUS 240 Financial Accounting (3)
- BUS 245 Managerial Accounting (3)
- BUS 250 Legal Environments of Business (3)
- BUS 260 Business Statistics (3)
- CS 120 Integrated Computer Applications (3)
- Elective in any field (3)

Business Administration Courses – Upper Division (30 units)

- BUS 325 Business Communication (3)
- BUS 351 Business Ethics (3)
- BUS 368 Project Management (3)
- BUS 370 Principles of Marketing (3)
- BUS 381 Management and Organizational Behavior (3)
- BUS 431 International Business (3)
- BUS 440 Financial Management (3)
- BUS 450 Strategic Management (3)
- BUS 476 International Marketing (3)
- BUS 480 Leadership (3)

Upper Division Elective Courses (15 units)

- BUS 331 Small Business Management (3)
- BUS 344 Personal Finance (3)
- BUS 372 Sales Techniques and Management (3)
- BUS 375 Consumer Behavior (3)
- BUS 377 Hispanic Marketing (3)
 - BUS 382 Human Resource Management (3)

Business Concentration Requirements

- Business Administration Courses - 76 units
 - Lower Division (31)
 - Upper Division (18)
 - Upper Division Electives (12)
 - Concentration (12)
 - Capstone (3)

Marketing Concentration

The Marketing Concentration provides students with a basic foundation of business concepts and practices as well as specialized course content in advertising, retailing, sales management, Internet marketing, and marketing research. Students will learn to apply innovative strategies to real-world marketing challenges.

Individuals enrolled in this concentration will have the opportunity to gain skills and insight on how a Hispanic cultural perspective can be integrated into a marketing plan, and can explore the role of language, culture, and ethics in facilitating relationship building in a multicultural and transnational setting.

Business Administration Courses – Lower Division (31 units)

- BUS 101 Introduction to Business (3)
- BUS 112 Communication and Personal Skills Development (4)
- BUS 120 Microeconomics (3) (**Note:** *This course cannot count toward general education credit in this program.*)
- BUS 121 Macroeconomics (3)
- BUS 240 Financial Accounting (3)
- BUS 245 Managerial Accounting (3)
- BUS 250 Legal Environments of Business (3)
- BUS 260 Business Statistics (3)
- CS 120 Integrated Computer Applications (3)
- Elective in any field (3)





Business Administration Courses – Upper Division (18 units)

- BUS 325 Business Communication (3)
- BUS 351 Business Ethics (3)
- BUS 370 Principles of Marketing (3)
- BUS 381 Management and Organizational Behavior (3)
- BUS 431 International Business (3)
- BUS 440 Financial Management (3)

Upper Divisions Electives (12 units)

- BUS 368 Project Management
- BUS 450 Strategic Management (3)
- BUS 476 International Marketing (3)
- BUS 480 Leadership (3)

Concentration Courses (12 units)

- BUS 376 Marketing Management (3) 
- BUS 378 Marketing Communications (3) 
- BUS 379 Case Study: Services Marketing (3) 
- BUS 380 Hispanic Marketing in a Multicultural Context (3) 

Capstone Requirement (3 units)

- BUS 400 Business Policy Capstone (3) 

Human Resource Concentration

The Human Resource Concentration provides students with an academic foundation to help prepare them for a career in creating and sustaining an organization's competitive advantage through the effective management of personnel. The curriculum focuses on both the strategic and day-to-day activities in areas such as:

- Performance management
- Human resource planning and information systems
- Recruitment and staffing
- Training and employee development
- Compensation and benefits
- Union–management relations

Cultivate an understanding of how to integrate diversity and a Hispanic cultural perspective into a global work environment. This concentration can prepare you for private-sector, nonprofit, and public-sector human resource positions in a rapidly changing environment influenced by competition, globalization, diversity, and technology.

Business Administration Courses – Lower Division (31 units)

- BUS 101 Introduction to Business (3)
- BUS 112 Communication and Personal Skills Development (4)
- BUS 120 Microeconomics (3)
- BUS 121 Macroeconomics (3)
- BUS 240 Financial Accounting (3)
- BUS 245 Managerial Accounting (3)
- BUS 250 Legal Environments of Business (3)
- BUS 260 Business Statistics (3)
- CS 120 Integrated Computer Applications (3)
- Elective in any field (3)





Business Administration Courses – Upper Division (18 units)

- BUS 325 Business Communication (3)
- BUS 351 Business Ethics (3)
- BUS 370 Principles of Marketing (3)
- BUS 381 Management and Organizational Behavior (3)
- BUS 431 International Business (3)
- BUS 440 Financial Management (3)

Upper Divisions Electives (12 units)

- BUS 368 Project Management
- BUS 381 Operations Management (3)
- Bus 382 Human Resource Management (3) (Required)
- BUS 450 Strategic Management (3)
- BUS 476 International Marketing (3)
- BUS 480 Leadership (3)

Concentration Courses (12 units)

- BUS 383 Strategic Human Resource Management (3) 
- BUS 384 Human Resource Development and Change (3) 
- BUS 385 Human Resource Management: Analysis and Problems (3) 
- BUS 386 Management Diversity (3) 

Capstone Requirement (3 units)

- BUS 400 Business Policy Capstone (3) 

International Business Concentration

The International Business Concentration prepares students to meet the challenges of business with a broad understanding of the issues, tools, and strategies applied by management professionals in today's global and multicultural marketplace.

Students will explore skills and best practices that can foster opportunities to conduct business across cultures and economic systems. The coursework will give individuals enrolled in this concentration the opportunity to gain insight on the impact of national economic policies, the financial and legal aspects of international trade, and the role of regional and multinational nongovernmental organizations (NGOs) in business in a global context.

Business Administration Courses – Lower Division (31 units)

- BUS 101 Introduction to Business (3)
- BUS 112 Communication and Personal Skills Development (4)
- BUS 120 Microeconomics (3)
- BUS 121 Macroeconomics (3)
- BUS 240 Financial Accounting (3)

- BUS 245 Managerial Accounting (3)
- BUS 250 Legal Environments of Business (3)
- BUS 260 Business Statistics (3)
- CS 120 Integrated Computer Applications (3)
- Elective in any field (3)





Business Administration Courses – Upper Division (18 units)

- BUS 325 Business Communication (3)
- BUS 351 Business Ethics (3)
- BUS 370 Principles of Marketing (3)
- BUS 381 Management and Organizational Behavior (3)
- BUS 431 International Business (3)
- BUS 440 Financial Management (3)

Upper Divisions Electives (12 units)

- BUS 368 Project Management
- BUS 381 Operations Management (3) (Required)
- BUS 450 Strategic Management (3)
- BUS 476 International Marketing (3)
- BUS 480 Leadership (3)

Concentration Courses (12 units)

- BUS 343 International Business Operations (3) 
- BUS 345 International Marketing and Operations (3) 
- BUS 346 International Finance (3) 
- BUS 390 Business of the Americas in an International Economy (3) 

Capstone Requirement(3 units)

- BUS 400 Business Policy Capstone (3) 

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Occupation Name*	Occupation Code*
General and Operations Managers	11-1021
Sales Managers	11-2022
Administrative Services Managers	11-3011
Industrial Production Managers	11-3051
Social and Community Service Managers	11-9151
Managers, All Other	11-9199
Management Analysts	13-1111
Marketing Managers	11-2021
General and Operations Managers	11-1021
Human Resources Managers	11-3121

**The “occupation name” is a general job title. “Occupation code” refers to the US Bureau of Labor Statistics’ Standard Occupation Classification.*

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Program Costs - The total program costs are the estimated average costs over the duration of the program, excluding any scholarship or tuition reductions, for students completing the program on time. These costs can vary based on the number of units. Typically, tuition and fees are subject to change annually.

- Tuition and Fees..... \$41,375
- Books and Supplies..... \$6,800
- Room and Board.....Not applicable

Median Loan Debt - This program had fewer than 10 graduates during July 1, 2009, to June 30, 2010. As a result, NHU does not disclose this information in order to protect students’ privacy per US Department of Education guidelines.