

Berkeley College  
Overview

Academic Programs

Admissions and  
Finances

Administration,  
Faculty, and Staff

Contact Us

# Business Administration - Management Bachelor of Business Administration Degree (B.B.A.)

See below for information on course selection for a specialization in Entrepreneurship or Human Resources.

## Course Requirements



Get a PDF of this page.



Get a PDF of the complete catalog.

**MAJOR COURSES** **Qtr. hrs. credit**

**BUS250 Computer Applications in Business** 2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**BUS451 Business Strategy and Policy** 4

An overview of the most recent theories and the current practices in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

Prerequisites: FIN301, IBS201, MGT220, MKT220

**CIS212 Multimedia and Business Presentations** 2

Focuses on enhancing business communications via the growing areas of electronic communication. Students learn to develop, design, and deliver oral presentations using multimedia and online data services. Practice sessions and videotape feedback provide additional insight into presentation style and effectiveness.

Prerequisite: CIS115

**MGT220 Principles of Management** 4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MGT225 Customer Service Management** 4

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

**MGT231 Organizational Behavior** 4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational

change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

**MGT249 Human Resources Management** 4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

**MGT332 Operations Management** 4

Explores the production and operations management system from the perspective of its ability to enhance value. Topics include the issues of performance, cost, competition, and customer expectations.

Prerequisites: MAT215, MGT220

**MGT420 Managing for Change** 4

Integrates the concepts and techniques involved in implementing and managing a planned change process. Includes discussions and case studies on changing the way work is done, changing communication and influence patterns, and changing managerial strategy.

Prerequisite: MGT220

**MGT425 Management Simulation** 4

These simulation exercises place students, often working in teams, in the position of managing a company. By analyzing a company's history, financial reports, and other information provided, students make decisions on hiring, forecasting, suppliers to use, costs, and marketing.

Prerequisites: FIN301, MGT220, MKT220

**MGT430 Leadership** 4

Examines the leadership variables that affect the achievement of organizational goals. Topics include theories of leadership, power, and influence as they affect organizational behavior, team building, motivation, group dynamics, organizational communication processes, and change management. This is a theory-based, practice-driven course.

Prerequisite: MGT220

---

**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

Prerequisite: ACC110 or ACC112

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

**BUS231 Business Law I** 4

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

**BUS483 Internship** 4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**FIN301 Principles of Finance I** 4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

**IBS201 International Business** 4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**MKT220 Principles of Marketing** 4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with an introduction to marketing research and consumer behavior.

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on

applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

Business Electives 8

---

**LIBERAL ARTS COURSES\***

**ENG105 Expository Writing** 4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision, and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature** 4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature, and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking** 4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**ENG265 Business Communication** 4

Explores the communication strategies and techniques needed for success in the workplace. Students write, revise, and edit business documents; learn techniques for organizing information; and practice the effective use of oral communication skills in business and professional settings.

Prerequisite: ENG106

**ENG315 Writing for the Workplace** 4

Explores a wide variety of professional and creative writing modes, from personal profiles to blogging and beyond. Students will build their reading, writing, and researching skills, while reinforcing the fundamental concepts and current developments associated with the areas of their respective majors.

Prerequisite: ENG106

**GEC123 Introduction to Applied Psychology** 4

A required course for first-quarter students that examines basic psychological concepts which can be helpful in adjusting to the college experience. Some of the subtopics covered include stress management, academic challenges, communication skills, time management, healthy relationships, positive thinking, conflict management, and balancing home/college/work.

**MAT211 College Algebra** 4

Introduces students to solving problems by using geometric

and algebraic approaches and appropriate technology. Topics include the Cartesian coordinate system, linear equations, absolute value, rational and exponential functions, systems of linear equations, and linear inequalities.

Prerequisite: CSK099 or placement

**MAT212 Mathematics with Business Applications** 4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems.

Prerequisite: CSK099 or placement

**MAT215 Statistics I** 4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC202 Microeconomics** 4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms, and wages of individual workers.

Prerequisite: SOC201

**SOC210 Introduction to Sociology** 4

Examines the social institutions that shape and influence the behavior of the individual and groups in society, with emphasis on examining contemporary social problems. Topics include the foundation of the study of human social life, theories and methods of sociology, and basic sociological concepts.

Humanities Elective 4

Mathematics/Science Elective 4

Social Science Electives 8

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

FREE ELECTIVES 22

---

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

**MANAGEMENT SPECIALIZATIONS\*\***

**Specialization in Human Resources Management**

Students interested in a specialization in Human Resources must select three of the following four courses to fulfill 12 credits of their free credit elective requirement:

MGT347 Staffing	4
MGT348 Employee and Labor Relations	4
MGT349 Compensation and Benefits	4
MGT355 Training and Development	4

**Specialization in Entrepreneurship**

Students interested in a specialization in Entrepreneurship must take the following two courses to fulfill 8 credits of their free credit elective requirement:

BUS255 Entrepreneurship	4
MGT350 Small Business Management	4

In addition, students must select two of the following three courses to fulfill an additional 8 credits of their free credit elective requirement:

MGT351 Small Business Start-Up	4
MGT352 Managing the Family Enterprise	4
MGT353 Financing the Entrepreneurial Venture	4

\*\*Management Specializations are not available at all locations.

---

**SAMPLE PROGRAM SEQUENCE**

- 1 **B.B.A., Business Administration - Management New Jersey Program Statistics**
- 1 **B.B.A., Business Administration - Management New York Program Statistics**