

PROGRAM OUTLINE

FOR THE FOLLOWING PROGRAMS ONLY: Occupational Associate Degree and Higher

INSTITUTION DATA					
Name: Key West University				ID# 5988	
PROGRAM DATA					
Program Title: Business Management					
Credential Issued: Bachelor of Science (B.S.)					
Program Delivery:	Campus <input type="checkbox"/>	Online <input checked="" type="checkbox"/>	Correspondence <input type="checkbox"/>	Other <input type="checkbox"/>	If other, give a <u>short</u> description
Program Length	Semester Hours: 120 credit hours		Quarter Hours:		
General Education Hours (See Minimum Requirements Below): 30					
*Minimum General Education Component:					
Degree	Semester	Quarter			
OAD/AAS	9	14			
AA	36	54			
AS	15	22.5			
BA	45	67.5			
BS	30	45			

(The duration of a Bachelor Degree Program shall be a minimum of 120 semester credit hours, 180-quarter credit hours, or the recognized clock hour equivalent. A student transferring into the institution with an Associate Degree totaling 60-credit hours, will combine these Associate credit hours with the Bachelor credit hours to meet the minimum total stated above.)

ENTRANCE/ADMISSION REQUIREMENTS:

(Programs of four hundred fifty (450) or more clock hours or the credit hour equivalent shall administer a basic skills examination to each student who enrolls, unless the student has provided evidence of a high school graduation diploma, general equivalency diploma, or its equivalent.)

Students seeking admission must provide one of the following:

- Evidence of high school graduation (transcript, diploma, special diploma, diploma of completion, etc.) showing/verifying date of graduation.
- Evidence of GED completion (GED scores/ GED diploma).
- Proof of graduation from a foreign institution comparable to a United States secondary school. Foreign applicants are required to submit translated and notarized copies of their high school diplomas and transcripts, if the documents were issued in a language other than English.
- Florida Home Education graduation credentials.

In addition, the following is required:

- Proof of identification (copy of valid driver's license, state issued identification card, U.S. military ID, valid U.S. passport, valid passport issued by a foreign country). Foreign documents must be accompanied by an official translation in English, if the passport was issued in another language.
- All students are required to submit a personal statement (500-750 words), describing their career goals, and explaining how they believe studying in a specific KWU Bachelor's program will support them in achieving these objectives.
- Non-native English speaking applicants must show documentation of a score of 60 TOEFL IBT or documentation of ESL diploma program completion. IELTS (International English Language Testing System is also accepted with the required score of 6.0). A score of 6 or higher on the SELT exam (Standardized English Language Test) is also accepted.

If the student is not able to provide proof of one of the above, the university will administer its own exam to test that the applicant's proficiency in English is of sufficient level to complete this program of study. This will include a written exam in addition to an oral interview conducted in English, either at KWU premises or via a web meeting.

- All students must submit a signed enrollment agreement.

PROGRAM OBJECTIVE:

The B.S. in Business Management program provides students with practical skills and knowledge required to successfully build careers in a variety of business environments. Given the international nature of the curriculum, graduates of the program possess a strong understanding of cross-cultural business communication practices, in addition to general managerial functional skills and competencies. Examples of jobs that students may seek upon graduation include general management trainee, retail manager, sales manager, human resources specialist, marketing specialist, purchasing officer, customer relations manager, loan officer, and financial analyst.

PROGRAM DESCRIPTION:

Throughout the Business Management (B.S.) program, students explore managerial concepts and practices necessary to effectively perform the four key functions of management. These include planning, organizing, leading and controlling. Students will apply their knowledge to resolve actual domestic and multinational business issues through the analysis of business cases, completing project-based work, and other assignments.

Graduates of this program will be well-equipped to manage projects and teams and seek employment in entry to mid-level managerial roles in a variety of domestic and international companies.

PROGRAM BREAKDOWN BY COURSE				
Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Services (If Applicable)
	NOTE: If a bachelor degree program entrance requirement is to transfer having earned an associate degree, enter the transfer of credit here.			
	General Education Course Requirements	30		
Eng101	Academic Research and Writing Skills	3		
Math101	Survey of Mathematics	3		
Soc101	Principles of Sociology	3		
Phil101	Foundations of Modern Philosophy	3		
IT101	Introduction to Information Systems	3		
Psy101	Introduction to Psychology	3		
Sci101	Environmental Studies	3		
Pol101	Introduction to Comparative Politics	3		
His201	World History	3		
Geo101	World Geography	3		
	Humanities Course Electives (choose 5)	15		
Int201	International Relations	3		
Com101	Presentation Skills	3		
Bus101	Career Planning	3		
Eng102	World Literature and Composition	3		
Eng201	Creative Writing	3		
LS101	Law and Society	3		
Rel201	World Religions	3		
	Major Course Requirements	60		
Bus102	Management Essentials	3		
Bus103	Business Communication Skills	3		
Bus104	Fundamentals of Marketing	3		
Bus105	Human Resources Management	3		
Math201	Statistics	3		
Bus202	Project Management	3		
Bus203	Time Management	3		
Econ201	Macroeconomics	3		
Econ202	Microeconomics	3		
Bus301	Operations Management	3		
Bus302	Managerial Accounting and Reporting	3		
Bus303	Entrepreneurship	3		
Bus304	Financial Management	3		
Bus305	Organizational Behavior	3		
Bus306	Business Ethics	3		
Bus307	Managerial Decision-making	3		
Bus308	Strategic Management	3		
Bus309	International Business Management	3		
Bus310	Effective Leadership	3		
Bus311	Risk Management	3		
	Major Course Electives (choose 3)	09		
Bus312	Corporate & Social Responsibility	3		
Bus313	Quality Management	3		
Bus314	Management of Information Systems	3		
Bus315	Logistics Management	3		
Bus316	Digital Marketing	3		

Bus317	Capstone Project	6		
	TOTAL:	120		

IT101 Introduction to Information Systems: Introduction to Information Systems: People, Technology and Processes (3rd Edition). Wallace, P. Pearson. 2017.
Psy101 Introduction to Psychology: Discover Psychology 2.0: A Brief Introductory Text. Diener, E. & Biswas-Diener, R. , Noba, 2015.
Sci101 Environmental Studies: Environmental Science: A Global Concern (13 th ed.). Cunningham, W. & Cunningham, M. McGraw-Hill Education. 2014.
Pol101 Introduction to Comparative Politics: Foundations of Comparative Politics (2009). Newton, K. and Van Deth, J.W. Cambridge University Press.
His201 World History: World History: Cultures, States, and Societies to 1500. Berger, E., University of North Georgia Press, 2016.
Geo101World Geography: World Regional Geography: People, Places and Globalization. Timms, B., University of Minnesota Libraries Publishing, 2016.
Int201 International Relations: Fundamental Principles of International Relations, Rochester, J. (2010). Routledge Publishing.
Com101 Presentation Skills: Presentation Secrets, Kapterev, A. (2011), Wiley.
Bus101 Career Planning: Bound-for-career guidebook: A student guide to career exploration, decision making, and the job search. Burtnett, F. (2011). R&L Education.
Eng102 World Literature and Composition: The Longman Anthology of World Literature, 1 st (Compact) Edition. Damrosch, D., Alliston, A., Brown, M., duBois, P., Hafez, S., Heise, U., Kadir, D., Pike, D., Pollock, S., Robbins, B., Shirane, H., Tylus, J., and Yu, P. (2007). Longman, 2007.
Eng201 Creative Writing: The Practice of Creative Writing: A Guide for Students 3rd Edition. Sellers, H. Bedford/St. Martin's Publishing. 2016.
LS101 Law and Society: Law and Society: An Introduction. Barkan, S., Routledge, 2017.
Rel201 World Religions: Understanding the Religions of the World. Deming, W. (2015). Wiley-Blackwell.
Bus102 Management Essentials: Principles and Practice of Management, Subba Rao, P & Pande, H., (2009), Himalaya Publishing.
Bus103 Business Communication Skills: Business Communications, Viswanathan, R. (2010). Himalaya Publishing House.
Bus104 Fundamentals of Marketing: Introduction to Marketing Concepts - Ensor, J. & Drummond, G., Taylor and Francis, 2006.
Bus105 Human Resources Management: Introduction to Human Resources Management - Stredwick, J., Taylor and Francis, 2005.
Math201 Statistics: Statistics with Common Sense - Kault, D., ABC-CLIO, 2003.
Bus202 Project Management: Project Management- Watt, A., (2014). Blackwell Science.
Bus203 Time Management: Principles of Effective Time Management for Balance, Well-being, and Success. The McGraw Center for Teaching and Learning. 2016.

Econ201 Macroeconomics: Macroeconomics: Theory through Applications- Cooper, R. & John, A., Saylor Foundation, 2011.
Econ202 Microeconomics: Modern Microeconomics- Theory and Application. Maurya, M.L., Mangalam Publishers, 2008.
Bus301 Operations Management: Operations Management: An Integrated Approach. Reid, D. & Sanders, N. (6 th edition). Wiley & Sons. 2015.
Bus302 Managerial Accounting and Reporting: Managerial accounting, Hoyle, J. & Heisenger, K., Flat World Knowledge, 2013.
Bus303 Entrepreneurship: Entrepreneurship Management. Natarajan, P. Pondicherry University Press. 2012.
Bus304 Financial Management: Understanding Financial Management, Powell, G. & Baker, K. John Wiley & Sons, 2009.
Bus305 Organizational Behavior: Organizational Behavior, Hiriappa, B., New Age International Pvt. Ltd., 2008.
Bus306 Business Ethics: The Business Ethics Workshop, Brusseau, J., Saylor Foundation, 2012
Bus307 Managerial Decision-making: Judgment in Managerial Decision Making (8th Edition). Bazerman, J., John Wiley & Sons, 2012.
Bus308 Strategic Management: Strategy, Innovation, and Change, Markides, C., Murray, J. & Galavan, R., Oxford University Press, 2008.
Bus309 International Business Management: Introduction to International Business. P. Subba Rao. Himalaya Publishing, 2010.
Bus310 Effective Leadership: Effective Leadership: Theory, Cases, and Applications (1st Edition). Humphrey, R. Sage Publications. 2013.
Bus311 Risk Management: Simple Tools and Techniques for Enterprise Risk Management. Chapman, R. John Wiley & Sons. 2011.
Bus312 Corporate and Social Responsibility: Good Corporation, Bad Corporation: Corporate Social Responsibility in the Global Economy. Giminex, G. & Pulos, E., Open SUNY, 2016.
Bus313 Quality Management: Quality Management for Organizational Excellence: Introduction to Total Quality (8th Edition). Goetsch, D. & Davis, S., Pearson, 2015.
Bus314 Management of Information Systems: Essentials of MIS, 12 th edition. Laudon, K. & Laudon, J. Pearson, 2017.
Bus315 Logistics Management: Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design 1st Edition. Meyerson, P., Pearson FT Press, 2015.
Bus316 Digital Marketing: eMarketing: The Essential Guide to Online Marketing. Stokes, R. Saylor Foundation, 2010.