

General Business

(Bachelor of Science—Business Administration with specialization in General Business)

Faculty: Lasher, Vincelette, Zanglein

The general business specialization presents a broad overview of business. Rather than specializing in one particular area, the student takes advanced professional courses in a variety of business areas. This is an appropriate specialization for students choosing to be generalists as well as for those planning to enter a graduate business school or law school. The number of electives in the program and the flexibility of the degree requirements make it easier for a student to complete minors or pursue a variety of interests inside or outside the School of Business.

Requirements for the Specialization

Fifty-four credits in the major include 33 credits in “core” courses: BUSN 100, 217, ACCT 260, 261, ECON 231 (ECON 200 and 201 are in general education), MGMT 310, 439, 490, MKTG 340, INFO 327, and BFIN 300; a second course in finance, management, and marketing; MGMT 432; and nine credits of general business options.

Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for general business. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these “critical content courses”:
STA 215/Statistical Inference (C); ECON 200/Principles of Economics: Micro (C); ACCT 260/Accounting Principles I (C).
- Transfer into the program from another program within The College is based upon the following performance standards in these “foundation courses”:
STA 215/Statistical Inference (C); ECON 200/Principles of Economics: Micro (C); ACCT 260/Accounting Principles I (C).
- Graduation requires a GPA of 2.0 in courses for the program.

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

Recommended Sequence of Courses

During academic year 2003-2004, The College of New Jersey is in the process of transformative curricular change. Therefore only the course of study for first-year students entering in 2003-2004 is set out below. These students should consult their advisors when planning courses for future years. Supplements to this online bulletin also will be available on an ongoing basis.

BUSN	099/School of Business Seminar	0	F
IDSC	151/Athens to New York	3	S
<i>or</i>			
FSP	101/First Year Seminar	4	F
STA	215/Statistical Inference	4	S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
WRI	102/Academic Writing	4	F/s
Arts (General Education)		3	F/S
BUSN	100/Computer Fundamentals	3	F/S
Science (General Education)		8	F/S
PSY	101/General Psychology	4	F

General Business Options

All 300- and 400-level courses offered by the School of Business (except BUSN 498).

All economics courses that require ECON 200 or 201 as prerequisites.

BUSN 099/School of Business Seminar **0 cr.**
(1 class hour)
(fall)

To acquaint first-year students with the rigors of academic life and to have them understand the importance of cultural diversity. Each section, depending upon the student's area of concentration, will explore careers in the functional areas of business.

BUSN 100/Computer Fundamentals 3 cr.

(3 class hours)
(fall/spring)

Impact of computers on work and society, fundamentals of a computer system, microcomputer concepts and usage, operating systems, graphical user interface, electronic communication, and applications using a spreadsheet program.

BUSN 217/Legal Environment of Business 3 cr.

(3 class hours)
(fall/spring)

An examination of the legal environment and of the individual's rights and responsibilities in his or her various roles in a free society. Particular emphasis will be placed on common law contracts as they relate to the individual's relationships within the business community.

BUSN 218/Microcomputer Software Applications 3 cr.

for Business
(3 class hours)
(occasionally)

Prerequisite: Basic microcomputer skills

Introduces students to a multitasking, Windows-based environment and provides familiarity in working with various software used in business applications including word processing, spreadsheets, database, presentation graphics, and desktop publishing.

BUSN 219/Legal Environment in Accountancy 3 cr.

(3 class hours)
(fall)

An examination of the legal environment, with particular emphasis placed on common law contracts and the law of sales as they relate to the individual's relationships within the business community. Both real and personal property law are also covered. The role of the accountant within a business organization is examined and professional and ethical obligations are stressed. Current ethical problems and controversies are also discussed.

BUSN 223/Law for Business Organizations and Accountancy 3 cr.

(3 class hours)
(spring)

Prerequisite: BUSN 219

Topics covered include commercial paper; secured transactions; bankruptcy; and agency, partnership, and corporate laws as they relate to the accounting profession. The role of ethics in the business environment is an underlying theme throughout the course.

BUSN 244/Perspectives on International Business 3 cr.

(3 class hours)
(fall)

An introductory course that examines contemporary topics and concepts in international trade and investment and the environment in which international business operates.

BUSN 322/Topics in Business Law 3 cr.

(3 class hours)
(fall, spring)

Prerequisite: BUSN 217 or BUSN 219

A second business law course. Topics covered include property law; the Uniform Commercial Code; and agency, corporate, and partnership law. (Cannot be taken if BUSN 223 was taken.)

BUSN 325/Employment Law 3 cr.

(3 class hours)
(spring)

Prerequisite: BUSN 217 or 219

A study of the various federal and state laws and regulations affecting employment relationships in a rapidly changing economy. Equal opportunity, age discrimination, and disability discrimination are points of focus.

BUSN 475/Estate and Retirement Planning 3 cr.

(3 class hours)
(occasionally)

Prerequisite: BUSN 217 or 219

Both the financial and non-financial fundamentals of estate and retirement planning are considered. Wills, probate, trusts, gifts, forms of ownership, and taxes are discussed as tools to intelligent estate and retirement planning.

BUSN 498/Internship in Business 1-6 cr.

(fall/spring/summer)

Prerequisite: Junior or senior standing; permission of internship coordinator

An opportunity for students to integrate theory with field experience in business under the instruction and supervision of a business person in consultation with the internship coordinator. Graded P/U only.

BUSN 499/Independent Study in Business **1-6 cr.**

(3 class hours)

Prerequisite: Permission of instructor and division head

Student must have a minimum grade point average of 2.5. An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.
