All business majors at Canisius College take a common set of courses designed to provide students with a breadth of business knowledge and skills. Upon completion of the business core, students should understand and appreciate the importance of several functional business areas and how these areas contribute collectively to the performance of organizations. In today’s business environment, managers are frequently expected to work in cross-functional teams, understand how their specialty contributes to the overall mission and strategy of the organization and eventually advance to positions of leadership that require an understanding and appreciation for multiple divisions within an organization. As you will see in the curriculum, the common set of business courses known as the Business Core provides a strong, multi-faceted foundation that prepares students to become leaders in their organizations and excel in the globally competitive marketplace.

### Business Core Learning Goals and Objectives

**Student Learning Goal 1:** BSBA graduates will have a fundamental knowledge and understand the value chain for goods and services.

- Objective A: Understand the creation of value through business processes integrating production and distribution of goods and services.
- Objective B: Students will be able to apply the concept of the marketing mix for goods and services when describing an organization’s marketing strategy.

**Student Learning Goal 2:** BSBA graduates will have fundamental analytical and quantitative skills.

- Objective A: Demonstrate critical thinking and problem solving skills.
- Objective B: Have sufficient mastery of statistical applications to conduct and interpret statistical analyses.
- Objective C: Have sufficient mastery of management science applications to conduct and interpret analyses.
- Objective D: Perform and interpret standard accounting and financial computations and analysis.

**Student Learning Goal 3:** BSBA graduates will have a fundamental knowledge of global human behaviors and market structures.

- Objective A: Demonstrate awareness of how cultural differences and human diversity impact business decisions.

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1. For economics, business economics, finance and accounting students, MAT 115 is recommended over other options. However, students who are not well prepared in mathematics may wish to take MAT 105 and MAT 106 before moving on to more advanced math courses. Additional mathematics courses are recommended if the student is preparing for a graduate program in economics or finance. The student should consult a departmental advisor.

2. Accounting Majors take ACC 212 instead of ACC 202

3. Management Majors take MGT 335 and MGT 336 instead of MGT 325; Students completing the 150-hour combination of BS and MBA in Accounting take MBA 690 instead of MGT 446

4. Accounting Majors take LAW 371 and LAW 372 instead of MGT 370

5. Students completing the 150-hour combination of BS and MBA in Accounting take MBA 690 instead of MGT 446

6. International business majors will satisfy the Business International Requirement by taking two semesters of a foreign language instead of non-U.S. culture courses since that major has a foreign language requirement. Other business majors may elect to fulfill the Business International Requirement with either two semesters of a foreign language or two courses from the same non-U.S. culture. Students who take the two a non-U.S. culture courses are encouraged to take one from History so at least one of the courses may also satisfy a College Core Curriculum requirement, such as a Field 4 (History) course. Students are strongly encouraged to discuss options for completing this requirement with their advisor.

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### Business International Requirement

The Business International Requirement is part of the business core curriculum and is designed to help prepare students for doing business in an increasingly global economy. All business majors must complete a two course sequence of classes that emphasize either a modern language or a non-U.S. culture. If students elect to satisfy the requirement by taking language courses, the courses must be in the same modern language. Note that American Sign Language and classical or ancient languages such as Greek and Latin do not satisfy the Business International Requirement. The list of non-U.S. culture classes that satisfy the requirement is updated regularly and can be obtained from your advisor or department chair. Both classes must be related to the same culture (e.g. two courses about Asian history, two courses about European culture, two Latin American or Hispanic courses, etc.) As an alternative to modern language or non-U.S. culture classes, students can satisfy the Business International Requirement by participating in a semester-long study abroad program.

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### Business Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISB 101</td>
<td>Management Technology</td>
<td>3</td>
</tr>
<tr>
<td>ECO 101</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 102</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 101</td>
<td>Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>ACC 201</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 202</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MGT 325</td>
<td>Operations Analysis for Business</td>
<td>3</td>
</tr>
<tr>
<td>MGT 370</td>
<td>Managerial Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 446</td>
<td>Managerial Policy/Strategy</td>
<td>3</td>
</tr>
<tr>
<td>Business International Requirement (See Description Below)</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits: 49-51

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**Select one of the following options for satisfying the mathematics requirement:**

**Option 1:** A two course sequence of math courses:
- MAT 115 Finite Mathematics
- MAT 106 Calculus for the Non-Sciences

**Option 2:** Select one of the following advanced math courses:
- MAT 101 Calculus with Review I
- MAT 111 Calculus I
- MAT 115 Calculus for Business
Objective B: Demonstrate an understanding of the market structure, macroeconomic and international environments within which businesses operate, including the roles of financial institutions, the central bank, and the government.

Student Learning Goal 4: BSBA graduates will know ethical frameworks in managerial decision-making and leadership.

Objective A: Demonstrate knowledge of different approaches to ethical decision making, and how they apply to different business situations in a socially responsible manner;

Objective B: Demonstrate an understanding of fundamental issues such as conflicts that may arise among the stakeholders of a firm, management’s fiduciary responsibility and issues of corporate governance;

Objective C: Describe issues pertaining to social responsibility and sustainability;

Objective D: Identify situations when ethical leadership is required.

Student Learning Goal 5: BSBA graduates will know and understand appropriate uses of Information Systems.

Objective A: Understand the use of information technology as a tool for communication, management, and business problem solving;

Objective B: Use applications software to effectively locate, extract, generate and organize the needed information to assist in management decision-making;

Objective C: Effectively research, locate, extract, structure, and organize the information needed to assist in decision making.

Student Learning Goal 6: BSBA graduates will know basic frameworks of leading individuals in organizations.

Objective A: Demonstrate awareness of conventional and innovative applications to leadership and motivation;

Objective B: Identify effective methods of teamwork and communication.