BUSINESS CORE

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 tab, 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.

### Code | Title | Credits
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BUSX 101 | Management Technology | 3
ECO 101 | Principles of Macroeconomics | 3
ECO 102 | Principles of Microeconomics | 3
MGT 101 | Introduction to Management | 3
ACC 201 | Financial Accounting | 3
ACC 202 | Managerial Accounting | 3
MKT 201 | Principles of Marketing | 3
FIN 201 | Introduction to Corporate Finance | 3
ECO 255 | Business Statistics | 3
ECO 256 | Business Analytics | 3
MGT 325 | Operations Analysis for Business | 3
MGT 370 | Managerial Environment | 3
MGT 446 | Managerial Policy/Strategy | 3
BUSX 101 | Business in Action | 0
BUSX 102 | Business in Action | 0
BUSX 201 | Explore Careers | 0

Total Credits: 49-51

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 507 instead of MGT 325
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 at the 200 level. Other business majors will fulfill the two courses required for the Business International Requirement with either a foreign language or a non US history course.
   - Non US History courses can be in two separate international cultures
   - Two separate international language courses
   - A combination of an international language course and a non US history course
7. BUSX is required of all business majors and must be completed for degree requirements. This series of courses are 0 credit hours and will be graded pass/fail. BUSX 101 will be completed in your first semester freshman year, BUSX 102 will be completed in your second semester freshman year, and BUSX 201 will be completed as a sophomore.

### 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. 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. 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.

### 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 statistical 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.
- 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.