

BUSINESS MANAGEMENT

THE COMPANY YOU KEEP If you're interested in running a business or even launching your own company, our Bachelor of Science program offers you the opportunity to develop all the necessary skills and knowledge. (Think business technologies, human resources, an understanding of global issues, and organizational and leadership techniques for starters.) Learn from the best in the business as you power up your entrepreneurial spirit.

WHAT WE TEACH

Our program explores business strategy, creativity, entrepreneurial creativity, and management to advanced students who have completed an A.A. degree at FIDM.

A CLOSER LOOK

The Bachelor of Science in Business Management Program prepares academically qualified students to enter, compete, and be successful in the global industries of Fashion, Interior Design, and Entertainment. The student interacts with and learns from professionals in the business community. Whether entering the corporate world or undertaking an entrepreneurial venture, the graduate is equipped with the necessary business analytical, planning, and management tools; ethical understanding; and leadership skills to be successful.

BACHELOR OF SCIENCE

BUMT 3100	Ethics in Business	3
BUMT 3300A	Financial Accounting I	3
BUMT 3300B	Financial Accounting II	3
BUMT 3350	Marketing Communications	3
BUMT 3450	Business Information Technology	3
BUMT 3550	Import/Export Management	3
BUMT 3600	Management Theory & Principles	3
BUMT 3650	Human Resource Management	3
BUMT 3720	Management Strategy	3
BUMT 3820	Business Law	3
BUMT 3850	Global Marketing	3
BUMT 4100	Small Business Management	3
BUMT 4200	Financial Management	3
BUMT 4300	Global Management Strategies	3
BUMT 4450	Strategic Management Policies	3
BUMT 4500	International Finance	3
BUMT 4550	Entrepreneurial Strategy & Tactics	3
BUMT 4600	Marketing Management	3
BUMT 4840	Studies in Leadership	3
BUMT 4910	Creativity in Business	3
GNST 2570	Microeconomics	3
GNST 2630	Principles of Chemistry	3
GNST 2760	Principles of Biology	4
GNST 2870	Macroeconomics	3
GNST 3000	World Political History	3
GNST 3020	Statistics	3
GNST 3050	Writing for Business Professionals	3
GNST 3400	Social Psychology	3
GNST 3500	Professional Presentation	3
GNST 3900	Issues in Contemporary Society	3
Total Units of Credit		91

This 18-month program starts each quarter. Prerequisites: FIDM Degree required.

