

# Bachelor of Science in Business Management



## A Strong Foundation for Your Business Career

Gain expertise in the business management skills and applications that increase your value to employers. This IACBE-accredited business degree program has resume-building credentials incorporated into the curriculum. Graduate fully prepared to advance your business career or pursue graduate-level study.



### A Business Degree That Spans All Industries

This career-driven undergraduate business degree program will give you versatile, in-demand job skills through classes in analytics, project management, marketing, sustainability, supply chain management, communications, professionalism, social entrepreneurship and more.



### Learn From Experienced Business Management Leaders

Courses are taught by industry experts who are active management practitioners, ready to share the hard-earned wisdom and experience they've gained addressing today's business challenges. Small class sizes ensure valuable interaction between students and esteemed faculty.



### Earn Project Management Institute Certification

WilmU's affordable BS in Business Management program has the added value of coursework to qualify you for a Project Management Institute certification. Plus, the program's hands-on learning experiences will help build your resume and professional network.

Get started today at [wilmu.edu/Apply](https://wilmu.edu/Apply).



**40 courses** | **120 total credits**

Finish your Business Management degree faster by transferring credits.

**\$1,257**  
per course

Cost of a typical 3-credit course.



Classes start  
every 8 weeks.



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UNIVERSITY™

**BUSINESS**

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## General Education Requirements (45-46 Credits)

<input type="checkbox"/> CTA 326 Integrating Excel Into Business Problem-Solving	<input type="checkbox"/> MAT 205 Introductory Survey of Mathematics
<input type="checkbox"/> ECO 101 Economics I	<input type="checkbox"/> PHI 100 Introduction to Critical Thinking
<input type="checkbox"/> ENG 121 English Composition I	<input type="checkbox"/> PSY 101 Introduction to Psychology
<input type="checkbox"/> ENG 122 English Composition II	<input type="checkbox"/> <i>or</i> SOC 101 Introduction to Sociology
<input type="checkbox"/> ENG 131 Public Speaking	<input type="checkbox"/> Humanities Electives (3 Credits)
<input type="checkbox"/> ENG 310 Research Writing	<input type="checkbox"/> Natural Science Elective (3 Credits)
<input type="checkbox"/> HIS 381 Contemporary Global Issues	<input type="checkbox"/> Free Electives* (9 Credits)

## Business Core (30 Credits)

<input type="checkbox"/> BAC 101 Accounting I	<input type="checkbox"/> BBM 320 Business Communications <input checked="" type="checkbox"/>
<input type="checkbox"/> BAC 102 Accounting II	<input type="checkbox"/> BBM 402 Strategic Management <input checked="" type="checkbox"/>
<input type="checkbox"/> BBA 301 Introduction to Business Analytics**	<input type="checkbox"/> BMK 305 Marketing
<input type="checkbox"/> BBM 201 Principles of Management	<input type="checkbox"/> FIN 305 Financial Management <input checked="" type="checkbox"/>
<input type="checkbox"/> BBM 301 Organizational Behavior	<input type="checkbox"/> MAT 312 Business Statistics <input checked="" type="checkbox"/>

## Business Management Program Core (33 Credits)

<input type="checkbox"/> BBM 315 Supervisory Management**	<input type="checkbox"/> ECO 102 Economics II
<input type="checkbox"/> BBM 347 Interpersonal Skills and Professionalism in the Workplace	<input type="checkbox"/> FIN 306 Corporate Finance
<input type="checkbox"/> BBM 370 Global Business Management	<input type="checkbox"/> HRM 310 Organizational Development**
<input type="checkbox"/> BBM 411 Operations and Systems Management	<input type="checkbox"/> HRM 311 Human Resource Management
<input type="checkbox"/> BBM 412 Project Management	<input type="checkbox"/> MIS 320 Management Information Systems
<input type="checkbox"/> BLA 303 Legal and Ethical Environment of Business	

## Business Electives (12 Credits)

## Concentration in Applied Economics (15 Credits)

<input type="checkbox"/> ECO 101 Economics I	<input type="checkbox"/> ECO 340 Urban Economics & Sustainability
<input type="checkbox"/> ECO 102 Economics II	<input type="checkbox"/> ECO 440 International Economics
<input type="checkbox"/> ECO 321 Economics of Money and Banking	

## Concentration in Nonprofit Management (15 Credits)<sup>†</sup>

<input type="checkbox"/> NFP 301 Introduction to Nonprofit Agencies	<input type="checkbox"/> NFP 303 Foundations of Fiscal Management for Nonprofit
<input type="checkbox"/> NFP 302 Management of the Nonprofit Organization	<input type="checkbox"/> NFP 304 Advocacy and Public Policy
<b>Choose ONE of the following:</b>	
<input type="checkbox"/> FIN 331 Finance for Nonprofit	<input type="checkbox"/> NFP 307 Fundraising for Nonprofits
<input type="checkbox"/> HRM 361 HRM in Public and Nonprofit Organizations	<input type="checkbox"/> SPM 309 Sport and Athletics Fundraising

Note: Prerequisites include BBM 201 and BMK 305.

= Typical Completion Degree Course

\* Students with fewer than 16 transfer credits are required to take FYE 101 as one of their free electives.

\*\* Available as a co-op.

† Students may substitute any program-specific course for an alternate NFP course of their choosing or an internship.



## Dual-Credit ADVANTAGE™

SAVE TIME & TUITION

You can apply selected courses (and their credits) in this degree program to a variety of WilmU certificate programs, allowing you to earn a resume-boosting certificate and your bachelor's degree simultaneously. Learn more at [wilmu.edu/DualCredit](http://wilmu.edu/DualCredit).

### Already have an associate degree?

A WilmU completion degree provides just the courses you need to earn your bachelor's degree.

Look for the  to see typical completion degree courses.

Prerequisite and additional courses not listed here may be required.

### Have questions? We're here to help!

Academic Recruiters



(302) 213-3916



[recruiting@wilmu.edu](mailto:recruiting@wilmu.edu)



Wilmington University's College of Business has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE).

Get Started Today!  
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# Bachelor of Science in Business Management

## Concentration in Sales Administration (15 Credits)

- |  |   |
|--|---|
| <input type="checkbox"/> <b>BBM 100</b> Customer Service Workshop                | <input type="checkbox"/> <b>BKM 320</b> Consumer Behavior                           |
| <input type="checkbox"/> <b>BBM 110</b> Fundamentals of Ethical Sales Techniques | <input type="checkbox"/> <b>BBM 415</b> Effective Sales Presentations and Proposals |
| <input type="checkbox"/> <b>BBM 308</b> Introduction to Sales Force Management   |   |

Choose ONE of the following:

- |  |  |
|--|--|
| <input type="checkbox"/> <b>BBA 430</b> Big Data and Visualization | <input type="checkbox"/> <b>ISM 350</b> Information Technology Policy and Strategy |
|--|--|

Choose ONE of the following:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>BBM 330</b> Power and Negotiation                          | <input type="checkbox"/> <b>SPM 310</b> Sales in Sports |
| <input type="checkbox"/> <b>HSP 201</b> Customer Relations in the Hospitality Industry |   |

## Concentration in Small Business Management (16 credits):

- |  |  |
|--|--|
| <input type="checkbox"/> <b>BBM 100</b> Customer Service Workshop  | <input type="checkbox"/> <b>BLA 310</b> Small Business Law     |
| <input type="checkbox"/> <b>BBM 350</b> Introduction to E-Commerce | <input type="checkbox"/> <b>BMK 366</b> Entrepreneurship       |
| <input type="checkbox"/> <b>BBM 351</b> Small Business Management  | <input type="checkbox"/> <b>BKM 400</b> Social Media Marketing |

## Concentration in Sport Management (21 credits):

- |   |   |
|---|---|
| <input type="checkbox"/> <b>SPM 305</b> Sport Management I    | <input type="checkbox"/> <b>SPM 408</b> Financing Sport Operations    |
| <input type="checkbox"/> <b>SPM 306</b> Sport Media Relations | <input type="checkbox"/> <b>SPM 490</b> Sport Management Internship I |

Choose ONE of the following:

- |   |  |
|---|--|
| <input type="checkbox"/> <b>SPM 405</b> Sport Management II | <input type="checkbox"/> <b>SPM 491</b> Sport Management Internship II |
|---|--|

Choose ONE of the following:

- |   |  |
|---|--|
| <input type="checkbox"/> <b>BBA 301</b> Intro to Business Analytics | <input type="checkbox"/> <b>SPM 400</b> Seminar in Sport Analytics |
|---|--|

Choose ONE of the following:

- |   |  |
|---|--|
| <input type="checkbox"/> <b>BMK 305</b> Marketing | <input type="checkbox"/> <b>SPM 407</b> Sport Marketing and Promotions |
|---|--|



Dual-Credit  
**ADVANTAGE™**

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