

Business / Economics

DEGREE PROGRAMS

B.A. Business Management

B.A. Hospitality and Tourism Management

A.S. Management

Minors:

Business (for non-business majors only)

Certificates:

Nonprofit Management

Small Business Management

Other:

Articulation Agreement with Clarkson University, N.Y., provides graduates of JSC an opportunity to obtain an MBA degree in only one additional year of study (See specific information following the degree requirements for the Business Management program.).

FACULTY / STAFF

- James Black, *Professor*
- Reed Fisher, *Professor*
- Norman McElvany, *Professor*
- Todd Comen, *Associate Professor*
- Henrique Cezar, *Assistant Professor*
- Renate Callahan, *Administrative Assistant*

Bachelor of Arts in Business Management

This degree is designed to provide our students with the skills, knowledge, and wisdom necessary to run their own business, be successful in an organization of their choosing, and be prepared for graduate study. The student's education in this major comes from both the classroom and real world experiences, including on-site internships in the field. Specifically, the degree focuses on planning, in reference to products and service; organizational structure; leadership, human resource management, and employee relations; and financial management.

LEARNING OUTCOMES FOR BUSINESS MANAGEMENT MAJORS

Departmental faculty will assist students in obtaining the following outcomes:

1. Having the basic skills necessary to start and manage a small business, a not-for-profit organization, or a hospitality or tourism business.
2. Demonstrating the ability to think critically and use analytical tools to facilitate the critical thinking process.
3. Having an awareness of external factors that can affect a small organization, including the economy, political processes, social trends, legal and regulatory requirements, the environment, technological changes, and globalization.
4. Understanding ethical behavior.
5. Entering graduate school or the workforce.

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REQUIRED COURSES	CREDITS	SEMESTER
Core Courses		
ACC-2121 Financial Accounting	4	_____
ACC-2122 Managerial Accounting	4	_____
BUS-2020 Principles of Management	3	_____
BUS-2230 Principles of Marketing	3	_____
BUS-2410 Human Resource Management	3	_____
BUS-3131 Business Law I	3	_____
BUS-3150 Production/Operations Management	3	_____
BUS-3230 Financial Management	3	_____
BUS-3250 Organizational Behavior & Management	3	_____
BUS-4070 Strategic Decision Making	3	_____
BUS-4140 Quantitative Analysis	3	_____
BUS-4720 Senior Seminar	3	_____
BUS-4810 Internship in Business Management (if minimum G.P.A. requirement satisfied)	6	_____
CIS-1041 Microcomputer Applications I	3	_____
ECO-2020 Macroeconomics	3	_____
ECO-2030 Microeconomics	3	_____
MAT-1221 Finite Mathematics	3	_____
MAT-2030 Probability and Statistics	3	_____
TOTAL	59	

Elective Concentrations

In addition to completing the basic B.A. program, students may elect any of the following concentrations:

Marketing

Requires any three 3000/4000 level marketing courses excluding BUS-4040 (Marketing Strategies)

Management

Requires three courses at the 3000/4000 level, other than courses included in the core program, from any of the department offerings in ACC, BUS, CIS, ECO, or HTM.

Masters of Business Administration Articulation Agreement between Johnson State College and Clarkson University

Johnson State College students who plan their undergraduate program carefully are able to earn their Master of Business Administration (MBA) from Clarkson University in Potsdam, New York, in only one year. If JSC students include the courses that serve as a foundation for the MBA program, they are able to eliminate the need for up to one year of Clarkson's two year program. In this way, a student could earn both an undergraduate degree from Johnson State College and an MBA from Clarkson in only five total years.

Clarkson University**Foundation Requirements****JSC Course Equivalents**

Accounting: Financial and Managerial	ACC-2121 and ACC-2122
Economics: Micro and Macro	ECO-2030 and ECO-2020
Corporate Finance	BUS-3230
Operations/Production Management	BUS-3150
Computer Science: Information Systems	CIS-1041
Statistics and Quantitative Methods	MAT-2030
Law and Society	BUS-3131
Principles of Management and Organizational Theory	BUS-3250
Principles of Marketing	BUS-2230

Bachelor of Arts in Hospitality and Tourism Management

Tourism and hospitality is the third largest industry in the United States today, and it is projected that by the year 2010 it will be the largest industry in the world. This diverse industry provides challenging and exciting career opportunities for students with a variety of talents and interests. The hospitality and tourism management (HTM) program is designed to prepare students for a career in this exciting and diverse industry. HTM students complete a core of business and hospitality and tourism courses and may augment their knowledge with a selection of elective courses. In addition, the HTM program weaves over 1050 documented hours of experiential learning throughout a student's four years in the program. Finally, through a partnership with the Educational Institute of the American Hotel and Lodging Association, students who successfully complete a specific eight course sequence are eligible to receive a Hospitality Operations Certificate from the AH&LA.

LEARNING OUTCOMES FOR BUSINESS MANAGEMENT MAJORS

Departmental faculty will assist students in obtaining the following outcomes:

1. Having the basic skills necessary to start and manage a small business, a not-for-profit organization, or a hospitality or tourism business.
2. Demonstrating the ability to think critically and use analytical tools to facilitate the critical thinking process.
3. Having an awareness of external factors that can affect a small organization, including the economy, political processes, social trends, legal and regulatory requirements, the environment, technological changes, and globalization.
4. Understanding ethical behavior.
5. Entering graduate school or the workforce.

BUSINESS / ECONOMICS

REQUIRED COURSES		CREDITS	SEMESTER
Required Business Core Courses			
ACC-2121	Financial Accounting	4	_____
ACC-2122	Managerial Accounting	4	_____
BUS-2020	Principles of Management	3	_____
BUS-2230	Principles of Marketing	3	_____
CIS-1041	Microcomputer Applications I	3	_____
ECO-2020	Macroeconomics	3	_____
ECO-2030	Microeconomics	3	_____
Required HTM Core Courses			
HTM-1010	Survey of Hospitality and Tourism*	3	_____
HTM-2020	Introductory Internship in HTM	2	_____
HTM-3010	Food and Beverage Management*	3	_____
HTM-3050	Supervision & Training*	3	_____
HTM-3110	Lodging and Resort Operations*	3	_____
HTM-3130	Hospitality and Tourism Law and Ethics*	3	_____
HTM-3140	Hospitality Technology*	3	_____
HTM-3220	Hospitality and Tourism Marketing Seminar*	3	_____
HTM-3230	Facilities Planning and Design	3	_____
HTM-3820	Intermediate Internship in HTM	2	_____
HTM-4720	Hospitality and Tourism Senior Seminar	3	_____
HTM-4820	Supervisory Internship in HTM	3	_____
TOTAL		57	

Electives

See the course description section of the catalogue for a listing of the elective courses available.

*= Courses eligible for the AH&LA Hospitality Operations Certificate.

HTM students are strongly encouraged to take MAT-2030 (Probability and Statistics) and MAT-1221 (Finite Mathematics) to satisfy their core curriculum mathematics requirements.

Associate of Science in Management

This program looks at the four major functions of a manager—planning, organizing, leading and controlling—and prepares students for first-line managerial positions. Students also have the business course base to continue in the baccalaureate business management program.

REQUIRED COURSES	CREDITS	SEMESTER
ACC-2121 Financial Accounting	4	_____
ACC-2122 Managerial Accounting	4	_____
BUS-2020 Principles of Management	3	_____
BUS-2140 Personal Finance	3	_____
BUS-2230 Principles of Marketing	3	_____
BUS-2410 Human Resource Management	3	_____
BUS-3131 Business Law I	3	_____
CIS-1041 Microcomputer Applications I	3	_____
ECO-2020 Macroeconomics	3	_____
ECO-2030 Microeconomics	3	_____
Electives (2 department courses from ACC, BUS, CIS, ECO or HTM disciplines)	6	_____
TOTAL	38	

Certificates and Minors

Certificates are designed for non-majors who are interested in an overview of the field. The programs, less comprehensive than a minor, introduce students to the fundamentals of the discipline.

CERTIFICATE IN NONPROFIT MANAGEMENT

Johnson State College’s nonprofit management certification program is a collaboration between the Business/Economics department and the Center for Service Learning.

This program is designed to allow flexibility for the student by allowing the student to meet prescribed competencies in combination with course work or practical experience.

The requirements are:

- A total of 18 credits are required, 6 of which may be waived if the student demonstrates competencies for these areas.
- A minimum of 9 credits to be taken through Johnson State College.
- A student may take no more than 6 credits in any one competency area.

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COMPETENCIES AREAS:

Management

BUS-2020 Principles of Management
BUS-2210 Small Business Management
Other Management courses

Competencies (must demonstrate knowledge of):

Planning
Organizing
Directing
Controlling resources

Human/Organizational Resource Management

BUS-2410 Human Resource Management
BUS-3250 Organizational Behavior and Management

Competencies (must demonstrate knowledge of 5 of the following):

Personnel
Selecting
Training
Evaluation
Compensation
Health and safety
Bargaining units
Motivation,
Morale
Organization
Organization settings
Team decision making
Communicating in an organization
Organizational power

Accounting

ACC-1001 Office Accounting (CCV)
ACC-1010 Computerized Accounting (CCV)
ACC-2121 Financial Accounting

Competencies (must demonstrate knowledge of):

Journals
Ledgers
Financial statements
Payroll
Worksheets

Program Planning

HTM-3150 Event Management
OER-3020 Program Planning in Outdoor Education

Competencies (must demonstrate knowledge of):

Risk management
Fiscal administration and budgeting
Organization and leadership
Program evaluation

Leadership

BUS-4180 Leadership and Management of Nonprofit Organizations
CSV-3010 Leadership through Service Learning
HTM-3910 Leadership and Quality
Competencies (must demonstrate knowledge of):
Functions and roles of leaders
Understand how to work with different constituencies
How to share and inspire a vision
Enabling others to act
Contemporary resource leadership issues

Marketing

BUS-2230 Principles of Marketing
BUS-3210 Advertising
BUS-4030 Marketing Research
Competencies (must demonstrate knowledge of):
Price
Service
Promotion
Place

Internship

BUS-2810 Internship (3 – 6 credits)
BUS-4810 Internship (3 – 6 credits)

CO-CURRICULAR REQUIREMENTS:

1. Organize and/or attend professional workshops and seminars to meet required competencies (i.e., Vermont Alliance of Non-profits Organizations (VANPO) nonprofit management trainings).
2. The creation of a Nonprofit Management Portfolio.

CO-CURRICULAR RECOMMENDATIONS:

1. Active participation in the Nonprofit Management Student Association (minimum of 10 hours per semester including committee work, site visits to local and state nonprofit organizations, and/or nonprofit career fairs).

- 2. Attend one regional or national professional development conference.
- 3. Additional experience in the nonprofit sector through individual service learning placements and leadership activities.

If you seek any clarification, please contact Jim Black at x1298 or Ellen Hill at x1257.

CERTIFICATE IN SMALL BUSINESS MANAGEMENT

The program provides owners, operators, and employers with the knowledge and skills necessary to organize and operate successful small businesses. The program emphasizes management functions rather than operational techniques.

REQUIRED COURSES	CREDITS	SEMESTER
ACC-2121 Financial Accounting	4	_____
BUS-2020 Principles of Management	3	_____
BUS-2210 Small Business Management	3	_____
BUS-2230 Principles of Marketing	3	_____
BUS-3131 Business Law I	3	_____
TOTAL	16	

MINOR IN BUSINESS (non-departmental majors only)

All course choices and sequences should be discussed with an advisor in the Department of Business/Economics.

REQUIRED COURSES	CREDITS	
ACC-2121 Financial Accounting	4	_____
BUS-2020 Principles of Management	3	_____
BUS-2140 Personal Finance	3	_____
BUS-2230 Principles of Marketing	3	_____
CIS-1041 Microcomputer Application I (or equivalent experience)	3	_____
ECO-2020 Macroeconomics	3	_____
In addition to the above courses, choose any two 3000 or 4000 level departmental courses.	6-7	
TOTAL	25-26	

The Department of Business/Economics offers courses with the following designators: ACC (accounting), BUS (business), CIS (computer information systems), ECO (economics), and HTM (hospitality and tourism management). See full course descriptions beginning on page 97.