

DEPARTMENT OF BUSINESS/ECONOMICS

Bachelor of Arts: Business Management, Hospitality and Tourism Management

Minors: Business (for non-business majors only)

Associate of Science: Management

Certificates: Nonprofit Management, Small Business Management

Professors: James Black, Norman McElvany

Associate Professors: Todd Comen, Reed Fisher

Assistant Professor: Henrique Cezar

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. Please see specific information following the degree requirements for the business management program below.

Bachelor's Degree Programs

• 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.

Required Courses	Credits
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)	3
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 (MBA) 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.

Required Business Core Courses	Credits
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	Credits
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.

Learning Outcomes for Business Management and Hotel & Tourism Management Majors

Departmental faculty will assist students in obtaining the following outcomes:

1. Have the basic skills necessary to start and manage a small business, a not-for-profit organization, or a hospitality or tourism business.
2. Demonstrate the ability to think critically and use analytical tools to facilitate the critical thinking process.
3. Have 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. Understand ethical behavior.
5. Be prepared to enter graduate school or the workforce.

Associate's Degree Programs

• 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
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.

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 Nonprofits 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
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)

Required Courses	Credits
ACC-2121 Financial Accounting	4
BUS-2020 Principles of Management	3
BUS-2140 Personal Finance 3	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.

Total 22-25

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

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 65.

