Business

Center for Business Preparation
Conner, Fresina, Riddick.

The Center for Business Preparation is a distinctive program of preparation for a career in business. It is designed to provide an experiential learning environment that will build on a liberal arts foundation. Students will develop communication abilities, critical thinking skills, and an understanding of multiple perspectives in a context emphasizing social responsibility. The curriculum integrates concepts and strategies used in the business environment through case studies, applications in projects and internships, and participation of business professionals.

Attendance at a non-credit colloquium is required before admission to the Center for Business Preparation (CBP) program. CBP department faculty and Hanover alumni will explain the CBP philosophy, method of instruction and expectations. Students still interested in the CBP program after attending the colloquium will meet with a CBP faculty member to discuss the admission process and plan their course of study in the program. Students will then apply for admission to the CBP program.

Students will be selected based on a combination of factors that demonstrate the potential for contributing to the program and for succeeding in the world of business. These include, but are not limited to, personal statements, academic performance, co-curricular leadership activities, entrepreneurial and work experience. Once admitted, students will be identified as CBP Scholars to highlight the academic background they are acquiring in readiness for service in the business world. After completing all CBP requirements, a reference to completing the CBP program will be included on the transcript. CBP Scholars cannot major in Business Administration. Twice a year CBP faculty will review each Scholar’s standing in the program.

Required courses:
Completion of a liberal arts major (other than Business Administration)
Economics 113, or 114, or a LADR course sequence that contains an economics course
Math 217, Economics 257, or equivalent
Management Concepts – CBP 211
Financial Decision Making – CBP 311
Project-Based Internship Research – CBP 312
Project-Based Internship – CBP 357
Business Strategy – CBP 411
2 credits of approved electives
Satisfactory completion of CBP co-curricular components

CBP 211. Management Concepts. An integrated introduction to the fundamental concepts of management and business. Topics include the relationship between business and society, including ethical and legal responsibilities; business organization; competitive strategies; and management theory including organizational structures, decision making and creative problem solving, collaborative teamwork, and organizational control. Case studies and projects will be used to provide an opportunity to integrate and apply essential concepts. Pre or Corequisites: Econ 113, or 114, or LADR course sequence including economics; admission to Center for Business Preparation. 1 unit.
CBP 311. Financial Decision Making. Introduces the fundamental financial skills of business focusing on concepts and relationships rather than accounting entries. Accounting and finance concepts will be integrated to demonstrate that financial statements are merely the reflection of decisions made by firms. Pre or Corequisites: Math 217 or Econ 257; Prerequisite CBP 211. 1 unit

CBP 312. CBP Internship Project-Based Research. Research of a specific project or problem identified by the business firm in which the CBP Scholar will intern. Includes in-depth study of the firm’s history, industry and competition. Research will also be conducted on various trends impacting the industry and firm. Data collection and preliminary analysis conducted related to the project in CBP 357. Prerequisite: CBP 311 and demonstration of Computer Application Competency. .25 unit.

CBP 357. CBP Project-Based Internship. A project-based internship, carried out through work in a business firm, supervised by CBP faculty and on-site supervisors. A formal presentation will be made to representatives of the firm, in the presence of faculty and CBP Scholars. Pre or Corequisite: CBP 312. 1 unit.

CBP 360. Special Topics.

CBP 411. Business Strategy. An integrated capstone course requiring CBP Scholars to demonstrate that they can create a well-conceived comprehensive strategy for business and successfully execute it; synthesize liberal arts, business and economics concepts in strategic management. Scholars will complete a comprehensive strategic analysis for a business in partnership with the Small Business Development Center or other agency. Prerequisite: CBP 311. 1 unit.

CBP 465. Capstone Seminar. Course content will reflect the topic for the annual Capstone. Open to all juniors and seniors and may be repeated once for credit. Students may enroll in only one Capstone seminar in a given term.

Electives:

CBP Scholars will be required to complete 2 units of electives to be selected in consultation with CBP faculty. Prerequisite: CBP 211.

Co-Curricular Components:

#1. Computer Application Competence. All courses in the CBP program use appropriate software to familiarize scholars with computer applications in decision making and presentation. Therefore, scholars are required to demonstrate competency in fundamental computer applications such as Word, Excel and PowerPoint. Students will be required to demonstrate this competency before they can complete CBP Internship Research CBP 312. Students unable to demonstrate adequate skills will be required to complete appropriate workshops until such competency is acquired.

#2. Career Preparation. Scholars work with Hanover alumni and the Career Center staff to begin evaluating critical components of effective résumés and how to identify good co-curricular experiences that can assist in building various leadership and organizational skills.

#3. Leadership Series. Scholars will meet with business leaders on campus to discuss current business events in a variety of settings, such as workshops, roundtable discussions, dinners, and one-on-one meetings. The Leadership Series will provide speakers on topics such as business ethics, challenges in business, entrepreneurship and international business.

#4. Career Portfolio. Each Scholar will develop a Career Portfolio containing examples of their work such as class presentations, internship projects and evaluation, job-related projects and evaluations, and a résumé. The Portfolio will highlight the importance of maintaining a record of achievements and will serve as a valuable tool in finding employment or gaining admission to graduate school.
Business Administration

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**Bus 160. Special Topics.**

**Bus 225. Financial Accounting.** Introduction to the basic methods and principles involved in processing financial data into accounting statements for use by investors and creditors, and an understanding of the purpose and interpretation of those statements. Bypass credit available. Not offered 2008-2009.


**Bus 260. Special Topics.**

**Bus 307. Directed Study.** .50 unit.

**Bus 321. Basic Law.** The study of legal rights, government regulations, consumer protection, criminal law, law of torts, contracts, property, sales, commercial paper, agency, insurance, and bankruptcy. Must be of junior or senior standing or permission of instructor.

**Bus 322. Principles of Management.** Introduction to management theory, research, and practices involving planning, organizing, staffing, communicating, motivating, creative problem solving, group dynamics, teamwork, conflict, control, leadership, and organizations. Must be of junior or senior standing or permission of instructor.

**Bus 323. Marketing.** Activities and objectives of marketing management, components of an organization’s marketing plan, and the evolution and values of a consumer-oriented society.

**Bus 330. Corporate Financial Management.** Introduction to the basic concepts of corporate financial management including asset management, time value of money, cash and capital budgeting, and proper use of cash and other resources. Prerequisites: 225, Eco 257, or Mat 217.

**Bus 339. International Business.** Study of procedural and cultural differences encountered when conducting business in an international environment. May be offered abroad. Prerequisites: 225, 322. Offered alternate years.

**Bus 357. Field Internship.** Designed to involve the student in an actual working environment using information and skills learned in the classroom. Prerequisites: 225 and permission of Department.

**Bus 360. Special Topics.**

**Bus 370. Directed Study.**


**Bus 435. Federal Income Tax Law.** Introduction to the system of taxation with emphasis on the Federal Internal Revenue Code, including preparation of Federal individual income tax returns. Prerequisite: 225.

**Bus 471. Independent Study.** Preparation of a formal research paper on a topic of student choice. Recommended for students intending to pursue graduate study. Prerequisites: 225, 322, and 330.

**Bus 499. Comprehensive Evaluation.**