The Business Scholar Program through the Center for Business Preparation offers distinctive preparation for a career in business. This program provides an experiential learning environment that will build on a liberal arts foundation. Students 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 business through case studies, applications in projects and internships, and participation of business professionals.

Interested students are encouraged to apply to the Business Scholar Program either prior to admission to Hanover College or in the Fall Term of the first or sophomore year. Students are selected based on a combination of factors that demonstrate the potential for contributing to the program, Hanover College and their eventual chosen career. These factors include academic performance and co-curricular leadership activities. Once admitted, students are identified as a Hanover College Business Scholar, and upon successful completion of all requirements, a business concentration will be noted on their transcripts.

**Business Scholars Program:**
CBP 211, 311, 312 (Internship research), 357 (Project-based Internship), 411; and two credits of approved electives.
Cognate courses: One course in statistics: Mat 217, Eco 257 or equivalent; one course in Economics: Eco 113 or 114 or a LADR course in economics.
Other Requirements: Satisfactory completion of CBP co-curricular components; completion of a liberal arts major.

**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: Admission to Center for Business Preparation.

**CBP 307. Directed Study.** .50 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. Prerequisite CBP 211.

**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 321. Marketing and Promotions. Introduces the fundamentals of marketing with special emphasis on the “promotion” element of the overall marketing mix—advertising, sales promotion and public relations. Marketing fundamentals will be covered, such as segmentation, branding, positioning, consumer behavior and the “four Ps.” A large component of the course will be more in-depth consideration of marketing communication than is typical in an introductory marketing course, including practical exercises in planning and developing a communication campaign. Prerequisite: CBP 211.

CBP 322. Professional Selling. This course focuses on the challenges and opportunities provided by professional selling. Selling concepts, tools, strategies, and tactics will be discussed as they apply to both external and internal customers. Students are exposed to and experience some problems faced and rewards earned by those in professional sales. Customer relationship management and seeking to meet customer needs will be discussed as key to successful long-term selling. Prerequisite: CBP 211.

CBP 323. Investments. This course provides a fundamental understanding of the theory and concepts used in making investment decisions. It covers topics including financial markets, stock and bond valuation, capital market equilibrium, risk and return trade-offs, and portfolio theory. Prerequisite: CBP 311.

CBP 324. eCommerce Management. The Internet has cultivated a global economic system and transformed societies throughout the world. This course will examine the impact of the Internet on commerce. Special attention will be placed on the history and structure of the Internet, convergence, net neutrality, open source technology, and intellectual property rights in the age of the Internet. This course will also cover the interconnections between commerce and Internet marketing, including Web analytics, search engine/social media optimization and affiliate marketing.

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.

CBP 360. Special Topics.

CBP 370. Directed Study.

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.

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. At least one elective must have a “CBP” course prefix, while the second elective may be a CBP course or may be chosen from a list of approved electives.

Co-Curricular Components:

#1. Computer Application Competence. In order to be prepared for the workplace and their internships, Scholars are required to demonstrate competence in fundamental computer applications such as Word, Excel and PowerPoint before they can complete CBP 312, Internship Research. Scholars may need to complete appropriate workshops if they are initially unable to demonstrate competence.
#2. Internship and Career Preparation. To ensure a project-based internship, and ultimately career, that provides the best fit between their strengths and interests, their major and the project-based internship, Scholars will work with the CBP staff and Career Center to identify their interests and internship constraints, build their resumes and develop their interviewing skills. Further, they will work diligently with the CBP staff to identify and secure the internship.

#3. Workshops, Events and Other Activities. To help them develop their business and career skills, practice interacting with business leaders and get the most from the program, Scholars will take part in a minimum number of workshops, Leadership Series events, classroom speaker lunches and other activities each year from a much larger list of alternatives.

**Business Administration**

**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 2009-2010.

**Bus 226. Managerial Accounting.** Interpretation and use of accounting information within the organization for planning and controlling activities and making decisions. Prerequisites: 225. Not offered 2009-2010.

**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.

**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.

**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 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 370. Directed Study.**


**Bus 499. Comprehensive Evaluation.**