

THE NORM BRODSKY COLLEGE OF BUSINESS CORE REQUIREMENTS

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Core Requirements Overview

Students in the Norm Brodsky College of Business are required to take a core of business courses, providing them with a solid foundation in business, global perspective, and professional, technological, and data analytical skills that are essential for career success. In addition, business students are required to take general education courses in written and oral communications and courses that provide liberal arts perspectives.

Business core courses provide students with:

- An integrative application of fundamental concepts of essential business disciplines in a business practice through an Introduction to Business course;
- A background of the concepts, processes, and institutions in the production and marketing of goods and/or services, and the financing of business enterprises or other forms of organization. This perspective is covered in such courses as Marketing Principles, Introduction to Finance, and Operations Management;
- A background of the economic and legal environment as it pertains to profit or nonprofit organizations, along with ethical considerations and social and political influences as they affect such organizations. Courses that satisfy this requirement are Principles of Macroeconomics, Principles of Microeconomics, The Legal and Ethical Environment of Business, as well as several elective courses;
- A basic understanding of the concepts and applications of accounting, quantitative methods, and management information systems, including computer applications. This area is covered through such courses as Introduction to Accounting, Managerial Uses of Accounting, Business Statistics, Information Systems Essentials, and Management Information Systems;
- A fundamental skill set to discover new insights from analyzing big data to inform an organization's operational and strategic decisions through the Introduction of Business Analytics course;
- A study of organizational theory and behavior and interpersonal communications. Course work in Fundamentals of Management and Organizational Behavior cover this area, as well as courses in composition and speech;
- A skill set of effective business written and oral communications for both individual and group workplace settings in a Business Communications course;

- A study of decision processes under conditions of uncertainty, including integrating analysis and policy determination at the overall management level. The course, Strategic Management and Policy, which serves as the capstone course, provides the necessary coverage in this area;
- An understanding of international business, necessary to engage effectively in the global economy. This area is covered by two required international business electives;
- A study of professional, development, and career management focused on individual career goals and strategies for a successful job search. A course in Career Planning covers this area;
- A study of leadership and interpersonal skills reinforced with participation in a team environment. This area is covered by a required leadership elective.

In addition to the core requirements, all students in the Norm Brodsky College of Business are required to complete a program of study prescribed by the major or program in which they are enrolled. This phase of study typically begins in the junior year. Courses in the major are designed to provide the student with a general competence in one of the principal areas of business.

Intensive Course Requirements

All business students must successfully complete one writing-intensive, one oral presentation-intensive, and one data analytic-intensive course with at least one of their three intensive courses within their major or minor field of study. The courses that have been approved for intensive course designations are:

- Writing-Intensive Courses: BDA 398, BUS 300, FIN 405, MKT 460, MGT 363, SPT 250
- Oral Presentation-Intensive Courses: ACC 410, CBA 320, FIN 305, MGT 355, MKT 320, MKT 340, MKT 435, SPT 450
- Data Analytic-Intensive Courses: ACC 320, CIS 350, CIS 360, GSC 235, HTH 215, MKT 366, MKT 367, SPT 322

Students are required to have 54 semester hours completed before enrolling in most 300- or 400-level business courses.

Fifty percent of all business credits must be taken through Rider. Transfer students may bring in 30 credits from business courses plus Quantitative Methods, Business Statistics, Macroeconomics, and Microeconomics. At least half of the required credits in the area of a student's major must be taken at Rider.

All business students must have a 2.0 GPA in their major and overall to graduate.

Program-Level Learning Competencies

- Communicate effectively in writing about business topics in a concise, informative, and well-researched manner;
- Communicate effectively orally about business topics using appropriate media in a manner that is informative as well as persuasive;
- Apply ethical understanding and reasoning to address ethical issues that arise in business contexts in a socially responsible manner ;
- Work effectively with others in a team environment, in person, and/or virtually;
- Use current technologies in the business environment;

- Apply analytical skills in the business environment;
- Integrate knowledge of business theories, concepts, and principles to conduct a critical analysis of business practice.

Business Subjects

Code	Title	Credits
Business Foundations		
CBA 110	Business in Action	3
MSD 105	Quantitative Methods for Business	3
MSD 205	Business Statistics	3
ACC 210	Introduction to Accounting	3
ACC 220	Managerial Uses of Accounting	3
ECO 200	Principles of Macroeconomics	3
ECO 201	Principles of Microeconomics	3
MGT 201	Fund Management & Org Behavior	3
MKT 200	Marketing Principles	3
FIN 220	Introduction to Finance	3
BUS 300	The Legal and Ethical Environment of Business	3
BUS 400	Strategic Management and Policy	3
CBA 212	Business Communications	3
Business Technology and Analytics		
CIS 185	Information Systems Essentials	3
CIS 385	Management Information Systems	3
or GSC 385	Management Information Systems for Global Supply Chain Management	
BDA 201	Introduction to Business Analytics	3
MSD 301	Operations Management	3
Professional Development		3
CBA 236	Career Planning	
Leadership Elective		3
Select one of the following:		
CBA 320	Case Analysis & Presentation	
LDP 200	Foundations of Leadership	
LDP 398	The Co-op Experience Seminar	
MGT 330	Ethical Management	
MGT 355	Team Management	
MGT 363	Management Skills	
International Business Electives ¹		6
Select two of the following:		
BUS 375	International Business Law	
CBA 315	International Business Tour	
CBA 316	Nature's Business	
CBA 317	Emerging Nations Study Tour	
CIS 375	Business Process Design for a Global Economy	
ECO 305	Internatl Trade and Investment	
ECO 315	Comparative Economic Systems	
ENT 375	International Entrepreneurship	
FIN 308	International Finance	
GSC 115	Introduction to Global Supply Chain Mgt.	
GSC 315	International Business Tour	
MGT 375	International Management	

MKT 330	International Marketing
MKT 369	International Advertising
SPT 320	Business of Global Sport

Major Requirements ²

Additional credits are required for majors as described in the footnote below.

Total Credits	63
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Non-business Subjects

In addition to the business subjects, the student must acquire at least 21 credits in arts and sciences courses.

Code	Title	Credits
Communications:		
CMP 120	Seminar in Writing and Rhetoric	3
CMP 125	Seminar in Writing and Research	3
or CMP 203	Literature and Composition	
COM 290	Professional/Strategic Speech	3
Natural Science Elective		3
Select one course from the following subject areas:		
Behavioral Neuroscience (BNS)		
Biochemistry (BCH)		
Biology (BIO)		
Chemistry (CHE)		
Environmental Science (ENV)		
Exercise Science (EXS)		
Geosciences (GEO)		
Health Sciences (HSC)		
Integrated Science and Math (ISM)		
Marine Sciences (MAR)		
Physics (PHY)		
Sustainability Studies (SUS)		
Social Science Elective		3
Select one course from the following subject areas:		
American Studies (AMS)		
Communication and Journalism (COM)		
Gender Studies (GSS)		
Health Care Policy (HCP)		
History (HIS)		
Homeland Security Policy (HSP)		
Law and Justice (LAW)		
Multicultural Studies (MCS)		
Political Science (POL)		
Psychology (PSY)		
Social Work (SOW)		
Sociology (SOC)		
Humanities Elective		3
Select one course from the following subject areas:		
English (ENG)		
Literature (LIT)		
Fine Arts (ART, DAN, MUS, THE)		

Foreign Languages and Literature (CHI, FRE, SPA)	
Philosophy (PHL)	
Liberal Arts Elective	3
Select one course offered by the College of Arts & Sciences. See the note below.	
Total Credits	21

Free Electives

The minimum requirements in business and non-business subjects normally leave a student needing an additional 24 credits that must be completed to satisfy the 120 required for graduation.

Accounting, Actuarial Science, Business Analytics, Global Supply Chain Management, Health Care Management, Human Resource Management, Information Systems, Marketing, and Organizational Psychology majors have a reduced number of free elective credits due to the additional major requirements.

Free elective credits may be used to fulfill the International Business Elective requirement. Courses from a second major or a minor may also be used to fill free elective credits.

Free elective credits may be taken in any discipline at Rider, provided the student meets the requirements imposed by the department or program offering the course.

Engaged Learning Graduation Requirement

In addition to completing all the course requirements, all Rider University students are required to complete an Engaged Learning Graduation requirement. (<http://catalog.rider.edu/policies/undergraduate/engaged-learning-policy/>)