

Department of Business Studies

Associate Professors: Joseph T. Foley (Chairperson), Daniel J. Jones, Francis A. Marino, J. Bart Morrison, Jennifer M. Niece (Coordinator); *Assistant Professors:* Arlene DeWitt, Robin Frkal, Cary LeBlanc, Bridget Leonard, Michael Lewis, Elizabeth O’Hara, Catherine L. Pastille; *Professors of Practice:* Eric Drouart, Megan Hill, Kevin Kelly; *Visiting Assistant Professors:* Paul Bailey, Bryan Coleman, Zachary Daniels, Paul Piwko; *Lecturers:* Philip Benvenuti, Thomas L. Fitzpatrick, Mary Kingsley, Justin Lundberg, Michael Matraia.

The Department of Business Studies offers majors and minors that, when combined with substantial background in the liberal arts disciplines, provide our students with the knowledge and skills valued by the business world. Our majors also focus on helping students build socially responsible lives with ethical cores.

MISSION STATEMENT

The Business Studies Department of Assumption College offers undergraduate programs of study in accounting, international business, management, marketing, and organizational communication and a graduate business program with concentrations in management, marketing, accounting, finance, and international business. These programs are part of the College’s professional studies.

The general mission of the Business Studies Department is to create a challenging learning environment that prepares students for professional employment in the private, public, and nonprofit sectors and/or graduate study. Assumption College has a strong liberal arts tradition, and Business Studies programs augment the liberal arts courses by developing business students who:

- gain fundamental knowledge, concepts, and theory of the disciplines we teach;
- are proficient in technical and professional skills related to the disciplines we teach;
- understand and can perform in a professional environment that is multi-cultural and global;
- possess the knowledge and ability to understand ethical reasoning and act in a socially responsible manner;
- can exercise critical thinking and creative problem solving skills and know how to make decisions;
- are able to communicate effectively;
- are able to relate well to others and to perform well as an individual or as part of a team.

MAJOR IN ORGANIZATIONAL COMMUNICATION (15)

Effective communication, a widely recognized goal of a liberal arts education, is a key element in the successful practice of management. The Organizational Communication major builds on the strengths of a liberal arts curriculum to produce a set of competencies valued in the business environment and transferable across many sectors. Students who major in Organizational Communication will be prepared to enter the world of management, including profit, non-profit, government and entrepreneurial organizations, and will be strong candidates for corporate management development programs.

First Year

Fall	Spring
MKT 101 Principles of Marketing ACC 125 Principles of Accounting I	MGT 100 Introduction to Management ECO 110 Microeconomics

If not taken during the First year, the above courses should be taken during the Sophomore year.

Sophomore Year

Fall	Spring
MGT 102 Introduction to Organizational Behavior (For ECO 115, take the Excel placement exam or CSC 110)	Writing course – see list below ECO 115 Statistics

Note: ECO115 requires students to have taken MAT114 prior to or at the same time. The course also requires successful prior completion of the one-credit CSC110 or a passing score on an Excel placement exam.

Writing Course (choose 1 course)

- ENG 201 Writing Workshop: Argument and Persuasion
- ENG 304 Business and Technical Writing
- ENG 308 Writing and Editing

Core Communication Courses (3 courses) – take during Junior or Senior Year

OCM 200	Communication Theory (fall only)
OCM 333	Strategic Managerial Communication (spring only)
INB 334	International Communication: Organizational Perspectives OR PSY 220 Interpersonal Communication

Capstone (1 course) – take during Junior or Senior Year

OCM 399	Internship in Business (requires 2.8 GPA) OR OCM 398 Portfolio Management
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Major Electives (4 courses, limit 1 from outside the Department of Business Studies) – take during Junior or Senior Year

BUS 250	Personal Finance
BUS 304	Business Research
BUS 444	Honors Capstone in Business
INB 306	International Marketing
INB 307	International Management
MKT 308	Consumer Marketing Behavior
MKT 309	Marketing Management
MKT 310	Advertising
MGT 311	Diversity in the Work Force
MKT 312	Sales Management
MKT 314	Services Marketing
MKT 316	Public Relations
MKT 326	Marketing on the Internet
MKT 327	Social Media Marketing
INB 334	International Communication (if not taken to meet Area III requirement above)
MKT 344	Sports Marketing
MKT 346	Sport Media and Communication
ENG 201*	Writing Workshop: Argument and Persuasion
ENG 304*	Business and Technical Writing
ENG 308*	Writing and Editing

**If not taken to fulfill the Area II writing course requirement*

Students may petition the department chair for approval of other non-departmental courses that support the organizational communication major.

SIX-IN-FIVE ACCELERATED M.B.A. PROGRAM

The Department of Business Studies offers two Accelerated M.B.A. tracks that allow students to earn a B.A. and M.B.A. degree in five years instead of the six years these two degrees customarily require. Undergraduate students that are on-track to complete the core requirements in addition to the required courses for their major may take up to two M.B.A. courses in their senior year. Graduate coursework during the senior year counts toward the undergraduate degree, as well as the graduate degree, so students in this program will graduate with their Bachelor's Degree on schedule. Then, upon completion of one additional year of graduate study (the fifth year), students will be awarded a Master of Business Administration Degree. Admission to the Six-in-Five Accelerated M.B.A. Program requires a strong undergraduate record of academic success. Students who have earned a GPA of 3.2 or above follow a "fast-track" application process.

Course Descriptions

ORGANIZATIONAL COMMUNICATION (OCM)

OCM 200 COMMUNICATION THEORY

An introduction to the study of Communication, required of all Organizational Communication majors. This course includes a survey of basic theories of the human communication process, and an examination of communication theory in five business related contexts: (1) group communication; (2) inter/intra cultural communication; (3) interpersonal communication; (4) mass communication; and (5) organizational communication. This is a prerequisite course for OCM 333. (Fall)

DeWitt/Three credits

OCM 333 STRATEGIC MANAGERIAL COMMUNICATION

Strategic Managerial Communication studies communication within the organization as a key component of strategy implementation. This course investigates the vital role of communication as a mode of strategy implementation through an understanding of strategy-related management behavior. The course examines organizational theory within several contexts: organizations communicating to employees and to the outside world, as well as internal communication among employees and supervisors. Prerequisites: ENG 130, MGT 100, MKT 101, OCM 200. (Spring)

DeWitt, Hill/*Three credits*

OCM 398 PORTFOLIO MANAGEMENT

Professional communicators must possess sound knowledge of their current skills and abilities as well as an understanding of the expectations of professional employment. In order to remain competitive in today's changing work environment, professional communicators collect and showcase their skills, abilities, knowledge, and experience in a portfolio. The portfolio development process will assist the student to recognize and document the transferable skills they have already acquired through formal education and informal learning experiences. Students will analyze their prior learning within the context of the communication profession. They will document prior learning (knowledge and skills) and identify skills that they may need or want to develop in the future. The portfolio they develop will include at least 10 elements ranging from a basic resume and professional network to writing samples and work that demonstrates computer competency. The portfolio will help the student develop a learning plan and action plan to enhance his/her competitiveness in the workplace and within the communication profession. Prerequisite: MKT 101. (Spring)

DeWitt/*Three credits*

OCM 399 INTERNSHIP IN BUSINESS

This course is designed to provide student interns with a valuable experiential learning opportunity, and includes a field-based internship experience of a minimum of 120 hours for the semester in the private, non-profit, entrepreneurial or governmental sector. Students attend a weekly seminar to discuss organizational behavior and management concepts and to share observations about their internship experiences. Students assess their career competencies, organizational culture preferences, risk tolerances and supervision/feedback requirements to determine their optimal career paths. They also conduct informational interviews with professionals in their career field or industry of interest. All students complete an observation/reflection paper which documents and analyzes organizational theory and applies it to experiential consequences and behavior. Prerequisites: Juniors/Seniors, 2.8 GPA, permission of instructor.

DeWitt, Staff/*Three credits*