

# Foster College of Business Administration

**The undergraduate and masters business programs and the undergraduate accounting program offered by the Foster College of Business Administration, Bradley University, are accredited by the AACSB International: The Association to Advance Collegiate Schools of Business.**

## Mission and Objectives

The Foster College of Business Administration, a community dedicated to learning, prepares students for productive and satisfying careers in business professions and positions of leadership. We are committed to:

- Recruiting and retaining a faculty that has a passion for teaching and is engaged in research that enhances teaching, contributes to the creation and application of knowledge, and sustains intellectual currency and vigor.
- Recruiting and retaining quality students who are active participants in learning.
- An undergraduate education, complemented by masters programs, grounded in theory and practice and providing a broad range of learning opportunities and experiences.
- Programs that are student focused, technologically advanced, globally oriented, and intellectually stimulating.
- Strong relationships with the business community through activities such as executive and professional programs, business and economic research, and service.

Our mission derives from the faculty's sense of shared values and expectations, and is manifested in our objectives:

- To develop students who communicate effectively;
- To develop students who understand the business functions of organizations;
- To develop students who appreciate the theoretical bases of knowledge and apply their knowledge in diverse situations;
- To develop students who understand the behaviors of individuals, groups, and organizations;
- To develop students who understand the impact of ethnic and cultural diversity in the workplace;
- To develop students who have an appreciation for environmental and technological issues;
- To develop students who understand the influence of

political, social, legal and regulatory issues;

- To develop students who are aware of their need for life-long learning;
- To develop students who understand the dynamic, global economic forces affecting all organizations;
- To provide students with opportunities for career-oriented experiences that will be valuable to them as they seek employment;
- To provide students with a high-quality general education program which forms the basis for all professional education;
- To stimulate and maintain an active program of scholarly activities including basic scholarship and instructional development, but primarily focused on applied scholarship among faculty and selected students in the functional disciplines of business and economics and to share the findings from this research with business, government, not-for-profit, and academic communities in a mutually reinforcing exchange;
- To maintain an interactive and cooperative relationship with other units of the University by:
  - (a) serving on University-wide committees;
  - (b) participating in interdisciplinary undergraduate and graduate programs where appropriate; and
  - (c) providing and utilizing service courses and programs within resource constraints;
- To provide an environment of continuous, meaningful interaction with business, government, and not-for-profit organizations through training and professional development programs, consulting services, research, and general participation in community affairs and professional organizations; and
- To maintain and continue to develop an environment of meaningful interactions for College alumni through organized alumni associations and meetings.

## Courses and Curricula

The courses and curricula of the Foster College of Business Administration are derived from the mission and objectives of the College. There are three categories of courses that enable the College to fulfill its mission: general education courses, College core courses, and courses in the major areas offered by the College.

We believe that a general education is critical for preparing students for business careers, and so business majors must participate in general education requirements. These requirements serve a number of purposes, among which are:

- To explore fundamental issues of human existence, and to help develop personal values.
- To provide an insight into the nature of intrapersonal and interpersonal relationships.
- To enhance the students' creative and analytical capabilities.
- To develop the ability to communicate effectively.
- To develop an appreciation for diverse cultures and peoples.
- To ensure that students appreciate the importance of science and technology.
- To elucidate the development, role, and nature of business, government, and other societal institutions.

Fifty percent of the hours required for graduation must be taken outside the Foster College of Business Administration.

The second part of the curriculum is the common core of business courses required of all Foster College of Business Administration graduates. This core provides an understanding of the dynamics of the firm, introduces students to the business functions of organizations, develops an understanding of how business and society interact, and gives a view of policy-making in firms. The core curriculum strives to be integrative and stresses the dynamic interaction of the areas and functions of firms. The core curriculum, along with general education courses, helps to develop the analytical skills business professionals must have.

The third category of courses is derived from the College's mission and objectives and consists of courses in the student's major. Majors are offered in accounting, actuarial science-business, economics, finance, international business, management, management information systems, marketing, and risk management and insurance. Courses in the major help develop the abilities and skills necessary in entry-level jobs. These courses strive to provide a background that allows for maximum professional growth in whatever profession the student chooses.

Students who choose to double major in the Foster College of Business Administration must complete requirements for both majors and must have at least 18 unique hours in courses not used to fulfill the requirements of their first major. Students should consult their academic advisor.

Because knowledge, organizations, and societies are dynamic, the College stresses adaptability and flexibility. Students should anticipate that courses in the core curriculum and in the major will change and evolve as circumstances warrant.

There are a number of areas that are so important they are interwoven throughout the curriculum of the College. These areas include computer use, business ethics, inter-

national business, and an appreciation of the importance of diversity in the workplace. These areas are covered in a number of courses in the core curriculum and in courses in the various major areas.

Study in business, although highly structured, does allow for elective courses. All students in the College are assigned a faculty advisor. The advisor should be consulted regularly so that a coherent course of study may be developed.

The College also offers graduate study leading to the degree of Master of Business Administration (M.B.A.) and the M.S. in accounting.

## Admissions and Transfer Requirements

1. Students interested in applying for admission to the Foster College of Business Administration must contact the Office of Undergraduate Admissions at Bradley University. All students must meet the university entrance requirements to be admitted to the college.
2. Students currently registered at Bradley University who are interested in declaring a major or minor in business need to contact the assistant to the dean.
3. Freshmen and transfer students who elect the AEP Program or a major in another college may change into the Foster College of Business Administration during their first year if they have met the entrance requirements of the College at the time of their admission to the University. Freshmen and transfer students who did not meet the Foster College of Business Administration admission requirements at the time of their entry into the University may change into the College after completing a minimum of 12 credit hours, earning a cumulative GPA of 2.00 and earning a 2.00 GPA in courses taken in the Foster College of Business Administration. Students must also meet specific departmental entrance requirements.
4. Students who are transferring from an AACSB-accredited school may transfer upper-level business courses for credit.
5. Junior/senior-level business core courses or courses required in a business major, taken on the freshman or sophomore level at another institution, will not transfer into the Foster College of Business Administration.
6. Business courses transferred from other institutions with the grade of "D" will not be accepted by the Foster College of Business Administration.
7. The legal environment of business and international business degree requirements may be satisfied by transfer students who have completed a legal environment or international business course at a college or university that is not AACSB accredited provided that the course has been approved for transfer credit by the Foster College of Business Administration. Once a student is enrolled at Bradley University, these courses may only be transferred to the Foster College of Business Administration from AACSB-accredited schools.

8. Approval For Off-Campus or Correspondence Study: Students electing to take courses at another accredited institution to apply toward credit to meet graduation requirements assume the responsibility for the transferability of the credit. Students must get pre-approval from their department chair and dean of the college before enrolling in a course to be taken at another school. The student is also responsible for requesting an official transcript be sent to the Registrar's Office once the course is completed.

Permission will be given to take junior/senior business or economics courses only at AACSB-accredited schools.

The appropriate form may be obtained in the Office of Undergraduate and Graduate Programs of the Foster College of Business Administration.

## Graduation Requirements

### A. Curriculum Requirements

Students who maintain continuous enrollment and who complete work toward the baccalaureate degree within five years from the date of entry may graduate under either the catalog in effect at the time of entrance or under the catalog in effect at the time of graduation. A change in major could mean meeting new requirements in force at the time of the change as a condition for acceptance into that major. Students whose work has been interrupted for one or more semesters may be held to requirements in effect at the time of their re-enrollment.

#### 1. University Requirements

##### a. General Education

- a1. Mathematics – MTH 115, Brief Calculus with Applications I. The courses offered by Bradley that will satisfy the Foster College of Business Administration mathematics requirements are:
  1. MTH 115, Brief Calculus with Applications I, or
  2. MTH 121, Calculus I.  
The second option, MTH 121, is slightly more rigorous, and should be selected by students with a strong background in math who are planning a career in one of the more quantitative areas of business or future graduate study.  
Math Placement – The specific math course sequence that must be taken by a student is determined on an individual basis. The program presented here is designed to accommodate the typical student; others will be advised of appropriate alternatives by their advisor. A student's previous mathematical experience and performance on proficiency exams are used to establish

an appropriate sequence. If a student has satisfied the entrance requirements and achieves an SAT math score over 580 or an ACT math score over 27, it is recommended that he or she enroll in MTH 121. Students who have satisfied entrance requirements and achieved an SAT math score over 480 or an ACT math score over 23 are eligible to enroll directly in MTH 115, but not in MTH 121. Students who do not meet these requirements may be admitted to the College with a math deficiency. They must take prerequisite courses as specified by the Mathematics Department. **CLEP general mathematics credit will not be accepted in lieu of the required mathematics courses nor does the College grant any credit toward graduation for CLEP in mathematics. Students will not receive credit toward the required hours for graduation for Intermediate Algebra (MTH 100 at Bradley) or for math courses not requiring at least Intermediate Algebra as a prerequisite.** Similarly these courses and CLEP mathematics will not be accepted for credit toward the general education requirement.

- a2. Social Forces requirement may be fulfilled by successfully completing ECO 221/222, which are required in the business core.
- a3. The remaining General Education courses are explained elsewhere in this catalog.

##### b. Junior/Senior hours – 40

#### 2. College Requirements – 50 hours

- a. College Core
 

ATG 157 Accounting Principles – Financial.....	3
ATG 158 Accounting Principles – Managerial.....	3
BUS 100 Contemporary Business .....	3
BUS 210 Team Dynamics .....	1
BUS 220 Career Planning Strategies.....	1
ECO 221 Principles of Microeconomics.....	3
ECO 222 Principles of Macroeconomics .....	3
QM 262 Quantitative Analysis I.....	3
QM 263 Quantitative Analysis II.....	3
BMA 342 Legal Environment of Business .....	3
BMA 352 Managing in Organizations .....	3
BMA 353 Operations Management .....	3
BMA 372 Information Technology .....	3
BMA 452 Strategic Management & Business Policy ....	4
Economics Junior/Senior Elective.....	3
FIN 322 Business Finance .....	3
IB 306 Introduction to International Business .....	2
MTG 315 Principles of Marketing .....	3
*BMA 172 Business Computer Skills & Applications ..	1

**Foster College of Business Administration**

\*Foster College of Business Administration students can demonstrate proficiency with commonly used computer software by passing a competency test. Students who do not pass this test must take BMA 172, and this one-hour course will **not** count among the hours required for graduation.

- a1. Students must pass the proficiency test within their first academic year at Bradley (24 hours completed at Bradley).
- a2. Visit the web site for details of time and place for testing: [bradley.edu/fcba/profexam](http://bradley.edu/fcba/profexam).
- b. Behavioral Science Courses – 6 hours. Courses in sociology, psychology, and anthropology will satisfy the behavioral science requirement.
- c. Students must complete 124 hours to receive a degree in business. International business majors must complete 130 hours to receive a degree.

**B. Other Requirements**

- 1. At least one-half of all required business credit hours must be taken in residence.
- 2. A minimum of 15 hours of Foster College of Business Administration junior/senior courses taken at Bradley University.
- 3. A minimum of 62 semester hours outside of the Foster College of Business Administration. Economics (9 hours maximum) and Quantitative Analysis (6 hours maximum) may be counted outside the College.
- 4. A minimum cumulative GPA of 2.00 (C) must be earned in all courses taken at Bradley University and in courses taken in the Foster College of Business Administration.
- 5. It is the student’s responsibility to meet all university academic, financial, and administrative requirements and procedures as outlined elsewhere in this Catalog.

**Minor in Business Administration**

In order to serve non-business students interested in eventually obtaining an M.B.A., or who desire a limited background in business in order to facilitate their personal career plans, the Foster College of Business Administration offers a minor in Business Administration. The following requirements must be met:

ATG 157, 158 Accounting Principles.....	6
ECO 221/100, 222 Principles of Economics.....	6
QM 262 Quantitative Analysis I.....	3
FIN 322 Business Finance.....	3
BMA 342 Legal Environment of Business.....	3
BMA 352 Managing in Organizations.....	3
MTG 315 Principles of Marketing.....	3
<b>Total Hours</b>	<b>27</b>

Business minors must pass a computer proficiency examination in commonly used business software. Contact the Office of Undergraduate and Graduate Programs in the Foster College of Business Administration for details of proficiency testing.

Students must achieve a GPA of 2.0 (C) in the Foster College of Business Administration hours required in the minor.

Students must successfully complete at least the equivalent of MTH 115.

A minimum of 15 hours for the minor must be taken at Bradley University, including FIN 322, BMA 352, and MTG 315. Written approval must be obtained from the Dean of the Foster College of Business Administration prior to taking any business courses at another institution.

Students who elect to minor in Business Administration must declare their intention by completing the appropriate forms in the Office of Undergraduate and Graduate Programs of the Foster College of Business Administration. Students must have a declared major and minimum of a 2.0 grade point average. Students are strongly advised to complete this math requirement in their first two years.

Students who minor in Business Administration must meet the requirements for the minor in force at the time the minor is declared.

Students who desire to minor in business administration must be approved by the Dean of the Foster College of Business Administration prior to enrolling in the program. The Dean must also approve recording the completion of the minor on the transcript.

Transfer policies for minors are the same as those for majors. Please refer to Section 5 above.

**Minor in Business Studies**

The business studies minor incorporates basic courses from most fields of business, thereby giving non-business students an understanding of basic business theories and practices.

The minor provides non-business students with a firm foundation in general business studies, thereby enhancing their attractiveness to prospective employers and preparing them for further professional studies.

The minor includes 21 semester hours, described below:

- 1. 15 hours required of all students: ATG 157, BMA 352, MTG 315, FIN 322, ECO 221 or 100
- 2. 6 hours of additional business course work is also required of all students. The following courses cannot be counted toward the 6 hours: BUS 201, BUS 220, BUS 301.
- 3. 12 of 21 hours used to satisfy the minor must be completed at Bradley.

## Undecided Business Student Program – BUS-UBS

This program is limited to incoming freshmen who want to major in the Foster College of Business Administration but are undecided as to which curriculum to pursue. Students must meet admission requirements for entrance into the Foster College of Business Administration. **A major must be chosen upon completion of his/her second semester by completing the appropriate form available in the Office of Undergraduate and Graduate Programs of the Foster College of Business Administration.**

## LAS MBA Program

A special program has been designed to enable students majoring in any undergraduate program in the College of Liberal Arts and Sciences to also earn an M.B.A. in a minimum of five years, with carefully coordinated advising. Interested students should see the director of graduate programs in the Foster College of Business Administration their freshman year.

## Courses of Instruction

Courses numbered 100 to 199 are primarily for freshmen; those numbered 200-299 are for sophomores; those numbered 300-499 are open only to juniors and seniors. Courses numbered 500-599 are open only to graduate students.

## Business Cooperative Education/ Internship Program

The College participates with employers in an optional Cooperative Education/Internship Program. Students either alternate periods of full-time study with full-time employment or have part-time employment while attending classes. The program provides academic- or career-related work experiences. To be eligible, the student must have sophomore standing and a 2.0 minimum overall gradepoint average at Bradley and in the Foster College of Business Administration. (See Cooperative Education/Internship.)

## Course Descriptions

### **BUS 100 Contemporary Business** 3 hrs.

Business in a changing society. Ethics & social responsibility; financing, production, and distribution of goods and services. Not open to students with junior/senior standing, unless written consent of the Foster College of Business Administration Dean's office.

### **BUS 201 Cooperative Education/Internship in Business** 0-6 hrs.

Initial cooperative education or internship assignment. Credit applies to non-departmental Foster College of Business Administration electives. Pass/Fail. Repeatable to a combined total of six credit hours for BUS 201 and 301. Prerequisites: Sophomore standing in FCBA, 2.0 gradepoint average overall at Bradley and in FCBA, consent of FCBA Co-op and Internship coordinator and Co-op and Internship faculty advisor.

### **BUS 202 Sophomore Business Practicum** 0 hrs.

Solving technically challenging problems with a near-term economic benefit. Pass/fail. Prerequisite: only for students approved for practicum by the Center for Business and Economic Research.

### **BUS 210 Team Dynamics** 1 hr.

Complexities of team interactions and team work. Appropriate use and management of teams; practical strategies for functioning in team work arrangements. Pass/fail. Prerequisite: business major.

### **BUS 220 Career Planning Strategies** 1 hr.

Prepares students for internship positions and employment after graduation; research career opportunities in business; and develops a systematic approach to employment planning. Pass/fail. Credit will not be given for both BUS 220 and ELH 301. Prerequisite: business major.

### **BUS 301 Cooperative Education/Internship in Business** 0-6 hrs.

Continuation of cooperative education or internship experience. Credit applies to non-departmental Foster College of Business Administration electives. Pass/Fail. Repeatable to a combined total of six credit hours for BUS 201 and 301. Prerequisites: BUS 201, junior standing in FCBA, 2.0 gradepoint average overall at Bradley and in FCBA, consent of Co-op and Internship coordinator and Co-op and Internship faculty advisor.

### **BUS 302 Junior Business Practicum** 0-3 hrs.

Solving technically challenging problems under faculty supervision, with a near-term economic benefit. May involve research in collaboration with FCBA faculty, for up to three hours credit. Repeatable to a combined total of three credit hours. Not eligible for cooperative education/internship credit. Elective credit toward major will only be granted with prior approval of a FCBA department chair or program director. Prerequisites: junior/senior standing; approval by the Center for Business and Economic Research and FCBA assistant to the dean for undergraduate programs.

## **The Turner Center for Entrepreneurship**

The establishment of the Robert and Carolyn Turner Center for Entrepreneurship builds on the Foster College of Business Administration's historic strength in small business administration and family business. For nearly 30 years, the College has provided business training and technical assistance to start-up and existing businesses through counseling and training programs. The Turner Center brings together all of Bradley's educational, research, and related resources and services to help entrepreneurs and family businesses create more successful businesses and to teach entrepreneurship skills to students. Programs and services include:

- Bachelor's degree in entrepreneurship is offered through the Department of Business Management and Administration.
- Senior Consulting Project Program allows teams of senior-level business students to serve as consultants on business-related projects, including marketing research, international trade, e-business, and organizational and operational issues.
- Turner Center Lecture Series brings prominent entrepreneurs, authors, and academics to meet with students and speak to the campus community.
- Entrepreneurship practicums involve MBA/MSA students and faculty in conducting projects for local entrepreneurs.
- Services that assist area businesses include: International Trade Center, NAFTA Opportunity Center, Asia Trade Center, Family Business Forum, and Small Business Development Center.
- The Center for Business and Economic Research (CBER) is the premier provider of business indicator data for central Illinois.