

B.S. IN BUSINESS MANAGEMENT

Overview

The Business Management program equips working professionals with the knowledge and skills needed to excel in a dynamic business environment. Rooted in a Christian, liberal arts tradition, the program integrates ethical leadership, strategic decision-making, and real-world application of business principles. With a curriculum designed to address the complexities of a fast-paced, technology-driven, and globally connected marketplace, students gain practical skills and hands-on experience to drive meaningful impact in their businesses and communities.

Program Goals

Upon completion of the business management program students will:

- Demonstrate the ability to address problems within their disciplines by identifying strategies and/or tactics to answer questions or achieve goals in their discipline.
- Demonstrate their abilities to identify ethical dilemmas and responsible courses of action.
- Demonstrate the ability to analyze and interpret quantitative and/or qualitative information in their discipline.
- Demonstrate an understanding of functional areas of business.
- Reflect on how and why to integrate a Christian faith perspective into work and life.
- Demonstrate effective written communication skills.
- Demonstrate effective oral communication skills.
- Demonstrate the ability to explore issues, ideas, and/or events before accepting or formulating an opinion or conclusion.

Concentration Goals

Students choose one to two concentrations:

- Data Analytics: Apply data analytics within business contexts using theory, best practices, and ethics.
- Management: Apply the managerial functions of planning, organizing, leading and controlling to people and organizations.
- Healthcare Management: Demonstrate operational, financial, technical, and leadership skills that provide a foundation for effective management in healthcare systems.

Pathway to MBA

Students in this program may participate in the Business Management to MBA pathway which allows students in the business management program to take up to three MBA courses, or nine credits, to simultaneously fulfill their undergraduate degree requirements along with their MBA degree requirements. For more information, refer to the CAPS Business Management to MBA pathway page (<https://catalog.bethel.edu/adult-professional-studies/academic-programs-disciplines/special-programs/mba-pathway/>).

Admission Requirements

The business management major will consider applicants who:

- Meet the general requirements (<https://catalog.bethel.edu/adult-professional-studies/admission/general-requirements-admission-caps/>) for admission to the College of Adult and Professional Studies.
- Have a combined cumulative GPA of 2.0 or higher on a 4.0 scale on previous academic work.

- Have a transcript evaluation completed to determine which, if any, outstanding course requirements or needed credits must be fulfilled.

Students who have not achieved the minimum GPA, grade standards, or other assessment criteria may still apply to be considered for provisional acceptance. See *Admission Categories*.

Degree Requirements

B.S. in Business Management

The required curriculum for the business management major comprises a 46 semester credit sequence of courses. For course sequence, request a program calendar from the College of Adult & Professional Studies. Concentration courses will be scheduled based on demand.

Code	Title	Credits
ACCT 200	Financial Accounting	4
ECON 202	Principles of Microeconomics	2
ECON 203	Principles of Macroeconomics	2
BUSN 301	Foundations of Business Management *	4
BUSN 302	Human Resource Management	2
BUSN 323	Marketing Fundamentals	4
BUSN 335	Business Law	4
BUSN 491	Business Capstone *	4
FINA 200	Financial Management	4
MATH 201	Business Mathematics and Statistics	4
Concentrations		12-14
Select one to two concentrations: Data Analytics, Management, or Healthcare Management		
Business Management Major Total		46-48
General Education, Bethel Distinctives, and Elective Courses **		74-76
Total Credits		122

* Course must be taken for credit in residence at Bethel.

** Students may take two instances of BUSN 481 Academic Internship in Business Management as an elective.

Business Management (B.S.) Concentrations

Data Analytics Concentration

Code	Title	Credits
BUSN 118	Introduction to Business Programming	2
BUSN 315	Business Analytics	4
BUSN 332	Business Analysis and Database Management	4
BUSN 426	Predictive Data Analytics	4
Total Credits		14

Healthcare Management Concentration

Healthcare Management concentration courses are offered fully online to Bethel University students through an arrangement with the University of Northwestern – St. Paul. Tuition for these courses is the same as for other courses in this program.

Code	Title	Credits
BUSN 380	Strategic Management in Healthcare	4
BUSN 385	Healthcare Leadership	4
BUSN 387	Healthcare Law and Ethics	2
BUSN 389	Finance Systems in Healthcare	4
Total Credits		14

Management Concentration

Code	Title	Credits
BUSN 308	Strategic Management and Planning	4
BUSN 310	Global Management and Leadership	2
BUSN 315	Business Analytics	4
or BUSN 320	Professional Project Management	
BUSN 340	Operations and Supply Chain Management	2
Total Credits		12
