



3500 Mountain Blvd., Oakland, CA 94619

DEGREES OFFERED

Bachelor of Arts in Business

Concentrations in

- Business Communication
- International Business
- Management
- Marketing

ABOUT THE MAJOR

Holy Names University Business programs integrate the liberal arts with a strong foundation in the fundamental components of business: management, accounting, finance, economics, leadership, and marketing. Courses utilize a case study approach to help students sharpen their analytical and communication skills. Faculty bring up-to-date, practical information about business and institutions into all classes. Holy Names University programs are distinctive because of the strong value they place upon diversity in the classroom and the workplace and because they promote ethics and principles of socially responsible business across the curriculum. The richness of each program provides a quality education that prepares students for the complex responsibilities of leadership and service.

FORMATS

Students may pursue the Bachelor of Arts in Business in two formats: the traditional daytime program or the adult baccalaureate program, with courses offered on weeknights and on weekends. Students may take courses in both formats as needed. The flexible adult baccalaureate program is designed specifically for adult students who are pursuing a college degree while continuing to meet work and/or family obligations. Weekend courses are held on Friday nights and Saturdays. Many business courses meet on weeknights once a week in seven week terms and a few courses meet weekly for fourteen weeks.

Holy Names University faculty and staff are committed to meeting the academic needs of all students. Services offered in the daytime, such as career and personal counseling, computer labs, library, administrative office hours and recreational facilities, are also offered on particular weekends and evenings.

CAREER OPTIONS

Graduates in concentrations in Management, Marketing, Business Communication, International Business, and Sports Management develop careers in a variety of areas, including banking and finance, accounting, insurance, manufacturing, retail, technology, small business administration, sports organizations, consulting, communications, and the nonprofit sector (such as health care, education, and government). They also pursue graduate degrees in business, law, organizational development, education, communications and public administration.

BACHELOR OF ARTS IN BUSINESS

The Bachelor of Arts majors: Business Communication, Management, and Marketing offer students a liberal arts educational experience integrated with the knowledge of business administration. These majors stress basic business functions of managerial concepts, marketing skills, and oral, visual, and written presentations applicable to business organizations. Students will be prepared for a wide variety of careers in profit, not-for-profit and government organizations, as well as for graduate school.

Preparation for the Major

All students seeking a Bachelor of Arts in Business must complete the following courses:

- BSADA 10, 11, 12 Principles of Accounting (3, 3, 3)
- BSADA 18 Business Law (3)
- BSADA 20 Quantitative Analysis for Business and Economics (3)
- BSADA 30, 130 Principles of Management (3, 3)
- CSCIA 10C Spreadsheet (1)
- ECONA 1 Macroeconomics (3)
- ECONA 2 Microeconomics (3)
- ECONA 15 Statistics (3)
- PSYCA 1A* Fundamentals of Psychology (3)

*Students concentrating in Marketing must complete Introduction to Psychology.

Major Requirements

Students seeking a Bachelor of Arts in Business will choose one of the following concentrations: Business Communication, Management or Marketing. For each concentration, in addition to preparation for the major courses, students complete the following courses.

Concentration in Business Communication (30 units)

- ARTSA 115 Computer Graphics (3)
- BSADA 108 Professional Writing (3)
- BSADA 129 Business Finance (3)
- BSADA 148 (W) Organizational Behavior (3)
- BSADA 160 Principles of Marketing (3)
- BSADA 195 (W) Strategic Management (Capstone) (3)
- COMMA 101 Organizational Communication (3)
- COMMA 110 Presentation Strategies (3)
- COMMA 143 Group Processes and Communication (3)
- PHILA 156 Ethics at Work (3)

Elective courses highly recommended for the Business Communication concentration

- ARTSA 13A, B Graphic Design and Color I and II (3, 3)

Concentration in Management (30 units)

- BSADA 105 Decision Analysis for Business (3)
- BSADA 108 Professional Writing (3)
- BSADA 113(W) Survey of Global Business (3)
- BSADA 129 Business Finance (3)

BSADA 145 Human Resource Management (3)
BSADA 148 (W) Organizational Behavior (3)
BSADA 151 Business, Government, and Society (3)
BSADA 160 Principles of Marketing (3)
BSADA 195(W) Strategic Management (Capstone) (3)
PHILA 156 Ethics at Work (3)

Concentration in Marketing (30 units)

BSADA 105 Decision Analysis for Business (3)
BSADA 108 Professional Writing (3)
BSADA 113 (W) Survey of Global Business (3)
BSADA 129 Business Finance (3)
BSADA 151 Business, Government, and Society (3)
BSADA 160 Principles of Marketing (3)
BSADA 161 Consumer Behavior (3)
BSADA 165 Marketing Research (3)
BSADA 195 (W) Strategic Management (Capstone) (3)
PHILA 156 Ethics at Work (3)

FACULTY

Paolo Ricci, Ph.D., M.P.A, LL.M.

Drexel University, Harvard University, Leicester University (UK)
Professor of Business and Decision Analysis
510.436.1337, ricci@hnu.edu

James Stryker, Ph.D.

Rutgers University
Assistant Professor of Management
510.436.1205, stryker@hnu.edu

Helen Xu, Ph.D.

University of North Texas
Assistant Professor of Finance
510.436.1346, xu@hnu.edu

ADJUNCT LECTURERS

Russell Jacobus, M.B.A.

Saint Mary's College
Lecturer in Accounting

Lynn Jones, M.B.A

Holy Names University
Lecturer in Business

Maher R. Mankaryous, Ph.D.

Assyult University, Egypt
Lecturer in Accounting

David McGaffey, Ph.D.

Johns Hopkins University
Lecturer in International Management

Augustine J. Ohwobete, Ph.D.

Capella University
Lecturer in Business

Gregory Portillo, Ph.D.

University of California, Berkeley
Lecturer in Management

Astrid M. Proboll, M.B.A.

San Francisco State University
Lecturer in Marketing and International Business

William A. Sadler, Jr., Ph.D.

Harvard University
Adjunct Professor of Business and Sociology

CONTACT INFORMATION

Holy Names University
Office of Undergraduate Admissions
3500 Mountain Boulevard
Oakland, California 94619
(800) 430-1321
admissions@hnu.edu
www.hnu.edu