



3500 Mountain Blvd., Oakland, CA 94619

DEGREES OFFERED

Bachelor of Arts in Business

Concentrations in

- Business Communication
- International Business
- Management
- Marketing
- Sports Management

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 the programs 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 laboratories, library, administrative office hours and recreational facilities, are also offered on specific 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). The graduates 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, International Business, Management, Marketing, and Sports Management 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 within the business organization. Students will be prepared for a wide variety of careers in profit, not-for-profit and government organizations, as well as graduate school.

Preparation for the Major

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

- BSAD 11, 12* Principles of Accounting (4, 4)
- BSAD 18 Business Law (3)
- BSAD 20 Quantitative Analysis for Business and Economics (3)
- BSAD 30, 130 Principles of Management (3)
- CSCI 10C Spreadsheet (1)
- ECON 1 Microeconomics (3)
- ECON 2 Macroeconomics (3)
- ECON 15 Statistics (3)
- PSYC 1A** Fundamentals of Psychology (3)

* Students in the Adult Baccalaureate Program will complete the Principles of Accounting sequence with 3 courses. (3, 3, 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, International Business, Management, Marketing, or Sports Management. For each concentration, in addition to preparation for the major courses, students complete the following courses.

Concentration in Business Communication (31 units)

- ARTS 115 Computer Graphics (3)
- BSAD 129 Business Finance (3)
- BSAD 148 (W) Organizational Behavior (3)
- BSAD 160 Principles of Marketing (3)
- BSAD 195(W) Strategic Management (Capstone) (3)
- COMM 101 Organizational Communication (3)
- COMM 108 (W) Professional Writing (3)
- COMM 110 Presentation Strategies (3)
- COMM 143 Group Processes and Communication (3)
- COMM 196* Internship (1)
- PHIL 156 Ethics at Work (3)

* Internship not required for Adult Baccalaureate Program students

Elective courses highly recommended for the Business Communication concentration

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

Concentration in International Business (30 units)

BSAD 108 (W) Professional Writing (3)
 BSAD 113 (W) Global Survey of Business (3)
 BSAD 129 Business Finance (3)
 BSAD 151 Business, Government, and Society (3)
 BSAD 160 Principles of Marketing (3)
 BSAD 195 (W) Strategic Management [capstone] (3)
 ECON 152 Global Perspectives (3)
 PSCI 102 Contemporary Political Systems (3)
 PSCI 120 Dynamics of International Relations (3)

Choose one of the following Area Courses

HIST 124 History of Contemporary Europe (3)
 HIST 160 Contemporary Central America (3)
 HIST 162 Contemporary Latin America (3)
 HIST 165 Contemporary China and Japan (3)
 HIST 169 Cultural History of Asia (3)

Concentration in Management (30 units)

BSAD 105 Decision Analysis for Business (3)
 BSAD 108 (W) Professional Writing (3)
 BSAD 113 (W) Survey of Global Business (3)
 BSAD 129 Business Finance (3)
 BSAD 145 Human Resource Management (3)
 BSAD 148 (W) Organizational Behavior (3)
 BSAD 151 Business, Government, and Society (3)
 BSAD 160 Principles of Marketing (3)
 BSAD 195 (W) Strategic Management (Capstone) (3)
 PHIL 156 Ethics at Work (3)

Concentration in Sports Management (30)

BSAD 108 (W) Professional Writing (3)
 BSAD 113 (W) Survey of Global Business (3)
 BSAD 129 Business Finance (3)
 BSAD 145 Human Resource Management (3)
 BSAD 148 (W) Organizational Behavior (3)
 BSAD 160 Principles of Marketing (3)
 BSAD 170 Sports Program Organization and Leadership (3)
 BSAD 171 Sports Marketing and Public Relations (3)
 BSAD 195 Strategic Management (3)
 PHIL 156 Ethics at Work (3)

Concentration in Marketing (30 units)

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

FACULTY

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

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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, M.B.A., M. Sc., Ph.D.

Federal University of Technology, Nigeria, 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

Donna R. Stoneham, Ph.D.

California Institute of Integral Studies
 Lecturer in Business

CONTACT INFORMATION

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