



MAJOR CHOSEN: BUSINESS MANAGEMENT

I. A BRIEF DESCRIPTION OF THE MAJOR

The Business Management major leads to an Associate of Applied Science degree and is designed to prepare a student for a variety of business occupations in the small sector. Upon completion of this major, you will have a working knowledge of entrepreneurship, accounting, marketing management, human resource management, small business law, retailing, and sales.

II. COURSE HIGHLIGHTS

Here are some of the courses you will especially enjoy:

Business Start-Up You will learn how to plan and establish a small business to utilize business opportunities.

Principles of Finance Teaches principles of financial management including analysis of financial statements, managing risk and rates of return, calculation of the time value of money, and making strategic decisions about long-term financing.

Retailing and Salesmanship This course teaches you a managerial approach to retailing including choosing a location, buying and handling merchandise, pricing, communicating a retail image, and promotion. Emphasis is on the selling process which includes prospecting, preparation, presentation, handling objections, closing and follow-up.

III. A TYPICAL YEARLY COURSE SEQUENCE

This is a suggested program of study for you. Other refinements to your program can be made when you consult your faculty advisor at the time of your enrollment.

You will notice that some courses are listed as electives. These electives give you the opportunity to tailor your program by selecting courses you would like to take for your own personal enjoyment.

After completing the Associate of Applied Science degree in Business Management, you have the option of pursuing the Bachelor of Arts degree in Practical Christian Training.



First Year

Orientation	1
English	3
Basic Speech Skills I	3
Methods of Bible Study	2
Introduction to Business.....	3
Computer Applications I.....	3
Elective	<u>1</u>
Total	16

Orientation	1
English	3
Basic Speech Skills II	3
The Gospels	2
Business Start-Up	3
Mathematics Elective	3
Elective.....	<u>1</u>
Total	16

Second Year

English	3
Communications in Business	3
Christian Doctrines	3
Basic Accounting I.....	3
Marketing Principles	3
Elective	<u>1</u>
Total	16

Christian Doctrines.....	3
Personal Evangelism	1
Basic Accounting II.....	3
Small Business & the Law	3
Management Principles	3
Electives	<u>3</u>
Total	16

Third Year

The Pentateuch	3
Principles of Leadership	1
Accounting Systems.....	3
Principles of Finance.....	3
Retailing & Salesmanship	3
Advanced Entrepreneurship	<u>3</u>
Total	16

Practical Psychology	2
Christian Family Forum	1
Lay Leadership in the Church	1
Principles of Leadership	1
Human Resources Management	3
Bible Elective	2
Biblical Missions Elective	2
Electives	<u>4</u>
Total	16

IV. FACILITIES, EQUIPMENT, AND OPPORTUNITIES

Many well-equipped and specialized offices on the campus provide a unique opportunity to develop experience in using various types of modern and sophisticated machines. Students have opportunity to earn money toward their school bill while working in several on-campus businesses.

Completely equipped computer laboratories are available for your use. There are many academic computer labs conveniently located all over campus. They consist of various types of PCs, Apple PowerMacs, and laser printers and are all interconnected via a Novell computer network.

Four computer laboratories are maintained for the use of business students. These laboratories are equipped with 90 IBM-compatible computers, 5 laser printers, 12 transcribers, and 1 scanner.

Chapel is a central feature of Bob Jones University. This 35-minute service is held every morning, Monday through Thursday. These services are a source of great inspiration to students. Four days a week the Chapel message is brought by the President or by selected speakers. Each Friday the Chapel period is devoted to the meetings of various literary societies.



Davis Field House, with over 87,000 square feet and seating for 3,000 people, contains 4 full-sized courts; auxiliary courts; indoor and outdoor tracks; swimming pool; café; and a fitness center with fully-equipped exercise room, aerobic room, sauna, and whirlpool.

The Mack Library, with 90,000 square feet of floor space and seating for over 1,300 students, gives you access to 294,000 volumes, 1,100 current periodical subscriptions, and more than 17,000 music, speech, and language recordings. Mack Library offers access to over 65 electronic databases on the library web site. An interlibrary loan program is available through OCLC, a national database, for books not held in our library. Other prominent features include the Jerusalem Chamber, a replica of the room in Westminster Abbey in London in which work was done on the 1611 King James Bible, and the University Archives Room which displays materials about the Founder and history of the University.

If you are planning to live on campus, you will be glad to know that all of our residence halls are air-conditioned, have wall-to-wall carpeting, and have a phone in each room. You will be able to make long-distance calls directly from your room and have them automatically placed on your school bill. Computer network connectivity is available in all residence halls, as well.

All of our classrooms are air-conditioned. The Dining Common serves 8,500 delicious meals a day, and the Snack Shop and Bookstore in the Student Center carry just about anything you'll need.

You will find the finest Christian young people in the country are your fellow students, and without trying too hard, you may end up making a life-long friend!

V. ABOUT THE FACULTY

Our faculty members come from a broad-based business field that includes Financial Management, Sales, Education and Human Resources. Their experience includes all levels of leadership from supervisor to executive level.

VI. CAREER OPPORTUNITIES AND PLACEMENT

The student is prepared for entry-level positions in Accounting, Retail, Human Resources, and to work family-owned and operated businesses.

VII. BJU: AN AFFORDABLE EDUCATION

Enclosed is an expense sheet detailing the cost of attending Bob Jones University. When you compare our charges to those of other private colleges, we think you will be pleasantly surprised. We believe we offer a student more value for his dollar than anyone else in America. And to help you see how affordable "the Opportunity Place" can be for you, we have enclosed a financial aid brochure that you can use to evaluate your own situation. Your Admissions Counselor or the Director of Student Financial Aid would be happy to discuss this with you if you have any questions.



HOW TO TAKE THE NEXT STEP . . .

If you can see yourself in the career described in the profile, then a great opportunity awaits you at Bob Jones University. It is the opportunity for the premier Christian college experience in all the world. It is the opportunity for learning, for fun, and for developing new friendships. It is the opportunity to prepare for a lifetime of service for the Lord . . .

The Opportunity Place . . . God's Special Place for You.