



PROFESSIONAL BACHELOR'S DEGREE OF BUSINESS MANAGEMENT

Overview:

Fundamental business principles affect organizations of all sizes: strategy, productivity, profitability, communication. Each principle falls under the responsibility of managers, who need to have comprehensive business skill sets to steer their companies in the right direction and succeed in a competitive modern job market.

With Cambridge Technical College Bachelor disagree in Management; you can gain practical, job-ready expertise in the most important aspects of management. That includes marketing, facilities management, finance, healthcare, IT, human resources, and consulting. Studying at your own pace, you can boost your leadership skills in a way that fits your busy life and your budget.

The Bachelor of Science in Management program is designed for students seeking to acquire a concentration of management knowledge within a broad base of business concepts. Students will acquire insights into management theories and the cutting-edge management techniques needed by managers. In addition to developing management competencies, students will gain the skills needed to integrate marketing, accounting, and financial programs to produce effective business strategies.

After completing the Management program, students will be able to:

- Describe the nature and process of management within modern organizations and explain



how to successfully apply management theories and principles to the situations and challenges that typically occur in managing a business.

- Describe the foundational tools of business finance and their applications to controlling the firm's financial environment and to making financial business decisions in an analytical manner.
- Demonstrate knowledge of the strategic management process and an ability to assess industry attractiveness and the competitive environment.
- Discuss strategic considerations that marketers are facing related to technology and technology implementation.
- Identify and analyze the pertinent concepts and theories of law, ethical issues that arise, and the principles of legal reasoning.
- Identify and apply fundamental math concepts for operations and problem solving, and apply basic statistical concepts and tools in order to correctly interpret the results of statistical analyses.
- Utilize the tools and methodologies needed to solve marketing problems, including developing marketing plans and the use of various marketing strategies.
- Demonstrate a foundation of computer and information systems knowledge, technical skills, and a basic understanding of computer applications.
- Demonstrate proficiency with English composition, and apply fundamental processes, theories, and methods to business communication in the workplace.
- Getting down to business

Program	Professional Bachelor in Business Management
Duration	2 Academic Years
Credit Hours	84 Credit Hours

Subject	Credit Hours
English Language (101)	3
Principles of Management	3
Business Communication	3
Introduction to Accounting	3
Principles of Marketing	3
English Language (102)	3
Principles of Finance	3
Microeconomics	3
Public Relations	3
Public Speaking	3
Business Law	3
Business Ethics	3
Statistical Analysis	3
Marketing Management	3
Accounting for Managers	3
Project Management	3

Sales Management & Practices	3
Management Information Systems	3
Entrepreneurship	3
Strategic Information Technology	3
Leadership	3
Human Resources Management	3
Strategic Planning and Management	3
Practical Training	15