

Helzberg School of Management's BSBA

Individualized Business Concentration

What is the Individualized Business Concentration?

The Helzberg School's individualized business concentration prepares students to plan, organize and successfully contribute to an organization. This option allows the student, in conjunction with their faculty advisor, to design an individualized program of courses related to their individual goals and interests. The concentration must include 15 credit hours of upper-division course work and be approved by the student's faculty advisor. For example, a student might focus on courses in financial management, entrepreneurship, leadership, health care management or consumer behavior.

Students learn the principal methods, models and concepts of business and management, and how to apply them to real-life settings. Coursework incorporates theory, strategy and real-world case studies in areas such as management policy, compensation and rewards, training and development, human resources, and international management.

What Do Individualized Business Concentrators Do?

This flexible concentration presents students with a rich variety of learning environments, some self-selected, including lectures, projects, team competitions and oral presentations – the same kinds of situations students will experience in the workplace.

Students will learn to think strategically for firms in both domestic and foreign settings by integrating knowledge culled from specific functional disciplines. Students then learn to use models to analyze a firm's competitive situation and resources. They then learn to develop and articulate corporate and business strategies and formulate organization plans.

Is an Individualized Business Concentration Right for You?

You might consider concentrating in individualized business if you:

- ▶ seek a career in business.
- ▶ enjoy a challenge.
- ▶ have a wide variety of interests.
- ▶ prefer flexibility in course and career options.

Research and Internship Opportunities

Numerous internship opportunities are available for students with an individualized business concentration and they may lead to full-time employment. Examples of firms offering internships to Helzberg students include the following:

- ▶ Mutual of Omaha
- ▶ ReMax
- ▶ Lockton
- ▶ Google
- ▶ Cerner
- ▶ Fishnet Security

About Our Students

Our students earn internships, study abroad and put their skills to work in engaged learning environments such as student, civic partnerships and capstone business projects. Students take advantage of numerous opportunities and facilities in the Helzberg School of Management, and many are leaders in Greek and other student organizations. Students understand the interdependence of people in the work environment, the technologies that stimulate change, and the decision models and analytical frameworks for meeting ethical challenges and successfully managing an enterprise.

About Our Graduates

Graduates immediately step into challenging positions in a wide range of businesses, from startups to established firms. Recent graduates have accepted positions at major firms and corporations such as Quest Communications, Toys "R" Us, Zurich, Freightquote, Barkley, Commerce Bank, Smith Barney, C3, PerAspera Consulting, Lowe's, ReMax and Central Pattern Company.

About The Faculty

Our faculty members are experts in fields such as social entrepreneurship, technology management, international joint ventures, strategic alliances, global strategic management, corporate governance, mentoring, diversity, organizational change, and organizational behavior. They also have experience as entrepreneurs, consultants, government, and business leaders. And, as consultants, active researchers and writers, faculty members have been published in numerous journals and publications.

Individualized Business Curriculum

Prerequisites

AC 2000 Financial Accounting
AC 2100 Managerial Accounting
BUS 1800 Microcomputer Applications
BUS 1900 Business Leadership and Social Issues
BUS 2200 Applied Business Statistics
EC 1000 Principles of Macroeconomics
EC 1100 Principles of Microeconomics

21 total credit hours

Helzberg School Common Core

BUS 3100 MIS
BUS 3200 Intro to Operations Management
BUS 3350 Business in Global Environments
BUS 3400 Law of Commercial Transactions
FN 3000 Essentials of Finance
MG 3300 Leadership and Organizational Behavior
MG 4940 Business Leadership: Strategy/Policy/Ethics
MK 3000 Principles of Marketing

24 total credit hours

Individualized Business Concentration

Select three 3000 level courses or higher, and two 4000 level courses;

OR

Work with a faculty advisor to select or create up to three 3000 level courses or higher as independent study courses and select or create two 4000 level courses

Note: Course selections cannot include Helzberg School core courses listed above

15 total credit hours

Career Outlook

Upon graduation, individualized business concentrators will be well prepared for careers in advertising, banking, brand/product management, business development/management, insurance, real estate and sales.

The average entry salary for individualized business concentrator jobs varies depending upon the area selected for concentration. However, entry-level positions for general business students range from \$30,000 to \$49,000. Average entry-level salaries can also vary based upon the company, its geographic location and industry, the benefits package offered and your prior experience.

Contact Information

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Helzberg School of Management



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