

Bachelor of Science Business Management



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The Business Management major prepares students to thrive in a competitive marketplace. The online degree program emphasizes contemporary business issues while emphasizing the business sense and critical skills needed to manage an organization.

Union's flexibility gives you the power to advance your career.

Business Management

Students majoring in business management will develop knowledge and skills preparing them for a variety of careers in management. This growth is accomplished by focusing on key management characteristics:

- Cultivating “business sense” by examining and evaluating cross-functional and global environments in which successful businesses operate and thrive.
- Mastering skills of critical thinking and the management functions of planning, organizing, leading, and controlling as well as the interpersonal communication skills essential to effective teamwork and change management.
- Assessing theory and contemporary best practices of effective and efficient management principles of organizational change and development, while addressing contemporary social, ethical, moral, and environmental issues.

Business Management graduates will be able to:

- Compare and contrast various leadership and management theories.
- Appraise organizational development and change and their resultant impact on employee behavior.
- Appraise financial management concepts.
- Compare and contrast the alternative views of ethics and social responsibility strategies.
- Evaluate strategic planning and its relationship to business policy and organizational development.
- Examine organizational culture and its relationship to innovation.
- Appraise operations technology and information technology and its integration with organizational design.

Core Courses include:

- Management of Financial Resources
- Theory and Practice of Leadership
- Organizational Behavior and Culture
- Social and Ethical Issues in Management
- Strategic Management and Business Policy (Capstone)

Elective Courses include:

- Project Management
- Operations Management
- Employee Selection and Staffing
- Diversity in the Workplace
- Information Security
- Principles of Marketing
- Hospitality Financial Management

Optional Concentrations

- Hospitality Management
- Human Resource Management
- Management Information Systems
- Marketing
- Sports Management

*Financial Aid available to those who qualify
Recognized as a Military Friendly School*

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Our Mission

Union Institute & University educates highly motivated adults who seek academic programs to engage, enlighten, and empower them to pursue professional goals and a lifetime of learning, service, and social responsibility.

Continue to a Master's Degree

Advance into graduate study after completing your bachelor's degree in Business Management. Qualified students may choose to further their studies in Union's Master of Science in Organizational Leadership or Master of Arts with a major in Leadership, Public Policy & Social Issues programs.

Cincinnati Academic Center

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Florida Academic Center

4601 Sheridan Street, Suite 400 | Hollywood, FL 33021
800.486.7141 | 305.653.7141 | admissions-mi@myunion.edu

Los Angeles Academic Center

6701 Center Drive West, Suite 1200 | Los Angeles, CA 90045
800.486.8328 | 310.417.3500 | admissions-la@myunion.edu

New England Academic Center

28 Vernon Street, Suite 210 | Brattleboro, VT 05301
800.871.8165 x8900 | 802.257.9411 | brattleborocenter@myunion.edu

Sacramento Academic Center

160 Promenade Circle, Suite 115 | Sacramento, CA 95834
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Union Institute & University is a private, regionally accredited, non-profit university that has, since 1964, taken a different approach to higher education. Union is a nationally recognized university offering programs of study leading to degrees at the bachelor's, master's and doctoral level.

Union Institute & University began with a vision of being a “university without walls”—an institution where working adults could have the opportunity to pursue a degree regardless of where they lived and worked. Many of the most commonly used terms in higher education— nontraditional students, interdisciplinary study, distance learning, mentoring, and social relevance—refer to concepts pioneered by Union more than 50 years ago.

Union Institute & University is a private, non-profit university, accredited by the Higher Learning Commission, www.ncahlc.org.

Union Institute & University does not discriminate in its admissions, employment or policy procedures on the basis of age, race, color, sex, sexual orientation, religion, national origin, political party affiliation, or physical impairment. UI&U's policies and practices conform with Title VI of the Civil Rights Act of 1964, Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments Act of 1972, Section 504 of the Rehabilitation Act of 1975, the Age Discrimination in Employment Act of 1975, the Equal Pay Act of 1963, and the Americans with Disabilities Act of 1990, as amended. The 504 Coordinator for the Americans with Disabilities Act may be contacted at adacoordinator@myunion.edu, 800-861-6400 x1144 or 440 E McMillan Street, Cincinnati, OH 45206.