

BACHELOR OF ARTS MANAGEMENT

Lewis University Accelerated Programs

The School for Professional and Continuing Education provides adult students an opportunity to complete a college degree with a learner-centered, accelerated delivery format compatible with their needs and lifestyles. Most three semester credit hour courses are completed in five- or eight-week sessions.

The academic focus is on the integration of theory and practice emphasizing application, analysis and synthesis through collaborative learning experiences. Through small class size, group interaction and one's unique life experiences, the classroom becomes a dynamic environment in which each student is an active participant.

Lewis faculty are prepared as teachers, scholars, researchers and practitioners. In the adult classroom, they serve as coaches, role models and facilitators. Faculty hold a master's or doctoral degree, providing a rich blend of academic knowledge in their discipline with practical, professional experience.

The College of Business has three comprehensive purposes:

1. to help students understand the function of business in the development and stability of local, national and international societies;
2. to assist students in their mastery of the knowledge and skill necessary for careers in business; and
3. to instill in business graduates capabilities for quality decision-making and leadership, with an ethical sensitivity and sense of justice and social responsibility.

Management

Management majors study how organizations and people interact; how to lead, motivate, and manage a company's organizational resources; and how to make sound management decisions. The Lewis management curriculum assists students in developing the skills needed for management positions and individuals seeking a promotion within their organization.

Program Entrance Requirements

Applicants should be at least 24 years of age; have earned a minimum of 12 semester (18 quarter) hours of transferable credit at a regionally accredited post-secondary institution; have earned a minimum of a 2.0 (4.0 scale) cumulative transfer GPA, based on all transferable courses to be considered for admission; and have at least three years of full-time work experience. Credits earned through PLA cannot be used for satisfying the transfer credit hour requirement for admission into an accelerated degree program. Business course grades of "C" or higher will be accepted for transfer into the major.

Degree Requirements

- Successful completion of a minimum of 128 semester credit hours.
- Completion of 32 semester graded credit hours at Lewis University including four upper division foundation courses and/or major courses (12 semester credit hours.)
- Achievement of an overall grade point average of at least 2.00 ("C") for all courses taken at Lewis University and a 2.20 average for the foundation and major area courses.

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CURRICULUM

General Education

- College Writing I (3)
- College Writing II (3)
- Introduction to Human Communication (3)
- Mathematics (satisfied by Finite Math or other course equivalents) (3)
- Natural Science (3)
- Natural Science (3)
- Social Science (satisfied by Macroeconomics)(3)
- Social Science (3)
- Social Science (3)

Three of the following courses:

- Culture and Civilization I (3)
- Culture and Civilization II (3)
- Fine Arts Requirement (3)
- Introduction to Philosophy (3)
- Literature Requirement (3)

Two of the following Mission-based courses must be taken at Lewis:

- Christian Action and Values (3)
OR Ethics (3)
- Cultural Diversity and Intergroup Relations (3)
- Theology (3)

Core Courses

- Accounting for Managers (3)
- Principles of Management and Leadership (3)
- Business Law I (3)
- Business Communication in the Digital Age (3)
- Human Resource Management (3)

- International Business (3)
- Fundamentals of Macroeconomics (3) (will satisfy General Education Social Science)
- Government and Business (3)
- Finance for Managers (3)
- Introduction to Information Systems (3)
- Finite Mathematics (3) (will satisfy General Education Mathematics)
- Statistics for the Decision Maker (3)
- Principles of Marketing (3)
- Business Ethics Seminar - Ethical Dimensions in Corporate Culture (1)

Concentration Courses

Information Technology Track (15 Hours)

- Principles of Project Management (3)
- Systems Methodology and Design (3)
- Database Management Systems (3)
- Web Design Applications (3)
- Data Networks (3)

Marketing Track (choose 5 of 6) (15 Hours)

- Advertising (3)
- Salesmanship (3)
- Introduction to Social Media Marketing (3)
- Social Media Marketing Strategies (3)
- International Marketing (3)

- Marketing Strategy (3)

Organizational Leadership Track (15 Hours)

- Service Management (3)
- Organizational Behavior (3)
- Supervisory Management (3)
- Current Topics in Management and Business Ethics (3)
- Executive Leadership Seminars (Choose 3 of 6)
 - Now, Discover Your Strengths: Personal Leadership Assessment
 - Coaching: Myers - Briggs
 - Team Development
 - Win / Win Negotiation
 - Business Etiquette
 - FISH: Postivite Attitude, Providing Exceptional Customer Service

Project Management Track (15 Hours)

- Management Information Systems (3)
- Principles of Project Management (3)
- Introduction to Six Sigma (3)
- Advanced Project Management (3)

Seminars (3)

- Project Management Tools (1)
- Project Management Certification Basic Preparation (1)
- Project Planning and Selection (1)

COURSE DESCRIPTIONS

Information Technology Track

LW-310 Principles of Project Management: In this course, we will define the attributes of a project, the steps involved in the project management process, the benefits of project management, the project life cycle, and what makes projects successful. The key roles of the Project Manager will be presented. The student will obtain knowledge, skills, tools, and techniques to satisfy the expectations of the project stakeholders. Knowledge areas presented will include project planning, definition of scope; estimating and controlling of time and costs; quality assurance; human resource management; the creation, collection, and distribution of information; risk management; and procurement. Prerequisite: LG-200

LW-315 Systems Methodology and Design: This course is a hands-on introduction to the first three phases of the system development life cycle: 1) planning/initiation, 2) analysis, and 3) design. Students will learn how to analyze a business case, conduct a preliminary investigation, model business requirements using various tools, select a development strategy, and create a requirements document. Prerequisite: LG-200.

LW-330 Database Management Systems: Database concepts and design; database administration, relational and object-oriented database systems and models; Internet database access; and use of database software. Prerequisite: LG-200.

LW-415 Web Design Applications: This course teaches students how to design, create, maintain, and manage a Web site. Students will use a number of tools and programming languages to build the site including: HTML, XML, JavaScript, FrontPage, and Dreamweaver. Prerequisite: LG-200.

LW-430 Data Networks: Students examine principles of telecommunications and networking as applied in a business environment; communication parameters, protocol, and hardware, including modems, multiplexors, common carriers and microwave and satellite systems; and design and implementation of distributed data processing and network systems. Prerequisite: LG-200.

Marketing Track

LM-315 Advertising: Exploring one of the most exciting and visible components of business, students will examine the key functions of advertising agencies, their use of the various media, and the techniques employed to develop effective advertisements. As part of this course, students will develop a complete advertising campaign, thereby obtaining hands-on experience with creative design, media planning and budgeting. Prerequisite: LM-200.

LM-374 Salesmanship: Encompassing much more than dealing with consumers, salesmanship plays a role in nearly every aspect of business communication, from interviewing for a job to presenting ideas and recommendations to management. Building on buyer motivations (the psychology of selling) and social styles, students learn to develop and deliver effective presentations that close more sales and build long-term customer relationships. Prerequisite: LM-200.

LM-376 Social Media Marketing Strategies: Students explore the ways firms utilize digital technology to optimize their business through greater efficiency and more effective marketing strategies. In the ever-changing world of electronic business and the Internet, students learn the principles that drive e-business and the strategies that have defined success or led to failure. Students learn about digital communications, the 4 Ps in relation to the Internet, e-commerce, online research, customer relationship management and more as the Internet continues to evolve. Prerequisite: LM-200.

LM-382 Introduction to Social Media Marketing: This is an introductory course in social media marketing. It discusses how to use the social media to market your company's services and product. It defines what social media is and lists the different types of social media technologies available such as Twitter, LinkedIn, Facebook, Delicious, Digg, Myspace, YouTube, Yelp, Google, Flickr, Upcoming, Squidoo, and Podcast. The course discusses the process of developing a marketing plan using social media and also presents how to measure the effectiveness of social media and the ROI using a number of metrics. Prerequisite: LM-200.

LM-468 International Marketing: Students explore and analyze international markets and strategies. Prerequisite: LM-200.

LM-470 Marketing Strategy: In the competitive climate of today's business world, marketing is making an increasingly important contribution in both setting and achieving company objectives. Analyzing an industry and its companies in detail, and drawing on all aspects of marketing theory, students learn to develop and present a comprehensive "marketing plan" - the centerpiece of marketing planning. Prerequisite: This capstone course should be completed as one of the student's final marketing courses.

Organizational Leadership Track

LB-355 Service Management: Managing a value-added service business; customer expectations of service and quality; use of the Internet and related technology to transform businesses; interplay between managerial, personnel, and technology issues that will shape the future of business; identification of emerging forms of business models observable on the Web; analysis of management practices using case studies. Organizational applications illustrate consumer-to-business, business-to-business, and intraorganizational electronic commerce ramifications. Prerequisite: LB-200.

LB-375 Organizational Behavior: Human behavior in the organization and how it affects and is affected by management; organizational psychology; corporate culture; and individual, group, and intergroup relationships. Prerequisite: LB-200.

LB-380 Supervisory Management: Skill-building course stressing supervisory competencies: self-assessment, time and stress management, creative problem solving, motivation and performance, conflict management, power and influence, and team building. Emphasis on in-class group exercises. Prerequisite: LB-200.

LB-450 Current Topics in Management and Business Ethics: Students study current management and ethical issues using various techniques in a seminar setting. Emphasis is on student participation and integrating knowledge gained from previous management courses. This course should be completed as one of the student's final business courses. Prerequisite: LB-200, LB-375, and 90+ Earned Credit Hours.

Project Management Track

LW-305 Management Information Systems: The focus of this course is twofold. First, to provide a look at information systems from a business and managerial point of view. Topics covered will include strategic and competitive technology opportunities, the organization of information using databases and data warehouses, decision support and emerging trends. Secondly, this course will provide a technical glimpse into the world of Information Technology (IT). Topics covered range from computer hardware and software, systems development and IT infrastructures, to enterprise security. Prerequisite: 63-200.

LW-310 Principles of Project Management: In this course, we will define the attributes of a project, the steps involved in the project management process, the benefits of project management, the project life cycle, and what makes projects successful. The key roles of the Project Manager will be presented. The student will obtain knowledge, skills, tools, and techniques to satisfy the expectations of the project stakeholders. Knowledge areas presented will include project planning; definition of scope; estimating and controlling of time and costs; quality assurance; human resource management; the creation, collection, and distribution of information; risk management; and procurement. Prerequisite: LG-200.

LW-425 Advanced Project Management: This course focuses on three of the knowledge areas in project management: risk management, communication management and human resources and stakeholder management. This course considers how to deal with a variety of stakeholders and ways to consider optimizing stakeholder involvement. How, and why, various social roles are needed on projects. The formation and expectations of differing kinds of teams are covered in order to set up management expectations about results. The results of a project need to be integrated within existing environments. Issues dealing with change management, power and the social roles of innovations are addressed. Team formation and various kinds of teams are reviewed considering the context within which they must perform. Prerequisite: LW-310.

LW-325 Introduction to Six Sigma: This course introduces students to one of the most highly evolved quality management methodologies: Six Sigma Process Improvements in bottom-line profitability for companies of different sizes.

25-390-9 Team Development: 5 Dysfunctions of a Team: The purpose of this training is to provide individuals and intact teams with useful concepts and practical tools for increasing team effectiveness. Specifically, team members learn about team basis and the characteristics of effective teams as well as a model for team development. In addition, they are given many opportunities to apply specific team development methods, tools and activities.

63-390-7 Project Management Certification: Basic Preparation: This seminar is designed to cover the project management body of knowledge (PMBOK) areas tested in the Project Management Professional (PMP) certification exam administered by the Project Management Institute (PMI). The nine PMBOK areas are: Scope, Time, Cost, HR, Risk, Integration, Quality, Communication, and Procurement Management. The focus is going to be on preparing students to pass the PMP certification exam.

63-390-8 Project Planning & Selection: This seminar discusses the project portfolio process and the different models that are used for selecting a set of projects. It covers the project planning process and evaluation methods. It also introduces the Project Management office and its role in an organization.

Executive Leadership Certificate Seminar descriptions available each semester are on <http://lewisuniversity.blackboard.com>

Click on the Courses tab, College of Business, go to 2nd page, COB Seminars, Course Information.

Note: Material herein is subject to change. See catalog/schedule for prerequisites.

www.lewisu.edu/campuses

Lewis Main Campus

One University Parkway
Romeoville, IL 60446
[Phone] (815) 836-5610

Chicago/De La Salle Institute

3434 S. Michigan Avenue
Chicago, IL 60616
[Phone] (312) 326-1673

Hickory Hills Campus

9634 S. Roberts Road
Hickory Hills, IL 60457
[Phone] (708) 233-9768

Oak Brook Campus

2122 York Road, Suite 170
Oak Brook, IL 60523
[Phone] (630) 573-1740

Shorewood Campus

247 Brookforest Avenue
Shorewood, IL 60404
[Phone] (815) 744-0504

Tinley Park Campus

18501 Maple Creek Drive
Tinley Park, IL 60477
[Phone] (708) 444-3180

For More Information:

Office of Graduate and Adult Admission

One University Parkway, Romeoville, Illinois 60446-2200
(815) 836-5610, toll-free (800) 897-9000, fax (815) 836-5578
acceleratedprogram@lewisu.edu

Office Hours

M - F, 8:30 a.m. - 5:00 p.m.

