

# COLLEGE OF BUSINESS

Bryant has built its reputation on educating business professionals and leaders. An impressive array of business specialties offers the depth and breadth of a large, premier business school combined with the individual attention that is a Bryant hallmark.

## Undergraduate Degree Programs

The College of Business offers four business degree programs.

The **Bachelor of Science in Business Administration** offers concentrations in accounting, digital marketing, finance, financial services, global supply chain management, human resource management, information systems, leadership and innovation, managerial accounting and finance, marketing, and team and project management. The **Bachelor of Science in International Business** with concentrations in accounting, digital marketing, finance, global supply chain management, human resource management, information systems, leadership and innovation, marketing, and team and project management. There is a **Bachelor of Science in Data Science** and a **Bachelor of Science in Entrepreneurship**. All academic programs focus on developing key skills such as working in and leading groups, communicating effectively, solving problems innovatively and increasing proficiency with technology.

Business programs are enhanced by a minor in the liberal arts, emphasizing the importance of developing the whole student.

All students in business administration are required to complete a minor in either the College of Arts and Sciences, or in the School of Health and Behavioral Sciences. Liberal arts minors

Students in the Bachelor of Science in International Business programs are required to complete a language minor.

## Mission

We prepare socially responsible thinkers, leaders, and innovators for successful professional careers within the global business community.

Our strategic priorities are informed by the following statements that serve to amplify our mission and values:

- We prepare thinkers by offering a broad and multidisciplinary knowledge base, with in-depth content in one or more specific business disciplines. The business degree experience is focused on the application of foundational theory in business settings. In addition, we develop students' critical-thinking skills and ability to grapple with problems at a systemic level.
- We prepare leaders by cultivating the development of interpersonal skills and character. The curriculum provides students with numerous opportunities to learn about and practice leadership and collaboration skills, in small and large group settings, and with for-profit and non-profit organizations. In addition, students are encouraged to avail themselves of the many opportunities for exposure to global, socio-economic, and cultural perspectives; to develop mentoring relationships with faculty; and to mentor fellow students as opportunities arise.
- We prepare innovators by presenting students with challenging business issues that allow them to apply their skills to real problems. The curriculum offers opportunities for students to develop creative

business solutions, providing them with the necessary tools to successfully adapt to changes in the global business environment.

## Learning Goals

### Bachelor of Science in Business Administration (B.S.B.A.)

The Bachelor of Science in Business Administration (B.S.B.A.) program has the following learning goals:

- 1: Graduates of the Bryant Bachelor of Science in Business Administration program shall demonstrate leadership skills by (1) having the ability to work in and/or lead groups of individuals from diverse backgrounds and (2) having the ability to communicate effectively.
- 2: Graduates of the Bryant Bachelor of Science in Business Administration program shall (1) have the ability to develop innovative solutions to complex problems and (2) have the ability to use information technology to analyze and solve business problems effectively.
- 3: Graduates of the Bryant Bachelor of Science in Business Administration program shall be aware of ethical business practices and shall have a personal philosophy for making ethical business decisions consistent with that of an individual of character.
- 4: Graduates of the Bryant Bachelor of Science in Business Administration program shall demonstrate a fundamental cultural knowledge of the world based on an understanding of, and an appreciation for, differences in ways of life based on differences in cultural norms, practices, beliefs.
- 5: Graduates of the Bryant Bachelor of Science in Business Administration program shall have an understanding of fundamental business processes.
- 6: Graduates of the Bryant Bachelor of Science in Business Administration program shall demonstrate competency in their chosen discipline.

This list of learning goals derives from the College of Business mission and is consonant with the Bryant University mission. The learning goals represent educational objectives that have been translated into measurable learning outcomes for the Bachelor of Science in Business Administration program.

Graduates of the B.S.B.A. program can thus be characterized as prepared by their professional and liberal arts education to assume positions of leadership in an international business culture in which they demonstrate creative, responsible decision making, an informed sensitivity to social and ethical issues, and a humane, intelligent understanding of current business practices.

### Bachelor of Science in Data Science (B.S.D.S.)

The Bachelor of Science in Data Science (B.S.D.S.) program has the following learning goals:

- 1: Graduates of the Bryant Bachelor of Science in Data Science program shall demonstrate leadership skills by (1) having the ability to work in and/or lead groups of individuals from diverse backgrounds and (2) having the ability to communicate effectively.
- 2: Graduates of the Bryant Bachelor of Science in Data Science program shall (1) have the ability to develop innovative solutions to complex problems and (2) have the ability to use information technology and

analytics methodologies to analyze and solve business problems effectively.

3: Graduates of the Bryant Bachelor of Science in Data Science program shall be aware of ethical business practices and shall have a personal philosophy for making ethical business decisions consistent with that of an individual of character.

4: Graduates of the Bryant Bachelor of Science in Data Science program shall demonstrate a fundamental cultural knowledge of the world based on an understanding of, and an appreciation for, differences in ways of life based on differences in cultural norms, practices, beliefs.

5: Graduates of the Bryant Bachelor of Science in Data Science program shall have an understanding of fundamental business processes.

6: Graduates of the Bryant Bachelor of Science in Data Science program shall demonstrate competency in technology and analytics methodologies.

This list of learning goals derives from the College of Business mission and is consonant with the Bryant University mission. The learning goals represent educational objectives that have been translated into measurable learning outcomes for the Bachelor of Science in Data Science program.

Graduates of the B.S.D.S. program can thus be characterized as technologically proficient, accustomed to dealing with rapid rates of change, knowledgeable in the functions of business, cognizant of the impact of technology on business and people, aware of international issues, inventive, curious and appreciative of the world around them.

## **BACHELOR OF SCIENCE IN ENTREPRENEURSHIP (B. S. En.)**

The Bachelor of Science in Entrepreneurship (B.S.EN.) program has the following learning goals:

1. Students will identify, assess, and shape entrepreneurial opportunities in a variety of contexts.

2. Students will learn to work in teams to cultivate creative ideas and solutions for entrepreneurial ventures.

3. Students will apply critical thinking and problem skills supported by appropriate analytical and quantitative techniques to entrepreneurial processes.

4. Students will demonstrate a broad knowledge of all functional areas of business, and an in-depth understanding of one functional area.

5. Students will demonstrate effective communication, cooperation, and leadership skills to assemble and organize people and resources for entrepreneurial endeavors.

6. Students will understand business ethics and issues of social responsibility, sustainability, equity, diversity, and inclusion in entrepreneurial processes.

## **Bachelor of Science in International Business (B.S.I.B.)**

The Bachelor of Science in International Business (B.S.I.B.) program has the following learning goals:

1: Graduates of the Bryant Bachelor of Science in International Business program shall demonstrate leadership skills by (1) having the ability to communicate effectively in both English and at least one other language

and (2) to work in and lead groups of individuals from diverse national, ethnic and cultural backgrounds.

2: Graduates of the Bryant Bachelor of Science in International Business program shall (1) have the ability to develop innovative solutions to complex problems in the global business arena and (2) have the ability to use information technology to analyze and solve business problems effectively.

3: Graduates of the Bryant Bachelor of Science in International Business program shall be aware of ethical business practices domestically and globally and shall have a personal philosophy for making ethical business decisions consistent with that of an individual of character.

4: Graduates of the Bryant Bachelor of Science in International Business program shall demonstrate a fundamental cultural knowledge of the world based on an understanding of, and, an appreciation for, differences in ways of life based on differences in cultural norms, practices, beliefs.

5: Graduates of the Bryant Bachelor of Science in International Business program shall have an understanding of the environment and fundamental business processes, in a global and cross-cultural context.

6: Graduates of the Bryant Bachelor of Science in International Business program shall demonstrate competency in their chosen discipline.

This list of learning goals derives from the College of Business mission and is consistent with the Bryant University mission. The learning goals represent educational objectives that have been translated into measurable learning outcomes for the Bachelor of Science in International Business program.

Graduates of the B.S.I.B. program can thus be characterized as being specially equipped with a competitive advantage to succeed in a globalized business world through a multidisciplinary program that includes a functional business expertise and foreign language proficiency along with in-depth knowledge of global perspectives of business.

## **Graduate College of Business Degree Programs**

Bryant University has had a graduate business program since 1969. The Graduate College of Business offers a Master of Business Administration, an online Professional MBA, a Master of Science in Accounting, a Master of Science in Business Analytics, a Master of Science in Data Science, and a Master of Science in Taxation-Online. MBA students may specialize their studies in the areas of Business Analytics, Fintech, Global Supply Chain Management, International Business or General Management. The Graduate Business College is expanding its traditional business education to be more global by creating joint partnerships abroad. Its distinguished academic position will be enhanced as the University explores new methods for delivering a Bryant graduate education to students here and abroad.