



## Program Guidebook

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### Bachelor of Science, Business Management

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*The Bachelor of Science in Business Management is a competency-based program that prepares graduates for a variety of careers in the field of business as an entry to intermediate level manager. Graduates with a major in Business Management will combine a set of general business competencies with a set of in-depth competencies from the field of management. These competencies align with the management of process, people and resources and are an excellent precursor for entry into an MBA program.*

# Understanding the Competency-Based Approach

How do competency-based programs like those offered at Western Governors University (WGU) work? Unlike traditional universities, WGU does not award degrees based on completing a certain number of credit hours or a specific set of required courses. Instead, you will earn your degree by demonstrating your skills, knowledge, and understanding of essential concepts.

Progress through a degree program is measured not by the amount of time you spend in class but by your ability to demonstrate competency as you complete required courses along a Standard Path. To help you acquire the knowledge and skills you need to demonstrate competency and complete your courses and program, WGU provides a rich array of learning resources. Your program mentor will work closely with you to help you understand your program's requirements and help you create a plan for completing your courses. You will also work closely with course instructors as you engage in each course. As subject matter experts, course instructors will guide you through the content you must learn to demonstrate competency through the course assessments.

The benefit of this competency-based system is that it enables students who are knowledgeable about a particular subject to make accelerated progress toward completing a degree, even if they lack college experience. You may have gained skills and knowledge of a subject while on the job, accumulated wisdom through years of life experience, or already taken a course on a particular subject. WGU will award your degree based on the skills and knowledge you possess and can demonstrate—not the number of hours spent in a classroom.

## Accreditation

Western Governors University is the only university in the history of American higher education to have earned initial accreditation from multiple regional accrediting commissions at once—earning simultaneous accreditation from ACCJC, HLC, NWCCU, and WASC. The university's accreditation from the Northwest Commission on Colleges and Universities (NWCCU) was reaffirmed in March of 2024. In addition to institution-level accreditation, each school has at least one program that is accredited by a programmatic accreditation. All programmatic accreditations are managed by the Academic Engagement department. Contact [compliance@wgu.edu](mailto:compliance@wgu.edu) for additional information.

## The Degree Plan

The focus of your program is your personalized Degree Plan. The Degree Plan is a detailed blueprint of the courses you will need to complete in order to earn your degree. The Degree Plan also lays out the accompanying learning resources and assessments that compose your program. The list of courses in the Degree Plan is often referred to as the standard path. The amount of time it takes to complete your program depends on both the amount of new information you need to learn and the amount of time you plan to devote each week to study. Your program mentor and course instructors will help you assess your strengths and development needs to establish a study plan.

Students vary widely in the specific skills and information they need to learn. For example, some students may be highly knowledgeable in a particular subject matter and would not need to engage in new learning opportunities. Other students may find that portions of the program require them to learn new information and that they need to take an online class or participate in a study module to acquire the knowledge and skills needed to fulfill program competencies in that area. Some individuals may be able to devote as little as 15–20 hours per week to the program, while others may need to devote more time. For this reason, pre-assessments are there to help your program mentor form a profile of your prior knowledge and create a personalized Degree Plan.

## How You Will Interact with Faculty

At WGU, faculty serve in specialized roles, and they will work with you individually to provide the guidance, instruction, and support you will need to succeed and graduate. As a student, it is important for you to take advantage of this support. It is key to your progress and ultimate success. Upon your enrollment, you will be assigned a program mentor—an expert in your field of study who will provide you with regular program-level guidance and support from the day you start until the day you graduate. Your program mentor will set up regular telephone appointments (weekly at first) with you, which you will be expected to keep. The mentor will review program competencies with you and work with you to develop a plan and schedule for your coursework. Your program mentor will serve as your main point of contact throughout your program—helping you set weekly study goals, recommending specific learning materials, telling you what to expect in courses, and keeping you motivated. In addition to regular calls, your program mentor is available to help you resolve questions and concerns as they arise.

You will also be assigned to a course instructor for each course. Course instructors are doctoral-level subject matter experts who will assist your learning in each individual course. When you begin a new course, your assigned course instructor will actively monitor your progress and will be in touch to offer one-on-one instruction and to provide you with information about webinars, cohort sessions, and other learning opportunities available to help you acquire the competencies you need to master the course. Your course instructor can discuss your learning for the course, help you find answers to content questions, and give you the tools to navigate the course successfully. In addition, you will communicate with course instructors by posting in the online learning community and participating in live discussion sessions such as webinars and cohorts.

For many of the courses at WGU, you will be required to complete performance assessments. These include reports, papers, presentations, and projects that let you demonstrate your mastery of the required competencies. A separate group of faculty members, called evaluators, will review your work to determine whether it meets requirements. Evaluators are also subject matter experts in their field of evaluation. If your assessment needs further work before it “passes,” these evaluators, who review your work anonymously, will provide you with instructional feedback to help you meet evaluation standards and allow you to advance.

## Connecting with Other Mentors and Fellow Students

As you proceed through your Degree Plan, you will have direct contact with multiple faculty members. These communications can take a variety of forms, including participation in one-on-one discussions, chats in the learning communities, and live cohort and webinar opportunities. As a WGU student, you will have access to your own personal MyWGU Student Portal, which will provide a gateway to your courses of study, learning resources, and learning communities where you will interact with faculty and other students.

The learning resources in each course are specifically designed to support you as you develop competencies in preparation for your assessments. These learning resources may include reading materials, videos, tutorials, cohort opportunities, community discussions, and live discussions that are guided by course instructors who are experts in their field. You will access your program community during your orientation course to network with peers who are enrolled in your program and to receive continued support through professional enrichment and program-specific chats, blogs, and discussions. WGU also provides Student Services associates to help you and your program mentor solve any special problems that may arise.

## Orientation

The WGU Orientation course will introduce you to the fundamentals of WGU’s competency-based education (CBE) and the expectations, policies, and protocols for students enrolled in a WGU degree program. Orientation will introduce you to WGU’s wide range of support resources and success centers.

It also will provide you with study strategies recommended by current students and faculty that will help you succeed as a WGU student. Orientation ends with your first assessment at WGU, providing an opportunity to experience WGU's performance assessment process before you begin your degree-focused coursework. The Orientation course must be completed before you can start your first term at WGU.

## **Transferability of Prior College Coursework**

Because WGU is a competency-based institution, it does not award degrees based on credits but rather on demonstration of competency. WGU undergraduate programs may accept transfer credits or apply a Requirement Satisfied (RS) in some cases. Refer to your specific program transfer guidelines to determine what can be satisfied by previously earned college credits. Students entering graduate programs must have their undergraduate degree transcripts verified before being admitted to WGU. In addition to a program's standard course path, there may be additional state-specific requirements.

[Click here for the Student Handbook](#)

WGU does not waive any requirements based on a student's professional experience and does not perform a "résumé review" or "portfolio review" that will automatically waive any degree requirements. Degree requirements and transferability rules are subject to change in order to keep the degree content relevant and current.

Remember, WGU's competency-based approach lets you take advantage of your knowledge and skills, regardless of how you obtained them. Even when you do not directly receive credit, the knowledge you possess may help you accelerate the time it takes to complete your degree program.

## **Continuous Enrollment, On Time Progress, and Satisfactory Academic Progress**

WGU is a "continuous enrollment" institution, which means you will be automatically enrolled in each of your new terms while you are at WGU. Each term is six months long. Longer terms and continuous enrollment allow you to focus on your studies without the hassle of unnatural breaks between terms that you would experience at a more traditional university. At the end of every six-month term, you and your program mentor will review the progress you have made and revise your Degree Plan for your next six-month term.

WGU requires that students make measurable progress toward the completion of their degree programs every term. We call this "On-Time Progress," denoting that you are on track and making progress toward on-time graduation. As full-time students, graduate students must enroll in at least 8 competency units each term, and undergraduate students must enroll in at least 12 competency units each term. Completing at least these minimum enrollments is essential to On-Time Progress and serves as a baseline from which you may accelerate your program. We measure your progress based on the courses you are able to pass, not on your accumulation of credit hours or course grades. Every time you pass a course, you are demonstrating that you have mastered skills and knowledge in your degree program. For comparison to traditional grading systems, passing a course means you have demonstrated competency equivalent to a "B" grade or better.

WGU assigns competency units to each course in order to track your progress through the program. A competency unit is equivalent to one semester credit of learning. Some courses may be assigned 3 competency units while others may be as large as 12 competency units.

Satisfactory Academic Progress (SAP) is particularly important to students on financial aid because you must achieve SAP in order to maintain eligibility for financial aid. We will measure your SAP quantitatively by reviewing the number of competency units you have completed each term. In order to remain in good

academic standing, you must complete at least 66.67% of the units you attempt over the length of your program—including any courses you add to your term to accelerate your progress. Additionally, during your first term at WGU you must pass at least 3 competency units in order to remain eligible for financial aid. We know that SAP is complex, so please contact a financial aid counselor should you have additional questions. \*Please note: The Endorsement Preparation Program in Educational Leadership is not eligible for federal financial aid.

## Courses

Your Degree Plan includes courses needed to complete your program. To obtain your degree, you must demonstrate your skills and knowledge by completing each course's assessment(s). You may be asked to demonstrate competency in a course in several different ways, including proctored exams, projects, essays, research papers, and simulations, among others. Certifications verified through third parties may also be included in your program as a way to demonstrate competency. More detailed information about each assessment is provided in the course of study.

## Learning Resources

WGU works with many different educational partners, including enterprises, publishers, training companies, and higher educational institutions, to provide high-quality and effective learning resources that match the competencies you are developing. These vary in type, and may be combined to create the best learning experience for your course. A learning resource can be an e-textbook, online module, study guide, simulation, virtual lab, tutorial, or a combination of these. The cost of most learning resources are included in your tuition and Learning Resource Fee. They can be accessed or enrolled for through your courses. Some degree-specific resources are not covered by your tuition, and you will need to cover those costs separately. WGU also provides a robust library to help you obtain additional learning resources, as needed.

Mobile Compatibility:

The following Student Handbook article provides additional details about the current state of mobile compatibility for learning resources at WGU.

[Mobile Access for Learning Resources](#)

## Standard Path

As previously mentioned, competency units (CUs) have been assigned to each course in order to measure your academic progress. If you are an undergraduate student, you will be expected to enroll in a minimum of 12 competency units each term. Graduate students are expected to enroll in a minimum of 8 competency units each term. A standard plan for a student for this program who entered WGU without any transfer units would look similar to the one on the following page. Your personal progress can be faster, but your pace will be determined by the extent of your transfer units, your time commitment, and your determination to proceed at a faster rate.

## Standard Path *for* Bachelor of Science, Business Management

Course Description	CUs	Term
Organizational Behavior	3	1
Fundamentals for Success in Business	3	1
Business Communication	3	1
Health, Fitness, and Wellness	4	1
Functions of Human Resource Management	3	2
Principles of Management	4	2
Introduction to Communication: Connecting with Others	3	2
Business Environment Applications I: Business Structures and Legal Environment	2	2
Emotional and Cultural Intelligence	3	3
Critical Thinking: Reason and Evidence	3	3
Introduction to Business Accounting	3	3
Composition: Successful Self-Expression	3	3
Innovative and Strategic Thinking	3	4
Introduction to Business Finance	3	4
Introduction to Sociology	3	4
Business Management Tasks	3	4
Talent Acquisition	3	5
Applied Probability and Statistics	3	5

Values-Based Leadership	3	5
Concepts in Marketing, Sales, and Customer Contact	3	5
Strategic Training and Development	3	6
Applied Algebra	3	6
Sales Management	3	6
World History: Diverse Cultures and Global Connections	3	6
Business Ethics	3	7
Principles of Economics	3	7
Introduction to IT	4	7
Business Environment Applications II: Process, Logistics, and Operations	2	7
Integrated Physical Sciences	3	8
Quantitative Analysis For Business	3	8
Managing in a Global Business Environment	3	8
Business Simulation	4	8
Change Management	3	9
Project Management	3	9
Ethics in Technology	3	9
Business Management Capstone Written Project	4	9

## Changes to Curriculum

WGU publishes an Institutional Catalog, which describes the academic requirements of each degree program. Although students are required to complete the program version current at the time of their enrollment, WGU may modify requirements and course offerings within that version of the program to maintain the currency and relevance of WGU's competencies and programs. When program requirements are updated, students readmitting after withdrawal from the university will be expected to re-enter into the most current catalog version of the program.



# Areas of Study for Bachelor of Science, Business Management

The following section includes the areas of study in the program, with their associated courses. Your specific learning resources and level of instructional support will vary based on the individual competencies you bring to the program and your confidence in developing the knowledge, skills, and abilities required in each area of the degree. The Degree Plan and learning resources are dynamic, so you need to review your Degree Plan and seek the advice of your mentor regarding the resources before you purchase them.

## **Business Management**

### **Organizational Behavior**

Organizational Behavior and Leadership explores how to lead and manage effectively in diverse business environments. Students are asked to demonstrate the ability to apply organizational leadership theories and management strategies in a series of scenario-based problems.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate analyzes the culture within an organization to determine how to work effectively within that organization.*
- *The graduate can analyze leadership theories, methods, and tools in given situations and select the appropriate behavior of the leader.*
- *The graduate can describe the effects of specified influences on individual behavior.*
- *The graduate can determine which type of team and team leadership should be used to accomplish a task or project.*
- *The graduate can develop and recommend how to implement effective performance evaluation processes.*
- *The graduate can recommend appropriate principles or techniques for guiding the development of a group.*

### **Business Communication**

Business Communication is a survey course of communication skills needed in the business environment. Course content includes writing messages, reports, and résumés and delivering oral presentations. The course emphasizes communication processes, writing skills, message types, and presentation of data. The development of these skills is integrated with the use of technology.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate applies business research and writing skills to present information in a business environment.*
- *The graduate applies effective communication techniques and principles to business environments.*
- *The graduate applies the principles of business writing to communicate in a business environment.*
- *The graduate composes multiple types of business messages in response to scenarios.*
- *The graduate creates messages using technology and/or social media to communicate in a business environment.*
- *The graduate creates professional communication documents for employment and career advancement opportunities.*

### **Business Management Tasks**

Business Management Tasks addresses important concepts needed to effectively manage a business. Topics include understanding the cost-quality relationship, using various types of graphical charts in operations management, managing innovation, and developing strategies for working with individuals and groups.

*This course covers the following competencies:*

- *The graduate is knowledgeable about managing innovation.*
- *The graduate is knowledgeable about strategies for working with individuals and groups in an organization.*
- *The graduate understands the relationship between costs and quality.*
- *The graduate understands the types and uses of graphical charts in operations management.*
- *This competency exists to assess the readiness of students.*

### **Values-Based Leadership**

Values-Based Leadership guides students to learn by reflection, design, and scenario planning. Through a combination of theory, reflection, value alignment, and practice, the course helps students examine and understand values-based leadership and explore foundations in creating a culture of care. In this course, students are given the opportunity to identify and define their personal values through an assessment and reflection process. Students then evaluate business cases to practice mapping the influence of values on their own leadership. In this course, students also participate in scenario planning, where they can practice implementing their values in their daily routine (i.e., behaviors) and then in a leadership setting. The course illustrates how values-driven leadership is used in goal setting as well as problem-solving at an organizational level. There are no prerequisites for this course.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The learner demonstrates how their leadership abilities, including active listening, influence, and ethical responsibility, solve problems and deliver results within an organization.*
- *The learner describes how interpersonal skills are applied to effectively collaborate, communicate, and lead within a team and across an organization.*
- *The learner explains how the leadership of cultures fosters diversity, inclusion, ethics, and problem-solving.*
- *The learner identifies their personal values, including honesty, integrity, respect, emotional intelligence, and ethical responsibility, to develop self-awareness through self-assessment.*

## **Business Ethics**

Business Ethics is designed to enable students to identify the ethical and socially responsible courses of action available through the exploration of various scenarios in business. Students will also learn to develop appropriate ethics guidelines for a business. This course has no prerequisites.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate analyzes ethical and socially responsible courses of action in a given business situation.*
- *The graduate analyzes ethical considerations that shape business leadership.*
- *The graduate applies ethical principles to employment.*
- *The graduate applies ethical principles to environmental concerns confronting business.*
- *The graduate applies ethical principles to international business.*
- *The graduate evaluates ethical policies in a given business scenario.*

## **Quantitative Analysis For Business**

Quantitative Analysis for Business explores various decision-making models, including expected value models, linear programming models, and inventory models. This course helps student learn to analyze data by using a variety of analytic tools and techniques to make better business decisions. In addition, it covers developing project schedules using the Critical Path Method. Other topics include calculating and evaluating formulas, measures of uncertainty, crash costs, and visual representation of decision-making models using electronic spreadsheets and graphs. This course has no prerequisites.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate analyzes data through numerical and graphical methods and techniques.*
- *The graduate analyzes projects using the critical path to schedule and control project costs.*
- *The graduate describes common business analytical purposes for quantitative analysis methods.*
- *The graduate uses expected value methods as a decision-making tool.*
- *The graduate uses linear programming, inventory economic ordering optimization models, and graphical representations to make informed decisions.*

## **Change Management**

Change Management provides an understanding of change and an overview of successfully managing change using various methods and tools. Emphasizing change theories and various best practices, this course covers how to recognize and implement change using an array of other effective strategies, including those related to innovation and leadership. Other topics include approaches to change, diagnosing and planning for change, implementing change, and sustaining change.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate describes different innovation strategies and the role leaders play in innovation.*
- *The graduate explains how learning organizations develop and how learning organizations and traditional organizations approach change differently.*
- *The graduate explains how organizations diagnose the need for change and the approaches for implementing change.*
- *The graduate explains the strategies, principles, roles, and models for sustaining change.*
- *The graduate explains the various approaches to implementing change and the roles that leaders and other stakeholders fulfill.*
- *The graduate summarizes the theories related to change management.*

## **Project Management**

Project Management prepares you to manage projects from start to finish within any organization structure. The course represents a view into different project-management methods and delves into topics such as project profiling and phases, constraints, building the project team, scheduling, and risk. You will be able to grasp the full scope of projects you may work with on in the future, and apply proper management approaches to complete a project. The course features practice in each of the project phases as you learn how to strategically apply project-management tools and techniques to help organizations achieve their goals.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate applies elements of project planning to prepare key documents of a project plan.*
- *The graduate constructs a project scheduling network diagram including the identification of the critical path.*
- *The graduate describes the project life cycle, including how project constraints will impact a project.*
- *The graduate explains how different types of project-management methods are used.*
- *The graduate explains how project management helps organizations achieve their goals.*
- *The graduate explains key activities for executing, monitoring and controlling, and closing projects.*
- *The graduate explains the criteria and methods used for project selection.*

## **Business Core**

### **Fundamentals for Success in Business**

This introductory course provides students with an overview of the field of business and a basic understanding of how management, organizational structure, communication, and leadership styles affect the business environment. It also introduces them to some of the power skills that help make successful business professionals, including time management, problem solving, emotional intelligence and innovation; while also teaching them the importance of ethics. This course gives students an opportunity to begin to explore their own strengths and passions in relation to the field while also acclimating them to the online competency-based environment.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The learner communicates ideas, opinions, and information suitable for a professional setting.*
- *The learner identifies common ethical issues that individuals face within organizations.*
- *The learner identifies leadership opportunities to enhance organizational performance.*
- *The learner recognizes common organizational functions and values in order to collaborate within them.*
- *The learner recognizes the emotional reactions of self and others in a variety of professional situations.*

## Principles of Management

Principles of Management provides students with an introductory look at the discipline of management and its context within the business environment. Students of this course build on previously mastered competencies by taking a more in-depth look at management as a discipline and how it differs from leadership while further exploring the importance of communication within business. This course provides students with a business generalist overview in the areas of strategic planning, total quality, entrepreneurship, conflict and change, human resource management, diversity, and organizational structure.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate can correctly apply principles of human resource management in a given situation.*
- *The graduate can describe how to establish a total quality management program in a product operation and in a service operation.*
- *The graduate can describe how to establish and promote an entrepreneurial emphasis within an organization.*
- *The graduate can explain the strategic planning process.*
- *The graduate can recommend an organizational structure to match a given organization's situation.*
- *The graduate can recommend effective techniques for managing conflict and change.*
- *The graduate responds appropriately to diversity issues in the workplace.*

## Business Environment Applications I: Business Structures and Legal Environment

Business Environment Applications 1 provides students with a generalist overview of the business environment and a deeper look at a number of topics that make up the non-discipline areas of business which are required for a business person to be successful within any business environment. The first part of the course focuses on knowledge about organizations and how people operate within organizations, including the areas of organizational theory, structure, and effectiveness. The course then looks at business from a legal perspective with an overview of the legal environment of business. The course will prepare the student to consider specific legal situations and to make legal and ethical decisions related to those situations.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate describes common legal considerations for the creation and operation of a business organization.*
- *The graduate explains how the structure of an organization impacts its effectiveness in the context of critical circumstances.*

## Emotional and Cultural Intelligence

Emotional and Cultural Intelligence focuses on key personal awareness skills that businesses request when hiring personnel. Key among those abilities is communication. Students will increase their skills in written, verbal, and nonverbal communication skills. The course then looks at three areas of personal awareness including emotional intelligence (EI), cultural awareness, and ethical self-awareness – building on previously acquired competencies and adding new ones. This course helps start students on a road of self-discovery, cultivating awareness to improve both as a business professional and personally.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate applies emotional intelligence (EI) to improve intrapersonal and interpersonal interactions.*
- *The graduate demonstrates cultural intelligence (CI) within multicultural and contemporary business situations.*

## Introduction to Business Accounting

Introduction to Business Accounting provides students with an introduction to the discipline of accounting and its context within the business environment. This course will help students gain a fundamental knowledge of the role of financial and managerial accounting and the use of financial statements, budgeting, and managing costs and profits in business. This course

is designed for business generalist students. There are no prerequisites for this course.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The learner explains how costs and profits are managed in business.*
- *The learner explains the basic methods of budgeting in business.*
- *The learner explains the role of financial and managerial accounting in business.*
- *The learner explains the uses of financial statements in business.*

## **Innovative and Strategic Thinking**

This course covers an important part of being a business professional: the knowledge and skills used in building and implementing business strategy. The course helps students build on previously acquired competencies in the areas of management, innovative thinking, and risk management while introducing them to the concepts and theories underpinning business strategy as a general business perspective. The course will help students gain skills in analyzing different business environments and in using quantitative literacy and data analysis in business strategy development and implementation. This course helps to provide students with a generalist overview of the area of business strategy.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate applies appropriate business practices to formulate recommendations that impact organizational effectiveness.*
- *The graduate identifies the impact of innovation in personal and professional settings.*
- *The graduate utilizes evidence-based techniques to make strategic decisions.*

## **Introduction to Business Finance**

Introduction to Business Finance provides students with an introductory look at the discipline of finance and its context within the business environment. This course will help students gain an understanding of the systems, structure, roles, and impact of finance in business. Students will also gain an understanding of the uses of financial ratios, the application of the time value of money concepts, and capital budgeting in business. This course provides the student a business generalist overview of the field of finance. The prerequisite for this course is Introduction to Business Accounting.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The learner describes capital budgeting.*
- *The learner describes the systems, structure, roles, and impact of finance in business.*
- *The learner describes the uses of financial ratios to manage a business.*
- *The learner explains the application of time value of money concepts to business.*

## **Concepts in Marketing, Sales, and Customer Contact**

Concepts in Marketing, Sales, and Customer Contact introduces students to the discipline of marketing and its role within the strategic and operational environments of a business. This course covers fundamental knowledge in the area of marketing planning, including the marketing mix, while also describing basic concepts of brand management, digital marketing, customer relationship management, and personal selling and negotiating. All of this helps students identify the role of marketing within an organization. This course provides students with a business generalist overview of the field of marketing and an exploration of the marketing major.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate describes basic elements used in marketing planning.*
- *The graduate describes how strategic marketing influences the overall success of a business.*
- *The graduate identifies personal selling and negotiating strategies within the sales management process.*

## Principles of Economics

Principles of Economics provides students with the knowledge they need to be successful managers, including basic economic theories related to markets and how markets function. This course starts by defining economics, differentiating between microeconomics and macroeconomics, and explaining the fundamental economic principles of each. It then looks at microeconomics and how it is used to make business and public policy decisions, including the principles of supply, demand, and elasticity, market efficiency, cost of production, and different market structures. The course finishes by looking at macroeconomics and how it is used to make business and public policy decisions, including measurement of macroeconomic variables, aggregate supply and demand, the concepts of an open economy, and how trade policies influence domestic and international markets.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate explains concepts in macroeconomics used in business and public policy decisions.*
- *The graduate explains concepts in microeconomics used in business and public policy decisions.*
- *The graduate explains fundamental economic principles used in microeconomics and macroeconomics.*

## Business Environment Applications II: Process, Logistics, and Operations

Business Environment II: Logistics, Process, and Operations provides students with a generalist overview of the business environment as they explore themes of ethics, problem-solving, and innovative thinking. This course adds to the students' business skills and knowledge in a number of professional areas. The first part of the course uncovers a series of business processes like project and risk management. The second part gives an introductory-level look at the specialized areas of operations management, supply chains, and logistics. The course finishes with models of change management and how to use them to overcome barriers in organizations.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate applies change management models to help an organization achieve its goals.*
- *The graduate explains how logistics are important to the operations of a successful organization.*
- *The graduate explains how project management concepts can help an organization achieve its goals.*

## Managing in a Global Business Environment

Managing in a Global Business Environment provides students with a generalist overview of business from a global perspective, while also developing basic skills and knowledge to help them make strategic decisions, communicate, and develop personal relationships in a global environment. Business today is by its very nature a global environment, and individuals working in business will experience the global nature of business as they progress through their careers. This course builds on previously acquired competencies by providing an overview of U.S. federal laws in relation to doing business in a global environment.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate compares the effectiveness of business strategies in the global business environment.*
- *The graduate defines globalization and its major driving forces.*
- *The graduate describes how financial and operational practices influence global business.*
- *The graduate describes technologies and trends in the global business environment.*
- *The graduate describes the regulatory and ethical aspects of global business.*

## Business Simulation

This course ties together all the skills and knowledge covered in the business courses and allows the student to prove their mastery of the competencies by applying them in a simulated business environment. This course will help take the student's

knowledge and skills from the theoretical to applicable.

*This course covers the following competencies:*

- *The graduate applies the competencies from across the business core curriculum, demonstrating the ability to lead the implementation of the mission, strategy, and goals of an organization.*

## **General Education**

### **Health, Fitness, and Wellness**

Health, Fitness, and Wellness focuses on the importance and foundations of good health and physical fitness—particularly for children and adolescents—addressing health, nutrition, fitness, and substance use and abuse.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate identifies factors that influence mental, emotional, and social wellness.*
- *The graduate identifies the application of the core competencies of social and emotional learning.*
- *The graduate identifies the influence of disease, fitness, and lifestyle on the body.*
- *The graduate identifies the principles of nutrition and the components of a healthy diet.*

### **Introduction to Communication: Connecting with Others**

Welcome to Introduction to Communication: Connecting with Others! It may seem like common knowledge that communication skills are important, and that communicating with others is inescapable in our everyday lives. While this may appear simplistic, the study of communication is actually complex, dynamic, and multifaceted. Strong communication skills are invaluable to strengthening a multitude of aspects of life. Specifically, this course will focus on communication in the professional setting, and present material from multiple vantage points, including communicating with others in a variety of contexts, across situations, and with diverse populations. Upon completion, you will have a deeper understanding of both your own and others' communication behaviors, and a toolbox of effective behaviors to enhance your experience in the workplace.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The learner implements appropriate communication styles based on audience and setting.*
- *The learner uses communication strategies for managing conflict.*
- *The learner uses communication strategies to influence others.*

### **Critical Thinking: Reason and Evidence**

In this course you will learn key critical thinking concepts and how to apply them in the analysis and evaluation of reasons and evidence. The course examines the basic components of an argument, the credibility of evidence sources, the impact of bias, and how to construct an argument that provides good support for a claim. The course consists of an introduction and four major sections. Each section includes learning opportunities through readings, videos, audio, and other relevant resources. Assessment activities with feedback also provide opportunities to check your learning, practice, and show how well you understand course content. Because the course is self-paced, you may move through the material as quickly or as slowly as you need to gain proficiency in the four competencies that will be covered in the final assessment. If you have no prior knowledge or experience, you can expect to spend 30-40 hours on the course content.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The learner evaluates bias and its impact.*
- *The learner evaluates evidence based on source credibility.*
- *The learner evaluates the quality of an argument.*
- *The learner makes claims based on evidence.*

### **Composition: Successful Self-Expression**

Welcome to Composition: Successful Self-Expression! In this course, you will focus on four main topics: professional writing

for a cross-cultural audience, narrowing research topics and questions, researching for content to support a topic, and referencing research sources. Each section includes learning opportunities through readings, videos, audio, and other relevant resources. Assessment activities with feedback also provide opportunities to check your learning, practice, and show how well you understand course content. Because the course is self-paced, you may move through the material as quickly or as slowly as you need to gain proficiency in the seven competencies that will be covered in the final assessment. If you have no prior knowledge or experience, you can expect to spend 30–40 hours on the course content. You will demonstrate competency through a performance assessment. There is no prerequisite for this course and there is no specific technical knowledge needed.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The learner composes a written message with language appropriate for cross-cultural communication.*
- *The learner incorporates research to support a position or idea.*
- *The learner incorporates self-expression in written communication.*
- *The learner researches valid and reliable sources.*
- *The learner writes a message using an effective communication approach for a given situation.*
- *The learner writes a reference list.*
- *The learner writes in a professional manner for a given scenario.*

## **Introduction to Sociology**

This course teaches students to think like sociologists, or, in other words, to see and understand the hidden rules, or norms, by which people live, and how they free or restrain behavior. Students will learn about socializing institutions, such as schools and families, as well as workplace organizations and governments. Participants will also learn how people deviate from the rules by challenging norms and how such behavior may result in social change, either on a large scale or within small groups.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate explains how societies are stratified across various social statuses.*
- *The graduate explains major perspectives and key contributors to the development of sociology.*
- *The graduate explains reciprocal relationships between social institutions and individuals.*
- *The graduate explains the constructs of conformity to and deviance from social norms.*
- *The graduate identifies components of culture and socialization as they relate to individuals in society.*

## **Applied Probability and Statistics**

Applied Probability and Statistics is designed to help students develop competence in the fundamental concepts of basic statistics including: introductory algebra and graphing; descriptive statistics; regression and correlation; and probability. Statistical data and probability are often used in everyday life, science, business, information technology, and educational settings to make informed decisions about the validity of studies and the effect of data on decisions. This course discusses what constitutes sound research design and how to appropriately model phenomena using statistical data. Additionally, the content covers simple probability calculations, based on events that occur in the business and IT industries. No prerequisites are required for this course.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate applies principles and methods of probability-based mathematics to explain and solve problems.*
- *The graduate applies the operations, processes, and procedures of basic algebra to evaluate quantitative expressions, and to solve equations and inequalities.*
- *The graduate applies the operations, processes, and procedures of fractions, decimals, and percentages to evaluate quantitative expressions.*



- The graduate evaluates categorical and quantitative data pertaining to a single variable using appropriate graphical displays and numerical measures.
- The graduate evaluates the relationship between two quantitative variables through correlation and regression.
- The graduate evaluates the relationship between two variables through interpretation of visual displays and numerical measures.

## Applied Algebra

Applied Algebra is designed to help you develop competence in working with functions, the algebra of functions, and using some applied properties of functions. You will start learning about how we can apply different kinds of functions to relevant, real-life examples. From there, the algebra of several families of functions will be explored, including linear, polynomial, exponential, and logistic functions. You will also learn about relevant, applicable mathematical properties of each family of functions, including rate of change, concavity, maximizing/minimizing, and asymptotes. These properties will be used to solve problems related to your major and make sense of everyday living problems. Students should complete Applied Probability and Statistics or its equivalent prior to engaging in Applied Algebra.

*This course covers the following competencies:*

- Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.
- The learner analyzes graphical depictions of real-world situations using functional properties.
- The learner applies exponential functions and their properties to real-world problems.
- The learner applies linear functions and their properties to real-world problems.
- The learner applies logistic functions and their properties to real-world problems.
- The learner applies polynomial functions and their properties to real-world problems.
- The learner interprets the real-world meaning of various functions based on notation, graphical representations, and data representations.
- The learner verifies the validity of a given model.

## World History: Diverse Cultures and Global Connections

This is World History: Diverse Cultures and Global Connections. In this course, you will focus on three main topics—cultural and religious diversity; pandemics; and the relationship of empires and nation states—as well as the skills of identifying root causes, explaining causes and effects, and analyzing complex systems. This course consists of an introduction and four major sections. Each section includes learning opportunities through reading, images, videos, and other relevant resources. Assessment activities with feedback also provide opportunities to practice and check how well you understand the content. Because the course is self-paced, you may move through the material as quickly or as slowly as you need to, with the goal of demonstrating proficiency in the four competencies covered in the final assessment. If you have no prior knowledge of this material, you can expect to spend 30-40 hours on the course content.

*This course covers the following competencies:*

- Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.
- The learner analyzes the role of human actions in the spread of disease.
- The learner differentiates among diverse cultural and religious customs and practices.
- The learner explains the factors that contributed to the development of nation states.
- The learner explains the factors that contributed to the rise and fall of empires.

## Integrated Physical Sciences

This course provides students with an overview of the basic principles and unifying ideas of the physical sciences: physics, chemistry, and earth sciences. Course materials focus on scientific reasoning and practical, everyday applications of physical science concepts to help students integrate conceptual knowledge with practical skills.

*This course covers the following competencies:*

- Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.

- The learner describes the nature and process of science.
- The learner describes the underlying organization, interactions, and processes within the Earth system including the Earth's structure and atmosphere, and Earth's interactions within the solar system.
- The learner examines applications of key chemistry concepts including the structure of matter and the behavior and conservation of matter in chemical reactions.
- The learner examines applications of physics including fundamental concepts such as forces, motion, energy, and waves.

## **Ethics in Technology**

Ethics in Technology examines the ethical considerations of technology use in the 21st century and introduces students to a decision-making process informed by ethical frameworks. Students will study specific cases related to important topics such as surveillance, social media, hacking, data manipulation, plagiarism and piracy, artificial intelligence, responsible innovation, and the digital divide. This course has no prerequisites.

*This course covers the following competencies:*

- Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.
- The learner describes ethical issues regarding data privacy, accuracy, access, and security.
- The learner explains professional ethical codes and their role in guiding professional behavior.
- The learner identifies interventions for personal bias and related legal concerns.
- The learner implements ethical decision-making frameworks in the information age.

## **Human Resources**

### **Functions of Human Resource Management**

This course provides an introduction to the management of human resources, which is the function within an organization that focuses on recruitment, management, and direction for the people who work in the organization. Students will be introduced to topics such as strategic workforce planning and talent acquisition; compensation and benefits; training and development; employee and labor relations; and occupational health, safety, and security.

*This course covers the following competencies:*

- Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.
- The learner describes direct and indirect monetary and nonmonetary rewards based on employment.
- The learner describes training and development activities that improve employees' current and future job performance and systems for measuring, evaluating, and influencing employee performance.
- The learner explains applicable federal employment-related regulations and human resources' role in organizational compliance and employee relations.
- The learner explains how the talent acquisition process works to meet the current and future needs of the organization.
- The learner identifies the roles and functions in strategic human resource management.

### **Talent Acquisition**

Talent Acquisition focuses on building a highly skilled workforce that meets organizational staffing needs by using effective strategies and tactics for recruiting, selecting, and onboarding employees. The learner will develop competency in critical skills related to talent acquisition, such as workforce planning, developing strategic recruiting plans, and ensuring effective selection strategies. Talent acquisition is a top skill for HR professionals, and successful talent acquisition practices lead to individual, team, and organizational success.

*This course covers the following competencies:*

- Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.
- The learner develops a plan for recruiting qualified employees to meet organization needs and goals.
- The learner develops a strategy for selecting and onboarding employees.
- The learner evaluates capacity forecasts, job requirements, and job descriptions.

### **Strategic Training and Development**

Strategic Training and Development focuses on the development of human capital (i.e., growing talent) by applying effective learning theories and practices for training and developing employees. The course will help develop essential skills for improving and empowering organizations through high-caliber training and development processes.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The learner analyzes training and development needs and solutions to support organizational goals.*
- *The learner applies best practices for developing training programs and measuring their effectiveness including the use of technology when appropriate.*
- *The learner describes the development and impact of talent management programs.*

## **Marketing**

### **Sales Management**

This course provides students with knowledge on the sales profession, customer relationship management, and sales management functions. Students gain insights into the sales process, the relationship between sales and marketing, and the responsibilities of sales management within both business-to-consumer (B2C) and business-to-business (B2B) selling environments.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate applies quantitative and qualitative analysis in the sales planning process to set and monitor financial goals.*
- *The graduate describes the formation of a sales force organization that supports an organization's business goals.*
- *The graduate describes the process of managing and motivating a sales force to support an organization's business goals.*
- *The graduate explains how customer relationship management supports an organization's business goals.*
- *The graduate explains how organizational buying supports an organization's business goals.*
- *The graduate explains the relationship of sellers and buyers within the sales management process to support an organization's business goals.*

## **IT Fundamentals**

### **Introduction to IT**

Introduction to IT examines information technology as a discipline and the various roles and functions of the IT department as business support. Students are presented with various IT disciplines including systems and services, network and security, scripting and programming, data management, and business of IT, with a survey of technologies in every area and how they relate to each other and to the business.

*This course covers the following competencies:*

- *Begin your course by discussing your course planning tool report with your instructor and creating your personalized course plan together.*
- *The graduate describes information technology systems and their role in converting data to organizational knowledge.*
- *The graduate describes IT as a discipline and discusses the history and future of computing as well as the currently used infrastructure.*
- *The graduate describes the structure, function, and security associated with networks.*
- *The graduate evaluates ethical concerns involved in the use of technology.*
- *The graduate explains the role of technology in today's business environment and describes basic concepts of project management.*
- *The graduate explains the structure and function of databases.*
- *The graduate identifies common software architectures, development techniques, and the relationship between software and its environment.*
- *The graduate identifies the role of different types of software in a computing environment and explains the fundamentals of software development.*
- *The graduate recognizes and describes functions of basic computer hardware components.*

## **Capstone**

### **Business Management Capstone Written Project**

For the Business Management Capstone Written Project students will integrate and synthesize competencies from across their degree program to demonstrate their ability to participate in and contribute value to their chosen professional field. A comprehensive business plan is developed for a company that plans to sell a product or service in a local market, national market, or on the Internet. The business plan includes a market analysis, financial statements and analysis, and specific strategic actions relevant to the chosen company.

*This course covers the following competencies:*

- *The learner integrates and synthesizes competencies from across the degree program and thereby demonstrates the ability to participate in and contribute value to the chosen professional field.*

## Accessibility and Accommodations

Western Governors University (WGU) is committed to providing equal access to its academic programs to all qualified students. WGU's Student Disability Services department supports this mission by providing support, resources, advocacy, collaboration, and academic accommodations in accordance with federal and state statutes and regulations to WGU students and prospective students. Prospective and Enrolled Students may initiate the accommodation process at any time during their enrollment at WGU. To initiate the accommodation process, all potential and current WGU students must complete the secure online Accommodation Request Form located at [https://www.wgu.edu/wgu/ada\\_form](https://www.wgu.edu/wgu/ada_form). The Student Disability Services team can be reached at 1-877- 435-7948 x5922 or at [sds@wgu.edu](mailto:sds@wgu.edu). Additional information on accommodations can be found in the student handbook Accommodations for Students with Disabilities policy.

## Need More Information? WGU Student Services

Student Support Services team members also assist with unresolved concerns to find equitable resolutions. To contact the Student Support Services team, please feel free to call 877-435-7948 or e-mail [studentservices@wgu.edu](mailto:studentservices@wgu.edu). We are available Monday through Friday from 6:00 a.m. to 10:00 p.m., and Saturday and Sunday, 10:00 a.m. to 7:00 p.m, mountain standard time.