

Miami University Regionals Applied Business Bachelor's Degree

Effective beginning Academic Year 2023-24 (Last revised October 5, 2023)

The bachelor's degree program in this document has been identified as a program that is business-related and is designed to allow students who have graduated from an Ohio community college with an applied associate degree in business to transfer to a public Ohio university and complete the bachelor's degree in approximately 60 additional credit hours. To view all available pathways, please visit the [Ohio Guaranteed Transfer Pathways Search Tool](#).

Miami University Regionals	
Bachelor of Science in Commerce (multiple majors)	
<p>Small Business Management: The Bachelor of Science in Commerce, Sales Management major emphasizes personal selling, sales management and business-to-business marketing. Graduates will have a firm grasp of negotiation skills, selling best practices, planning sales strategies, compensation and incentive programs and the ability to leverage sales management software and metrics.</p> <p>Hospitality Management: The Hospitality Management major emphasizes daily business operations, administration, human resources, marketing, and financial management within the hospitality industry. Students gain an in-depth understanding of industry best practices, special event planning, sanitation and safety principles, and customer service satisfaction.</p> <p>Digital Commerce: The Bachelor of Science in Commerce, Digital Commerce major lays the foundation for graduates to develop marketing campaigns through digital channels and understand marketing metrics to adjust campaigns. Commerce is the broad system of organizations producing goods and services for their markets to satisfy their stakeholders.</p> <p>Small Business Management: The Small Business Management major lets students pursue an in-depth examination of small businesses built on a foundation of courses in traditional business areas such as accounting, management and marketing.</p>	
Program Website:	
https://miamioh.edu/regionals/departments/commerce/index.html	
Contact Information:	Program Delivery Methods:
Dr. Ted Light Miami University Regionals lighttb@miamioh.edu 513-785-7706	<ul style="list-style-type: none"> Online asynchronous, daytime and evening in-person classes