Program Description
The major is designed to provide entry-level knowledge, skills, and concepts for general management. Management majors take a common core of management courses. These courses provide a basic understanding of the nature of organizations, effective acquisition and utilization of human and physical resources, and the skills required to carry out the managerial functions of planning, organizing, directing, and controlling. A sound background in management fundamentals, coupled with applied classroom experiences, can accelerate an individual's progress in obtaining positions of greater responsibility. Students completing the major will be better prepared to handle supervisory or managerial positions in profit, not-for-profit, and governmental organizations.

Complete the Business Foundation Curriculum in the freshman and sophomore years.

BBA Student Learning Goals and Objectives
- G1. To Be Effective Communicators
  - O1. Students will demonstrate the ability to identify the appropriate message purpose, select appropriate organization, provide sufficient supporting details, and use effective mechanics.
  - O2. Students will demonstrate the ability to prepare (content, presentation and media) and deliver (verbally and nonverbally) a professional presentation.
- G2. To Be Competent in Business Practices
  - O1. Students will demonstrate knowledge of key business theories and concepts and will apply these business theories and concepts correctly.
  - O2. Students demonstrate the ability to incorporate theories, concepts, and practices across multiple disciplines to produce practical answers.
  - O3. Students will effectively analyze data.
- G3. To Be Good Decision Makers
  - O1. Students will demonstrate the ability to identify valid, reliable and important information applicable to the issue being studied.
  - O2. Students will demonstrate the ability to analyze multiple responses to issues.
  - O3. Students will demonstrate the ability to determine and support an appropriate decision.
- G4. To Be Good Citizens
  - O1. Students will demonstrate the ability to identify ethical concepts.

In addition, all Management Majors will demonstrate knowledge of key Management theories and concepts, and will apply these Management theories and concepts correctly.

BBA General Management Online Completion
The major is designed to provide entry-level knowledge, skills, and concepts for general management. Management majors take a common core of management courses. These courses provide a basic understanding of the nature of organizations, effective acquisition and utilization of human and physical resources, and the skills required to carry out the managerial functions of planning, organizing, directing, and controlling. The general management Online Completion students will broaden their understanding of these basic concepts in their advanced courses. An On-Campus format provides a mix of online, face-to-face, and blended courses. An Online completion format provides 60 hours of online courses. The course schedule for the Online BBA General Management option may differ from on-campus course offerings.

Entry Requirements
Applicants who have completed 42 hours with a GPA of 2.0 or higher may be accepted into the Online General Management BBA Completion Program. Students may transition into the upper division course sequence as they complete the University Core Curriculum and 60 hours including the following courses or their equivalents:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2301</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2302</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2302</td>
<td>Microeconomics Principles</td>
<td></td>
</tr>
<tr>
<td>MISY 2305</td>
<td>Computer Applications in Business</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1325</td>
<td>Calculus for Business &amp; Social Sciences</td>
<td>3</td>
</tr>
</tbody>
</table>

All Business majors are required to complete the following courses as part of their University Core Curriculum Program:

- ECON 2301 | Macroeconomics Principles                 | 3     |
- MATH 1324 | Mathematics for Business and Social Sciences | 3 |

* Online offering

General Requirements for BBA Degree

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Curriculum Program</td>
<td>42</td>
</tr>
<tr>
<td>First-Year Seminars (when applicable)¹</td>
<td>0-2</td>
</tr>
<tr>
<td>Business Core</td>
<td>45</td>
</tr>
<tr>
<td>Management Major Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Electives</td>
<td>9</td>
</tr>
<tr>
<td>Total Credit Hours</td>
<td>120-122</td>
</tr>
</tbody>
</table>

¹ Full-time, first time in college students are required to take the first-year seminars.
  - UNIV 1101 First-Year Seminar I (1 sch)
  - UNIV 1102 First-Year Seminar II (1 sch)
Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV 1101</td>
<td>First-Year Seminar I        *</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 1102</td>
<td>First-Year Seminar II       *</td>
<td>1</td>
</tr>
</tbody>
</table>

Core Curriculum Program

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 2301</td>
<td>Macroeconomics Principles</td>
<td></td>
</tr>
<tr>
<td>MATH 1324</td>
<td>Mathematics for Business and Social Sciences</td>
<td>1</td>
</tr>
</tbody>
</table>

Business Core

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSI 0011</td>
<td>Cob Student Code of Ethics and Plagiarism 2, *</td>
<td>0</td>
</tr>
<tr>
<td>ACCT 2301</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2302</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BLAW 3310</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 0088</td>
<td>Graduation Requirements Review</td>
<td>0</td>
</tr>
<tr>
<td>ECON 2302</td>
<td>Microeconomics Principles</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3310</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1325</td>
<td>Calculus for Business &amp; Social Sciences 1</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3310</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3315</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4388</td>
<td>Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MISY 2305</td>
<td>Computer Applications in Business</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3310</td>
<td>Management Information Systems Concepts 2, *</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3310</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>OPSY 4314</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>ORMS 3310</td>
<td>Data Analysis and Statistics</td>
<td>3</td>
</tr>
</tbody>
</table>

International Business Course

Select one of the following depending on major: 3

- ACCT 3315 | Multinational Entities: Accounting and Consolidations (3, * for Accounting Major) |
- ECON 3315 | International Economic Issues (for Business Economics Major) |
- FINA 4310 | International Finance (for Finance Major) |
- MGMT 4315 | Multinational Management (for Management Major) * |
- BUSI 4310 | International Business (for all other Majors) |

Management Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 3318</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3320</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3350</td>
<td>Business Ethics and Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4320</td>
<td>Leadership Development</td>
<td>3</td>
</tr>
</tbody>
</table>

Management Electives

Select 12 hours from the following: 4

- MGMT 3355 | Organization Change                         |
- MGMT 3360 | Social Entrepreneurship                     |
- MGMT 3370 | Entrepreneurship, Creativity, & Innovation  |
- MGMT 4305 | Organization Staffing                       |
- MGMT 4350 | Small and Family Business                   |
- MGMT 4370 | New Venture Creation                        |
- MGMT 4385 | Strategic Human Resource Management         |

Electives

Upper-level Business Elective 3
Business Elective 3
Non-Business Elective 3
Total Hours 122

1. Higher level mathematics course may be accepted as a substitute with approval.
2. All Business Majors and Minors must complete BUSI 0011 Cob Student Code of Ethics and Plagiarism (0 sch) before or during their first semester enrolled in upper-division Business courses.
3. ACCT 3315 Multinational Entities: Accounting and Consolidations (3 sch) may be taken as either International Business Course or as an Accounting Elective but not both.
4. Students should choose electives that fit their interests and career aspirations. Please be aware that courses cannot be counted as part of the Core Requirements and again as a Management Elective.

* Online offering
^ Blended offering

Note:
Course prerequisites are strictly enforced.

General Requirements for BBA Online Completion

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Core</td>
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<tr>
<td>Management Major Requirements</td>
<td>12</td>
</tr>
<tr>
<td>Management Electives</td>
<td>12</td>
</tr>
<tr>
<td>Business Electives</td>
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<tr>
<td>Total Credit Hours</td>
<td>60</td>
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</tbody>
</table>

Online Program Requirements
(all available Online)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
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<td>Cob Student Code of Ethics and Plagiarism 1, *</td>
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<td>Graduation Requirements Review</td>
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</tr>
<tr>
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<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3310</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3315</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4388</td>
<td>Business Strategy</td>
<td>3</td>
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<td>MISY 3310</td>
<td>Management Information Systems Concepts 2, *</td>
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<tr>
<td>ORMS 3310</td>
<td>Data Analysis and Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4315</td>
<td>Multinational Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Management Major

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 3318</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
</tbody>
</table>
MGMT 3320  Human Resource Management  *  3
MGMT 3350  Business Ethics and Decision Making  3
MGMT 4320  Leadership Development  *  3

Management Electives Requirements
Select 12 hours from the following:  12

- MGMT 3355  Organization Change  *
- MGMT 3370  Entrepreneurship, Creativity, & Innovation  *
- MGMT 4305  Organization Staffing  *
- MGMT 4350  Small and Family Business
- MGMT 4396  Directed Individual Study  *

Additional courses may be offered based on availability.

Business Electives
Upper Level business electives as offered.  6

Total Hours  60

1  All Business Majors and Minors must complete BUSI 0011 Cob Student Code of Ethics and Plagiarism (0 sch) before or during their first semester enrolled in upper-division Business courses.

*  Online offering
^  Blended offering

### Course Sequencing

#### First Year

**Fall**
- BUSI 0011  Cob Student Code of Ethics and Plagiarism 0
- Creative Arts Core Requirement 3
- ECON 2301  Macroeconomics Principles 3
- ENGL 1302  Writing and Rhetoric 3
- HIST 1301  U.S. History to 1865 3
- Life & Physical Science Core Requirement 3
- UNIV 1101  First-Year Seminar I 1

**Hours**  16

**Spring**
- COMM 1311  Foundation of Communication 3
- HIST 1302  U.S. History Since 1865 3
- ECON 2302  Microeconomics Principles 3
- Language, Philosophy & Culture Core Requirement 3
- MATH 1324  Mathematics for Business and Social Sciences 3
- UNIV 1102  First-Year Seminar II 1

**Hours**  16

#### Second Year

**Fall**
- ACCT 2301  Financial Accounting 3
- Business Elective 3
- Component Area Option Core Requirement 3
- MATH 1325  Calculus for Business & Social Sciences 3
- POLS 2305  U.S. Government and Politics 3

**Hours**  15

**Spring**
- ACCT 2302  Managerial Accounting 3
- Component Area Option Core Requirement 3

#### Third Year

**Fall**
- MGMT 3310  Principles of Management 3
- MGMT 3315  Business Communications 3
- FINA 3310  Financial Management 3
- BLAW 3310  Legal Environment of Business 3
- MKTG 3310  Principles of Marketing 3

**Hours**  15

**Spring**
- MGMT 3320  Human Resource Management 3
- MGMT 3318  Organizational Behavior 3
- MISY 3310  Management Information Systems Concepts 3
- ORMS 3310  Data Analysis and Statistics 3
- International Business Course 3

**Hours**  15

#### Fourth Year

**Fall**
- MGMT 3350  Business Ethics and Decision Making 3
- Management Elective 3
- OPSY 4314  Operations Management 3
- Non Business Elective 3
- Management Elective 3

**Hours**  15

**Spring**
- Management Elective 3
- Management Elective 3
- MGMT 4320  Leadership Development 3
- Upper Level Business Elective 3
- MGMT 4388  Business Strategy 3

**Hours**  15

**Total Hours**  122

### Courses

**MGMT 3310  Principles of Management**

3 Semester Credit Hours (3 Lecture Hours)

Explores fundamental management principles and theories of organizations. Emphasis is placed on the basic functions of management: planning, organizing, directing, and controlling. Topics include the external environment, ethics, international management, decision making, organizational structure, human resource management and diversity, motivation, group dynamics, and control mechanisms.

**Prerequisite:** BUSI 0011.
MGMT 3315 Business Communications
3 Semester Credit Hours (3 Lecture Hours)
Introduces the fundamentals of effective communication in business and administration. Emphasis is placed on the application of modern techniques to business writing, professional presentations, group communications, verbal communications, nonverbal communications, and listening.
Prerequisite: BUSI 0011.

MGMT 3318 Organizational Behavior
3 Semester Credit Hours (3 Lecture Hours)
Introduces factors that influence interactions between individuals and groups in work environments. Topics include individual differences and diversity, motivation, leadership, power and influence, conflict, organizational culture, stress, and teams.
Prerequisite: MGMT 3310.

MGMT 3320 Human Resource Management
3 Semester Credit Hours (3 Lecture Hours)
Explores the comprehensive set of managerial activities carried out in organizations to develop and maintain a qualified workforce. Topics include the legal environment, recruitment, selection, training, employee appraisals, compensation systems, and employer relations.
Prerequisite: MGMT 3310.

MGMT 3350 Business Ethics and Decision Making
3 Semester Credit Hours (3 Lecture Hours)
Historical and contemporary views of business as a social institution; focus is on the nature of ethics and the utilization of codes of ethics, decision-making processes, critical thinking, and creative problem solving.
Prerequisite: MGMT 3310.

MGMT 3355 Organization Change
3 Semester Credit Hours (3 Lecture Hours)
An in-depth study of group and organization-wide interventions designed to improve the group and organization's ability to cope with change and manage continuous improvement. Emphasis is on developing processes to improve group dynamics, organization-wide health and effectiveness, and on a systems approach to diagnosing and solving problems.
Prerequisite: MGMT 3310.

MGMT 3360 Social Entrepreneurship
3 Semester Credit Hours (3 Lecture Hours)
Introduces the theory and practice of mission-driven organizations. Emphasis is on understanding unmet social needs and opportunities and creating a viable sustainable social venture.
Prerequisite: MGMT 3310.

MGMT 3370 Entrepreneurship, Creativity, & Innovation
3 Semester Credit Hours (3 Lecture Hours)
The student will learn the description and analysis of the characteristics that produce creative opportunities and commercially sustainable innovations. This will include learning about the personal and organizational characteristics, business and societal planning tools, and practices of entrepreneurs. Factors inside and outside the entrepreneurial firm that influence creativity and innovation are also considered as they affect successful business decisions.
Prerequisite: MGMT 3310.

MGMT 4305 Organization Staffing
3 Semester Credit Hours (3 Lecture Hours)
Examines the concepts, methods, and problems encountered in the development, validation, and utilization of employee recruitment, selection, training, and career development. Legal defensibility, and organizational effectiveness of staffing and development will be discussed.
Prerequisite: MGMT 3320.

MGMT 4315 Multinational Management
3 Semester Credit Hours (3 Lecture Hours)
A study of management processes and their application across different cultural, economic and legal environments. The course focuses on differences among values, beliefs, perceptions, attitudes and behaviors across national and cultural boundaries that affect the employee work and performance.
Prerequisite: MGMT 3310.

MGMT 4320 Leadership Development
3 Semester Credit Hours (3 Lecture Hours)
A study of traditional and contemporary leadership models, styles, and practices. Focuses on self-assessment and the characteristics of leaders important to effective leadership outcomes.
Prerequisite: MGMT 3310.

MGMT 4350 Small and Family Business
3 Semester Credit Hours (3 Lecture Hours)
Examines the entrepreneurial aspects and the ongoing management of a small and family business enterprises, with a focus on achieving and sustaining competitive advantage. Additional topics include the unique aspects of family business, leadership, decision-making, management, marketing, financial controls and other mission-critical processes.
Prerequisite: MGMT 3310.

MGMT 4370 New Venture Creation
3 Semester Credit Hours (3 Lecture Hours)
New venture creation teaches students how to analyze the feasibility of a new product, service or innovation within the entrepreneurial organization. Students learn to develop business plans necessary for the creation of start-up enterprise to include specific business practices, finances, and obligations of the firms created and maintained by entrepreneurs. Factors inside and outside the entrepreneurial enterprise are researched and analyzed as they affect successful new venture business decisions.

MGMT 4385 Strategic Human Resource Management
3 Semester Credit Hours (3 Lecture Hours)
An examination of the issues important to human resource planning. Emphasis is on the processes and activities used to develop human resource objectives, practices, and policies to meet the needs and opportunities of an organization and improve organizational effectiveness.
Prerequisite: MGMT 3320.

MGMT 4388 Business Strategy
3 Semester Credit Hours (3 Lecture Hours)
Analytical process and methodology for policy-strategy formulation, approached as a multi-level, integrative process. Analysis focused on integration of skills and competencies acquired through the BBA program.

MGMT 4390 Current Topics in Management
1-3 Semester Credit Hours (3 Lecture Hours)
Selected topics for special study related to management functions, processes or issues. May be repeated for credit when topics vary.
MGMT 4396  Directed Individual Study
1-3 Semester Credit Hours (3 Lecture Hours)
Individual supervised study and a final report.

MGMT 4398  Internship in Management
3 Semester Credit Hours (3 Lecture Hours)
Supervised full-time or part-time, off-campus training in business or government organization. Oral and written reports required.