MANAGEMENT, BBA

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
  • CG1.O1 – Demonstrate the ability to write professionally
  • CG1.O2 – Prepare and deliver professional presentations
  • CG1.O3 – Practice professional interactions

• G2. To Be Competent in Business Practices
  • CG2.O1 – Demonstrate key concepts in business disciplines
  • CG2.O2 – Use technology to analyze relevant data

• G3. To Be Good Decision Makers
  • CG3.O1 – Identify key factors for decision making
  • CG3.O2 – Analyze alternative solutions and make a decision

• G4. To Be Good Citizens
  • CG4.O1 – 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>3</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 (Higher level mathematics course may be accepted as substitute with approval)</td>
<td>3</td>
</tr>
</tbody>
</table>

Non-Business elective

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ECON 2301</td>
<td>Macroeconomics Principles</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1324</td>
<td>Mathematics for Business and Social Sciences</td>
<td>3</td>
</tr>
</tbody>
</table>

* 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>
</tbody>
</table>

First-Year Seminars (when applicable)¹

| Business Core | 45 |
| Management Major Requirements | 24 |
| Electives | 9 |

Total Credit Hours 120-122

¹ Full-time, first time in college students are required to take the first-year seminars.

• UNIV 1101 University Seminar I (1 sch)
• UNIV 1102 University 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>University Seminar I</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 1102</td>
<td>University Seminar II</td>
<td>1</td>
</tr>
</tbody>
</table>

Core Curriculum Program

| University Core Curriculum | 42 |

Business majors are required to complete the following courses as part of their University 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>3</td>
</tr>
<tr>
<td>MATH 1324</td>
<td>Mathematics for Business and Social Sciences</td>
<td>3</td>
</tr>
</tbody>
</table>

Business Core

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

International Business Course
Select one of the following depending on major. 3
ACCT 3315 Multinational Entities: Accounting and Consolidations (for Accounting Major) 3,*
ECON 3315 International Economic Issues (for Business Economics Major)
FINA 4315 International Finance (for Finance Major)
MGMT 3315 Multinational Management (for Management Major)
BUSI 4310 International Business (for all other Majors)

Management Major Requirements
MGMT 3318 Organizational Behavior * 3
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: 4 12
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
MGMT 4390 Current Topics in Management
MGMT 4396 Directed Individual Study *
MGMT 4398 Internship in Management

Electives
Upper-level Business Elective 3
Business Elective 3
Non-Business or 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 Orientation (0 sch) before or during their first semester enrolled in upper-division Business courses.

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>
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</thead>
<tbody>
<tr>
<td>Business Core</td>
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<tr>
<td>Management Major Requirements</td>
<td>12</td>
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<tr>
<td>Management Electives</td>
<td>12</td>
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<tr>
<td>Business Electives</td>
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<td>Total Credit Hours</td>
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Online Program Requirements
(all available Online)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BUSI 0011</td>
<td>COB Orientation 1,*</td>
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</tr>
<tr>
<td>BLAW 3310</td>
<td>Legal Environment of Business *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3310</td>
<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>
</tr>
<tr>
<td>MGMT 3315</td>
<td>Management Information Systems Concepts **</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3318</td>
<td>Principles of Management</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>
<tr>
<td>MGMT 3315</td>
<td>Multinational Management *</td>
<td>3</td>
</tr>
<tr>
<td>or BUSI 4310</td>
<td>International Business</td>
<td>3</td>
</tr>
</tbody>
</table>

Management Major
MGMT 3318 Organizational Behavior * 3
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 *
### Business Electives

- Upper Level business electives as offered.
- Business Elective

### Total Hours

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td>BUSI 0011 COB Orientation</td>
<td>COMM 1311 Foundation of Communication</td>
</tr>
<tr>
<td></td>
<td>Creative Arts Core Requirement</td>
<td>HIST 1302 U.S. History Since 1865</td>
</tr>
<tr>
<td></td>
<td>ECON 2301 Macroeconomics Principles</td>
<td>ECON 2302 Microeconomics Principles</td>
</tr>
<tr>
<td></td>
<td>ENGL 1301 Writing and Rhetoric I</td>
<td>Language, Philosophy &amp; Culture Core Requirement</td>
</tr>
<tr>
<td></td>
<td>Life &amp; Physical Science Core Requirement</td>
<td>MATH 1324 Mathematics for Business and Social Sciences</td>
</tr>
<tr>
<td></td>
<td>UNIV 1101 University Seminar I</td>
<td>UNIV 1102 University Seminar II</td>
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<td>Hours 16</td>
<td>Hours 16</td>
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<table>
<thead>
<tr>
<th>Year</th>
<th>Fall</th>
<th>Spring</th>
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</thead>
<tbody>
<tr>
<td>Second Year</td>
<td>ACCT 2301 Financial Accounting</td>
<td>ACCT 2302 Managerial Accounting</td>
</tr>
<tr>
<td></td>
<td>Business Elective</td>
<td>Component Area Option Core Requirement</td>
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<tr>
<td></td>
<td>Component Area Option Core Requirement</td>
<td>Life &amp; Physical Science Core Requirement</td>
</tr>
<tr>
<td></td>
<td>MATH 1325 Calculus for Business &amp; Social Sciences</td>
<td>MISY 2305 Computer Applications in Business</td>
</tr>
<tr>
<td></td>
<td>POLS 2305 U.S. Government and Politics</td>
<td>POLS 2306 State and Local Government</td>
</tr>
<tr>
<td></td>
<td>Hours 15</td>
<td>Hours 15</td>
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</table>

### Third Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MGMT 3310 Principles of Management</td>
<td>MGMT 3320 Human Resource Management</td>
</tr>
<tr>
<td></td>
<td>MGMT 3315 Business Communications</td>
<td>MGMT 3318 Organizational Behavior</td>
</tr>
<tr>
<td></td>
<td>FINA 3310 Financial Management</td>
<td>MGMT 3310 Management Information Systems Concepts</td>
</tr>
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<td></td>
<td>BLAW 3310 Legal Environment of Business</td>
<td>ORMS 3310 Data Analysis and Statistics</td>
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<tr>
<td></td>
<td>MKTG 3310 Principles of Marketing</td>
<td>International Business Course</td>
</tr>
<tr>
<td></td>
<td>Hours 15</td>
<td>Hours 15</td>
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</table>

### Fourth Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MGMT 3350 Business Ethics and Decision Making</td>
<td>MGMT 4320 Leadership Development</td>
</tr>
<tr>
<td></td>
<td>Management Elective</td>
<td>Upper Level Business Elective</td>
</tr>
<tr>
<td></td>
<td>OPSY 4314 Operations Management</td>
<td>Management Elective</td>
</tr>
<tr>
<td></td>
<td>Non Business Elective</td>
<td>Management Elective</td>
</tr>
<tr>
<td></td>
<td>Hours 15</td>
<td>Hours 15</td>
</tr>
</tbody>
</table>

### Total Hours

- First Year: 16 hours
- Second Year: 15 hours
- Third Year: 15 hours
- Fourth Year: 15 hours
- 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. Factors inside and outside the entrepreneurial firm that
influence creativity and innovation are also considered as they affect
successful business decisions.

MGMT 4000 INTERNSHIP
0 Semester Credit Hours

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)
Students will learn 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.
Prerequisite: MGMT 3310 or Junior standing or above and permission of the instructor.

MGMT 4380 Diversity in Organizations
3 Semester Credit Hours (3 Lecture Hours)
This course examines the implications of employee diversity in
organizations. Diversity is affected by many issues outside of
organizations, including historical views of race, gender roles (societal
norms, socialization), legislation, demographic trends, and other issues.
The purpose of this course is to introduce students to theoretical and
practical ideas about diversity in organizations, increase understanding
of the concept of diversity in organizations, reduce discrimination, and
increase fairness and equality to employees, applicants, and customers.
It will improve students' ability to address diversity as a manager and
employee.
Prerequisite: MGMT 3310.

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. Students may register for this course only after the successful completion of all other courses in the Business Core Requirements.

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.