

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.

This major is offered on the Island Campus, the RELLIS Campus, and fully online.

Students should complete the Business Foundation Curriculum in the freshman and sophomore years.

BBA Student Learning Goals and Objectives

- G1. To Be Effective Communicators
 - CG1.01 – Demonstrate the ability to write professionally
 - CG1.02 – Prepare and deliver professional presentations
 - CG1.03 – Practice professional interactions
- G2. To Be Competent in Business Practices
 - CG2.01 – Demonstrate key concepts in business disciplines
 - CG2.02 – Use technology to analyze relevant data
- G3. To Be Good Decision Makers
 - CG3.01 – Identify key factors for decision making
 - CG3.02 – Analyze alternative solutions and make a decision
- G4. To Be Good Citizens
 - CG4.01 – 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.

General Requirements for BBA Degree

Requirements	Credit Hours
Core Curriculum Program (http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/)	42
First-Year Seminars (when applicable) ¹	0-2
Business Core	45
Management Major Requirements	24
Electives	9
Total Credit Hours	120-122

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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

Code	Title	Hours
Full-time, First-Year Students		
UNIV 1101	University Seminar I *	1
UNIV 1102	University Seminar II *	1
Core Curriculum Program		
University Core Curriculum		42
Business majors are required to complete the following courses as part of their University Core Curriculum Program:		
ECON 2301	Macroeconomics Principles *	
MATH 1324	Mathematics for Business and Social Sciences ¹	
Business Core		
BUSI 0011	COB Orientation ^{2,*}	0
ACCT 2301	Financial Accounting	3
ACCT 2302	Managerial Accounting	3
BAIS 2301	Computer Applications in Business	3
BAIS 3310	Management Information Systems Concepts	3
BAIS 3311	Data Analysis and Statistics	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 ¹	3
MGMT 3310	Principles of Management	3
MGMT 3315	Business Communications *	3
MGMT 4388	Business Strategy *	3
MKTG 3310	Principles of Marketing *	3
OPSY 4314	Operations Management *	3
International Business Course		
Select one of the following depending on major:		3
ACCT 3318	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 4315	Multinational Management (for Management Major) *	
MKTG 4340	International Marketing (for Marketing 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		
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

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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.

3

ACCT 3318 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.

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Online offering

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Blended offering

Note:

Course prerequisites are strictly enforced.

Course Sequencing

First Year

Fall		Hours
BUSI 0011	COB Orientation	0
Creative Arts Core Requirement		3
ECON 2301	Macroeconomics Principles	3
HIST 1301	U.S. History to 1865	3
ENGL 1301	Writing and Rhetoric I	3
Life & Physical Science Core Requirement		3
UNIV 1101	University 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	University 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
BAIS 2301	Computer Applications in Business	3
Component Area Option Core Requirement		3
Life & Physical Science Core Requirement		3
POLS 2306	State and Local Government	3
Hours		15

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
BAIS 3310	Management Information Systems Concepts	3
BAIS 3311	Data Analysis and Statistics	3
Management Elective		3
Hours		15

Fourth Year**Fall**

MGMT 3350	Business Ethics and Decision Making	3
MGMT 4315	Multinational Management	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.

Junior standing or above.

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. BUSI 0011, and Junior standing or above.

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 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.

MGMT 3310 or Junior standing or above and permission of the instructor.

Prerequisite: MGMT 3310.

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.