

# MANAGEMENT (BBA) - GENERAL TRACK

## Program Overview

The B.B.A. in Management major is offered both in person and 100% online. It consists of three distinct concentrations. Each concentration prepares students for successful careers in business; however the focus is different. The general **Management** concentration prepares students for careers in diverse management areas, ranging from retail management, industrial management, service management, and numerous other managerial areas.

Good managers find ways to make their organizations successful. They do this by building competitive advantage in the forms of cost competitiveness, quality, speed, and innovation. Today's organizations in both the private and public sectors need managers who can function effectively in uncertain and changing environments while applying known fundamentals of business practice.

## Career Opportunities

Account Executive, Benefits Manager, Budget Officer, Compensation Manager, Consultant, Credit and Collections Manager, Government Services Administrator, Hospital Administrator, Human Resource Manager, Industrial Relations Director, Information Systems Manager, Management Analyst, Payroll Manager, Recruiter, Retail Manager, Selection Expert, Services Manager, Training and Development Manager

## Program of Study Core Requirements

Code	Title	Credit Hours
<b>BBA Core</b>		
Minimum grade of C is required <sup>1</sup>		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making or MISM 3116 Business Analytics II	3
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement	0
BUSA 4185	Strategic Management	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
BBA Core total		27

<sup>1</sup> Minimum grade of C is required in your major's prerequisite course and BUSA 4185 Strategic Management

## Major Requirements

Code	Title	Credit Hours
<b>Core Requirements</b>		
Complete the core requirements for this program		45
Core Total		45
<b>Field of Study Requirements <sup>1</sup></b>		
Minimum grade of C is required		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2100	Introduction to Information Systems in Business	3
BUSA 2115	Introduction to Business	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Field of Study Requirements Total		18
<b>BBA Program Requirements</b>		
Minimum 2.0 GPA is required		
Minimum grade of C is required in your major's prerequisite course		
BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making or MISM 3116 Business Analytics II	3
BUSA 3126	Business Law	3
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement (taken in last semester)	0
BUSA 4185	Strategic Management (taken in last semester) (minimum grade of C required)	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BBA Program Requirements Total		27
<b>Major Requirements</b>		
Minimum grade of C is required		
MGMT 3135	Human Resource Management	3
MGMT 3185	Leadership	3
MGMT 4115	Organizational Behavior	3
MGMT 4116	International Management	3
Major Requirements Total		12
<b>Major Electives</b>		
Minimum grade of C is required		
MGMT 3***/4***	Elective	3
MGMT 3***/4***	Elective	3
Select one of the following:		3
ENTR 4115	New Venture Creation	
MGMT 3***/4***	Elective	

Select 6 credits of electives from ACCT/BUSA/MISM/ECON/ENTR/FINC/FTA/MGMT/MKTG 3***/4***	Elective	6
<b>Major Electives Total</b>		<b>15</b>
<b>General Electives</b>		
Unrestricted Electives 1***/2***/3***/4**	Elective	6
<b>General Electives Total</b>		<b>6</b>
<b>Total Credit Hours</b>		<b>123</b>

## Program Map

Course	Title	Credit Hours
<b>First Year</b>		
<b>Fall</b>		
ENGL 1101	English Composition I (minimum grade of C)	3
MATH 1111	College Algebra (or higher) (minimum grade of C)	3
AREA D	Non-Lab Science	3
ECON 2105	Principles of Macroeconomics (minimum grade of C)	3
BUSA 2115	Introduction to Business (minimum grade of C)	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
ENGL 1102	English Composition II (minimum grade of C)	3
AREA D	Math/Science/Technology	3
AREA D	Lab Science	4
Area B2	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
BUSA 2100	Introduction to Information Systems in Business	3
By the end of spring, students should have 30 or more hours and have completed Area A requirements		
<b>Credit Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
Area B1	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
AREA E	Behavioral Science	3
AREA C	Fine Arts	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
PEDS Elective		1
<b>Credit Hours</b>		<b>16</b>

<b>Spring</b>		
AREA C	Humanities	3
AREA E	World Culture	3
ACCT 2102	Principles of Accounting II (minimum grade of C)	3
ECON 2106	Principles of Microeconomics (minimum grade of C)	3
POLS 1101	American Government	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
At the end of spring, 63 hours (Areas A-Wellness) should be complete		
<b>Credit Hours</b>		<b>17</b>

### Third Year

<b>Fall</b>		
BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3
BUSA 3135	International Business (minimum 2.0 GPA)	3
MGMT 3115	Principles of Management (minimum grade of C) (minimum 2.0 GPA)	3
MISM 3115	Principles of Information Systems Management (minimum 2.0 GPA)	3
BUSA 3126	Business Law (minimum 2.0 GPA)	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
BUSA 3116 or MISM 3116	Managerial Decision Making (minimum 2.0 GPA) or Business Analytics II	3
MKTG 3115	Principles of Marketing (minimum 2.0 GPA)	3
MGMT 3185	Leadership (minimum grade of C)	3
AREA H	Management Elective (minimum grade of C)	3
AREA I	General Elective	3
<b>Credit Hours</b>		<b>15</b>

### Fourth Year

<b>Fall</b>		
FINC 3105	Principles of Finance (minimum grade of C) (minimum 2.0 GPA)	3
MGMT 3135	Human Resource Management (minimum grade of C)	3
MGMT 4116	International Management (minimum grade of C)	3
AREA I	Business Elective (minimum 2.0 GPA)	3
AREA H	Management Elective (minimum grade of C)	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
BUSA 4185	Strategic Management (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 4000	Business Professional Exit Requirement (minimum 2.0 GPA)	0
MGMT 4115	Organizational Behavior (minimum grade of C)	3
AREA H	Management Elective (minimum grade of C)	3
AREA I	Business Elective (minimum 2.0 GPA)	3

AREA I	General Elective (minimum 2.0 GPA)	3
	<b>Credit Hours</b>	<b>15</b>
	<b>Total Credit Hours</b>	<b>123</b>

An overall 2.0 GPA is required for graduation.

## Admission Requirements

There are no program specific admission requirements.

## Additional Program Requirements

All students must earn C or better in Area F, C average in Area G, C or better in Area H, and C average in Area I business electives.