

# DEPARTMENT OF MANAGEMENT & MARKETING

The Department of Management and Marketing offers four undergraduate majors and two graduate programs: the MBA and MSOL. All programs are accredited by AACSB.

## Undergraduate Majors

1. General Business Options:
  - General Business (BBA)
  - General Business (BBA) - Online
  - General Business (BBA) - International Track
2. Management Options:
  - Management (BBA)
  - Management (BBA) - Entrepreneurship Concentration
  - Management (BBA) - Human Resource Concentration
3. Management Information Systems Options:
  - Management Information Systems (BBA)
  - Management Information Systems (BBA) - Online
  - Management Information Systems (BBA) - Business Analytics Concentration
  - Management Information Systems (BBA) - Cybersecurity Management Concentration
4. Marketing (BBA)

## Graduate Degrees

1. MBA Options:
  - Business Administration (MBA)
  - Business Administration (Online MBA) - Georgia WebMBA Consortium Program
2. Organizational Leadership (MSOL)
  - Human Resources Management Track
  - Leader Development Track
  - Servant Leadership Track

The Department of Management and Marketing offers the following degrees:

- Business Administration (MBA) (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/business-administration-mba/>)
- Business Administration (online) (MBA) - Georgia WebMBA Consortium Program® (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/business-administration-online-mba/>)
- General Business (BBA) - General Track (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/general-business-bba/>)
- General Business (BBA) - International Business Track (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/general-business-bba-international-track/>)
- Management (BBA) - Entrepreneurship Concentration (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/management-bba-entrepreneurship-concentration/>)

- Management (BBA) - General Track (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/management-bba/>)
- Management (BBA) - Human Resource Concentration (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/management-bba-human-resource-concentration/>)
- Management Information Systems (BBA) - Business Analytics Concentration (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/management-information-systems-bba-business-analytics/>)
- Management Information Systems (BBA) - Cybersecurity Management Concentration (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/management-information-systems-bba-cybersecurity/>)
- Management Information Systems (BBA) - General Track (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/management-information-systems-bba/>)
- Marketing (BBA) (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/marketing-bba/>)
- Organizational Leadership (MSOL) - Human Resources Management Track (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/organizational-leadership-ms/>)
- Organizational Leadership (MSOL) - Leader Development Track (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/organizational-leadership-ms-leader-development-track/>)
- Organizational Leadership (MSOL) - Servant Leadership Track (<https://catalog.columbusstate.edu/academic-units/business/marketing-management/organizational-leadership-ms-servant-leadership-track/>)