

# BUSINESS MANAGEMENT (B.S.)

This career-oriented program, emphasizing management skills and building on a solid foundation in the liberal arts and sciences, is designed to prepare individuals for management careers in industrial or public organizations and for graduate work.

The Management curriculum develops an analytical and integrative viewpoint toward management through study in the humanities and social sciences. It provides a broad conceptual framework within which a manager will be able to develop alternative approaches to attaining given goals. Students develop the strong administrative, quantitative, and communications skills that modern managers must possess.

IQL-101 Quantitative Literacy is required for students with deficiencies in math as assessed by the Management Department and the Math Center. Students interested in pursuing a Master of Business Administration degree are encouraged to take MATH-141 Introductory Statistics.

All Management majors complete the Management core totaling 60 credits. By choosing additional courses noted below, students may add a specialization in one of the following: marketing, human resource management, sport management, or entrepreneurship. The specializations are not required to complete the management major.

## Integrative Studies Requirements

40 credits minimum

| Code                                   | Title  | Credits | Completed |
|--|--|---------|-----------|
| <b>Major Requirements (60 credits)</b> |  |         |           |
| <i>Core Courses (40 Credits)</i>       |  |         |           |
| MGT-101                                | Introduction to Management (grade of C or higher is required)                | 4       | _____     |
| MGT-140                                | Quantitative Decision-Making (grade of C or higher is required) <sup>1</sup> | 4       | _____     |
| MGT-213                                | Financial Accounting (grade of C or higher is required)                      | 4       | _____     |
| MGT-214                                | Managerial Accounting  | 4       | _____     |
| MGT-301                                | Org Theory & Behavior (grade of C or higher is required)                     | 4       | _____     |
| MGT-319                                | Financial Management   | 4       | _____     |
| MGT-331                                | Principles of Marketing  | 4       | _____     |
| MGT-381                                | Mgt Information Systems  | 4       | _____     |

|  |                                      |           |       |
|--|--------------------------------------|-----------|-------|
| MGT-451  | Business and Society                 | 4         | _____ |
| MGT-491  | Strategic Management                 | 4         | _____ |
| <i>Elective Courses (8 Credits)</i>  |                                      | 8         | _____ |
| <i>Must be 300 level or higher</i>   |                                      |           |       |
| Credits earned in MGT 493, MGT 494, and MGT 498 may not be applied to the MGT electives requirement. |                                      |           | _____ |
| <i>Allied Courses (12 Credits)</i>   |                                      |           |       |
| IHCOMM-171   | Public Speaking <sup>2</sup>         | 4         | _____ |
| ISECON-104   | Intro to Macroeconomics <sup>2</sup> | 4         | _____ |
| ECON-103   | Intro to Microeconomics              | 4         | _____ |
| <b>Total Credits</b>   |                                      | <b>60</b> | _____ |

<sup>1</sup> May be used to fulfill IQL-101 Quantitative Literacy Integrative Studies requirement.

<sup>2</sup> May be used to fulfill an Integrative Studies requirement.

## Business Management Specializations

Each specialization requires 16 credits. The specializations are Marketing, Human Resource Management, and Entrepreneurship. Courses for the specialization that also fulfill requirements for the management major are not counted twice for overall college credit. Please note that some courses within the specializations require prerequisite courses outside of the Management discipline.

### Marketing Specialization

| Code                                | Title                           | Credits | Completed |
|-------------------------------------|---------------------------------|---------|-----------|
| MGT-343                             | Consumer Behavior <sup>1</sup>  | 4       | _____     |
| MGT-434                             | Marketing Research <sup>1</sup> | 4       | _____     |
| Select <b>two</b> of the following: |                                 | 8       | _____     |
| COMM-240                            | Visual Communication            |         | _____     |
| COMM-372                            | Intercultural Communication     |         | _____     |
| COMM-378                            | Persuasion                      |         | _____     |
| IHJRN-130                           | Media Writing Fundamentals      |         | _____     |
| IHJRN-155                           | Multimedia Fundamentals         |         | _____     |
| JRN-386                             | Public Relations Principles     |         | _____     |
| MGT-333                             | Advertising & Promotion         |         | _____     |
| MGT-335                             | Strategic Digital Marketing     |         | _____     |
| ISMGT-356                           | Prof Sales & Negotiations       |         | _____     |

|                      |                                |       |
|----------------------|--------------------------------|-------|
| MGT-466              | Customer Relationship MGT      | _____ |
| IATAD-374            | Arts Mgt: Market Dev & Comm    | _____ |
| IWGS-240             | Race Gender Sexuality Pop Cult | _____ |
| <b>Total Credits</b> | <b>16</b>                      | _____ |

<sup>1</sup> Also counts toward the Management electives

### Human Resource Management Specialization

| Code                                | Title                                 | Credits | Completed |
|-------------------------------------|---------------------------------------|---------|-----------|
| MGT-324                             | Human Resources Mgt <sup>1</sup>      | 4       | _____     |
| IIMGT-305                           | Organizational Diversity <sup>1</sup> | 4       | _____     |
| Select <b>one</b> of the following: |                                       | 4       | _____     |
| COMM-275                            | Interpersonal Communications          | _____   | _____     |
| COMM-372                            | Intercultural Communication           | _____   | _____     |
| ISPSYC-101                          | General Psychology                    | _____   | _____     |
| PSYC-221                            | Social Psychology                     | _____   | _____     |
| ISSOC-125                           | Introduction to Sociology             | _____   | _____     |
| SOC-320                             | Women, Gender & Society               | _____   | _____     |
| ISSOC-357                           | Global Ethnic Relations               | _____   | _____     |
| Select <b>one</b> of the following: |                                       | 4       | _____     |
| MGT-285                             | Nonprofit Management                  | _____   | _____     |
| ISMGT-356                           | Prof Sales & Negotiations             | _____   | _____     |
| MGT-380                             | Project MGT Fundamentals              | _____   | _____     |
| ISMGT-383                           | Applied Data Analysis & Vis           | _____   | _____     |
| ISSAFE-101                          | Safety Awareness                      | _____   | _____     |
| <b>Total Credits</b>                | <b>16</b>                             | _____   | _____     |

<sup>1</sup> Also counts toward the Management electives

### Entrepreneurship Specialization

| Code    | Title                                   | Credits | Completed |
|---------|---|---------|-----------|
| MGT-308 | Small Bus Entrepreneurship <sup>1</sup> | 4       | _____     |
| MGT-333 | Advertising & Promotion <sup>1</sup>    | 4       | _____     |

|                                     |                               |       |       |
|-------------------------------------|-------------------------------|-------|-------|
| Select <b>two</b> of the following: |                               | 8     | _____ |
| IAART-120                           | Drawing I                     | _____ | _____ |
| or ART-125 Drawing I                |                               | _____ | _____ |
| or IAART-105 Graphic Design Process |                               | _____ | _____ |
| COMM-240                            | Visual Communication          | _____ | _____ |
| IENST-150                           | Global Environmental Change   | _____ | _____ |
| IHJRN-130                           | Media Writing Fundamentals    | _____ | _____ |
| MGT-324                             | Human Resources Mgt           | _____ | _____ |
| MGT-335                             | Strategic Digital Marketing   | _____ | _____ |
| MGT-446                             | Competitive Manufacturing Mgt | _____ | _____ |
| <b>Total Credits</b>                | <b>16</b>                     | _____ | _____ |

<sup>1</sup> Also counts toward the Management electives

### Electives

Select courses to reach a total of 120 credits for the degree.

## Degree Requirements

120 credits

40 credits at the upper-level

## Upon completion of the Business Management B.S. degree, students will be able to:

- Use financial and accounting as well as other quantitative decision making tools to solve problems.
- Understand how to assess the external business environment and the complex forces leading to change.
- Use collaborative behaviors and team building skills to accomplish stated group goals.
- Think analytically, conceptually, and ethically about business-related problems.
- Effectively communicate both orally and in writing.