

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
Major Requirements (60 credits)			
<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) ¹	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 ²	4	_____
ISECON-104	Intro to Macroeconomics ²	4	_____
ECON-103	Intro to Microeconomics	4	_____
Total Credits		60	_____

¹ May be used to fulfill IQL-101 Quantitative Literacy Integrative Studies requirement.

² 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 ¹	4	_____
MGT-434	Marketing Research ¹	4	_____
Select two 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	_____
Total Credits	16	_____

¹ Also counts toward the Management electives

Human Resource Management Specialization

Code	Title	Credits	Completed
MGT-324	Human Resources Mgt ¹	4	_____
IIMGT-305	Organizational Diversity ¹	4	_____
Select one 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 one 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	_____	_____
Total Credits	16	_____	_____

¹ Also counts toward the Management electives

Entrepreneurship Specialization

Code	Title	Credits	Completed
MGT-308	Small Bus Entrepreneurship ¹	4	_____
MGT-333	Advertising & Promotion ¹	4	_____

Select two 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	_____	_____
Total Credits	16	_____	_____

¹ 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.