

BUSINESS MANAGEMENT (B.S.)

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 | | _____ |
| IIWGS-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

Electives

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

Degree Requirements

120 credits

40 credits at the upper-level

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 | _____ |