

MANAGEMENT STUDIES (B.A.)

The Bachelor of Management Studies program offers students a general management education that emphasizes a broad background in organizational management, such as organizational theory and behavior as well as business and society. Students will have the opportunity to understand different disciplinary approaches to areas of inquiry and how they compare to each other.

This major is only open to students who have completed at least 75 credits toward graduation either in the Business Management major or as a transfer student to the Business Management program.

All Management majors complete the Management core totaling 56 credits. By choosing additional courses noted below, students may add a specialization in one of the following: marketing, human resource management, or entrepreneurship. The specializations are not required to complete the management major.

Integrative Studies Requirements

40 credits minimum

Management Studies Major

Code	Title	Credits	Completed
Major Requirements (56 Credits)			
<i>Core Courses (44 Credits)</i>			
<i>The following courses must earn a grade of C or higher.</i>			
MGT-101	Introduction to Management	4	_____
MGT-140	Quantitative Decision-Making ¹	4	_____
MGT-215	Accounting for Decision Making	4	_____
MGT-301	Org Theory & Behavior	4	_____
<i>Additional Core Courses</i>			
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 (12 Credits)</i>		12	_____
3 MGT courses at 300 level or higher ¹			_____
<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		56	_____

¹ May include MGT-319. Credits earned in MGT-493, MGT-494 and MGT-498 may not be applied to the MGT electives requirement.

² May be used to fulfill IQL 101 Integrative Studies requirement.

³ May be used to fulfill an Integrative Studies requirement.

Marketing Specialization

Code	Title	Credits	Completed
Core Courses (16 Credits)			
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 Resources Specialization

Code	Title	Credits	Completed
Core Courses (16 Credits)			
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
Core Courses (16 Credits)			
MGT-308	Small Bus Entrepreneurship ¹	4	_____
MGT-333	Advertising & Promotion ¹	4	_____
Select two of the following:		4	_____
IAART-120	Drawing I		_____
ART-125	Drawing I		_____
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		12 _____

¹ Also counts toward the Management Electives.

Electives

Select additional 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 Management Studies B.A. degree, students will be able to:

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