

MANAGEMENT STUDIES (B.A.)

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