

Department of Management, Marketing and General Business

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Faculty: Anwar, Carpenter, Cooley, Gerlich, Mills, Neely, Pearson, Romero, Summers, Tapp.

The Department of Management, Marketing and General Business is dedicated to excellence in teaching. Many classes emphasize "real world" projects that apply theory to actual business problems. While dedicated to helping students learn through working with actual businesses, faculty also encourage students to become acquainted with literature in their field through term papers requiring library research. Relatively small classes and close personal contact with students is a priority for creating a stimulating learning environment.

University Core Curriculum Requirements

Refer to the "University Core Curriculum" section of this catalog.

Discipline	Course Prefix
General Business	GBUS
Management	MGT
Marketing	MKT

NOTE: See the "Academic Courses and Abbreviations" and "Course Descriptions" sections of this catalog for a complete list of courses offered by the University.

Bachelor of Business Administration (B.B.A.) Degree

Major in General Business (Major Code: 302)

University Core Curriculum Requirements

Refer to the "University Core Curriculum" section of this catalog.

Bachelor of Business Administration (B.B.A.) Degree Requirements

General Business Core Requirements

- MGT 411
- GBUS 319 (except for business education majors).

Required Courses from Other Subject Areas

From the following areas, select three areas of nine hours each, to total 27 hours (at least 21 hours must be upper level): accounting, quantitative business analysis, computer information systems, economics, finance, general business, management or marketing. Other subject areas may be developed with approval of adviser and department head.

International Business

Students interested in international business may use the general business major to create an emphasis in international business. By combining nine hours from the 33 hours required in the general business major with the nine hours of elective credits, students can take courses that would prepare them for international business. Students would take 15 hours of international business courses in the College of Business and other disciplines across campus usually including eight hours in a foreign language. Students will need to consult their adviser to ensure that courses selected will meet major requirements.

Business Education

The Department of Management, Marketing and General Business offers a general business major with secondary teacher certification. The student will have two options in certification: business composite and basic business. Business may also be selected as a second teaching field with other majors; consult the "Division of Education" section of this catalog for such certification requirements. It will be important for the student to be advised through the Department of Management, Marketing and General Business to make sure all business and education requirements are met.

Entrepreneurship/Small Business

Students interested in small business and/or new venture creation may use the general business major to create an emphasis in entrepreneurship/small business. The student must take four required courses from marketing and management that are specifically targeted to entrepreneurship and small business. Students will also select one additional course each from management and marketing. Three additional courses in any one other business area (or an area outside the College of Business selected with the approval of the adviser) will complete the 27 hours required for this emphasis. Students will need to consult their adviser to ensure that courses selected will meet major requirements.

Cooperative Education Program

The department offers a cooperative education (co-op) program for students majoring in any field within the department. The co-op program combines classroom study with a planned program of related work experience with industry or government agencies. The program provides students opportunities to earn a portion of

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their college expenses while gaining work experience which enhances their academic studies. The co-op program could extend the time necessary to complete a degree. Past co-op wages have averaged \$8-\$10 per hour.

Major in Management (Major Code: 311)

University Core Curriculum Requirements

Refer to the "University Core Curriculum" section of this catalog.

Bachelor of Business Administration (B.B.A.) Degree Requirements

Management Core Requirements

- 21 semester hours—MGT 332, 335, 411, 430, 435, 436, QBA 431.
- Three semester hours from MGT 333, 432, 434.

Curriculum Guide (suggested course sequence)			
Major in General Business			
First Year		Second Year	
Semester 1	Semester 2	Semester 1	Semester 2
ENG 1013 hrs. CIS 1053 hrs. MATH 1153 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 16 hrs.	ENG 1023 hrs. SCOM 1013 hrs. or 2013 hrs. MATH 1163 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 16 hrs.	Humanities core3 hrs. ECO 2013 hrs. ACC 2313 hrs. QBA 2503 hrs. Social/Behavioral core3 hrs. SES 1011 hr. 16 hrs.	GBUS 2153 hrs. ECO 2023 hrs. ACC 2323 hrs. Humanities core3 hrs. Social/Behavioral core3 hrs. SES activity1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1	Semester 2	Semester 1	Semester 2
MGT 3303 hrs. FIN 3203 hrs. GBUS 3123 hrs. MKT 3403 hrs. Visual/Performing arts core3 hrs. Elective3 hrs. 16 hrs.	Area 1 specialization*3 hrs. Area 1 specialization3 hrs. Adv. ECO elective3 hrs. Area 2 specialization3 hrs. Area 3 specialization3 hrs. Elective3 hrs. 18 hrs.	CIS 4803 hrs. or MGT 4153 hrs. GBUS 3193 hrs. MGT 4113 hrs. Area 2 specialization3 hrs. Elective3 hrs. 15 hrs.	CIS 4803 hrs. or MGT 4153 hrs. Area 1 specialization3 hrs. Area 2 specialization3 hrs. Area 3 specialization3 hrs. Area 3 specialization3 hrs. 15 hrs.

*Nine hours are required from three areas of specialization to be chosen from ACC, CIS, FIN, GBUS, MGT, MKT, QBA (at least 21 upper-level hours).

Curriculum Guide (suggested course sequence)			
Major in Management			
First Year		Second Year	
Semester 1	Semester 2	Semester 1	Semester 2
ENG 1013 hrs. CIS 1053 hrs. MATH 1153 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 16 hrs.	ENG 1023 hrs. SCOM 1013 hrs. or 2013 hrs. MATH 1163 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 16 hrs.	Humanities core3 hrs. ECO 2013 hrs. ACC 2313 hrs. QBA 2503 hrs. Social/Behavioral core3 hrs. SES 1011 hr. 16 hrs.	GBUS 2153 hrs. ECO 2023 hrs. ACC 2323 hrs. Humanities core3 hrs. Social/Behavioral core3 hrs. SES activity1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1	Semester 2	Semester 1	Semester 2
MGT 3303 hrs. FIN 3203 hrs. GBUS 3123 hrs. MKT 3403 hrs. Visual/Performing arts core3 hrs. Elective3 hrs. 16 hrs.	MGT 3323 hrs. MGT 3353 hrs. Adv. ECO elective3 hrs. QBA 4313 hrs. Elective3 hrs. 18 hrs.	CIS 4803 hrs. or MGT 4153 hrs. MGT 4303 hrs. MGT 4113 hrs. MGT 4353 hrs. Elective3 hrs. 15 hrs.	CIS 4803 hrs. or MGT 4153 hrs. MGT 4343 hrs. MGT 4363 hrs. Elective3 hrs. Elective3 hrs. 15 hrs.

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Major in Marketing (Major Code: 313)

University Core Curriculum Requirements

Refer to the "University Core Curriculum" section of this catalog.

Bachelor of Business Administration (B.B.A.) Degree Requirements

Marketing Core Requirements

- MKT 342, 346, 348, 350, 440, 442, 444, 446, 448.

Curriculum Guide (suggested course sequence)			
Major in Marketing			
First Year		Second Year	
Semester 1	Semester 2	Semester 1	Semester 2
ENG 1013 hrs.	ENG 1023 hrs.	Humanities core .3 hrs.	GBUS 2153 hrs.
CIS 1053 hrs.	SCOM 1013 hrs.	ECO 2013 hrs.	ECO 2023 hrs.
MATH 1153 hrs.	or 2013 hrs.	ACC 2313 hrs.	ACC 2323 hrs.
Social/Behavioral core3 hr.	MATH 1163 hrs.	GBA 2503 hrs.	Humanities core .3 hrs.
Lab science4 hrs.	Social/Behavioral core3 hr.	Social/Behavioral core3 hrs.	Social/Behavioral core3 hrs.
16 hrs.	Lab science4 hrs.	SES 1011 hr.	SES activity1 hr.
	16 hrs.	16 hrs.	16 hrs.
Third Year		Fourth Year	
Semester 1	Semester 2	Semester 1	Semester 2
MGT 3303 hrs.	MKT 3423 hrs.	CIS 480	CIS 480
FIN 3203 hrs.	MKT 3463 hrs.	or MGT 4153 hrs.	or MGT 4153 hrs.
GBUS 3123 hrs.	Adv. ECO elective .3 hrs.	MKT 3503 hrs.	MKT 4443 hrs.
MKT 3403 hrs.	MKT 3483 hrs.	MKT 4403 hrs.	MKT 4463 hrs.
Visual/Performing arts core3 hrs.	Elective3 hrs.	MKT 4423 hrs.	MKT 4483 hrs.
Elective3 hrs.	Elective3 hrs.	Elective3 hrs.	Elective3 hrs.
18 hrs.	18 hrs.	15 hrs.	15 hrs.