

Department of Management, Marketing and General Business

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Faculty: Anwar, J. Cooley, DéArmond, Duman, Gerlich, Mills, Parmenter, Pearson, Tapp, Turner, Voris, Wilson.

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	BUSI
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 4311
- BUSI 3319

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, management or marketing. Other subject areas may be developed with approval of adviser and department head.

Curriculum Guide (suggested course sequence)			
Major in General Business			
First Year		Second Year	
Semester 1	Semester 2	Semester 1	Semester 2
ENGL 13013 hrs. MATH 13243 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 13 hrs.	ENGL 13023 hrs. SCOM 1315 or 13213 hrs. MATH 13253 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 16 hrs.	Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA [MATH] 23423 hrs. Social/Behavioral core3 hrs. PHED 11111 hr. 16 hrs.	BUSI 13043 hrs. ECON 23023 hrs. ACCT 23023 hrs. Humanities core3 hrs. Social/Behavioral core3 hrs. PHED activity1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1	Semester 2	Semester 1	Semester 2
MGT 33303 hrs. FIN 33203 hrs. BUSI 33123 hrs. MKT 33403 hrs. Visual/Performing arts core3 hrs. CIS 33303 hrs. 18 hrs.	Area 1 specialization ...3 hrs. Area 1 specialization ...3 hrs. Adv. ECON elective3 hrs. Area 2 specialization ...3 hrs. Area 3 specialization ...3 hrs. Elective3 hrs. 18 hrs.	Elective or MGT 43153 hrs. BUSI 33193 hrs. MGT 43113 hrs. Area 2 specialization ...3 hrs. Elective3 hrs. 15 hrs.	Elective MGT 43153 hrs. Area 1 specialization ...3 hrs. Area 2 specialization ...3 hrs. Area 3 specialization ...3 hrs. Area 3 specialization ...3 hrs. 15 hrs.

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

Department of Management, Marketing and General Business

Biotechnology and Healthcare Management Emphasis

Students may use the general business major to create a concentration in biotechnology and healthcare management. Students must complete a total of 27 credit hours to meet degree requirements. Specific courses include 12 hours from BUSI 4370, CIS 4370, ECON 4370, MGT 4370 and NURS 4355, six hours from ECON 4301, 4351, MKT 3350, 4344, QBA 4331 and 4358, and nine hours of elective in management. Students will need to consult their adviser to ensure that courses selected will meet major requirements.

Students completing 21 or more hours in the general business concentration in biotechnology and health care management curriculum are encouraged to contact the director of biotechnology and health care management about earning professional certification.

Business Education Emphasis

The Department of Management, Marketing and General Business offers a general business major with secondary teacher certification. By combining 21 hours of business courses in the general business major with the 30 hours of courses required for education certification, students will be prepared to teach in the business education curriculum as established by the State Board of Education Certification. Students will need to consult their adviser to ensure that courses selected will meet major requirements.

Curriculum Guide (suggested course sequence)			
Major in General Business—Business Education Emphasis			
First Year		Second Year	
Semester 1 ENGL 13013 hrs. MATH 13243 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. Visual/Performing arts core <u>3 hrs.</u> 13 hrs.	Semester 2 ENGL 13023 hrs. SCOM 1315 or 13213 hrs. MATH 13253 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. PHED 1111 <u>1 hr.</u> 17 hrs.	Semester 1 Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA [MATH] 23423 hrs. Social/Behavioral core3 hrs. BUSI 1304 <u>3 hrs.</u> 18 hrs.	Semester 2 EDPD 33403 hrs. ECON 23023 hrs. ACCT 23023 hrs. Humanities core3 hrs. Social/Behavioral core3 hrs. PHED activity <u>1 hr.</u> 16 hrs.
Third Year		Fourth Year	
Semester 1 MGT 33303 hrs. FIN 33203 hrs. BUSI 33123 hrs. MKT 33403 hrs. BUSI 33193 hrs. CIS 3310 <u>3 hrs.</u> 18 hrs.	Semester 2 MGT 33353 hrs. CIS 33303 hrs. FIN 33503 hrs. ACCT 43153 hrs. EPSY 33413 hrs. EDT 3343 <u>3 hrs.</u> 18 hrs.	Semester 1 MGT 43153 hrs. Adv. ECON elective3 hrs. EDPD 43403 hrs. EDRD 43863 hrs. EPSY 3350 3 hrs. MGT 4311 <u>3 hrs.</u> 18 hrs.	Semester 2 Student teaching
Summer Session			
Second Year BUSI 1371 <u>3 hrs.</u> 3 hrs.			
*Nine hours are required from the area of specialization to be chosen from ACCT, CIS, FIN, ECON, MGT, MKT, QBA [MATH] (at least 21 upper-level hours).			

Department of Management, Marketing and General Business

Entrepreneurship/Small Business Emphasis

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.

Curriculum Guide (suggested course sequence)			
Major in General Business—Entrepreneurship/Small Business Emphasis			
First Year		Second Year	
Semester 1 ENGL 13013 hrs. MATH 13243 hrs. Social/Behavioral core3 hrs. PHED 11111 hr. Lab science4 hrs. 14 hrs.	Semester 2 ENGL 13023 hrs. SCOM 1315 or 13213 hrs. MATH 13253 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 16 hrs.	Semester 1 Humanities core3 hrs. ECON 23013 hrs. ACCT 2301 [MATH] 23423 hrs. Social/Behavioral core3 hrs. 15 hrs.	Semester 2 BUSI 13043 hrs. ECON 23023 hrs. ACCT 23023 hrs. Humanities core3 hrs. Social/Behavioral core3 hrs. PHED activity1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1 MGT 33303 hrs. FIN 33203 hrs. BUSI 33123 hrs. MKT 33403 hrs. Visual/Performing arts core3 hrs. CIS 33303 hrs. 18 hrs.	Semester 2 MGT 33323 hrs. Area 3 elective3 hrs. MKT elective3 hrs. Elective3 hrs. BUSI 33193 hrs. 15 hrs.	Semester 1 MGT 33333 hrs. MGT 43113 hrs. MKT 33463 hrs. MKT 33503 hrs. Area 3 elective3 hrs. Elective3 hrs. 18 hrs.	Semester 2 MGT 43153 hrs. MKT elective3 hrs. Adv. ECON elective3 hrs. Elective3 hrs. Area 3 elective3 hrs. 15 hrs.
*Nine hours are required from three areas of specialization to be chosen from ACCT, CIS, FIN, ECON, MGT, MKT, QBA [MATH] (at least 21 upper-level hours). Students must select MGT and MKT.			

International Business Emphasis

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.

Curriculum Guide (suggested course sequence)			
Major in General Business—International Emphasis			
First Year		Second Year	
Semester 1 ENGL 13013 hrs. MATH 13243 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 13 hrs.	Semester 2 ENGL 13023 hrs. SCOM 1315 or 13213 hrs. MATH 13253 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 16 hrs.	Semester 1 Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA [MATH] 23423 hrs. Social/Behavioral core3 hrs. PHED 11111 hr. 16 hrs.	Semester 2 BUSI 13043 hrs. ECON 23023 hrs. ACCT 23023 hrs. Humanities core3 hrs. Social/Behavioral core3 hrs. PHED activity1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1 MGT 33303 hrs. FIN 33203 hrs. BUSI 33123 hrs. MKT 33403 hrs. Visual/Performing arts core3 hrs. CIS 33303 hrs. 18 hrs.	Semester 2 POSC 43743 hrs. MGT 43353 hrs. MKT 43403 hrs. Adv. ECON elective3 hrs. Language requirement4 hrs. 16 hrs.	Semester 1 MGT 43153 hrs. BUSI 33193 hrs. MGT 43113 hrs. ECON 43413 hrs. Language requirement4 hrs. 16 hrs.	Semester 2 International elective3 hrs. International elective3 hrs. International elective3 hrs. Area elective3 hrs. Area elective3 hrs. 18 hrs.
*Nine hours are required from the area of specialization to be chosen from ACCT, CIS, FIN, ECON, MGT, MKT, QBA [MATH] (at least 21 upper-level hours).			

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 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.

Department of Management, Marketing and General Business

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 3332, 3335, 4311, 4330, 4336, QBA 4331.
- Three semester hours from MGT 3333, 4333, 4334.

Minor in Management

- MGT 3330, 3335, 4330, 4336.
- 3332 or 4335.
- 4311 or 3333.

Curriculum Guide (suggested course sequence)			
Major in Management			
First Year		Second Year	
Semester 1 ENGL 13013 hrs. MATH 13243 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 13 hrs.	Semester 2 ENGL 13023 hrs. SCOM 1315 or 13213 hrs. MATH 13253 hrs. Social/Behavioral core4 hrs. 16 hrs.	Semester 1 Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA [MATH] 23423 hrs. Social/Behavioral core3 hrs. PHED 11111 hr. 16 hrs.	Semester 2 BUSI 13043 hrs. ECON 23023 hrs. ACCT 23023 hrs. Humanities core3 hrs. Social/Behavioral core3 hrs. PHED activity1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1 MGT 33303 hrs. FIN 33203 hrs. BUSI 33123 hrs. MKT 33403 hrs. Visual/Performing arts core3 hrs. CIS 33303 hrs. 18 hrs.	Semester 2 MGT 33323 hrs. MGT 33353 hrs. Adv. ECON elective3 hrs. QBA 43313 hrs. Elective3 hrs. Elective3 hrs. 18 hrs.	Semester 1 Elective or MGT 43153 hrs. MGT 43303 hrs. MGT 43113 hrs. MGT 43353 hrs. Elective3 hrs. 15 hrs.	Semester 2 Elective or MGT 43153 hrs. MGT 4334, 3333 or 43323 hrs. MGT 43373 hrs. Elective3 hrs. Elective3 hrs. 15 hrs.

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 3342, 3346, 3348, 3350, 4340, 4342, 4346, 4348.

Minor in Marketing (18 total hours required)

- MKT 3340, 3342, 3346, 3350, 4342.
- 4346 or 4340.

Curriculum Guide (suggested course sequence)			
Major in Marketing			
First Year		Second Year	
Semester 1 ENGL 13013 hrs. MATH 13243 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 13 hrs.	Semester 2 ENGL 13023 hrs. SCOM 1315 or 13213 hrs. MATH 13253 hrs. Social/Behavioral core3 hrs. Lab science4 hrs. 16 hrs.	Semester 1 Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA [MATH] 23423 hrs. Social/Behavioral core3 hrs. PHED 11111 hr. 16 hrs.	Semester 2 BUSI 13043 hrs. ECON 23023 hrs. ACCT 23023 hrs. Humanities core3 hrs. Social/Behavioral core3 hrs. PHED activity1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1 MGT 33303 hrs. FIN 33203 hrs. BUSI 33123 hrs. MKT 33403 hrs. Visual/Performing arts core3 hrs. CIS 33303 hrs. 18 hrs.	Semester 2 MKT 33423 hrs. MKT 33463 hrs. Adv. ECON elective3 hrs. MKT 33483 hrs. Elective3 hrs. Elective3 hrs. 18 hrs.	Semester 1 Elective or MGT 43153 hrs. MKT 43443 hrs. MKT 43403 hrs. MKT 43423 hrs. MKT 33503 hrs. 15 hrs.	Semester 2 Elective or MGT 43153 hrs. MKT 43463 hrs. MKT 43483 hrs. Elective3 hrs. Elective3 hrs. 15 hrs.