

# Department of Management, Marketing and General Business

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Faculty: Anwar, J. Cooley, DéArmond, Duman, Gerlich, Mills, Nisolle, Parmenter, Pearson, Stringer, Turner, Voris.

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 1301 .....3 hrs. MATH 1324 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED 1111 .....1 hr. Lab science ....4 hrs. 14 hrs.	ENGL 1302 .....3 hrs. SCOM 1315 or 1321 .....3 hrs. MATH 1325 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science ....4 hrs. 16 hrs.	Humanities core .....3 hrs. ECON 2301 .....3 hrs. ACCT 2301 .....3 hrs. QBA 2342 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 .....3 hrs. 15 hrs.	Visual/performing arts core .....3 hrs. ECON 2302 .....3 hrs. ACCT 2302 .....3 hrs. Humanities core .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED activity .....1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1	Semester 2	Semester 1	Semester 2
MGT 3330 .....3 hrs. FIN 3320 .....3 hrs. BUSI 3312 .....3 hrs. MKT 3340 .....3 hrs. COB writing component*** ...3 hrs. CIS 3330 .....3 hrs. 18 hrs.	Area 1 specialization ...3 hrs. Area 1 specialization ...3 hrs. Adv. ECON elective .....3 hrs. Area 2 specialization ...3 hrs. Area 3 specialization ...3 hrs. Elective .....3 hrs. 18 hrs.	Elective or MGT 4315 .....3 hrs. BUSI 3319 .....3 hrs. MGT 4311 .....3 hrs. Area 2 specialization ....3 hrs. Elective .....3 hrs. 15 hrs.	Elective or MGT 4315 .....3 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 (at least 21 upper-level hours).  
 \*\*Students must demonstrate computer competency by passing a competency exam, completing CIS 1301 or transferring in a course equivalent.  
 \*\*\*College of Business writing component: one course from ACCT 3311, 4315, CIS 3312, 4355, ECON 4312, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350, QBA 4331. (General business majors must take QBA 4331.)

# 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 electives 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.

Curriculum Guide (suggested course sequence)			
Major in General Business—Biotechnology and Healthcare Management Emphasis*			
First Year**		Second Year	
<b>Semester 1</b> ENGL 1301 .....3 hrs. MATH 1324 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science .....4 hrs. PHED 1111 .....1 hr. 14 hrs.	<b>Semester 2</b> ENGL 1302 .....3 hrs. SCOM 1315 or 1321 .....3 hrs. MATH 1325 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science .....4 hrs. 16 hrs.	<b>Semester 1</b> Humanities core .....3 hrs. ECON 2301 .....3 hrs. ACCT 2301 .....3 hrs. QBA 2342 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 .....3 hrs. 15 hrs.	<b>Semester 2</b> Visual/Performing arts core .....3 hrs. ECON 2302 .....3 hrs. ACCT 2302 .....3 hrs. Humanities core .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED activity .....1 hr. 16 hrs.
Third Year		Fourth Year	
<b>Semester 1</b> MGT 3330 .....3 hrs. FIN 3320 .....3 hrs. BUSI 3312 .....3 hrs. MKT 3340 .....3 hrs. COB writing component** ...3 hrs. CIS 3330 .....3 hrs. 18 hrs.	<b>Semester 2</b> Adv. ECON elective .....3 hrs. Healthcare elective .....3 hrs. Healthcare elective .....3 hrs. MGT elective ...3 hrs. Elective .....3 hrs. 15 hrs.	<b>Semester 1</b> MGT elective ...3 hrs. MGT 4311 .....3 hrs. BUSI 3319 .....3 hrs. Healthcare elective .....3 hrs. Healthcare elective .....3 hrs. Elective .....3 hrs. 18 hrs.	<b>Semester 2</b> MGT 4315 .....3 hrs. MGT elective ...3 hrs. Healthcare elective .....3 hrs. Healthcare elective .....3 hrs. Elective .....3 hrs. 15 hrs.
*Eighteen hours are required for the area of biotechnology and healthcare emphasis, and nine hours are required for the area of management emphasis.			
**Students must demonstrate computer competency by passing a competency exam, completing CIS 1301 or transferring in a course equivalent.			
***College of Business writing component: one course from ACCT 3311, 4315, CIS 3312, 4355, ECON 4312, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350, QBA 4331. (General business majors must take QBA 4331.)			

## 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	
<b>Semester 1</b> ENGL 1301 .....3 hrs. MATH 1324 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science .....4 hrs. Visual/Performing arts core .....3 hrs. 16 hrs.	<b>Semester 2</b> ENGL 1302 .....3 hrs. SCOM 1315 or 1321 .....3 hrs. MATH 1325 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science .....4 hrs. PHED 1111 .....1 hr. 17 hrs.	<b>Semester 1</b> Humanities core .....3 hrs. ECON 2301 .....3 hrs. ECON 2302 .....3 hrs. ACCT 2301 .....3 hrs. QBA 2342 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 .....3 hrs. 18 hrs.	<b>Semester 2</b> EDPD 3340 .....3 hrs. COB writing component** .....3 hrs. ACCT 2302 .....3 hrs. Humanities core .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED activity .....1 hr. 16 hrs.
Third Year		Fourth Year	
<b>Semester 1</b> MGT 3330 .....3 hrs. FIN 3320 .....3 hrs. BUSI 3312 .....3 hrs. MKT 3340 .....3 hrs. BUSI 3319 .....3 hrs. CIS 3310 .....3 hrs. 18 hrs.	<b>Semester 2</b> MGT 3335 .....3 hrs. CIS 3330 .....3 hrs. FIN 3350 .....3 hrs. ACCT 4315 .....3 hrs. EPSY 3341 .....3 hrs. EDT 3343 .....3 hrs. 18 hrs.	<b>Semester 1</b> MGT 4315 .....3 hrs. Adv. ECON elective .....3 hrs. EDPD 4340 .....3 hrs. EDRD 4386 .....3 hrs. EPSY 3350 3 hrs. MGT 4311 .....3 hrs. 18 hrs.	<b>Semester 2</b> Student teaching
<b>Summer Session</b>			
<b>Second Year</b> BUSI 1371 .....3 hrs. 3 hrs.			
*Students must demonstrate computer competency by passing a competency exam, completing CIS 1301 or transferring in a course equivalent.			
**College of Business writing component: one course from ACCT 3311, 4315, CIS 3312, 4355, ECON 4312, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350, QBA 4331. (General business majors must take QBA 4331.)			

# 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	Semester 2	Semester 1	Semester 2
ENGL 1301 .....3 hrs. MATH 1324 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED 1111 .....1 hr. Lab science ....4 hrs. 14 hrs.	ENGL 1302 .....3 hrs. SCOM 1315 or 1321 .....3 hrs. MATH 1325 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science ....4 hrs. 16 hrs.	Humanities core .....3 hrs. ECON 2301 .....3 hrs. ACCT 2301 .....3 hrs. QBA 2342 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. 15 hrs.	Visual/performing arts core .....3 hrs. ECON 2302 .....3 hrs. ACCT 2302 .....3 hrs. Humanities core .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED activity .....1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1	Semester 2	Semester 1	Semester 2
MGT 3330 .....3 hrs. FIN 3320 .....3 hrs. BUSI 3312 .....3 hrs. MKT 3340 .....3 hrs. COB writing component*** ...3 hrs. CIS 3330 .....3 hrs. 18 hrs.	MGT 3332 .....3 hrs. Area 3 elective .....3 hrs. MKT elective ...3 hrs. Elective .....3 hrs. BUSI 3319 .....3 hrs. 15 hrs.	MGT 3333 .....3 hrs. MGT 4311 .....3 hrs. MKT 3346 .....3 hrs. MKT 3350 .....3 hrs. Area 3 elective .....3 hrs. Elective .....3 hrs. 18 hrs.	MGT 4315 .....3 hrs. MGT elective .....3 hrs. Adv. ECON elective .....3 hrs. Area 3 elective .....3 hrs. 15 hrs.

\*Nine hours are required from the area of specialization to be chosen from ACCT, CIS, FIN, ECON, QBA (at least three upper-level hours).  
 \*\*Students must demonstrate computer competency by passing a competency exam, completing CIS 1301 or transferring in a course equivalent.  
 \*\*\*College of Business writing component: one course from ACCT 3311, 4315, CIS 3312, 4355, ECON 4312, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350, QBA 4331. (General business majors must take QBA 4331.)

## 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	Semester 2	Semester 1	Semester 2
ENGL 1301 .....3 hrs. MATH 1324 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED 1111 .....1 hr. Lab science ....4 hrs. 14 hrs.	ENGL 1302 .....3 hrs. SCOM 1315 or 1321 .....3 hrs. MATH 1325 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science ...4 hrs. 16 hrs.	Humanities core .....3 hrs. ECON 2301 .....3 hrs. ACCT 2301 .....3 hrs. QBA 2342 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 .....3 hrs. 16 hrs.	Visual/performing arts core .....3 hrs. ECON 2302 .....3 hrs. ACCT 2302 .....3 hrs. Humanities core .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED activity .....1 hr. 16 hrs.
Third Year		Fourth Year	
Semester 1	Semester 2	Semester 1	Semester 2
MGT 3330 .....3 hrs. FIN 3320 .....3 hrs. BUSI 3312 .....3 hrs. MKT 3340 .....3 hrs. COB writing component*** ...3 hrs. CIS 3330 .....3 hrs. 18 hrs.	POSC 4374 .....3 hrs. MGT 4335 .....3 hrs. MKT 4340 .....3 hrs. Adv. ECON elective .....3 hrs. Language requirement ...4 hrs. 16 hrs.	MGT 4315 .....3 hrs. BUSI 3319 .....3 hrs. MGT 4311 .....3 hrs. ECON 4341 .....3 hrs. Language requirement .....4 hrs. 16 hrs.	International elective .....3 hrs. International elective .....3 hrs. International elective .....3 hrs. FIN 4323 .....3 hrs. Area elective .....3 hrs. Area elective ...3 hrs. 18 hrs.

\*Nine hours are required from the area of specialization to be chosen from ACCT, CIS, FIN, ECON, MGT, MKT, QBA (at least three upper-level hours).  
 \*\*Students must demonstrate computer competency by passing a competency exam, completing CIS 1301 or transferring in a course equivalent.  
 \*\*\*College of Business writing component: one course from ACCT 3311, 4315, CIS 3312, 4355, ECON 4312, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350, QBA 4331. (General business majors must take QBA 4331.)

## 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–\$14 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 (18 hours total)

- 24 semester hours—MGT 3332, 3335, 4311, 4330, 4335, 4336, 4343, QBA 4331.
- Three semester hours from MGT 3333, 4333, 4334.

#### Minor in Management

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

## 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, 4344, 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 Management			
First Year*		Second Year	
<b>Semester 1</b> ENGL 1301 .....3 hrs. MATH 1324 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science ....4 hrs. 13 hrs.	<b>Semester 2</b> ENGL 1302 .....3 hrs. SCOM 1315 or 1321 .....3 hrs. MATH 1325 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306...3 hrs. Lab science ....4 hrs. 16 hrs.	<b>Semester 1</b> Humanities core .....3 hrs. ECON 2301 .....3 hrs. ACCT 2301 .....3 hrs. QBA 2342 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED 1111 ....1 hr. 16 hrs.	<b>Semester 2</b> Visual/Performing arts core .....3 hrs. ECON 2302 .....3 hrs. ACCT 2302 .....3 hrs. Humanities core .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED activity .....1 hr. 16 hrs.
Third Year		Fourth Year	
<b>Semester 1</b> MGT 3330 .....3 hrs. FIN 3320 .....3 hrs. BUSI 3312 .....3 hrs. MKT 3340 .....3 hrs. COB writing component** .....3 hrs. CIS 3330 .....3 hrs. 18 hrs.	<b>Semester 2</b> MGT 3332 .....3 hrs. MGT 3335 .....3 hrs. Adv. ECON elective .....3 hrs. QBA 4331 .....3 hrs. Elective .....3 hrs. 18 hrs.	<b>Semester 1</b> Elective or MGT 4315 .....3 hrs. MGT 4330 .....3 hrs. MGT 4311 .....3 hrs. MGT 4335 .....3 hrs. Elective .....3 hrs. 15 hrs.	<b>Semester 2</b> Elective or MGT 4315 .....3 hrs. MGT 4333, 4333 or 4334 ...3 hrs. MGT 4336 .....3 hrs. Elective .....3 hrs. 15 hrs.

\*Students must demonstrate computer competency by passing a competency exam, completing CIS 1301 or transferring in a course equivalent.  
 \*\*College of Business writing component: one course from ACCT 3311, 4315, CIS 3312, 4355, ECON 4312, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350, QBA 4331. (General business majors must take QBA 4331.)

Curriculum Guide (suggested course sequence)			
Major in Marketing			
First Year*		Second Year	
<b>Semester 1</b> ENGL 1301 .....3 hrs. MATH 1324 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science ....4 hrs. 13 hrs.	<b>Semester 2</b> ENGL 1302 .....3 hrs. SCOM 1315 or 1321 .....3 hrs. MATH 1325 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306...3 hrs. Lab science ....4 hrs. 16 hrs.	<b>Semester 1</b> Humanities core .....3 hrs. ECON 2301 .....3 hrs. ACCT 2301 .....3 hrs. QBA 2342 .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED 1111 ....1 hr. 16 hrs.	<b>Semester 2</b> Visual/Performing arts core .....3 hrs. ECON 2302 .....3 hrs. ACCT 2302 .....3 hrs. Humanities core .....3 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED activity .....1 hr. 16 hrs.
Third Year		Fourth Year	
<b>Semester 1</b> MGT 3330 .....3 hrs. FIN 3320 .....3 hrs. BUSI 3312 .....3 hrs. MKT 3340 .....3 hrs. COB writing component** .....3 hrs. CIS 3330 .....3 hrs. 18 hrs.	<b>Semester 2</b> MKT 3342 .....3 hrs. MKT 3346 .....3 hrs. Adv. ECON elective .....3 hrs. MKT 3348 .....3 hrs. Elective .....3 hrs. 18 hrs.	<b>Semester 1</b> Elective or MGT 4315 .....3 hrs. MKT 4344 .....3 hrs. MKT 4340 .....3 hrs. MKT 4342 .....3 hrs. MKT 3350 .....3 hrs. 15 hrs.	<b>Semester 2</b> Elective or MGT 4315 .....3 hrs. MKT 4346 .....3 hrs. MKT 4348 .....3 hrs. Elective .....3 hrs. Elective .....3 hrs. 15 hrs.

\*Students must demonstrate computer competency by passing a competency exam, completing CIS 1301 or transferring in a course equivalent.  
 \*\*College of Business writing component: one course from ACCT 3311, 4315, CIS 3312, 4355, ECON 4312, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350, QBA 4331. (General business majors must take QBA 4331.)