

Department of Management, Marketing and General Business

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Faculty: Anwar, Buchanan, J. Cooley, De'Armond, Duman, Gerlich, Jarmon, Kilic, Mills, Nisolle, Pearson, Rider.

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.

B.B.A. Degree Requirements

General Business Core Requirements

- MGT 4311
- BUSI 3319
- Credit hours to total 120 hours.

Required Courses from Other Subject Areas

Nine hours are required from three areas of specialization (to total 27 hours; at least 21 hours must be upper level) to be chosen from: accounting, computer information systems, economics, finance, management, marketing or quantitative business analysis. Other subject areas may be developed with approval of adviser and department head. 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*			
First Year**		Second Year	
Semester 1	Semester 2	Semester 1	Semester 2
ENGL 13013 hrs. MATH 13243 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED 11111 hr. Lab science4 hrs. 14 hrs.	ENGL 13023 hrs. SCOM 1315, 1318 or 1321 ...3 hrs. MATH 13253 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science4 hrs. 16 hrs.	Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA 23423 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 15 hrs.	Visual/performing arts core3 hrs. ECON 23023 hrs. ACCT 23023 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 12 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. COB writing component*** ...3 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. 12 hrs.	Elective or 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, ECON, FIN, 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 2310, ECON 4321, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350.

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. This concentration has a total of 120 credit hours. Students must take 12 hours from BUSI 4370, CIS 4370, ECON 4370, MGT 4370 and NURS 4355. Students also will select six hours from ECON 4301, 4351, MKT 3350, 4344 and QBA 4358. Nine additional hours of electives in management 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.

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 works with the Department of Education to provide course work leading to a general business major with secondary teacher certification. By combining requirements for courses in the general business major with 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 the appropriate adviser in both the Department of Management, Marketing and General Business and the Department of Education to ensure that courses selected will meet major and certification requirements.

Students can access degree checklists for the business education emphasis by using the URL listed below, selecting “Teaching Certification” and scrolling to the area for business: www.wtamu.edu/academic/ess/edu.

Curriculum Guide (suggested course sequence)			
Major in General Business—Biotechnology and Healthcare Management Emphasis*			
First Year**		Second Year	
Semester 1	Semester 2	Semester 1	Semester 2
ENGL 13013 hrs. MATH 13243 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. Lab science4 hrs. PHED 11111 hr. 14 hrs.	ENGL 13023 hrs. SCOM 1315, 1318 or 1321 ...3 hrs. MATH 13253 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. Lab science ...4 hrs. 16 hrs.	Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA 23423 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 15 hrs.	Visual/Performing arts core3 hrs. ECON 23023 hrs. ACCT 23023 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 12 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. COB writing component*** ...3 hrs. CIS 33303 hrs. 18 hrs.	Adv. ECON elective3 hrs. Healthcare elective3 hrs. Healthcare elective3 hrs. MGT elective ...3 hrs. Elective3 hrs. 15 hrs.	MGT elective ...3 hrs. MGT 43113 hrs. BUSI 33193 hrs. Healthcare elective3 hrs. Healthcare elective3 hrs. Elective3 hrs. 18 hrs.	MGT 43153 hrs. MGT elective ...3 hrs. Healthcare elective3 hrs. Healthcare elective3 hrs. 12 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 2310, ECON 4321, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350.			

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. This concentration has a total of 120 credit hours. 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 13013 hrs. MATH 13243 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. PHED 11111 hr. Lab science4 hrs. 14 hrs.	ENGL 13023 hrs. SCOM 1315, 1318 or 1321 ...3 hrs. MATH 13253 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. Lab science4 hrs. 16 hrs.	Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA 23423 hrs. HIST 1301, 1302, POSC 2305 or 2306 ...3 hrs. 15 hrs.	Visual/performing arts core3 hrs. ECON 23023 hrs. ACCT 23023 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 12 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. COB writing component*** ...3 hrs. CIS 33303 hrs. 18 hrs.	MGT 33323 hrs. Area 3 elective3 hrs. MKT elective ...3 hrs. Elective3 hrs. BUSI 33193 hrs. 15 hrs.	MGT 33333 hrs. MGT 43113 hrs. MKT 33463 hrs. MKT 33503 hrs. Area 3 elective3 hrs. 15 hrs.	MGT 43153 hrs. MGT elective3 hrs. Adv. ECON elective3 hrs. Elective3 hrs. Area 3 elective3 hrs. 15 hrs.

*Nine hours are required from the area of specialization to be chosen from ACCT, CIS, ECON, FIN, 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 2310, ECON 4321, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350.

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 30 hours required in the general business major with the three 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, the International Law and Organizations course in political science, and eight hours in a foreign language. Students will need to consult their adviser to ensure that courses selected will meet major requirements. Credit hours total 122 hours.

Curriculum Guide (suggested course sequence)			
Major in General Business—International Emphasis*			
First Year**		Second Year	
Semester 1	Semester 2	Semester 1	Semester 2
ENGL 13013 hrs. MATH 13243 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. PHED 11111 hr. Lab science4 hrs. 14 hrs.	ENGL 13023 hrs. SCOM 1315, 1318 or 1321 ...3 hrs. MATH 13253 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. Lab science4 hrs. 16 hrs.	Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA 23423 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 15 hrs.	Visual/performing arts core3 hrs. ECON 23023 hrs. ACCT 23023 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 12 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. COB writing component*** ...3 hrs. CIS 33303 hrs. 18 hrs.	POSC 43743 hrs. MGT 43353 hrs. MKT 43403 hrs. Adv. ECON elective3 hrs. Language requirement ...4 hrs. 16 hrs.	MGT 43153 hrs. BUSI 33193 hrs. MGT 43113 hrs. ECON 43413 hrs. Language requirement4 hrs. 16 hrs.	International elective****3 hrs. Area elective3 hrs. FIN 43233 hrs. Area elective3 hrs. Area elective3 hrs. 15 hrs.

*Nine hours are required from the area of specialization to be chosen from ACCT, CIS, ECON, FIN, 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 2310, ECON 4321, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350.
 ****Must come from HIST or POSC at the 4000 level.

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.

B.B.A. Degree Requirements

Management Core Requirements

- 24 semester hours—MGT 3332, 3335, 4311, 4330, 4335, 4336, 4343, QBA 4331.
- Three semester hours from MGT 3333, 4333, 4334.
- Additional electives to total 120 hours.

Minor in Management (18 total hours required)

- 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	Semester 2	Semester 1	Semester 2
ENGL 13013 hrs. MATH 13243 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. Lab science4 hrs. 13 hrs.	ENGL 13023 hrs. SCOM 1315, 1318 or 13213 hrs. MATH 13253 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. Lab science4 hrs. 16 hrs.	Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA 23423 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. PHED 11111 hr. 16 hrs.	Visual/Performing arts core3 hrs. ECON 23023 hrs. ACCT 23023 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 12 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. COB writing component**3 hrs. CIS 33303 hrs. 18 hrs.	MGT 33323 hrs. MGT 33353 hrs. Adv. ECON elective3 hrs. QBA 43313 hrs. Elective3 hrs. 15 hrs.	Elective or MGT 43153 hrs. MGT 43303 hrs. MGT 43113 hrs. MGT 43353 hrs. Elective3 hrs. 15 hrs.	Elective or MGT 43153 hrs. MGT 3333, 4333 or 43343 hrs. MGT 43363 hrs. MGT 43433 hrs. Elective3 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 2310, ECON 4321, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350.

Major in Marketing (Major Code: 313)

University Core Curriculum Requirements

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

B.B.A. Degree Requirements

Marketing Core Requirements

- MKT 3342, 3346, 3348, 3350, 4340, 4342, 4344, 4346, 4348.
- Additional electives to total 120 hours.

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	Semester 2	Semester 1	Semester 2
ENGL 13013 hrs. MATH 13243 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. Lab science4 hrs. 13 hrs.	ENGL 13023 hrs. SCOM 1315, 1318 or 13213 hrs. MATH 13253 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. Lab science4 hrs. 16 hrs.	Humanities core3 hrs. ECON 23013 hrs. ACCT 23013 hrs. QBA 23423 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. PHED 11111 hr. 16 hrs.	Visual/Performing arts core3 hrs. ECON 23023 hrs. ACCT 23023 hrs. HIST 1301, 1302, POSC 2305 or 23063 hrs. 12 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. COB writing component**3 hrs. CIS 33303 hrs. 18 hrs.	MKT 33423 hrs. MKT 33463 hrs. Adv. ECON elective3 hrs. MKT 33483 hrs. Elective3 hrs. 18 hrs.	Elective or MGT 43153 hrs. MKT 43443 hrs. MKT 43403 hrs. MKT 43423 hrs. MKT 33503 hrs. 15 hrs.	Elective or MGT 43153 hrs. MKT 43463 hrs. MKT 43483 hrs. Elective3 hrs. 12 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 2310, ECON 4321, 4361, FIN 3350, 4321, MGT 4333, 4370, MKT 3342, 3350.