

B.B.A. in Management Description

Managers lead organizations by motivating, coordinating, and planning in order to achieve organizational goals. The management major integrates theory with application to help students become the socially adept, critical thinker that public and private organizations seek to lead for successful outcomes. Management graduates have a broad-based business education that will help them achieve career success, including financial management, logistics, information systems, operations, business strategy, economics and statistics, as well as a narrower focus on management topics such as leadership, organizational behavior, human resource management, and negotiation.

Minimum Total Credit Hours: 120

General Education Requirements

The general education requirements for the B.B.A. include first-year composition (6); humanities (3); fine arts (3); humanities or fine arts (3); mathematics (6); lab science (6-8); social science (6).

For a detailed description of each category and course classifications, please refer to the [General Education Core Curriculum](#)

Course Requirements

Requirements for the major in management include the B.B.A. core: Accy 201, 202 (3, 3); Econ 202, 203 (3, 3); Bus 230, Bus 271, Bus 250, Bus 302; Mktg 351; Fin 331; Mgmt 371, Mktg 372, Mgmt 493; MIS 309; 300-level business elective (6); 300-level business/nonbusiness elective (3).

In addition to the B.B.A. core, the management major consists of 24 semester hours. These courses include Bus 322, Mgmt 383, Mgmt 391, Mgmt 495, Mgmt 582, and 9 hours of coursework in the areas Mgmt or Ent at the 300 level or above.

Management majors may choose one of the following emphasis areas to pursue in lieu of 9 additional hours of coursework:

-Human Resource Management -Health Care Management -International Business Management

A minimum grade of C is required in the 24 semester hours applied toward the management major and emphasis requirements. A minimum grade of C is required in any Mgmt course.

Other Academic Requirements

See School of Business Administration Academic Requirements for rules on when business students may enroll in specialty major coursework. No student may enroll for more than 18 semester hours unless approved by the Dean's Office.

Specializations

- [Emphasis - Health Care Management](#)
- [Emphasis - Human Resource Management](#)
- [Emphasis - International Business Mgmt.](#)

