

NICHOLLS STATE UNIVERSITY

UNDERGRADUATE AND GRADUATE BULLETIN FOR 2006-2007

Nicholls State University is a Member of the University of Louisiana System

Thibodaux, Louisiana 70310

Toll Free - 1-877-642-4655

(985) 446-8111

www.nicholls.edu

DEPARTMENT OF MANAGEMENT AND MARKETING

Office: 146 Powell Hall

Phone: 448-4175

Professors: A. Barrilleaux, Bergiel, Cox.

Associate Professor: Chadwick (Head).

Assistant Professors: Cashen, Cater, Premeaux, Varela, Viosca.

Instructor: Dalrymple.

Management Program

The university awards the Bachelor of Science degree with a major in management to the student upon the successful completion of the management curriculum and the satisfaction of university and College of Business Administration requirements. The curriculum is designed to educate the student to perform managerial duties in the modern organization.

The Management major requires 24 credit hours in management, including MNGT 301, 367, 368, and 470.

The curriculum has three concentrations: General Management, Health Care Management, and Human Resources Management. The concentrations differ in perspective; each provides the student a specific educational experience on the needed skills, attitudes, and awareness relevant to the functioning of modern organizations.

General Management Concentration - broadly educates the student in the managerial functions within organizations.

Health Care Management Concentration - is intended for individuals who wish to enter managerial positions in the health care field.

Human Resources Management Concentration - educates the student to deal effectively with human resources in organizations.

All concentrations pay special attention to growth in the services sector, to the increasing globalization of organizations, and to the increasing attention to societal and ethical concerns.

While only one degree in management is offered, three areas of concentration are possible. Management majors must earn a C or better in each management course.

Minor

To obtain a minor in Management students must complete MNGT 301 and 15 additional hours from Management courses and/or Marketing 470 or 475, for a total of 18 semester hours. Students must earn at least a grade of C in all minor courses.

CLR – Computer Literacy Requirement
OCR – Oral Communication Requirement

GER – General Education Requirement
UR – University Requirement

Bachelor of Science Degree in Management

- General Management Concentration (MNGT)
- Health Care Management Concentration (MNGC)
- Human Resources Management Concentration (MNGH)

Suggested Course Sequence:

FRESHMAN YEAR	Sem. Hrs.
BSAD 101	3
OIS 200 or CMPS 101 (CLR)	3
ENGL 101, 102 (GER)	6
Freshman Seminar Course (UR)	1
HIST Sequence* (GER)	6
MATH 101, 106 (GER)	6
Natural Science Elective* (GER)	3
SPCH 101 (OCR)	3
Concentration Course (See footnotes 1-3 below)	0-3
	31-34
SOPHOMORE YEAR	Sem. Hrs.
ACCT 205, 206	6
CIS 231	3
ECON 211 (GER), 212	6
ENGL Literature Elective (GER)	3
Natural Science Electives* (GER)	6
QBA 282, 285	6
	30
JUNIOR YEAR	Sem. Hrs.
Arts Elective (GER)	3
BSAD 221	3
BSAD 310 or ENGL 310 (GER)	3
FINC 302	3
MNGT 301, 367, 368	9
MKTG 300	3
Social Science Elective**, *** (GER)	3
Concentration Course (See footnotes 1-3 below)	3
	30
SENIOR YEAR	Sem. Hrs.
BSAD 490	3
MNGT 470	3
Concentration Courses (See footnotes 1-3 below)	21-24
	27-30
Total Hours Required for Degree:	120-121
¹ Health Care Management Concentration	120
² General Management Concentration	121
³ Human Resources Management Concentrations	121

*See General Education Requirements for the Baccalaureate Degree. Health Care Management Concentration majors must take BIOL 114 as part of Natural Science requirement.

**For Human Resources Management Concentration, at least six hours from these courses must be selected from courses numbered 300 or above.

***Non-economics course.

NOTE: See individual course descriptions for prerequisite requirements. Student should obtain curriculum sheet from the department of Management & Marketing.

¹Health Care Management Concentration (MNGC) (26 hours required)

AHSC 438 or AHSC 442

AHSC 440 (4)

AHSC 450 (3)

MKTG 470 (3) and approved ECON Elective (6 sem. hrs.) or ACCT 221 (3) and ACCT 351 (3) (6 sem. hrs.)

MNGT 445 (3)

MNGT Elective (6 sem. hrs.)

NURS 311 (1)

²**General Management Concentration (MNGT) (27 hours required)**

- ECON 311 (3) or 317 (3) or 325 (3)
- MNGT Electives (12 sem. hrs.)
- MKTG Electives (6 sem. hrs.) from 360 (3), 470 (3), 475 (3), 481 (3), 486 (3)
- Non-business Electives (6 sem. Hrs.)

³**Human Resources Management Concentration (MNGH) (27 hours required)**

- ECON 325 (3)
- MNGT 440 (3)
- MNGT 450 (3)
- MNGT 475 (3)
- MNGT 370 (3) or MNGT 469 (3) or MNGT 486 (3)
- Business Elective**
- Non-business Electives (6 sem. hrs.)**
- Choose one (3 sem. Hr.)
- PSET 301
- PSET 302
- PYSC 207
- SATC Elective
- SOCI 204
- SOCI 404

**Human Resources Management Concentration, at least six hours from these courses must be selected from courses numbered 300 or above.

Marketing Program

The university awards the Bachelor of Science Degree with a major in Marketing to the student upon the successful completion of the Marketing curriculum and the satisfaction of university and College of Business Administration requirements. The curriculum is designed to develop knowledge and skills essential to creating and maintaining successful exchange relationships. Efforts are made to develop students' appreciation not only for time-honored marketing institutions and functions but also for emerging practices within the profession. Marketing majors must earn a C or better in each marketing course.

The marketing profession is quite broad and offers graduates a rich variety of career options. Depending on career interests, marketing majors will select one of two concentrations: General Marketing or Professional Sales.

General Marketing Concentration - provides broad exposure to marketing's essential concepts and functions while allowing students maximum flexibility to develop targeted knowledge in specialized areas through major elective coursework.

Professional Sales Concentration - prepares students for entry-level sales positions and careers in sales management. The curriculum is supported by the state-of-the-art sales and interactive training laboratory (SITL). Students receive in-depth training in selling, negotiating, and sales management through role-play and other interactive exercises.

Minor

To obtain a minor in Marketing students must complete MKTG 300 and 15 additional hours from Marketing courses (at least 6 of which must be from 400-level Marketing courses and/or MNGT 455), for a total of 18 semester hours. Students must earn at least a grade of C in all minor courses.

CLR – Computer Literacy Requirement
OCR – Oral Communication Requirement

GER – General Education Requirement
UR – University Requirement

Bachelor of Science Degree in Marketing

- General Marketing Concentration (MKTG)
- Professional Sales Concentration (MKTS)

Suggested Course Sequence:

FRESHMAN YEAR	Sem. Hrs.
---------------	-----------

BSAD 101	3
OIS 200 or CMPS 101 (CLR)	3
ENGL 101, 102 (GER)	6
Freshman Seminar Course (UR)	1
HIST Sequence (GER)	6
MATH 101, 106 (GER)	6
Natural Science Elective* (GER)	3
SPCH 101 (OCR)	<u>3</u>
	31
SOPHOMORE YEAR	Sem. Hrs.
ACCT 205, 206	6
CIS 231	3
ECON 211 (GER), 212	6
ENGL Literature Elective (GER)	3
Natural Science Electives* (GER)	6
QBA 282, 285	<u>6</u>
	30
JUNIOR YEAR	Sem. Hrs.
Arts Elective (GER)	3
BSAD 221	3
BSAD 310 or ENGL 310 (GER)	3
MNGT 301, 368	6
MKTG 300, 360	6
Non-Business Electives	6
Concentration Courses (See Footnote 1 or 2 Below)	<u>3</u>
	30
SENIOR YEAR	Sem. Hrs.
BSAD 490	3
Business Elective**	3
FINC 302	3
MKTG 485, 490	6
Concentration Courses (See Footnote 1 or 2 below)	<u>15</u>
	30
Total Hours Required for Degree:	121

*See General Education Requirements for the Baccalaureate Degree.

**Must be selected from courses numbered 300 or above.

¹General Marketing Concentration (MKTG) – 18 hours required

MKTG Electives (12 semester hours)

Business Elective (3 semester hours)**

PSYC or SOCI Elective (3 semester hours)

²Professional Sales Concentration (MKTS) – 18 hours required

MKTG 320 (3)

MKTG 420 (3)

MKTG 481 (3)

Approved MKTG Elective (3 semester hours)

Approved Business Elective (3 semester hours)**

Approved PSYC or SOCI Elective (3 semester hours)