DEPARTMENT OF MANAGEMENT AND MARKETING

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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 – provides students with a broad understanding of the management discipline. General management students are introduced to the functions of management-- planning, organizing, leading, and controlling with an emphasis on the development of critical thinking, writing and decision-making skills. Graduates are trained to effectively and efficiently manage both profit and non-profit firms in the rapidly changing modern business environment. The General Management concentration prepares students to work as supervisors and managers in a wide variety of both profit and non-profit organizations.

Health Care Management Concentration – provides students with training in understanding the concepts and skills necessary to effectively manage organizations that provide health-care services. Specifically, students in the concentration are exposed to the multifaceted areas of managed care, coding, billing and accountability, government regulation, the unique structure and behavior of medical facilities and other topics relevant to this rapidly changing field. The Health Care management concentration prepares students to effectively work as managers and eventually administrators in hospitals, health maintenance organizations, pharmaceutical firms, government agencies and a wide variety of other health care delivery organizations.

Human Resources Management Concentration - provides students with specialized training in how to deal effectively with personnel in organizations. Students are introduced to the hiring process, compensation and benefits, legal issues in managing people, the influence of human behavior, motivation, leadership and other topics relevant to the field. The Human Resource concentration prepares students to succeed as general HR managers in a wide variety of 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.

Bachelor of Science Degree in Management

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

CLR - Computer Literacy Requirement
OCR - Oral Communication Requirement
GER - General Education Requirement
UR - University Requirement

Suggested Course Sequence:

FRESHMAN YEAR	Sem. Hrs.
BSAD 101	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
OIS 200 or CMPS 101 (CLR)	3
SPCH 101 (OCR)	3
Concentration Course (See 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 below)	3
	30
SENIOR YEAR	Sem. Hrs.
BSAD 490	3
MNGT 470	3
Concentration Courses (See below)	21-24
	27-30
Total Hours Required for Degree:	**120-121**
Health Care Management Concentration	120
General Management Concentration	121
Human Resources Management Concentration	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.

Health Care Management Concentration (MNGC) (26 hours required)
- AHSC 438 (3) or AHSC 442 (4)
- AHSC 440 (4)
- AHSC 450 (3)
- MKTG 470 (3) and approved ECON Elective (3) or ACCT 221 (3) and ACCT 351 (3)
- MNGT 445 (3)
- MNGT Electives (6)
- NURS 311 (1)

General Management Concentration (MNGT) (27 hours required)
- ECON 311 (3) or 317 (3) or 325 (3)
- MNGT Electives (12)
- MKTG Electives (6) from 360 (3), 470 (3), 475 (3), 480 (3), 481 (3), 486 (3)
- Non-business Electives (6)

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 (3)*
- Non-business Electives (6)*
- Choose one (3)

PSET 301	SATC Elective
PSET 302	SOCI 204
PYSC 207	SOCI 404

*For 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 — GER General Education Requirement
OCR Oral Communication Requirement — UR University Requirement

Bachelor of Science Degree in Marketing

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

CLR - Computer Literacy Requirement — **GER** - General Education Requirement
OCR - Oral Communication Requirement — **UR** - University Requirement

Suggested Course Sequence:

FRESHMAN YEAR	Sem. Hrs.
BSAD 101	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
OIS 200 or CMPS 101 (CLR)	3
SPCH 101 (OCR)	3
	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	6
	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 Below)	3
	30
SENIOR YEAR	Sem. Hrs.
BSAD 490	3
Non-Business Elective**	3
FINC 302	3
MKTG 485, 490	6
Concentration Courses (See below)	15
	30
Total Hours Required for Degree:	**121**

*See General Education Requirements for the Baccalaureate Degree.
**Must be selected from courses numbered 300 or above.

General Marketing Concentration (MKTG) – (18 hours required)
MKTG Electives (12)
Business Elective (3)*
PSYC or SOCI Elective (3)
*Must be selected from courses numbered 300 or above.

Professional Sales Concentration (MKTS) – (18 hours required)
MKTG 320 (3)
MKTG 420 (3)
MKTG 481 (3)

Approved MKTG Elective (3)
Approved Business Elective (3)*
Approved PSYC or SOCI Elective (3)
*Must be selected from courses numbered 300 or above.