A Bachelor's Degree in Business Administration with a General Management Concentration from EKU prepares you to be an aggressive, knowledgeable leader in the 21st Century organization. As our world becomes smaller, yet more complex, businesses - national and international, large and small, profit and nonprofit - are searching for individuals who possess a broad range of theoretical and practical skills. A general management degree prepares you to meet the challenges and exciting opportunities facing tomorrow's managers. Entry level managerial positions come with competitive salaries and opportunities for travel, personal and professional growth and development, and rapid career advancement.

In addition to a relevant curriculum and qualified, student-oriented faculty, general management majors have co-operative education opportunities as well as opportunities for membership in professional student organizations, such as SAM (The Society for the Advancement of Management).

Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the College to Careers Conference that are structured to provide additional professional experiences outside of the traditional classroom.

For More Information
Department of Management, Marketing and International Business
011 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-1377
http://management.eku.edu
http://management.eku.edu/people
http://management.eku.edu/patterson-business-scholarship
http://ioma.com
http://industryweek.com
http://aom-iaom.org
http://careers.org
http://cob.tamucc.edu/sam (SAM's National Headquarters)

Students interested in a management major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.
Suggested Curriculum Guide for General Management Concentration

**Freshman (1st Semester) 16 hrs**
- **BTO 100**  Student Success Seminar
- **E-2 MAT 112** Algebra & Applications (or MAT 211 Calculus)
- **E-5B PSY 200** or **SOC 131** Intro PSY or Intro SOC
- **E-1A**  ENG 101
- **Wellness** (BIO 310, HEA 285, NFA 201, or PHE 180)
- **CIS 212** Intro to CIS or **INF 104** Computer Literacy w/ Software Applications

**Sophomore (1st Semester) 15 hrs**
- **ACC 201** Introduction to Financial Accounting
- **ECO 231** Principles of Economics II
- **QMB 200** Business Statistics
- **E-4A** Biological or **E-4B** Physical Lab Science
- **E-3A** Arts

**Junior (1st Semester) 15 hrs**
- **CCT 300W** Managerial Reports
- **CIS 300** Management Information Systems
- **MGT 300** Principles of Management
- **FIN 300** Business Finance I
- **MGT 340** Management Science
- **BTS 300** Professional Skills Seminar (0 credit)*

**Senior (1st Semester) 15 hrs**
- **MGT Elective** (3 hrs)
- **MGT Elective** (3 hrs)
- **MGT 400** Organization Theory
- **Approved Business Elective** (3 hrs)
- **Free Elective** (Non-Business 3 hrs)

*Course must be taken in semester indicated.

**UNIVERSITY GRADUATION REQUIREMENTS**

**General Education** .......................................................................................................................... 36 hrs
**Student Success Seminar** (BTO 100; waived for transfers with 30+ hrs.) .................................................. 1 hr
**Wellness** ........................................................................................................................................ 3 hrs
**Total Hours University Graduation Requirements** .................................................................................. 40 hrs

**College Requirements:**
- **BTS 300** (CR only, no hours) and **BTS 400** (CR only, no hours).

**Core Courses:**
- **Pre-Business Core** .......................................................................................................................... 12 hrs
  - **ACC 201, 202, GBU 204, QMB 200**
- **Business Core** .................................................................................................................................. 21 hrs
  - **CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480**

**Major Requirements** .......................................................................................................................... 37 hrs
- **General Management Concentration**
  - GBU 101, MGT 320, 340, 400, 480, 12 hours of approved upper-division MGT electives (excluding MGT 300 and MGT 349).

**Supporting Course Requirements** ..................................................................................................... 9 hrs
- **MAT 112/211** (counted in GE Element 2)
- **CIS 212** or **INF 104**
- **PSY 200/200W or SOC 131** (counted in GE Element 5)
- **ECO 230 & 231**

**Approved Business Electives** ......................................................................................................... 6 hrs

**Free Electives (Non-Business)** ......................................................................................................... 5 hrs

**Total Curriculum Requirements** ..................................................................................................... 120 hrs

*Course must be taken in semester indicated.