



# College of Business

## 2021-2022

# Management B.B.A. Degree

### General Management Concentration

A Bachelor's Degree in Business Administration with a General Management Concentration from ECU 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 Professional Development Series that are structured to provide additional professional experiences outside of the traditional classroom.

### For More Information

College of Business  
108 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<https://business.eku.edu/>  
<http://ioma.com>  
<http://industryweek.com>  
<http://careers.org>

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.



**AACSB**  
ACCREDITED



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### Suggested Curriculum Guide for General Management Concentration

#### Freshman (1<sup>st</sup> Semester) 16 hrs

- BUS 101\*** Nature of Business
- BUS 100\* (1)** Professional Development Series
- E-2 MAT 112** Algebra & Applications (or MAT 211 Calculus)
- E-1A\*** ENG 101
- E-6** Diversity
- BUS 206** Fundamentals of Problem Solving with Excel

#### Sophomore (1<sup>st</sup> Semester) 16 hrs

- BUS 200\* (1)** Professional Development Series
- BUS 209** Fundamentals of Financial and Managerial Accounting
- ECO 230** Fundamentals of Microeconomics
- E-4A** Biological or **E-4B** Physical Lab Science
- E-3A** Arts
- E-6** Diversity

#### Junior (1<sup>st</sup> Semester) 13 hrs

- BUS 300\* (1)** Professional Development Series
- BUS 301W** Essentials of Formal Business Communication
- BUS 304** Essentials of Management Information Systems
- BUS 303** Essentials of Organizational Behavior and HR
- BUS 302** Essentials of Finance

#### Senior (1<sup>st</sup> Semester) 16 hrs

- BUS 400\* (1)** Professional Development series
- MGT Elective** (3 hrs)
- MGT Elective** (3 hrs)
- MGT 400** Organization Theory
- Approved Business Elective** (3 hrs)
- Free Elective** (Non-Business 3 hrs)

#### Freshman (2<sup>nd</sup> Semester) 15 hrs

- E-1B\*** ENG 102
- E-4A** Biological or **E4B** Physical Lab Science
- E-1C** CMS 100 or 210
- E-5A** History
- BUS 207** Fundamentals of Interpersonal Business Communication

#### Sophomore (2<sup>nd</sup> Semester) 15 hrs

- BUS 204** Fundamentals of Business Law and Ethics
- E-3B** Humanities
- ECO 231** Fundamentals of Macroeconomics
- STA 270 (4)** Applied Statistics
- Free Elective** (2 hours)

#### Junior (2<sup>nd</sup> Semester) 15 hrs

- BUS 305** Essentials of Marketing
- BUS 306** Essentials of Operations and Supply Chain
- MGT 480** Organizational Behavior
- MGT 320** Human Resources Management
- Free Elective** (3 hrs)

#### Senior (2<sup>nd</sup> Semester) 14 hrs

- BUS 402** Integrated Strategic Management
- MGT Elective** (3 hrs)
- MGT Elective** (3 hrs)
- Approved Business Elective** (3 hrs)
- Free Elective** (2 hrs)

\*Course must be taken in semester indicated.

### UNIVERSITY GRADUATION REQUIREMENTS

General Education .....	36 hrs
Student Success Seminar (BUS 100) .....	1 hr
Total Hours University Graduation Requirements .....	37 hrs

#### College Requirements:

BUS 300 (1 hour) and BUS 400 (1 hour) .....	2 hrs
Professional Development Series.....	1 hr
BUS 100, 200, 300, 400	
Nature of Business: BUS 101.....	3 hrs
Fundamentals Series: Environment and Tools of Business.....	12 hrs
BUS 204, 206, 207, 209	
Essentials Series: Functions of Business: BUS 301W, 302, 303, 304, 305, and 306.....	18 hrs
Mastery of Business: BUS 402.....	3 hrs
<b>Supporting Course Requirements</b> .....	7 hrs

Environment of Business: ECO 230 (<sup>G</sup>Element 5B) and 231

Tools of Business: MAT 112A and 112B (<sup>G</sup>Element 2), 114(<sup>G</sup>Element 2), or 211(<sup>G</sup>Element 2), STA 270

<sup>G</sup> = Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

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

Six hours from the following prefixes: ACC, CCT, CIS, FIN, GBU, RMI, MGT, and MKT (in addition to courses not required for the management major)

**Management Requirements**..... 21 hrs

MGT 320, 400, 480, and 12 hrs of upper division Management electives (excludes MGT 300, 301, 349, 370).

**Free Electives** ..... 10 hrs

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