



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
214 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.



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College of Business

2022-2023

Suggested Curriculum Guide for General Management Concentration

Freshman (1st Semester) 16 hrs

- BUS 100* (1)** Professional Development Series
- BUS 101** Nature of Business
- E-1A*** ENG 101
- E-2 MAT 112A/B, 114** Algebra & Applications or **MAT 211** Calculus
- E-6** Diversity
- E-3A** Arts

Sophomore (1st Semester) 15 hrs

- BUS 200 (1)** Professional Development Series
- BUS 209** Fundamentals of Financial & Managerial Accounting
- ECO 230** Fundamentals of Microeconomics (Element 5B)
- E-5A** History
- BUS 207** Fundamentals of Interpersonal Business Communication
- Free Elective** (Non-Business 2 hrs)

Junior (1st Semester) 16 hrs

- BUS 300 (1)** Professional Development Series
- BUS 302** Essentials of Finance
- BUS 303** Essentials of Organizational Behavior and HR
- BUS 305** Essentials of Marketing
- E-4A** Biological or **E4B** Physical Lab Science
- E-6** Diversity

Senior (1st Semester) 13 hrs

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

Freshman (2nd Semester) 15 hrs

- BUS 206** Fundamentals of Problem Solving with Excel
- E-1B*** ENG 102
- E-1C** CMS 100 or 210
- E-4A** Biological or **E4B** Physical Lab Science
- E-3B** Humanities

Sophomore (2nd Semester) 16 hrs

- BUS 204** Fundamentals of Business Law and Ethics
- STA 270 (4)** Applied Statistics
- ECO 231** Fundamentals of Macroeconomics
- BUS 304** Essentials of Management Information Systems
- BUS 301W** Essentials of Formal Business Communication

Junior (2nd Semester) 15 hrs

- BUS 306** Essentials of Operations and Supply Chain
- MGT 320** Human Resource Management
- MGT 480** Organization Behavior
- Approved Business Elective** (3 hrs)
- Free Elective** (3 hrs)

Senior (2nd Semester) 14 hrs

- BUS 402** Integrated Strategic Management
- MGT Elective** (3 hrs)
- MGT Elective** (3 hrs)
- Free Elective** (2 hrs)
- Approved Business Elective** (3 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
Professional Development Series.....	3 hrs
BUS 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
Supporting Course Requirements	7 hrs
Environment of Business: ECO 230 (^G Element 5B) and 231	
Tools of Business: MAT 112A and 112B (^G Element 2), 114(^G Element 2), or 211(^G Element 2), STA 270	
^G = 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, ECO, 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 BUS 303 and 306, MGT 300, 301, 349, 370).	
Free Electives	10 hrs
Total Curriculum Requirements	120 hrs