

BACHELOR OF SCIENCE

in MANAGEMENT

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The Bachelor of Science in Management program is designed to allow students to complete two of three concentrations, each consisting of 24 credits of upper-level coursework. The concentrations are also intended to link coursework with work experiences in the areas of Management and either Organizational Behavior or Marketing. The goal of the program is to elevate the knowledge and skills of individuals who already possess the A.S. in Business and who seek the knowledge and skills needed to be effective middle managers or small business owners or who seek career advancement. Students who have not completed the Area F requirement may take up to 12 hours of these courses concurrently as program electives. The Bachelor of Science in Management program is offered on the Douglas campus only.

Area	Courses	Credit Hours
A. Essential Skills (9 semester hours)	ENGL 1101	3
	ENGL 1102	3
	MATH 1111 or 1113	3
B. Institutional Options (4 semester hours)	DVRS 1101	1
	(choose one) ANTH 1102; 1104; COMM 1110, 2000, 2010; HIST 1111, 1112; POLS 2401; SABR 2001	3
C. Humanities/Fine Arts (6 semester hours)	(choose one) ENGL 2111, 2112; HUMN 2111, 2112	3
	(choose one) ARTS 2205; ENGL 2111; 2112, 2121, 2122, 2131, 2132; HUMN 2111, 2112; MUSI 1100; THEA 1100, or any 3-hour foreign language	3
D. Science, Mathematics, and Technology (11-12 semester hours)	(choose one) BIOL 1010K; PHYS 1111K	4
	(choose one) BIOL 1010K, 1020K; CHEM 1211K; PHYS 1111K, 1112K, ASTR 1010/ 1011L; ASTR 1020/1020L; SCIE 1111/1111L, 1121, 1121L	4
E. Social Sciences (12 semester hours)	MATH 2280 (strongly recommended) or one of above	3-4
	POLS 1101	3
F. Courses Related to the Program of Study (18 semester hours)	HIST 2111 or HIST 2112	3
	(choose two) HIST 1121, 1122; HIST 2100, 2111, 2112, 2200, 2220; POLS 2100; POLS 2200; POLS 2401; PSYC 1101; PSYC 2101; PSYC 2103; PSYC 2201; SOCI 1101; SOCI 1160; SOCI 2293	6
	ACCT 2101, 2102	6
	ECON 2105, 2106	6
	(choose two) BUSA 1105, BUSA 2105, BUSA 2270, CISY 1105, 2210; COMM 2010	6
Additional Requirements		4-5
SGSC 1000	(not required for transfer or returning students)	0-1
HLTH 1103		2
Physical Education		2
Completion of the A.S. from SGSC or transferred		64

Foundation Courses for Bachelor of Science in Management	Credit hours
BUSA 3000, BUSA 3100, INTG 3150	9
Management Concentration	
MGMT 3101, 3102, 3104, 4101, 4200; ACCT 3103	18 (Required for all students in the program)
AND Organizational Behavior Concentration	
PSYC 3101, 3201; BUSA 3300; PSYC 3301; SOCI 3401; INTG 4100	18 (Not required for Marketing Concentration)
OR	
OR Marketing Concentration	
MKTG 3101, 3102, 3103, 3104, 3105; INTG 4100	18 (Not required for Org. Behavior Concentration)
Capstone	
INTG 4600 Senior Seminar	3
Electives	
SOCI 3501, MGMT 4102, MKTG 4102, PSYC 3200	12
	TOTAL: 124 Hours

Bachelor of Science in Management Course Descriptions

Note: All courses listed are new courses.

Accounting

ACCT 3103 Financial Management (3-0-3)

This course provides an overview of business financial management. Emphasis is on financial statement analysis, time value of money, management of cash flow, risk and return, and sources of financing. The course is intended to develop a basic understanding of financial concepts and techniques, and an ability to apply them in arriving at management decisions within the context of specific business situations. It covers the development and use of the basic tools and operational/quality measures for financial administration, financial analysis, planning and control, investment decisions, and management of sources of funds.

Business Administration

BUSA 3000 Planning and Management (3-0-3)

In today's world of work, it is critical that students understand the dynamics of the employment marketplace and the importance of self-direction. This course focuses on self-assessment, managing personal and professional change, enhancing work performance and maintaining a balance between work and family. Students will gain insight through self-assessment, networking, resume writing, interviewing, planning and directing their career. Students will develop a degree and career map that identifies learning outcomes essential to their academic and professional success.

BUSA 3100 Effective Communications Strategies (3-0-3)

Effective communication skills are essential for personal and professional success. This course will explore the role of strategic communications within the professional context of contemporary organizations. Topics include strategic communications in business; interpersonal communications; team communications; electronic media and social media with a focus on best practices. Students will engage in assessing and creating strategic proposals, presentations and reports.

BUSA 3300 Negotiation (3-0-3)

This course engages students in both the theory and practice of negotiation, comparing and contrasting different models and methods of negotiation, bargaining, and conflict resolution. Stages of negotiation, including pre-negotiation, negotiation itself, and finally post-settlement negotiation are emphasized, along with practical skills necessary to enable students to apply theory to cases.

Integrated Studies

INTG 3150 Professional Ethics (3-0-3)

This seminar course will enable students to engage in critical thinking and analysis as they examine difficult moral and ethical problems that many arise in a variety of professional settings. Readings and discussion will focus on issues of personal decision-making and public policy in the context of their social, political, economic and legal parameters. Students will be engaged in discussions, case studies, and the development of a persuasive argument based on research from multiple sources.

INTG 4100 Applied Project (3-0-3)

The Applied Project is intended to allow students interested in linking their studies with work by following a structured project pathway. Students develop a proposal, action plan and complete a project drawing upon appropriate research resources. *Prerequisite: Completion of year one of program curriculum*

INTG 4600 Senior Seminar (3-0-3)

The Senior Seminar allows students to engage in an independent research project or analyze professionally related research papers. The Senior Seminar serves as a capstone course validating student achievement of higher order learning outcomes. *To be completed in final semester of program*

Management

MGMT 3101 Principles of Management (3-0-3)

This survey course emphasizes the skills and knowledge needed to successfully manage an organization. Students will study the basic managerial functions of planning, organizing, leading and controlling resources to accomplish organizational goals.

MGMT 3102 Management and Supervision (3-0-3)

Students will develop and demonstrate skills necessary for supervisory roles in business, including identifying and communicating performance objectives and standards, leading, motivating, and coaching teams and individuals, and developing strategies to improve on-the-job performance. Students will learn about effective delegation, performance management, and writing performance reviews and will be able to discuss the specifics of the supervisor's role and responsibilities, and strategies for improving their overall effectiveness as a leader.

MGMT 3104 Quality Management (3-0-3)

This course offers an introduction to the management of quality in organizations. Areas of study include statistical quality control. The design of quality management systems, implementation, measurement and management issues in quality program.

MGMT 4101 Project Management (3-0-3)

This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project. The course includes major topics of strategy, priorities, organization, project tools and leadership. Primary class emphasis is on the project management process and the tools available to help ensure success.

MGMT 4102 Entrepreneurship (3-0-3)

This course provides an overview of the multiple elements associated with starting and operating a small business. The course covers a wide range of fundamentals including: identifying needs of the marketplace, researching and assessing market opportunities, identifying and analyzing risk, creating a value proposition, designing and introductory marketing platform, obtaining financing, cash flow strategies, operating a small business, growing a small business and relevant best practices.

MGMT 4200 Sustainable Enterprise Planning (3-0-3)

This course introduces students to the ecological and economic benefits of sustainability and green practices. Students will learn how product, process and service decisions affect sustainable enterprise concepts. The course examines social and environmental challenges, marketing, supply chain decisions,

design, and culture. Class sessions and assignments are intended to help participants acquire skills and analytic concepts to improve organizational relationships and effectiveness.

PSYC 3200 Leadership Development (3-0-3)

The course is designed to improve personal awareness in the areas of self-management, professionalism, work attitudes and motivation, personality, innovation and creativity, communication, diversity, and ethical decision making. In addition, students will gain an appreciation and understanding of the diverse individual differences that leaders encounter in a global workforce. Students can apply concepts from this class to their own professional development and also use concepts to promote and sustain a diverse working environment. Upon completion of this course, students will recognize their strengths and weaknesses and create a professional development plan that emphasizes self-management practices.

PSYC 3201 Industrial/Organizational Psychology (3-0-3)

This course focuses on both research and the application of research findings to practical problems in the workplace. Topics include the recruitment, selection, training, motivation and job performance of individuals at work.

PSYC 3301 Developing and Managing Teams (3-0-3)

The ability of a group to function as a team to run things, to make things, or to provide recommendations about things is a powerful organizational dynamic. This course addresses teaming as a leadership tool to be used in appropriate situations to maximize individual talent through collective interactions. Students will learn what makes a group a team, how to build and lead a team, and how to facilitate team performance. Structured exercises and assessments carried out both in and outside of the classroom will provide students with teaming experiences that develop their team consultation and facilitation skills. The most recent body of research literature will be used to develop a realistic understanding of what teaming can and cannot do as a leadership tool.

Sociology

SOCI 3401 Diversity in Business (3-0-3)

This course presents the basic concepts, principles and techniques associated with leading cultural diversity in the global marketplace. Emphasis will be on the students developing and understanding of the interplay between leadership, cultural diversity and the global business model.

SOCI 3501 Gender in Work (3-0-3)

Students will examine the differences in the work experiences of men and women within organization. Topics include gender-role attitudes, occupational segregation, gender and leadership, sexual behavior in the workplace, career mobility and workforce diversity.

recycling, reusing, reconditioning and other product and service decisions in order to realize a competitive advantage.

Marketing

MKTG 3101 Principles of Marketing (3-0-3)

This course provides the fundamental principles in the marketing of goods, services, and ideas. Course includes planning, pricing, promotions, and distribution. The role of marketing management is to help companies better understand customer preferences, link that knowledge to designing appropriate products and services for selected customers, and determine appropriate methods to communicate, to deliver, and to capture value. Successful firms are those that pursue objectives, deploy resources, and invest in the future of an organization, to consistently satisfy the needs of customers better than their competitors. The basic principles of marketing apply to both for-profit and not-for-profit organizations.

MKTG 3102 Consumer Behavior (3-0-3)

This course explores the application of psychological and sociological theories and research findings to the decision-making process and their implications for consumer behavior decisions. Students will explore research findings and studies on purchasing patterns.

MKTG 3103 Marketing Research (3-0-3)

This course introduces students to research methods and designs used in market research and the application of research findings. Students will engage in hands-on application of research methodology including planning, implementation and presentation of results. *Prerequisite: MKTG 3101*

MKTG 3104 Marketing Management (3-0-3)

This course helps develop the marketing knowledge and skills necessary for the successful manager to address the intermediate marketing issues surrounding a complex demand management problem all organizations face. Students will gain an understanding of marketing concepts, including the development of a marketing strategy. The course will focus on consumer and business-to-business mana. *Prerequisite: MKTG 3101*

MKTG 3105 Marketing Information Systems (3-0-3)

This course focuses on the concepts, tools, trends and organization of information systems. Topics include: e-commerce, social media, network technologies, enterprise resource management and digital technologies as well as emerging technologies influencing marketing and management. *Prerequisite: MKTG 3101*

MKTG 4102 Integrated Marketing Communications (3-0-3)

Processing relevant, effective marketing communications is critical to building brands, creating and maintaining relationships, managing expectations and delivering value. This course offers a broad introduction to integrated marketing communications (IMC). *Prerequisite: MKTG 3101*

Psychology

PSYC 3101 Human Behavior in Organizations (3-0-3)

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational