

# B.B.A. Management

The Management concentration provides education and training in theoretical and applied management principles and functions. Emphasis is placed on skills in communication, human resources, decision-making, and organizational behavior.

General Education Requirements for all Bachelor's degrees

Quality Enhancement Plan (QEP) Requirement

## Business Core Courses

Required of all BBA students.

*\*BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor. Southwestern students who are changing from another major to a BBA are also required to take BUAD 202 unless their advisor recommends an alternative.*

Item #	Title	credits
ACCT 211	Accounting Principles I	3
ACCT 212	Accounting Principles II	3
BUAD 202	Introduction to Contemporary Business	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 270	Management Information Systems	3
BUAD 275	Introduction to Data Analytics	3
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
BUAD 460	Ethics and Business Social Responsibility	3
	BUAD 466 or ECON 401	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics	3
ECON 212	Microeconomics	3
FNCE 321	Business Finance	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3

## Management Concentration

18 credits required

Item #	Title	credits
BUAD 317	Business Communication	3
BUAD 372	Human Resources Management	3
BUAD 423	Organizational Behavior	3

## Management Electives

BUAD 466 and ECON 401 may not be taken as an elective if it was taken as part of the Business core.

Item #	Title	credits
ACCT 317	Cost Accounting	3
BUAD 280	Introduction to Project Management	3
BUAD 453	Cross-Cultural Studies	3
BUAD 466	Production and Operations Management	3
BUAD 492	Business Internship	3-8
BUAD 499	Directed Group Study Topics	1-3
ECON 401	Managerial Economics	3
MKTG 241	Public Relations	3

## Cognate Requirements

The **General Education speech requirement** is satisfied through BUAD 317 which is completed in the degree section of this major.

Item #	Title	credits
CSIS 106	Comprehensive Spreadsheets	3
MATH 141	Introduction to Probability and Statistics	3
	<b>Total credits:</b>	<b>72</b>

## Category Descriptions

### BUAD 466 or ECON 401

Credits: 3

Item #	Title	credits
BUAD 466	Production and Operations Management	3
ECON 401	Managerial Economics	3