



# Management B.B.A. Degree

General Management

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 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.



**AACSB**  
ACCREDITED



**Suggested Curriculum Guide for General Management Concentration**

**Freshman (1<sup>st</sup> 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
- E-6 Diversity
- CIS 212 Intro to CIS or INF 104 Computer Literacy w/ Software Applications

**Sophomore (1<sup>st</sup> 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 (1<sup>st</sup> 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 (1<sup>st</sup> 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)

**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
- GBU 101\* Introduction to Business
- ECO 230 Principles of Economics I

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

- ACC 202 Introduction to Managerial Accounting
- GBU 204 Legal and Ethical Environments of Business
- E-3B Humanities
- E-5A History
- E-6 Diversity

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

- MGT 370 Operations Management
- MKT 300 Principles of Marketing
- MGT 480 Organizational Behavior
- MGT 320 Human Resources Management
- Free Elective (3 hrs)

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

- GBU 480\* Business Strategy
- MGT Elective (3 hrs)
- MGT Elective (3 hrs)
- Approved Business Elective (3 hrs)
- Free Elective (Non-Business 2 hrs)
- BTS 400 College to Careers Seminar (0 credit)\*

\*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
Total Hours University Graduation Requirements .....	37 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** .....

General Management Concentration	27 hrs
GBU 101, MGT 320, 340, 400, 480, 12 hours of approved upper-division MGT electives (excluding MGT 300 and MGT 349).	

**Supporting Course Requirements** .....

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

**Approved Business Electives** .....

6 hrs	
<b>Free Electives (Non-Business)</b> .....	8 hrs
<b>Total Curriculum Requirements</b> .....	<b>120 hrs</b>