



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 (1st 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
Wellness (BIO 310, HEA 285, NFA 201, or PHE 180)
CIS 212 Intro to CIS or **INF 104** Computer Literacy w/
 Software Applications

Sophomore (1st 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 (1st 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 (1st 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 (2nd 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 (2nd 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 (2nd Semester) 15 hrs

MGT 370 Operations Management
MKT 300 Principles of Marketing
MGT 480 Organizational Behavior
MGT 320 Human Resources Management
E-6 Diversity

Senior (2nd 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
Wellness.....	3 hrs
Total Hours University Graduation Requirements	40 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

Free Electives (Non-Business) 5 hrs

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