# **EKU** College of Business 2023-2024

# Management B.B.A. Degree

**General Management Concentration** 

A Bachelor's Degree in Business Administration with a General Management Concentration from EKU 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).

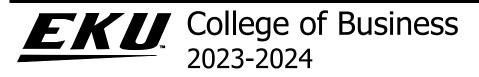
Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the Professional Development Series that are structured to provide additional professional experiences outside of the traditional classroom.

# **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.



## Suggested Curriculum Guide for General Management Concentration

#### Freshman (1<sup>st</sup> 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 (1<sup>st</sup> 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 (1<sup>st</sup> 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 (1<sup>st</sup> Semester) 13 hrs

BUS 400\* (1) Professional Development series MGT 445 or 460 (3 hrs) MGT 415 or 432 (3 hrs) MGT 312 Organization Theory Free Elective (Non-Business 3 hrs)

\*Course must be taken in semester indicated.

#### Freshman (2<sup>nd</sup> 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 (2<sup>nd</sup> Semester) 15 hrs

BUS 204 Fundamentals of Business Law and Ethics
STA 260 Business Statistics
ECO 231 Fundamentals of Macroeconomics
BUS 304 Essentials of Management Information Systems
BUS 301 Essentials of Formal Business
Communication

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

BUS 306 Essentials of Operations and Supply Chain
MGT 320 Human Resource Management
MGT 316 Organization Behavior
Approved Business Elective (3 hrs)
Free Elective (3 hrs)

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

BUS 402 Integrated Strategic Management MGT 330 (3 hrs) MGT 442 or 448 (3 hrs) Free Elective (3 hrs) Approved Business Elective (3 hrs)

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <a href="https://catalogs.eku.edu/">https://catalogs.eku.edu/</a> regarding University and General Education Requirements