



# Management B.B.A. Degree

General Management Concentration

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 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.



**AACSB**  
ACCREDITED



# College of Business

## 2023-2024

### 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)

#### 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)

\*Course must be taken in semester indicated.

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 <https://catalogs.eku.edu/> regarding University and General Education Requirements