

# MANAGEMENT, BBA

Consistent with the mission of the College of Business, the mission of the Management Discipline is to provide a broad-based undergraduate curriculum designed to prepare students for careers involving leadership and management.

In addition to the BBA Learning Outcomes, upon successful completion of the program, Management majors will be able to:

1. Demonstrate career readiness.
2. Apply business concepts to decision-making in a business environment.
3. Demonstrate the core management and business skills required to formulate and execute a business strategy in a dynamic and competitive business

## Program Requirements

Code	Title	Credit Hours
Core Curriculum (Areas A-E) ( <a href="https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#core-areas">https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#core-areas</a> )		
All Management Core Curriculum requirements are shown in the suggested degree program.		
<b>Lower Division Major Requirements (Area F)</b>		<b>18</b>
ACCT 2101	Principles of Financial Acct.	3
ACCT 2102	Principles Managerial Acct.	3
BLAW 2106	Legal Environment of Business	3
BUSA 1105	Introduction to Business	3
CPTG 2201	Adv. Computer Applications	3
ECON 2105	Principles of Macroeconomics <sup>1</sup>	3
	or ECON 2106 Principles of Microeconomics	
<b>Upper Division Business Core Requirements</b>		<b>21</b>
BUSA 3101	Business Statistics	3
FINA 3101	Corporate Finance	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Managerial Communication	3
MKTG 3101	Principles of Marketing	3
MKTG 3420	Global Business	3
SCML 3102	Operations & Supply Chain Mgmt	3
<b>Required Management Major Courses</b>		<b>12</b>
MGMT 4101	Human Resource Management	3
MGMT 4102	Organizational Behavior	3
MGMT 4111	Leadership	3
MGMT 4850	Internship/Cooperative Educ.	3
	or MGMT 4851 Internship/Cooperative Educ.	
	or MGMT 4852 Internship/Cooperative Educ.	
<b>Management Electives <sup>2</sup></b>		<b>18</b>
For Business courses, select from among		
ACCT 3110	Managerial Cost Accounting	
ACCT 3250	Taxation of the Individual	
ACCT 3361	Intermediate Financial Acct. I	
ACCT 3362	Interm. Financial Acct. II	
ACCT 3363	Intermediate Fin ACCT III	

ACCT 4110	Advanced Managerial Cost Acct.
ACCT 4210	Volunteer Income Tax Prep.
ACCT 4250	Taxation of Business Entities
ACCT 4330	Accounting Information Systems
ACCT 4352	Advanced Financial Accounting
ACCT 4440	Govern. and Non-Profit Acct.
ACCT 4470	Forensic Accounting
ACCT 4480	Auditing & Assurance Services
ACCT 4800	Selected Topics in Accounting
ACCT 4850	Acct. Intern./Cooperative Educ
& ACCT 4851	and Accounting Internship/Cooperat
	or ACCT 4852 Accounting Internship/Cooperat
	or ACCT 4853 Accounting Internship/Cooperat
ACCT 4900	Indep. Study/Directed Research
ACCT 4901	Indep. Study/Directed Research
ACCT 4902	Indep. Study/Directed Research
BLAW 3370	Intermediate Business Law
BUSA 3700	Bus. Ethics/Corp. Social Resp.
BUSA 3800	Selected Topics in Business
BUSA 4850	Internship/Cooperative Educati
	or BUSA 4851 Internship/Cooperative Educati
	or BUSA 4852 Internship/Cooperative Educati
BUSA 4900	Indep. Study/Directed Research
BUSA 4901	Indep. Study/Directed Research
BUSA 4902	Indep. Study/Directed Research
ECON 4103	Monetary Economics
ECON 4320	Economics of Innovation
ECON 4501	International Economics
ECON 4601	Entertainment & Sports Economi
ECON 4644	Managerial Economics
ECON 4800	Selected Topics in Economics
FINA 3100	Personal Financial Management
FINA 4101	Investments
FINA 4102	Intermediate Finance
FINA 4103	Money-Bank.: Domestic & Intl.
MGMT 3520	Negotiation and Conflict Mgmt.
MGMT 4250	Women in Leadership
MGMT 4311	Entrepreneurship
MGMT 4320	Creativity & Mgmt. of Change
MGMT 4403	International Management
MGMT 4510	Legal Issues in Human Resource
MGMT 4800	Selected Topics in Management
MGMT 4851	Internship/Cooperative Educ.
	or MGMT 4852 Internship/Cooperative Educ.
MKTG 3100	Personal Marketing
MKTG 3302	Consumer Behavior
MKTG 3312	Services Marketing
MKTG 3520	Negotiation and Conflict Mgmt.
MKTG 4104	Marketing Research & Analysis
MKTG 4106	Advertising and Promotion Stra
MKTG 4111	Digital Marketing
MKTG 4112	Social Media Marketing

MKTG 4200	Sports Marketing	
MKTG 4207	Professional Selling	
MGMT 4312	Social Innovation and Entrepre	
MKTG 4310	Sales Management	
MKTG 4320	Business to Business Sales	
MKTG 4420	International Marketing	
MKTG 4450	Multicultural Marketing	
MKTG 4510	Retailing	
MKTG 4710	Entertainment Marketing	
MKTG 4750	Marketing Management	
MKTG 4800	Selected Topics in Marketing	
MKTG 4850	Internship/Cooperative Educ.	
	or MKTG 4850 Internship/Cooperative Educ.	
	or MKTG 4850 Internship/Cooperative Educ.	
SCML 3105	Intro to Transportation & Log.	
SCML 3106	Principles-Supply Chain Mgmt	
SCML 3580	Operations and Warehouse Mgmt	
SCML 4105	Global Sourcing in SCM	
SCML 4170	Financial Issues in SCM	
SCML 4750	Performance Measurement in SCM	
<b>Business Capstone</b>		<b>3</b>
MGMT 4750	Strategic Management	3
<b>Non-Business Courses</b>		<b>6</b>
Choose six hours of non-business electives. <sup>3</sup>		
<b>Total Credit Hours</b>		<b>120</b>

<sup>1</sup> ECON 2105 Principles of Macroeconomics should be taken in area E4 or as a free elective.

<sup>2</sup> At least six (6) credit hours must be from courses that have a MGMT prefix, and at least nine credit hours must be from courses that do not have a MGMT prefix. Up to two (2) may be from non-Business courses at the 3000-level or above. No more than one internship course not used to satisfy the Required Major Management Courses may be counted in this category.

<sup>3</sup> ECON 2105 Principles of Macroeconomics must be taken as a non-business elective if not taken to satisfy the area E4 requirement. Non-Business Electives **must** be three credit hour courses and cannot be courses with the following prefixes: ACCT, AVEL, AVMT, BUSA, BLAW, CAPL, CNET, CITZ, CSOR, CCSU, CSU, DSGN, ELEC, EMS, EXLA, EXLI, EXLP, FINA, HDSK, HFMTG (Physical Education), MKMC, MGMT, MKTG, MEDA, OFFC, OMED, PARA, PHED, RGTE, RGTR, READ, TECH, TELE, WCOM, WLAB.