Management B.B.A.  
(Emphasis in Entrepreneurship and Innovation)  

Degree Requirements: 126 Credit Hours

See Core Curriculum for required courses in Area A1 through Area E.

<table>
<thead>
<tr>
<th>Area</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area A1 - Communication Skills</strong></td>
<td>6</td>
</tr>
<tr>
<td>Select 6 credit hours from Area A1 of the Core Curriculum</td>
<td></td>
</tr>
<tr>
<td><strong>Area A2 - Quantitative Skills</strong></td>
<td>3</td>
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<tr>
<td>Select 3 credit hours from Area A2 of the Core Curriculum</td>
<td></td>
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<tr>
<td><strong>Area B - Global Engagement</strong></td>
<td>4</td>
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<tr>
<td>Select 4 credit hours from Area B of the Core Curriculum</td>
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<tr>
<td><strong>Area C - Humanities, Fine Arts, and Ethics</strong></td>
<td>6</td>
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<tr>
<td>Select 6 credit hours from Area C of the Core Curriculum</td>
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<tr>
<td><strong>Area D - Natural Sciences, Mathematics, and Technology</strong></td>
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<tr>
<td>Select 11 credit hours from Area D of the Core Curriculum</td>
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</tr>
<tr>
<td><strong>Area E - Social Sciences</strong></td>
<td>12</td>
</tr>
<tr>
<td>Select 12 credit hours from Area E of the Core Curriculum</td>
<td></td>
</tr>
<tr>
<td><strong>Area F - Courses Appropriate to Major</strong></td>
<td></td>
</tr>
<tr>
<td>ACCT 2101 Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2102 Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 1105 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>CISM 2530 Advanced Business Applications</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2106 Business Economics</td>
<td>3</td>
</tr>
<tr>
<td>LSTD 2106 Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td><strong>Health and Physical Education Activities</strong></td>
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</tr>
<tr>
<td>HLTH 1520 Healthful Living</td>
<td>2</td>
</tr>
<tr>
<td>Physical Education Activities</td>
<td>2</td>
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<tr>
<td><strong>Orientation</strong></td>
<td>2</td>
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<tr>
<td>FYE 1220 First-Year Seminar</td>
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<tr>
<td><strong>Specific Requirements Beyond Area A1-F</strong></td>
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</tr>
<tr>
<td>BUSA 3131 Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 3132 Applied Statistics and Optimization</td>
<td>3</td>
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<tr>
<td>BUSA 4131 Strategic Management</td>
<td>3</td>
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<tr>
<td>CISM 3131 Management Information Systems</td>
<td>3</td>
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<tr>
<td>FINC 3131 Principles of Corporate Finance</td>
<td>3</td>
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<tr>
<td>MGNT 3130 Principles of Management</td>
<td>3</td>
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<tr>
<td>MGNT 3430 Operations Management</td>
<td>3</td>
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<tr>
<td>MKTG 3131 Principles of Marketing</td>
<td>3</td>
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<tr>
<td><strong>Major Requirements</strong></td>
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<tr>
<td>MGNT 3134 Behavior in Organizations</td>
<td>3</td>
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<tr>
<td>MGNT 3234 Entrepreneurship</td>
<td>3</td>
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<tr>
<td>MGNT 3334 Human Resource Management</td>
<td>3</td>
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<tr>
<td>MGNT 4230 International Management</td>
<td>3</td>
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<tr>
<td>MGNT 4234 Small Business Management</td>
<td>3</td>
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<tr>
<td>MGNT 4236 New Venture Planning</td>
<td>3</td>
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<tr>
<td>Choose two from among the following:</td>
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<tr>
<td>ACCT 3131 Intermediate Accounting I</td>
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<tr>
<td>CISM 4135 Project Management and Development</td>
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<tr>
<td>ECON 4333 Managerial Economics</td>
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<tr>
<td>ECON 4431 Economic Development</td>
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<td>FINC 3132 Intermediate Financial Management</td>
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<tr>
<td>MGNT 3235 Leadership in Organizations</td>
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<tr>
<td>MGNT 4235 Applied Small Business Management</td>
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<tr>
<td>MGNT 4431 Purchasing and Negotiation</td>
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<tr>
<td>MKTG 3133 Professional Selling</td>
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<tr>
<td>MKTG 3136 Introduction to E-Commerce</td>
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<tr>
<td>MKTG 4131 Marketing Research</td>
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<tr>
<td><strong>Electives</strong></td>
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<tr>
<td>Select 12 credit hours of Electives (should be chosen in consultation with the student's advisor)</td>
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<tr>
<td>Total Credit Hours</td>
<td>126</td>
</tr>
</tbody>
</table>

1. Area C - Recommended Principles of Public Speaking (COMM 1110) (3)
2. Area D - Required Survey of Calculus (MATH 1232) (3)
3. Area E - Recommended Introduction to Psychology (PSYC 1101) (3) or Introduction to Sociology (SOCI 1101) (3)

Advisement

College of Business Administration Student Services Center, Business Administration Bldg., (912) 478-0085.