

Bachelor of Arts in Management

The Bachelor of Arts in Management prepares you to transition from the technical aspects of a profession to leading and managing individuals in their respective fields. You will explore management theories, concepts, and practices necessary to organize, motivate, and lead human capital. Successful completion of the online degree program prepares you for managerial positions and responsibilities in business, as well as nonprofit, government, and military organizations.

This program's curriculum is in alignment with Society for Human Resource Management (<https://www.shrm.org>) (SHRM) standards. This program has been designed in consultation with industry business leaders and is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) (<http://www.acbsp.org>).

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Evaluate the functions and applications of various management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.
- Develop strategies for organizational challenges using management theories, principles, and practices.
- Analyze the impact of international, legal, social, political, economic, technological, and environmental issues as they relate to organizational behavior in terms of the individual, group/team, and overall organizational performance.
- Examine the importance of ethical conduct, communication, social responsibility, and corporate responsibility in the global environment.
- Demonstrate skills in critical thinking, data interpretation, and decision making necessary for developing systematic processes and approaches in the management of human capital and achievement of organizational effectiveness.

Degree at a Glance

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	24
	Select one of the following concentrations:	12-15
	General Concentration (p. 3)	
	Digital Retailing (p. 3)	
	Entrepreneurship (p. 4)	

	Human Resource Management (p. 4)	
	Leadership (p. 4)	
	Sports Entertainment Management (p. 5)	
	Talent Acquisition and Retention (p. 5)	
	Final Program Requirements	3
	Elective Requirements	48-51
	Total Semester Hours	120

Degree Program Requirements

General Education Requirements (30 semester hours)

Code	Title	Semester Hours
Arts and Humanities (6 semester hours)¹		
	Select 2 courses from the following:	6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop	
FREN100	French I	
FREN101	French II	
GERM100	German I	
GERM101	German II	
JAPN100	Introduction to Japanese	
LITR215	Literature of American Encounters, Revolution, and Rebellion	
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement	
LITR222	Pivotal Figures in Early British Literature	
LITR225	British Literature from Wordsworth through the Wasteland	
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period	
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt	
MUSI200	Music Appreciation	
MUSI250	World Music and Cultures	
PHIL101	Introduction to Philosophy	
PHIL110	Critical Thinking	
PHIL200	Introduction to Ethics	
PHIL202	Philosophy of Science	
PORT100	Introduction to Brazilian Portuguese	
RELS201	Introduction to World Religions	

RUSS100	Russian I	
SPAN100	Spanish I	
SPAN101	Spanish II	
STEM270	Thinking and Acting Ethically	

Civics, Political and Social Sciences (6 semester hours)¹

Select 1 course from the following: 3

ECON101	Microeconomics	
ECON102	Macroeconomics	

Select 1 course from the following: 3

ANTH100	Introduction to Anthropology	
ANTH202	Introduction to Cultural Anthropology	
CHFD220	Human Sexuality	
COMM211	Social Media and Society	
COMM240	Intercultural Communication	
EDUC200	Humane Education: A Global Interdisciplinary Perspective	
GEOG101	Introduction to Geography	
HOSP110	Practical Food Safety and Awareness	
IRLS210	International Relations I	
LITR212	Forgotten America--Under Represented Cultures in American Literature	
LITR235	Four Points of the Compass: Culture and Society Around the World	
POLS101	Introduction to Political Science	
POLS210	American Government I	
PSYC101	Introduction to Psychology	
SOCI111	Introduction to Sociology	
SOCI212	Social Problems	
SOCI220	American Popular Culture	
STEM280	Exploring Society and Cultures via Science Fiction	

Communication: Writing, Oral, and Multimedia (9 semester hours)

COMM120	Information and Digital Literacy	3
ENGL110	Making Writing Relevant	3

Select 1 course from the following: 3

COMM200	Public Speaking	
ENGL101	Proficiency in Writing	
ENGL115	Argumentation and Rhetoric	
ENGL210	Introduction to Literature	
ENGL220	Technical Writing	
ENGL221	Scientific Writing	
ENGL226	Effective Business Communication	
HRMT101	Human Relations Communication	
IRLS200	Information Literacy and Global Citizenship	
ITCC231	Introduction to Information Technology Writing	

MGMT100	Human Relations	
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History (3 semester hours)

Select 1 course from the following: 3

HIST101	American History to 1877	
HIST102	American History since 1877	
HIST111	World Civilization before 1650	
HIST112	World Civilization since 1650	
HIST121	Western Civilization before The Thirty Years War	
HIST122	Western Civilization since The Thirty Years War	
HIST221	African-American History before 1877	
HIST222	African-American History since 1877	
HIST223	History of the American Indian	
HIST270	History of Science	
STEM185	The History and Context of STEM	

Mathematics and Applied Reasoning (3 semester hours)

MATH120	Introduction to Statistics	3
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Natural Sciences (3 semester hours)

Select 1 course from the following: 3

BIOL180	Introduction to Biology	
BIOL181	Introduction to Human Anatomy and Physiology	
CHEM180	Introduction to Chemistry	
ERSC180	Introduction to Meteorology	
ERSC181	Introduction to Geology	
EVSP180	Introduction to Environmental Science	
PHYS180	Introduction to Physics	
SPST180	Introduction to Astronomy	
STEM100	Introduction to STEM Disciplines	

Total Semester Hours 30

¹ All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

Major Required (24 semester hours)

Code	Title	Semester Hours
HRMT413	Employment and Labor Relations	3
INFO331	Management Information Systems	3
MGMT310	Principles and Theory of Management	3
MGMT311	Organizational Behavior	3
MGMT314	Management Ethics	3
MGMT315	Management Communications	3
MGMT410	Strategic Management	3
TLMT313	Supply Chain Management	3
Total Semester Hours		24

Students must choose a concentration for this degree program and may select from a General Concentration, Concentration in Digital Retailing, Concentration in Entrepreneurship, Concentration in Human Resource Management, Concentration in Leadership, Concentration in Sports Entertainment Management, or Concentration in Talent Acquisition and Retention.

General Concentration Requirements (15 semester hours)

A general concentration allows you to take courses across a number of areas of study within your program based on your own interests.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Practice management skills related to the area of study.
- Apply critical thinking and decision-making skills to the area of study.
- Develop management strategies for an organizational setting in the area of study.

Code	Title	Semester Hours
Select 5 courses from the following:		15
ACCT105	Accounting for Non Accounting Majors	
BUSN250	Analytics I	
CMRJ101	Evidence and Procedures	
CMRJ206	Juvenile Delinquency	
CMRJ303	Criminology	
CMRJ306	Criminal Investigation	
HIMA100	Medical Terminology	
HIMA110	Introduction to Health Information Management	
LSTD301	Constitutional Law	
PBHE111	Introduction to Health Care Administration	
PBHE112	Health Services Organization	
EDMG101	Introduction to Emergency Management	
EDMG220	Emergency Planning	
EDMG230	Emergency and Disaster Incident Command	
SPMT200	Foundations of Sports Management	
BUSN313	Global and Competitive Strategy	
BUSN316	Fundamentals of Entrepreneurship	
BUSN350	Analytics II	
EDMG320	Natural Disaster Management	
EDMG340	Consequence Management	
FINC300	Foundations of Financial Management	

HRMT407	Human Resource Management	
ITMG321	Information Technology Project Management	
ITMG322	Project Management Using MS Project	
ITMG421	Virtual Management	
MGMT312	Leadership & Motivation	
MGMT313	Organizational Change	
MGMT331	Leading Yourself Foundations	
MGMT332	Leading Others Leadership Counseling	
MGMT414	Strategic Planning	
MKTG307	Consumer Behavior	
SPMT379	Contemporary and Social Issues in Sport	
SPMT430	Sports Communication	
SPMT440	Sports Event Management and Planning	
SPMT450	Sports Governance	
Total Semester Hours		15

Concentration in Digital Retailing (15 semester hours)

The concentration includes the world of digital retailing for retail management professionals. Digital retailing encompasses multiple facets of technology from smart stores with product experts, instant data access, to expanded use of artificial intelligence, virtual and augmented reality, expanded mobile/cashier-less capabilities, consumer protection, and seamless customer experiences with e-commerce, m-commerce, and brick and mortar locations. In addition, students have the opportunity to study digital marketing and cyber security.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Explore the evolution of retail markets from pre-industrial to modern day digital retailing.
- Differentiate the various forms of online and digital retailing.
- Evaluate risks inherent to digital retailing including cybersecurity, fraud, and safety protection.

Concentration Requirements (15 semester hours)

Code	Title	Semester Hours
RTMG310	Digital Retail	3
Select 4 courses from the following:		12
RTMG311	Digital Retail Technologies	
RTMG312	Digital Retail Analytics	
RTMG313	Digital Retail Strategies	

RTMG314	Digital Merchandising	
RTMG315	Retail Cybersecurity	
BUSN320	Principles of E Business	
MKTG310	Digital Marketing	
ISSC452	Cybersecurity	
Total Semester Hours		15

Concentration in Entrepreneurship (12 semester hours)

Focuses on key concepts and principles of being a successful entrepreneur or small business owner. You will examine leadership practices, feasibility of ideas, funding, and customer service specific to a small business.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Establish entrepreneurial factors affecting product and services in the reverse logistic environment
- Apply customer service skills to entrepreneurial projects, programs or organizations
- Analyze entrepreneurial ventures understand sources of funding and other legal requirements

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
Select 4 courses from the following:		
ENTR150	Idea Generation	12
ENTR200	Leadership in Small Business Ventures	
ENTR210	Entrepreneurs as Leaders	
ENTR300	Foundations of Entrepreneurship	
ENTR310	The Family Owned Business	
ENTR311	Business Plan Foundations	
ENTR340	Small Business Customer Service	
ENTR425	Operating a Small Business	
Total Semester Hours		12

Concentration in Human Resource Management (15 semester hours)

Delves into the laws, rules, regulations, policies, trends, and issues affecting both human capital in the workplace and the field of human

resource management. Compares compensation packages and incentives used to recruit and retain employees. Includes the selection, training, and development of employees, as well as performance appraisal and reward systems.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Examine various laws, rules, regulations, and policies affecting human capital in today's workplace.
- Compare and contrast compensation packages and incentives used to recruit and retain employees for various positions in an organization.
- Assess leading trends and issues in the field of Human Resource Management.

Concentration Requirements (15 semester hours)

Code	Title	Semester Hours
HRMT407	Human Resource Management	3
HRMT412	Compensation and Benefits	3
HRMT415	Human Resource Management Information Systems	3
HRMT416	Human Resource Development	3
HRMT419	Recruitment and Staffing	3
Total Semester Hours		15

Concentration in Leadership (15 semester hours)

Provides a foundation in the leadership process and motivation. Examines management techniques in organizational change and transformation, and the processes of conflict resolution. Additional topics include common leadership theories exercised in business, military, and political contexts in public and nonprofit organizations.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Examine measurement tools that will assist one with determining levels of self-awareness, emotional intelligence, and personality.
- Demonstrate techniques that will lead others to greater personal self-awareness through general counseling and active listening.
- Develop strategies on creating change in the workplace, including how to build teams and lead staff during critical times.

- Evaluate the principles of leader development in organizations and the tools that allow development and growth to occur (i.e. 360-degree assessments, mentoring).

Concentration Requirements (15 semester hours)

Code	Title	Semester Hours
HRMT411	Dispute Resolution	3
MGMT312	Leadership & Motivation	3
MGMT313	Organizational Change	3
MGMT331	Leading Yourself Foundations	3
MGMT414	Strategic Planning	3
Total Semester Hours		15

Concentration in Sports Entertainment Management (15 semester hours)

Prepares graduates to position themselves for jobs within the sports and events world, and is perfect for the individual focused on mastering the sports world from a business management perspective. It combines the necessary technical components of the sports industry with the foundation skills for orchestrating such events (human capital behavior and motivation, organization resources and development, culture and relationships, sport and law and emerging issues in sports and entertainment).

Objectives

Upon successful completion of this concentration, the student will be able to:

- Demonstrate technical and managing skills to develop an event in the sport and entertainment industry.
- Integrate coursework and networking opportunities to create a pathway into the sports and entertainment business world.
- Apply concepts and theory to the sport and entertainment world by developing an ePortfolio to showcase skills acquired in the program.

Concentration Requirements (15 semester hours)

Code	Title	Semester Hours
LSTD209	Sports Law, Risk, and Regulation	3
SPMT379	Contemporary and Social Issues in Sport	3
SPMT200	Foundations of Sports Management	3
SPMT430	Sports Communication	3

SPMT440	Sports Event Management and Planning	3
Total Semester Hours		15

Concentration in Talent Acquisition and Retention (15 semester hours)

Given the current economy, many business leaders believe that their #1 priority is to hire and retain specific talent for their organizations. Companies are seeking opportunities to attract passive candidates, but the market is competitive. This concentration seeks to assist students with developing strategies that entice potential candidates to work for their companies.

Objectives

Upon completion of this concentration, students will be able to:

- Develop strategies for hiring employees that will embrace the organization's culture
- Create onboarding strategies that promote higher productivity
- Analyze techniques that encourage recruiters to think like marketers.
- Implement an employer brand to attract potential candidates.
- Outline a development plan to further an employee's career.

Concentration Requirements (15 semester hours)

Code	Title	Semester Hours
MKTG201	Fundamentals of Marketing	3
MGMT312	Leadership & Motivation	3
MKTG305	Advertising	3
HRMT419	Recruitment and Staffing	3
HRMT416	Human Resource Development	3
Total Semester Hours		15

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
MGMT496	Capstone: Portfolio ¹	3
Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

Elective Requirements (48 or 51 semester hours)

Select any courses that have not been used to fulfill major requirements. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.