# Bachelor of Arts in Management

The Bachelor of Arts in Management helps to prepare 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 provides practical skills often required 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).

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## 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) | |
| | Business Project Management (p. 3) | |
| | Digital Retailing (p. 4) | |
| | Entrepreneurship (p. 4) | |
| | Human Resource Management (p. 5) | |
| | Leadership (p. 5) | |
| | Sports Entertainment Management (p. 5) | |
| | Talent Acquisition and Retention (p. 6) | |
| 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 | |
| ARTH240 | Survey of Photography | |
| 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 | |
| MUSI212 | Jazz and Rock | |
| 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 | |
| RELS101 | Introduction to the Study of Religion | |
| 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 | |
| POLS101 | Introduction to Political Science | |
| POLS210 | American Government I | |
| PSYC101 | Introduction to Psychology | |
| RELS250 | Death and Dying | |
| RELS260 | Race & Religion | |
| RELS270 | Hope and Resilience | |
| 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 | |

### 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 |

### 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 Business Project Management, 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.

### Concentration Requirements (15 semester hours)

| Code | Title | Semester Hours |
|---|---|---|
| Select 5 courses from the following: | | 15 |
| ACCT105 | Accounting for Non Accounting Majors | |
| BUSN201 | Introduction to Construction Management | |
| BUSN250 | Analytics I | |
| CMRJ101 | Evidence and Procedures | |
| CMRJ206 | Juvenile Delinquency | |
| CMRJ303 | Criminology | |
| CMRJ306 | Criminal Investigation | |
| HIMA100 | Medical Terminology | |
| HIMA110 | Introduction to Health Information Management | |
| ITCC121 | Introduction to Computer Science | |
| LSTD301 | Constitutional Law | |
| MGMT101 | Principles of Supervision | |
| 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 | |
| BUSN350 | Analytics II | |
| EDMG320 | Natural Disaster Management | |
| EDMG340 | Consequence Management | |
| FINC300 | Foundations of Financial Management | |
| HRMT407 | Human Resource Management | |
| ITMG421 | Virtual Management | |
| MGMT312 | Leadership & Motivation | |
| MGMT313 | Organizational Change | |
| MGMT316 | Paving Your Career Path | |
| MGMT331 | Leading Yourself Foundations | |
| MGMT393 | Special Topics in Management | |
| MGMT414 | Strategic Planning | |
| MKTG307 | Consumer Behavior | |
| SPMT440 | Sports Event Management and Planning | |
| SPMT450 | Sports Governance | |
| Total Semester Hours | | 15 |

## Concentration in Business Project Management (12 semester hours

The concentration in Business Project Management enhances the student's understanding of how businesses depend on project management to move the organization toward its strategic goals. Through this concentration, the student will be introduced to the theories, concepts, and practices that align with project management.

Students will come to understand how projects begin during the sales cycle and continue to be assessed after the project is delivered. Students will be exposed to skill sets to track and monitor projects, develop a schedule and integrate it with costs and risks, prepare presentations for leadership and stakeholders, and create status reports. Companies depend on project management to stay

competitive in developing new offerings, determining the technology needed within the enterprise, updating processes and procedures, and implementing projects for customers.

The concentration is designed for business professionals and military personnel interested in project management within the business environment.

## Objectives

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

- Analyze the fundamentals of project management.
- Demonstrate varying problems from a risk management standpoint.
- Define the role of projects and project management.
- Create a project charter, a scope statement, a Work Breakdown Structure (WBS), Risk Management Plan, Quality Management Plan, and Stakeholder Management Plan.
- Explain the need for ethical project management.

### Concentration Requirements (12 semester hours)

| Code | Title | Semester Hours |
|---|---|---|
| BUSN451 | Introduction to Business Project Management | 3 |
| BUSN452 | Project Schedule and Scope Management | 3 |
| BUSN453 | Project Integration, Quality, Resource, and Stakeholder Management | 3 |
| RTMG202 | Risk Management | 3 |
| Total Semester Hours | | 12 |

## 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: | | 12 |
| ENTR150 | Idea Generation | |
| 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 |

| Code | Title | Semester Hours |
|------|-------|----------------|
| 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)

Helps to prepare graduates to position themselves for jobs within the sports and events world, and is ideal 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 help 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 |
| SPMT279 | Social Issues in Sports | 3 |
| SPMT200 | Foundations of Sports Management | 3 |
| SPMT230 | Integrated Communication in Sports | 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 in various fields.

## 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 (48-51 semester hours)

| Code | Title | Semester Hours |
|------|-------|---------------|
| Select any courses not already taken to fulfill the requirements listed above. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major. | | 48-51 |
| Total Semester Hours | | 48-51 |