

MANAGEMENT, BBA

Bachelor of Business Administration (BBA) Program Learning Outcomes

Our BBA graduates will be able to:

- Demonstrate skills and attributes commonly expected of a business professional in an internship or other experiential engagement
- Demonstrate foundational knowledge in Accounting, Finance, Operations, Strategy, Marketing, during decision making for a competitive business environment
- Apply foundational knowledge in Accounting, Finance, Operations, Strategy, Marketing, during decision making for a competitive business environment
- Demonstrate successful business communication skills.
- Recognize concepts in ethics and cultural diversity for decision making.
- Apply analytic tools in decision making.
- Apply information technology tools in decision making.

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:

Graduates of this program will be able to:

- Demonstrate knowledge of the major theories and perspectives used to examine management.
- Describe human resource functions and roles in an organization and tools used to address organizational human resources needs.
- Apply organizational behavior concepts and theories to organizational change recommendations.
- Describe key theories, concepts and practices associated with effective leadership.
- Apply the strategic management process in a current business decision making context.

Program Requirements

Code	Title	Credit Hours
Core IMPACTS		42
All core curriculum recommendations are shown under the Core IMPACTS section of the Undergraduate Graduation Requirements. (https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext)		
Field of Study - Management		18
ACCT 2101	Principles of Financial Accounting	3
ACCT 2102	Principles Managerial Accounting	3
BLAW 2106	Legal Environment of Business	3
BUSA 1105	Introduction to Business	3
BUSA 2101	Business Analytics	3
ECON 2105	Principles of Macroeconomics ¹	3

or ECON 2106 Principles of Microeconomics

Upper Division Business Core Requirements		18
FINA 3101	Corporate Finance	3
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MGMT 3120	Business Communication	3
MKTG 3101	Principles of Marketing	3
MKTG 3420	Global Business	3
SCML 3102	Operations & Supply Chain Mgmt	3
Required Management Major Courses		15
BUSA 4101	Advanced Business Analytics	3
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.	
General Electives ²		24
Business Capstone		3
MGMT 4750	Strategic Management	3
Total Credit Hours		120

¹ If ECON 2105 Principles of Macroeconomics is not used to satisfy Core IMPACTS Area Social Sciences (S), it must be taken to satisfy Lower-Level Field of Study or as a free elective.

If ECON 2106 Principles of Microeconomics is not used to satisfy Core IMPACTS Area Social Sciences (S), it must be taken to satisfy Lower-Level Field of Study or as a free elective.

² Twenty-four (24) credit hours of general electives. Six (6) credit hours must be from courses that have a MGMT prefix at the 3000 level or higher. In addition, six (6) credit hours must be business courses with an ACCT, BLAW, BUSA, ECON, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher. The remaining twelve ³ (12) credit hours are open electives (they could be business or non-business courses). Open electives may be at a lower level than 3000. Courses with the following prefixes will not counted in this category: AVIA, CSU, PARA, TECH. Only one internship course can be taken as an elective (this is in addition to the internship taken to satisfy the Required Major Management Courses).

Suggested Course Sequence

Please Note: This is a suggested course sequence and assumes a starting freshman with no prior college credit who intends to complete their degree in four years. Students should consult with their academic advisor and review the course prerequisites and minimum grade requirements as seen in the Academic Catalog.

Course	Title	Credit Hours
First Year		
First Semester		
ENGL 1101	English Composition I ^{Core IMPACTS}	3
MATH 1101	Intro to Mathematical Modeling ^{Core IMPACTS}	3
BUSA 1105	Introduction to Business	3
Communication or Foreign Language ^{Core IMPACTS}		2-3
Fine Arts or Intermediate Foreign Language ^{Core IMPACTS}		3
Credit Hours		14-15

Second Semester		
ENGL 1102	English Composition II <small>Core IMPACTS</small>	3
Science Course with Lab	<small>Core IMPACTS</small>	4
ECON 2105	Principles of Macroeconomics <small>Core IMPACTS</small>	3
BLAW 2106	Legal Environment of Business	3
Math, Science, or Technology	<small>Core IMPACTS</small>	3
Credit Hours		16
Second Year		
First Semester		
ACCT 2101	Principles of Financial Acct.	3
ECON 2106	Principles of Microeconomics <small>Core IMPACTS</small>	3
MATH 1401	Elementary Statistics <small>Core IMPACTS</small>	3
Science Course without a Lab	<small>Core IMPACTS</small>	3
Literature, Philosophy, or Foreign Language	<small>Core IMPACTS</small>	3
Credit Hours		15
Second Semester		
BUSA 2101	Business Analytics	3
MGMT 3120	Business Communication	3
CRIT 1101	Critical Thinking <small>Core IMPACTS</small>	3
HIST 2111 or HIST 2112	Survey of US History to 1877 <small>Core IMPACTS</small> or US HIST Since Reconstruction	3
ACCT 2102	Principles Managerial Acct.	3
Credit Hours		15
Third Year		
First Semester		
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MKTG 3101	Principles of Marketing	3
FINA 3101	Corporate Finance	3
Must have a MGMT prefix at the 3000 level or higher		3
POLS 1101	American Government <small>Core IMPACTS</small>	3
Credit Hours		15
Second Semester		
SCML 3102	Operations & Supply Chain Mgmt	3
MGMT 4111	Leadership	3
MGMT 4101	Human Resource Management	3
MGMT 4850	Internship/Cooperative Educ.	3
HIST 1111 or HIST 1112 or HIST 2750 or POLS 2401	Survey-PreModern World History <small>Core IMPACTS</small> or Survey of Modern World History or Critical Trends and Issues or Intro to Global Issues	3
Credit Hours		15
Fourth Year		
First Semester		
MGMT 4102	Organizational Behavior	3
BUSA 4101	Advanced Business Analytics	3
or MKTG 4104 Market Research & Analytics		
Must have a MGMT prefix at the 3000 level or higher		3
Must be business courses with an ACCT, BLAW, BUSA, FINA, MGMT, MKTG, SCML prefix at the 3000 level or higher		3
Business or non-business courses (Must be at the 3000 level or higher)		3
Credit Hours		15
Second Semester		
MGMT 4750	Strategic Management	3
MKTG 3420	Global Business	3
Business or non-business courses (Must be at the 3000 level or higher)		3
Business or non-business courses (Business must be at the 3000 level or higher, non-business could be lower than 3000 level)		6
Credit Hours		15
Total Credit Hours		120-121

Internship is required for all Management Majors beginning with the 2019-2020 Catalog. No more than two internships may be taken for credit.

* Grade "C" or higher required for all Area F and upper division courses.