

MANAGEMENT, BACHELOR OF SCIENCE (723)

Program Coordinator

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Students pursuing a major in Management may choose one of the following concentrations: **Business Administration, Human Resource Management, Entrepreneurship, Global Business, or Supply Chain Management.**

The Business Administration concentration of the Management major provides a broad business perspective for students who eventually wish to be involved in profit or goal management responsibilities. This program of study is not intended to prepare students for a career in any one type of industry or profession. Rather, it provides the **graduate** with a knowledge of basic managerial skills required by managers from small business owners to corporate presidents.

The Human Resource Management concentration of the Management major is designed to develop skills for managing an essential resource of any organization—its employees. Because of the importance of increasing human productivity, human resource management is viewed as a key contributor to organizational effectiveness. Human resource managers are frequently involved in top-level decision making.

The Entrepreneurship concentration allows students to develop the skills needed to start and own a business, to develop or grow an existing company, or to create an entrepreneurial environment within an organization. Entrepreneurial students are not only prepared to operate a business, they are trained to innovate within existing organizations to increase productivity and performance. Students are encouraged to develop creative and impactful solutions by thinking critically about problems relevant to a variety of organizations, and continually practice and hone these skills through hands-on engagement in real-world exercises and projects.

The Global Business concentration is designed to increase students' knowledge and develop the necessary skills in order to function effectively in today's dynamic global environment. Students learn business practices around the world, international economics and trade regulations, geopolitical impacts on organizations, and cross-cultural management. Students are encouraged to take on an internship in a firm engaged in international business or participate in study abroad.

The Supply Chain Management concentration prepares students to work in the fast-paced and growing environment of supply chain, transportation and logistics. Students learn about operations, and how supply chains are created, defined, operated, maximized and examined across multiple industries. With the exciting supply chain environment in the Southern Kentucky region, students have opportunities to see examples from and work with supply chain professionals.

Concentrations

- Human Resource Management (MGHP)
- Business Administration (MBUS)
- Entrepreneurship (MENT)
- Global Business (MGBU)
- Supply Chain Management (MSCM)

Program Requirements (78 hours)

The undergraduate major in management requires 78 hours of professional and elective courses and leads to a Bachelor of Science degree. No minor is required, although approved minors inside or outside the Gordon Ford College of Business are encouraged.

The undergraduate management program offers four areas of concentration within the major:

1. Business Administration
2. Human Resource Management
3. Entrepreneurship
4. Global Business
5. Supply Chain Management

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/registrar/degree_certification.php. (https://www.wku.edu/registrar/degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: <https://www.wku.edu/colonnade/colonnaderequirements.php>. (<https://www.wku.edu/colonnade/colonnaderequirements.php>)

Business Administration Concentration

The Business Administration concentration develops student's abilities to analyze and to manage a wide range of business situations. This development occurs by building on fundamental business functions studied in the core courses. The program is for students who intend to manage an independent business or a unit of a larger organization and who want a broad curriculum.

Code	Title	Hours
Business Foundations Courses		
MATH 123	Mathematical Applications for Business	3
ACCT 110	Accounting for Decision Makers	3
BDAN 250	Introduction to Analytics	3
ECON 202	Principles of Economics (Micro)	3
ECON 206	Statistics	3
MGT 210	Organization and Management	3
MKT 220	Basic Marketing Concepts	3
FIN 330	Principles of Finance	3
MGT 498	Strategy and Policy	3
or ENT 496	Small Business Analysis and Strategy	
Career Preparation Courses		
BA 170	Business Student Basics ¹	1
or BA 175	University Experience-Business	
or BA 220	Special Topics in Business Administration (Lower Division)	
MGT 261	Business Communication Fundamentals	3
MGT 399	Career Readiness in Management	1
MGT 499	Senior Assessment in Management	1
Management Required Courses		
MGT 200	Legal Environment of Business	3

MGT 305	Ethics and Critical Thinking	3
MGT 311	Human Resource Management	3
MGT 313	Decision Modeling	3
MGT 314	Operations Management	3
MGT 417	Organizational Behavior	3
Management - Business Administration Concentration Required Courses		
ECON 414	Managerial Economics	3
Select one of the following BDAN courses or other Professional Elective: ²		3
BDAN 310	Business Data Analytics	
BDAN 320	Web Analytics	
BDAN 330	Structured Data Analysis	
BDAN 410	DSS Analysis and Design	
BDAN 420	Predictive Modeling	
BDAN 430	Data Visualization	
Professional Elective ²		6
Select a MGT or ENT Elective ³		9
Select a MKT Elective ⁴		3
Select a FIN Elective ⁵		3
Total Hours		78

- ¹ BA 175 is only for Business LLC students. BA 220 is only for WKU students and transfer students who choose a business major as a sophomore or higher.
- ² The professional electives may be chosen from any 300- or 400-level course within the Gordon Ford College of Business not already required for the major.
- ³ The management or entrepreneurship electives may be chosen from any 300- or 400- level course within the Management Department not already required for the major.
- ⁴ The marketing elective may be chosen from any 300 or 400 level course beyond MKT 220.
- ⁵ The finance elective may be chosen from any 300 or 400 level course beyond FIN 330.

Human Resource Management Concentration

The Human Resource Management concentration is designed to develop skills for managing an essential resource of any organization—its employees. Because of the importance of increasing human productivity, human resource management is viewed as a key contributor to organizational effectiveness and achievement of strategic goals. Human resources managers are frequently involved in top-level decision making. The Society for Human Resource Management (SHRM) acknowledges that our HR curriculum aligns with its guidelines. We are one of only a few dozen U.S. universities with this recognition.

The HRM concentration is designed to prepare students for a rewarding career as a specialist in an area such as recruitment and selection, training and development, compensation and benefits administration, or labor relations.

Code	Title	Hours
Business Foundations Courses		
MATH 123	Mathematical Applications for Business	3
ACCT 110	Accounting for Decision Makers	3

BDAN 250	Introduction to Analytics	3
ECON 202	Principles of Economics (Micro)	3
ECON 206	Statistics	3
MGT 210	Organization and Management	3
MKT 220	Basic Marketing Concepts	3
FIN 330	Principles of Finance	3
MGT 498	Strategy and Policy	3
or ENT 496	Small Business Analysis and Strategy	
Career Preparation Courses		
BA 170	Business Student Basics ¹	1
or BA 175	University Experience-Business	
or BA 220	Special Topics in Business Administration (Lower Division)	
MGT 261	Business Communication Fundamentals	3
MGT 399	Career Readiness in Management	1
MGT 499	Senior Assessment in Management	1
Management - Human Resource Concentration Required Courses		
MGT 200	Legal Environment of Business	3
MGT 305	Ethics and Critical Thinking	3
MGT 311	Human Resource Management	3
MGT 314	Operations Management	3
MGT 417	Organizational Behavior	3
MGT 383	Human Resource Information Systems	3
MGT 400	Employment Law	3
MGT 411	Effective Staffing Practices	3
MGT 413	International Human Resource Management	3
MGT 414	Compensation Administration	3
MGT 473	Training in Business and Industry	3
MGT 495	Strategic Human Resources Management	3
Choose 3 of the following courses:		9
MGT 490	Practicum in Management	
ECON 305	Labor Economics	
MGT 405	Business Negotiation	
MGT 416	Management of Labor Relations	
MGT 419	Management of Organizational Conflict	
SEAS 390	Project Management	
or MGT 326	Managing Projects in Organizations	
ENV 120	Introduction to Occupational Safety and Health	
EMDS 400	Emergency Management Policy and Practices	
EMDS 403	Advanced Disaster Planning, Management, and Preparedness	
EMDS 404	Trends in Disaster Preparedness and Management	
Any MGT 400 level course		
Total Hours		78

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Entrepreneurship Concentration

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Code	Title	Hours
Business Foundations Courses		
MATH 123	Mathematical Applications for Business	3
ACCT 110	Accounting for Decision Makers	3
BDAN 250	Introduction to Analytics	3
ECON 202	Principles of Economics (Micro)	3
ECON 206	Statistics	3
MGT 210	Organization and Management	3
MKT 220	Basic Marketing Concepts	3
FIN 330	Principles of Finance	3
ENT 496	Small Business Analysis and Strategy	3
Career Preparation Courses		
BA 170 or BA 175 or BA 220	Business Student Basics ¹ University Experience-Business Special Topics in Business Administration (Lower Division)	1
MGT 261	Business Communication Fundamentals	3
MGT 399	Career Readiness in Management	1
MGT 499	Senior Assessment in Management	1
Management - Entrepreneurship Concentration Required Courses		
MGT 200	Legal Environment of Business	3
MGT 305	Ethics and Critical Thinking	3
MGT 311	Human Resource Management	3
MGT 313	Decision Modeling	3
MGT 314	Operations Management	3
MGT 417	Organizational Behavior	3
ENT 312	Entrepreneurship	3
ENT 380	New Venture Business Planning	3
ENT 363	Family Business Management	3
ENT 463	Small Business Management	3
MKT 427	Entrepreneurial Marketing	3
FIN 441	Entrepreneurial Finance	3
ENT Elective (Choose any unduplicated course with the ENT prefix)		3

Professional Elective (Any 300- or 400-level course within GFCB not already required for the major.)	6
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Total Hours	78
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Global Business Concentration

The Global Business concentration is designed to increase students' knowledge and develop the necessary skills in to function effectively in today's dynamic global environment. Students learn business practices around the world, international economics and trade regulations, geopolitical impacts on organizations, and cross-cultural management. Students are required to do an internship in a firm engaged in international business or participate in study abroad.

Code	Title	Hours
Business Foundations Courses		
MATH 123	Mathematical Applications for Business	3
ACCT 110	Accounting for Decision Makers	3
BDAN 250	Introduction to Analytics	3
ECON 202	Principles of Economics (Micro)	3
ECON 206	Statistics	3
MGT 210	Organization and Management	3
MKT 220	Basic Marketing Concepts	3
FIN 330	Principles of Finance	3
MGT 498 or ENT 496	Strategy and Policy Small Business Analysis and Strategy	3
Career Preparation Courses		
BA 170 or BA 175 or BA 220	Business Student Basics ¹ University Experience-Business Special Topics in Business Administration (Lower Division)	1
MGT 261	Business Communication Fundamentals	3
MGT 399	Career Readiness in Management	1
MGT 499	Senior Assessment in Management	1
Global Business Concentration Required Courses		
MGT 200	Legal Environment of Business	3
MGT 305	Ethics and Critical Thinking	3
MGT 311	Human Resource Management	3
MGT 313	Decision Modeling	3
MGT 314	Operations Management	3
MGT 417	Organizational Behavior	3
MGT 303	International Business	3
MGT 316	International Management	3
Choose 6 hours (from the same prefix) in a world language		6
Choose one of the following courses to fulfill the Cultural Component:		3
CHIN 333	Chinese Culture and Civilization	
COMM 365	Intercultural Communication	
COMM 471	Communication in Multinational Organizations	
CSJ 380	Our Future: Local and Global	

FREN 323	French Civilization and Culture	
GEOG 462	Geography of South America	
GEOG 465	Geography of East Asia	
GERM 333	Germanic Civilization and Culture	
SOCL 363	Population, Society, and Development	
SOCL 376	Sociology of Globalization	
SPAN 372	Latin American Civilization and Culture	
SPAN 373	Spanish Civilization and Culture	
ARBC 201	Intermediate Arabic I	
CHIN 201	Intermediate Chinese I	
FREN 201	Intermediate French I	
GERM 201	Intermediate German I	
JAPN 201	Intermediate Japanese I	
RUSS 201	Intermediate Russian I	
SPAN 201	Intermediate Spanish I	
Choose 4 of the following courses:		12
MKT 324	International Marketing	
MKT 423	Supply Chain Management	
MGT 405	Business Negotiation	
MGT 413	International Human Resource Management	
MGT 490	Practicum in Management	
MGT 415	Logistics and Transportation Management	
MGT 423	Sourcing and Procurement Management	
ENT 425	International Entrepreneurship	
MGT 495	Strategic Human Resources Management	
FIN 436	International Financial Management	
ENT 312	Entrepreneurship	
ECON 380	International Economics	
ECON 385	Economic Development	
ECON 430	Environmental and Resource Economics	

Total Hours 78

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Supply Chain Management Concentration

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Business Foundations Courses		
MATH 123	Mathematical Applications for Business	3

ACCT 110	Accounting for Decision Makers	3
BDAN 250	Introduction to Analytics	3
ECON 202	Principles of Economics (Micro)	3
ECON 206	Statistics	3
MGT 210	Organization and Management	3
MKT 220	Basic Marketing Concepts	3
FIN 330	Principles of Finance	3
MGT 498	Strategy and Policy	3
or ENT 496	Small Business Analysis and Strategy	

Career Preparation Courses

BA 170	Business Student Basics ¹	1
or BA 175	University Experience-Business	
or BA 220	Special Topics in Business Administration (Lower Division)	
MGT 261	Business Communication Fundamentals	3
MGT 399	Career Readiness in Management	1
MGT 499	Senior Assessment in Management	1

Supply Chain Concentration Required Courses

MGT 200	Legal Environment of Business	3
MGT 305	Ethics and Critical Thinking	3
MGT 311	Human Resource Management	3
MGT 313	Decision Modeling	3
MGT 314	Operations Management	3
MGT 417	Organizational Behavior	3
MKT 423	Supply Chain Management	3
MGT 415	Logistics and Transportation Management	3
MGT 423	Sourcing and Procurement Management	3
BDAN 310	Business Data Analytics	3
MGT 405	Business Negotiation	3

Choose 4 of the following courses: 12

MGT 410	Senior Seminar-Management	
MGT 490	Practicum in Management	
BDAN 330	Structured Data Analysis	
BDAN 410	DSS Analysis and Design	
BDAN 420	Predictive Modeling	
BDAN 430	Data Visualization	
ECON 451	Games and Strategy	
ECON 465	Regression and Econometric Analysis	
FIN 437	Corporate Asset Management	
MKT 329	Business-To-Business Marketing	
SEAS 310	Safety in Industry	
MFGE 342	Manufacturing Operations	
SEAS 371	Quality Assurance	
SEAS 390	Project Management	
SEAS 394	Lean Systems	

Total Hours 78

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Finish in Four Plans

Management, Business Administration Concentration (723P, 723)

First Year

Fall	Hours	Spring	Hours
Colonnade: Natural & Physical Sciences		3 Colonnade: Arts and Humanities	3
BA 170		1 ACCT 110	3
ECON 202		3 General University Elective	3
ENG 100		3 COMM 145	3
MATH 123		3 HIST 101 or HIST 102	3
General University Elective		2	
		15	15

Second Year

Fall	Hours	Spring	Hours
MGT 210		3 MGT 200	3
BDAN 250		3 MGT 261	3
Colonnade: Literary Studies		3 MKT 220	3
Colonnade: Natural & Physical Sciences with lab		3 Colonnade: Connections ¹	3
ECON 206		3 Colonnade: Connections ²	3
		15	15

Third Year

Fall	Hours	Spring	Hours
FIN 330		3 MGT 399	1
MGT 305		3 MGT 311	3
MGT 314		3 MGT 417	3
Business Data Analytics Upper-Division or Professional Elective		3 Marketing Upper-Division Elective	3
Colonnade: Connections ³		3 Colonnade: Writing in the Disciplines	3
		General University Elective	2
		15	15

Fourth Year

Fall	Hours	Spring	Hours
ECON 414		3 MGT 499	1
MGT 313		3 MGT 498 or ENT 496	3
Finance Upper-Division Elective		3 Professional Upper-Division Elective	3
MGT or ENT Upper-Division Elective		3 MGT or ENT Upper-Division Elective	3
MGT or ENT Upper-Division Elective		3 Professional Upper-Division Elective	3
		General University Elective	2
		15	15

Total Hours 120

Management, Human Resource Management Concentration (723P, 723)

First Year

Fall	Hours	Spring	Hours
Colonnade: Natural & Physical Sciences		3 Colonnade: Arts and Humanities	3
BA 170		1 ACCT 110	3
ECON 202		3 COMM 145	3
ENG 100		3 HIST 101 or HIST 102	3
MATH 123		3 General University Elective	3
General University Elective		2	
		15	15

Second Year

Fall	Hours	Spring	Hours
ECON 206		3 Colonnade: Connections ¹	3
BDAN 250		3 MGT 261	3
Colonnade: Literary Studies		3 MGT 200	3
MGT 210		3 MKT 220	3
Colonnade: Natural & Physical Sciences with lab		3 Colonnade: Connections ²	3
		15	15

Third Year

Fall	Hours	Spring	Hours
Colonnade: Connections ³		3 General University Elective	2
FIN 330		3 MGT 417	3
MGT 305		3 MGT 383 or MGT 313	3
MGT 311		3 Human Resources Management Upper-Division Elective	3
MGT 314		3 MGT 399	1
		Colonnade: Writing in the Disciplines	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
MGT 411		3 MGT 414	3
MGT 413		3 MGT 498 or ENT 496	3
MGT 400		3 MGT 495	3
MGT 473		3 MGT 499	1
Human Resource Management Upper-Division Elective		3 General University Elective	2
		Human Resources Management Upper-Division Elective	3
		15	15

Total Hours 120

Management, Entrepreneurship Concentration (723P, 723)

First Year

Fall	Hours	Spring	Hours
Colonnade: Natural & Physical Sciences		3 Colonnade - Arts and Humanities	3
BA 170		1 COMM 145	3
ECON 202		3 ACCT 110	3
ENG 100		3 HIST 101 or HIST 102	3

MATH 123	3	General University Elective	3
General University Elective	2		
		15	15

Second Year

Fall	Hours	Spring	Hours
ECON 206		3 ENT 312 (K-SY) ¹	3
BDAN 250		3 MGT 261	3
Colonnade: Literary Studies		3 MGT 200	3
MGT 210		3 MKT 220	3
Colonnade: Natural & Physical Sciences with lab		3 Colonnade Connections ²	3
		15	15

Third Year

Fall	Hours	Spring	Hours
ENT 463		3 MKT 427	3
Colonnade Connections ³		3 MGT 313	3
FIN 330		3 Professional Upper-Division Elective	3
MGT 305		3 Colonnade - Writing in the Disciplines	3
MGT 314		3 Colonnade: Connections ³	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
ENT 363		3 General University Elective	2
MGT 311		3 Professional Upper-Division Elective	3
ENT 380		3 ENT Upper Division Elective	3
FIN 441		3 Professional Upper Division Elective	3
MGT 417		3 ENT 496	3
		MGT 499	1
		15	15

Total Hours 120

Management, Global Business Concentration (723P, 723)

First Year

Fall	Hours	Spring	Hours
Colonnade: Natural & Physical Sciences		3 Colonnade: Arts & Humanities	3
BA 170	1	ACCT 110	3
ECON 202	3	COMM 145	3
ENG 100	3	General University Elective	3
MATH 123	3	HIST 101 or HIST 102	3
General University Elective	2		
		15	15

Second Year

Fall	Hours	Spring	Hours
ECON 206		3 Colonnade - Connections ¹	3
BDAN 250		3 MGT 261	3
Colonnade: Literary Studies		3 MGT 200	3

MGT 210	3	MKT 220	3
Colonnade: Natural & Physical Sciences with lab	3	Colonnade: Connections ²	3
		15	15

Third Year

Fall	Hours	Spring	Hours
Foreign Language (Same Prefix)		3 Foreign Language (same prefix)	3
FIN 330		3 MGT 313	3
MGT 305		3 Colonnade - Connections ³	3
MGT 316		3 Colonnade - Writing in the Disciplines	3
MGT 314		3 MGT 399	1
		General University Elective	2
		15	15

Fourth Year

Fall	Hours	Spring	Hours
Cultural Component		3 General University Elective	2
MGT 311		3 Professional Upper-Division Elective	3
MGT 303		3 Professional Upper-Division Elective	3
Professional Upper-Division Elective		3 Professional Upper Division Elective	3
MGT 417		3 MGT 498 or ENT 496	3
		MGT 499	1
		15	15

Total Hours 120

Management, Supply Chain Management Concentration (723P, 723)

First Year

Fall	Hours	Spring	Hours
Colonnade: Natural & Physical Sciences		3 Colonnade: Arts & Humanities	3
BA 170	1	ACCT 110	3
ECON 202	3	COMM 145	3
ENG 100	3	General University Elective	3
MATH 123	3	HIST 101 or HIST 102	3
General University Elective	2		
		15	15

Second Year

Fall	Hours	Spring	Hours
ECON 206		3 Colonnade - Connections ¹	3
BDAN 250		3 MGT 261	3
Colonnade: Literary Studies		3 MGT 200	3
MGT 210		3 MKT 220	3
Colonnade: Natural & Physical Sciences with lab		3 Colonnade: Connections ²	3
		15	15

Third Year

Fall	Hours	Spring	Hours
MGT 314		3 MGT 415	3
FIN 330		3 MGT 313	3

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Colonnade - Connections ³	3 Colonnade: Writing in the Disciplines	3
MGT 305	3 MGT 311	3
MKT 423	3 General University Elective	2
	MGT 399	1
	15	15

Fourth Year

Fall	Hours	Spring	Hours
BDAN 310		3 General University Elective	2
MGT 423		3 MGT 417	3
SCM Elective		3 SCM Elective	3
SCM Elective		3 SCM Elective	3
MGT 405		3 MGT 498 or ENT 496	3
		MGT 499	1
	15		15

Total Hours 120