

Management

The Rozanne and Billy Rosenthal Department of Management offers courses in such areas as consulting, change management, human capital management, and entrepreneurship. Students may either choose from the available courses to customize a major in general management, or follow the focused curriculum in consulting and change management.

The major objective of the general management track is to train broadly competent administrators for service in a wide variety of organizations—public or private, product- or service-oriented, profit or not-for-profit. To accomplish this basic objective, the program offers the student the opportunity to acquire knowledge about the management of human and physical resources and to acquire skills useful in the management of any organization.

The consulting and change management track is designed to prepare students to become leaders in consulting firms, firms that require consulting advice, and firms implementing important changes. At times, every organization must renew its ability to compete; many firms use external advisors to assist in the renewal process. The consulting process often involves extensive analysis of the firm's competitive position, capabilities, organizational processes, and culture. Once a new direction is developed, the implementation of change must be managed. Such changes include introduction of new competitive thrusts, revision of organizational structures, incorporation of new technologies, and expansion into new geographic markets.

The Entrepreneurship track is designed to equip students with the perspectives, knowledge, and skills necessary to engage in entrepreneurship, broadly defined to include the launch and development of new businesses as well as the growth and renewal of existing enterprises. The program will equip students with entrepreneurial thinking and talents to propel their success in a knowledge-based, innovation-driven economy, across a broad range of industries and settings.

General Management Track

The requirements of the general management track are:

- The [Core Curriculum](#) requirements and the [BBA Degree Requirements](#)
- Management 374 (may fulfill the writing and independent inquiry flags)
- Twelve semester hours of upper-division coursework in management
- Six semester hours of upper-division coursework in social science (anthropology, economics, educational psychology, government, history, linguistics, geography, psychology, sociology)
- Additional elective coursework, if necessary, to provide a total of at least 120 semester hours

Practicum courses (Management 347P, Management 366P, Management 367P, Management 369P) may be used to satisfy a management elective or the BBA experiential learning requirement, but one class may not be used to satisfy both.

Consulting and Change Management Track

The requirements of the consulting and change management track are:

- The [Core Curriculum](#) requirements and the [BBA Degree Requirements](#)
- Management 328
- Management 372T (Topic 18: *People Analytics*)

- Management 374 (may fulfill the writing and independent inquiry flags)
- Six semester hours chosen from the following courses: any upper-division course in management, Accounting 329, Operations Management 372T (Topic 1: *Total Quality Management*).
- Six semester hours of upper-division coursework in social science (anthropology, economics, educational psychology, government, history, linguistics, geography, psychology, sociology)
- Additional elective coursework, if necessary, to provide a total of at least 120 semester hours

Practicum courses (Management 347P, Management 366P, Management 367P, Management 369P) may be used to satisfy a management elective or the BBA experiential learning requirement, but one class may not be used to satisfy both.

Entrepreneurship Track

The requirements of the entrepreneurship track are:

- The [Core Curriculum](#) requirements and the [BBA Degree Requirements](#)
- Management 374 (may fulfill the writing and independent inquiry flags)
- Management 327 or 327H
- Management 327E
- Three semester hours upper-division management
- Three semester hours chosen from the following courses: Management 347P, 366P, 367P, 369P
- Six semester hours of upper-division coursework in social science (anthropology, economics, educational psychology, government, history, linguistics, geography, psychology, sociology)
- Additional elective coursework, if necessary, to provide a total of at least 120 semester hours

Practicum courses (Management 347P, Management 366P, Management 367P, Management 369P) may be used to satisfy a management elective or the BBA experiential learning requirement, but one class may not be used to satisfy both.

Management majors are ineligible to participate in the Entrepreneurship Minor, but instead should select the Entrepreneurship track of the Management major.