BUSINESS, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN MANAGEMENT/BUSINESS ADMINISTRATION

The activity of management is concerned with setting an organization’s strategic goals and formulating processes to achieve them. Managers carry out their administrative roles by handling such duties as preparing and administering budgets, planning and directing operations, and coordinating employees’ activities.

The management/business administration concentration provides students with a broad-based study of management and other business disciplines. The course options in the curriculum give students flexibility in developing a program of study that can lead to a variety of entry-level positions in private and public organizations.

Learning goals

The goal of the curriculum for the management concentration is to prepare students for careers that require general skills in business and management.

1. General management competencies
   Graduates will develop skills in managing people and other resources to help achieve organizational goals.

2. Analytical competencies
   Graduates will have quantitative and analytical skills that can be applied to the solution of managerial problems.

Learning outcomes

Upon completing this program, students will know and know how to do the following:

1. Depth of knowledge
   Demonstrate an understanding fundamental concepts of management that relate to the shaping of employee behaviors toward the achievement of organizational goals.

2. Communication skills
   Communicate a personal leadership vision that reflects self-awareness, knowledge of leadership theories and concepts, and appropriate oral communication skills.

3. Analytic skills
   Use knowledge of human resource management concepts and data to suggest solutions to management problems.

4. Quantitative skills
   Identify and use relevant data to help make informed decisions about management issues.

Special requirements

The foundation program specifies course work required during the freshman and sophomore years. Students are eligible for admission into the advanced business program with a major in the School of Business upon meeting the minimum cumulative GPA requirement and successful completion of:

- A minimum of 54 credits in the foundation program
- ACCT 203 Introduction to Accounting I
- & ACCT 204 and Introduction to Accounting II
- BUSN 201 Foundations of Business
- BUSN 225 Winning Presentations
- ECON 210 Principles of Microeconomics
- ECON 211 Principles of Macroeconomics
- INFO 160 Digital Literacy: Computer Concepts, Internet, Digital Devices
- INFO 161 Digital Literacy: Word Processing Skills
- INFO 162 Digital Literacy: Spreadsheets Skills
- Another INFO 16X course
- SCMA 212 Differential Calculus and Optimization for Business
- or MATH 200 Calculus with Analytic Geometry
- UNIV 111 Play course video for Focused Inquiry I
- UNIV 112 Play course video for Focused Inquiry II
- UNIV 200 Inquiry and the Craft of Argument (with a minimum grade of C)

The admission requirements for the School of Business (http://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies) detail the deadlines for students to be admitted to the advanced business program with a major in the school. At least 30 hours of the required business courses for the Bachelor of Science must be taken at VCU.

All baccalaureate degree programs in the School of Business require successful completion of the business knowledge exam as administered in BUSN 499.

Students may need to take additional mathematics courses as prerequisites to SCMA 212 or MATH 200. These credits will count as electives in the foundation program. The sample curriculum outline includes SCMA 171 since many of our students will need to complete this course.

The INFO 160, INFO 161, INFO 162 and INFO 165 requirements may be waived upon successful completion of a Knowledge Equivalency Test administered by the Office of Undergraduate Studies. No more than two additional credits may be applied to the degree from the INFO 16X series.

No more than four credits in physical education courses may be applied to the degree.

INTL 493 may not be counted toward a business degree.

Credit for SPCH 121 or SPCH 321 will substitute for BUSN 225, and no more than three credits of these courses may be applied toward a business degree. Credit for STAT 210 or STAT 212 will substitute for SCMA 301. Students who earned a minimum grade of B in ECON 203 at VCU may substitute that credit for ECON 210.
Degree requirements for Business, Bachelor of Science (B.S.) with a concentration in management/business administration

Business foundation (60 credits minimum)  
General Education requirements (34 credits minimum)  
University Core Education Curriculum

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV 111</td>
<td>Play course video for Focused Inquiry I</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 112</td>
<td>Play course video for Focused Inquiry II</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 200</td>
<td>Inquiry and the Craft of Argument</td>
<td>3</td>
</tr>
</tbody>
</table>

Approved humanities/fine arts  
Approved natural/physical sciences  
Approved quantitative literacy:  
- SCMA 212: Differential Calculus and Optimization for Business  
- or MATH 200: Calculus with Analytic Geometry  

Approved social/behavioral sciences  
Total Hours 21-24

Business general education requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 210</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 211</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>INFO 160</td>
<td>Digital Literacy: Computer Concepts, Internet, Digital Devices</td>
<td>1</td>
</tr>
<tr>
<td>INFO 161</td>
<td>Digital Literacy: Word Processing Skills</td>
<td>1</td>
</tr>
<tr>
<td>INFO 162</td>
<td>Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>INFO 165</td>
<td>Digital Literacy: Spreadsheet Skills II</td>
<td>1</td>
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</tbody>
</table>

Business general education elective (Select credits from the approved list.)  
Total Hours 13

Additional Business Foundation requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 203</td>
<td>Introduction to Accounting I</td>
<td>6</td>
</tr>
<tr>
<td>&amp; ACCT 204</td>
<td>Introduction to Accounting II</td>
<td></td>
</tr>
<tr>
<td>BUSN 201</td>
<td>Foundations of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 225</td>
<td>Winning Presentations</td>
<td>3</td>
</tr>
<tr>
<td>Open electives</td>
<td>11-14</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours 23-26

1 Students may complete additional course work (if needed) in electives to total 60 credit hours in business foundation.

2 Students who receive waivers to these required courses must complete additional business general education electives to reach the 34-credit minimum.

Advanced business program (60 credits minimum)

Advanced business core

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 325</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 499</td>
<td>Business Knowledge Exam</td>
<td>0</td>
</tr>
<tr>
<td>FIRE 311</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 303</td>
<td>Creativity and Ideation</td>
<td>3</td>
</tr>
</tbody>
</table>

MGMT 310: Managing People in Organizations  
MGMT 434: Strategic Management (capstone)  
MKTG 301: Marketing Principles  
SCMA 301: Business Statistics I

Major requirements

Advanced core (flexible by major)

<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>BUSN 323</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>ECON 303</td>
<td>Managerial Economics</td>
<td>3</td>
</tr>
<tr>
<td>INFO 360</td>
<td>Business Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 319</td>
<td>Leadership</td>
<td>3</td>
</tr>
<tr>
<td>SCMA 320</td>
<td>Production/Operations Management</td>
<td>3</td>
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</table>

Major-specific courses

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<tbody>
<tr>
<td>MGMT 331</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 389</td>
<td>Managerial Skills Development</td>
<td>3</td>
</tr>
<tr>
<td>SCMA 302</td>
<td>Business Statistics II</td>
<td>3</td>
</tr>
</tbody>
</table>

Approved financial markets elective

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<tr>
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<tbody>
<tr>
<td>ECON 307</td>
<td>Money and Banking</td>
<td>3</td>
</tr>
<tr>
<td>FIRE 305</td>
<td>Principles of Real Estate</td>
<td>3</td>
</tr>
<tr>
<td>FIRE 309</td>
<td>Risk and Insurance</td>
<td>3</td>
</tr>
<tr>
<td>FIRE 317</td>
<td>Investments</td>
<td>3</td>
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</tbody>
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Approved global elective

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<tbody>
<tr>
<td>BUSN 329</td>
<td>Introduction to Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>or INTL 327</td>
<td>Introduction to Intercultural Communication</td>
<td></td>
</tr>
<tr>
<td>BUSN 401</td>
<td>International Consulting Practicum</td>
<td>3</td>
</tr>
</tbody>
</table>

Total minimum requirement 120 credits

Business general education electives

Additional University Core Education Curriculum approved courses

Any AFAM, ANTH, ANTZ, ARTH, BIOL, BIOZ, CHEM, CHEZ, CRJS, DANC, ENGL, ENVS, FRSC, FRZ, HIST, INNO, INSC, INTL (except 493), MASC, MATH, PHIL, PHYS, PHYZ, POLI, PSYC (except 214), RELS, SOCS, SOCY, USRP or WRLD course

Any foreign language course

Any honors-designated course taught outside of the School of Business

Any of the following UNIV courses:

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<tr>
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<tbody>
<tr>
<td>UNIV 211</td>
<td>Food for Thought</td>
<td></td>
</tr>
<tr>
<td>UNIV 213</td>
<td>Play course video for The Truth About Lying</td>
<td></td>
</tr>
<tr>
<td>UNIV 217</td>
<td>Finding Your Voice in Contemporary Society</td>
<td></td>
</tr>
<tr>
<td>UNIV 222</td>
<td>Pseudoscience</td>
<td></td>
</tr>
<tr>
<td>UNIV 299</td>
<td>What’s the Big Idea?</td>
<td></td>
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</tbody>
</table>

Approved financial markets electives

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<td>International Consulting Practicum</td>
<td>3</td>
</tr>
</tbody>
</table>
ECON/INTL 329  International Economics  3
MGMT/INTL 418  International Management  3
MKTG/INTL 320  International Marketing  3

**Approved management electives**
- BUSN 400  Principles of Consulting  3
- MGMT 321  Survey of Entrepreneurship  3
- MGMT 332  Staffing Organizations  3
- MGMT 333  Compensation Management  3
- MGMT 423  Social Entrepreneurship and Innovation  3
- MGMT 491  Topics in Management (variable, with no more than six credits total)  1-3
- MGMT 493  Internship in Management  3

**Approved supply chain and analytics electives**
- SCMA 303  Business Analytics  3
- SCMA 339  Quantitative Solutions for Supply Chain Management  3
- SCMA 350  Introduction to Project Management  3
- SCMA 386  Global Supply Chain Management  3

**Approved systems and marketing electives**
- INFO 361  Systems Analysis and Design  3
- INNO 460  Product Innovation: da Vinci Project  3
- MKTG 315  Buyer Behavior  3
- MKTG 442  Services Marketing  3
- MKTG 450  Product Development and Management  3

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

**Freshman year**

**Fall semester**
- INFO 160  Digital Literacy: Computer Concepts, Internet, Digital Devices  1
- INFO 162  Digital Literacy: Spreadsheets Skills I  1
- SCMA 171  Mathematical Applications for Business (or other business general education elective)  3
- UNIV 101  Introduction to the University (satisfies open electives)  1
- UNIV 111  Focused Inquiry I  3

**Spring semester**
- INFO 161  Digital Literacy: Word Processing Skills  1
- INFO 165  Digital Literacy: Spreadsheet Skills II  1
- SCMA 212  Differential Calculus and Optimization for Business  3
- SCMA 301  Business Statistics I  3

**Sophomore year**

**Fall semester**
- ACCT 203  Introduction to Accounting I  3
- BUSN 201  Foundations of Business  3
- ECON 210  Principles of Microeconomics  3
- UNIV 200  Inquiry and the Craft of Argument  3
- Business general education elective  3

**Spring semester**
- ACCT 204  Introduction to Accounting II  3
- BUSN 323  Legal Environment of Business  3
- ECON 211  Principles of Macroeconomics  3
- MKTG 301  Marketing Principles  3
- SCMA 301  Business Statistics I  3

**Junior year**

**Fall semester**
- BUSN 325  Organizational Communication  3
- MGMT 303  Creativity and Ideation  3
- MGMT 310  Managing People in Organizations  3
- MGMT 331  Human Resource Management  3
- SCMA 302  Business Statistics II  3

**Spring semester**
- FIRE 311  Financial Management  3
- INFO 360  Business Information Systems  3
- MGMT 319  Leadership  3
- SCMA 320  Production/Operations Management  3
- Open elective  3

**Senior year**

**Fall semester**
- BUSN 499  Business Knowledge Exam  0
- ECON 303  Managerial Economics  3
- MGMT 389  Managerial Skills Development  3
- Global elective  3
- Open elective  3
- Supply chain and analytics elective  3

**Spring semester**
- MKTG 434  Strategic Management  3
- Elective  3
- Financial markets elective  3
- Management elective  3
MGMT 332. Staffing Organizations. 3 Hours.
Planning and executing a strategy to attract, select, hire and retain the talent needed to support the organization's mission and enhance performance.

MGMT 333. Compensation Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 331. The design and implementation of compensation and reward systems that both support an organization's strategy and enhance organizational effectiveness.

MGMT 389. Managerial Skills Development. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 310. A practicum in the development of personal, interpersonal and team-management skills as applied to leadership and teamwork.

MGMT 403. Human Resource Development. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: junior standing. Designed to improve qualifications of those seeking employment in the human resources field. Focuses on human resource development and organization development and their relationship to human resource management.

MGMT 418. International Management. 3 Hours.
3 lecture hours. 3 credits. Prerequisite: junior standing. The study of the environment of international business, ethics and social responsibility in international settings, culture and its effect on behavior and management practice, and the strategies and management practices of firms engaged in international activities. Aims to provide students with the knowledge, skills and sensitivities needed to be effective managers in the international business environment. Crosslisted as: INTL 418.

MGMT 419. Doing Business in Europe. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: junior standing and permission of instructor. Designed primarily as a core integrative course for students enrolled in the Certificate in International Management Studies, but other students are welcome. The course has three goals: a) integration of foreign languages, European studies and international management; b) infusion of other business areas relevant to doing business in Europe (such as international marketing, finance law and economics); and c) the development of cultural sensitivity and social responsibility. The course will be organized as a series of seminars with faculty and other speakers from the above disciplines. Crosslisted as: INTL 419.

MGMT 423. Social Entrepreneurship and Innovation. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Designed primarily as a core integrative course for students enrolled in the Certificate in International Management Studies, but other students are welcome. The course has three goals: a) integration of foreign languages, European studies and international management; b) infusion of other business areas relevant to doing business in Europe (such as international marketing, finance law and economics); and c) the development of cultural sensitivity and social responsibility. The course will be organized as a series of seminars with faculty and other speakers from the above disciplines. Crosslisted as: INTL 419.

MGMT 418. International Management. 3 Hours.
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MGMT 423. Social Entrepreneurship and Innovation. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Designed primarily as a core integrative course for students enrolled in the Certificate in International Management Studies, but other students are welcome. The course has three goals: a) integration of foreign languages, European studies and international management; b) infusion of other business areas relevant to doing business in Europe (such as international marketing, finance law and economics); and c) the development of cultural sensitivity and social responsibility. The course will be organized as a series of seminars with faculty and other speakers from the above disciplines. Crosslisted as: INTL 419.
MGMT 434. Strategic Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: MGMT 310; MKTG 301; FIRE 311; SCMA 301, STAT 210 or STAT 212; and SCMA 325. This course is restricted to business majors with senior standing. Integrative course to analyze policy issues at the overall management-level involving functional areas such as production, finance and marketing, in context with the economic, political and social environment.

MGMT 435. New Venture Strategy and Initiation. 3 Hours.
Continuous courses; 3 lecture hours. 3-3 credits. Prerequisites: MGMT 321; completion of MGMT 435 to enroll in MGMT 436. First semester: provides students with an integrated strategic analysis of entrepreneurial firms and how they establish competitive advantage. Second semester: engages students in intensive development of a comprehensive business plan using knowledge and skills from MGMT 435. Students should take MGMT 436 immediately following MGMT 435.

MGMT 436. New Venture Strategy and Initiation. 3 Hours.
Continuous courses; 3 lecture hours. 3-3 credits. Prerequisites: MGMT 321; completion of MGMT 435 to enroll in MGMT 436. First semester: provides students with an integrated strategic analysis of entrepreneurial firms and how they establish competitive advantage. Second semester: engages students in intensive development of a comprehensive business plan using knowledge and skills from MGMT 435. Students should take MGMT 436 immediately following MGMT 435.

MGMT 444. Occupational Safety, Health and Security. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Covers the principles and practices, and regulatory dimensions of occupational safety, health and security. Causes of workplace health hazard exposures, accidents and domestic and international industrial violence are studied with an emphasis on prevention. Characteristics of effective occupational safety, health and workplace security programs are studied to facilitate understanding and application in the workplace. Crosslisted as: FIRE 444.

MGMT 446. International Human Resource Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 331, INTL/MGMT 418 or ECON/INTL 329. Covers the application of human resource management activities in an international context. Highlights similarities and differences with domestic methods; current practices in the selection, development, compensation and maintenance of parent-country, host-country and third-country nationals; and the impact of regulatory and cultural differences between countries. Crosslisted as: INTL 446.

MGMT 447. Human Resource Information Systems. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 331. This course is restricted to students who have completed at least 54 credit hours (junior standing). Covers contemporary human resource information software used in the primary activities of human resource management involving recruitment, selection, performance appraisal, employee benefits, pay administration, safety and health, human resource development, job analysis, human resource planning and job structuring. Emphasis is on introducing the software and practical application through hands-on experience in the computer laboratory.

MGMT 491. Topics in Management. 1-3 Hours.
Semester course; variable hours. Variable credit. Maximum of 3 credits per course; maximum total of 6 credits for all topic courses. Prerequisite: junior standing. An in-depth study of a selected business topic, to be announced in advance.

MGMT 492. Independent Study in Management. 1-3 Hours.
Semester course; 1-3 credits. Maximum total of 3 credits. Prerequisites: junior or senior standing as a major in a business curriculum and approval of adviser and department chair prior to course registration. Intensive study under supervision of a faculty member in an area not covered in-depth or contained in the regular curriculum.

MGMT 493. Internship in Management. 3 Hours.
Semester course; 3 credits. Prerequisites: senior standing in the major offering the internship and permission of the department chair. Intention to enroll must be indicated to the instructor prior to or during advance registration for semester of credit. Involves students in a meaningful experience in a setting appropriate to the major. Graded as pass/fail at the option of the department.