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.

Learning outcomes

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

1. Prepare a written analysis of situations requiring managerial decision-making
2. Use advanced quantitative reasoning and statistical ability
3. Understand the basic functions and responsibilities of human resource management
4. Evaluate the international business environment and explain the challenges facing multinational firms
5. Work with small firms, start up a small firm and understand entrepreneurial concepts useful in organizations of any size

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

<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>and 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>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>
</tbody>
</table>

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.

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.

Degree requirements for Business, Bachelor of Science (B.S.) with a concentration in management/business administration

Business foundation

General Education requirements

University Core Education Curriculum

<table>
<thead>
<tr>
<th>Course Code</th>
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</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>
<tr>
<td>Approved humanities/fine arts</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Approved natural/physical sciences</td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td>Approved quantitative literacy</td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td>SCMA 212</td>
<td>Differential Calculus and Optimization for Business</td>
<td></td>
</tr>
<tr>
<td>or MATH 200</td>
<td>Calculus with Analytic Geometry</td>
<td></td>
</tr>
</tbody>
</table>
Approved social/behavioral sciences 3-4
Total Hours 21-24

Business General Education requirements
ECON 210 Principles of Microeconomics 3
ECON 211 Principles of Macroeconomics 3
INFO 160 Digital Literacy: Computer Concepts, Internet, Digital Devices 1
INFO 161 Digital Literacy: Word Processing Skills 1
INFO 162 Digital Literacy: Spreadsheets Skills I 1
INFO 165 Digital Literacy: Spreadsheet Skills II 1
Business General Education elective (Select credits from the approved list.) 3
Total Hours 13

Additional Business Foundation requirements
ACCT 203 Introduction to Accounting I & ACCT 204 and Introduction to Accounting II 6
BUSN 201 Foundations of Business 3
BUSN 225 Winning Presentations 3
Open electives 11-14
Total Hours 23-26

Advanced business program
Advanced business core
BUSN 325 Organizational Communication 3
FIRE 311 Financial Management 3
MGMT 303 Creativity and Ideation 3
MGMT 310 Managing People in Organizations 3
MGMT 434 Strategic Management (capstone) 3
KMG 301 Marketing Principles 3
SCMA 301 Business Statistics I 3

Major requirements
Advanced core (flexible by major)
BUSN 323 Legal Environment of Business 3
ECON 303 Managerial Economics 3
INFO 360 Business Information Systems 3
MGMT 319 Leadership 3
SCMA 320 Production/Operations Management 3

Major-specific courses
MGMT 331 Human Resource Management 3
MGMT 389 Managerial Skills Development 3
SCMA 302 Business Statistics II 3

Approved financial markets elective
Approved global elective
BUSN 329 Introduction to Intercultural Communication or INTL 327 Introduction to Intercultural Communication
BUSN 401 International Consulting Practicum 3
ECON/INTL 329 International Economics 3
MGMT/INTL 418 International Management 3
MKTG/INTL 320 International Marketing 3

Approved management elective
BUSN 400 Principles of Consulting 3
MGMT 321 Survey of Entrepreneurship 3
MGMT 420 Labor and Employment Relations 3
MGMT 423 Social Entrepreneurship and Innovation 3
MGMT 431 Strategic Human Resource Management 3
MGMT 433 Compensation Management 3
MGMT 491 Topics in Management (variable, with no more than six credits total) 1-3
MGMT 493 Internship in Management 3
SCMA 427 Employment Law 3

Approved supply chain and analytics elective
Approved systems and marketing elective
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
SCMA 439 Process Management and Quality Control 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**

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>INFO 160</td>
<td>Digital Literacy: Computer Concepts, Internet, Digital Devices 1</td>
</tr>
<tr>
<td>INFO 162</td>
<td>Digital Literacy: Spreadsheets Skills I 1</td>
</tr>
<tr>
<td>SCMA 171</td>
<td>Mathematical Applications for Business (or open elective) 3</td>
</tr>
<tr>
<td>UNIV 111</td>
<td>Focused Inquiry I 3</td>
</tr>
<tr>
<td>Approved University Core Education Curriculum courses</td>
<td>6-8</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
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</table>

**Spring semester**

<table>
<thead>
<tr>
<th>Hours</th>
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<tbody>
<tr>
<td>BUSN 225</td>
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<tr>
<td>INFO 161</td>
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<tr>
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</tr>
<tr>
<td>SCMA 212 or MATH 200</td>
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<tr>
<td>UNIV 112</td>
</tr>
<tr>
<td>Approved University Core Education Curriculum course</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
</tr>
</tbody>
</table>

**Senior year**

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>ACCT 203</td>
<td>Introduction to Accounting I 3</td>
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<tr>
<td>BUSN 201</td>
<td>Foundations of Business 3</td>
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<tr>
<td>ECON 210</td>
<td>Principles of Microeconomics 3</td>
</tr>
<tr>
<td>UNIV 200</td>
<td>Inquiry and the Craft of Argument 3</td>
</tr>
<tr>
<td>Business General Education elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spring semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 303</td>
<td>Creativity and Ideation 3</td>
</tr>
<tr>
<td>MGMT 310</td>
<td>Managing People in Organizations 3</td>
</tr>
<tr>
<td>MGMT 331</td>
<td>Human Resource Management 3</td>
</tr>
<tr>
<td>SCMA 302</td>
<td>Business Statistics II 3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td>15</td>
</tr>
</tbody>
</table>

**Total minimum requirement 120 credits**

MGMT 291. Topics in Management. 1-3 Hours.
Variable hours. Variable credit. Maximum of 3 credits per topic.
Prerequisite: permission of instructor. An in-depth study of selected business topics. Graded as pass/fail at the option of the department.

MGMT 303. Creativity and Ideation. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Course explores the individual, social and institutional contexts for creativity and ideation. Students will examine four specific concepts in support of exploration in these areas: knowledge, curiosity, creativity and ideation.

MGMT 310. Managing People in Organizations. 3 Hours.
Semester course; 3 lecture hours. 3 credits. This course is restricted to students who have completed at least 54 credits (junior standing). Introduces students to the management of people in organizations, focusing on the managerial skills, knowledge and activities needed for a successful business operation. Topics include planning, organizing, staffing and leading; effectively utilizing human capital to achieve an organization’s objectives in today's competitive environment.

MGMT 313. Entrepreneurial Finance. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: FIRE 311 or permission of instructor. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). This course emphasizes financial management needs for entrepreneurs or persons who expect to be employed in closely held corporations.
MGMT 319. Leadership. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 310. This course is restricted to students who have completed at least 54 credit hours (junior standing). Coverage of the major approaches to leadership considering individual, team, organizational and cultural perspectives. Emphasis on self-assessment and on historical and contemporary leadership cases.

MGMT 321. Survey of Entrepreneurship. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Underlying concepts in entrepreneurship; the importance of entrepreneurs and the problems they face; entrepreneur characteristics and competencies; what makes an idea entrepreneurial; managing relations, ethics and sustainability; opportunity recognition, critical thinking and emphasis on innovative concept development; detailed concept feasibility analysis.

MGMT 331. Human Resource Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 301, STAT 210 or STAT 212. This course is restricted to students who have completed at least 54 credit hours (junior standing). Introduces students to the role of human resource management in attracting and retaining a productive workforce. Includes human resource planning, recruitment and selection; employee diversity and development; performance appraisal and reward systems; labor and employee relations; and public policy related to HRM practices.

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 420. Labor and Employment Relations. 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). Managerial decision-making in labor management relationships; the collective bargaining process and the administration of labor agreements; the impact of public policy and labor legislation.

MGMT 423. Social Entrepreneurship and Innovation. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Enrollment restricted to students who have completed at least 54 credit hours (junior standing). An advanced management course in promoting societal good through entrepreneurial activities. Students will learn the various forms of entrepreneurship that benefit society, developing an understanding of the many contexts in which such entrepreneurship occurs and its impact on society. Students will identify issues of societal/environmental marginalization, ideate potential solutions, generate in-depth research relevant to course projects and take part in presentations regarding their findings and the development of a socially conscious venture.

MGMT 424. Social Entrepreneurship and Innovation. 3 Hours.
3 lecture hours. 3 credits. Prerequisite: MGMT 331. This course is restricted to students who have completed at least 54 credit hours (junior standing). A critical study of selected problems in human resource management.

MGMT 433. 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 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.