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

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/entrepreneurship concentration empowers students to develop an entrepreneurial mindset and complementary skill set needed to provide creative solutions for new ventures and existing organizations. Students gain knowledge of entrepreneurial and design concepts useful for questioning assumptions, exploring alternatives and developing creative solutions.

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:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>A minimum of 54 credits in the foundation program</td>
<td></td>
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</tr>
<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 212 or MATH 200</td>
<td>Differential Calculus and Optimization for Business</td>
<td>3-4</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>
<tr>
<td>INFO 162</td>
<td>Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>Another INFO 16X course</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>UNIV 111</td>
<td>Focused Inquiry I</td>
<td>3</td>
</tr>
<tr>
<td>course video for Focused Inquiry I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNIV 112</td>
<td>Focused Inquiry II (with a minimum grade of C)</td>
<td>3</td>
</tr>
<tr>
<td>course video for Focused Inquiry II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNIV 200</td>
<td>Inquiry and the Craft of Argument (with a minimum grade of C)</td>
<td>3</td>
</tr>
</tbody>
</table>

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 BUSN 212 or MATH 200. These credits will count as electives in the foundation program. The sample curriculum outline provides an example in which BUSN 171 is used as a prerequisite for BUSN 212.

The INFO 160, INFO 161, INFO 162 and INFO 16X 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/entrepreneurship

Business foundation (60 credits minimum)  
General Education requirements (34 credits minimum)  
Course | Title | Hours
--- | --- | ---
UNIV 111 | Focused Inquiry I | 3
UNIV 112 | Focused Inquiry II | 3
UNIV 200 | Inquiry and the Craft of Argument | 3
Approved humanities/fine arts | 3
Approved natural/physical sciences | 3-4
Approved quantitative literacy:
BUSN 212 | Differential Calculus and Optimization for Business | 3-4
or MATH 200 | Calculus with Analytic Geometry I | 3-4
Approved social/behavioral sciences | 3-4
Total Hours | 21-24

Course | Title | Hours
--- | --- | ---
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 16x (choose from remaining 16x courses) | 1
Business general education electives (Select credits from the approved list.) | 3
Total Hours | 13

Advanced Business Foundation requirements
Course | Title | Hours
--- | --- | ---
ACCT 203 | Introduction to Accounting I | 6
& ACCT 204 | Introduction to Accounting II | 6
BUSN 201 | Foundations of Business | 3
BUSN 225 | Winning Presentations | 3
Electives | 11-14
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)
Course | Title | Hours
--- | --- | ---
Advanced business core
BUSN 325 | Organizational Communication | 3
BUSN 499 | Business Knowledge Exam | 0
FIRE 311 | Financial Management | 3
MGMT 303 | Creativity and Ideation | 3
MGMT 310 | Managing People in Organizations | 3
MGMT 434 | Strategic Management (capstone) | 3
MKTG 301 | Marketing Principles | 3
SCMA 301 | Business Statistics I | 3

Major requirements
Advanced core (flexible by major)
BUSN 332 | Legal Environment of Business | 3
INFO 360 | Business Information Systems | 3
MGMT 319 | Leadership | 3
SCMA 302 | Business Statistics II | 3
SCMA 320 | Production/Operations Management | 3
Major-specific courses
MGMT 313 | Entrepreneurial Finance | 3
MGMT 321 | Survey of Entrepreneurship | 3
MGMT 331 | Human Resource Management | 3
MGMT 389 | Managerial Skills Development | 3
MGMT 435 | New Venture Strategy and Initiation | 3
& MGMT 436 | and New Venture Strategy and Initiation | 6
Select two approved entrepreneurship electives | 6
Total Hours | 60

The minimum total of credit hours required for this degree is 120.

Business general education electives
Course | Title | Hours
--- | --- | ---
Additional University Core Education Curriculum approved courses
Any AFAM, ANTH, ANTZ, ARTH, BIOL, BIOZ, CHEM, CHEZ, CRJS, DANC, ENGL, ENVS, FRSC, FRSZ, HIST, INNO, INSC, INTL (except INTL 493), MASC, MATH, PHIL, PHYS, PHYZ, POLI, PSYC (except PSYC 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:
UNIV 211 | Food for Thought | 3
UNIV 213 Play course video for The Truth About Lying | 3
UNIV 217 | Finding Your Voice in Contemporary Society | 3
UNIV 222 | Pseudoscience | 3
UNIV 299 | What’s the Big Idea? | 3
Approved entrepreneurship electives

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRE 305</td>
<td>Principles of Real Estate</td>
<td>3</td>
</tr>
<tr>
<td>INFO 320</td>
<td>Business Intelligence and Data Mining</td>
<td>3</td>
</tr>
<tr>
<td>INFO 361</td>
<td>Systems Analysis and Design</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 423</td>
<td>Social Entrepreneurship and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 315</td>
<td>Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 330</td>
<td>Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 335</td>
<td>Introduction to Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 450</td>
<td>Product Development and Management</td>
<td>3</td>
</tr>
<tr>
<td>SCMA 386</td>
<td>Global Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 171</td>
<td>Mathematical Applications for Business</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 162</td>
<td>Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 101</td>
<td>Introduction to the University (satisfies open elective)</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 111</td>
<td>Focused Inquiry I</td>
<td>3</td>
</tr>
</tbody>
</table>

Approved University Core Education Curriculum courses: 6

**Spring semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 212</td>
<td>Differential Calculus and Optimization for Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 225</td>
<td>Winning Presentations</td>
<td>3</td>
</tr>
<tr>
<td>INFO 161</td>
<td>Digital Literacy: Word Processing Skills</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 112</td>
<td>Focused Inquiry II</td>
<td>3</td>
</tr>
</tbody>
</table>

Approved University Core Education Curriculum course: 6

**Sophomore year**

**Fall semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 203</td>
<td>Introduction to Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 201</td>
<td>Foundations of Business</td>
<td>3</td>
</tr>
<tr>
<td>ECON 210</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 200</td>
<td>Inquiry and the Craft of Argument</td>
<td>3</td>
</tr>
</tbody>
</table>

Business general education elective: 3

**Spring semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 204</td>
<td>Introduction to Accounting II</td>
<td>3</td>
</tr>
</tbody>
</table>

**Junior year**

**Fall semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 325</td>
<td>Organizational Communication</td>
<td>3</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>
<tr>
<td>MGMT 310</td>
<td>Managing People in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>SCMA 302</td>
<td>Business Statistics II</td>
<td>3</td>
</tr>
</tbody>
</table>

**Spring semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<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>MGMT 321</td>
<td>Survey of Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 331</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>SCMA 320</td>
<td>Production/Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Senior year**

**Fall semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 313</td>
<td>Entrepreneurial Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 389</td>
<td>Managerial Skills Development</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 435</td>
<td>New Venture Strategy and Initiation</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>Marketing Principles</td>
<td>3</td>
</tr>
</tbody>
</table>

**Spring semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 499</td>
<td>Business Knowledge Exam</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 434</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 436</td>
<td>New Venture Strategy and Initiation</td>
<td>3</td>
</tr>
</tbody>
</table>

Approved entrepreneurship and small business management electives: 6

Open elective: 3

**Term Hours:** 15

**Total Hours:** 120

The minimum total of credit hours required for this degree is 120.

**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. Enrollment is restricted to students who have completed a minimum of 54 credits (junior standing). 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: SCMA 301, STAT 210 or STAT 212. This course is restricted to students who have completed a minimum of 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 332. Staffing Organizations. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 331. 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. 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 431. Strategic Human Resource Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MGMT 332 or MGMT 333, with a minimum grade of C. Enrollment restricted to students with a minimum of 85 credit hours (senior standing). Design and execution of human resource management strategies to achieve a competitive advantage; proper internal alignment of activities within the HRM function as well as external alignment of HRM activities with organizational goals, strategy and competitive environment.

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 BUSN 325 or 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 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.