

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

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/international management concentration allows students to pursue an interest in the global nature of today's business world. A variety of opportunities for international study within and outside the university are available. Students in the management/international management concentration are encouraged to enrich their learning experience by pursuing a minor in international studies or foreign language, studying abroad through the Consortium International University or taking approved courses outside the School of Business.

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.

Student 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 admission requirements for the School of Business (<https://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies/>) detail the deadlines and other requirements for

students to be admitted to one of these major programs of study. The following courses must be completed before the student may declare a specific business major: ACCT 203, ACCT 204, BUSN 201 or BUSN 205, BUSN 212 or MATH 200, BUSN 225, ECON 210, ECON 211, UNIV 111, UNIV 112 and UNIV 200.

The School of Business has special academic policies (<http://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies/>), including policies on transfer credits, that apply to all undergraduate degrees.

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 open electives in the degree program.

No more than six credits from the BUSN 16X Digital Literacy 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. Students who earned a minimum grade of B in either ECON 203 or ECON 205 at VCU may substitute that credit for ECON 210.

The pass/fail grading policy may not be used for many course requirements. Students should check with their academic adviser before taking the pass/fail grading option.

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

Course	Title	Hours
General education (https://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 30 credits of general education courses in consultation with an adviser.		30
Major requirements		
• Major core requirements		
MGMT 319	Leadership	3
SCMA 302	Business Statistics II	3
• Concentration requirements		
ECON/INTL 329	International Economics	3
MGMT 331	Human Resource Management	3
MGMT 405	Negotiation, Influence and Conflict Management	3
MGMT/INTL 418	International Management	3
MKTG/INTL 320	International Marketing	3
• Major electives		
International management elective (select from the list below)		9
Ancillary requirements		
• Ancillary core requirements		
ACCT 203 & ACCT 204	Introduction to Accounting I and Introduction to Accounting II	6

BUSN 225	Winning Presentations	3
BUSN 301	Career and Professional Development	1
BUSN 323	Legal Environment of Business	3
BUSN 499	Business Knowledge Exam	0
ECON 210	Principles of Microeconomics (satisfies general education BOK for social/behavioral sciences and/or AOI for global perspectives)	3
ECON 211	Principles of Macroeconomics	3
FIRE 311	Financial Management	3
INFO 360	Business Information Systems	3
MGMT 303	Creativity and Ideation	3
MGMT 310	Managing People in Organizations	3
MGMT 434	Strategic Management	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3
SCMA 320	Production/Operations Management	3
• Additional ancillary requirements		
BUSN 201	Foundations of Business ¹	3
or BUSN 205	Introduction to the World of Business	
BUSN 212	Business Problem Solving and Analysis (either satisfies general education quantitative foundations)	4
or MATH 200	Calculus with Analytic Geometry I	
Open electives		
Select any course ²		16
Total Hours		120

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BUSN 205 satisfies general education AOI for global perspectives

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Students may choose electives to reach the minimum total of 120 credits

The minimum number of credit hours required for this degree is 120.**International management electives**

Course	Title	Hours
BUSN 329/INTL 327	Introduction to Intercultural Communication	3
BUSN 400	Principles of Consulting	3
BUSN 401	International Consulting Practicum	3
FIRE 316/INTL 416	International Financial Management	3
MGMT/INTL 446	International Human Resource Management	3
MGMT 491	Topics in Management (variable, with no more than 6 credits total)	1-3
MGMT 493	Internship in Management	3
MKTG 448	Digital Marketing	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		Hours
UNIV 111	Introduction to Focused Inquiry: Play course	3
Investigation and Communication (satisfies general education UNIV foundations)		
Introduction to Focused Inquiry: Investigation and Communication		
General education course		3
General education course		3
General education course		3
Open elective (prerequisite to BUSN 212 suggested)		3
Term Hours:		15
Spring semester		
BUSN 212	Business Problem Solving and Analysis (satisfies general education quantitative foundations)	4
BUSN 225	Winning Presentations	3
UNIV 112	Focused Inquiry II (satisfies general education UNIV foundations)	3
Play course video for Focused Inquiry II		
General education course		3
Open elective		3
Term Hours:		16
Sophomore year		
Fall semester		
ACCT 203	Introduction to Accounting I	3
BUSN 201	Foundations of Business	3
or BUSN 205	or Introduction to the World of Business	
ECON 210	Principles of Microeconomics (satisfies general education BOK for social/behavioral sciences and/or AOI for global perspectives)	3
UNIV 200	Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)	3
General education course		3
Term Hours:		15
Spring semester		
ACCT 204	Introduction to Accounting II	3
BUSN 301	Career and Professional Development	1
BUSN 323	Legal Environment of Business	3
ECON 211	Principles of Macroeconomics	3
MKTG 301	Marketing Principles	3
Open elective		3
Term Hours:		16
Junior year		
Fall semester		
FIRE 311	Financial Management	3

MGMT 303	Creativity and Ideation	3
MGMT 310	Managing People in Organizations	3
MGMT 331	Human Resource Management	3
SCMA 301	Business Statistics I	3
Term Hours:		15
Spring semester		
ECON/INTL 329	International Economics	3
INFO 360	Business Information Systems	3
MGMT 319	Leadership	3
SCMA 302	Business Statistics II	3
International management elective		3
Term Hours:		15
Senior year		
Fall semester		
BUSN 499	Business Knowledge Exam	0
MGMT 405	Negotiation, Influence and Conflict Management	3
MGMT 418	International Management	3
SCMA 320	Production/Operations Management	3
International management elective		3
Open elective		3
Term Hours:		15
Spring semester		
MGMT 434	Strategic Management	3
MKTG/INTL 320	International Marketing	3
International management elective		3
Open electives		4
Term Hours:		13
Total Hours:		120

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