

MANAGEMENT MAJOR (A)

Students in the Management program will master current software for designing and managing business projects, while adopting proven project management tools and techniques at each stage in a project's life cycle. Coursework will prepare students to integrate organizational strategies that involve the parent, supplier, and sub-supplier organizations working together in domestic and global environments. A comprehensive business plan will be developed in a capstone experience.

Program Learning Outcomes

By fulfilling all of the course requirements for the Bachelor's of Science in Management, students will be able to:

1. Demonstrate the ability to use critical thinking skills in the business context
2. Demonstrate the ability to use creative thinking skills in the business context
3. Demonstrate strategic decision making skills in the development of a business plan
4. Develop knowledge of operations and management - planning, organizing, leading and controlling the resources of an organization
5. Demonstrate knowledge of human resource issues within the business organization
6. Understand and apply the dynamics of the marketing function, including product planning, pricing, promotion, channel management, and competition analysis
7. Apply basic accounting principles and construct and interpret financial statements

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Major Requirements		48
Electives		27
Minor: Optional		
Total Hours		120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Major Requirements

Code	Title	Hours
<i>Required Core Courses</i>		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	
COMM 105	Public Speaking	
	or COMM 20 Interpersonal Communication	
<i>Core Business Requirements</i>		
ACCT 205	Accounting & Finance for Business Professionals	3
BUS 161	Business Essentials	3

or BUS 162	Quantitative Business Essentials	
BUS 210	Business Law I	3
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3
ECON 231	Microeconomics	3
MGMT 130	Management & Leadership	3
or MBA 544	People-Focused Management	
MKTG 131	Sales and Marketing	3
Required Major Courses		
MKTG 223	Public Relations	3
BUS 240	Project Management	3
BUS 272	Organizational Management Principles	3
MGMT 336	Human Resource Management	3
MGMT 345	Diversity, Inclusion, and Human Relations	3
MGMT 360	Small Business Administration	3
MGMT 472	Managing Change	3
Total Hours		48