

Management, B.B.A.

Program Description

The program of study in Management is designed to prepare students for leadership roles in the field of management. Management is the process of planning, organizing, staffing, directing and controlling activities in an organization that will result in the achievement of a common goal. Managers make decisions and direct resources so that organizational goals and objectives are achieved.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admissions Requirements

Admission to Coles B.B.A programs is separate from Admissions to Kennesaw State University. Students must meet the program requirements, outlined below. In order to be able to take upper-division courses and graduate with a Management B.B.A., students must successfully:

- Complete BUSA 2150: Professionalism I: Clarifying My Major and Career
- Meet the Coles College Sophomore GPA Requirement
- Be admitted to the Coles Undergraduate Professional Program. Admission to the Coles Undergraduate Professional Program is separate from admission to Kennesaw State University. In addition, all business majors must earn a grade of "C" or better in all business courses counted toward their degree.

View the special admission, progression, and graduation requirements of the Coles College of Business.

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Core IMPACTS Curriculum Requirements Specific to This Major

Students must take MATH 1111: College Algebra or higher in Mathematics & Quantitative Skills.

Core Field of Study (18 Credit Hours)

Students must earn a "C" or better in these courses.

- ACCT 2101: Principles of Accounting I
- ACCT 2102: Principles of Accounting II
- ECON 2105: Principles of Macroeconomics
- ECON 2106: Principles of Microeconomics
- ECON 2300: Business Statistics
- IS 2200: Information Systems and Communication

Leadership and Career Program (0 Credit Hours)

- BUSA 2150: Professionalism I: Clarifying My Major and Career
- BUSA 3150: Professionalism II: Relevant Work Experience
- BUSA 4150: Professionalism III: Post-Graduate Success

Major Requirements (36 Credit Hours)

Students must earn a grade of "C" or better in these courses.

Business Core (24 Credit Hours)

- BLAW 2200: Legal and Ethical Environment of Business
- MGT 3100: Management and Behavioral Sciences
- MKTG 3100: Principles of Marketing
- FIN 3100: Principles of Finance
- IS 3100: Information Systems Management
- MGT 3200: Operations Management
- ECON 3300: Applied Statistical and Optimization Models
- MGT 4199: Strategic Management

Major Field Required Courses (12 Credit Hours)

- MGT 4001: Organizational Behavior
- MGT 4002: Human Resource Management
- MGT 4003: Project Management
- MGT 4004: Managing Your Company

Major Electives (21 Credit Hours)

Students must earn a grade of "C" or better in these courses.

Major Field Elective Courses (3 Credit Hours)

Select 3 credit hours from the following list of courses:

- MGT 4174: International Human Resource Management
- MGT 4190: International Management
- MGT 4476: Contemporary Global Business Practices
- MGT 4800: International Supply Chain Management

Major Elective Courses (9 Credit Hours)*

Select 9 credit hours from the following list of courses:

- BLAW 4960: Current Issues in Business Ethics and Law
 - BUSA 3500: Culture & International Business
 - HMGH 3300: Introduction to Hospitality
 - BLAW 3400: Negotiation
 - MKTG 4850: Business to Business Marketing
 - MKTG 4666: Marketing for Entrepreneurs
- Any 3000 or 4000 level ENTR course
Any 3000 or 4000 level MGT course

Related Studies (9 Credit Hours)

Select 9 credit hours of 3000–4000 level coursework from the following prefixes: ACCT, BLAW, BUSA, ECON, ENTR, FIN, FTA, HMGH, INS, IS, ISA, MKTG, RE.

MGT courses cannot be used here.

A maximum of 9 hours of credit in Management, Entrepreneurship and Hospitality Experiential Learning such as Internships and Co-ops may be used in this area. Experiential Learning cannot be used in any other area.

University Electives (3 Credit Hours)

In accordance with KSU Graduation Policy, students must earn a grade of "D" or better in these courses while maintaining a minimum 2.00 cumulative GPA.

Free Electives (3 Credit Hours)

Select 3 credit hours of 1000–4000 level coursework from the University Catalog.

Program Total (120 Credit Hours)

***Guidance for Selecting Major Electives:**

Students interested in further specialization in management are encouraged to complete a minor course of study in Human Resources Management Minor, Operations and Supply Chain Minor, or Entrepreneurship Minor.