

Business Administration

Major	MAJOR	MINOR
Minor	Hours Required in FSUBusiness Common Body of Knowledge:	33
	Hours Required in Concentration:	27
Concentrations in:	Hours Required in CBK Outside FSUBusiness	18-19
	Total Hours Required for Major/Minor	78-79

- FINANCE
- GENERAL MANAGEMENT
- GLOBAL BUSINESS
- HOSPITALITY MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- MARKETING
- SMALL BUSINESS/ENTREPRENEURSHIP

Department of Management and Department of Marketing and Finance

Professors:

Ashley-Cotleur, Gaumer (Chair, Department of Marketing and Finance), Offstein, Plucinski, Rahman, Shah, Shin, Singh, Tootoonchi

Associate Professors:

Dean, Harrell-Cook, Mattare, McClellan, Monahan (Chair, Department of Management), Shore, Sigerstad, Ye

Assistant Professors:

Ashraf, Chory, Han, Huh, Levitt, Venezia

Lecturers:

Arnone, Kentrus, Schrader

- All concentrations may be completed at the Frostburg campus. The concentrations in General Management and Hospitality Management may be completed at the University System of Maryland at Hagerstown.

Summary of Requirements for Major/Minor in Business Administration

Major	Minor
<p>1. FSUBusiness CBK: (33 hours) ACCT 211* Financial Accounting ACCT 212* Managerial Accounting BLAW 291* Legal Environment of Business FINA 370* Corporate Finance MGMT 110* Career and Professional Development I MGMT 251* Management of Organizations MGMT 310* Career and Professional Development II MGMT 355* Operations Management MGMT 356* Leadership & Human Behavior MGMT 405* Business Ethics and Social Responsibility MGMT 485* Business Policy and Strategy (<i>MGMT Capstone</i>) MKTG 361* Principles of Marketing</p> <p>2. CBK Courses Outside FSUBusiness: (18-19 hours) Communication Studies (3 hours) CMST 102/112* Introduction to Human Communication</p> <p>Computer Science (3 hours) COSC 220* Software Applications for Business (<i>Tech. Fluency</i>)</p> <p>Economics (6 hours) ECON 201/211* Principles of Economics (Macro) (<i>GEP Group D</i>) ECON 202/212* Principles of Economics (Micro)</p> <p>Mathematics (6-7 hours) MATH 118* Applied Mathematics for Business or MATH 220* Calculus for Applications I or MATH 236* Calculus I (<i>Core Skill 3</i>) MATH 109/110* Elements of Applied Probability and Statistics (<i>Core Skill 3</i>) or MATH 380* Introduction to Probability and Statistics</p> <p>3. Area of Concentration: (27 hours) <i>Majors must choose to concentrate in one of the following:</i></p> <ul style="list-style-type: none"> • Finance • General Management • Global Business • Hospitality Management • Human Resource Management • Marketing • Small Business/Entrepreneurship 	<p>1. FSUBusiness CBK: (18 hours) ACCT 211 Financial Accounting BUAD 100 Introduction to Business or BLAW 291 Legal Environment of Business FINA 303 Principles of Finance or FINA 370 Corporate Finance or FINA 476 Financial Management MGMT 251 Management of Organizations MGMT 356 Leadership & Human Behavior or BMIS 455 Management Information Systems MKTG 361 Principles of Marketing</p> <p>2. CBK Courses Outside FSUBusiness: Economics (3 hours) ECON 200 Basic Economics or ECON 201/211 Principles of Economics (Macro) (<i>GEP Group D</i>)</p>

*You must receive a grade of C or better for this course to count toward major.

Requirements for Concentration in Finance

1. Core Courses (51-52 hours)

Required of all majors in Business Administration; listed above.

2. Required Courses in Concentration (12 hours)

FINA 375	Financial Institutions Management
FINA 475	Securities Investment
FINA 476	Financial Management
FINA 479	Financial Policy (<i>Capstone</i>)

3. Elective Courses (15 hours)

Select five courses from among the following:

ACCT 420	Tax
FINA 301	Introduction to Personal Financial Planning
FINA 371	Insurance Planning and Risk Management
FINA 377	Retirement Income Planning
FINA 381	Principles of Real Estate
FINA 405	Short-term Financial Management
FINA 420	Entrepreneurial Finance
FINA 451	Estate Planning and Advanced Topics in Financial Planning
FINA 477	International Financial Management
FINA 494	Internship in Finance

Or select three courses from above and two courses from among the following:

ACCT 311	Intermediate Accounting I
ACCT 312	Intermediate Accounting II
ACCT 330	Governmental and Nonprofit Accounting
ACCT 340	Financial Reporting Issues
ECON 306	Money and Banking
ECON 351	Intermediate Macro-Economics
ECON 352	Intermediate Micro-Economics
ECON 400	International Trade

Requirements for Concentration in General Management

1. Core Courses (51-52 hours)

Required of all majors in Business Administration; listed above.

NOTE: MGMT 485 Business Policy and Strategy serves as concentration capstone

2. Required Courses in Concentration (9 hours)

MGMT 315	New Business Ventures
MGMT 357	Human Resources Management
MGMT 359	Quality Management

3. Elective Courses (18 hours)

Select from among:

BMIS 455	Management Information Systems
ECON 305	Managerial Economics
FINA 476	Financial Management
MGMT 425	Entrepreneurial Business Plan
MGMT 450	International Management
MGMT 452	Staffing and Development
MGMT 456	Compensation Management
MGMT 457	Labor Relations
MGMT 490	Special Topics in Business Administration – Management
MGMT 494	Internship in Management (3 or 6 credits)
MGMT 499	Independent Study in Management
MKTG 366	Consumer Behavior

NOTE: No more than 6 hours of internship credit may be used for this option.

Requirements for Concentration in Global Business

1. Core Courses (51-52 hours)

Required of all majors in Business Administration; listed in catalog.

2. Required Courses in Concentration (18 hours)

ECON 400	International Trade
FINA 477	International Financial Management
INTR 330	International Business
INTR 491	Global Business Seminar (<i>Capstone</i>)
MGMT 450	International Management
MKTG 460	Global Marketing

3. Electives (9 hours)

Select three from the following 3-credit courses:

CMST 350	Intercultural Communication
ECON 309	Comparative Economic Systems
ECON 401	International Finance
ECON 405	Economics of Developing Countries
FINA 494	Internship in Finance
	or MGMT 494 Internship in Management
	or MKTG 494 Internship in Marketing
GEOG 407	Political Geography
INTR 490	Special Topics in Global Business
SPAN 101	Basic Elements of Spanish I
	or FREN 101 Basic Elements of French I
	or MDL 190 Selected Topics in Foreign Language and Literature
SPAN 102	Basic Elements of Spanish II
	or FREN 102 Basic Elements of French II

An additional 3 credits of foreign language study, in the same language

Requirements for Concentration in Hospitality Management

1. Core Courses (51-52 hours)

Required of all majors in Business Administration; listed above.

NOTE: MGMT 485 Business Policy and Strategy serves as concentration capstone.

2. Required Courses in Concentration (21 hours)

HMGT 101	Analysis of the Hospitality Industry (3 credits at UMES)
HMGT 396	Special Topics in Hospitality Management (12 credits)
	Approved courses will be 6 weeks of study abroad at Vanung University in Taiwan.
HMGT 401	Law and the Hospitality Industry (3 credits at UMES)
MGMT 494*	Internship in Management (3 credits)

3. Elective Courses (6 hours)

Select from among the following:

BMIS 455	Management Information Systems (3 credits)
GEOG 454	Geography of Tourism (3 credits)
GEOG 455	Tourism Planning (3 credits)
HMGT 350	Marketing Hospitality and Leisure Services (3 credits @ UMES)
INTR 330	International Business (3 credits)
MGMT 315	New Business Ventures (3 credits)
MGMT 357	Human Resources Management (3 credits)
MGMT 359	Quality Management (3 credits)
MGMT 425	Entrepreneurial Business Plan (3 credits)
MGMT 450	International Management (3 credits)
MGMT 490	Special Topics in Business Administration – MGMT (3 credits)
MGMT 494*	Internship in Management (internship credits in concentration may not exceed 6 credits)
MGMT 499	Independent Study in Management (3 credits)
RECR 448	Principles of Ecotourism (3 credits)

*Internship must be performed at Rocky Gap or any hotels and resorts.

Requirements for Concentration in Human Resource Management

1. Core Courses (51-52 hours)

Required of all majors in Business Administration; listed above.

NOTE: MGMT 485 Business Policy and Strategy serves as concentration capstone

2. Required Courses in Concentration (15 hours)

MGMT 357 Human Resources Management
 MGMT 450 International Management
 MGMT 452 Staffing and Development
 MGMT 456 Compensation Management
 MGMT 457 Labor Relations

3. Elective Courses (12 hours)

Select from among the following:

BMIS 455 Management Information Systems
 CMST 300 Interpersonal Communication
 CMST 335 Organizational Communication
 ECON 301 Labor Economics
 MGMT 315 New Business Ventures
 MGMT 359 Quality Management
 MGMT 425 Entrepreneurial Business Plan
 MGMT 490 Special Topics in Business Administration – Management
 MGMT 494 Internship (3 or 6 credits)
 MGMT 499 Independent Study in Management

Requirements for Concentration in Marketing

1. Core Courses (51 - 52 hours)

Required of all majors in Business Administration; listed above.

2. Required Courses in Concentration (15 hours)

MKTG 363 Advertising
 MKTG 366 Consumer Behavior
 MKTG 462 Marketing Research
 MKTG 465 Marketing Strategies
 MKTG 469 Marketing Plans Development (*Capstone*)

3. Elective Courses (12 hours)

Select four (including at least two MKTG) from among the following:

ART 207 Graphic Design
 CMST 322 Presentational Communication
 GEOG 410 Locational Analysis
 MGMT 359 Quality Management
 or MGMT 315 New Business Ventures
 MKTG 364 Merchandising
 MKTG 365 Professional Selling and Relationship Management
 MKTG 460 Global Marketing
 MKTG 466 Services Marketing
 MKTG 467 Internet Marketing
 MKTG 494 Internship in Marketing

Requirements for Concentration in Small Business/Entrepreneurship

1. Core Courses (51- 52 hours)

Required of all majors in Business Administration; listed above.

NOTE: MGMT 485 Business Policy and Strategy serves as concentration capstone

2. Required Courses in Concentration (18 hours)

FINA 420 Entrepreneurial Finance
 MGMT 315 New Business Ventures
 MGMT 357 Human Resources Management
 MGMT 359 Quality Management
 MGMT 425 Entrepreneurial Business Plan
 MKTG 366 Consumer Behavior

3. Elective Courses (9 hours)

Select from among the following:

CMST 300 Interpersonal Communication
 or CMST 322 Presentational Communication
 or CMST 335 Organizational Communication
 ECON 305 Managerial Economics
 INTR 330 International Business
 MGMT 450 International Management
 MGMT 490 Special Topics in Business Administration – Management
 MGMT 494 Internship in Management (3 or 6 credits)
 MGMT 499 Independent Study in Management