Mission Statement
We use diverse methods in exploring and explaining the tools and techniques to understand, facilitate and build relationships between individuals, organizations and their environment. Management is often described as getting work done through others. Therefore, it is the most broadly applicable of all the disciplines in the College of Business. No matter what you go on to do - working in industry, starting a business, volunteering or serving in the public sector - you will interact with people. A crucial component of management is the ability to think critically and strategically in order to solve problems and make decisions that move organizations, departments and teams in directions that benefit long-term performance. In our classes you will learn about organizations, identifying, developing and leading people and, most importantly, begin to think in a matter that enables you to uniquely understand others.

As a department we serve our own majors, all students in the College of Business and the business minor, as well as non-business students in specialized courses.

Goals
The overall goals of the management program are:
- to prepare the graduates of our major for a wide variety of management careers and leadership roles.
- to provide instruction relating to the study and practice of management to all undergraduate and graduate students in the College of Business and a wide range of majors throughout JMU.

Objectives
After studying management, students will possess an advanced understanding of:
- The Functions of Management: Management majors should understand the leadership and interpersonal skills essential to getting work done through others so that they can attain organizational objectives in culturally diverse and global business environments.
- The Legal and Ethical Environment of Management: Management majors should comprehend the ethical and legal limits on a manager’s behavior in accomplishing management functions.
- Effective Decision Making and Problem Solving Solutions: Management majors should develop critical thinking skills demonstrated by their ability to integrate information from diverse sources, use logic and reasoning to develop solutions, and discern the most appropriate course of action in decisions and problems.
- Organizational Strategy and Design: Management majors should be able to explain the external and internal variables that influence the formulation, implementation and evaluation of organizational strategy and organization design.

Career Opportunities
- Project Manager
- Human Resources Generalist or Specialist
- Management Consultant/Analyst
- Operations or Logistics Manager
- Labor Relations Specialist
- Small Business Owner/Manager
- Customer Relations Manager
- Sales Manager

Co-curricular Activities and Organizations
- Net Impact, one of 250 chapters world wide, seeks to inspire, educate and equip students, faculty and organizational professionals in activities that use the power of business to create a more socially and environmentally sustainable world.
- Society for Human Resource Management (SHRM) provides students with extracurricular opportunities to learn more about the field of human resource management through speakers, facility tours, networking events with the local business community, and other activities.
- Students in Free Enterprise (SIFE) is a multidisciplinary organization providing a forum for undergraduates to initiate and implement entrepreneurial community service projects.
Degree and Major Requirements
Bachelor of Business Administration in Management

The B.B.A. degree in management requires a minimum of 120 credit hours of undergraduate work. Fifty percent of this work, 60 credit hours, must be taken outside of the College of Business. In counting the 60 credit hours of non-business courses, B.B.A. students may include all hours taken in general education (usually 41), up to a total of nine hours in economics (GECON courses must be counted as economics) and three hours of COB 191, Business Statistics.

The remaining hours, to bring the total to 60, must be taken from any department outside the College of Business. Students should carefully select these non-business electives to help them gain additional knowledge and expertise for their careers and personal lives. The credit hour requirements for each of the program components are as follows:

### Degree Requirements

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education requirements</td>
<td>41</td>
</tr>
<tr>
<td>B.B.A lower-level core courses</td>
<td>30</td>
</tr>
<tr>
<td>B.B.A. upper-level core courses</td>
<td>15</td>
</tr>
<tr>
<td>Management major requirements</td>
<td>24</td>
</tr>
<tr>
<td>Non-business electives</td>
<td>8-11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>

1 The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

### Major Requirements

**First Two Years**

Students planning to major in management must complete the 30-31 hour, lower-division B.B.A. core curriculum prior to enrolling in upper-division core courses normally taken in the first semester of the junior year. It is expected that the lower-division core curriculum will be completed during the first two years of study along with all, or most, of the university general education curriculum. Failing to complete all the lower-division core requirements on time will delay enrollment in upper-division core and major courses until at least the second semester of the junior year. Students enrolling in any 400-level course with a MGT prefix must have senior standing (90 credit hours). Students should not enroll in more than four courses with a MGT prefix in any given semester.

All management majors will take the three required management core courses.

### Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 340. International Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 365. Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 390. Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>Plus one applied course to be fulfilled by one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>MGT 425. Project Management</td>
<td></td>
</tr>
<tr>
<td>MGT 467. Management Consulting</td>
<td></td>
</tr>
<tr>
<td>MGT 494 or MGT 495. Internship</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

The remaining five management courses, one of which is the applied course, will be determined by whether a student chooses a concentration. Students who do not pursue a concentration may choose any five management courses, one of which must be an applied course, to fulfill their degree requirements. Students in management may choose to concentrate in human resource management or technology, innovation and entrepreneurship (TIE). The requirements for the two concentrations are delineated in the following sections.

### Concentrations

#### Human Resource Management Concentration

The concentration in human resource management is designed for the management major who desires to concentrate in the effective management of human capital. This concentration focuses on the development of knowledge and problem-solving skills within the component areas of human resource management. The human resource management concentration consists of the eight courses shown below.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 340. International Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 365. Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 390. Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT 460. Employment Law</td>
<td>3</td>
</tr>
<tr>
<td>MGT 462. Compensation, Benefits and Performance Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 468. Staffing, Succession Planning and HR Metrics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 481. Negotiation and Dispute Resolution</td>
<td>3</td>
</tr>
<tr>
<td>Applied HR Elective (choose one of the following)</td>
<td>3</td>
</tr>
<tr>
<td>MGT 467. Management Consulting</td>
<td></td>
</tr>
<tr>
<td>MGT 495. Human Resources Internship</td>
<td></td>
</tr>
</tbody>
</table>

24

#### Technology, Innovation and Entrepreneurship (TIE) Concentration

The concentration in technology, innovation and entrepreneurship is intended to prepare students for entrepreneurially-oriented careers. The educational approach will be broad-based and designed for students who seek careers in small businesses, as well as those who aspire to be entrepreneurs in corporate settings. The concentration will provide the theoretical framework and practical skills required for entrepreneurial success in organizations of all sizes. The technology, innovation and entrepreneurship concentration consists of the eight courses shown below.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 340. International Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 365. Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 372. Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MGT 390. Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT 420. Management of Technology and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>Management elective</td>
<td>3</td>
</tr>
<tr>
<td>Choose two of the following:</td>
<td></td>
</tr>
<tr>
<td>MGT 425. Project Management</td>
<td></td>
</tr>
<tr>
<td>MGT 450. Creativity and Innovation</td>
<td></td>
</tr>
<tr>
<td>MGT 472. Venture Creation</td>
<td></td>
</tr>
<tr>
<td>MGT 480. Organization Theory and Design</td>
<td></td>
</tr>
</tbody>
</table>

24

http://www.jmu.edu/catalog/12
Recommended Schedule for Majors
General Management (no concentration)

Third Year
First Semester
- COB 300A. Integrated Functional Systems: Management 3
- COB 300B. Integrated Functional Systems: Finance 3
- COB 300C. Integrated Functional Systems: Operations 3
- COB 300D. Integrated Functional Systems: Marketing 3
- General Education or non-business elective 3

Second Semester
- MGT 340. International Management 3
- MGT 365. Human Resource Management 3
- MGT 390. Organizational Behavior 3
- General Education or non-business electives 6

Fourth Year
First Semester
- Management electives 9
- General Education or non-business electives 6

Second Semester
- COB 487. Strategic Management 3
- Management electives 6
- General Education or non-business electives 6

Human Resource Management Concentration

Third Year
First Semester
- COB 300A. Integrated Functional Systems: Management 3
- COB 300B. Integrated Functional Systems: Finance 3
- COB 300C. Integrated Functional Systems: Operations 3
- COB 300D. Integrated Functional Systems: Marketing 3
- General Education or non-business elective 3

Second Semester
- MGT 340. International Management 3
- MGT 365. Human Resource Management 3
- MGT 390. Organizational Behavior 3
- General education or non-business electives 6

Fourth Year
First Semester
- HR courses 9
- General Education or non-business electives 6

Second Semester
- COB 487. Strategic Management 3
- HR courses 3
- HR applied elective 3
- General Education or non-business electives 6

Technology, Innovation and Entrepreneurship Concentration

Third Year
First Semester
- COB 300A. Integrated Functional Systems: Management 3
- COB 300B. Integrated Functional Systems: Finance 3
- COB 300C. Integrated Functional Systems: Operations 3
- COB 300D. Integrated Functional Systems: Marketing 3
- General Education or non-business elective 3

Second Semester
- MGT 340. International Management 3
- MGT 365. Human Resource Management 3
- MGT 390. Organizational Behavior 3
- General Education or non-business electives 6

Fourth Year
First Semester
- MGT 372. Entrepreneurship 3
- MGT 420. Management of Technology and Innovation 3
- TIE elective 3
- General Education or non-business electives 6

Second Semester
- COB 487. Strategic Management 3
- TIE elective 3
- Management elective 3
- General Education or non-business electives 6