

# BUSINESS MANAGEMENT

## MAJOR



## Business Management Highlights

**Management is about using critical thinking skills to innovate and solve problems, and about using interpersonal skills to work with others to accomplish goals.** The Business Management major prepares future managers to lead effectively in a dynamic global business environment, using a variety of resources to achieve organizational goals. To cultivate the skills that are in greatest demand, we require courses in project management, evidence-based decision making and management of technology and innovation that are highly valued by employers and also somewhat rare in management programs.

- The Society for Human Resource Management chapter received a **Superior Merit Award from SHRM for the 2022-2023 award cycle.**
- JMU's B.B.A. with a concentration in human resource management is **now aligned with the Society for Human Resource Management's (SHRM) HR Curriculum Guidebook and Templates**, which means our students can waive the two-year work experience requirement that is normally required prior to taking SHRM's professional certification exam.
- The College of Business is **one of 5% of business schools with AACSB international accreditation** (Association to Advance Collegiate Schools of Business).



## Career Possibilities

Business Analyst  
Consultant  
Contracts Administrator  
Entrepreneur/Owner  
Human Resources Associate  
Manager/Assistant Manager  
Program Manager  
Project Manager  
Recruiting Specialist  
Supply Chain Manager  
Team Leader

### RECOMMENDED MINORS

Business Analytics (BSAN)  
Communication Studies  
Computer Information Systems (CIS)  
Foreign Language  
Global Supply Chain Management  
Human Resource Development

### CO-CURRICULAR ORGANIZATIONS

Choose from more than 25 College of Business co-ed fraternities, clubs and honor societies to connect with peers and build leadership skills.





## Differential Tuition

As a student in the College of Business (CoB), you'll pay "differential tuition," an additional fee over JMU's standard tuition. This enables us to add significant value to your overall academic experience, and is a practice common among top business schools. These funds help ensure that our students gain a competitive edge for internships and job openings by providing hands-on experiences such as career treks, professional networking opportunities and career-development activities.



— GENEVIEVE BESTERCY ('16),  
SUPPLY CHAIN SPECIALIST,  
DUKE ENERGY

"The knowledge and skills I learned as a management major opened the door to many business opportunities by preparing me well to land, and succeed in, my current role as a supply chain sourcing specialist at Duke Energy."

## Starting Compensation\*

College of Business Major	Avg. Starting Compensation
Business Management, B.B.A.	\$62,922
<b>Avg. / Bus. Majors</b>	<b>\$75,969</b>

\*This report highlights the post-graduation pursuits for 89% of the CoB Spring Class of 2023 bachelor's degree recipients.

## Curriculum Highlights

### THREE CONCENTRATIONS

- **The Human Resource Management (HRM) concentration** is designed to help students broaden and deepen their understanding of the acquisition, development, management and retention of human capital in organizations.
- **The Innovation and Entrepreneurship (ENT) concentration** is designed to provide students with an introduction to the role of innovation in business development. It provides a solid foundation in the principal elements of entrepreneurship and small business management and the opportunity to gain hands-on experience working with a team to create a new business venture.
- **The Management Consulting (MC) concentration** is designed to develop and enhance students' critical thinking, problem solving and decision-making skills. In this track students engage in research and analysis to build a strong foundation for learning and implementing the business analysis and consulting process.

### COB ACCEPTANCE

After completing the lower-level B.B.A Core Courses and earning at least a 2.7 average GPA in those courses (excluding calculus and managerial accounting) students may apply for formal acceptance into the College of Business and become eligible for upper-level courses.

### LOWER B.B.A. CORE COURSES\*

- COB 191 - Business Analytics I\*\*
- COB 202 - Interpersonal Skills
- COB 204 - Computer Information Systems
- COB 241 - Financial Accounting
- COB 242 - Managerial Accounting
- COB 291 - Business Analytics II
- ECON 200 - Intro to Macroeconomics
- ECON 201 - Intro to Microeconomics
- MATH 205 or 235 - Calculus\*\*

\*official curriculum requirements are listed in the JMU Undergraduate Catalog  
\*\*or equivalent