

# 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 2021-2022 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
- 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 Salaries\*

| College of Business Major | Avg. Starting Salary |
|---------------------------|----------------------|
| Management B.B.A.         | \$59,903             |
| <b>Avg. / All Majors</b>  | <b>\$67,151</b>      |
| <b>Avg. Signing Bonus</b> | <b>\$5,700</b>       |

\*This report highlights the post-graduation pursuits for 65% of the CoB Class of 2022 May bachelor's degree recipients.

## Curriculum Highlights

### THREE CONCENTRATIONS

- **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.
- **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.

### 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\*

\*or equivalent