

# BUSINESS ADMINISTRATION MAJOR, MANAGEMENT CONCENTRATION (B.S.)

Professional managers think strategically and work cooperatively to lead businesses to successful outcomes. They are able to forecast organizational changes and challenges and meet them by effective planning, management, leadership, and control. If you enjoy working with people and focusing on the big picture, consider a concentration in Management.

A minimum of 120 credits of coursework is required for the baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA. However, more than 120 credits may be required depending upon the major field of study.

## Program Requirements

Students must complete 42 credits of General Education requirements (<http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/general-ed-ba-bs>) and 3-9 credits of World Languages and Cultures Requirements (<http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/world-languages-cultures-requirement>).

Code	Title	Credits
<b>Business Administration Required Core</b>		
<i>Business Fundamentals</i>		
ACCT 204	Fundamentals of Accounting	3
BSLW 235	Legal, Ethical, and Global Environment of Business	3
BUGN 280	Data Analysis, Interpretation, and Communication	3
INBS 250	Introduction to International Business	3
INFO 290	Technology in Business	3
<i>Integrated Core</i>		
BUGN 295	Elements of Business	3
FINC 300	Integrated Core: Finance	3
INFO 300	Integrated Core: Operations Management	3
MGMT 300	Integrated Core: Management	3
MGMT 439	Applied Business Strategy	3
MKTG 300	Integrated Core: Marketing	3
<b>Management Concentration</b>		
MGMT 315	Organizational Behavior	3
MGMT 316	Human Resource Management	3
MGMT 436	Strategic Project Management	3
Select three of the following:		9
INBS 356	International Management	
MGMT 305	Negotiations in the Workplace	
MGMT 314	Contemporary Corporate Social Responsibility (CSR)	
MGMT 318	Leadership	
MGMT 327	Training, Development, and Career Planning	
MGMT 331	Family Business	
MGMT 335	Small Business Management	
MGMT 363	Business and Society	
MGMT 392	Management Cooperative Education	

MGMT 416	Global Talent Management	
MGMT 431	Strategic Business Execution	
MGMT 491	Business Consulting	
MGMT 492	Selected Topics in Management	
<b>Major Electives</b>		
Select 12 credits from the list (see below)		12
<b>Business Administration Collaterals</b>		
ECON 101	Applied Macroeconomics	3
ECON 102	Applied Microeconomics	3
INFO 173	Spreadsheet Modeling for Business Decisions	3
INFO 240	Statistical Methods in Business	3
<b>Business Administration Career Learning</b>		
BUGN 310	Campus to Career Transition I	0
BUGN 320	Campus To Career Transition II	0
BUGN 330	Campus To Career Transition III	0
BUGN 340	Campus To Career Transition IV	0
Total Credits		75

## Major Electives

Code	Title	Credits
ECON 204	Real Estate Principles and Practice	3
ECON 206	Managerial Economics	3
ECON 207	Intermediate Microeconomic Analysis	3
ECON 208	Intermediate Macroeconomic Analysis	3
ECON 215	The Economics of Social Problems	3
ECON 224	Financial Economics	3
ECON 300	World Resources and Industries	3
ECON 301	Money and Banking	3
ECON 303	Economic Growth and Development	3
ECON 305	Commercial Real Estate Analysis	3
ECON 310	Urban and Regional Economics	3
ECON 311	Labor Economics	3
ECON 312	Business Cycles and Forecasting	3
ECON 317	Elementary Mathematical Techniques for Economics	3
ECON 320	Latin American Environments and Economies in a Global Framework	3
ECON 370	International Economics	3
ECON 401	Financial Institutions	3
ECON 407	Economics of Industrial Organization	3
ECON 408	Strategic Thinking and Game Theory	3
ECON 420	Applied Econometrics	3
ENTR 201	The Entrepreneurial Mindset and Innovation	3
ENTR 260	Introduction to Innovation and 3D Printing	3
ENTR 301	Creating Your Startup Business Model	3
ENTR 302	Preparing to Pitch and Launch Your Startup	3
ENTR 350	Entrepreneurship Cooperative Education	1-3
FINC 321	Fundamentals of Finance	3
FINC 322	Capital Budgeting Management	3
FINC 326	Investment Principles and Portfolio Theory	3
FINC 327	International Financial Management	3
FINC 350	Special Topics in Finance	3
FINC 410	Computer Applications in Economics and Finance	3

FINC 423	Advanced Corporate Finance	3	INFO 470	Electronic Commerce: Creating Business Value Using Information Technology	3
FINC 425	Working Capital Management	3	INFO 491	Independent Study in Information Systems	3
FINC 430	Futures/Options, and other Derivatives	3	INFO 492	Special Topics in Information Systems	1-3
FINC 431	Advanced International Financial Management	3	LITM 201	Introduction to Leisure and Tourism	3
FINC 490	Seminar in Finance	3	LITM 301	Leisure and Tourism Operations	3
FINC 491	Cooperative Education in Finance	3-8	LITM 302	Leisure and Tourism Facilities	3
HOSP 250	Hospitality Management	3	MGMT 231	Management Processes	3
HOSP 320	Hospitality Co-Op Ed	3	MGMT 305	Negotiations in the Workplace	3
HOSP 325	Service Management in Hospitality	3	MGMT 314	Contemporary Corporate Social Responsibility (CSR)	3
HOSP 330	Resort Management	3	MGMT 318	Leadership	3
HOSP 335	International Hospitality Management	3	MGMT 327	Training, Development, and Career Planning	3
HOSP 340	Restaurant Management and Operations	3	MGMT 331	Family Business	3
HOSP 350	Club Management	3	MGMT 332	Diversity In Business	3
HOSP 355	Contemporary Topics in Hospitality	3	MGMT 335	Small Business Management	3
HOSP 360	Casino Management and Operations	3	MGMT 363	Business and Society	3
HOSP 365	Convention Facility Management	3	MGMT 392	Management Cooperative Education	3
HOSP 370	Customer Relationship Management (CRM) Technologies in Hospitality	3	MGMT 416	Global Talent Management	3
HOSP 375	Property and Community Association Management	3	MGMT 417	Compensation Management	3
HOSP 380	Lodging Management	3	MGMT 431	Strategic Business Execution	3
HOSP 390	Food and Beverage Management	3	MGMT 435	Organizational Development and Change	3
HOSP 392	Selected Topics in Hospitality Management	1-3	MGMT 491	Business Consulting	3
HOSP 435	Managing Diversity in the Hospitality Industry	3	MGMT 492	Selected Topics in Management	1-3
HOSP 480	Revenue Management in Hospitality	3	MKTG 240	Introduction to Marketing	3
HOSP 490	Entrepreneurship in Hospitality	3	MKTG 250	Professional Selling	3
INBS 347	Export/Import Marketing Process	3	MKTG 307	Retail Marketing and Management	3
INBS 349	International Marketing	3	MKTG 309	Buying and Distribution Strategies	3
INBS 352	Economic Relations in Latin America	3	MKTG 310	Services Marketing	3
INBS 356	International Management	3	MKTG 315	International Tourism Marketing	3
INBS 370	World Trade and Investment	3	MKTG 320	Sports Marketing and Management	3
INBS 380	Global Financial Environment	3	MKTG 321	Event Marketing and Planning	3
INBS 420	Globalization and World Development	3	MKTG 325	E-Tailing and Multi-Channel Retailing	3
INBS 440	International Retailing	3	MKTG 339	Creative Process in Marketing	3
INBS 482	International Business Co-op Ed	3	MKTG 341	Consumer Behavior	3
INBS 484	Senior Seminar in International Business	3	MKTG 342	Sales Concepts and Practices	3
INFO 209	Personal Finance	3	MKTG 343	Direct Marketing	3
INFO 230	Introduction to Business Co-Op Work Exp	3	MKTG 344	Integrated Marketing Communications	3
INFO 310	Database Management Systems	3	MKTG 345	Nonprofit Operations and Marketing	3
INFO 342	Information Technology Infrastructure	3	MKTG 350	Pharmaceutical and Health Care Marketing	3
INFO 351	Fundamentals of Project Management	3	MKTG 351	Retail Store Co-op Ed	3
INFO 360	MIS Co-Op	3	MKTG 352	Event Marketing Practicum	2-3
INFO 361	Information Technology Special Projects	3	MKTG 353	Law of Sports, Entertainment and Tourism	3
INFO 365	Foundations of Business Analytics	3	MKTG 355	Sports, Events and Tourism Marketing Co-Op	3
INFO 366	Managing Big Data	3	MKTG 360	Brand Management	3
INFO 367	Structured Data Analytics	3	MKTG 365	Sustainability and Green Marketing	3
INFO 368	Unstructured Data Analytics	3	MKTG 442	Marketing Research	3
INFO 496	Advanced Systems Analysis and Design	3	MKTG 443	Sales Leadership Negotiation	3
INFO 400	Business Analytics Capstone Practicum	3	MKTG 445	Marketing Strategies in Sports, Event and Tourism Industries	3
INFO 412	Management for Information Systems Continuity	3	MKTG 446	Marketing Strategy and Implementation	3
INFO 416	Business Process Analysis and Enterprise Systems	3	MKTG 447	Marketing Analytics	3
INFO 440	Data Analysis and Visualization	3	MKTG 448	Marketing Consulting	3

MKTG 451	Internship in Retail Management	3
MKTG 482	Independent Owned and Franchised Retailing	3
MKTG 483	Seminar in Retail Management	3
MKTG 489	Internet and Social Media Marketing	3
MKTG 490	Marketing Co-op Ed	3
MKTG 492	Independent Study in Marketing	1-3
MKTG 493	Special Topics in Marketing	1-3
REAL 204	Real Estate Principles and Practice	3
REAL 305	Commercial Real Estate Analysis	3
REAL 360	Mortgage and Fixed Income Analysis	3
REAL 405	Real Estate Development	3
REAL 460	Real Estate Investments	3