Business Administration

MAJOR
MINOR
CONCENTRATIONS IN:
- FINANCE
- GENERAL MANAGEMENT
- GLOBAL BUSINESS
- HOSPITALITY MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- MARKETING
- SMALL BUSINESS/ENTREPRENEURSHIP

Department of Management and Department of Marketing and Finance
Professors: Gaumer (Chair, Department of Marketing and Finance), Offstein, Rahman, Shah, Shin, Singh
Associate Professors: Ashraf, Chory, Dean, Mattare, McClellan, Monahan (Chair, Department of Management), Shore, Sigerstad, Ye
Assistant Professors: Huh, Levitt, Youssef
Lecturers: Kentrus, Wassell

- 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.

Program Requirements

<table>
<thead>
<tr>
<th></th>
<th>MAJOR</th>
<th>MINOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours Required in College of Business Core:</td>
<td>33</td>
<td>18</td>
</tr>
<tr>
<td>Hours Required in Concentration:</td>
<td>27</td>
<td>0</td>
</tr>
<tr>
<td>Hours Required Outside the College of Business:</td>
<td>18-19</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>78-79</td>
<td>21</td>
</tr>
</tbody>
</table>

Requirements for Major in Business Administration

1. College of Business Core: (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 (MGMT Capstone)
   - MKTG 361* Principles of Marketing

2. Courses Outside College of Business: (18-19 hours)
   - Communication Studies (3 hours)
     CMST 122* Introduction to Public Speaking
   - Computer Science (3 hours)
     COSC 220* Software Applications for Business (Tech. Fluency)
   - Economics (6 hours)
     ECON 201/211* Principles of Economics (Macro) (GEP Group D)
     ECON 202/212* Principles of Economics (Micro)
   - Mathematics (6-7 hours)
MATH 118* Applied Mathematics for Business
   or MATH 220* Calculus for Applications I
   or MATH 236* Calculus I (Core Skill 3)
MATH 109/110* Elements of Applied Probability and Statistics
   (Core Skill 3)
   or MATH 380* Introduction to Probability and Statistics

3. Area of Concentration: (27 hours)
   Majors must choose to concentrate in one of the following:
   - Finance
   - General Management
   - Global Business
   - Hospitality Management
   - Human Resource Management
   - Marketing
   - Small Business/Entrepreneurship

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

Requirements for Minor in Business Administration

1. College of Business Core: (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

2. Courses Outside College of Business:
   Economics (3 hours)
   ECON 200 Basic Economics
   or ECON 201/211 Principles of Economics (Macro) (GEP Group D)

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 (Capstone)

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
hum
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
HMG 101 Analysis of the Hospitality Industry (3 credits @ UMES)
HMG 350 Marketing Hospitality and Leisure Services (3 credits @ UMES)
HMG 396 Special Topics in Hospitality Management (3, 6, 9, 12 credits)
HMG 401 Law and the Hospitality Industry (3 credits @ UMES)
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 (1 - 12 credits)
MGMT 499 Independent Study in Management
MKTG 366 Consumer Behavior

NOTE: A total of no more than 6 hours of credit in HMG 396 and/or MGMT 494 may count as elective hours.

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 (15 hours)
ECON 400 International Trade
FINA 477 International Financial Management
INTR 330 International Business
MGMT 450 International Management
MKTG 460 Global Marketing
3. Electives *(12 hours)*

Select four from the following 3-credit courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>CMST 350</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>ECON 309</td>
<td>Comparative Economic Systems</td>
</tr>
<tr>
<td>ECON 401</td>
<td>International Finance</td>
</tr>
<tr>
<td>ECON 405</td>
<td>Economics of Developing Countries</td>
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<tr>
<td>FINA 494</td>
<td>Internship in Finance</td>
</tr>
<tr>
<td>or</td>
<td>MGMT 494 Internship in Management</td>
</tr>
<tr>
<td>or</td>
<td>MKTG 494 Internship in Marketing</td>
</tr>
<tr>
<td>GEOG 407</td>
<td>Political Geography</td>
</tr>
<tr>
<td>INTR 490</td>
<td>Special Topics in Global Business</td>
</tr>
<tr>
<td>SPAN 101</td>
<td>Basic Elements of Spanish I</td>
</tr>
<tr>
<td>or</td>
<td>FREN 101 Basic Elements of French I</td>
</tr>
<tr>
<td>or</td>
<td>MDFF 105 Special Topics in Foreign Language and Literature</td>
</tr>
<tr>
<td>SPAN 102</td>
<td>Basic Elements of Spanish II</td>
</tr>
<tr>
<td>or</td>
<td>FREN 102 Basic Elements of French II</td>
</tr>
</tbody>
</table>

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 *(18-24 hours)*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>HMG 101</td>
<td>Analysis of the Hospitality Industry (3 credits online at UMES)</td>
</tr>
<tr>
<td>HMG 401</td>
<td>Law and the Hospitality Industry (3 credits online at UMES)</td>
</tr>
</tbody>
</table>

Choose from Option 1 or 2 *(12-18 hours)*

Option 1: Travel abroad plus internship option *(18 credits)*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MGMT 396</td>
<td>Special Topics in Hospitality Management (12 credits)</td>
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Approved courses will be taken as part of study abroad curriculum at an approved university.

<table>
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<tr>
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<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 494</td>
<td>Internship in Management (6 credits - may be two 3-credit internships)</td>
</tr>
</tbody>
</table>

Internship must be done at a hotel, resort, or other approved hospitality management location.

Option 2: Local internship option *(12 credits)*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MGMT 494</td>
<td>Internship in Management (12 credits - may be multiple internships totaling 12 credits)</td>
</tr>
</tbody>
</table>

Internship must be done at a hotel, resort, or other approved hospitality management location.

3. Elective Courses *(Option 1: 3 hours; Option 2: 9 hours)*

Select from among the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMIS 455</td>
<td>Management Information Systems</td>
</tr>
<tr>
<td>GEOG 454</td>
<td>Geography of Tourism</td>
</tr>
<tr>
<td>HMG 350</td>
<td>Marketing Hospitality and Leisure Services (online at UMES)</td>
</tr>
<tr>
<td>INTR 330</td>
<td>International Business</td>
</tr>
<tr>
<td>MGMT 357</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>MGMT 359</td>
<td>Quality Management</td>
</tr>
<tr>
<td>MGMT 425</td>
<td>Entrepreneurial Business Plan</td>
</tr>
<tr>
<td>MGMT 450</td>
<td>International Management</td>
</tr>
<tr>
<td>MGMT 490</td>
<td>Special Topics in Business Administration</td>
</tr>
<tr>
<td>MGMT 499</td>
<td>Independent Study in Management</td>
</tr>
<tr>
<td>RECR 448</td>
<td>Principles of Ecotourism</td>
</tr>
</tbody>
</table>

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)*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 357</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>MGMT 450</td>
<td>International Management</td>
</tr>
<tr>
<td>MGMT 452</td>
<td>Staffing and Development</td>
</tr>
<tr>
<td>MGMT 456</td>
<td>Compensation Management</td>
</tr>
<tr>
<td>MGMT 457</td>
<td>Labor Relations</td>
</tr>
</tbody>
</table>

3. Elective Courses *(12 hours)*

Select from among the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMIS 455</td>
<td>Management Information Systems</td>
</tr>
<tr>
<td>CMST 300</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>CMST 335</td>
<td>Organizational Communication</td>
</tr>
<tr>
<td>ECON 301</td>
<td>Labor Economics</td>
</tr>
<tr>
<td>MGMT 315</td>
<td>New Business Ventures</td>
</tr>
<tr>
<td>MGMT 359</td>
<td>Quality Management</td>
</tr>
<tr>
<td>MGMT 425</td>
<td>Entrepreneurial Business Plan</td>
</tr>
<tr>
<td>MGMT 490</td>
<td>Special Topics in Business Administration</td>
</tr>
<tr>
<td>MGMT 494</td>
<td>Internship (3 or 6 credits)</td>
</tr>
<tr>
<td>MGMT 499</td>
<td>Independent Study in Management</td>
</tr>
</tbody>
</table>

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 *(12 hours)*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 366</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>MKTG 462</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MKTG 465</td>
<td>Marketing Strategies</td>
</tr>
<tr>
<td>MKTG 469</td>
<td>Marketing Plans Development (Capstone)</td>
</tr>
</tbody>
</table>

3. Elective Courses *(15 hours)*
Select five (including at least three 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 363 Advertising
- MKTG 364 Branding Strategy
- MKTG 365 Professional Selling and Relationship Management
- MKTG 460 Global Marketing
- MKTG 466 Services Marketing
- MKTG 467 Digital and Social Media Marketing
- MKTG 494 Internship in Marketing
- RECR 384 Special Event Management

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
   - HMGT 101 Analysis of the Hospitality Industry (3 credits @ UMES)
   - HMGT 350 Marketing Hospitality and Leisure Services (3 credits @ UMES)
   - HMGT 396 Special Topics in Hospitality Management (1 to 12 credits)
   - HMGT 401 Law and the Hospitality Industry (3 credits @ UMES)
   - 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

NOTE: A total of no more than 6 hours of credit in HMGT 396 and/or MGMT 494 may count as elective hours.