Business Administration

MAJOR

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:
Ashley-Cotleur, Gaumer (Chair, Department of Marketing and Finance), Offstein, Plucinski, Rahman, Shah, Shin, Singh, Tootoonchi

Associate Professors:
Dean, Harrell-Cook, Mattare, McClellan, Monahan (Chair, Department of Management), Shore, Sigerstad, Ye

Assistant Professors:
Ashraf, Chory, Han, Huh, Levitt, Venezia

Lecturers:
Arnone, Kentrus, Schrader

* 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.

Summary of Requirements for Major/Minor in Business Administration

Major

<table>
<thead>
<tr>
<th>Hours Required in FSU Business Common Body of Knowledge:</th>
<th>33</th>
<th>18</th>
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<tbody>
<tr>
<td>Hours Required in Concentration:</td>
<td>27</td>
<td>0</td>
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<tr>
<td>Hours Required in CBK Outside FSU Business</td>
<td>48</td>
<td>3</td>
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<tr>
<td>Total Hours Required for Major/Minor</td>
<td>78-79</td>
<td>21</td>
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1. FSU Business CBK: (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. CBK Courses Outside FSU Business: (18-19 hours)
   Communication Studies (3 hours)
   CMST 102/112* Introduction to Human Communication
   Computer Science (3 hours)
   COSC 220* Software Applications for Business (Tech. Fluency)
   Economics (6 hours)
   ECON 200 Basic Economics
   or ECON 201/211 Principles of Economics (Macro) (GEP Group D)
   or 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

Minor

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

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

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
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 (3 or 6 credits)
MGMT 499 Independent Study in Management
MKTG 366 Consumer Behavior

NOTE: No more than 6 hours of internship credit may be used for this option.

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 (18 hours)
ECON 400 International Trade
FINA 477 International Financial Management
INTR 330 International Business
INTR 491 Global Business Seminar (Capstone)
MGMT 450 International Management
MKTG 460 Global Marketing

3. Electives (9 hours)
Select three from the following 3-credit courses:
CMST 350 Intercultural Communication
ECON 309 Comparative Economic Systems
ECON 401 International Finance
ECON 405 Economics of Developing Countries
FINA 494 Internship in Finance
MGMT 494 Internship in Management
MKTG 494 Internship in Marketing
GEOG 407 Political Geography
INTR 490 Special Topics in Global Business
SPAN 101 Basic Elements of Spanish I
or FREN 101 Basic Elements of French I
or MDFL 190 Selected Topics in Foreign Language and Literature
SPAN 102 Basic Elements of Spanish II
or FREN 102 Basic Elements of French II
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 (21 hours)
HMGT 101 Analysis of the Hospitality Industry (3 credits at UMES)
HMGT 396 Special Topics in Hospitality Management (12 credits)
Approved courses will be 6 weeks of study abroad at Vanung University in Taiwan.
HMGT 401 Law and the Hospitality Industry (3 credits at UMES)
HMGT 494* Internship in Management (3 credits)

3. Elective Courses (6 hours)
Select from among the following:
BMIS 455 Management Information Systems (3 credits)
GEOG 454 Geography of Tourism (3 credits)
GEOG 455 Tourism Planning (3 credits)
HMGT 350 Marketing Hospitality and Leisure Services (3 credits @ UMES)
INTR 330 International Business (3 credits)
MGMT 315 New Business Ventures (3 credits)
MGMT 357 Human Resources Management (3 credits)
MGMT 359 Quality Management (3 credits)
MGMT 425 Entrepreneurial Business Plan (3 credits)
MGMT 450 International Management (3 credits)
MGMT 490 Special Topics in Business Administration — MGMT (3 credits)
MGMT 494* Internship in Management (internship credits in concentration may not exceed 6 credits)
MGMT 499 Independent Study in Management (3 credits)
RECR 448 Principles of Ecotourism (3 credits)

*Internship must be performed at Rocky Gap or any hotels and resorts.
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)
- MGMT 357 Human Resources Management
- MGMT 450 International Management
- MGMT 452 Staffing and Development
- MGMT 456 Compensation Management
- MGMT 457 Labor Relations

3. Elective Courses (12 hours)
Select from among the following:
- BMIS 455 Management Information Systems
- CMST 300 Interpersonal Communication
- CMST 335 Organizational Communication
- ECON 301 Labor Economics
- MGMT 315 New Business Ventures
- MGMT 359 Quality Management
- MGMT 425 Entrepreneurial Business Plan
- MGMT 490 Special Topics in Business Administration – Management
- MGMT 494 Internship (3 or 6 credits)
- MGMT 499 Independent Study in 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
- INTR 330 International Business
- MGMT 450 International Management
- MGMT 490 Special Topics in Business Administration – Management
- MKTG 494 Internship in Management (3 or 6 credits)
- MKTG 499 Independent Study in Management

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 (15 hours)
- MKTG 363 Advertising
- MKTG 366 Consumer Behavior
- MKTG 462 Marketing Research
- MKTG 465 Marketing Strategies
- MKTG 469 Marketing Plans Development (Capstone)

3. Elective Courses (12 hours)
Select four (including at least two 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 364 Merchandising
- MKTG 365 Professional Selling and Relationship Management
- MKTG 460 Global Marketing
- MKTG 466 Services Marketing
- MKTG 467 Internet Marketing
- MKTG 494 Internship in Marketing