

Business Management, B.S.

Degree Offered

- Bachelor of Science (B.S.) in Business Management

Nature of the Program

Our program provides a broad understanding of management and leadership through a variety of courses in human resource management, marketing, organizational behavior, operations management, statistics and business strategy. Students develop excellent communication skills, learn to integrate and analyze information, and develop their leadership skills. Students have the flexibility to take a variety of electives to customize their major focusing on accounting, economics, finance, human resource administration, entrepreneurship, and/or marketing. Students are prepared for seeking various management positions and graduate studies.

Our B.S. Business Management Program is a candidate for the ACBSP (Accreditation Council for Business Schools & Programs) accreditation.

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

| Code | Title | Hours |
|--|---|-------|
| General Education Foundations | | |
| F1 - Composition & Rhetoric | | 3-6 |
| ENGL 101 & ENGL 102 or ENGL 103 | Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing | |
| F2A/F2B - Science & Technology | | 4-6 |
| F3 - Math & Quantitative Reasoning | | 3-4 |
| F4 - Society & Connections | | 3 |
| F5 - Human Inquiry & the Past | | 3 |
| F6 - The Arts & Creativity | | 3 |
| F7 - Global Studies & Diversity | | 3 |
| F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree) | | 9 |
| Total Hours | | 31-37 |

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Curriculum Requirements

| Code | Title | Hours |
|-------------|--|-------|
| | University Requirements | 29 |
| | Program Requirements | 10 |
| | Business Core Requirements | 33 |
| | Business Management Major Requirements | 48 |
| Total Hours | | 120 |

University Requirements

| Code | Title | Hours |
|-------------|--|-------|
| | General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits) | |
| | Outstanding GEF Requirements 1, 2, 5, 6, and 7 | 19 |
| WVUE 191 | First Year Seminar | 1 |
| | General Electives | 9 |
| Total Hours | | 29 |

Program Requirements

| Code | Title | Hours |
|-------------|---|-------|
| MATH 124 | Algebra with Applications (GEF 3) | 3 |
| CS 101 | Intro to Computer Applications (GEF 2A) | 4 |
| PSYC 101 | Introduction to Psychology (GEF 4) | 3 |
| Total Hours | | 10 |

Business Core Requirements

| Code | Title | Hours |
|---|---------------------------------------|-------|
| A minimum grade of C- is required in BCOR 350. | | |
| ACCT 201 | Principles of Accounting 1 | 3 |
| ACCT 202 | Principles of Accounting 2 | 3 |
| ACCT 331 | Managerial Accounting | 3 |
| BCOR 320 | Legal Environment of Business | 3 |
| BCOR 350 | Principles of Marketing | 3 |
| BUSA 101 | Introduction to Business | 3 |
| ECON 201 | Principles of Microeconomics | 3 |
| ECON 202 | Principles of Macroeconomics | 3 |
| ENTR 400 | Advanced Concepts in Entrepreneurship | 3 |
| FIN 325 | Financial Management 1 | 3 |
| MKTG 315 | Buyer Behavior | 3 |
| Total Hours | | 33 |

Business Management Major Requirements

| Code | Title | Hours |
|---|--|-----------|
| A minimum grade of C- is required in BCOR 360, BCOR 370, and MANG 386. | | |
| BCOR 299 | Business Communication | 3 |
| BCOR 360 | Supply Chain Management | 3 |
| BCOR 370 | Principles of Management | 3 |
| BCOR 460 | Contemporary Business Strategy | 3 |
| MANG 310 | Management of Small Business | 3 |
| MANG 330 | Human Resource Management Fundamentals | 3 |
| MANG 360 | International Business | 3 |
| MANG 375 | Business Simulation | 3 |
| MANG 386 | Business Statistics | 3 |
| MANG 420 | Business Information Systems | 3 |
| MANG 422 | Organizational Behavior | 3 |
| MANG 434 | Business Research Methods | 3 |
| Approved Minor or Restricted Electives * | | 12 |
| 15 hours of community service | | |
| Take ETS Business Test which is offered once a year in April. | | |
| Total Hours | | 48 |

*

Students may choose between a Minor in either Accounting, Economics, Entrepreneurship, Finance, Human Resources Administration, or Marketing. Students not electing a specific Minor will fulfill a set of Restricted Electives including coursework in ACCT, BCOR, BLAW, ECON, ENTR, FIN, MANG, MKTG at the 300 level or above.

Suggested Plan of Study

First Year

| Fall | Hours | Spring | Hours |
|------------------|-------|--------------------|-------|
| ENGL 101 (GEF 1) | | 3 ENGL 102 (GEF 1) | 3 |
| MATH 124 (GEF 3) | | 3 PSYC 101 (GEF 4) | 3 |
| BUSA 101 | | 3 ECON 201 (GEF 8) | 3 |
| WVUE 191 | | 1 CS 101 (GEF 8) | 4 |
| GEF 2 | | 4 GEF 5 | 3 |
| | | 14 | 16 |

Second Year

| Fall | Hours | Spring | Hours |
|------------------|-------|------------|-------|
| ACCT 201 | | 3 ACCT 202 | 3 |
| ECON 202 (GEF 8) | | 3 BCOR 350 | 3 |
| BCOR 299 | | 3 MANG 330 | 3 |
| BCOR 370 | | 3 Elective | 3 |
| GEF 6 | | 3 GEF 7 | 3 |
| | | 15 | 15 |

Third Year

| Fall | Hours | Spring | Hours |
|----------|-------|---|-------|
| ACCT 331 | | 3 BCOR 360 | 3 |
| BCOR 320 | | 3 ENTR 400 | 3 |
| FIN 325 | | 3 MANG 360 | 3 |
| MANG 310 | | 3 MKTG 315 | 3 |
| MANG 386 | | 3 Approved Minor or Restricted Elective | 3 |
| | | 15 | 15 |

Fourth Year

| Fall | Hours | Spring | Hours |
|---------------------------------------|-------|---|-------|
| MANG 420 | | 3 BCOR 460 | 3 |
| MANG 422 | | 3 MANG 434 | 3 |
| Approved Minor or Restricted Elective | | 6 MANG 375 | 3 |
| Elective | | 3 Approved Minor or Restricted Elective | 3 |
| | | Elective | 3 |
| | | 15 | 15 |

Total credit hours: 120

Major Learning Outcomes

BUSINESS MANAGEMENT

Upon successful completion of the program, students will be able to:

- Relate principles of management to complex business problems and managerial decision-making
- Assess organizational structures
- Integrate principles of leadership into team projects
- Apply current technologies business management problems
- Incorporate legal and ethical reasoning in problem solving and decision making
- Employ critical and analytical thinking skills
- Demonstrate written communication skills
- Demonstrate oral communication skills