EMAT: Electronic Media Art and Technology Major
The major in electronic media, art and technology is an interdisciplinary program that emphasizes designing and producing interactivity for Web-based products for both commercial and artistic intent. See EMAT, in the College of Arts and Letters chapter, for full details.

Management Major
Department of Management Faculty: Associate Professor Steiner, Chair; Professors Simendinger, Watson; Associate Professors Bear, Beekman, Galperin, Tompson; Assistant Professors Bechtold, Thomason, Voris, Weeks, Weiss, Xie; Visiting Assistant Professor Koutroumanis.

Management is more than planning, organizing and controlling resources; it is the direction of human effort in all facets of business, industry and government. Graduates in this program develop the knowledge and skills required to ethically lead and manage global businesses, with attention to customer value, returns to stockholders and satisfaction in personal and corporate employee development. Students have the opportunity to participate in small business consulting exercises and solve problems of real companies. Business simulations illustrate the consequences of management decisions.

Requirements for a degree in the Sykes College of Business:
Sykes College of Business core requirements ..................36
SPE 200 Oral Communications, or SPE 208 Speech for Business and the Professions ..................4

Management major requirements:
MGT 340 Human Resource Management ..................3
MGT 345/ Global Organizational Behavior ..................3
MGT 350/ Survey of International Business ..................3
MGT 350/ Survey of International Business ..................3

From the economics component: ............3
ECO 300 Labor Economics ..................3
ECO 320 Intermediate Microeconomics ..................3
ECO 321 Intermediate Macroeconomic Analysis ..................3

Two of the following courses: ............6
Any management course not already taken (except MGT 490, Management Internship and MGT 499, Independent Study in Management)

ACC 304 Cost Accounting ..................3
ACC 351 Accounting Information Systems ..................3
ACC 352 Federal Tax Accounting I ..................3
ECO 300 Labor Economics ..................3
ECO 320 Intermediate Microeconomics ..................3
ECO 321 Intermediate Macroeconomic Analysis ..................3

FIN 470 Financial Markets, Institutions, and Money ..................3
FIN 410 Intermediate Financial Management ..................3
FIN 440 Investments ..................3

MKT 352 Product Management and Services Marketing ..................3
MKT 360 Marketing Research and Opportunity Analysis ..................3
MKT 371 Personal Selling and Sales Management ..................3
MKT 372 Retail and Distribution Management ..................3

Total Semester Hours: 58

Four-Year Degree Plan for Majors in Management

First (Freshman) Year

Fall Semester (17 sem. hrs.)
GTW 100 Gateways ..................1
ENG 101 Composition and Rhetoric I ..................4
GIS 101 Global Issues ..................4
MAT 160 College Algebra ..................4
ACC 202 Financial Accounting Information ..................3
ITM 200 Introduction to Computers ..................1

Total Semester Hours: 18
## Business Administration

### Second (Sophomore) Year

#### Fall Semester (14 sem. hrs.)
- ECO 204 Principles of Microeconomics ...............3
- Science course* .......................3
- SPE 200 or 208 ................................4
- General Curr. Dist. courses
  (Non-COB) .......................................4

#### Spring Semester (16 sem. hrs.)
- ECO 205 Principles of Macroeconomics ...............3
- ITM 210 Managerial Statistics .......................3
- Science course* .......................3
- ITM 220 Information Systems .......................3
- General Curr. Dist. Course
  (Non-COB) .......................................4

**Note:** Lower COB core, ENG 101 and 102, ITM 200 and MAT 160, must be completed by the end of the sophomore year.

### Third (Junior) Year

#### Fall Semester (17 sem. hrs.)
- MGT 330 Principles of Management ...............3
- MKT 300 Principles of Marketing .......................3
- FIN 310 Financial Management .......................3
- Non-COB General Electives .......................8

#### Spring Semester (15 sem. hrs.)
- MGT 335 Essentials of Corporate Responsibilities .......................3
- ITM 361 Operations Management .......................3
- ECO 300, 320, or 321 ................................3
- General Electives ................................6

### Fourth (Senior) Year

#### Fall Semester (14 sem. hrs.)
- MGT 345/ Global Organization Behavior .......................3
- IBS 397** ........................................3
- MGT 350/ Survey of International Business .......................3
- IBS 398** MGT Elective .......................3
- General Electives ................................5

**Spring Semester (15 sem. hrs.)
- MGT 431** Practical Strategic Assessment .......................3
- MGT 340 Human Resource Management .......................3
- Management Elective .......................3
- General Electives .......................6

*Science courses must be from different areas. One science course must be in biology. The second science course must be in chemical or physical science.

**Writing Intensive Course

### Business Administration Minor

**Requirements for a minor in business administration:**
- Lower-level College of Business core...18
- FIN 310 Financial Management ...............3
- MGT 330 Principles of Management ...............3
- MKT 300 Principles of Marketing ...............3

Total Semester Hours: 27

### Marketing Major

#### Department of Marketing Faculty:
- Dana Professor Rustogi, Chair; Associate Professors Kuntze, Matulich, McMurray, Washburn; Assistant Professors Gupta, Khare, Lee and Simon.

The field of marketing is one of the fastest growing, vibrant and most rewarding areas of business. Nearly a third of today’s labor force holds marketing-related jobs. This portion is expected to increase substantially as more firms become market-driven. A highly diverse discipline, marketing includes advertising and promotional management, personal selling and sales management, retail management, marketing research, services and international commerce. Students who have good interpersonal skills, like people, and are looking for a career that presents creative challenges, constant change, and opportunities for significant financial rewards may have found their field.