

B.S. in Management

Academic Program Guide for New First-Year Students (Effective Fall 2020) Department of Management & Entrepreneurship

Students who entered Rowan University prior to Fall 2020 should follow the guide for their program and start year in consultation with their advisor.

Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of “D-” or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
 - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
 - Rowan Core and Rowan Experience designations are listed in course details in Section Tally (www.rowan.edu/registrar) and may also be searched on that site under “Attributes.” A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

Program-Specific Graduation Requirements for this Major / Degree

- Students must have an overall GPA of 2.5 or better in all courses that satisfy major requirements.

Rowan Core Requirements¹

Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy. With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
 - COMP 01111 College Composition I (3 sh) COMP 01112 College Composition II (3 sh) CMS 04205 Public Speaking (3 sh)
- (ARTL) Artistic Literacy *Recommendation from major:* (3 sh counted under free elective)
- (GLBL) Global Literacy *Recommendation from major:* MGT 06330 (3 sh counted under major)
- (HUML) Humanistic Literacy *Recommendation from major:* ECON 04101 or ECON 04102 (3 sh counted under non-program)
- (QNTL) Quantitative Literacy *Recommendation from major:* STAT 02260, MATH 03125 or MATH 01130 (3 sh counted under non-program)
- (SCIL) Scientific Literacy *Recommendation from major:* (3 sh counted under free elective)

Subtotal of credits counted in this section: 9 sh

Rowan Experience Requirements

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

- (LIT) Broad-Based Literature Attribute *Recommendation from major:* (3 sh counted under free elective)
- (WI) Writing Intensive Attribute *Recommendation from major:* WA 01408 (3 sh counted under major)
- (RS) Rowan Seminar Attribute² *Recommendation from major:* BUS 01100 (1 sh counted under free elective)

Non-Program Courses (20-21 sh)

Courses in this section must be either: Rowan Core (or former gen. ed.) courses; Rowan Experience courses; or required pre-requisites (not included in the major).

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
ECON 04101	Introduction to Economics - Macroeconomics	Satisfies Humanistic Literacy (HUML)			3
ECON 04102	Introduction to Economics - Microeconomics	Satisfies Humanistic Literacy (HUML)			3
MATH 03125 or MATH 01130	Calculus Techniques and Applications or Calculus I	Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses			3 or 4
STAT 02260	Statistics I	Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses			3
MGT 06123	Introductory Management Perspectives For The 21st Century				3
CS XX.XXX		Gen Ed Computer Science course			3
INTR 01488	Career Planning and Development				2

Subtotal: 20-21 sh

¹ The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

² The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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Major Requirements (60 sh)

SUMMARY OF MAJOR REQUIREMENTS

- 27 sh of Business Foundational Courses
 - 18 sh of Management Required Courses
 - 3 sh of Management Elective, Quantitative Skills Bank
 - 3 sh of Management Elective, Qualitative People Skills Bank
 - 3 sh of Management Elective, Organizational Task Skills Bank
 - 6 sh of Additional Management Electives
-
- 60 sh total

BUSINESS FOUNDATIONAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MKT 09200	Principles of Marketing				3
ACC 03210	Principles of Accounting I				3
ACC 03211	Principles of Accounting II				3
MIS 02234	Management Information Systems				3
MGT 98242	Legal Environment of Business				3
MGT 06300	Organizational Behavior				3
FIN 04300	Principles of Finance				3
MGT 06305	Operations Management				3
MGT 06402	Business Policy				3
Subtotal:					27 sh

MANAGEMENT REQUIRED COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MGT 06310	Leadership and Supervision				3
MGT 06311	Foundations of Analytics				3
WA 01408	Writing as Managers	Satisfies Writing Intensive Attribute (WI)			3
MGT 06405	Business Management Simulation				3
MGT 06330	Managing International Business	Satisfies Global Literacy (GLBL)			3
MGT 06361	Supervised Internship				3
Subtotal:					18 sh

MANAGEMENT ELECTIVE, QUANTITATIVE SKILLS BANK

Choose one course from the following bank of courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> ACC 03326	Cost Accounting				3
<input type="radio"/> CS 07370	Introduction to Information Visualization				3
<input type="radio"/> ECON 04302	Intermediate Microeconomics				3
<input type="radio"/> ENT 06426	New Venture Development				3
<input type="radio"/> FIN 04422	Financial Management I				3
<input type="radio"/> MGT 06354	Managerial Data Analysis				3
<input type="radio"/> MGT 06404	Quality Management				3
<input type="radio"/> MGT 06406	Improving Business Processes				3
<input type="radio"/> MGT 06407	Business Analytics				3
<input type="radio"/> MGT 06350	Continuous Quality Improvement				3
<input type="radio"/> MKT 09384	Research Methods in Marketing				3
Subtotal:					3 sh

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MANAGEMENT ELECTIVE, QUALITATIVE PEOPLE SKILLS BANK

Choose one course from the following bank of courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> ENT 06327	Small & Family Business Venturing				3
<input type="radio"/> HRM 06302	Management of Human Resources				3
<input type="radio"/> HRM 06315	Recruitment and Selection				3
<input type="radio"/> HRM 06420	Principles of Training and Training Management				3
<input type="radio"/> MGT 06304	Organizational Change and Development				3
<input type="radio"/> MGT 06361	Supervised Internship	Must complete 6-hour course in summer			3
<input type="radio"/> MKT 09376	Consumer Behavior				3
<input type="radio"/> MKT 09382	Salesforce Management				3
<input type="radio"/> PHIL 09222	Business Ethics				3
Subtotal: 3 sh					

MANAGEMENT ELECTIVE, ORGANIZATIONAL TASK SKILLS BANK

Choose one course from the following bank of courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> ENT 06240	Entrepreneurship and Innovation				3
<input type="radio"/> ENT 06326	Entrepreneurship and Small Business Mgt.				3
<input type="radio"/> ENT 06342	Financing and Legal Aspects of Ent.				3
<input type="radio"/> HRM 16401	Labor and Employee Relations				3
<input type="radio"/> HRM 98337	Legal Aspects of Human Resource Management				3
<input type="radio"/> MGT 06312	Special Topics in Management I				3
<input type="radio"/> MGT 06313	Special Topics in Management II				3
<input type="radio"/> MIS 02332	E-Business: IS Perspectives				3
<input type="radio"/> MKT 09350	Management of Advertising and Promotion				3
<input type="radio"/> MKT 09360	Services Marketing				3
<input type="radio"/> MKT 09372	Retailing				3
<input type="radio"/> MKT 09378	Product, Price, and New Venture Mgt.				3
Subtotal: 3 sh					

ADDITIONAL MANAGEMENT ELECTIVES

Choose two unused Management electives from the Quantitative Skills, Qualitative People Skills, or Organizational Task Skills Banks.

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
Subtotal: 6 sh					

Free Electives for this Major/Degree (30-31 sh)

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
		Artistic Literacy (ARTL) course			
		Scientific Literacy (SCIL) course			
		Broad-Based Literature (LIT) course			
		Rowan Seminar (if applicable)			
Subtotal: 30-31 sh					

Total Program Credits Required for this Major / Degree: 120 SH