

# B.S. in Management

## Academic Program Guide for **New First-Year Students** (Effective Fall 2021) Department of Management & Entrepreneurship

*Students who entered Rowan University prior to Fall 2021 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](http://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 Requirements<sup>1</sup>

*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 **OR** CMS 04206 Digital Presentations (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 Attribute<sup>2</sup>              *Recommendation from major:* BUS 01100 (1 sh counted under free elective)

### Non-Program Courses (minimum 18 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
CS XX.XXX		Gen Ed Computer Science course			3
BUS 01488	Career Planning and Development				2
					0-1
<b>Subtotal: 18 sh</b>					

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

<sup>2</sup> 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
<b>Subtotal: 3 sh</b>						

## 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 02333	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
<b>Subtotal: 3 sh</b>						

## 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
<b>Subtotal: 6 sh</b>					

## Free Electives for this Major/Degree (32-33 sh)

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
MGT 06123	Introductory Management Perspectives For The 21st Century (if applicable)				3
		Artistic Literacy (ARTL) course			
		Scientific Literacy (SCIL) course			
		Broad-Based Literature (LIT) course			
		Rowan Seminar (if applicable)			
<b>Subtotal: 33 sh</b>					

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