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.
  o An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
  o Rowan Core and Rowan Experience designations are listed in course details in Section Tally (www.rowan.edu/registry) 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

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 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).

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Name</th>
<th>Course Attributes / Notes</th>
<th>Sem/Yr</th>
<th>Grade</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 04101</td>
<td>Introduction to Economics - Macroeconomics</td>
<td>Satisfies Humanistic Literacy (HUML)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON 04102</td>
<td>Introduction to Economics - Microeconomics</td>
<td>Satisfies Humanistic Literacy (HUML)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATH 03125 or MATH 01130</td>
<td>Calculus Techniques and Applications or Calculus I</td>
<td>Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses</td>
<td>3 or 4</td>
<td></td>
<td></td>
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<tr>
<td>STAT 02260</td>
<td>Statistics I</td>
<td>Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses</td>
<td>3</td>
<td></td>
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<tr>
<td>CS XX.XXX</td>
<td>Gen Ed Computer Science course</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>BUS 01488</td>
<td>Career Planning and Development</td>
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<td>2</td>
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<td>0-1</td>
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</table>

Subtotal: 18 sh

1 The Rowan Core requirements are waived for 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.
**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**

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Name</th>
<th>Course Designations / Notes</th>
<th>Sem/Yr</th>
<th>Grade</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MKT 09200</td>
<td>Principles of Marketing</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>ACC 03210</td>
<td>Principles of Accounting I</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACC 03211</td>
<td>Principles of Accounting II</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>MIS 02234</td>
<td>Management Information Systems</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>MGT 98242</td>
<td>Legal Environment of Business</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>MGT 06300</td>
<td>Organizational Behavior</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>FIN 04300</td>
<td>Principles of Finance</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>MGT 06305</td>
<td>Operations Management</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGT 06402</td>
<td>Business Policy</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td></td>
<td><strong>Subtotal:</strong> 27 sh</td>
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**MANAGEMENT REQUIRED COURSES**

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

**MANAGEMENT ELECTIVE, QUANTITATIVE SKILLS BANK**

Choose one course from the following bank of courses.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Name</th>
<th>Course Attributes / Notes</th>
<th>Sem/Yr</th>
<th>Grade</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 ACC 03326</td>
<td>Cost Accounting</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>02 CS 07370</td>
<td>Introduction to Information Visualization</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>03 ECON 04302</td>
<td>Intermediate Microeconomics</td>
<td></td>
<td>3</td>
<td></td>
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<td>04 ENT 06426</td>
<td>New Venture Development</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>05 FIN 04422</td>
<td>Financial Management I</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>06 MGT 06354</td>
<td>Managerial Data Analysis</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>07 MGT 06404</td>
<td>Quality Management</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>08 MGT 06406</td>
<td>Improving Business Processes</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>09 MGT 06407</td>
<td>Business Analytics</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>10 MGT 06350</td>
<td>Continuous Quality Improvement</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>11 MKT 09384</td>
<td>Research Methods in Marketing</td>
<td></td>
<td>3</td>
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<td></td>
<td><strong>Subtotal:</strong> 3 sh</td>
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</table>
**B.S. in Management**

### MANAGEMENT ELECTIVE, QUALITATIVE PEOPLE SKILLS BANK
Choose one course from the following bank of courses.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Name</th>
<th>Course Attributes / Notes</th>
<th>Sem/Yr</th>
<th>Grade</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>ENT 06327 Small &amp; Family Business Venturing</td>
<td></td>
<td>3</td>
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<tr>
<td>-</td>
<td>HRM 06302 Management of Human Resources</td>
<td></td>
<td>3</td>
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<td>-</td>
<td>HRM 06315 Recruitment and Selection</td>
<td></td>
<td>3</td>
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<td>-</td>
<td>HRM 06420 Principles of Training and Training Management</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>-</td>
<td>MGT 06304 Organizational Change and Development</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>-</td>
<td>MGT 06361 Supervised Internship</td>
<td>Must complete 6-hour course in summer</td>
<td>3</td>
<td></td>
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<tr>
<td>-</td>
<td>MKT 09376 Consumer Behavior</td>
<td></td>
<td>3</td>
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<tr>
<td>-</td>
<td>MKT 09382 Salesforce Management</td>
<td></td>
<td>3</td>
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<td>-</td>
<td>PHIL 09222 Business Ethics</td>
<td></td>
<td>3</td>
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</table>

Subtotal: 3 sh

### MANAGEMENT ELECTIVE, ORGANIZATIONAL TASK SKILLS BANK
Choose one course from the following bank of courses.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Name</th>
<th>Course Attributes / Notes</th>
<th>Sem/Yr</th>
<th>Grade</th>
<th>Credits</th>
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<tbody>
<tr>
<td>-</td>
<td>ENT 06240 Entrepreneurship and Innovation</td>
<td></td>
<td>3</td>
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<tr>
<td>-</td>
<td>ENT 06326 Entrepreneurship and Small Business Mgt.</td>
<td></td>
<td>3</td>
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<tr>
<td>-</td>
<td>ENT 06342 Financing and Legal Aspects of Ent.</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>-</td>
<td>HRM 16401 Labor and Employee Relations</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>-</td>
<td>HRM 09337 Legal Aspects of Human Resource Management</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>-</td>
<td>MGT 06312 Special Topics in Management I</td>
<td></td>
<td>3</td>
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<tr>
<td>-</td>
<td>MGT 06313 Special Topics in Management II</td>
<td></td>
<td>3</td>
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<tr>
<td>-</td>
<td>MIS 02333 E-Business: IS Perspectives</td>
<td></td>
<td>3</td>
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<tr>
<td>-</td>
<td>MKT 09350 Management of Advertising and Promotion</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>-</td>
<td>MKT 09360 Services Marketing</td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>-</td>
<td>MKT 09372 Retailing</td>
<td></td>
<td>3</td>
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<tr>
<td>-</td>
<td>MKT 09378 Product, Price, and New Venture Mgt.</td>
<td></td>
<td>3</td>
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</tbody>
</table>

Subtotal: 3 sh

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

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Name</th>
<th>Course Designations / Notes</th>
<th>Sem/Yr</th>
<th>Grade</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>MGT 06123 Introductory Management Perspectives For The 21st Century (if applicable)</td>
<td>Artistic Literacy (ARTL) course</td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>-</td>
<td></td>
<td>Scientific Literacy (SCIL) course</td>
<td></td>
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<tr>
<td>-</td>
<td></td>
<td>Broad-Based Literature (LIT) course</td>
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<td>-</td>
<td></td>
<td>Rowan Seminar (if applicable)</td>
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Subtotal: 6 sh

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

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

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