

General Management Concentration (21 units)

The General Management concentration focuses on management skills for entrepreneurs or those operating at the corporate or agency level. Managerial skills in planning, organizing, and controlling are highly transferable within the public and nonprofit sectors as well, thus permitting a wide variety of career options. *(Prerequisite courses are noted in parentheses.)*

REQUIRED COURSES:

- ENTR 187 Entrepreneurship
- GM 170 Fundamentals of Business Strategy (*HROB 101, MKTG 101, FIN 101 and OPM 101*)
- IBUS 190..... International Business

ELECTIVE COURSES:

Select **four** courses from the following areas; no more than one course may be taken in a single area:

a. Finance

- FIN 134 Financial Management (*FIN 101*)
- FIN 135 Investments (*FIN 101*)
- FIN 138 Principles of Risk Management and Insurance

b. Marketing

- MKTG 115 Market Potential & Demand Analysis (*MKTG 101, DS 101, or MKTG 121 and instructor permission*). *DS 101 and/or MKTG 121 may be taken concurrently with MKTG 115.*
- MKTG 121 Marketing Research and Information (*MKTG 101*)
- MKTG 123 Public Relations and Ethics in Business
- MKTG 124 Retail Management (*MKTG 101*)
- MKTG 125 Advertising (*MKTG 101*)
- MKTG 126 Salesmanship
- MKTG 127 Sales Management (*MKTG 101*)
- MKTG 129 Marketing Management (*MKTG 101 and senior status*)

c. Operations Management

- OPM 160 Principles of Quality Management
- OPM 181 Supply Chain Logistics Management (*OPM 101*)
- OPM 186 Operations Planning and Inventory Control (*OPM 101*)
- OPM 188 Operations Strategy and Design (*OPM 101*)

d. Organizational Behavior and Environment

- HROB 151 Management of Human Resources
- HROB 152 Management Skills Seminar (*HROB 101; HROB 151 recommended*)
- HROB 157 Labor Relations
- MGMT 117 Business, Ethics and Society (*passing score on WPJ/WPE or passing grade in ENGL 109 M/W*)
- RELU 140 Real Estate Development (*junior status or instructor permission*)

e. Accountancy and MIS

- ACCY 121 Cost Accounting

Career Opportunities

Administrative Analyst	Management Analyst	Sales Representative
Business Manager	Management Consultant	Small Business Entrepreneur
Bank Manager	Office Manager	Strategic Planner
Credit Analyst	Real Estate Manager	

Academic Advising for Business Majors

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