

Michael J. Coles College of Business

The Michael J. Coles College of Business offers programs which respond to the needs of our rapidly changing environment. It is a major asset to the growth and economic development of metropolitan Atlanta and the region. The unique, innovative spirit of the Coles College of Business arises from an emphasis on building partnerships with the corporate world, other academic institutions, the community, government and nonprofit enterprises. Through these alliances the College is able to achieve its goals of continuous improvement and targeted program development.

The Coles College of Business enjoys national recognition in a number of areas. The College is fully accredited by AACSB—The Association to Advance Collegiate Schools of Business. The Coles College of Business was the first business school in Georgia to earn this recognition under the AACSB's new mission-driven, continuous-improvement criteria.

The Cox Family Business Center was cited by *Family Business Review* as “the nation’s premier model of college-based educational programs for family businesses.” *Nation’s*

Business listed the center as one of the top college-based, family-business programs in the nation.

The College’s Entrepreneurship Program was recognized by *Business Week* and *Success* as one of the outstanding entrepreneurship programs in the nation. In addition, the Coles College has been highlighted in many publications as one that moves quickly and aggressively to meet the needs of its customers — students, the corporate world and the community.

Coles College Accounting graduates have some of the highest CPA pass rates of all public and private business school graduates in the state. The BBA in Professional Sales has garnered national attention as it is one of only a few such programs in the United States. Since 1990, the Tetley Distinguished Leader Lecture Series has featured over 70 CEOs, entrepreneurs and leaders from industry. The Econometric Center is the business and economic research arm of the Coles College. Its monthly Business Conditions Survey parallels the National Association of Purchasing Managers Survey and aggregates

data from purchasing professionals in metropolitan Atlanta and northwest Georgia. The Econometric Center also conducts a quarterly Consumer Confidence Index for metropolitan Atlanta in conjunction with the Greater Atlanta Home Builders Association.

Students are attracted to the Coles College of Business for its innovative programs, career services, and co-ops and internships, as well as the faculty's commitment to preparing students for professional success. Embracing evolving topics like the globalization of business, the management of technology, productivity, quality and information systems, the Coles College is committed to developing programs relevant to the ever-changing needs of society.

Mission Statement - Michael J. Coles College of Business

The Coles College of Business strives to provide high quality, applied business education in a collegial, intellectually stimulating, and supportive learning and working environment. Committed to innovative pedagogy and continuous improvement, the college seeks to offer undergraduate and graduate programs of study that connect theory to practice, promote critical thinking, and engage students in active and collaborative learning. Predominantly serving working residents of metropolitan Atlanta and the broader Northwest Georgia region, we aspire to prepare our students to provide effective and ethical business leadership in an increasingly complex, technologically sophisticated and interdependent world. We select and retain a diverse and talented pool of faculty and staff who uphold the professional standards of their respective disciplines. Consistent with our mission, Coles College faculty produce quality applied, discipline-based and learning and pedagogical scholarship. We treat individuals with integrity and respect. Faculty and staff are provided opportunities for training, development, and career enhancement.

Revised February 23, 2004

Undergraduate Advising Center

The Mission of The Undergraduate Advising Center is to help students understand what is required to earn a BBA (Bachelor of Business Administration degree) at Kennesaw State University. The Advising Center uses a team approach rather than assigning individual advisors. The team approach provides better information in a more efficient manner.

All major advising is handled in the Office of Undergraduate Programs, Burruss Building Room 211 or Room 239. Students can expect the advising team to provide:

- Advice on core, major course selection and sequencing of courses. Team advisors will provide information on departmental faculty and research. Students are also advised about departmental "specialization" and areas of concentration.
- Advice on general education, minor and/or elective. Members of the advising team will provide students with up-to-date academic information about university, college, and departmental graduation requirements.
- Information on internships and career related events sponsored by both the college and university. The advising team members also provide information on student clubs and organizations associated with a student's major.

Student Clubs and Organizations

For further enhancement of student life on campus, a variety of clubs and organizations are available. Students can enrich their college experience by seeking clubs or organizations based on community service, academic achievement, fraternity, sorority, sports, politics, religion, etc. A sample of the various organizations is:

Beta Gamma Sigma
 American Marketing Association
 Beta Alpha Psi
 Pi Sigma Epsilon
 Kennesaw Marketing Association
 Omicron Delta Epsilon
 APICS
 SHRM

Academic Departments

The Coles College of Business houses five academic departments:

- The Department of Accounting (B.B.A.)
- The Department of Economics & Finance (B.B.A.)
- The Department of Leadership & Professional Development
- The Department of Management & Entrepreneurship (B.B.A.)
- The Department of Marketing & Professional Sales (B.B.A.)

Department of Accounting (770) 423-6084

The Department of Accounting offers an Accounting major that prepares students for careers in the field of Accounting. Graduate programs are also offered (described in the KSU Graduate Catalog). The State of Georgia requires everyone who wishes to be licensed as a CPA to have five years of education (150 semester hours), including a baccalaureate degree. 123 hours are required to earn the bachelors degree, hence 27 additional hours are needed. While these can be undergraduate hours, the faculty recommends that prospective CPAs earn a Masters degree to satisfy the five year requirement.

The primary objective of Accounting is to provide useful information for economic decisions. It involves measurement, communication and analysis of financial data. Accounting provides the system for collecting and interpreting the information and reporting it to those who need it, whether inside or outside the organization.

Upon graduation, Accounting majors have a wide range of job opportunities. Many go into public practice (CPA firms), which involves independent auditing, accounting, consulting and tax services to clients. This is the traditional path for becoming a Certified Public Accountant. Others choose private accounting, becoming financial, tax, systems or managerial accountants or internal auditors in business and industry. Still others enter the

specialized field of not-for-profit accounting. Accounting also serves as a solid background for graduate work in any business area or law. Many find rewarding lifetime careers in Accounting; others use it as a stepping stone to high-level management positions.

All business majors at Kennesaw State University take two Accounting courses, which provide the basic understanding of Accounting necessary to support any business program of study. Nonbusiness majors also benefit from taking introductory accounting courses because they learn basic concepts useful in running a business, investing and so forth.

The Coles College business law and business information systems faculty are also housed in the Department of Accounting. All business majors must take one business law class. Elective courses are offered in areas such as consumer law, real estate law, and negotiation. All business majors take one course focusing on computer fundamentals, including word processing, spreadsheets and presentation graphics. Elective courses in business information systems are also available.

Department of Economics & Finance (770) 423-6091

The Department of Economics & Finance offers curricula designed to prepare students for careers in the fields of economics and finance. Economics is the study of how households and businesses decide what to produce, how to produce it and how to distribute it. It examines how individual households and firms within the economy operate. The emphasis in Economics is on using analytical methods to determine the most efficient means to reach various goals.

Economics graduates have been successful in securing positions in management, sales, financial research, economic planning, and personnel with employers in industry, trade, banking and government. They are also prepared for graduate study in economics, law and business. Within the Economics major there is a broad range of intellectual challenges. Branches of economics overlap such diverse areas as politics, mathematics,

finance, sociology, history, international business, management and psychology.

Finance has evolved into an analytical discipline dealing with the acquisition and disbursement of funds. The field of Finance shares common borders with at least three other disciplines. Imports include financial analysis from Accounting, risk quantification and valuation theory from Economics and financing techniques and market savvy from Investments.

Many financial executives rise to the top of the organizational chart. Those with an aptitude for finance include bankers, stockbrokers, financial analysts, portfolio managers, financial consultants, investment bankers and personal financial planners.

Department of Leadership & Professional Development (770) 423-6283

The Department of Leadership & Professional Development is an interdisciplinary department that concentrates on staffing and running the Cole College's MBA program for Experienced Professionals.

Department of Management & Entrepreneurship (770) 423-6552

The Department of Management & Entrepreneurship curriculum is designed to prepare students for leadership roles in the field of management. Management is the process of planning, organizing, staffing, directing and controlling activities in an organization which will result in the achievement of a common goal. Managers make decisions and direct resources so that organizational goals and objectives are obtained.

Within the management major, students may choose a general program of study or choose to specialize in a particular area of management such as: Human Resource Management and Development, International Management, Information Systems Management, or Small Business Creation and Management.

Department of Marketing & Professional Sales (770) 423-6060

The Department of Marketing and Professional Sales curriculum is designed to prepare students for a career in the dynamic and exciting field of marketing and sales. Marketing is concerned with the development, delivery, promotion and exchange of a company's goods and services. As a result, marketing is the pivotal function within the firm that generates income for the business and delivers a standard of living.

The term "marketing" in a broad sense includes individuals' or organizations' activities which encourage and facilitate exchanges of values. This includes many non-promotional activities such as research, physical distribution and pricing as applied to goods and services, in both profit and nonprofit contexts.

Career opportunities include such diverse areas as retail store management, industrial selling, marketing research, advertising and others. In addition to a general marketing program, the department has designed three specialized tracks or areas of concentration which focus on Professional Selling, Promotional Communication and Retail Management.

The Professional Sales degree program can lead to a personally satisfying and financially rewarding career in sales, sales management and marketing. Professional Sales is the most common entry-level position in many companies for college students. Further, there are more job openings in professional sales than in any other marketing area. Thus, the Professional Sales degree program provides an avenue of entry into corporations and positions in other marketing functions.

The focus of the Professional Sales Program is on business-to-business or organizational marketing. In addition, the program addresses relationship selling, establishing long term mutually satisfying business relationships. The foundation for this is providing creative and cost effective solutions to the customer's important problems.

Minors*

- Accounting
- Business Law
- Economics
- Finance
- Management
- Marketing
- Professional Sales

* See section on Minors for policy on and additional information regarding minors.

Programs of Study

The Coles College of Business offers the following undergraduate degrees:

- Bachelor of Business Administration in Accounting
- Bachelor of Business Administration in Economics
- Bachelor of Business Administration in Finance
- Bachelor of Business Administration in Management
- Bachelor of Business Administration in Marketing
- Bachelor of Business Administration in Professional Sales

The six programs of study offered by the Coles College of Business, leading to a Bachelor of Business Administration degree, are Accounting, Economics, Finance, Management, Marketing, and Professional Sales. These programs include foundation courses in the humanities, natural and behavioral sciences, and mathematics before advanced courses in the major-field areas are undertaken. The Coles College offers upper division courses in the business disciplines of accounting, economics, finance, management and marketing, in addition to specialized courses in the areas of business law, business information systems, entrepreneurship and family business, insurance, international business, operations management, quality, real estate, sales and strategy.

Requirements for BBA Degree

Sophomore GPA Requirement

Before a business major can enroll in any upper-division business courses (3000-4000), she or he must earn an adjusted GPA of 2.875 or greater for the following eight courses:

MATH 1106	Elementary Calculus with Applications (or MATH 1190 - Analytic Geometry and Calculus I)
ACCT 2100	Introduction to Financial Accounting
ACCT 2200	Introduction to Managerial Accounting
ECON 2100	Principles of Macroeconomics
ECON 2200	Principles of Macroeconomics
ECON 2300	Business Statistics
BISM 2100	Business Information Systems and Communications
BLAW 2200	Legal and Ethical Environment of Business

The Sophomore GPA Requirement must be met before the BBA degree will be awarded. Regardless of whether the courses are taken at Kennesaw State University or at another acceptable accredited institution, the grades earned will be used to check this GPA requirement. A course may be repeated if necessary.

Admission to the Professional Program

Students must apply for and be accepted for admission into the Coles College of Business Professional Program as a business major prior to registering for any 4000-level business courses. Admission to the Coles College Professional Program is separate from admission to Kennesaw State University. The Sophomore GPA Requirement must be met prior to application for admission. To be considered for admission, completed applications must be submitted to the Coles College Office for Undergraduate Programs in Business on or before the following deadlines:

Admission to 4000-level courses for:	Application deadline:
Fall Semester	May 1
Spring Semester	October 1
Summer Term	February 1

Timeliness of Degree Completion

Business majors must successfully complete the BBA degree requirements within no more than six (6) calendar years after first completing the Sophomore GPA Requirement.

Other Requirements

To fulfill the requirements for a baccalaureate degree in these programs, students must earn a minimum of 51 hours of credit in upper division business courses. At least 33 hours of business courses must be taken in residence to earn a degree from Kennesaw State University. At least 12 hours of the major field requirements and major field electives must be taken at Kennesaw State University.

Credit for courses taken at other accredited colleges and universities will be given only if those courses were taken at the same or higher level than the comparable courses offered at Kennesaw State University. If the courses are taken at a lower level than offered by Kennesaw State University, students may earn credit for a course by passing an Advanced Standing Examination.

Business majors must earn a grade of "C" or better in the major field courses that constitute the Lower Division Major Requirements and the Upper Division Major Requirements (including upper division business core courses, information technology requirement, major field requirement, and major field electives).

All business majors must take a calculus course, which is part of the Coles College Sophomore GPA requirement and also a prerequisite to several business courses. Most students will take the MATH 1101 and 1106 sequence. Students with stronger math aptitudes or backgrounds, or students considering graduate school should take MATH 1190. All students must take ECON 3300 (Quantitative Analysis in Business) and not MATH 1107.

Major in Accounting, B.B.A.

Bachelor of Business Administration Degree Coles College of Business Department of Accounting (770) 423-6084

The faculty of the Department of Accounting strives to be a team of creative, highly qualified professionals dedicated to preparing students for entry-level opportunities and long-term career success. The faculty also makes meaningful contributions to the professional and academic accounting communities.

Accounting provides the tools to measure, interpret and communicate economic information for decision-making. A basic understanding of financial and managerial accounting information is necessary for all business majors. Accounting majors develop their knowledge of accounting within the framework of accounting information systems. The development of a student's technical, communication, computer, critical thinking, problem solving, teamwork, and leadership skills are critical consequences of the program.

Upon graduation, Accounting majors have a wide range of job opportunities. Many go into public practice (CPA firms), which involves independent auditing, accounting, consulting and tax services to clients. This is the traditional path for becoming a Certified Public Accountant. Others choose private accounting, becoming financial, tax, systems or managerial accountants or internal auditors in business and industry. Still others enter the specialized field of not-for-profit accounting. Accounting also serves as a solid background for graduate work in any business area or law. Many find rewarding lifetime careers in Accounting; others use it as a stepping stone to high-level management positions.

The State of Georgia requires everyone who wishes to be licensed as a CPA to have five years of education (150 semester hours), including a baccalaureate degree. 123 hours are required to earn the bachelors degree; hence 27 additional hours are needed. While these can be undergraduate hours, the faculty recommend that prospective CPAs earn a Masters degree to satisfy the five year requirement.

Business majors must earn a grade of "C" or better in the major field courses that constitute the Lower Division Major Requirements and the Upper Division Major Requirements (including upper division business core courses, information technology requirement, major field requirements, and major field electives).

Credit Hours

GENERAL EDUCATION (see previous listing of requirements) **42**

UNIVERSITY-WIDE FITNESS FOR LIVING REQUIREMENT **3**

In the General Education requirements, all business majors must take:

- MATH 1106 or MATH 1190
- ECON 2100

(Accounting Major - cont'd)

Credit Hours**LOWER DIVISION BUSINESS CORE (AREA F) 18**

ACCT 2100	Introduction to Financial Accounting	3
ACCT 2200	Introduction to Managerial Accounting	3
ECON 2100	Principles of Microeconomics (counted in General Education)	
ECON 2200	Principles of Macroeconomics	3
ECON 2300	Business Statistics	3
BISM 2100	Business Information Systems and Communications	3
BLAW 2200	Legal and Ethical Environment of Business	3

UPPER DIVISION MAJOR REQUIREMENTS 45**Upper Division Business Core 18**

ECON 3300	Quantitative Analysis in Business	3
FIN 3100	Principles of Finance	3
MKTG 3100	Principles of Marketing	3
MGT 3100	Management and Behavioral Science	3
MGT 3200	Operations Management	3
MGT 4199	Strategic Management	3

Information Technology Requirement 3

IT 3700	Information Technology Management	3
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Major Field Requirements 15

ACCT 3100	Intermediate Financial Accounting & Auditing	3
ACCT 3200	Intermediate Managerial Accounting & Tax	3
ACCT 3300	Accounting Information Systems	3
ACCT 4050	Intermediate Financial Accounting II	3
ACCT 4300	International Accounting	3

Major Field Electives 9

(select 9 credit hours from the following):

ACCT 4100	Advanced Financial Accounting	3
ACCT 4200	Advanced Managerial Accounting	3
ACCT 4150	Auditing and Assurance	3
ACCT 4250	Advanced Taxation	3
ACCT 4600	Governmental and Nonprofit Accounting	3
ACCT 4700	Business Valuation	3
ACCT 4490	Special Topics in Accounting	3

Students should select their major elective courses (3) after careful consideration of career and/or graduate school aspirations. Discussions with faculty are advisable. Some suggested elective course combinations are listed below.

1. Students who intend to begin their careers in public accounting (CPA firms) should take: 4100, 4150, 4250.
2. Students who intend to begin their careers in other than public accounting organizations should take: 4200, 4600, 4700.
3. Students who wish to intensify their studies in the area of technology should consider completing the Information Technology (IT) Certificate. See science.kennesaw.edu/csis/itcert

Credit Hours

or call 770-423-6005 for complete details. The certificate includes 15 hours of course work in the IT area. The Chair of the Accounting Department will, upon request, reduce the Major Field Electives to 6 credit hours for students who earn this certificate.

4. Students who plan to enter KSU's Master of Accounting degree program should take: 4100, 4150, 4250.

BUSINESS ELECTIVES Nine hours of credit from upper-division (3000/4000) course offerings **outside the major, but inside the Coles College of Business.** (A maximum of six hours of credit in Co-Ops and Internships may be used in this area.) **9**

NON-BUSINESS ELECTIVES Six hours of credit from any lower-division (1000/2000) or upper-division (3000/4000) **non-business courses** offered at Kennesaw State. **6**

PROGRAM TOTAL: 123

Major in Economics, B.B.A.

Bachelor of Business Administration Degree
Coles College of Business
Department of Economics & Finance
(770) 423-6091

Economics is the study of business firms; the functioning of regional, national, and global markets; and the development of analytical techniques that aid in decision making and understanding market behavior. The primary focus is on problem definition, model development, data gathering and analysis, model solution, and report generation in the areas of consumer behavior, business behavior, price determination, resource allocation, production and distribution of goods and services, and policies that affect output, employment, income, trade, growth, and inflation. There is a broad range of intellectual challenges within the economics major. Branches of Economics overlap such diverse areas as politics, finance, history, international business, management, marketing, business operations, and psychology.

The program of study in economics prepares students for careers in management, marketing, business research, economic planning, and human resources with employers in industry, trade, banking, and government. Students are also well prepared for graduate study in economics, law, and business.

Business majors must earn a grade of "C" or better in the major field courses that constitute the Lower Division Major Requirements and the Upper Division Major Requirements (including upper division business core courses, information technology requirement, major field requirement, and major field electives.

Credit Hours

GENERAL EDUCATION (see previous listing of requirements) **42**

In the General Education requirements, all business majors must take:

- MATH 1106 or MATH 1190
- ECON 2100

UNIVERSITY-WIDE FITNESS FOR LIVING REQUIREMENT **3**

(Economics Major - cont'd)

*Credit Hours***LOWER DIVISION BUSINESS CORE (AREA F) 18**

ACCT 2100	Introduction to Financial Accounting	3
ACCT 2200	Introduction to Managerial Accounting	3
ECON 2100	Principles of Microeconomics (counted in General Education)	
ECON 2200	Principles of Macroeconomics	3
ECON 2300	Business Statistics	3
BISM 2100	Business Information Systems and Communications	3
BLAW 2200	Legal and Ethical Environment of Business	3

UPPER DIVISION MAJOR REQUIREMENTS 42**Upper Division Business Core 18**

ECON 3300	Quantitative Analysis in Business	3
FIN 3100	Principles of Finance	3
MKTG 3100	Principles of Marketing	3
MGT 3100	Management and Behavioral Science	3
MGT 3200	Operations Management	3
MGT 4199	Strategic Management	3

Information Technology Requirement 3

IT 3700	Information Technology Management	3
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Major Field Requirement 3

(select one of the following):

ECON 4310	Economic Development in Global Perspective	
ECON 4410	International Trade and Finance	
FIN 4420	International Financial Management	

Major Field Electives 18

(select 18 credit hours from the following):

ECON 4210	Money and Financial Markets	3
ECON 4310	Economic Development in Global Perspective	3
ECON 4410	International Trade and Finance	3
ECON 4510	Microeconomics	3
ECON 4550	Managerial Economics	3
ECON 4610	Macroeconomics	3
ECON 4490	Special Topics in Economics	3

Up to 6 of the 18 hours in major field electives may be selected from the following:

ECON 4710	Econometrics and Forecasting	3
ECON 4750	Multivariate Data Analysis	3
ECON 4810	Quantitative Decision Models	3
ECON 4850	Decision Analysis and Simulation	3
FIN 4220	Corporate Finance	3
FIN 4260	Treasury Management	3
FIN 4320	Financial Statement and Security Analysis	3
FIN 4360	Investment Analysis and Portfolio Management	3

FIN 4420	International Financial Management	3
FIN 4520	Financial Derivatives and Financial Engineering	3
FIN 4620	Financial Management of Financial Institutions	3
FIN 4490	Special Topics in Finance	3

BUSINESS ELECTIVES Twelve hours of credit from upper-division (3000/4000) course offerings **outside the major, but inside the Coles College of Business.** (A maximum of six hours of credit in Co-ops and internships may be used in this area.) **12**

NON-BUSINESS ELECTIVES Six hours of credit from any lower-division (1000/2000) or upper-division (3000/4000) **non-business courses** offered at Kennesaw State. **6**

PROGRAM TOTAL: 123

Major in Finance, B.B.A.

**Bachelor of Business Administration Degree
Coles College of Business
Department of Economics & Finance
(770) 423-6091**

There is a broad range of intellectual challenges within the field of finance which integrates and applies principles and concepts drawn from accounting, economics, business operations, and quantitative analysis in a global business environment. Finance is an analytical discipline dealing with the acquisition and distribution of funds, financial statement analysis, security analysis, risk assessment, valuation of assets and liabilities, functioning of financial markets, and management of investments, acquisitions, funds, assets, liabilities, risk, businesses, and financial institutions.

The program in finance prepares students for careers as bankers, financial managers, stock-brokers, financial analysts, portfolio managers, financial consultants, investment bankers, and financial planners. Students are also well prepared for graduate study in law and business.

Business majors must earn a grade of "C" or better in the major field courses that constitute the Lower Division Major Requirements and the Upper Division Major Requirements (including upper division business core courses, information technology requirement, major field requirement, and major field electives.

Credit Hours

GENERAL EDUCATION (see previous listing of requirements) **42**

In the General Education requirements, all business majors must take:

- MATH 1106 or MATH 1190
- ECON 2100

UNIVERSITY-WIDE FITNESS FOR LIVING REQUIREMENT **3**

(Finance Major - cont'd)

Credit Hours
LOWER DIVISION BUSINESS CORE (AREA F) 18

ACCT 2100	Introduction to Financial Accounting	3
ACCT 2200	Introduction to Managerial Accounting	3
ECON 2100	Principles of Microeconomics (counted in General Education)	
ECON 2200	Principles of Macroeconomics	3
ECON 2300	Business Statistics	3
BISM 2100	Business Information Systems and Communications	3
BLAW 2200	Legal and Ethical Environment of Business	3

UPPER DIVISION MAJOR REQUIREMENTS 42
Upper Division Business Core 18

ECON 3300	Quantitative Analysis in Business	3
FIN 3100	Principles of Finance	3
MKTG 3100	Principles of Marketing	3
MGT 3100	Management and Behavioral Science	3
MGT 3200	Operations Management	3
MGT 4199	Strategic Management	3

Information Technology Requirement 3

IT 3700	Information Technology Management	3
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Major Field Requirement 3

(select one of the following):

ECON 4310	Economic Development in Global Perspective	3
ECON 4410	International Trade and Finance	3
FIN 4420	International Financial Management	3

Major Field Electives 18

(select 18 credit hours from the following):

FIN 4220	Corporate Finance	3
FIN 4260	Treasury Management	3
FIN 4320	Financial Statement and Security Analysis	3
FIN 4360	Investment Analysis and Portfolio Management	3
FIN 4420	International Financial Management	3
FIN 4520	Financial Derivatives and Financial Engineering	3
FIN 4620	Financial Management of Financial Institutions	3
FIN 4490	Special Topics in Finance	3
ECON 4210	Money and Financial Markets	3

Up to 6 of the 18 hours in major field electives may be selected from the following:

ECON 4510	Microeconomics	3
ECON 4550	Managerial Economics	3
ECON 4610	Macroeconomics	3
ECON 4710	Econometrics and Forecasting	3
ECON 4750	Multivariate Data Analysis	3
ECON 4810	Quantitative Decision Models	3

ECON 4850	Decision Analysis and Simulation	3	
RE 4500	Real Estate	3	
BUSINESS ELECTIVES	Twelve hours of credit from upper-division (3000/4000) course offerings outside the major, but inside the Coles College of Business. (A maximum of six hours of credit in Co-ops and internships may be used in this area.)		12
NON-BUSINESS ELECTIVES	Nine hours of credit from any lower-division (1000/2000) or upper-division (3000/4000) non-business courses offered at Kennesaw State.		6

PROGRAM TOTAL: 123

Major in Management, B.B.A.

**Bachelor of Business Administration Degree
Coles College of Business
Department of Management & Entrepreneurship
(770) 423-6552**

The program of study in management is designed to prepare students for leadership roles in the field of management. Management is the process of planning, organizing, staffing, directing and controlling activities in an organization which will result in the achievement of a common goal. Managers make decisions and direct resources so that organizational goals and objectives are obtained.

Business majors must earn a grade of "C" or better in the major field courses that constitute the Lower Division Major Requirements and the Upper Division Major Requirements (including upper division business core courses, information technology requirement, major field requirement, and major field electives.

GENERAL EDUCATION (See previous listing of requirements)	Credit Hours 42
In the General Education requirements, all business majors must take:	
<ul style="list-style-type: none"> • MATH 1106 or MATH 1190 • ECON 2100 	
UNIVERSITY-WIDE FITNESS FOR LIVING REQUIREMENT	3
LOWER DIVISION BUSINESS CORE (AREA F)	18

ACCT 2100	Introduction to Financial Accounting	3
ACCT 2200	Introduction to Managerial Accounting	3
ECON 2100	Principles of Microeconomics (counted in General Education)	
ECON 2200	Principles of Macroeconomics	3
ECON 2300	Business Statistics	3
BISM 2100	Business Information Systems and Communications	3
BLAW 2200	Legal & Ethical Environment of Business	3

Management Major - cont'd)

Credit Hours

UPPER DIVISION MAJOR REQUIREMENTS

45

Upper Division Business Core

18

ECON 3300	Quantitative Analysis in Business	3
FIN 3100	Principles of Finance	3
MKTG 3100	Principles of Marketing	3
MGT 3100	Management & Behavioral Science	3
MGT 3200	Operations Management	3
MGT 4199	Strategic Management	3

Information Technology Requirement

3

IT 3700	Information Technology Management	3
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Major Field Requirements

12

MGT 4120	Venture Management	3
MGT 4160	Organizational Behavior	3
MGT 4170	Human Resource Management	3
MGT 4190	International Management	3

Major Field Electives

12

(select 12 credit hours from the following):

BLAW 4960	Current Issues in Business Ethics and Law	3
MGT 4121	Entrepreneurship and Creativity	3
MGT 4122	Venture Analysis	3
MGT 4124	Franchise Management	3
MGT 4161	Organizational Communications	3
MGT 4171	Employee & Labor Relations	3
MGT 4172	Compensation	3
MGT 4173	Staffing	3
MGT 4174	International Human Resource Management	3
MGT 4800	Purchasing and Supply Chain Management	3
MGT 4850	World Class Manufacturing	3
MGT 4860	Quality Management	3
MGT 4880	Service Operations Management	3
MGT 4490	Special Topics in Management	3
ACCT 3300	Accounting Information Systems	3
BISM 3100	Information Systems Management	3
BISM 3200	Advanced Business Application Systems	3
BISM 4100	Business Systems Analysis and Design	3

If you are interested in a particular area of Management, following are some suggested courses for five areas of specialization: Human Resource Management and Development, Information Systems Management, International Management, Entrepreneurship, and Operations Management.

I. Human Resource Management and Development

MGT 4171	Employee & Labor Relations
MGT 4172	Compensation
MGT 4174	International Human Resource Management
MGT 4173	Staffing
BLAW 4960	Current Issues in Business Ethics and Law

II. Information Systems Management

- BISM 3100 Management Information Systems
- BISM 3200 Advanced Business Application Systems
- BISM 4100 Business Systems Analysis & Design
- ACCT 3300 Accounting Information Systems

III. International Management

- MGT 4174 International Human Resource Management
- MGT 4850 World Class Manufacturing
- BLAW 4600 International Law: Business Applications
- ECON 4410 International Trade and Finance
- MKTG 4820 International Marketing

IV. Entrepreneurship

- MGT 4121 Entrepreneurship & Creativity
- MGT 4122 Venture Analysis

V. Operations Management

- MGT 4800 Purchasing and Supply Chain Management
- MGT 4850 World Class Manufacturing
- MGT 4860 Quality Management
- MGT 4880 Service Operations Management

BUSINESS ELECTIVES Nine hours of credit from upper-division (3000/4000) course offerings **outside the major, but inside the Coles College of Business.** (A maximum of six hours of credit in Co-ops and internships may be used in this area.) **9**

NON-BUSINESS ELECTIVES Six hours of credit from any lower-division (1000/2000) or upper-division (3000/4000) **non-business** courses offered at Kennesaw State. **6**

PROGRAM TOTAL: 123

Major in Marketing, B.B.A.

**Bachelor of Business Administration Degree
Coles College of Business
Department of Marketing & Professional Sales
(770) 423-6060**

Marketing affects us every day of our lives. A field devoted to promoting an organization’s goods and services to potential customers, marketing helps deliver to average consumers a standard of living that would have been inconceivable to previous generations.

Majoring in marketing can lead to a personally satisfying and financially rewarding career in the fields of marketing, sales, or sales management. The marketing curriculum merges marketing theory with real-world practice to prepare students for working with either for-profit or nonprofit organizations. Students may choose a general program of study or one of the specialized marketing tracks including marketing communications, retail management, or professional selling.

(Marketing Major - continued)

Business majors must earn a grade of “C” or better in the major field courses that constitute the Lower Division Major Requirements and the Upper Division Major Requirements (including upper division business core courses, information technology requirement, major field requirement, and major field electives.

Credit Hours

GENERAL EDUCATION (see previous listing of requirements) **42**

In the General Education requirements, all business majors must take:

- MATH 1106 or MATH 1190
- ECON 2100

UNIVERSITY-WIDE FITNESS FOR LIVING REQUIREMENT **3**

LOWER DIVISION BUSINESS CORE (AREA F) **18**

ACCT 2100	Introduction to Financial Accounting	3
ACCT 2200	Introduction to Managerial Accounting	3
ECON 2100	Principles of Microeconomics (counted in General Education)	
ECON 2200	Principles of Macroeconomics	3
ECON 2300	Business Statistics	3
BISM 2100	Business Information Systems and Communications	3
BLAW 2200	Legal & Ethical Environment of Business	3

UPPER DIVISION MAJOR REQUIREMENTS **45**

Upper Division Business Core **18**

ECON 3300	Quantitative Analysis in Business	3
FIN 3100	Principles of Finance	3
MKTG 3100	Principles of Marketing	3
MGT 3100	Management & Behavioral Science	3
MGT 3200	Operations Management	3
MGT 4199	Strategic Management	3

Information Technology Requirement **3**

IT 3700	Information Technology Management	3
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Major Field Requirements **12**

MKTG 4100	Marketing Research	3
MKTG 4150	Consumer Behavior	3
MKTG 4820	International Marketing	3
MKTG 4990	Marketing Management	3

Major Field Electives **12**

(select 12 credit hours from the following):

MKTG 4300	Basic Retailing	3
MKTG 4350	Retail Management	3
MKTG 4410	Professional Selling	3
MKTG 4430	Market Analysis	3
MKTG 4450	Sales Management	3
MKTG 4500	Internet Marketing and Global Business	3

Credit Hours

MKTG 4620	Services Marketing	3
MKTG 4630	Direct Response Marketing	3
MKTG 4650	Advertising	3
MKTG 4670	Promotional Strategy	3
MKTG 4750	Advanced Selling	3
MKTG 4850	Business to Business Marketing	3
MKTG 4870	Sports Marketing	3
MKTG 4490	Special Topics in Marketing	3

If you are interested in a particular area of Marketing, following are some suggested courses for three areas of specialization: Marketing Communications, Retail Management, and Professional Selling.

I. Marketing Communication

MKTG 4630	Direct Response Marketing
MKTG 4650	Advertising
MKTG 4670	Promotional Strategy

II. Retail Management

MKTG 4300	Basic Retailing
MKTG 4350	Retail Management

III. Professional Selling

MKTG 4410	Professional Selling
MKTG 4430	Marketing Analysis
MKTG 4450	Sales Management
MKTG 4750	Advanced Selling
MKTG 4850	Business to Business Marketing

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PROGRAM TOTAL: 123

*Students who have previously taken MKTG 411 will not receive credit for taking MKTG 4430.

Major in Professional Sales, B.B.A.

Bachelor of Business Administration Degree Coles College of Business Department of Marketing & Professional Sales (770) 423-6060

Many job opportunities exist in professional sales for graduates who enjoy the independence and economic rewards that a sales career provides. A major in professional selling focuses on business-to-business selling, helping students learn how to design and deliver effective sales presentations, analyze and manage individual accounts and markets, develop sales plans, and manage the sales force.

Business majors must earn a grade of "C" or better in the major field courses that constitute the Lower Division Major Requirements and the Upper Division Major Requirements (including upper division business core courses, information technology requirement, major field requirement, and major field electives).

Credit Hours

GENERAL EDUCATION (see previous listing of requirements) **42**

In the General Education requirements, all business majors must take:

- MATH 1106 or MATH 1190
- ECON 2100

UNIVERSITY-WIDE FITNESS FOR LIVING REQUIREMENT **3**

LOWER DIVISION BUSINESS CORE (AREA F) **18**

ACCT 2100	Introduction to Financial Accounting	3
ACCT 2200	Introduction to Managerial Accounting	3
ECON 2100	Principles of Microeconomics (Counted in General Education)	
ECON 2200	Principles of Macroeconomics	3
ECON 2300	Business Statistics	3
BISM 2100	Business Information Systems & Communications	3
BLAW 2200	Legal & Ethical Environment of Business	3

UPPER DIVISION MAJOR REQUIREMENTS **45**

Upper Division Business Core **18**

ECON 3300	Quantitative Analysis in Business	3
FIN 3100	Principles of Finance	3
MKTG 3100	Principles of Marketing	3
MGT 3100	Management & Behavioral Science	3
MGT 3200	Operations Management	3
MGT 4199	Strategic Management	3

Credit Hours

Information Technology Requirement 3

IT 3700 Information Technology Management 3

Major Field Requirements 18

MKTG 4410 Professional Selling 3

MKTG 4430 Market Analysis 3

MKTG 4450 Sales Management 3

MKTG 4750 Advanced Selling 3

MKTG 4820 International Marketing 3

MKTG 4850 Business to Business Marketing 3

Major Field Electives 6

(select six credit hours from the following):

MKTG 4100 Marketing Research 3

MKTG 4150 Consumer Behavior 3

MKTG 4300 Basic Retailing 3

MKTG 4350 Retail Management 3

MKTG 4500 Internet Marketing and Global Business 3

MKTG 4620 Services Marketing 3

MKTG 4630 Direct Response Marketing 3

MKTG 4650 Advertising 3

MKTG 4670 Promotional Strategy 3

MKTG 4870 Sports Marketing 3

MKTG 4990 Marketing Management 3

BUSINESS ELECTIVES Nine hours of credit from upper-division (3000/4000) course offerings **outside the major, but inside the Coles College of Business.** (A maximum of six hours of credit in Co-ops and internships may be used in this area.) **9**

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PROGRAM TOTAL: 123

