The concentration in management is designed for the student with a strong interest in motivating people to provide goods and services creatively and productively.

The program seeks to help students understand the various aspects of administrative practice and develop judgment and skills in organizational problem analysis and decision making. It focuses on three functional areas—marketing, finance, and operations—and explores the interrelation of these areas and the ways they can be used as management tools. To these are added the perspectives of law, accounting, and management information systems. Finally, the concentration includes courses on business policy that are intended to develop skills in both the integrative and strategic roles of management. Through extensive use of case studies and group projects, students have an opportunity to leadership skills. Faculty pay significant attention to “people problems” in order to stress the importance of developing an effective workforce.

BSBA in Management

COLLEGE OF BUSINESS ADMINISTRATION BSBA

CORE REQUIREMENTS
See page 244 for requirement list.

MANAGEMENT MAJOR REQUIREMENTS
Complete the concentration in management from the list “BSBA Business Concentrations” on page 246.

OPEN ELECTIVES
Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 246.

BUSINESS GPA REQUIREMENT
A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS
See page 42 for requirement list.

GENERAL ELECTIVES
Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.