

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION - GENERAL MANAGEMENT

Students with a broad interest in business and management activities and operating problems would profit from the Bachelor of Science in Business Administration degree program. The program builds upon knowledge of the functional, environmental, behavioral, and legal aspects of business and provides analytical and conceptual tools for analyzing complicated problems. It prepares the student for business and managerial responsibilities and decision making. The large number of elective hours allows the student to tailor a program to their individual educational objectives. Students must complete a concentration of electives in one of the following areas:

- Accounting
- Finance
- General Management
- Information Technology Management
- Leadership and Organizational Change
- Marketing
- Operations and Supply Chain Management
- Strategy and Innovation

The new BS Business Administration degree replaces the BS Management degree previously offered by the College of Business. Starting summer 2011, all new freshmen and transfer students will be admitted to the B.S. Business Administration (BSBA) degree as the B.S. Management (BSM) degree will no longer be offered to new students. Current Tech students who submit change of major forms to join the College of Business after January 17, 2011 will have the BSBA degree, as the BSM degree will no longer be available to new change of major students. Current BSM students can change their majors to BSBA, but are not required to change majors.

## Change of Major Policy

The College of Business requires a 2.3 cumulative GPA for any non-College of Business students requesting a change of major to Business Administration if the student has completed sixty credits (junior standing) or more. There is no GPA requirement for freshmen and sophomores (less than sixty credits) requesting a major change. This policy was approved by the College of Business faculty in April 2007. All students seeking a major change to Business Administration must attend a "change of major" meeting. Contact the College of Business Undergraduate Program Office (<http://mgt.gatech.edu/programs/under/>) for dates and times of upcoming meetings.

Current Georgia Tech students who submit change of major forms to join the College of Business after January 17, 2011 will have the BS Business Administration degree, as the BS Management degree will no longer be available to new change of major students. Students who submit change of major forms before January 17, 2011 will have the BS Management degree. BS Management students may choose to stay in the BSM degree or may change into the BSBA degree. Once a student changes majors to BSBA, they cannot return to the BSM degree.

The BSBA and BSM degrees have different degree requirements. Students joining the BSBA degree must complete all BSBA degree

requirements, including one of the newly approved management concentrations and several other courses not currently required of all BSM students. Current BSM students MUST attend a change of major meeting to change their majors to BSBA so they understand the requirements of the new degree which are different than the BSM requirements.

Current BSM students who decide to continue pursuing the BSM degree should review previous Georgia Tech catalogs and the College of Business website to see the BSM requirements.

Code	Title	Credit Hours
<b>Wellness</b>		
APPH 1040	Scientific Foundations of Health or APPH 10 The Science of Physical Activity and Health	2
<b>Core A - Essential Skills</b>		
ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
MATH 1552	Integral Calculus or MATH 17 Mathematics for Management II	4
<b>Core B - Institutional Options</b>		
CS 1301	Introduction to Computing or CS 1315 Introduction to Media Computation	3
<b>Core C - Humanities</b>		
	Any HUM ( <a href="http://www.catalog.gatech.edu/academics/undergraduate/core-curriculum/core-area-c/">http://www.catalog.gatech.edu/academics/undergraduate/core-curriculum/core-area-c/</a> )	6
<b>Core D - Science, Math, &amp; Technology</b>		
	Lab Science	4
	Lab Science	4
MATH 1551	Differential Calculus & MATH 1553 and Introduction to Linear Algebra or MATH 17 Finite Mathematics	4
<b>Core E - Social Sciences</b>		
	Select one of the following:	3
HIST 2111	The United States to 1877	
HIST 2112	The United States since 1877	
INTA 1200	American Government in Comparative Perspective	
POL 1101	Government of the United States	
	PUBP 3000 American Constitutional Issues	
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
	Any SS ( <a href="http://www.catalog.gatech.edu/academics/undergraduate/core-curriculum/core-area-e/">http://www.catalog.gatech.edu/academics/undergraduate/core-curriculum/core-area-e/</a> )	3
<b>Core F - Courses Related to Major</b>		
ACCT 2101	Accounting I: Financial Accounting	3
ACCT 2102	Accounting II: Managerial Accounting	3
MGT 2106	Legal, Social, Ethical Aspects of Business	3
MGT 2210	Information Systems and Digital Transformation	3
MGT 2250	Management Statistics	3
MGT 2255	Quantitative Analysis for Business	3
<b>Major Requirements</b>		
LMC 3403	Technical Communication, Theory and Practice	3

MGT 3062	Financial Management	3
MGT 3101	Organizational Behavior	3
MGT 3102	Managing Human Resources within a Regulatory Environment	3
MGT 3300	Marketing Management I	3
MGT 3501	Operations Management	3
MGT 3599	Career Development Workshop	1
MGT 3660	International Business	3
MGT 3659	Foundations of Strategy	3
<b>General Management Concentration</b>		
Select six of the following: <sup>1,2,3,6</sup>		18
MGT 3075	Security Valuation	
MGT 3076	Investments	
MGT 3079	Management of Financial Institutions	
MGT 3082	Fundamentals of Real Estate Development	
MGT 3084	Derivative Securities	
MGT 3103	Leadership in a Changing Environment	
MGT 3310	Marketing Research: Qualitative Aspects	
MGT 3510	Management of Technology	
MGT 3605	Principles of Commercial Law	
MGT 3606	International Business Law	
MGT 3607	Business Ethics	
MGT 3608	Technology Law and Ethics	
MGT 3609	Legal Aspects of Real Estate	
MGT 3661	Advanced Concepts in International Business	
MGT 3662	Management in the Healthcare Sector	
MGT 3663	Technology Strategy	
MGT 3743	Analysis of Emerging Technologies	
MGT 3744	Managing Product, Service & Technology Development	
MGT 4010	Business Taxation	
MGT 4015	Advanced Managerial Accounting	
MGT 4026	Financial Reporting and Analysis I	
MGT 4027	Financial Reporting and Analysis II	
MGT 4028	Financial Analysis and Reporting of Technology Firms	
MGT 4030	International Accounting	
MGT 4041	Auditing and Financial Control Systems	
MGT 4043	Advanced Financial Reporting	
MGT 4045	Seminar in Advanced Accounting	
MGT 4047	Ethics & Accounting	
MGT 4052	Systems Analysis and Design	
MGT 4053	Business Data Communications	
MGT 4056	Electronic Commerce	
MGT 4057	Business Process Analysis and Design	
MGT 4058	Database Management Systems	
MGT 4066	Corporate Restructuring	
MGT 4067	Financial Markets: Trading and Structure	
MGT 4068	Fixed Income	
MGT 4070	International Finance	
MGT 4072	Entrepreneurial Finance	
MGT 4102	Management Consulting	

MGT 4116	The Role of Gender, Race and Ethnicity in Organizational Behavior	
MGT 4191	The Entrepreneurship Forum	
MGT 4192	Impact Speaker Series Forum	
MGT 4193	Servant Leadership, Values & Systems	
MGT 4194	Social Enterprise and Entrepreneurship	
MGT 4303	Personal Selling and Sales Management	
MGT 4304	Strategic Brand Management	
MGT 4308	Advertising & Promotion: Integrated Marketing Communications	
MGT 4309	Services Marketing	
MGT 4311	Digital Marketing	
MGT 4331	Consumer Behavior	
MGT 4332	Database and CRM Strategy	
MGT 4335	International Marketing	
MGT 4352	Operations Planning and Control	
MGT 4353	Operations Strategy	
MGT 4360	Global Operations and Logistics	
MGT 4366	Service Operations Management	
MGT 4401	Supply Chain Modeling	
MGT 4670	Entrepreneurship	
MGT 4803	Special Topics in Industrial Management	
MGT 4910	Special Problems	
<b>Non-MGT Electives</b>		
Non-MGT Electives <sup>4</sup>		6
<b>Free Electives</b>		
Free Electives <sup>5</sup>		10
Total Credit Hours		122

Pass-fail only allowed for Free Electives.

<sup>1</sup> MGT 4803 must have a title of Business Analytics, or Business Forecasting, or Business and Government Regulation, or Business Programming, or Corporate Governance, or Employment, Benefits, and Compensation Law, or Innovation and Entrepreneurial Behavior, or International HR, or Law for Entrepreneurs, or Leadership: Managing Professionals, or Management of Healthcare Operations, or Legal Issues in Sports Management or Managerial Economics, or Motivation and Rewards, or Project Management, or Sales Management.

<sup>2</sup> Students may not use both MGT 4191 and MGT 4192 towards the General Management Concentration

<sup>3</sup> Minimum grade of C required.

<sup>4</sup> Any courses except for MGT or ACCT.

<sup>5</sup> Maximum 3 credit hours of internship; Maximum 9 credit hours of undergraduate research; Maximum 3 credit hours of Special Problems/Independent Study.

<sup>6</sup> Complete five classes from five different clusters. Complete one additional class from any cluster.

## International Plan

The International Plan (<http://www.internationalplan.gatech.edu>) degree option is available to all College of Business undergraduate students. This option has been specifically designed to increase the international competence of our students through foreign language instruction, selected international courses, overseas residential experience, and

a capstone, culminating course. This international competence is characterized by a graduate's ability to communicate in a second world language, discuss substantively the major international socioeconomic processes, assimilate into foreign lifestyles and work environments, and communicate with confidence the specifics of management and business in a global context. Given the ever-increasing pace of globalization of business, this option should help students prepare for the business world of the future. All College of Business students should seek advising through the College of Business Undergraduate Programs Office (<http://mgt.gatech.edu/>).