



**Department of Management, Marketing and
Administrative Communication
College of Business & Technology**

Management

General Management Option

A Bachelor's Degree in Business Administration with a General Management Option from ECU prepares you to be an aggressive, knowledgeable leader in the 21st Century organization. As our world becomes smaller, yet more complex, businesses - national and international, large and small, profit and nonprofit - are searching for individuals who possess a broad range of theoretical and practical skills. A general management degree prepares you to meet the challenges and exciting opportunities facing tomorrow's managers. Entry level managerial positions come with competitive salaries and opportunities for travel, personal and professional growth and development, and rapid career advancement. In addition to a relevant curriculum and qualified, student-oriented faculty, general management majors have co-operative education opportunities as well as opportunities for membership in professional student organizations, such as SAM (The Society for the Advancement of Management). Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the Professional Skills Conference that are structured to provide additional professional experiences outside of the traditional classroom.

Management web sites: www.ioma.com; www.industryweek.com; www.aom-iaom.org; www.careers.org; www.cob.tamucc.edu/sam (SAM's National Headquarters).

Human Resource Management Option

Today, human resource professionals are being called upon to play a greater role in organizations than ever before. Global competition requires that organizations manage smarter and utilize their human capital more wisely than in the past, and human resources - once considered by some to be a "soft area" within businesses - now plays a pivotal role in achieving organization effectiveness. Eastern offers one of the few HR programs in our region which permit students to gain a thorough foundation in human resource systems, principles, and policy, and to also have many opportunities to apply their knowledge and skills through realistic projects of the kinds that HR practitioners face in their jobs. With the availability of co-op work experiences, we have a highly applied and relevant program that prepares our students for entry-level positions in the field. Students are encouraged to take the Human Resource Certification Exam, and their success rate confirms the sound preparation that our program offers.

Human resource management web sites: www.shrm.org; www.workforce.com; www.hrworld.com; www.acaonline.org; www.people.eku.edu/roberston/hrprogram.htm

Suggested First Semester/First Year

BTO 100 Academic Orientation	1
MAT 107 College Algebra	3
PSY200 or SOC131 Intro PSY or SOC	3
Block IA ENG 101	3
Block VI Wellness	3
CIS212 or CSC104 Computer Literacy	3
Total Hours:	16

For More Information

Office of Admissions
SSB CPO 54
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
800-465-9191
859-622-2106
www.eku.edu

Department of Management, Marketing and
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011 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-1377
www.management.eku.edu
www.management.eku.edu/faculty.html
www.management.eku.edu/patterson_scholarship.php

Students interested in a management major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



University requirements for: **Management (B.B.A.)**

Total Required Courses

University Requirements (1 hour)

BTO 100 (Academic Orientation).

General Education Requirements (36 hours)

Courses selected from Communication, Arts and Humanities, Natural Sciences, Social and Behavioral Sciences, Wellness, and Breadth and Depth of Knowledge.

College Requirement: Professional Skills Seminar

BTS 300 (Juniors) and BTS 400 (Seniors)

Supporting Course Requirements (15 hours)

Calculus or College Algebra, Introductory Psychology or Sociology, Principles of Economics I and II, and Computer Literacy.

Business Requirements (33 hours)

(Pre-Business Core) Introduction to Financial and Managerial Accounting, Legal and Ethical Environments of Business, and Business Statistics I.

(Business Core) Managerial Reports, Management Information Systems, Business Finance I, Principles of Management, Operations Management, Principles of Marketing, and Business Strategy.

Major Requirements (30 hours)

Human Resource Management, Management Science, Organization Theory, Organization Behavior, six hours of approved business electives, and one of the following options:

Management Option: 12 hours of approved management electives above the core.

Human Resource Management Option: Labor Relations, Compensation Management, Human Resource Development, and Employee Recruitment and Selection.

Free Electives (13 hours)

Total Curriculum Requirements (128 hours)

EASTERN KENTUCKY UNIVERSITY

As you consider where you'll pursue your studies, Eastern Kentucky University encourages you to ask yourself, "What do I want to do with my life?" and "Who can help me reach that destination?"

Before we tell you about EKU, let's focus on your needs. What are you looking for in a college or university?

- Renowned, accessible professors; low student/faculty ratio
- State-of-the-art facilities
- Extensive curriculum
- Wide network of campus organizations
- Affordable cost
- Inviting campus

Achieving your goals depends on the quality of the faculty and curriculum at the school you choose to attend. Every college and university touts facilities, but few can match the accolades of our faculty. At EKU you'll reach beyond the borders of classroom discussion to hands-on experience and networking opportunities with experts in the field.

EKU graduates are world leaders in areas as diverse as international business and homeland security; local, state and national government; as well as drama and law. Campus facilities, such as the Studio for Academic Creativity, which is designed to enhance research, writing, and presentation skills, and our new state-of-the-art science building, ensure our students of exposure to technologies vital to real world success.

We hope you'll see that from our view there no limitations, just possibilities.

- A comprehensive, public university serving more than 16,000 students.
- Undergraduate and graduate excellence through 168 associate, baccalaureate, master's, specialist and cooperative doctoral programs.
- Quality and diversity in faculty and staff.
- Student/professor ratio of 17:1.
- 66-acre main campus in Richmond, regional campuses in Corbin, Danville, Lancaster and Manchester, and higher education centers throughout the Commonwealth.

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age, race, color, religion, sex, sexual orientation, disability, national origin, or Vietnam era or other veteran status, in the admission to, or participation in, any education program or activity which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Equal Opportunity Office, Eastern Kentucky University, Jones Building, Room 409, Coates CPO 37A, Richmond, Kentucky 40475-3102, (859) 622-8020 (V/TDD), or the Director of the Office for Civil Rights, U.S. Department of Education, Philadelphia, PA.