# DEPARTMENT OF MANAGEMENT AND MARKETING

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The Department of Management and Marketing prepares students for success in the challenging and changing world of business, offering programs leading to the Bachelor of Business Administration (B.B.A.) degree. The B.B.A. prepares students for professional careers in business administration (general or entrepreneurship), human resource management, management, or marketing. Academic requirements for each degree deliver focused skills in the functional business area. In addition to technical skills in a specific business function, our programs help students build managerial skills in areas such as diversity, teamwork, ethics, and business presentation and communications, which are incorporated into most business courses. In summary, a B.B.A. from the Department of Management & Marketing builds a firm analytical and conceptual background that enables students to progress as business professionals in their chosen careers. Students may also gain experience in business prior to graduation by completing internships related to their major after they have reached their sophomore year. A certificate program in business leadership is also available, as are minors in each of the academic areas.

## Undergraduate Degrees Offered

- Minors (http://catalog.twu.edu/undergraduate/business/management-marketing/minors/)
- Certificates (http://catalog.twu.edu/undergraduate/business/management-marketing/certificates/)
- B.B.A. in Business Administration (http://catalog.twu.edu/undergraduate/business/management-marketing/bba-business-administration-general-business/)
- B.B.A. in Business Administration (Entrepreneurship) (http://catalog.twu.edu/undergraduate/business/management-marketing/bba-business-administration-general-business-entrepreneurship-emphasis/)
- B.B.A. in Human Resource Management (http://catalog.twu.edu/undergraduate/business/management-marketing/bba-human-resource-management/)
- B.B.A. in Management (http://catalog.twu.edu/undergraduate/business/management-marketing/bba-management/)
- B.B.A. in Marketing (http://catalog.twu.edu/undergraduate/business/management-marketing/bba-marketing/)

## Shared B.B.A. Degree Requirements

Each B.B.A. degree requires a concentration in the major degree area consisting of thirty to thirty-three (30-33) semester credit hours in upper-level business, economics, or related courses as indicated in this catalog and on degree plans. Any change to the required concentration courses must have approval, in advance, from an advisor in the business program.

Upper-level courses are considered junior- and senior-level courses and are numbered in the 3000 and 4000 number series.

All B.B.A. degrees have common prerequisites consisting of the following five (5) courses / fifteen (15) semester credit hours:

| Code | Title | SCHs |
|---|---|---|
| ECO 1013 | Principles of Microeconomics | 3 |
| ECO 1023 | Principles of Macroeconomics | 3 |
| FIN 2153 | Foundations of Money Management | 3 |
| MATH 1703 | Elementary Statistics I | 3 |
| MATH 2203 | Business Analysis I | 3 |

In addition, all B.B.A. degrees have thirty-three (33) semester credit hours in common degree requirements as follows:

| Code | Title | SCHs |
|---|---|---|
| ACCT 2043 | Fundamentals of Accounting I | 3 |
| ACCT 2053 | Fundamentals of Accounting II | 3 |
| BUS 3013 | Business Law and Ethics | 3 |
| BUS 3163 | Business Communications | 3 |
| FIN 3053 | Business Finance | 3 |
| MGT 3003 | Principles of Management | 3 |
| MGT 3313 | Business Analytics | 3 |
| MGT 3533 | Management Information Systems | 3 |
| MGT 4333 | Business Policy (taken in final semester) | 3 |
| MGT 4563 | Operations Management | 3 |
| MKT 3113 | Principles of Marketing | 3 |

## Core Curriculum

Specific core curriculum courses required for Business degrees are subject to change based on the availability of approved core curriculum courses and changes to University core curriculum requirements. Complete University-wide requirements for any bachelor's degree are listed in the Academic Information (http://catalog.twu.edu/undergraduate/academic-information/) section of this catalog.