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 his or her individual educational objectives. Students must complete a concentration of electives in one of the following areas:

- finance,
- accounting,
- marketing,
- operations and supply chain management,
- information technology management,
- leadership and managing human capital,
- strategy and innovation, and
- general management.

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, he or she 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.

Wellness

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Hours</th>
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<tbody>
<tr>
<td>APPH 1040</td>
<td>Scientific Foundations of Health</td>
<td>2</td>
</tr>
<tr>
<td>or APPH 10 The Science of Physical Activity and Health</td>
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Core A - Essential Skills

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ENGL 1101</td>
<td>English Composition I</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1102</td>
<td>English Composition II</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1552</td>
<td>Integral Calculus</td>
<td>4</td>
</tr>
<tr>
<td>or MATH 17 Mathematics for Management II</td>
<td></td>
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Core B - Institutional Options

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Hours</th>
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<tbody>
<tr>
<td>CS 1301</td>
<td>Introduction to Computing</td>
<td>3</td>
</tr>
<tr>
<td>or CS 1315 Introduction to Media Computation</td>
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Core C - Humanities

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any HUM</td>
<td><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></td>
<td>6</td>
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</tbody>
</table>

Core D - Science, Math, & Technology

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Lab Science</td>
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<td>4</td>
</tr>
<tr>
<td>Lab Science</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>MATH 1551</td>
<td>Differential Calculus</td>
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<tr>
<td>&amp; MATH 1553 Introduction to Linear Algebra</td>
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<td></td>
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<tr>
<td>or MATH 17 Finite Mathematics</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Core E - Social Sciences

Select one of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 2111</td>
<td>The United States to 1877</td>
<td>3</td>
</tr>
<tr>
<td>HIST 2112</td>
<td>The United States since 1877</td>
<td>3</td>
</tr>
<tr>
<td>INTA 1200</td>
<td>American Government in Comparative Perspective</td>
<td>3</td>
</tr>
<tr>
<td>POL 1101</td>
<td>Government of the United States</td>
<td>3</td>
</tr>
<tr>
<td>PUBP 3000</td>
<td>American Constitutional Issues</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2105</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2106</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>Any SS</td>
<td><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></td>
<td>3</td>
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Core F - Courses Related to Major

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ACCT 2101</td>
<td>Accounting I: Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2102</td>
<td>Accounting II: Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MGT 2106</td>
<td>Legal, Social, Ethical Aspects of Business</td>
<td>3</td>
</tr>
<tr>
<td>MGT 2200</td>
<td>Management Applications of Information Technology</td>
<td>3</td>
</tr>
<tr>
<td>MGT 2250</td>
<td>Management Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 2255</td>
<td>Quantitative Analysis for Business</td>
<td>3</td>
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</table>

Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Hours</th>
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<tbody>
<tr>
<td>LMC 3403</td>
<td>Technical Communication, Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3062</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3101</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
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</table>
Select six of the following:

- MGT 3102 Managing Human Resources within a Regulatory Environment
- MGT 3300 Marketing Management I, Marketing I
- MGT 3501 Operations Management I, Operations Management
- MGT 3599 Career Development Workshop
- MGT 3660 International Business
- MGT 3659 Foundations of Strategy

**General Management Concentration**

Select six of the following: 1, 2, 3, 6

- 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 4106 Teams in Organizations
- 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, Manufacturing 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

**Non-MGT Electives**

Non-MGT Electives 4

**Free Electives**

Free Electives 5

Total Credit Hours 122

Pass-fail only allowed for Free Electives.

1 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.

2 Students may not use both MGT 4191 and MGT 4192 towards the General Management Concentration.

3 Minimum grade of C required.

4 Any courses except for MGT or ACCT.

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

6 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).