CONCENTRATION IN GENERAL MANAGEMENT

Program Description
The general management concentration provides an avenue for the pursuit of cross-disciplinary studies of management in the context of an integrated and rigorous curriculum.

Students choose to concentrate in this area for many reasons but it is especially attractive to those students who desire to pursue a cross-disciplinary approach to management or who are preparing for the management of a family business.

Courses Required
Choose two business areas and meet the criteria specified by the departments. Usually, this involves one required course and a choice of an elective.

Please Note: Students who have elected another concentration within the Carroll School of Management as well as the general management concentration must select areas different from their other Carroll School concentration as they pursue general management.

Students considering these options should discuss particular course selections with appropriate department faculty.

ACCOUNTING

Required Courses:
ACCT3301 Financial Accounting Standards and Theory I
ACCT3302 Financial Accounting Standards and Theory II

OR

Required Course:
ACCT3307 Managerial Cost and Strategic Analysis

Plus one elective:
ACCT3351 Financial Statement Analysis
ACCT4405 Federal Taxation
ACCT6618 Accounting Information Systems

MARKETING

Required Course:
MKTG2153 Marketing Research

OR

MKTG4256 Applied Marketing Management

Electives (Choose one):
MKTG2152 Consumer Behavior
MKTG3114 Strategic Pricing Management
MKTG3153 Retailing
MKTG3154 Integrated Marketing Communications
MKTG3156 Special Topics: Launching Digital Marketing
MKTG3157 Professional Selling & Sales Management
MKTG3158 Product Planning & Strategy
MKTG3161 Customer Relationship Management
MKTG3165 Strategic Brand Management
MKTG3170 Entrepreneurial Marketing in a Digital World
MKTG3175 Marketing Practicum
MKTG/ISYS3205 TechTrek West
MKTG/ISYS3253 Digital Commerce
MKTG3258 Advanced Market Analysis
MKTG3625 Luxury Marketing
MKTG6157 Prof. Selling & Sales Management
MKTG6610 Sports Marketing
MKTG/ISYS6620 Marketing Information Analytics
MKTG/ISYS6621 Social Media and Digital Business
MKTG/ISYS6635 New Media Industries
MKTG/ISYS6640 Analytics & Business Intelligence

FINANCE

Required Courses:
MFIN1127 Corporate Finance
MFIN1151 Investments

No Electives

INFORMATION SYSTEMS

Required Course:
ISYS2157 Introduction to Programming for Management

Electives (choose one):
ISYS3257 Database Systems and Applications
ISYS4258 Systems Analysis and Design

MANAGEMENT AND LEADERSHIP

Required Course:
MGMT2127 Leadership

Electives (choose one):
MGMT2110 Human Resource Management
MGMT2111 Ethical Leadership Skills
MGMT2119 Communication and Personal Branding
MGMT2123 Negotiation
MGMT2132 Managing Change
MGMT2133 Leading High Performance Teams
MGMT2137 Managing Diversity
MGMT2139 Social Innovation and Entrepreneurship
MGMT2140 International Management
MGMT2165 Special Topics: Managing In Adversity
MGMT2169 Special Topics: Business in Real Time
MGMT2170 Entrepreneurial Management
MGMT2173 Consulting Practice
MGMT2175 Women & Leadership
MGMT2260 Leadership and Corporate Accountability
MGMT2265 Globalization, Culture, and Ethics
MGMT2270 Ethics of Risk
MGMT3099 Strategic Management
MGMT3345 Managing for Social Impact
MGMT4901 Independent Study
MGMT5548 Capstone: Leadership and Mindfulness

continued
Required course:
OPER3375 Operations Strategy & Consulting

Electives (choose one):
OPER2255 Managing Projects
OPER3304/6614 Quality Management (Spring)
OPER3310 Sports Analytics (Fall)
OPER3332 Supply Chain Management (Fall)
OPER3384 Predictive Analytics (Spring)
OPER3385 Applied Econometrics for Business (Spring)
OPER6604 Management Science (Fall & Spring)
OPER6605 Risk Analysis & Simulation (Fall)
OPER6606 Forecasting Techniques (Fall & Spring)
OPER6608 Pricing & Revenue Optimization (Fall)