

Applied Management (APM)

The objective of the major in Applied Management (APM) is to provide students with a comprehensive business education which will prepare them to enter managerial employment, advance within the management field, or assist in the development of individuals who hold those positions. The degree in Applied Management encompasses the conventional business curriculum and provides students with a strong foundation in the traditional management curriculum. In addition to the Applied Management Professional Courses core curriculum, students must complete a Concentration in Leadership, Manufacturing, or Small Business Management or they may choose a Tailored Business Concentration.

Bachelor of Science – Applied Management

EACH STUDENT MUST ASSUME RESPONSIBILITY FOR KNOWING THE ACADEMIC REQUIREMENTS FOR THE DEGREE THAT IS BEING PURSUED.

Program components for the Bachelor of Science degree with a major in Applied Management:

Applicable General University Requirements

Students earning the Bachelor of Science (BS) degree with a major in Applied Management must satisfy all general University requirements and meet all financial obligations before a degree is awarded.

General Education Requirements

Area	Discipline/Course	Hours
I	Written Composition	6
II	Humanities/Fine Arts	
	At least one fine arts course	3
	At least one literature course*	3
	Other courses in humanities or fine arts	6
III	Mathematics and Natural Sciences	
	Finite math or the equivalent	3
	Natural sciences (lab-based)	8
IV	History/Behavioral and Social Sciences	
	Two economics courses	6
	At least one history course*	3
	Other course in history or behavioral/social science	3
	*Students must complete a 6 hour sequence in either Literature (Area II) or History (Area IV)	
	Total General Education Requirement Hours:	41

Major Prerequisite (Pre-Professional) Course Requirements (Area V)

	Discipline/Course	Hours
	CIS 146 Microcomputer Applications	3
	Professional electives (Minimum 20 hours from 100, 200, 300 or 400 level coursework and/or credit awarded from documented work experience/training/certifications. Credit given for courses or work experience here may not be used in other areas.)	20
	Total Major Prerequisite Requirement Hours:	23
	Total General Education and Major Prerequisite Requirement Hours:	64

Professional Course Requirements

	Course	Hours
	UNV 300 Pathways to Success	3
	MG 320 Organizational Communication (<i>should be taken 1st semester</i>)	3

	MG 346 Principles of Management and Leadership	3
	MG 353 Project Management or MG 390 Operations Management	3
	MK 331 Marketing Principles or MG 349 Human Resources Management	3
	UNV 400 Career Seminar	1
	Total Professional Requirement Hours:	16

Additional Program Requirements

In addition to the Professional Courses above, Applied Management majors must complete **one of the following:**

- The Concentration in Leadership, OR
- The Concentration in Manufacturing, OR
- The Concentration in Small Business Management, OR
- The Tailored Business Concentration.

Concentration in Leadership		
	Course	Hours
	GBA 314 Business Ethics	3
	MG 303 Management Decision Support Systems	3
	MG 351 Labor/Management Relations or MG 375 Organizational Behavior & Teambuilding	3
	MG 370 Performance Management in Organizations (<i>Prerequisite of MG 349</i>)	3
	MG 417 Management of Change	3
	Total Leadership Concentration Requirement Hours:	15

Concentration in Manufacturing		
	Course	Hours
	AMM 400 The Technologies of Industry 4.0	3
	LSM 330 Logistics & Supply Chain Management in the Global Environment	3
	MG 392 Manufacturing Planning in Lean Production	3
	MG 430 Project Management Practicum	3
	Choose one course from: AMM 301, AMM 302, or MG 421.	3
	Total Manufacturing Concentration Requirement Hours:	15

Concentration in Small Business Management		
	Course	Hours
	AC 305 Fundamentals of Accounting I & AC 306 Fundamentals of Accounting II	6
	AC 415 QuickBooks Accounting	3
	MG 349 or MK 331 (<i>whichever course not taken as part of Professional Courses</i>)	3
	MG 416 Entrepreneurship	3
	MK 335 Integrated Marketing Communications	3
	Total Small Business Concentration Requirement Hours:	18

Tailored Business Concentration		
	Course	Hours
	Completion of 5 approved courses (minimum 15 semester hours) in appropriate academic or professional areas. Courses must be approved by the faculty advisor and the Dean of the College of Business through the University Curriculum Adjustment process	15
	Total Tailored Business Concentration Requirement Hours:	15

General Electives

	Hours
Elective hours as needed to meet minimum 124-hour requirement	26-29

	Hours
Total Minimum Hours Required for Completion of Applied Management Major	124