

**MAJOR: MANAGEMENT WITH CONCENTRATION IN  
Entrepreneurship**

Students interested in the Bachelor of Science degree with a major in Management and a concentration in Entrepreneurship must complete MGT 330 – Entrepreneurship, FIN 473 – Entrepreneurial Finance, CBA 487 – Seminar in Entrepreneurial Finance OR CBA 488 – Small Business Experience, and 3 hours of MGT electives.

**MAJOR: MANAGEMENT WITH CONCENTRATION IN  
HUMAN RESOURCE MANAGEMENT**

Students interested in the Bachelor of Science degree with a major in Management and a concentration in Human Resource Management may select their 9 hours of MGT electives from the following five courses: MGT 389 - Advanced Human Resource Management, MGT 422 - Seminar in Human Resource Management, MGT 468 - Compensation Management, MGT 489 - Management Internship, and MGT 490 - Collective Bargaining.

**MAJOR: MANAGEMENT WITH CONCENTRATION IN  
INFORMATION MANAGEMENT/E-COMMERCE**

Students interested in the Bachelor of Science degree with a major in Management and a concentration in Information Management/E-Commerce may select 9 hours of IME electives from the following five courses: IME 380 - Project Management, IME 420 - Virtual Enterprises, IME 450 - E-Commerce Information Management, IME 451 - E-Commerce Applications, and CS 305 - Spreadsheet Modeling.

**MARKETING**

**JUNIOR YEAR**

1st Semester	2nd Semester
EH 141, Oral Communication.....3	MKT 378, Consumer Behavior .....3
CBA 396, Int'l Business .....3	MKT elective .....3
FIN 301, Bus Fin .....3	MGT 305, Org Behavior .....3
MGT 301, Principles of Mgt .....3	CBA 350, Bus Communication .....3
MKT 301, Principles of Marketing .....3	EC 303, 321 or 322 .....3
	CBA 390, Operations Mgt.....3
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15	18

**SENIOR YEAR**

1st Semester	2nd Semester
MKT 361, Sales.....3	CBA 469, Bus .....3
MKT 395, Bus-to-Bus Marketing .....3	MKT 495, Marketing Mgt .....3
MKT Elective.....3	MKT 497, Marketing Research .....3
General Elective.....3	MKT 488, Adv. & Promotion .....3
IME 375, Intro to E-Commerce .....3	
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15	12

**MINORS**

Minors in business related areas are not available as part of the regular 120 hour degree program to students earning a Bachelor of Science Degree in Accounting, Business Economics, Finance, Management, or Marketing. At least six (6) credits toward completion of a minor must be taken at JSU. **All course prerequisites stated in the course descriptions in this Catalog must be met.**

A minor in Accounting consists of at least 18 hours of Accounting courses including: ACC 200, 210, 301, 310, 372, and three additional hours of 300-400 level Accounting courses.

A minor in Business Administration consists of at least 25 hours including: ACC 200, ACC 210, FIN 292, FIN 301, MGT 301, 305, MKT 301, and ST 260. This minor is not open to business majors; the BA in economics is the only exception to this policy.

A minor in Business Economics consists of at least 18 hours of economics classes including 221, 222, 303, 321, 322 and three additional hours of 300-400 level EC electives.

A minor in Entrepreneurship consists of at least 18 hours, including FIN 292, FIN 310, MKT 301, MGT 330, IME 375, and either CBA 487 or CBA 488.

A minor in Finance consists of at least 18 hours of Finance courses, including FIN 301, 441, 474 and nine additional hours of 300-400 level FIN electives.

A minor in Information Management/E-Commerce consists of at least 18 hours including IME 375, IME 475, EC 475, MGT 301, CS 400, and one of the following: FIN 300, MKT 301, or MGT 330.

A minor in International Business consists of at least 21 hours including CBA 396, FIN 301, FIN 434, MKT 493 (requires MKT 301 as a prerequisite)<sup>1</sup>, EC 450 (requires EC 221, 222 as prerequisites)<sup>1</sup>, 3 hours of a foreign language, and either PSC 305 or PSC 432.

A minor in Management consists of at least 18 hours of Management courses including MGT 301, 305, 385, 468 or 490, and six additional hours of 300-400 level MGT electives.

A minor in Marketing consists of at least 18 hours of Marketing courses including MKT 301, 361, 378, 395, 495 and three additional hours of marketing electives.

A minor in Urban Economics/Real Estate Development consists of at least 24 hours including FIN 341, 343, 344, 440 (requires FIN 301 as a prerequisite and FIN 301 requires ACC 200 as a prerequisite)<sup>1</sup>, EC 471 (requires EC 221, 222 as prerequisites), MKT 301, 394, and GY 341.

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<sup>1</sup>This information is provided since these prerequisite courses are in addition to the actual requirements for the minor.