

**Student ID:** \_\_\_\_\_  
**Student Name:** \_\_\_\_\_  
**Adviser Name:** \_\_\_\_\_

**Catalog: 2019-20 College of Liberal Arts**  
**Program: Business Management Major**  
**Minimum Credits Required:** \_\_\_\_\_

## Business Management Major

### Meet the Faculty

The Business Management major goes beyond business as usual. With an emphasis on sustainability and social responsibility, the Business Management major provides a solid foundation in business theory and practice, entrepreneurship, and innovation. This program prepares you to lead transformational change across a variety of business types. It enables you to learn responsible approaches to business management; develop business acumen that emphasizes innovation, values, sustainability, and social responsibility; and become empowered for success with your education, career, and life. A Business Management minor is also offered to complement a major in any discipline.

The Business Management program is grounded in Rollins' commitment to educate students for global citizenship and responsible leadership, preparing graduates to pursue meaningful lives and productive careers. The Business Management program is anchored in the Rollins values of Excellence, Innovation, and Community and the AACSB-International values of Innovation, Impact, and Engagement. The Business Management program provides opportunities for students to develop a strong set of basic business skills combined with an understanding of current economic, political, cultural, and environmental issues consistent with the Carnegie Foundation's (2012) definition of the purpose of liberal learning "to enable students to make sense of the world and their place in it, preparing them to use knowledge and skills as a means toward responsible engagement with the life of their times."

Key themes of the Business Management program are

- The Primacy of the Triple Bottom Line (TBL) in decision making
  1. Economic growth and development,
  2. Social responsibility and ethics, and
  3. Environmental sustainability.
- Contemporary theories, practices, content, and applications in business from the Common Body of Knowledge (CBK)
- The global, ethical, responsible, economic, social, environmental, legal, and technological implications of course content
- Problem solving through analysis, critical thinking, creativity, innovation, and entrepreneurship through classwork and community engagement
- Applied liberal arts skills (analytic, reflective, and strategic thinking; problem solving; legal and ethical reasoning, quantitative reasoning; and effective communication)
- Leadership, interpersonal communication, coordination, cooperation, conflict resolution, teamwork, and team building
- Application of information technology skills for research, composition, communication, calculation, and presentation
- Broad global and strategic perspectives on contemporary business, social, and environmental issues
- Reflective examination of self in relation to the global and local communities, and to the diversity of people with whom they will work
- Application of knowledge through experiential learning opportunities (internships, service learning, community engagement, business projects, and case studies)

## Major Requirements

The requirements for the Business Management major are:

- Sixteen (16) courses (64 credit hours): twelve (12) required business courses (48 credit hours), and four (4) elective courses (16 credit hours)
- Global experience
- MGT majors/minors must earn a grade of C or better in the following courses: MGT 101, BUS 230, BUS 233, and BUS 236
- Earn a minimum academic average of a 2.00 ('C') for all courses taken at Rollins and achieve a minimum academic average of a 2.00 ('C') for all courses taken to fulfill major and minor requirements.

If you major in MGT you cannot double major in INB or minor in INB. The major is compatible with the 3/2 program of the Crummer Graduate School of Business, in which students earn an A.B. and MBA in 5 years. If MGT major takes 3 or more courses in a specific subject, s/he can count this as a concentration. This is subject to Department Director approval.

## Required Business Courses (12 Courses, 48 Hours)

Course Name	Crs:	Term Taken	Grade	Gen Ed
MGT 101 - Introduction to Responsible Business Management (Grade of 'C' or better required)				
BUS 230 - Financial and Managerial Accounting (Grade of 'C' or better required) <i>Prereq(s):</i> MGT 101 or INB 200.				
BUS 233 - Micro and Macro Economics (Grade of 'C' or better required) <i>Prereq(s):</i> MGT 101 or INB 200.				
BUS 236 - Statistics for Business (Grade of 'C' or better required) <i>Prereq(s):</i> MGT 101 or INB 200.				
BUS 245 - International Organizational Behavior <i>Prereq(s):</i> MGT 101 or INB 200.				

MGT 312 - Responsible Business Leadership <i>Prereq(s):</i> BUS 245.				
MGT 320 - Entrepreneurial and Corporate Finance <i>Prereq(s):</i> BUS 230, BUS 233 and BUS 236.				
MGT 330 - Entrepreneurial Marketing <i>Prereq(s):</i> BUS 230, BUS 233 and BUS 236.				
MGT 342 - Human Resource Management <i>Prereq(s):</i> BUS 245.				
MGT 350 - Supply Chain Management <i>Prereq(s):</i> BUS 230, BUS 233, BUS 236, and BUS 245.				
MGT 354 - High Performance Organizations <i>Prereq(s):</i> BUS 236 and BUS 245.				
BUS 450 - Global Business Strategy <i>Prereq(s):</i> MGT 320, MGT 330, MGT 350. INB 337, INB 365, and INB 372. SE 305, SE 345, and MGT 350.				

## Elective Courses (4 Courses)

Students must take a total of four (4) elective courses:

- At least one (1) elective from each group
- At least two (2) electives must be at the 300-400 level

### Group A:

Course Name	Crs:	Term Taken	Grade	Gen Ed
CMS 215 - Business Applications of Computer Science				
ECO 202 - Introduction to Economics in Historical Perspective <i>Prereq(s):</i> second semester first-year student standing.				
MUS 292 - Introduction to the Business of Music				
THE 344 - Introduction to Theatre Administration				

### Group B:

Course Name	Crs:	Term Taken	Grade	Gen Ed
BUS 317 - Personal Finance <i>Prereq(s):</i> Junior standing				
BUS 331 - Financial Statement Analysis <i>Prereq(s):</i> BUS 230				
BUS 332 - Family Business Financial Management <i>Prereq(s):</i> BUS 230				
BUS 339 - Marketing Analytics <i>Prereq(s):</i> INB 337 or MGT 330.				
BUS 348 - Investments <i>Prereq(s):</i> MGT 320 & junior standing.				
BUS 369 - Global Business <i>Prereq(s):</i> MGT 101&nbsp;& junior standing.				
BUS 375 - Advertising Promotion <i>Prereq(s):</i> MGT 330 & junior standing.				
BUS 376 - Personal Selling <i>Prereq(s):</i> BUS 245 and junior standing.				
BUS 395 - Special Topics in Business <i>Prereq(s):</i> BUS major, junior/senior standing.				
BUS 398 - Independent Research <b>or</b> BUS 399 - Independent Research <i>Prereq(s):</i> permission of department head.				
COM 301 - Designing Effective Organizations				
COM 321 - Organizational Communication				
ECO 304 - Intermediate Macroeconomics <i>Prereq(s):</i> ECO 202 and ECO 203.				
ECO 306 - Monetary Economics <i>Prereq(s):</i> ECO 202 and ECO 203.				
ECO 307 - International Economics <i>Prereq(s):</i> ECO 202 and ECO 203.				
ECO 310 - International Finance				

Prereq(s): ECO 202 and ECO 203.				
ECO 321 - Labor Economics Prereq(s): ECO 202 and ECO 203.				
ECO 332 - Industrial Organization Prereq(s): ECO 202 and ECO 203.				
ECO 347 - International Trade and Finance Prereq(s): ECO 202 and ECO 203.				
ENGW 277 - Visual and Verbal Text Design Prereq(s): ENGW 140				
ENGW 377 - Studies in Professional Writing				
MGT 316 - Critical Thinking and Problem Solving Prereq(s): BUS 245 or junior standing.				
MGT 352 - Project Management Prereq(s): BUS 245 or junior standing.				
PHI 218 - Argumentation and Media-Manipulation: Critical Thinking for the 21st Century				
PSY 200 - Stress Management				
PSY 211 - Social Psychology				
PSY 319 - IS: The Psychology of Work Prereq(s): PSY 150.				

## Global Experience

MGT majors are required to have a global experience. This requirement may be satisfied by any of the following:

- participating in a Rollins semester abroad program,
- participating in an approved Rollins study abroad course,
- experience as an international student studying in the U.S., or
- extensive experience living or working abroad at age 16 or older. Students should document their global experience and provide supporting evidence and an essay describing their experience. The Department director will determine whether the student's global experience satisfies the requirements for the Management major.

## Residency and Distribution

Business majors must:

- take all required business courses at Rollins (except for courses taken by transfer students prior to admission to Rollins),
- take at least one-half of all courses for the major at Rollins (no exemption for transfer students),
- take at least one-half of all business core courses from the BUS curriculum (no exemptions for internal transfers), and
- take at least one-half of all courses for the major at the 300-400 level.

## Concentrations

Business Majors have the option to earn a concentration in either Family Business and Entrepreneurship, Finance, or Marketing. The concentrations are grounded in the Rollins' commitment to educate students for active citizenship and ethical leadership in a global society and to prepare graduates for productive careers. Each concentration requires a core course and three (3) additional courses. Students must be in good standing with the college and carry the requisite GPA for their major. All prerequisites must be satisfied for students to take courses, or students must get instructor approval.

## Family Business and Entrepreneurship Concentration

### Core Courses (1)

Course Name	Crs:	Term Taken	Grade	Gen Ed
BUS 245 - International Organizational Behavior (INB and MGT Majors) Prereq(s): MGT 101 or INB 200.				

### Elective Courses (3)

Course Name	Crs:	Term Taken	Grade	Gen Ed
BUS 317 - Personal Finance Prereq(s): Junior standing				
BUS 332 - Family Business Financial Management Prereq(s): BUS 230				
• BUS 334 - Family Business Planning				
BUS 376 - Personal Selling Prereq(s): BUS 245 and junior standing.				
BUS 395 - Special Topics in Business				

<i>Prereq(s):</i> BUS major, junior/senior standing.				
BUS 398 - Independent Research <i>Prereq(s):</i> permission of department head.				
BUS 399 - Independent Research <i>Prereq(s):</i> permission of department head.				
INB 395 - Special Topics in International Business <i>Prereq(s):</i> INB 200 and junior standing.				
• INB 398/399 Independent Research				
MGT 316 - Critical Thinking and Problem Solving <i>Prereq(s):</i> BUS 245 or junior standing.				

## Finance Concentration

### Core Courses (1)

Course Name	Crs:	Term Taken	Grade	Gen Ed
INB 372 - International Financial Management (INB Major) <i>Prereq(s):</i> BUS 230; BUS 233, BUS 236.				
MGT 320 - Entrepreneurial and Corporate Finance (MGT Major) <i>Prereq(s):</i> BUS 230, BUS 233 and BUS 236.				

### Elective Courses (3)

Course Name	Crs:	Term Taken	Grade	Gen Ed
BUS 317 - Personal Finance <i>Prereq(s):</i> Junior standing				
BUS 331 - Financial Statement Analysis <i>Prereq(s):</i> BUS 230				
BUS 348 - Investments <i>Prereq(s):</i> MGT 320 & junior standing.				
BUS 395 - Special Topics in Business <i>Prereq(s):</i> BUS major, junior/senior standing.				
BUS 398 - Independent Research <i>Prereq(s):</i> permission of department head.				
BUS 399 - Independent Research <i>Prereq(s):</i> permission of department head.				
INB 366 - Global Impact Investing				
INB 367 - International Financial Statement Analysis <i>Prereq(s):</i> BUS 230.				
INB 373 - International Investments <i>Prereq(s):</i> BUS 233, BUS 236.				
INB 374 - Computational Finance <i>Prereq(s):</i> BUS 230.				
INB 377 - International Real Estate <i>Prereq(s):</i> BUS 230, BUS 233.				
INB 395 - Special Topics in International Business <i>Prereq(s):</i> INB 200 and junior standing.				
• INB 398/399 Independent Research				

## Marketing Concentration

### Core Courses (1)

Course Name	Crs:	Term Taken	Grade	Gen Ed
INB 337 - International Marketing Management (INB Major) <i>Prereq(s):</i> BUS 230, BUS 233, and BUS 236.				
• MGT 330 - Entrepreneurial Marketing (MGT Major)				

### Elective Courses (3)

Course Name	Crs:	Term Taken	Grade	Gen Ed
BUS 339 - Marketing Analytics <i>Prereq(s):</i> INB 337 or MGT 330.				
BUS 375 - Advertising Promotion <i>Prereq(s):</i> MGT 330 & junior standing.				
BUS 376 - Personal Selling				

<i>Prereq(s)</i> : BUS 245 and junior standing.				
BUS 395 - Special Topics in Business <i>Prereq(s)</i> : BUS major, junior/senior standing.				
BUS 398 - Independent Research <i>Prereq(s)</i> : permission of department head.				
BUS 399 - Independent Research <i>Prereq(s)</i> : permission of department head.				
• INB 302 Green & Social Marketing				
INB 338 - Global Consumer Behavior <i>Prereq(s)</i> : BUS 233, BUS 236.				
INB 347 - International Advertising <i>Prereq(s)</i> : BUS 233, BUS 236.				
INB 380 - Global Brand Management <i>Prereq(s)</i> : BUS 233, BUS 236.				
INB 383 - International Marketing Research <i>Prereq(s)</i> : Junior standing and BUS 236				
INB 395 - Special Topics in International Business <i>Prereq(s)</i> : INB 200 and junior standing.				
• INB 398/399 Independent Research				
<b>Notes:</b>				