

Business Management BBA

Overview

Offered by the Department of Management, the **Bachelor of Business Administration in Business Management** is ideal for both traditional undergraduates and adult students already in a professional environment. Business Management students learn how to be leaders in business and work with others effectively, efficiently and profitably, regardless of the organization's size or industry sector.

Business Management courses provide practical knowledge as well as theories that create skills in a wide range of areas, including

- Change Management,
- Intrapreneurship and Innovation,
- Applicable Technologies,
- Communication,
- Research,
- Management, and
- Supervisory Techniques.

Business Management majors also have many opportunities to

- Network,
- Meet business leaders,
- Learn through internships, and
- Understand the ever-evolving intricacies of the business world.

Campus Location: Main

Program Code: BU-BMGT-BBA

Careers and Placements

All businesses need managers. A business that is improperly managed will have difficulty succeeding.

Business Management careers include, but are not limited to

- Technology,
- Consulting,
- Retail,
- Manufacturing,
- Wholesale,
- Export/Import,
- Healthcare,
- Education,
- Entertainment, and
- Sales.

The above are just some of the industries that must have effective managers in order to function properly.

The Fox School of Business and Management's Center for Professional Development (CSPD) is one resource that helps students secure internships and employment in the industries noted above and others as well.

Minors

Students are encouraged to explore a minor or certificate program in addition to their major. Courses taken for the major will not count for a minor or certificate. Recommended minors include:

- Entrepreneurship and Innovation Management Minor
- International Business Administration Minor
- Sales Minor

Student Professional Organizations

Students are encouraged to join a Fox Student Professional Organization (SPO) that meets their interests. The following are specifically designed for the Business Management major:

- Business Management Organization (BMO)
- Professional Sales Organization (PSO)

Both chapters help you connect with business leaders, classmates who strive for success, and provide innovative and professionally stimulating events and speakers.

Internships

The Business Management major, through its Business Management Council and The Fox School's CSPD, works to provide all our students who desire internships the opportunity to acquire them.

Accelerated Program

4+1 Master of Education Degree (MEd)

The 4+1 Master of Education (MEd) program is designed for students who are interested in pursuing a Master of Education while completing the Bachelor of Business Administration (BBA) in Business Management program requirements. After completion of the programs, students earn a BBA degree and an MEd in Business, Computer and Information Technology Education (BCITE) or Marketing Education (ME), and a Commonwealth of Pennsylvania Instructional I Teaching Certificate in BCITE or ME. Learn more about the application process and deadlines for the 4+1 program in Career and Technical Education.

For more information, contact:

College of Education and Human Development

+1 Accelerated Program Contact

215-204-8011

plus1@temple.edu

Contact Information

John A. McClendon, Chair

Alter Hall, Room 354

215-204-1910

johnmac@temple.edu

Daniel E. Goldberg, Academic Director - Business Management BBA Program

Alter Hall, Room 353

215-204-4282

daniel.goldberg@temple.edu

Department of Management

Alter Hall, Room 333

215-204-5183

mgmtdept@temple.edu

Learn more about the Bachelor of Business Administration in Business Management.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

University Requirements

All new students are required to complete the university's General Education (GenEd) curriculum. Note that students not continuously enrolled who have not been approved for a Leave of Absence or study elsewhere must follow University requirements current at the time of re-enrollment.

College Requirements

Students must meet College Graduation Requirements for the Bachelor of Business Administration including the requirements of the major listed below. Business Management students must attain a 2.0 GPA in the major and a 2.0 cumulative GPA in order to graduate.

Major Requirements

Students must follow the Major Requirements and College Requirements current at the time of declaration. Students not continuously enrolled who have not been approved for a Leave of Absence or study elsewhere must follow University, College, and Major requirements current at the time of re-enrollment.

Requirements of Business Management

Code	Title	Credit Hours
HRM 3501	Power, Influence and Negotiation	3
HRM 3503	Communicating in Organizations	3
HRM 3507	Intrapreneurship in the 21st Century	3
HRM 4597	Critical Skills for Effective Managers ^{1,2}	3
Electives (2): Select any two Fox courses at the 2000 to 3999 level that you are eligible to take. Please see your advisor for elective suggestions that match your career objectives. ³		6
Total Credit Hours		18

1

This major capstone is taken in the final semester, and all prerequisites must be met.

2

Students cannot receive academic credit towards graduation requirements for both HRM 3502 and HRM 4597. If a student takes both, one of the courses will be deducted from the overall credits applicable towards graduation requirements.

3

2000-3999 electives can be selected from: ACCT, AS, BA, ECON, FIN, HRM, IB, LGLS, MIS, MKTG, RE, RMI, STAT, SCM, SGM.

Suggested Academic Plan

Bachelor of Business Administration in Business Management

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Please note that this plan is suggested only, ensuring prerequisites are met.

Year 1		
Fall		Credit Hours
STAT 1001	Quantitative Methods for Business I	3
ECON 1101	Macroeconomic Principles	3
HRM 1101	Leadership and Organizational Management	3
ENG 0802	Analytical Reading and Writing	4
or ENG 0812	or Analytical Reading and Writing: ESL	
or ENG 0902	or Honors Writing About Literature	
GenEd Breadth Course		3
Credit Hours		16
Spring		
STAT 1102	Quantitative Methods for Business II	4
ECON 1102	Microeconomic Principles	3
BA 1103	Legal and Ethical Reasoning in Business	3
IH 0851	Intellectual Heritage I: The Good Life	3
or IH 0951	or Honors Intellectual Heritage I: The Good Life	
GenEd Breadth Course		3
Credit Hours		16
Year 2		
Fall		
ACCT 2103	Financial and Managerial Accounting for Decision Making	4
STAT 2103	Statistical Business Analytics (waives GenEd Quantitative Literacy requirement)	4
MIS 2101	Digital Systems	3

IH 0852 or IH 0952	Intellectual Heritage II: The Common Good or Honors Intellectual Heritage II: The Common Good	3
GenEd Breadth Course		3
Credit Hours		17
Spring		
MKTG 2101	Marketing Management	3
BA 2101	Professional Development Strategies	1
BA 2196	Business Communications	3
Select one of the following: ¹		3
BA 2501	Turning Numbers into Knowledge: Visualizing Data	
BA 2502	Business Analytics: Modern Data Science Techniques	
RMI 2101	Introduction to Risk Management	3
GenEd Breadth Course		3
Credit Hours		16
Year 3		
Fall		
FIN 3101	Financial Management	3
MSOM 3101	Operations Management	3
HRM 3501	Power, Influence and Negotiation	3
Business Elective ²		3
Free Elective		3
Credit Hours		15
Spring		
HRM 3503	Communicating in Organizations	3
Major Elective Course numbered 2000-3999; see advisor for suggestions ¹		3
Business Elective ²		3
GenEd Breadth Course		3
Free Elective		3
Credit Hours		15
Year 4		
Fall		
BA 4102	Strategic Management	3
HRM 3507	Intrapreneurship in the 21st Century	3
Major Elective Course numbered 2000-3999; see advisor for suggestions ¹		3
Business Elective ²		3
GenEd Breadth Course		3
Credit Hours		15
Spring		
HRM 4597	Critical Skills for Effective Managers	3
GenEd Breadth Course		3
Free Elective		3
Free Elective		3
Free Elective		2
Credit Hours		14
Total Credit Hours		124

1

Please check with your departmental advisor on which course is most appropriate for the major.

2

Business and Major Electives numbered 2000-3999 can be selected from: ACCT, AS, BA, ECON, FIN, HRM, IB, LGLS, MIS, MKTG, RE, RMI, STAT, SCM, SGM. Please see your advisor for elective suggestions that match your career objectives.