Business Management

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

John A. McClendon, Chair
Alter Hall 354
215-204-1910
johnmac@temple.edu

Daniel E. Goldberg, Academic Director - Business Management BBA Program
Alter Hall 353
215-204-4282
daniel.goldberg@temple.edu

Department of Management
Alter Hall 333
215-204-5183
mgmtdpt@temple.edu

The Business Management Major 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
- Supervisory Techniques

Business Management majors also have many opportunities to:

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

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

- Corporate Social Responsibility Minor
- Entrepreneurship and Innovation Minor
- Human Resource Minor for Legal Studies
- International Business Administration Minor
- Management Consulting Minor
- Organizational Leadership Minor
- Sales Minor

**Getting the Most Out of Your Major**

**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)
- National Society of Leadership and Success (NSLS)

All three 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.

**Professional Development Program**

Business Management majors are required to participate in the Fox Leadership Development Program (FLDP). For more information, please visit the Fox Leadership Development Program.

**4+1 Master of Education Degree (M.Ed.)**

The 4+1 Master of Education (M.Ed.) program is designed for students who are interested in pursuing a Master of Education while completing the Bachelor of Business Administration (B.B.A.) in Business Management program requirements. After completion of the programs, students earn a B.B.A. degree and an M.Ed. in Business, Computer & Information Technology Education (BCITE) or Marketing Education (ME), and a Commonwealth of Pennsylvania Instructional I Teaching Certificate in BCITE or ME. There is an application process. The deadline to apply is June 15th for fall admittance. Learn more about 4+1 Program in Career and Technical Education.

For more information please contact:
College of Education and Human Development
+1 Accelerated Program Contact
215-204-8011
plus1@temple.edu

**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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM 3501</td>
<td>Power, Influence and Negotiation</td>
<td>3</td>
</tr>
<tr>
<td>HRM 3503</td>
<td>Communicating in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>HRM 3507</td>
<td>Intrapreneurship in the 21st Century</td>
<td>3</td>
</tr>
<tr>
<td>HRM 4597</td>
<td>Critical Skills for Effective Managers (^1,2)</td>
<td>3</td>
</tr>
</tbody>
</table>

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. \(^3\)

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

Requirements for New Students starting in the 2022-2023 Academic Year

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

Year 1

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT 1001</td>
<td>Quantitative Methods for Business I</td>
</tr>
<tr>
<td>ECON 1101</td>
<td>Macroeconomic Principles</td>
</tr>
<tr>
<td>HRM 1101</td>
<td>Leadership and Organizational Management</td>
</tr>
<tr>
<td>ENG 0802, 0812, or 0902</td>
<td>Analytical Reading and Writing [GW]</td>
</tr>
<tr>
<td>GenEd Breadth Course</td>
<td></td>
</tr>
<tr>
<td><strong>Term Credit Hours</strong></td>
<td></td>
</tr>
</tbody>
</table>

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 or 0951       | Intellectual Heritage I: The Good Life [GY]         | 3            |
| GenEd Breadth Course  |                                          | 3            |
| **Term Credit Hours** |                                         | 16           |

Year 2

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2103</td>
<td>Financial and Managerial Accounting for Decision Making</td>
</tr>
<tr>
<td>STAT 2103</td>
<td>Statistical Business Analytics (waives GenEd Quantitative Literacy requirement)</td>
</tr>
<tr>
<td>MIS 2101</td>
<td>Digital Systems</td>
</tr>
<tr>
<td>IH 0852 or 0952</td>
<td>Intellectual Heritage II: The Common Good [GZ]</td>
</tr>
<tr>
<td>GenEd Breadth Course</td>
<td></td>
</tr>
<tr>
<td><strong>Term Credit Hours</strong></td>
<td></td>
</tr>
</tbody>
</table>

Spring

| MKTG 2101            | Marketing Management                              | 3            |
| BA 2101              | Professional Development Strategies                | 1            |
| BA 2196              | Business Communications [WI]                      | 3            |
Select one of the following:  
1. BA 2501  Turning Numbers into Knowledge: Visualizing Data  
2. BA 2502  Business Analytics: Modern Data Science Techniques  
3. RMI 2101  Introduction to Risk Management  
4. GenEd Breadth Course  

| Term Credit Hours | 16 |

**Year 3**  
**Fall**  
- FIN 3101  Financial Management  
- MSOM 3101  Operations Management  
- HRM 3501  Power, Influence and Negotiation  
- Business Elective  
- Free Elective  

| Term Credit Hours | 15 |

**Spring**  
- HRM 3503  Communicating in Organizations  
- Major Elective Course numbered 2000-3999; see advisor for suggestions  
- Business Elective  
- GenEd Breadth Course  
- Free Elective  

| Term Credit Hours | 15 |

**Year 4**  
**Fall**  
- BA 4102  Strategic Management  
- HRM 3507  Intrapreneurship in the 21st Century  
- Major Elective Course numbered 2000-3999; see advisor for suggestions  
- Business Elective  
- GenEd Breadth Course  

| Term Credit Hours | 15 |

**Spring**  
- HRM 4597  Critical Skills for Effective Managers [WI]  
- GenEd Breadth Course  
- Free Elective  
- Free Elective  
- Free Elective  

| Term 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.