

Meet Your Concentration: Management

Students gain an overview of managerial functions and expertise that will add value to the career preparations provided by their major programs.

Core Courses Emphasize:

- INTERCONNECTIVITY OF THE DISCIPLINES OF BUSINESS
- BASIC BUSINESS CONCEPTS
- MANAGEMENT OF INDIVIDUALS AND GROUPS
- FINANCIAL STATEMENT FUNDAMENTALS
- BUDGETING



2020-2021



For more information please contact Professor Sharon Gibbs at sgibbs@roanoke.edu

Concentration in Management	Semester	Unit
BUAD 110 Business Connections	Fall/Spring	1
BUAD 205 Accounting for Decision Making	Fall/Spring	1
BUAD 254 Organizational Behavior and Management	Fall/Spring	1
Choose (2) from the following:		2
BUAD 211 Introduction to Global Management	Fall	
BUAD 233 Marketing Management (BUAD 110 or 205 and either ECON 121 or 122)	Fall/Spring	
BUAD 264 Foundations of Leadership	Spring	
BUAD 274 Human Resource Management	Fall	
BUAD 406 Independent Study or BUAD 416 Internship	Fall/Spring	
Choose (1) from the following:		1
BUAD 142 Personal Finance	Fall/Spring	
BUAD 210 Entrepreneurship (BUAD 205)	*	
BUAD 218 Information Systems (BUAD 205 and MATH 111)	Fall/Spring	
BUAD 227 Legal and Labor Foundations of Business	Fall/Spring	
BUAD 248 Business Analytics (INQ/HNRS 240, MATH 111, BUAD 205, and BUAD 218)	Fall/Spring	
BUAD 324 Training, Development, and Performance Management (BUAD 274)	Spring	
BUAD 333 Global Marketing (BUAD 233)	Spring	
BUAD 338 e-Business (BUAD 218)	*	
BUAD 342 Corporate Finance (ECON 121 and 122; BUAD 205 and 218)**	Fall/Spring	
BUAD 344 Recruitment and Selection (BUAD 274)	Spring	
BUAD 348 Productions & Operations Management (BUAD 110, MATH 111, INQ/HNRS 240)	Fall/Spring	
BUAD 353 Sales and Sales Management (BUAD 233)	Spring	
BUAD 363 Promotion Management (BUAD 233 or permission)	*	
BUAD 364 Team Dynamics (BUAD 254 or PSYC 382)	Fall	
ECON 121 Principles of Microeconomics or ECON 122 Principles of Macroeconomics	Fall/Spring	