

B.S. in Management

Academic Program Guide for **New First-Year Students** (Effective Fall 2025) Department of Management

Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of “D-” or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
 - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
 - Rowan Core and Rowan Experience designations are listed in course details in Section Tally (www.rowan.edu/registrar) and may also be searched on that site under “Attributes.” A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

Program-Specific Graduation Requirements for this Major / Degree

- Students must have an overall GPA of 2.5 or better in all courses that satisfy major requirements.

Rowan Core Requirements¹

*Students must satisfy all **six** Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy.
With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.*

- ☐ (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
- ☐ COMP 01111 College Composition I (3 sh) ☐ COMP 01112 College Composition II (3 sh) ☐ CMS 04205 Public Speaking (3 sh)
or CMS 04206 Digital Presentations
- ☐ (ARTL) Artistic Literacy *Recommendation from major:*
- ☐ (GLBL) Global Literacy *Recommendation from major:* MGT 06330 (3 sh counted under major)
- ☐ (HUML) Humanistic Literacy *Recommendation from major:* ECON 04101 or ECON 04102 (3 sh counted under non-program)
- ☐ (QNTL) Quantitative Literacy *Recommendation from major:* STAT 02260, MATH 03125 or MATH 01130 (3 sh counted under non-program)
- ☐ (SCIL) Scientific Literacy *Recommendation from major:*

Subtotal of credits counted in this section: 9 sh

Rowan Experience Requirements

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

- ☐ (LIT) Broad-Based Literature Attribute *Recommendation from major:* (3 sh counted under free elective)
- ☐ (WI) Writing Intensive Attribute *Recommendation from major:* WA 01408 (3 sh counted under major)
- ☐ (RS) Rowan Seminar Attribute² *Recommendation from major:* BUS 01100 (2 sh counted under free elective)

Non-Program Courses

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
ECON 04101	Introduction to Economics - Macroeconomics	Satisfies Humanistic Literacy (HUML)			3
ECON 04102	Introduction to Economics - Microeconomics	Satisfies Humanistic Literacy (HUML)			3
MATH 03125 or MATH 01130	Calculus Techniques and Applications or Calculus I	Satisfies Quantitative Literacy (QNTL). Minimum grade of C- required to satisfy prerequisites of upper level courses			3 or 4
STAT 02260	Statistics I	Satisfies Quantitative Literacy (QNTL). Minimum grade of C- required to satisfy prerequisites of upper level courses			3
CS xx.xxx		Gen Ed Computer Science course			3
BUS 01488	Career Planning & Development				2

Subtotal of credits counted
in this section: 17-18 sh

¹ The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

² The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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SUMMARY OF MGT MAJOR REQUIREMENTS

- 27 sh of Business Foundational Courses
 - 18 sh of Management Required Courses
 - 3 sh of Management elective, Analytics Skills bank
 - 3 sh of Management elective, Qualitative Skills bank
 - 3 sh of Management elective, Sustainability Skills bank
 - 6 sh of Management Electives
-
- 60 sh total

BUSINESS FOUNDATIONAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MKT 09200	Principles of Marketing				3
ACC 03210	Principles of Accounting I				3
ACC 03211	Principles of Accounting II				3
MIS 02234	Management Information Systems				3
MGT 98242	Legal Environment of Business				3
MGT 06300	Organizational Behavior				3
FIN 04300	Principles of Finance				3
MGT 06305	Operations Management				3
MGT 06402	Business Policy				3
					Subtotal: 27 sh

MANAGEMENT REQUIRED COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MGT 06310	Leadership and Supervision				3
MGT 06311	Foundations of Analytics				3
WA 01408	Writing as Managers	Satisfies Writing Intensive Attribute (WI)			3
MGT 06405	Business Management Simulation				3
MGT 06330	Managing International Business	Satisfies Global Literacy (GLBL)			3
MGT 06361	Supervised Internship				3
					Subtotal: 18 sh

MANAGEMENT ELECTIVE, ANALYTICS SKILLS BANK

Choose one course from the following bank of courses.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	ACC 03326	Strategic Cost Analysis				3
<input type="radio"/>	CS 02370	Introduction to Information Visualization				3
<input type="radio"/>	ECON 04210	Environmental Economics				3
<input type="radio"/>	ECON 04302	Intermediate Microeconomics				3
<input type="radio"/>	ENT 06426	New Venture Development				3
<input type="radio"/>	FIN 04422	Financial Management I				3
<input type="radio"/>	MGT 06350	Analytics for Quality Management				3
<input type="radio"/>	MGT 06406	Improving Business Processes				3
<input type="radio"/>	MGT 06407	Business Analytics				3
<input type="radio"/>	MGT 06408	Visual Business Intelligence				3
<input type="radio"/>	MKT 09384	Research Methods in Marketing				3
					Subtotal: 3 sh	

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MANAGEMENT ELECTIVE, QUALITATIVE SKILLS BANK

Choose one course from the following bank of courses.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	BUS 01444	Business Consultancy				3
<input type="radio"/>	ENT 06240	Entrepreneurship and Innovation				3
<input type="radio"/>	CMS 04208	Business and Professional Communication				3
<input type="radio"/>	CMS 04260	Organizational Communication				3
<input type="radio"/>	CMS 04318	Leadership Communication				3
<input type="radio"/>	CMS 04360	Intercultural Communication				3
<input type="radio"/>	DPEM 00101	Introduction to Emergency Management				3
<input type="radio"/>	DPEM 00410	Public Leadership in Crisis Management				3
<input type="radio"/>	ENT 06327	Small and Family Business Venturing				3
<input type="radio"/>	ENT 06342	Financing and Legal Aspects of Ent.				3
<input type="radio"/>	ENT 06450	Technology Entrepreneurship				3
<input type="radio"/>	HRM 06302	Management of Human Resources				3
<input type="radio"/>	HRM 06315	Recruitment and Selection				3
<input type="radio"/>	HRM 06420	Principles of Training and Training Management				3
<input type="radio"/>	HRM 16401	Labor and Employee Relations				3
<input type="radio"/>	HRM 98337	Legal Aspects of Human Resource Management				3
<input type="radio"/>	JRN 02363	Data Journalism				3
<input type="radio"/>	MGT 06222	Introduction to Sports Management				3
<input type="radio"/>	MGT 06304	Organizational Change and Development				3
<input type="radio"/>	MGT 06312	Special Topics in Management I				3
<input type="radio"/>	MGT 06313	Special Topics in Management II				3
<input type="radio"/>	MGT 06321	Managing Teams in Organizations				3
<input type="radio"/>	MGT 06361	Supervised Internship	Must complete 6-hour course in summer			3
<input type="radio"/>	MIS 02325	Project Management				3
<input type="radio"/>	MKT 09350	Management of Advertising and Promotion				3
<input type="radio"/>	MKT 09360	Services Marketing				3
<input type="radio"/>	MKT 09372	Retailing				3
<input type="radio"/>	MKT 09376	Consumer Behavior				3
<input type="radio"/>	MKT 09382	Salesforce Management				3
<input type="radio"/>	PR 05329	Crisis Communication Survival Skills				3
<input type="radio"/>	WA 01301	Digital Literacies				3
<input type="radio"/>	WA 01302	Introduction to Technical Writing				3
<input type="radio"/>	WA 01326	Writing for Nonprofits				3
						Subtotal: 3 sh

MANAGEMENT ELECTIVE, SUSTAINABILITY SKILLS BANK

Choose one course from the following bank of courses.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	DPEM 43395	Emergency Operations and Business Continuity				3
<input type="radio"/>	ENT 06346	Social Entrepreneurship				3
<input type="radio"/>	ENST 94201	Sustainability Assessment				3
<input type="radio"/>	GEOG 16301	Natural Resources, Capitalism, and Society				3
<input type="radio"/>	MGT 06381	Sustainable Business				3
<input type="radio"/>	PHIL 09222	Business Ethics				3
<input type="radio"/>	PHIL 09218	Environmental Ethics				3
<input type="radio"/>	WA 01335	Environmental Writing and Rhetoric				3
						Subtotal: 3 sh

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ADDITIONAL MANAGEMENT ELECTIVES

Choose two unused Management electives from the Quantitative Skills, Qualitative Skills, or Sustainability Skills Banks.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>						3
<input type="radio"/>						3
						Subtotal: 6 sh

Free Electives

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
		Artistic Literacy			
		Scientific Literacy			
		Literature			
			Subtotal of credits counted in this section: 33-34 sh		

Total Program Credits Required for this Major / Degree: 120 SH

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OPTIONAL MANAGEMENT CONCENTRATIONS

Choose your Management electives according to the lists below in order to earn a concentration. A concentration is not required.

CRISIS MANAGEMENT CONCENTRATION (12 SH)

This Concentration teaches students how to respond effectively to emergencies. Technological, geopolitical, and climatic changes make it more important than ever for managers to possess crisis management skills. Organizations with competent leadership will bounce back more quickly from emergency situations and will mitigate the damages caused by these situations. In addition to its importance for all managers, crisis management is also a potential career path within the government, nonprofit, and business sectors. This concentration will prepare you for the unexpected.

Choose the following four electives

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	DPEM 00101	Introduction to Emergency Management and Homeland Security				3
<input type="radio"/>	DPEM 00410	Public Leadership in Crisis Management and Communication				3
<input type="radio"/>	DPEM 43395	Emergency Operations and Business Continuity				3
<input type="radio"/>	PR 05329	Crisis Communication Survival Skills				3
						Subtotal: 12 sh

MANAGERIAL COMMUNICATION CONCENTRATION (12 SH)

This Concentration teaches students how to communicate more effectively. Communication has been and will always be a crucial leadership skill and it is always ranked at or near the top of lists of characteristics of effective managers. Managers who communicate more effectively have more engaged subordinates and make greater contributions to organizational effectiveness. The coursework focuses on written communications which have become increasingly important due to the rise of technologies that enable work when face-to-face communication is impractical.

Choose the following elective

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	WA 01335	Environmental Writing and Rhetoric				3
						Subtotal: 3 sh

Choose one of the following electives

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	WA 01301	Digital Literacies				3
<input type="radio"/>	WA 01302	Introduction to Technical Writing				3
<input type="radio"/>	WA 01326	Writing for Nonprofits				3
						Subtotal: 3 sh

Choose any two of the following electives

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	CMS 04208	Business and Professional Communication				3
<input type="radio"/>	CMS 04260	Organizational Communication				3
<input type="radio"/>	CMS 04318	Leadership Communication				3
<input type="radio"/>	CMS 04360	Intercultural Communication				3
<input type="radio"/>	JRN 02363	Data Journalism				3
<input type="radio"/>	WA 01301	Digital Literacies	If not chosen above			3
<input type="radio"/>	WA 01302	Introduction to Technical Writing	If not chosen above			3
<input type="radio"/>	WA 01326	Writing for Nonprofits	If not chosen above			3
						Subtotal: 6 sh

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SUSTAINABILITY MANAGEMENT CONCENTRATION (12 SH)

This Concentration teaches students how to balance business goals with environmental care and social welfare. The coursework helps you learn to develop strategies that consider the long-term impact on the environment and society, alongside maintaining business performance. This focus is increasingly relevant as businesses today face challenges related to environmental and social issues. The concentration blends sustainability principles with management skills, preparing you to make thoughtful decisions in a business context that also take into account ecological and social factors.

Choose the following two electives

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	MGT 06381	Sustainable Business				3
<input type="radio"/>	ECON 04210	Environmental Economics				3
						Subtotal: 6 sh

Choose any two of the following electives

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	ENT 06346	Social Entrepreneurship				3
<input type="radio"/>	ENST 94201	Sustainability Assessment				3
<input type="radio"/>	GEOG 16301	Natural Resources, Capitalism, and Society				3
<input type="radio"/>	PHIL 09218	Environmental Ethics				3
<input type="radio"/>	PHIL 09222	Business Ethics				3
<input type="radio"/>	WA 01335	Environmental Writing and Rhetoric				3
						Subtotal: 6 sh