

Department of Management and Marketing, Undergraduate

Purpose and Goals

Preparing managers for employment in organizations requires a liberal education that emphasizes and promotes an understanding of diverse economic, social, political, cultural, and environmental perspectives. The areas of emphasis in the management and marketing curriculum are on problem identification, analysis, solution, decision-making, business ethics, communication, team dynamics, leadership, as well as an integration of other functional areas of business operations. Attention is given to the dynamic global business environment and to the immediate utilization of business skills in areas such as Supply Chain management and data analytics.

Specifically, the objectives of the BBA Management program are: (1) to educate students for professional careers in management of both small and large businesses as well as provide them with the necessary background to pursue graduate or professional education; (2) to engage in research that will produce new knowledge and/or apply existing knowledge that will enhance the learning process; and (3) to contribute to the professional activities of the management community through service and participation in business organizations.

The mission objectives of the BBA Marketing program are: (1) to provide future marketing managers who can effectively plan and execute the creation, communication, and delivery of value to their customers and guide their companies to promote mutually satisfying relationships with their stakeholders, (2) to develop in students the ability to analyze the various marketing functions, recognize their integrative nature and utilize these skills for strategic decision-making, and (3) to prepare students to be ethical, professional, and team-oriented business leaders in profit and not-for-profit organizations, as well as providing them with the necessary foundation to pursue graduate or professional education.

The marketing program provides a high-quality marketing education at the baccalaureate degree level. The program offers a comprehensive survey of the fundamental principles, theories, and contemporary practices of marketing professionals in today's global environment. Students learn the necessary skills to effectively plan and execute the conception, pricing, promotion, and distribution of goods and services to satisfy the needs of customers, the organization, and society. While the core of the program emphasizes a balanced exposure to all aspects of marketing, opportunities are offered for more in-depth study of specific functional areas of marketing. The marketing faculty is committed to preparing students to be ethical, professional, and team-oriented business leaders in profit and nonprofit organizations, as well as providing them with the necessary background to pursue graduate or professional education.

Courses in economics are offered to provide students with the basic knowledge of economics relevant to the business environment and society. The course content combines the fundamental skills of the subject matter with the analytical and quantitative tools necessary to function effectively in making rational business decisions. Course materials also emphasize the importance of data and statistical methods, the changing structure of national and global economies and prepare students to analyze economic and business problems from a broad perspective. Effective communication skills and high ethical standards expected of business professionals are also the focus of a few courses in economics.