MANAGEMENT, B.S.B.A.

Learning Outcomes
1. Students should understand the role of management and managers in building an effective organization.
2. Students should understand the role of research in improving managerial practice.
3. Students should be able to apply management principles to determine how managers should respond to particular challenges or opportunities confronting an organization.
4. Students should be able to effectively communicate management principles or the application of those principles to particular organizational circumstances.

Admissions

Entrance Requirements
In addition to the academic admission requirements of the Moore School of Business stated below, a limit on admission to the program may be imposed. An enrollment limit would become necessary if enrollment levels exceed school staffing capabilities and resources. The Undergraduate Admissions Committee, in consultation with the dean of the school, shall be responsible for adjusting undergraduate enrollment levels to ensure the quality of the undergraduate program. A student who meets admissions criteria will be favorably considered, but because of space limitations admission cannot be guaranteed. Once minimum criteria are met, all qualified applicants are placed into an admissions group and are ranked by academic credentials. Based on the number of available seats, students are admitted in ranked order until capacity is reached. The Moore School only considers new applicants for Fall Term admission.

Freshmen entering the USC Columbia Pre-Business division of the Moore School of Business must meet the campus requirements for admission. Freshmen applicants will only be considered for Fall Term admission.

Students from other USC campuses who have no work from colleges outside of USC must have a minimum cumulative Institution GPA of 3.25, must have taken at least 15 USC credit hours, and have completed calculus with a minimum grade of C. Additionally, those students who have fewer than 30 semester hours from colleges outside USC must also meet Columbia campus freshman admission requirements. Change of campus applicants will only be considered for Fall Term admission.

Students enrolled in other colleges on the Columbia campus must have a minimum cumulative Institution GPA of 3.25, must have at least 15 USC credit hours, and have completed calculus with a minimum grade of C. Internal transfers will only be considered for admission in the fall term.

Transfer students from other institutions must present a minimum cumulative GPA of 3.25 on all college work taken and have completed calculus with a minimum grade of C. Students who have taken fewer than 30 semester hours of college work must also meet Columbia campus freshman admission requirements. External transfers will only be considered for Fall Term admission.

Degree Requirements (122-128 hours)
See Darla Moore School of Business (https://academicbulletins.sc.edu/undergraduate/business/) for progression requirements and other regulations.

Program of Study

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<th>Requirements</th>
<th>Credit Hours</th>
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<td>1. Carolina Core</td>
<td>31-43</td>
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<td>2. College Requirements</td>
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<td>3. Program Requirements</td>
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<td>4. Major Requirements</td>
<td>21-45</td>
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Founding Documents Requirement
All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (https://academicbulletins.sc.edu/undergraduate/founding-document-courses/).

1. Carolina Core Requirements (31-43 hours)

CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

*must be passed with a grade of C or higher*

- ENGL 101
- ENGL 102

ARP – Analytical Reasoning and Problem Solving (6-7 hours)

*must be passed with a grade of C or higher*

- MATH 122 or MATH 141
- STAT 206

SCI – Scientific Literacy (7 hours)

- Two approved Carolina Core Scientific Literacy courses (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/), including one laboratory course

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

Students shall demonstrate in one Foreign Language the ability to comprehend the topic and the main ideas in written and, with the exception of Latin and Ancient Greek, spoken texts on familiar subjects. This ability can be demonstrated by achieving a score of two or better on a USC foreign language test. Those failing to do so must satisfactorily complete equivalent study of foreign language at USC.

- CC-GFL courses (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)
must be passed with a grade of C or higher

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)
- any CC-GHS course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)
- any CC-GSS course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

AIU – Aesthetic and Interpretive Understanding (3 hours)
- any CC-AIU course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component (0-3 hours)
- any overlay or stand-alone CC-CMS course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

INF – Information Literacy (0-3 hours)
- any overlay or stand-alone CC-INF course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

VSR – Values, Ethics, and Social Responsibility (0-3 hours)
- any overlay or stand-alone CC-VSR course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

1 Carolina Core Stand Alone or Overlay Eligible Requirements — Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

2. College Requirements (40 hours)

3. Program Requirements (0-30 hours)

Supporting Courses (0-9 hours)
Internationalization Requirement (0-9 hours)
The program requires 9 hours of course work with international content that may be completed through other degree requirements. Three hours must be taken from an approved list of courses offered by the Moore School of Business which contain international business or international economics content. The following course options can also be used to satisfy the 3 credit hours of this requirement: approved course work containing international business or international economics content, taken at a semester abroad program; an approved Maymester or summer overseas course containing international business or international economics content; an approved internship course in international business wherein a student would obtain discipline-related work experience in a foreign country; or an approved service-learning component. Students may choose from one of the following options to complete the remaining 6-hour requirement:

Language: Two language courses at the 200 level or above

OR

Electives: Two approved courses with international content taken either inside or outside the Moore School of Business. See the list of available internationally-focused courses. (https://academicbulletins.sc.edu/undergraduate/business/international-requirement/)

Minor or Cognate (12-18 hours) optional

Minors (non-business) may be selected from a University-wide list of approved minors. The minor is normally a minimum of 18 hours of prescribed courses in one subject area. Minors are recognized on the transcript.

Cognates which consist of 4 related courses in a specific field. The cognate is intended to support the course work in the major. The cognate must consist of twelve (12) hours of courses at the advanced level, outside of but related to the major. Cognates do not earn an additional designation on the transcript.

Electives (0-30 hours)
The number of elective hours required depends upon the number of hours used to fulfill other degree requirements, including the optional minor or cognate. Minimum degree requirements must equal 122 hours. Selecting to pursue a minor or cognate, multiple business majors or the business analytics concentration may be used to reduce the total number of electives hours. No courses of a remedial, developmental, skill-acquiring, or vocational nature may apply as credit toward degrees in the Darla Moore School of Business.

Options to meet this requirement may include:
- Pre-Professional coursework can be applied for students seeking admission to a professional degree program after graduation.
- A maximum of 4 courses towards completion of an accelerated master’s program if not counted elsewhere in the degree.
- Directed Electives: Students may select courses of interest with their advisor. Students are strongly encouraged to take a business section of UNIV 101. All directed coursework electives must be passed with a grade of C or better. Directed coursework may not include coursework in PEDU or MATH/STAT below the Moore School
Students must choose either the Human Resources and Organizational Leadership Concentration or the Entrepreneurship Concentration.

Concentrations (21-45 hours)

Management of Human Resources (21 hours)

Course | Title | Credits
--- | --- | ---
MGMT 374 | Strategic Human Resource Management | 3

Select one of the following:

| Course | Title | Credits
--- | --- | ---
MGMT 375 | Entrepreneurship and New Venture Opportunities | 3
MGMT 376 | Employee Engagement | 3
MGMT 401 | Negotiation and Conflict in the Workplace | 3
MGMT 402 | Managing Teams in the Workplace | 3
MGMT 403 | Leadership in Organizations | 3
MGMT 404 | Compensation and Retention | 3
MGMT 405 | Talent Management | 3
MGMT 407 | International Human Resource Management | 3
MGMT 408 | Diversity and Inclusion | 3
MGMT 425 | Analytics for the Human Resources Professional | 3

Select three of the following:

| Course | Title | Credits
--- | --- | ---
MGMT 376 | Employee Engagement | 3
MGMT 401 | Negotiation and Conflict in the Workplace | 3
MGMT 402 | Managing Teams in the Workplace | 3
MGMT 403 | Leadership in Organizations | 3
MGMT 404 | Compensation and Retention | 3
MGMT 405 | Talent Management | 3
MGMT 407 | International Human Resource Management | 3
MGMT 408 | Diversity and Inclusion | 3
MGMT 425 | Analytics for the Human Resources Professional | 3
MGMT 476 | Collective Bargaining | 3
MGMT 479 | Applications in Entrepreneurship and New Ventures | 3

Upper-Level Business Electives | 6

Total Credit Hours | 21

1 International-focused course.

Entrepreneurship (27-36 hours)

Course | Title | Credits
--- | --- | ---
MGMT 373 | Entrepreneurship and New Venture Opportunities | 3
MGMT 473 | Developing and Launching New Ventures | 3
MGMT 474 | Executing Strategy in New Ventures | 3

Second Major

Entrepreneurship requires completion of a second, non-Management 5-24 major in business.

Total Credit Hours | 27-36

1 International-focused course.

Business Analytics Concentration (9 hours) optional

Please consult with your Academic Advisor or department on the courses recommended for individual majors. The analytics concentration must be taken in conjunction with a major. The department may add additional electives to the Business Analytics Concentration, subject to the approval of the Business Analytics Task Force.

Course | Title | Credits
--- | --- | ---
MGSC 394 | Data Analytics for Business | 3

Select two of the following:

| Course | Title | Credits
--- | --- | ---
ACCT 404 | Accounting Information Systems I | 3
ACCT 475 | Integrated Business Processes with Enterprise Systems | 3
ECON 336 | Introduction to Data Science for Economists | 3
ECON 436 | Introductory Econometrics | 3
ECON 594 | Advanced Econometrics | 3
FINA 444 | Corporate Risk Management | 3
FINA 464 | Financial Innovation | 3
FINA 469 | Investment Analysis and Portfolio Management | 3
FINA 472 | Student-Managed Investments | 3
IBUS 430 | Research in International Business | 3
MGMT 425 | Analytics for the Human Resources Professional | 3
MGSC 390 | Business Information Systems | 3
MGSC 391 | Applied Statistical Modeling | 3
MGSC 486 | Service Operations Management | 3
MKTG 352 | Principles of Marketing Research | 3
MKTG 447 | Pricing Strategy and Analytics | 3
MKTG 448 | Data Science for Business Decision-Making | 3
MKTG 470 | Digital Marketing & Social Media Analytics | 3

Total Credit Hours | 9

Note: Courses applied in the major may not also fulfill concentration requirements.

Sustainability in Business Concentration (12 hours) optional

Please consult with your Academic Advisor or department on the courses recommended for individual majors. The sustainability concentration must be taken in conjunction with a major. The department may add additional electives to the Sustainability in Business Concentration, subject to the approval of the Sustainability Curriculum and Research Faculty Committee.

Course | Title | Credits
--- | --- | ---
MKTG 472 | Business, Markets and Sustainability | 3

Select six to nine hours from the following:

| Course | Title | Credits
--- | --- | ---
ECON 500 | Urban Economics | 3
ECON 505 | International Development Economics | 3

Total Credit Hours | 6-9

Note: Courses applied in the major may not also fulfill concentration requirements.
### Major Map

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.

Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.

**Management, B.S.B.A. Management of Human Resources**

**Management, B.S.B.A. Entrepreneurship**

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<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ECON 548</td>
<td>Environmental Economics</td>
</tr>
<tr>
<td>FINA 462</td>
<td>Climate Change Risk Management, Insurance, and</td>
</tr>
<tr>
<td></td>
<td>Finance</td>
</tr>
<tr>
<td>FINA 473</td>
<td>Corporate Governance and Agency Conflicts</td>
</tr>
<tr>
<td>MGMT 407</td>
<td>Corporate Social Responsibility and Stakeholder</td>
</tr>
<tr>
<td></td>
<td>Management</td>
</tr>
<tr>
<td>MGMT 408</td>
<td>Diversity and Inclusion</td>
</tr>
<tr>
<td>MGSC 489</td>
<td>Sustainable Operations &amp; Supply Chain</td>
</tr>
<tr>
<td>MKTG 479</td>
<td>Marketing for Nonprofit Organizations</td>
</tr>
<tr>
<td>Select zero to three hours from the following: 0-3</td>
<td></td>
</tr>
<tr>
<td>ENVR 321</td>
<td>Environmental Pollution and Health</td>
</tr>
<tr>
<td>ENVR 322</td>
<td>Environmental Ethics</td>
</tr>
<tr>
<td>ENVR 331</td>
<td>Integrating Sustainability</td>
</tr>
<tr>
<td>ENVR 533</td>
<td>Sustainability Projects Course</td>
</tr>
<tr>
<td>GEOG 321</td>
<td>Sustainable Cities</td>
</tr>
<tr>
<td>HTMT 485</td>
<td>Sustainable Tourism</td>
</tr>
<tr>
<td>POLI 478</td>
<td>Environmental Policy</td>
</tr>
</tbody>
</table>

Note: Courses applied in the major may not also fulfill concentration requirements.