



The management program at Georgia Southern University offers a four-year bachelor's degree with three specializations designed for students who want a broad academic background in various areas of management. This degree integrates the functions of planning, organizing, leading and controlling of modern profit and non-profit organizations. The management program prepares students for leadership opportunities in a broad range of occupations in every sector of the global economy.

BBA in Management

The BBA in management offers core courses of study that focus on leadership, strategic planning, entrepreneurship, organizations, human resource management, hospitality management, human capital analytics, teamwork and team management, problem-solving, data analysis and new business ventures, thereby cultivating a foundation tailored for students' special interests and talents.

Major Requirements*

MGNT 3134 - Behavior in Organizations

MGNT 3234 - Entrepreneurship

MGNT 3235 - Leadership in Organizations

MGNT 3334 - Human Resource Management

MGNT 4230 - International Management

MGNT 3130 - Principles of Management

BUSA 4131 - Strategic Management

Emphasis and Specialty Courses Include**

MGNT 4234 - Small Business Management

MGNT 4236 - New Venture Planning

HNRM 3336 - Hotel Operations

HNRM 4334 - Food & Beverage Operations

MGNT 4332 - Compensation & Benefits

MGNT/CISM 4333 - H.R. Information Systems

MGNT 4335 - Labor Relations

MGNT 4338 - Staff, Training & Development

Entrepreneurship/Small Business

For students who are motivated to manage or start their own businesses, this emphasis area is a perfect addition to the management program of study. Courses in this area focus both on small business management and start-up entrepreneurship.

Human Resource Management

The human resource management (HRM) emphasis prepares students for a career focused on the most important resources of any organization—the people. Students pursuing this specialization will study in the only HRM college program in the region that emphasizes the use of human resource information system (HRIS) software.

Hospitality Management

The hospitality emphasis prepares students for entry-level management positions in the restaurant and lodging industries. The mission is accomplished through a competency-based, curricular program designed specifically for the development of future hotel and restaurant managers.

* Core coursework not included.

** Areas of specialization may require additional courses.

DEPARTMENT OF MANAGEMENT

GEORGIA SOUTHERN UNIVERSITY

PARKER COLLEGE OF BUSINESS

PHONE: 912-478-5161 • FAX: 912-478-1835

EMAIL: management@georgiasouthern.edu

GeorgiaSouthern.edu/parker/mgmt

Management Career Options

- Benefits Coordinator
- Branch Manager
- Business Owner
- District Manager
- Entrepreneur
- Hotel Owner
- Human Capital Analytics
- Human Resources Director
- Project Manager
- Restaurant Operator
- Store Manager

Our management graduates have successful careers with

- The Coca-Cola Company
- CSX Transportation
- Georgia Pacific
- Gulfstream Aerospace Corporation
- The Home Depot
- Lockheed Martin Aeronautics
- Norfolk Southern
- United Parcel Service (UPS)



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