

# Online B.S.B.A.

Management Department Chair  
402 Business Building  
479-575-4566

General Business is the broadest major in Walton College. It is offered by the Department of Management, which also offers a major in management (<http://catalog.uark.edu/undergraduatecatalog/collegesandschools/sammwaltoncollegeofbusiness/managementgmt>). This online program provides the student exposure to all facets of the business process. Maximum flexibility is retained by the student. At the same time, careful use of general and junior/senior business electives allows the student to concentrate additional coursework in one or more selected functional areas.

The Walton College Online Bachelor of Science in Business Administration degree is intended to provide students the opportunity to enroll in a four-year degree program online. In addition, the online degree affords students who have completed an Associate's Degree in Business or those who are near completion of their business degree, the option to complete a B.S.B.A. with a major in General Business.

## Admission

Students must apply to the University of Arkansas, Office of Admissions for consideration and indicate their interest in the online program on the admissions application. Students are required to submit an application for admission, official transcripts (either high school or college transcripts or both), and a \$40 application fee.

## Requirements for the Online Program

- Walton College Policy for On-Campus Students Taking Online Courses  
Any student pursuing an on-campus (face to face) undergraduate degree from the University of Arkansas may take up to 35 percent of the total credit hours of regular online (semester/summer) and self-paced online (correspondence) courses for degree credit. On-campus students will be restricted to 2 courses (8 hours) of online classes within their first 30 hours. WCOB 1111 Freshman Business Connection, however, cannot be taken online. Thereafter, students can take up to 12 hours of online classes per academic year. For students who have transferred academic credits from other institutions, the percentage of total credit hours obtained at the University of Arkansas through regular online (semester/summer) and self-paced online (correspondence) courses for degree credit cannot exceed 35 percent of the total remaining hours needed to complete the degree after transfer credits are accounted for. In addition, on-campus students cannot enroll in online courses unless they have a cumulative GPA of at least 2.0 (after their first 15 hours of undergraduate coursework) and they have no more than one outstanding incomplete in a previous online course.
- Walton College Policy for Online Students Taking On-Campus Courses  
Online students will be restricted to 8 hours of on-campus classes within their first 30 hours. Thereafter, students can take up to 12 hours of on-campus classes per academic year, but no more than 35 percent of their total credit hours on campus may be used in total toward their degree. Ordinarily, no more than 60 hours of coursework can be transferred from the online degree program into an on-campus degree program. Transfer credits for students who transfer into the online degree program will be evaluated the same as transfer credits

for the on-campus program. For students who have transferred academic credits from other institutions, the percentage of total credit hours obtained at the University of Arkansas through regular online (semester/summer) and self-paced online (correspondence) courses for degree credit cannot exceed 35 percent of the total remaining hours needed to complete the degree after transfer credits are accounted for.

- Online students will have priority registration for online courses.

For questions regarding the Online Degree in General Business, please visit [online.uark.edu](http://online.uark.edu) or contact the Undergraduate Programs Office at 479-575-4622.

## Online Bachelor of Science in Business Administration - General Business Major Requirements

### Course Requirements in the Major

21

Students must complete the following 21 hours by selecting one, three hour course from each of the following seven groups: (Sequencing of courses will be determined by choices made)

#### Group 1

ACCT 3533	Accounting Technology
ACCT 3723	Intermediate Accounting I
ACCT 3843	Fundamentals of Taxation I

#### Group 2

ECON 3033	Microeconomic Theory
ECON 3133	Macroeconomic Theory
ECON 4333	Economics of Organizations

#### Group 3

FINN 3013	Financial Analysis
FINN 3053	Financial Markets and Institutions
FINN 3623	Risk Management

#### Group 4

ISYS 2263	Principles of Information Systems
ISYS 3293	Systems Analysis and Design
ISYS 4213	ERP Fundamentals

#### Group 5

MGMT 4243	Ethics and Corporate Responsibility
MGMT 4253	Leadership
MGMT 4263	Organizational Change and Development

#### Group 6

MKTG 3553	Consumer Behavior
MKTG 4233	Integrated Marketing Communications
MKTG 4433	Retail Strategy

#### Group 7

SCMT 3443	Transportation and Distribution Management
SCMT 3613	Supply Management
SCMT 3643	International Transportation and Logistics

Maximum of 27 hours of courses in any one department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

### Junior/Senior Business Electives

15

## Courses

### **MGMT 2053. Business Foundations. 3 Hours.**

This course surveys the areas of business and presents business processes that are common to most enterprises through a hands-on, interactive business experience. It reinforces the use of financial accounting for reporting the results of business operations, and introduces managerial accounting concepts and techniques for improving the quality business decisions. Prerequisite: ISYS 1120 or ISYS 1123 and ACCT 2013 each with a grade of "C" or better.

### **MGMT 2103. Managing People and Organizations. 3 Hours.**

Study of the process of acquiring and managing Human Capital, focusing on the organizational behavior, legal, economic, and technical issues concerned with business decisions about acquiring, motivating, and retaining employees; emphasis given to the development, implementation, and assessment of policies and practices consistent with legal, social, human, and environmental dynamics. Prerequisite: WCOB 2053 or ACCT 2023 and WCOB 1033 each with a grade of C or better.

### **MGMT 2103H. Honors Managing People and Organizations. 3 Hours.**

Study of the process of acquiring and managing Human Capital, focusing on the organizational behavior, legal, economic, and technical issues concerned with business decisions about acquiring, motivating, and retaining employees; emphasis given to the development, implementation, and assessment of policies and practices consistent with legal, social, human, and environmental dynamics. Prerequisite: WCOB 2053 or ACCT 2023 and WCOB 1033 with a grade of C or better.

This course is equivalent to MGMT 2103.

### **MGMT 3013. Strategic Management. 3 Hours.**

Integrative study of managerial decisions; introduces students to an understanding of strategic competitiveness and the way in which business strategy is formulated and implemented; uses a combination of theoretical and applied approaches to analyzing key business decisions, implementing these decisions, and monitoring their effects. Corequisite: Drill component. Prerequisite: ACCT 2013, (ACCT 2023 or WCOB 2053), WCOB 1033, ECON 2013, ECON 2023, (MATH 2053 or MATH 2564), (MATH 2043 or MATH 2554), COMM 1313, BLAW 2013, ISYS 2103, SCMT 2103, MGMT 2103, FINN 3043 and MKTG 3433, all with a grade of C or better, and (ISYS 1120 or (ISYS 1123 with a grade of C or better)).

### **MGMT 3013H. Honors Strategic Management. 3 Hours.**

Integrative study of managerial decisions; introduces students to an understanding of strategic competitiveness and the way in which business strategy is formulated and implemented; uses a combination of theoretical and applied approaches to analyzing key business decisions, implementing these decisions, and monitoring their effects. Prerequisite: ACCT 2013, (ACCT 2023 or WCOB 2053), WCOB 1033, ECON 2013, ECON 2023, (MATH 2053 or MATH 2564), (MATH 2043 or MATH 2554), COMM 1313, BLAW 2013, ISYS 2103, SCMT 2103, MGMT 2103, FINN 3043 and MKTG 3433, all with a grade of C or better, and (ISYS 1120 or (ISYS 1123 with a grade of C or better)).

This course is equivalent to MGMT 3013.

### **MGMT 3533. Alternative Dispute Resolution. 3 Hours.**

This immersion into the divergent forms of conflict/dispute resolution will expose students to the dynamics of one of the leading disciplines in the workplace and society as a whole. Students will be presented with a comprehensive analysis of divergent aspects of conflict resolution strategies such as negotiation, mediation, arbitration, neutral fact finding, settlement conferences, summary trials, conciliation and facilitation. Confrontational negotiating styles and illustrations will be contrasted with topical strategies such as mutual gains. Prerequisite: Junior standing.

### **MGMT 3563. Management Concepts and Organizational Behavior. 3 Hours.**

Business students may not receive credit for this course. Course introduces students to fundamental concepts of management practice with particular emphasis on managing human behavior in organizations. Addresses the planning, organizing, directing, and controlling functions performed by managers as these functions relate to managing human resources. Provides survey of critical management concepts; enables students to develop analytical and problem solving skills through case studies and experimental exercises. Students may not receive credit for both WCOB 2033 or MGMT 2103 and MGMT 3563. Walton College majors are not eligible to register for the course. No degree credit for Walton College majors.

### **MGMT 3653. A Competitive Advantage: Creating and Leading a Diverse Workforce. 3 Hours.**

Study of the process of creating and leading a diverse workforce, focusing on the knowledge and skills necessary for creating a culture that embraces and makes diversity work; examines the many dimensions of diversity with emphasis on understanding the range of cultural behaviors and expectations, cultural communication, and building diverse work teams. Special attention will be given to developing talent management competencies, such as recruiting, coaching, mentoring, career development, and evaluating and measuring the effects of diversity initiatives. Prerequisite: Junior standing.

### **MGMT 3673. Social Entrepreneurship. 3 Hours.**

The course explores the notion of social entrepreneurship both, as a movement and as an alternative to engage with the market economy. Students will explore the possibility of opening their own business with a strong social mission; adopting some sustainable practices to advance their social or environmental causes; advocating for new ways of measuring impact and returns to investment; or simply by becoming responsible consumers, conscious about the consequences of their decision making power. Prerequisite: Junior standing.

### **MGMT 3933. Entrepreneurship and New Venture Development. 3 Hours.**

The role of the entrepreneur in starting up new businesses. Identification of new venture opportunities and the evaluation of their feasibility.

### **MGMT 4003H. Honors Management Colloquium. 3 Hours.**

Explores events, concepts and/or new developments in the field of Management. Prerequisite: Senior standing. May be repeated for degree credit.

### **MGMT 4103. Special Topics in Management. 3 Hours.**

Explores trends, concepts, and important developments in management as they impact on organizational performance. Topics are selected by the Management Department faculty for each semester the course is offered. May be repeated for degree credit.

### **MGMT 4103H. Honors Special Topics in Management. 3 Hours.**

Explores trends, concepts, and important developments in management as they impact on organizational performance. Topics are selected by the Management Department faculty for each semester the course is offered. May be repeated for degree credit.

This course is equivalent to MGMT 4103.

### **MGMT 4243. Ethics and Corporate Responsibility. 3 Hours.**

A comprehensive and critical examination of traditional and current ethical theories and approaches that guide business decision-making, ethical issues that affect business decisions, and ethics related to the various business disciplines.

### **MGMT 4253. Leadership. 3 Hours.**

This course offers a foundation for understanding and evaluating organizational leadership. It is designed to assist students in developing frameworks for understanding and enacting leadership. This course examines topics such as the nature and foundation of the leader-follower relationship, models that explain effective leadership, and the interface of leadership with gender, ethics, and culture. Prerequisite: WCOB 2033 or MGMT 2103 or MGMT 3563.

**MGMT 4263. Organizational Change and Development. 3 Hours.**

This course will develop diagnostic and intervention skills that can be applied to identifying and overcoming problems of morale and productivity in organizations. A variety of behavioral methods will be covered. Prerequisite: WCOB 2033 or MGMT 2103 or MGMT 3563.

**MGMT 4433. Small Enterprise Management. 3 Hours.**

Small enterprise opportunities and problems emphasizing innovation, management planning and control, financing, marketing and legal requirements. Emphasis on application of management knowledge to small enterprise management. Prerequisite: MGMT 3933.

**MGMT 450V. Independent Study. 1-3 Hour.**

Permits students on individual basis to explore selected topics in management. May be repeated for up to 3 hours of degree credit.

**MGMT 4543. Students Acquiring Knowledge Through Enterprise (S.A.K.E.) Product Innovation Lab. 3 Hours.**

Provides a structured stage-gate framework for new product development through a hands-on, interactive product innovation experience. Students will learn and apply skills related to the development and testing of new concepts and products including: ideation techniques; concept writing; designing and implementing effective qualitative and quantitative consumer research; prototyping; financial profile development; and developing impactful presentations. Prerequisite: Junior standing.

**MGMT 4583. International Management. 3 Hours.**

Develops an understanding of international business management and the cultural environments in which IB exists today. Students examine international business practices and learn about unique elements of business as it practiced in selected nations and diverse cultures.

**MGMT 4943. Organizational Staffing. 3 Hours.**

In-depth study of theoretical, legal, methodological, and substantive issues related to selection, performance appraisal, and development of employees. Students participate in individual and group projects designed to provide theoretical and practical skills related to staffing. Prerequisite: WCOB 1033.

**MGMT 4953. Organizational Rewards and Compensation. 3 Hours.**

Develops an understanding of reward systems theory and its application to the design of compensation systems. Provides theoretical and legal background and practical applications for the use of reward systems in attracting, motivating, and retaining employees. Prerequisite: WCOB 1033.

**MGMT 4993. Entrepreneurship Practicum. 3 Hours.**

Hands-on management of an actual on-going business. Students will gain experience working in, making decisions about, and managing a business. Topics covered include accounting, economics, finance, information systems, law, logistics, management, and marketing. Entrance by application only. May be repeated for up to 6 hours of degree credit.