

General Business (GBUS)

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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 with a major in General Business 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.

Requirements for Online B.S.B.A. 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.

Course Requirements

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 3633	Marketing Research
MKTG 4433	Retail Strategy

Group 7

SCMT 3443	DELIVER: Transportation and Distribution Management
SCMT 3613	SOURCE: Procurement and Supply Management
SCMT 3643	International 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

General Business B.S.B.A. Eight-Semester Degree Program:

Students wishing to follow the eight-semester degree plan for General Business should see the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy/>) for university requirements of the program.

Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)	3	
MATH 2053 Finite Mathematics (Satisfies General Education Outcome 2.1) ¹	3	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) ²	3	
WCOB 1111 Freshman Business Connection	1	
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003) ³	3	
ISYS 1123 Business Application Knowledge - Computer Competency	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)		3
ACCT 2013 Accounting Principles		3
WCOB 1033 Data Analysis and Interpretation		3
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) (Satisfies General Education Outcome 3.3)		3
Science - State Minimum Core (Satisfies General Education Outcome 3.4)		4
Year Total:	16	16

Second Year	Units	
	Fall	Spring
SEVI 2053 Business Foundations	3	
ISYS 2103 Business Information Systems ³	3	
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) ⁴	3	
Social Sciences – State Minimum Core (Select a course which satisfies General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity Requirement) ⁵	3	

Fine Art/Humanities – State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{6,7}	3	
SCMT 2103 Integrated Supply Chain Management ³		3
MGMT 2103 Managing People and Organizations ³		3
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) (Satisfies General Education Outcome 3.3) ⁴		3
Fine Arts/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{6,7}		3
Science - State Minimum Core (Satisfies General Education Outcome 3.4)		4
Year Total:	15	16

Third Year	Units	
	Fall	Spring
MKTG 3433 Introduction to Marketing ³	3	
FINN 2043 Principles of Finance ³	3	
Group 1 Course (see above)	3	
Group 2 Course (see above)	3	
SEVI 3013 Strategic Management (Satisfies General Education Outcome 6.1)		3
Group 3 Course (see above)		3
Group 6 Course (see above)		3
Junior Senior Business Elective		3
U.S. History or Government State Minimum Core (Satisfies General Education Outcome 4.2)		3
Year Total:	12	15

Fourth Year	Units	
	Fall	Spring
Group 5 Course (see above)	3	
Junior Senior Business Elective	6	
Group 7 Course (see above)	3	
General Education Electives	3	
Group 4 Course (see above)		3
Junior Senior Business Elective		6
General Education Electives		6
Year Total:	15	15

Total Units in Sequence: 120

¹ Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 2053.
² Must be completed prior to WCOB 1033.
³ Must be completed prior to SEVI 3013.
⁴ Must be completed prior to taking any 3000 or 4000 level business courses.

- ⁵ The Social Sciences Elective courses which satisfy General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity Requirement include: ANTH 1023, HIST 1113, HIST 1123, SOCI 2013, SOCI 2013H, or SOCI 2033.
- ⁶ The Fine Arts Elective courses which satisfy the General Education Outcome 3.1 include: ARCH 1003, ARHS 1003, COMM 1003, DANC 1003, LARC 1003, MLIT 1003, MLIT 1003H, MLIT 1013, MLIT 1013H, MLIT 1333, THTR 1003, THTR 1013, or THTR 1013H.
- ⁷ The Humanities Elective courses which satisfy the General Education Outcome 3.2 include: AAST 2023, ANTH 1033, ARCH 1013, CLST 1003, CLST 1003H, CLST 1013, COMM 1233, DANC 1003, ENGL 1213, GNST 2003, HIST 1113, HIST 1113H, HIST 1123, HIST 1123H, HIST 2003, HIST 2013, HUMN 1124H, HUMN 2213, LALS 2013, MRST 2013, MUSY 2003, MUSY 2003H, PHIL 2003, PHIL 2003C, PHIL 2003H, PHIL 2103, PHIL 2103C, PHIL 2303, THTR 1003, THTR 1013, THTR 1013H, WLIT 1113, WLIT 1123, or intermediate-level world language (usually 2003-level).

Courses

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 1033, ACCT 2013 and (ECON 2013 or ECON 2023), all with a grade of C or better. (Typically offered: Fall, Spring and Summer)

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 1033, ACCT 2013 and (ECON 2013 or ECON 2023), all with a grade of C or better and honors standing. (Typically offered: Fall, Spring and Summer)
This course is equivalent to MGMT 2103.

MGMT 2423. Social Issues, Diversity and Ethics in a Global Business Environment. 3 Hours.

Ethics, diversity, and culture are significant issues organizations must address within their workforces as they strive for success in a global business environment. Organizations that understand these factors will be better positioned to attract and retain talent, ensure employee and firm success, and foster continued positive contributions to society. In this course, students will explore how organizations can embrace and address critical social issues directly and ethically. Students will leave the course with an enhanced understanding of the incredible diversity of employees in terms of personal characteristics, culture, and beliefs, and with an increased awareness of important tools for enhancing employee and organizational success in today's business climate. Prerequisite: WCOB 1111 with a grade of C or better will only apply to business majors; there are no prerequisites for non-business majors. (Typically offered: Fall and Spring)

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. (Typically offered: Irregular)

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 MGMT 3563 and MGMT 2103. Walton College majors are not eligible to register for the course. No degree credit for Walton College majors. (Typically offered: Irregular)

MGMT 3653. 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. (Typically offered: Irregular)

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. (Typically offered: Irregular) May be repeated for degree credit.

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. (Typically offered: Fall and Spring)

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: MGMT 2103 or MGMT 3563. (Typically offered: Fall and Spring)

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: MGMT 2103 or MGMT 3563. (Typically offered: Fall and Spring)

MGMT 4273. Leading Groups and Teams. 3 Hours.

This course focuses on applying theory and principles of leadership, groups, and teams to develop the knowledge and skills necessary to effectively lead and work in teams. It is designed to help students develop confidence as team leaders by focusing on (1) improving team leadership skills related to factors such as communication, decision-making, and conflict management, and (2) self-reflection of their own personalities, skills, and experiences as important and relevant predictors of their effectiveness as team leaders. Pre- or Corequisite: MGMT 4253. (Typically offered: Fall and Spring)

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

Permits students on individual basis to explore selected topics in management. (Typically offered: Irregular) May be repeated for up to 3 hours of degree credit.

MGMT 4633. Faith, Spirituality, and the Workplace. 3 Hours.

An in-depth and interactive survey of faith and spirituality in the workplace. Provides students with a foundational knowledge of various faith traditions and forms of spirituality, including non-theist perspectives. Highlights the interconnections between faith traditions. Encourages exploration and identification of personal value systems and their origins. Develops skills that enable meaningful interaction with individuals from diverse faith and spiritual backgrounds. Examines the growing body of academic research on faith and spirituality in the workplace. Studies the management challenges and opportunities inherent in developing faith-friendly workplaces. Examines the different ways modern organizations are approaching faith and spirituality in the workplace. Offers perspectives from, and provides the opportunity to engage with, multiple religious, spiritual, and business leaders. Prerequisite: Junior Standing. (Typically offered: Irregular)

MGMT 4943. Talent Acquisition and Management. 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. (Typically offered: Fall and Spring)

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. (Typically offered: Fall and Spring)

MGMT 4963. People Analytics. 3 Hours.

There is a growing demand for data-based decision making in organizations, and Human Resources is no exception. In this course, students will gain an appreciation for the ways in which people data can be used to make more effective Human Resources decisions. Students will gain experience manipulating a data set, performing basic analyses, interpreting results, and make data-driven recommendations, while learning how people analytics fit into advancing larger organizational goals. Distilling and communicating results using visual media is also emphasized. Prerequisite: WCOB 1033. (Typically offered: Fall and Spring)

MGMT 4983. Talent Development. 3 Hours.

A comprehensive approach to developing talent demonstrates an organization's commitment to its employees and facilitates the organization's ability to meet strategic goals. This course focuses on applying the theories and principles of coaching, mentoring, training, and development to cultivate the knowledge and skills necessary to effectively develop talent. It is designed to provide an understanding of how coaching, mentoring, training, and development can be performed in a variety of situations and to demonstrate the relevance of these functions for effective leadership. Key relational and communication skills essential for talent development are emphasized. Prerequisite: MGMT 2103 or MGMT 3563. (Typically offered: Fall and Spring)