

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 3-hour course from each of the following seven groups: (Sequencing of courses will be determined by choices made)

Group 1

ACCT 35303	Accounting Technology
ACCT 37203	Intermediate Accounting I
ACCT 38403	Fundamentals of Taxation I

Group 2

ECON 30303	Microeconomic Theory
ECON 31303	Macroeconomic Theory
ECON 43303	Economics of Organizations

Group 3

FINN 30103	Financial Analysis
FINN 30503	Financial Markets and Institutions
FINN 36203	Risk Management

Group 4

ISYS 22603	Principles of Information Systems
ISYS 32903	Systems Analysis and Design
ISYS 42103	ERP Fundamentals

Group 5

MGMT 42403	Ethics and Corporate Responsibility
MGMT 42503	Leadership
MGMT 42603	Organizational Change and Development

Group 6

MKTG 35503	Consumer Behavior
MKTG 36303	Marketing Research
MKTG 44303	Retail Strategy

Group 7

SCMT 34403	DELIVER: Transportation and Distribution Management
SCMT 36103	SOURCE: Procurement and Supply Management
SCMT 36403	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. 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 10103 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) ⁴	3	
MATH 20503 Finite Mathematics (Satisfies General Education Outcome 2.1) ^{1, 2, 4}	3	
BUSI 11101 Freshman Business Connection ⁴	1	
SCMT 21003 Integrated Supply Chain Management ³	3	
MGMT 21003 Managing People and Organizations ³	3	
ISYS 11203 Business Application Knowledge - Computer Competency ^{2, 4}	3	
BLAW 20003 The Legal Environment of Business (ACTS Equivalency = BLAW 2003) ³		3
SPCH 10003 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) ⁴		3
ACCT 20103 Accounting Principles ⁴		3
BUSI 10303 Data Analysis and Interpretation ⁴		3
Satisfies General Education Outcome 3.3:		
ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203) ⁴ or ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)		3
Year Total:	16	15

Second Year	Units	
	Fall	Spring
SEVI 20503 Business Foundations ⁴ or ACCT 20203 Accounting Principles II	3	
Choose one of the following options:	3	
ISYS 21003 Business Information Systems ³		
FINN 20403 Principles of Finance ³		
MKTG 34303 Introduction to Marketing ³		
Satisfies General Education Outcome 3.3:		

ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) ⁴ or ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	3	
ENGL 10203 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) ⁴	3	
Fine Art/Humanities – State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{6,7}	3	
Social Sciences - State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment and Demographic Diversity Requirement) ⁵		3
MATH 22003 Survey of Calculus (ACTS Equivalency = MATH 2203) ⁴		3
3 hours general education elective		3
Select one of the following:		3
ISYS 21003 Business Information Systems ³		
FINN 20403 Principles of Finance ³		
MKTG 34303 Introduction to Marketing ³		
Science - State Minimum Core (Satisfies General Education Outcome 3.4)		4
All pre-business requirements should be met by the end of the term		
Year Total:	15	16

Third Year	Units	
	Fall	Spring
Select one of the following:	3	
ISYS 21003 Business Information Systems		
MKTG 34303 Introduction to Marketing ³		
FINN 20403 Principles of Finance (whichever was not taken earlier) ³		
Science - State Minimum Core (Satisfies General Education Outcome 3.4)	4	
Group 1 Course (see above)	3	
Group 2 Course (see above)	3	
SEVI 30103 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:	13	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

Fine Art/Humanities - State Minimum Core
(Satisfies General Education Outcome 3.1 or 3.2)^{6,7}

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 20503.
- ² Must be completed prior to BUSI 10303.
- ³ Must be completed prior to SEVI 30103.
- 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 10203, HIST 11193, HIST 11293, SOCI 10103, SOCI 101H3, or SOCI 20103.
- ⁶ The Fine Arts Elective courses which satisfy the General Education Outcome 3.1 include: ARCH 10003, ARHS 10003, COMM 10003, DANC 10003, LARC 10003, MUSC 10003, MUSC 100H3, MUSC 10103, MUSC 101H3, MUSC 13303, THTR 10003, THTR 10103, or THTR 101H3.
- ⁷ The Humanities Elective courses which satisfy the General Education Outcome 3.2 include: AAST 20203, ANTH 10303, ARCH 10103, CLST 10003, CLST 100H3, CLST 10103, COMM 12303, DANC 10003, ENGL 12103, GNST 20003, HIST 11193, HIST 111H3, HIST 11293, HIST 111H3, HIST 20003, HIST 20103, HUMN 112H4, HUMN 22103, LALS 20103, MRST 20103, MUSY 20003, MUSY 200H3, PHIL 20003, PHIL 200H3, PHIL 21003, PHIL 23003, THTR 10003, THTR 10103, THTR 101H3, ENGL 11103, ENGL 11203, or intermediate-level world language.

Courses

MGMT 21003. 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: Non-business students: (DASC 10003 or GNEG 11101) each with a grade of C or better. Pre- or corequisite: Walton College Students: BUSI 11101. (Typically offered: Fall, Spring and Summer)

MGMT 210H3. 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. Corequisite: Walton College students: MATH 20503 or MATH 24004 and honors standing. Prerequisite: Non-business students: BUSI 10303, ACCT 20103 and (ECON 21003 or ECON 22003), all with a grade of C or better and honors standing. (Typically offered: Fall, Spring and Summer)

MGMT 24203. 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: BUSI 11101 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 35303. 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 35603. 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 35603 and MGMT 21003. Walton College majors are not eligible to register for the course. No degree credit for Walton College majors. (Typically offered: Irregular)

MGMT 36503. 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 41003. 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 42403. 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 42503. 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 21003 or MGMT 35603. (Typically offered: Fall and Spring)

MGMT 42603. 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 21003 or MGMT 35603. (Typically offered: Fall and Spring)

MGMT 42703. 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 42503. (Typically offered: Fall and Spring)

MGMT 4500V. 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 46303. 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 49403. 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: BUSI 10303. (Typically offered: Fall and Spring)

MGMT 49503. 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: BUSI 10303. (Typically offered: Fall and Spring)

MGMT 49603. 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: BUSI 10303. (Typically offered: Fall and Spring)

MGMT 49803. 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 21003 or MGMT 35603. (Typically offered: Fall and Spring)