

CURRICULA OVERVIEW

Curricula in the College of Management lead to the Bachelor of Science in Business Administration (BSBA) degree, with majors in Accounting and Financial Management (ACFM), Global Management (GLBM), Managing for Sustainability (MSUS), and Markets, Innovation and Design (MIDE). In addition, the College offers a Bachelor of Management for Engineers (BME) degree and elective courses to students across the University to fill a pressing need for well-educated college graduates who understand the basic structures, operating mechanisms, and management principles governing businesses and other organizations. Students not enrolled in one of our degree programs are encouraged to engage with management subjects and may take up to *seven* courses in the College of Management.

Bachelor of Science in Business Administration (BSBA)

Candidates for the BSBA degree must fulfill all University degree requirements including the College Core Curriculum, the BSBA Core, and the major program requirements. All BSBA major programs require the completion of 32 courses. Students must maintain good academic standing as defined for their class.

College Core Curriculum

Consistent with the College of Management's commitment to its graduates receiving a strong liberal education, all candidates for the BSBA must fulfill the same general education requirements as graduates of the College of Arts & Sciences. Details of the College Core Curriculum (CCC) can be found here (<http://coursecatalog.bucknell.edu/collegeofartsandsciencescurricula/curriculaoverview/collegecorecurriculum>).

The CCC includes a Culminating Experience component. BSBA candidates typically fulfill this requirement by taking one of the following courses:

ACFM 357 Auditing and Assurance,

ACFM 359 Advanced Seminar in Accounting,

ACFM 372 Advanced Corporate Finance,

GLBM 400 Global Manager Abroad,

MGMT 304 The Strategic Organization,

MIDE 304 Marketing Management,

MSUS 400 Sustainability Action Learning Project.

In most cases, candidates will take more than one of these courses to satisfy degree requirements. In addition, all BSBA candidates take courses that address the instruction in writing, speaking, and information literacy goals of the College Core Curriculum.

To satisfy the University writing requirement, a student must successfully complete three writing courses: one course designated W1 (which must be taken during the first year and which must be taken before the W2 courses), and two W2 courses (usually taken after the first year, but, in any case, at least one of which must be taken after the first year.) Lists of W1 and W2 courses are available on the Registrar's home page (bucknell.edu/Registrar) under Course Information. Writing courses are designed to enhance the student's understanding of the writing process and to emphasize that writing is a way of learning as well as a communication skill. They may be taken in any department, program, or College.

BSBA Core Requirements

The BSBA Core requirements comprise those management courses that *all* candidates for the BSBA degree, regardless of major, must complete. It is designed to cultivate three forms of literacy relevant to managerial thought: foundational, integrative, and managerial. All BSBA graduates must acquire these literacies, as they are the fundamental knowledge and skills necessary for managers, regardless of organization, industry, function, or sector.

All BSBA candidates ordinarily will have completed at least three of the four foundational literacy core courses by the end of the first year. Where this is not possible, students should plan to complete all four foundational literacy and at least two managerial literacy core courses by the end of their sophomore year.

FOUNDATIONAL LITERACY REQUIREMENT

MGMT 100	Management Past, Present and Future	.5
MGMT 101	Introduction to Organization and Management	1
MGMT 102	Quantitative Reasoning for Managers	1
ECON 103	Economic Principles and Problems	1

INTEGRATIVE LITERACY REQUIREMENT

MGMT 302	The Stakeholder Organization	1
MGMT 303	The Technological Organization	1

MGMT 304	The Strategic Organization ¹	1
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¹ ACFM majors pursuing the CPA/CMA track may choose to take ACFM 359 Advanced Seminar in Accounting rather than MGMT 304 The Strategic Organization.

MANAGERIAL LITERACY REQUIREMENT

Unlike foundational and integrative literacy requirements, the managerial literacy requirements vary by major. The list below indicates each major's required managerial literacy courses.

MGMT 200	Foundations Accounting and Financial Management I	1
MGMT 201	Marketing	1
MGMT 202	Operations	1
MGMT 203	Managerial Finance ²	1

² ACFM majors must take two accounting and financial management courses - ACFM 261 Foundations of Accounting and Financial Management II and ACFM 370 Corporate Finance - in lieu of MGMT 203 Managerial Finance.

BSBA Majors

In the spring of their sophomore year, all BSBA students will, in consultation with their advisers, select a major from among the four specialized programs and will complete the specific major requirements in addition to the BSBA core curriculum requirements. Transferring between programs is possible as long as the student will be able to meet all degree requirements of the new program and still graduate on schedule. Students may not double major in two different BSBA programs. Details on the four areas of study can be found here (<http://www.bucknell.edu/management-school-of-degree-programs.html>).

Double Majors and Minors in the College of Arts & Sciences

Occasionally, a BSBA candidate will undertake a double major with a field in the College of Arts & Sciences. Similarly, students may pursue a departmental or interdepartmental minor to achieve more coherence and focus in choosing electives. Double majors and minors are permitted so long as the student meets all obligations of the program selected within the required eight semesters. (Declaration of a second major or minor can be completed through the Office of the Registrar; second majors are subject to University academic policy concerning degrees and majors (<http://coursecatalog.bucknell.edu/academicstandardspolicies/academicpoliciesandrequirements>).

Transfer into the BSBA degree program

Students are admitted into the College of Management as part of their application to Bucknell. **Due to extremely limited space, there are few, if any, opportunities for Arts & Sciences or Engineering students to transfer into the College of Management.**

Students in the other Colleges are welcome to engage with the College as non-majors and may discuss courses and sequences appropriate to their academic and professional goals with the Assistant Dean of Management or with any member of the faculty. Students not enrolled in the BSBA or BME programs may take no more than *seven* courses for credit in the College of Management.

Bachelor of Management for Engineers

The five-year program in engineering and management offers students the opportunity to combine the study of engineering in any of the engineering degree programs with a selected sequence of courses in management. Upon successful completion of this program, the joint degree, the Bachelor of Science in engineering degree (within a specific engineering discipline), and the Bachelor of Management for Engineers degree, is awarded. The degree has the same accreditation status as the four-year Bachelor of Science degree in the engineering program selected. See Bachelor of Management for Engineers (<http://coursecatalog.bucknell.edu/collegeofartsandsciencescurricula/areasofstudy/schoolofmanagement/bme>) for specific course requirements.

Prospective students interested in pursuing this five-year degree program are encouraged to apply for admission directly into the program. Students also may enter this joint degree program during the first four semesters of one of the engineering B.S. programs, and should consult with the associate dean of engineering as early as possible and not later than the third semester of study. Admission to this joint degree program may be limited by enrollment.

Suggested course sequences for the program and detailed information on the degree requirements are available from the Office of the Dean of Engineering the Office of the Dean of Management.

Minors in the College of Management

The College of Management does not currently offer program specific or departmental minors. It does, however, contribute courses to four University interdepartmental minors: **Arts Entrepreneurship, Legal Studies, Public Policy, and Social Justice.**