Bachelor's Programs

Department of Business Administration

With a Bachelor of Science degree in Management, a student can select from a variety of concentrations which provide in-depth understanding of specific functional areas. The areas of concentration are:

Business Economics*
Finance and Banking*
General Management
Human Resource
Management Information Systems
Marketing

* Please see Department of Accounting, Economics, and Finance for more information.

MANAGEMENT MAJOR CONCENTRATIONS
Concentrations provide a depth of understanding in a specific functional area of specialization within management. A concentration consists of 18 credit hours beyond the required core courses, with the exception of Information Systems, which has 21 credit hours. Concentrations are provided in the areas of: Business Economics, Finance & Banking, E-Commerce, General Management, Human Resource Management, Information Systems, and Marketing.

General Management
The concentration in General Management is most appropriate for students who have a broad-based interest in the field of management rather than a single area of concentration. This program of study prepares students for careers as leaders of all types of organizations including government, non-profit, and business. Students are required to complete a total of 18 credit hours to earn a concentration in General Management. Students with a concentration in General Management are also required to complete at least one upper division three (3) credit-hour course in each of at least three different areas within the School of Management.

Human Resource Management
This concentration focuses on the management of the personnel resources of an organization. Management issues such as planning and forecasting human resource needs, recruiting, maintaining, developing and motivating personnel, succession planning, and compensation are covered. The Human Resource Management concentration prepares students for graduate studies and entry level positions in areas such as compensation and

benefits planning, industrial relations, personnel analysis, and performance analysis and evaluation. Students are required to complete a total of 18 credit hours in the field for a concentration in Human Resource Management. Twelve (12) of these credits are required, and six (6) may be satisfied by choosing from elective courses in Human Resource Management. The additional hours must be selected in consultation with the student?s advisor.

Management Information Systems (MIS)
Management Information Systems involves the management of an inter-related set of components that collect, process, store and distribute information to support decision-making and control in an organization. Students explore computer hardware and software, networking computers to share data, programming languages, specialized software, communications software, and the Internet. Graduates of the MIS program will be prepared for graduate studies and for positions as software and network analysts, programmers, and systems analysts. Students are required to complete a total of 24 credit hours in the field for a concentration. Eighteen (18) of these credits are required, and six (6) may be satisfied by choosing from elective Information Systems courses. The additional hours must be selected in consultation with the student?s advisor.

Marketing
The Marketing concentration focuses on the strategic planning and systems development necessary to facilitate the exchanges crucial to modern organizational and business success. Careers in marketing include advertising, product management, public relations, customer service, sales, retailing, research, market analysis and data management, as well as international marketing, trade, and distribution. Students also have the option to pursue graduate studies in their area of concentration. Students interested in marketing should be willing to think creatively and possess, or be willing to develop, good analytical and communications skills. A Marketing concentration consists of 18 credit hours of marketing courses. Fifteen (15) of these credits are required, and three (3) may be satisfied by choosing one of the elective courses in Marketing. The additional hours must be selected in consultation with the students? advisor.

Business Economics
See Department of Accounting, Economics, and Finance

Finance And Banking
See Department of Accounting, Economics, and Finance

Hospitality & Tourism Management Program

Students who major in Hospitality and Tourism Management (HTM) are prepared to become management professionals who possess the hospitality, entrepreneurial, and leadership skills necessary to make positive contributions to the industry. Students with this major are prepared to assume entry level management and leadership positions in varied facets of this dynamic industry. HTM requires 25 credit hours of Hospitality and Tourism Management courses and 3 credit hours of Hospitality and Tourism Management electives. The Hospitality Management Program prepares students to become management professionals who posses the hospitality, entrepreneurial, and managerial skills and competencies necessary to make positive contributions to the hospitality industry, including enhancing operational efficiency and effectiveness? and the financial viability? of organizations in the hospitality industry. Through

the curriculum and related organizations and activities, the Hospitality & Tourism Management program seeks to promote the achieving of the following objectives:

- to design and continuously monitor a curriculum consistent with the needs of the hospitality industry and the community, with mechanisms for implementing change as the industry changes;
- to prepare students with a common body of knowledge in hospitality administration, to include effective oral and written communications skills, food production, procurement management, leadership evaluation, control techniques, accountability, entrepreneurial strategies, and computer literacy;
- to prepare students to accept leadership roles through classroom seminars, and in-service learning: and
- to prepare students to solve managerial and business problems and make rational and effective managerial decisions

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Aviation Program

The Aviation Program provides students with quality education and experience in preparation for careers in the aviation industry. Curricula in the Program lead to a Bachelor's of Science degree with concentrations in Aviation Management or Professional Pilot. With low cost flight lab fees, its own fleet of aircraft and an experienced and dedicated instructor staff, Delaware State University is simply the best Flight Education opportunity on the east coast of the United States.

Source URL: http://desu.edu/business/bachelors-programs

Links:
[1] http://www.desu.edu/business/hospitality-and-tourism-management