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*For more information, see the index listings for baccalaureate degree parameters, general studies, and academic regulations.*





MGT 4465	(3)	Food and Beverage Service
MGT 4475	(3)	Small Business Management
MGT 4481	(3)	Staffing
MKT 4487	(3)	Hospitality Marketing

**Human Resource Management Concentration**

Select six of the following courses:

BUS 4499	(3)	Internship
MGT 4455	(3)	Employment Law
MGT 4471	(3)	Organizational Development
MGT 4473	(3)	Labor Law and Collective Bargaining
MGT 4481	(3)	Staffing
MGT 4482	(3)	Managing Health, Safety and Diversity
MGT 4483	(3)	Human Resource Development
MGT 4485	(3)	Performance Appraisal and Compensation
MGT 4496	(3)	Selected Topics in Human Resources

Select one upper level business or business law course elective.

**Production and Operations Management Concentration**

Select six of the following courses:

BUS 4499	(3)	Faculty approved Internship
ECO 3357	(3)	Managerial Economics
MGT 4460	(3)	Introduction to Project Management
MGT 4465	(3)	Business Logistics
MGT 4480	(3)	Technology and Innovation Management
MGT 4490	(3)	Total Quality Management
QM 3342	(3)	Introduction to Operations Research

Select one upper level business or business law course elective.

**Supply Chain Management Concentration**

Offered at Troy campus only

MKT 4465	(3)	Business Logistics
MGT 4451	(3)	Supply Chain Management
MGT 4452	(3)	Supply Chain Management Information Systems
MGT 4453	(3)	Supply Chain Strategy

Select two courses:

BUS 4499	(3)	Internship
MKT 3363	(3)	Transportation Management
MGT 4460	(3)	Introduction to Project Management
MGT 4490	(3)	Total Quality Management
QM 3342	(3)	Introduction to Operations Research

Select one upper level business or business law course elective.

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**B.S./B.A. in Business Administration degree with a major in marketing (MKT)**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

MKT 4462	(3)	Consumer Behavior
MKT 4464	(3)	Marketing Research
MKT 4469	(3)	Marketing Management

Select three to five marketing electives (9-15 hours):

MKT 3362	(3)	Advertising
MKT 3364	(3)	Services Marketing
MKT 3365	(3)	Integrated Marketing Communications
MKT 4461	(3)	Personal Selling
MKT 4463	(3)	Retailing
MKT 4466	(3)	Direct Marketing
MKT 4481	(3)	Internet Marketing I

Select one to three marketing electives (3-9 hours) to accumulate a total of 27 hours in marketing courses:

BUS 4460	(3)	Business Consulting and Research
MKT 3363	(3)	Transportation Management
MKT 4465	(3)	Business Logistics
MKT 4467	(3)	Sales Management
MKT 4482	(3)	Internet Marketing II
MKT 4495	(3)	Selected Topics in Marketing

Select one upper level business or business law course elective.

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**B.S./B.A. in Business Administration degree with a major in risk management and insurance**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

RMI 3335	(3)	Principles of Risk Management and Insurance
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S e l e

**Bachelor of Applied Science in Resources and Technology and Management Degree**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

**Specialized technical courses (12-18 hours)**

Credit will be awarded for specialized technical knowledge based upon one or all of the following: American Council of Education credit recommendations, credit for experiential learning that has been evaluated by Troy University faculty and approved by the appropriate dean or transfer work from regionally accredited (Southern Association of Colleges and Schools, Middle States Association of Colleges and Schools, etc.) post-secondary community college or technical schools as approved by the Academic Council.

Specializations are not available in fields of study that are offered through Troy University as majors, programs, or minors, i.e., nursing, computer science, information systems, or education. Specialized technical knowledge and course work will normally be recognized in the following areas which are incorporated under the technology resources management program:

- Acquisitions/Contracts
- Air Traffic Control
- Aircraft Maintenance
- Aviation Operations
- Contracts and Acquisitions
- Electronics
- Fire Science
- Military Science
- Restaurant/Culinary (non-Alabama campuses only)
- Other Approved Technical Areas

For a student to qualify for the transfer of technical credit from a regionally accredited community college or technical school, he or she must have a minimum of 18 semester hours of transferable credit (in the same technical field) with a minimum overall grade point average of 2.0 on a 4.0 scale.

**Option 1: Restaurant/Culinary Specialization (18 hours)**  
(non-Alabama sites only)

MGT 3371	(3)	Principles of Management
MGT 3372	(3)	Hospitality Management
MGT 4465	(3)	Food and Beverage Service
MGT 4466	(3)	Restaurant Management

Select six additional semester hours of upper level business electives.

**Option 2:** Select 12-18 hours of upper level business or technology electives.

**Associate of Science Degree**

See the academic regulations section of this catalog for additional information regarding associate degrees.

**Area I**

ENG 1101	(3)	Composition and Modern English I
ENG 1102	(3)	Composition and Modern English II

**Area II**

Select one:

ART 1133	(2)	Visual Arts
DRA 2200	(2)	Introduction to Drama
MUS 1131	(2)	Music Appreciation

Select one:

ENG 2205	(3)	World Literature before 1660
ENG 2206	(3)	World Literature after 1660
ENG 2211	(3)	American Literature before 1875
ENG 2212	(3)	American Literature after 1875
ENG 2244	(3)	British Literature before 1785
ENG 2245	(3)	British Literature after 1785

**Area III**

MTH 2201	(3)	Business Calculus
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Select one science course and corresponding lab:

BIO 1100	(3)	Principles of Biology
BIO L110	(1)	Principles of Biology Lab
SCI 2233	(3)	Physical Science
SCI L233	(1)	Physical Science Lab
SCI 2234	(3)	Earth and Space Science
SCI L234	(1)	Earth and Space Science Lab
HIS 1-27	(1)	es S6(i)-1.9(3(preciation )TJ0 Tc0 Tw( )T4/TT6 1 Tf02.3733

**Area IV**

Select one:

HIS 1101	(3)	Western Civilization I
HIS 1102	(3)	Western Civilization II
HIS 1111	(3)	U.S. to 1877
HIS 1112	(3)	U.S. since 1877

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ACT 2292	(3)	Principles of Accounting II
ECO 2251	(3)	Principles of Macroeconomics
ECO 2252	(3)	Principles of Microeconomics
FIN 3331	(3)	Managerial Finance I
LAW 2221	(3)	Legal Environment of Business
MGT 3371	(3)	Principles of Management
MKT 3361	(3)	Principles of Marketing
QM 2241	(3)	Statistics I
QM 3341	(3)	Statistics II

*Select free electives to total 60 hours for the associate degree.*

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BUS 1101	(3)	Introduction to Business
ECO 2251	(3)	Principles of Macro-economics
or		
ECO 2252	(3)	Principles of Micro-economics

*Select twelve hours of business courses, two of which are at the 3000-4000 level. All prerequisites must be met.*

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IS 2244	(3)	Computer Programming I
IS 3300	(3)	Introduction to Information Systems
IS 3320	(3)	Data Communications and Computer Networking
IS 3330	(3)	Web Authoring
IS 3346	(3)	Database Management Systems I

*Select one upper-level IS course.*