

Business Management

with Specialization in General Management, Marketing, or Social Media.

Degree Program

MD13

[Click here to jump to Program Description, Admissions Requirements, and Financial Aid.](#)

Curriculum

General Education Core – Total of **18 Hours**

Area I – Language Arts/Communications – Choose **3 Hours**

ENGL 1101 *Composition & Rhetoric* (3)

Area II – Social/Behavioral Sciences – Choose **3 Hours**

- ECON 1101 *Principles of Economics* (3)
- ECON 2105 *Macroeconomics* (3)
- ECON 2106 *Microeconomics* (3)
- HIST 1111 *World History I* (3)
- HIST 1112 *World History II* (3)
- HIST 2111 *U.S. History I* (3)
- HIST 2112 *U.S. History II* (3)
- POLS 1101 *American Government* (3)
- POLS 2401 *Global Issues* (3)
- PSYC 1101 *Introductory Psychology* (3)
- SOCI 1101 *Introduction to Sociology* (3)

Area III – Natural Sciences/Mathematics – Choose **3 Hours**

- MATH 1101 *Mathematical Modeling* (3)
- MATH 1103 *Quantitative Skills/Reasoning* (3)
- MATH 1111 *College Algebra* (3)
- MATH 1127 *Introduction to Statistics* (3)

Area IV – Humanities/Fine Arts – Choose **3 Hours**

- ARTS 1101 *Art Appreciation* (3)
- ENGL 2110 *World Literature* (3)
- ENGL 2130 *American Literature* (3)
- HUMN 1101 *Introduction to Humanities* (3)
- MUSC 1101 *Music Appreciation* (3)

General Education Core Electives – Choose **6 Hours**

Program-Specific Core – Total of **33 Hours**

- COMP 1000 *Introduction to Computers* (3)
- MGMT 1100 *Principles of Management* (3)
- MGMT 1105 *Organizational Behavior* (3)
- MGMT 1135 *Managerial Acct/Finance* (3) - OR - ACCT 1100 *Financial Accounting I* (4)
- MGMT 1110 *Employment Rules/Regulations* (3) - OR - MKTG 1130 *Business Regs/Compliance* (3)
- MGMT 1115 *Leadership* (3)
- MGMT 1120 *Introduction to Business* (3)
- MGMT 1125 *Business Ethics* (3)
- MGMT 2115 *Human Resource Management* (3)
- MGMT 2125 *Performance Management* (3)
- MGMT 2215 *Team Project* (3)

Choose a Specialization – Total **12 Hours**

Total: 63 Hours

General Education Core Electives

- ARTS 1101 *Art Appreciation* (3)
- BIOL 1111(L) *Biology I + Lab* (4)
- BIOL 2113(L) *Human A&P I + Lab* (4)
- BIOL 2114(L) *Human A&P II + Lab* (4)
- ECON 1101 *Principles of Economics* (3)
- ECON 2105 *Macroeconomics* (3)
- ECON 2106 *Microeconomics* (3)
- ENGL 1102 *Literature & Comp.* (3)
- ENGL 2110 *World Literature* (3)
- ENGL 2130 *American Literature* (3)
- HIST 1111 *World History I* (3)
- HIST 1112 *World History II* (3)
- HIST 2111 *US History I* (3)
- HIST 2112 *US History II* (3)
- HUMN 1101 *Intro to Humanities* (3)
- MATH 1101 *Math Modeling* (3)
- MATH 1103 *Quant. Skills/Reason* (3)
- MATH 1111 *College Algebra* (3)
- MATH 1112 *College Trig* (3)
- MATH 1113 *Precalculus* (3)
- MATH 1127 *Intro to Statistics* (3)
- MATH 1131 *Calculus I* (4)
- MUSC 1101 *Music Apprec.* (3)
- PHYS 1110(L) *Conc. Phys + Lab* (4)
- POLS 1101 *American Govt.* (3)
- POLS 2401 *Global Issues* (3)
- PSYC 1101 *Intro Psychology* (3)
- PSYC 2103 *Human Develop.* (3)
- SOCI 1101 *Intro to Sociology* (3)
- SPAN 1101 *Intro to Spanish* (3)
- SPCH 1101 *Public Speaking* (3)

General Management Specialization

Choose **12 hours** from any Business Management (MGMT) or Marketing (MKTG) courses

Marketing Specialization

- MKTG 1100 *Principles of Marketing* (3)
- MKTG 1190 *Integrated Marketing Communications* (3)
- MKTG 2500 *Exploring Social Media* (3)
- Marketing Elective – Choose **3 hours** from any MKTG course

Social Media Specialization

- MKTG 1100 *Principles of Marketing* (3)
- MKTG 1190 *Integrated Marketing Communications* (3)
- MKTG 2500 *Exploring Social Media* (3)
- MKTG 2550 *Analyzing Social Media* (3)

For more information about our graduation rates, the median debt of students who complete programs, and other important information please visit our website: <http://www.laniertech.edu/GE.aspx>.

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Program Description

The Business Management program allows students to specialize in General Management, Marketing, or Social Media, and is designed to prepare students for entry into management and supervisory occupations in a variety of businesses and industries. Learning opportunities will introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement as a business manager, owner, or marketing specialist. **Graduates of the program receive a Business Management Degree with a specialization in General Management, Marketing, or Social Media.**

Program Specific Information

Students are accepted every semester based on course and space availability.

Program Length & Availability

5 Semesters

Campus Availability: Oakwood, Forsyth, Barrow, Online

Admissions Requirements

- Must be 16 years of age.
- High school diploma or GED is required prior to admission.
(Official transcripts or GED scores must be submitted from all colleges and/or high schools attended for credit.)
- ACCUPLACER Testing, or submit SAT, ACT, CPE, COMPASS or ASSET test scores.

Financial Aid

This program is eligible for the Pell Grant and may be eligible for Institutional and State Financial Aid. Contact a Financial Aid Counselor for eligibility requirements and application materials.

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