

# MAJOR IN BUSINESS ADMINISTRATION - PROJECT MANAGEMENT AND BUSINESS ANALYSIS

The Project Management and Business Analysis (PMBA) track is a rigorous, high-quality program that addresses the needs and wishes of stakeholders in today's globally integrated and technology-driven business environment. Project managers and business analysts are key employees in every industry and all types of companies, all over the world. In today's fast-changing environment, project management is rapidly becoming one of the most important functions within organizations as they implement projects to respond to market and economic demands. The program is designed to offer project management and business analysis education to students wishing to pursue careers in areas such as project management, business analysis and business consulting. The program will offer the latest in technological tools needed to compete in today's competitive business environment.

The program leverages state-of-the-art vendor technologies (such as Oracle enterprise resource planning modules). The track incorporates the Project Management Institute (PMI) project management body of knowledge (PMBOK). The PMI is a prestigious project management certification organization. Completion of this track provides students with the knowledge needed to take the exam to obtain the "Certified Associate in Project Management®" offered by the Project Management Institute. On completion of the program, students interested in Six Sigma Quality can enhance their competitiveness through certification such as six sigma green belt certification offered by the American Society for Quality. Students interested in enhancing their credentials can also take the Business Analyst certification exam offered by The International Institute for Business Analysis™.

Students in the Project Management and Business Analysis Track complete the major in Business Administration and 24 units in the track, of which 15 units are in required courses and 9 units are from elective courses.

## Requirements for all Business Administration Majors

Code	Title	Units
<b>Courses Required for Admission to Major</b>		18
ACCT 201 or ACCT 211	PRINCIPLES OF FINANCIAL ACCOUNTING HONORS ACCOUNTING PRINCIPLES I	3
ECON 201 or ECON 203	MICROECONOMIC PRINCIPLES HONORS MICROECONOMIC PRINCIPLES	3
ECON 202 or ECON 204	MACROECONOMIC PRINCIPLES HONORS MACROECONOMIC PRINCIPLES	3
LEGL 225	LEGAL ENVIRONMENT OF BUSINESS	3
MATH 211 or MATH 273	CALCULUS FOR APPLICATIONS CALCULUS I	3
Select one of the following:		3
ECON 205	STATISTICS FOR BUSINESS AND ECONOMICS I	
MATH 231 or MATH 233	BASIC STATISTICS HONORS BASIC STATISTICS	

Admission to the BUAD major requires an average GPA of 2.7 or higher in the eight courses required for admission. A grade of C or higher is required in each individual course.

<b>Required Business Courses (open to Pre-BUAD majors)</b>		20
ACCT 202 or ACCT 212	PRINCIPLES OF MANAGERIAL ACCOUNTING HONORS ACCOUNTING PRINCIPLES II	3
BUSX 301	BUSINESS COMMUNICATIONS	3
EBTM 250	PROBLEM SOLVING IN BUSINESS I	1
EBTM 251	PROBLEM SOLVING IN BUSINESS II	1
EBTM 337	ENTERPRISE INFORMATION SYSTEMS	3
FIN 331	PRINCIPLES OF FINANCIAL MANAGEMENT	3
MKTG 341	PRINCIPLES OF MARKETING	3
MNGT 361	LEADERSHIP AND MANAGEMENT	3
<b>Required Business Courses (open to BUAD majors only)</b>		12
BUSX 460	PROFESSIONAL EXPERIENCE	3
EBTM 350	BUSINESS ANALYTICS	3
EBTM 365	PRINCIPLES OF OPERATIONS MANAGEMENT	3
MNGT 481	STRATEGIC MANAGEMENT	3

BUAD majors must also complete an approved concentration or track of between 21 and 24 units.

## Project Management and Business Analysis Concentration Requirements

Code	Title	Units
<b>Project Management and Business Analysis Concentration Required Courses</b>		
EBTM 343	INTRODUCTION TO PROJECT MANAGEMENT	3
EBTM 425	BUSINESS REQUIREMENTS AND ANALYSIS	3
EBTM 446	BUSINESS INTELLIGENCE	3
EBTM 450	ADVANCED PROJECT MANAGEMENT	3
EBTM 454	BUSINESS PROCESS MANAGEMENT	3
EBTM 462	PROJECT QUALITY AND SIX SIGMA	3
Select two of the following elective courses:		6
ACCT 341	MANAGEMENT ACCOUNTING I	
ACCT 442	MANAGEMENT ACCOUNTING II	
EBTM 419	SUPPLY-CHAIN MANAGEMENT	
EBTM 475	SPECIAL TOPICS IN PMBA	
EBTM 492	PMBA DIRECTED READINGS	
EBTM 496	PMBA INDEPENDENT RESEARCH	
EBTM 498	PMBA INTERNSHIP	
ENGL 318	TECHNICAL AND SCIENTIFIC WRITING	
MKTG 349	PRODUCT MANAGEMENT	
MNGT 463	ORGANIZATIONAL LEADERSHIP	
Total Units		24

## Suggested Four-Year Plan

Based on course availability and student needs and preferences, the selected sequences will probably vary from those presented below. Students should consult with their adviser to make the most appropriate elective choices.

**Freshman**

Term 1	Units Term 2	Units
ECON 201 or 203 (Core 6)	3 ECON 202 or 204	3
MATH 115 or 119 (Core 3) <sup>1</sup>	3 MATH 211	3
Core 1 (or Core 2)	3 Core 2 (or Core 1)	3
Core 4	3 Core 10	3
Core 5	3 Core 11	3
	15	15

**Sophomore**

Term 1	Units Term 2	Units
ACCT 201 or 211	3 ACCT 202 or 212	3
ECON 205 or MATH 231	3 EBTM 250	1
LEGL 225	3 EBTM 251	1
Core 7	4 Core 8	4
Core 12	3 Core 13	3
	Elective	3
	16	15

**Junior**

Term 1	Units Term 2	Units
BUSX 301 (Core 9)	3 EBTM 350	3
EBTM 337	3 EBTM 365	3
EBTM 604	3 EBTM 425	3
MKTG 341	3 EBTM 735	3
MNGT 361	3 FIN 331	3
	15	15

**Senior**

Term 1	Units Term 2	Units
EBTM 446	3 BUSX 460	3
EBTM 454	3 EBTM 450	3
EBTM 462	3 EBTM 740	3
MNGT 482 (Core 14)	3 MNGT 481	3
Elective	3 Elective	3
	15	15

Total Units 121

<sup>1</sup> MATH 211 Prerequisites: qualifying score on the Math Placement Test or MATH 115 (recommended) or MATH 119.

## Profile of a CBE Graduate

As a premier school of applied business learning, the College of Business and Economics prepares its graduates to achieve excellence in their professional careers. Rigorous academic studies and hands-on business experience—all subject to strict measures of performance—work in combination to **develop** the foundation for success, **connect** students with the professional community and **transform** students who will have a positive impact in and beyond Maryland.

Graduates of Towson University's College of Business and Economics will:

### Apply Business Knowledge in the Context of Professional Employment

- Demonstrate knowledge of business concepts and theories
- Successfully complete a quality, mentored, reflective professional experience in preparation for future employment

### Communicate Properly and Effectively

- Write professional documents that provide audience-centric content, rhetorically appropriate organization and follow accepted conventions of design, style, grammar, punctuation and mechanics
- Make articulate and persuasive oral presentations

### Apply Critical Thinking and Problem-Solving Skills to Organizational Decision Making

- Conduct internal and external analyses of domestic and global organizations, formulate strategies and identify issues with implementing these strategies
- Practice creative ideation
- Develop comprehensive, justified conclusions that result from systematic application of relevant information and decision criteria to decision alternatives within a realistic organizational decision context

### Use Technology Effectively in Business Settings

- Demonstrate competency in the use of analytical software
- Utilize state-of-the-practice software for business applications

### Work Effectively Toward Achieving Common Goals within Diverse Teams

- Guide teams, as leaders and followers, to achieve team goals while maintaining group cohesion, follower satisfaction and efficient operations
- Treat others with respect and show sensitivity to their views, values, cultures and customs

### Distinguish Between Ethical and Unethical Conduct in the Professional Lives

- Explain how ethical conduct of managers affects individuals' motivation and organizations' performance
- Apply ethics in business decision-making, considering the impact of ethical conduct on multiple stakeholders