MAJOR IN BUSINESS ADMINISTRATION - PROJECT MANAGEMENT AND BUSINESS ANALYSIS

The Project Management and Business Analysis (PMBA) concentration 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 concentration incorporates the Project Management Institute (PMI) project management body of knowledge (PMBOK). The PMI is a prestigious project management certification organization. Completion of this concentration 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 concentration complete the major in Business Administration and 24 units in the track, of which 18 units are in required courses and 6 units are from elective courses. Students will not be allowed to register for majors only courses until they have successfully completed all of the PBUA courses and been admitted to the BUAD major.

Requirements for all Business Administration Majors

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses Required for Admission to Major</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>ACCT 201</td>
<td>PRINCIPLES OF FINANCIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>or ACCT 211</td>
<td>HONORS ACCOUNTING PRINCIPLES I</td>
<td></td>
</tr>
<tr>
<td>ECON 201</td>
<td>MICROECONOMIC PRINCIPLES</td>
<td>3</td>
</tr>
<tr>
<td>or ECON 203</td>
<td>HONORS MICROECONOMIC PRINCIPLES</td>
<td></td>
</tr>
<tr>
<td>ECON 202</td>
<td>MACROECONOMIC PRINCIPLES</td>
<td>3</td>
</tr>
<tr>
<td>or ECON 204</td>
<td>HONORS MACROECONOMIC PRINCIPLES</td>
<td></td>
</tr>
<tr>
<td>LEGL 225</td>
<td>LEGAL ENVIRONMENT OF BUSINESS</td>
<td>3</td>
</tr>
<tr>
<td>MATH 211</td>
<td>CALCULUS FOR APPLICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>or MATH 273</td>
<td>CALCULUS I</td>
<td></td>
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</tbody>
</table>

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

Required Business Courses (open to Pre-BUAD majors)  

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCT 202</td>
<td>PRINCIPLES OF MANAGERIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>or ACCT 212</td>
<td>HONORS ACCOUNTING PRINCIPLES II</td>
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</tr>
<tr>
<td>BUSX 301</td>
<td>BUSINESS COMMUNICATIONS</td>
<td>3</td>
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<tr>
<td>EBTM 250</td>
<td>PROBLEM SOLVING IN BUSINESS I</td>
<td>1</td>
</tr>
<tr>
<td>EBTM 251</td>
<td>PROBLEM SOLVING IN BUSINESS II</td>
<td>1</td>
</tr>
<tr>
<td>EBTM 337</td>
<td>ENTERPRISE INFORMATION SYSTEMS</td>
<td>3</td>
</tr>
<tr>
<td>FIN 331</td>
<td>PRINCIPLES OF FINANCIAL MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 341</td>
<td>PRINCIPLES OF MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>MNGT 361</td>
<td>LEADERSHIP AND MANAGEMENT</td>
<td>3</td>
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Required Business Courses (open to BUAD majors only)  

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>BUSX 460</td>
<td>PROFESSIONAL EXPERIENCE</td>
<td>3</td>
</tr>
<tr>
<td>EBTM 350</td>
<td>BUSINESS ANALYTICS</td>
<td>3</td>
</tr>
<tr>
<td>EBTM 365</td>
<td>PRINCIPLES OF OPERATIONS MANAGEMENT</td>
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<tr>
<td>MNGT 481</td>
<td>STRATEGIC MANAGEMENT</td>
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Project Management and Business Analysis Concentration Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>EBTM 343</td>
<td>INTRODUCTION TO PROJECT MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>EBTM 425</td>
<td>BUSINESS REQUIREMENTS AND ANALYSIS</td>
<td>3</td>
</tr>
<tr>
<td>EBTM 446</td>
<td>BUSINESS INTELLIGENCE</td>
<td>3</td>
</tr>
<tr>
<td>EBTM 450</td>
<td>ADVANCED PROJECT MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>EBTM 454</td>
<td>BUSINESS PROCESS MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>EBTM 462</td>
<td>PROJECT QUALITY AND SIX SIGMA</td>
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Select two of the following elective courses:  

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCT 341</td>
<td>MANAGEMENT ACCOUNTING I</td>
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</tr>
<tr>
<td>ACCT 442</td>
<td>MANAGEMENT ACCOUNTING II</td>
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<tr>
<td>EBTM 310</td>
<td>INTRODUCTION TO ERP SYSTEMS</td>
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<tr>
<td>EBTM 419</td>
<td>SUPPLY-CHAIN MANAGEMENT</td>
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<tr>
<td>EBTM 475</td>
<td>SPECIAL TOPICS IN PMBA</td>
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<tr>
<td>EBTM 492</td>
<td>PMBA DIRECTED READINGS</td>
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<tr>
<td>EBTM 496</td>
<td>PMBA INDEPENDENT RESEARCH</td>
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<tr>
<td>EBTM 498</td>
<td>PMBA INTERNSHIP</td>
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</tr>
<tr>
<td>ENGL 318</td>
<td>TECHNICAL AND SCIENTIFIC WRITING</td>
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<tr>
<td>MKTG 349</td>
<td>PRODUCT MANAGEMENT</td>
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</table>
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

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Units Term 2</th>
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<tbody>
<tr>
<td>ECON 201 or 203 (Core 6)</td>
<td>3</td>
<td>ECN 202 or 204</td>
</tr>
<tr>
<td>Prerequisite for MATH 211 or MATH 273 (Core 3)</td>
<td>3</td>
<td>MATH 211 (may substitute MATH 273)</td>
</tr>
<tr>
<td>Core 1 (or Core 2)</td>
<td>3</td>
<td>Core 2 (or Core 1)</td>
</tr>
<tr>
<td>Core 4</td>
<td>3</td>
<td>Core 10</td>
</tr>
<tr>
<td>Core 5</td>
<td>3</td>
<td>Core 11</td>
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Sophomore

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Units Term 2</th>
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<tbody>
<tr>
<td>ACCT 201 or 211</td>
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<td>ACCT 202 or 212</td>
</tr>
<tr>
<td>ECON 205 or MATH 231</td>
<td>3</td>
<td>EBTM 250</td>
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<td>LEGL 225</td>
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<td>EBTM 251</td>
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<tr>
<td>Core 7</td>
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<td>Core 8</td>
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<tr>
<td>Core 12</td>
<td>3</td>
<td>Core 13</td>
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<tr>
<td>Elective</td>
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Junior

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Units Term 2</th>
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</thead>
<tbody>
<tr>
<td>BUSX 301 (Core 9)</td>
<td>3</td>
<td>EBTM 350</td>
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<tr>
<td>EBTM 337</td>
<td>3</td>
<td>EBTM 365</td>
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<tr>
<td>EBTM 343</td>
<td>3</td>
<td>EBTM 425</td>
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<tr>
<td>MKTG 341</td>
<td>3</td>
<td>FIN 331</td>
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<tr>
<td>MNGT 361</td>
<td>3</td>
<td>PMBA Elective 1</td>
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Senior

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Units Term 2</th>
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<tbody>
<tr>
<td>EBTM 446</td>
<td>3</td>
<td>BUSX 460</td>
</tr>
<tr>
<td>EBTM 454</td>
<td>3</td>
<td>EBTM 450</td>
</tr>
<tr>
<td>EBTM 462</td>
<td>3</td>
<td>MNGT 481</td>
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<tr>
<td>MNGT 482 (Suggested Core 14)</td>
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<td>Elective</td>
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<tr>
<td>PMBA Elective 2</td>
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<td>Elective</td>
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Total Units 121

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