

BUSINESS, BS

Banner Code: BU-BS-BUS

Academic Advising

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The School of Business is ranked in the top 10 percent of the nation's undergraduate business schools and offers a bachelor of science in business with innovative concentrations. The School of Business also offers several options for a minor for business and non-business majors, as well as an undergraduate certificate program in accounting. The School of Business programs are designed to prepare graduates for work in a rapidly changing and competitive marketplace with local, regional, and global companies. With Mason's location in Northern Virginia and proximity to Washington, D.C., combined with the assistance of the School of Business's own Career Services staff and Student Success and Academic Services staff, students are also afforded exceptional opportunities to gain practical experience and global engagement opportunities to complement their academic course work. Students admitted spring 2020 and later will graduate with a Bachelor of Science in Business degree.

Admissions & Policies

Policies

Academic Policies

Students should become familiar with the university's general academic policies in addition to those specific to each academic unit.

Email

George Mason University uses only Mason e-mail accounts to communicate with enrolled students. Students should activate their Mason e-mail, use it to communicate with their school, department, program, and other administrative units, and should check it regularly for important information.

Study Elsewhere Policy

A student who has matriculated at Mason may transfer a limited number of hours (9 for undergraduates, 6 for graduates) of coursework in School of Business disciplines from another institution (not including registration through the Consortium of Universities of the Washington Metropolitan Area or coursework completed through the Center for Global Education). Students are permitted to take courses elsewhere under unusual circumstances - these circumstances do not include scheduling or commuting convenience, or financial (lower cost) reasons.

Special instructions for School of Business students: courses that are attempted at a two-year institution may not be used to fulfill upper-level requirements. Any course that a student wished to transfer to fulfill major or graduate-level course requirements in the School of Business must be attempted at an institution accredited by the Association to Advance Collegiate Schools of Business (AACSB).

For additional information, see AP.1.4.2 Permission to Study Elsewhere.

Undergraduate Internship Policy

The School of Business recognizes the importance of experiential education in both learning to apply theory to practice and positioning students for success in their careers. Because the School of Business is committed to supporting students' professional success, the School requires that all student internships for credit be registered with the School of Business as either ACCT 492 Internship in Accounting, BUS 492 Internship in Business, FNAN 492 Internship in Finance, MGMT 492 Internship in Management, MIS 492 Internship in Management Information Systems, MKTG 492 Internship in Marketing, and OSCM 492 Internship in Operations and Supply Chain Management.

Students may enroll in a maximum of 6 credits for these courses. For students in catalog years Fall 2016 and beyond, one internship course may apply to the concentration, and a second internship course would apply as a general elective credit. For students in catalog years prior to Fall 2016, a maximum of 6 credits of internship may apply to general electives.

Termination Policy

A grade of C or higher is required in each of the School of Business listed core courses. Students will not be permitted to make more than three attempts to achieve a C or higher in the following School of Business core courses: ACCT 303 Accounting for Decision Making, BULE 303 Legal Environment of Business, BUS 303 Develop Professional Skills II: Advanced Elements, FNAN 303 Financial Management, MGMT 303 Principles of Management, MIS 303 Introduction to Business Information Systems (Mason Core), MKTG 303 Principles of Marketing, and OSCM 303 Operations Management.

Once a student has attempted a School of Business Core or Accounting concentration course twice unsuccessfully, they must meet with an academic advisor in order to receive an override to register for the third attempt. Those who do not successfully complete these core courses within three attempts will be terminated from the School of Business and will not be eligible to receive a degree from the School of Business. Students terminated from the School of Business are prohibited from enrolling in any School of Business course. Students are limited to three attempts at ACCT 330. Any student who is unable to achieve a C or higher in ACCT 330 on the third attempt will not be able to pursue a concentration in Accounting or Finance.

Students terminated from the School of Business are permitted to declare the business minor only, and are not able to declare any other School of Business minors. For more information about this, see AP.5.2.4 Termination from the Major. The School of Business Termination Policy is separate from the University Repeat Policy AP.1.3.4.

University Consortium

Students should review university policies regarding the University Consortium under Special Registration Procedures in the Academic Policies section of this catalog. Students who have attempted or failed a course at Mason are not permitted to take the equivalent course through the consortium under any circumstance. All consortium registration requests must be submitted to the dean's office at least 3 weeks prior to the first day of classes for the relevant semester at Mason.

Any consortium course that a student wishes to register for to fulfill major or graduate-level course requirements in the School of Business

must be attempted at an institution accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Non-Business School Student Credit Limitation

Enrolled undergraduate students who are not declared in the School of Business are limited to 9 credits of upper-level business coursework within the School of Business. This policy applies to any student who is declared in another major or program at Mason. This policy does not apply to students who have declared a School of Business minor and are earning required credit toward that minor. This policy does not apply to students who have been terminated from the School of Business. Terminated students are prohibited from taking business courses.

Undergraduate Course Overload Policy

The School of Business recommends that undergraduate students attempt no more than 18 credits in an academic semester and no more than 14 credits in a summer term. Students wishing to attempt more than 18 credits must submit a Permission to Overload form to their academic advisor.

To be eligible for a course overload, a student must fulfill all of the following criteria:

- At least a 3.0 cumulative GPA at Mason
- Have completed all courses successfully in their previous semester with no F or incomplete (IN) grades
- Complete the Permission to Overload form and obtain an academic advisor's signature

Freshmen and transfer students in their first semesters are not given permission for overloads as they have yet to establish an academic record at George Mason University.

If approved for an overload, the student is responsible for adding the additional class(es) and paying for the related tuition by the official university deadlines.

Transfer Credit Expiration Policy

Transfer credit is not awarded for any business (management, marketing, finance, accounting, management information systems, operations and supply chain management, foundations, core, or any other School of Business course) courses completed more than ten years prior to Mason enrollment. This includes any older courses completed at RBC or the VCCS.

Appeals Process

The School of Business strives to maintain policies and procedures that are consistent with those of the University, as well as in the best interest of our students. If you have any questions concerning a particular policy or procedure, contact the Office of Student Success & Academic Services, Room 008 of Enterprise Hall (703-993-1880) or visit the website (<https://www.business.gmu.edu>).

Courses Excluded from School of Business BS Degree

Code	Title	Credits
SWE 401	Internship Reflection	1
MUSI 394	Ethnomusicology Internship	1-4
COMM 450	Internship in Communication	3
FAVS 450	Internship in Film and Video Studies	3
GOVT 480	Internship	3
MUSI 496	Internship	2-6

CONF 370	Internship Field Experience	1-9
PHIL 306	Philosophy Internship	3-6
RELI 426	Religious Studies Internship	3
ARTH 393	Art History Internships	3-6
GCH 498	Global and Community Health Internship	3,6
GAME 491	Internship	3-4
HAP 498	Health Administration Internship (Mason Core)	4
HDFS 499	Advanced Internship and Analysis in Human Development and Family Science	1-3
EVPP 494	Internship	1-3
ENGH 459	Internship	1-3
MUSI 395	Teaching Internship	1-4
ECON 498	Internship	3-6
ASTR 409	Astronomy Internship	3
SPMT 490	Internship (Mason Core)	12
TOUR 490	Hospitality, Tourism, and Events Management Internship (Mason Core)	12
CLIM 409	Research Internship	3
CHIN 490	Internship in Chinese Studies	1-9
CONS 498	Internship	1-3
THR 455	Theater Education Internship	6-12
AFAM 490	Internship	2-6
KINE 490	Kinesiology Internship III (Mason Core)	12
AMGT 489	Internship in Arts Management	1-4
HDFS 498	Internship and Analysis in Human Development and Family Science	1-6
ANTH 495	Internship	1-6
PRLS 490	Recreation Management Internship (Mason Core)	12
GGS 480	GGS Internship	1-3
SPAN 490	Internship in Spanish	1-6
AVT 489	Internship in Art and Visual Technology	1-6
USST 490	Internship	3
WMST 400	Internship in Women and Gender Studies	1-3
CDS 491	Internship	1-3
HHS 480	Research Internship in Health and Human Services	3
CRIM 480	Internship	6-12
HIST 399	Internship	1-9
RHBS 490	RS: Clinical Research Internship	3
KINE 341	Kinesiology Internship I	3
MUSI 495	Internship in Music Education (Mason Core)	6-12
KINE 441	Kinesiology Internship II	3
PHYS 409	Physics Internship	3
SOCI 416	Internship in Sociology I	3-6
HHS 492	RS: Internship in Clinical Research	3
FRLN 490	Internship in Foreign Language Studies	1-6
ENGR 395	Engineering Internship	3
AVT 453	Professional Practices	3
GEOL 480	Internship	1-3
CVPA 489	Field Experience in the Arts	3-6

GLOA 495	Global Experiential Learning	1-18
KINE 330	Seminar in Kinesiology	3
ECED 490	Internship in Early Childhood Education	3-6
FRSC 406	Forensic Internship	3

Requirements

Degree Requirements

Total credits: 120

School of Business students pursuing a BS degree must complete a minimum of 120 credits, including the Mason Core requirements, business foundations, business core and concentration requirements. In addition, the following requirements must be met:

- A minimum of 45 credits at the 300- or 400-level.
- A minimum of 30 credits of School of Business core and concentration courses at Mason.
- At least 9 credits required for the specific concentration and BUS 498 Capstone Course: Advanced Business Models (Mason Core) taken at Mason.
- A grade of C or higher earned in the business foundations, business core and concentration requirements.

Students should carefully follow prerequisites for School of Business courses. Students may be removed from a course if they enroll without having fulfilled the prerequisites.

Mason Core Requirements

Some Mason Core requirements may already be fulfilled by the major requirements listed below. Students are strongly encouraged to consult their advisors to ensure they fulfill all remaining Mason Core requirements.

Code	Title	Credits
Foundation Requirements ¹		
	Written Communication	6
	Oral Communication	3
Core Requirements ²		
	Arts	3
	Literature	3
	Natural Science ³	8
	Western Civilization/World History	3
Total Credits		26

¹ MATH 108 or MATH 113 satisfies the Mason Core quantitative reasoning requirement. MIS 303 satisfies the Mason Core information technology and computing requirement.

² BUS 200 satisfies Mason Core global understanding requirement, and BUS 100 satisfies the Mason Core social and behavioral sciences requirement.

³ The School of Business natural science requirement must be fulfilled by completing two 4-credit laboratory sciences. Note: Remaining Mason Core requirements are fulfilled with concentration course work.

Business Foundations

Code	Title	Credits
ACCT 203	Survey of Accounting	3
BUS 100	Business and Society (Mason Core)	3
BUS 103	Develop Professional Skills I: Foundational Elements	3
BUS 200	Global Environment of Business (Mason Core)	3
BUS 210	Business Analytics I	3
BUS 310	Business Analytics II	3
ECON 103	Contemporary Microeconomic Principles (Mason Core)	3
ECON 104	Contemporary Macroeconomic Principles (Mason Core)	3
Select one course from the following: ¹		3-4
MATH 108	Introductory Calculus with Business Applications (Mason Core)	
MATH 113	Analytic Geometry and Calculus I (Mason Core)	
MATH 114	Analytic Geometry and Calculus II	
HNRT 225	Applied Calculus	
Total Credits		27-28

Business Core

A grade of C or higher is required in each of the School of Business core courses listed below. Students will not be permitted to make more than three attempts to achieve a C or higher in the following School of Business core courses: ACCT 303 Accounting for Decision Making, BULE 303 Legal Environment of Business, BUS 303 Develop Professional Skills II: Advanced Elements, FNAN 303 Financial Management, MGMT 303 Principles of Management, MIS 303 Introduction to Business Information Systems (Mason Core), MKTG 303 Principles of Marketing, OM 303 Operations Management, and OSCM 303 Operations Management. Those who do not successfully complete these core courses within three attempts will be terminated from the School of Business and will not be eligible to receive a degree from the School of Business. Students terminated from the School of Business are prohibited from enrolling in any School of Business course. Students terminated from the School of Business are permitted to declare a business minor. For more information about this, see AP.5.2.4 Termination from the Major (<https://catalog.gmu.edu/policies/academic/undergraduate-policies/#ap-5-2-4>).

Code	Title	Credits
ACCT 303	Accounting for Decision Making	3
or ACCT 330	Financial Accounting I	
BULE 303	Legal Environment of Business	3
BUS 303	Develop Professional Skills II: Advanced Elements	3
FNAN 303	Financial Management	3
MGMT 303	Principles of Management	3
MIS 303	Introduction to Business Information Systems (Mason Core)	3
MKTG 303	Principles of Marketing	3
OM 303	Operations Management	3

or OSCM 303	Operations Management	
Total Credits		24

General Electives

Code	Title	Credits
Select 18-19 Credits ¹		18-19
Total Credits		18-19

¹ General electives may be selected from any University or School of Business course, except courses designated for the Business Minor (MBUS). Credits awarded as Associate Degree Elective Credit (ADEC) as part of a student's transfer evaluation are also excluded from general electives.

Capstone

Students must successfully complete all Business Core courses and BUS 310 Business Analytics II to be eligible to enroll in BUS 498 Capstone Course: Advanced Business Models (Mason Core).

Code	Title	Credits
BUS 498	Capstone Course: Advanced Business Models (Mason Core)	3
Total Credits		3

Concentration in Accounting (ACCT)

The concentration in Accounting prepares students for professional careers in the private and public sectors. The accounting concentration is designed to produce accounting professionals who can both generate and apply financial information to solve business problems. Our students learn principles of business and accounting as well as the specific skills and specialized technical knowledge necessary for success in the dynamic field of accounting. Our program emphasizes ethics, critical thinking, written and verbal communication, and effective use and understanding of technology. Our graduates are employed by the assurance, tax advisory, and consulting groups of the top accounting firms as well as Fortune 100 companies. Our proximity to the nation's capital provides unique opportunities for our graduates to work in government and in the federal practices of public accounting firms. The accounting concentration program is separately accredited by AACSB International. Students interested in CPA certification can apply to the MSA (<https://catalog.gmu.edu/colleges-schools/business/accounting-ms>) degree to meet the 150 hour requirement for CPA certification in most states. The MSA (<https://catalog.gmu.edu/colleges-schools/business/accounting-ms>) allows students to meet the 150 hour requirement for CPA certification in most states in only nine months.

Also available for eligible students, the Accelerated Advanced Accounting Pathway (A++) is a pathway that provides the ability to complete a bachelor and master's degree in accounting in four years. For more information, please meet with an academic advisor in the School of Business.

Code	Title	Credits
Required Courses ¹		
ACCT 311	Managerial and Cost Accounting	3
ACCT 331	Financial Accounting II	3
ACCT 332	Financial Accounting III	3
ACCT 351	Taxation and Managerial Decision Making	3
ACCT 361	Accounting Analytics	3

ACCT 461	Assurance and Audit Services	3
Electives		
Select one course from the following: ²		3
ACCT 370	International Accounting	
ACCT 372	Financial Statement Analysis	
ACCT 411	Advanced Managerial Accounting	
ACCT 433	Advanced Financial Accounting	
ACCT 451	Advanced Federal Taxation	
ACCT 462	Honors Seminar in Accounting	
ACCT 472	Government and Not-for-Profit Accounting	
ACCT 491	Seminar in Accounting	
ACCT 492	Internship in Accounting	
ACCT 499	Independent Study	
BULE 402	Commercial Law	
ACCT 611	Advanced Issues in Managerial Accounting ³	
ACCT 630	Advanced Financial Accounting ³	
ACCT 633	Advanced Issues in Financial Reporting ³	
ACCT 636	Fraud Examination ³	
ACCT 651	Advanced Issues in Taxation ³	
ACCT 672	Governmental and Nonprofit Accounting ³	
ACCT 690	Professional Accounting Colloquium ³	
ACCT 696	Directed Studies in Accounting ³	
ACCT 697	Special Topics in Accounting ³	
Total Credits		21

¹ A grade of C or higher is required in each of the upper-level accounting concentration courses listed below. Students will not be permitted to make more than three attempts to achieve a C or higher in the following required accounting courses: ACCT 311 Managerial and Cost Accounting, ACCT 331 Financial Accounting II, ACCT 332 Financial Accounting III, ACCT 351 Taxation and Managerial Decision Making, ACCT 361 Accounting Analytics, and ACCT 461 Assurance and Audit Services. Those who do not successfully complete these required courses within three attempts will not be eligible for the concentration in Accounting. Students terminated from the Accounting concentration are prohibited from enrolling in any accounting course.

² Students who anticipate taking the CPA, CMA, CIA or other professional exam should consult the applicable regulations and meet with their advisor. State regulations regarding professional examinations may dictate course selections.

³ Students in the Accelerated Master's program and select high performing undergraduates may take graduate courses for undergraduate credit. Enrollment in a graduate level course is not guaranteed. Please contact an academic advisor for additional information.

Second Concentration in Accounting

Students declaring a second concentration in Accounting must complete the 18 required credits (listed below) in addition to ACCT 330 Financial Accounting I.

Code	Title	Credits
ACCT 330	Financial Accounting I	3
ACCT 311	Managerial and Cost Accounting	3
ACCT 331	Financial Accounting II	3

ACCT 332	Financial Accounting III	3
ACCT 351	Taxation and Managerial Decision Making	3
ACCT 361	Accounting Analytics	3
ACCT 461	Assurance and Audit Services	3
Total Credits		21

Concentration in Business Analytics (BUSA)

Business analytics encompasses a wide array of methodologies and techniques, from collection, organization, reporting and mining of data to extraction of useful and actionable information for the decision makers. As the field matures, more organizations are turning to business analytics as part of their core function to assist decision making and strategy development. Business analytics is grounded in an understanding of business and uses knowledge and skills related to analytic tools to identify business questions that can be answered by data, identify appropriate data to answer the questions, evaluate the quality of the data, analyze the data, form conclusions, and meaningfully communicate those conclusions to relevant parties. Business analysts will work in practice with data scientists with backgrounds in engineering, math, or computer science whose expertise in data analytics is centered on data architecture or developing data analysis tools.

Code	Title	Credits
Required		
MIS 310	Database Management Systems	3
MIS 430	Data Warehousing	3
MIS 431	Data Mining for Business Applications	3
MIS 433	Programming for Analytics	3
Electives		
Select three courses from the following:		9
FNAN 430	Empirical Methods in Finance	
FNAN 436	Probability Methods for Finance	
MIS 302	Introduction to Programming for Business Applications	
MIS 432	Advanced Data Mining	
MKTG 351	Marketing Research	
MKTG 352	Marketing Analytics for New Product Development	
OSCM 352	Management Science	
OSCM 452	Business Forecasting	
STAT 463	Introduction to Exploratory Data Analysis	
SYST 473	Decision and Risk Analysis	
BUS 492	Internship in Business	
Total Credits		21

Concentration in Finance (FNAN)

The concentration in Finance prepares students for professional careers by providing a solid foundation in the principles necessary to make operating decisions for an organization and in financial market analysis. We educate our finance students to understand, evaluate, and manage risk. In addition, students learn to conduct and effectively present financial analysis and research valuing complex projects, assets, securities, and firms. Students in the finance concentration explore the relationships among investors, firms, financial institutions, markets, and regulators. Students with a concentration in Finance have a unique opportunity to compete globally, as well as regionally, for unique and diverse job opportunities, including government (U.S. Treasury and

the Board of Governors), large financial corporations (Fannie Mae and Freddie Mac), international organizations (World Bank and IMF), and other careers related to Finance.

Code	Title	Credits
Required Courses		
Choose three of the following courses: ¹		9
FNAN 311	Principles of Investment	
FNAN 321	Financial Institutions	
FNAN 341	Introduction to Firm Valuation	
FNAN 401	Advanced Financial Management	
FNAN 498	RS: Contemporary Topics in Finance	3
Electives		
Select 9 credits from the following:		9
FNAN 311	Principles of Investment	
FNAN 321	Financial Institutions	
FNAN 341	Introduction to Firm Valuation	
FNAN 351	Principles of Real Estate	
FNAN 401	Advanced Financial Management	
FNAN 411	Investment Analysis and Portfolio Management	
FNAN 412	Futures and Options Markets	
FNAN 421	Money and Capital Markets	
FNAN 430	Empirical Methods in Finance	
FNAN 431	Venture Capital and Private Financing of Startups	
FNAN 432	Fixed-Income Securities	
FNAN 436	Probability Methods for Finance	
FNAN 440	International Financial Management	
FNAN 441	Advanced Topics in Firm Valuation	
FNAN 451	Real Estate Finance	
FNAN 454	Real Estate Development	
FNAN 462	Honors Seminar in Finance	
FNAN 472	Fintech and Blockchain in Finance	
FNAN 477	Student Managed Investment Fund	
FNAN 491	Special Topics in Finance	
FNAN 492	Internship in Finance	
or BUS 492	Internship in Business	
FNAN 499	Independent Study	
Any other 300-400 level FNAN courses ²		
Total Credits		21

¹ Completion of FNAN 303 with a grade of B- or higher is a required prerequisite for FNAN 311, FNAN 321, FNAN 341, FNAN 401 and FNAN 440.

² With the exception of FNAN 300 and FNAN 303.

Second Concentration in Finance

Students declaring a second concentration in Finance must complete the four required courses and two elective courses for the concentration.

Concentration in Financial Planning (FNPL)

Consumers increasingly seek professional advice on managing their finances from professionals with wide-ranging knowledge from taxes and estate planning to insurance and retirement planning to portfolio management. In a recent article title, Forbes described Financial Planning

as “One of the Fastest Growing Careers” and noted that the field “is in Desperate Need of Young Talent.” The article went on to explain that the field is expected to grow at a 32% rate over the next decade according to the Bureau of Labor Statistics while the average growth rate for all occupations is 14%.” (Touyralai, 2012). The field of financial planning includes several certifications including the Certified Financial Planner certification (CFP) through the CFP Board and Personal Financial Specialist (PFS) certification through the AICPA. The national CFP Board and regional FPA leadership have reached out to Mason to work with us to develop a CFP-registered program in Financial Planning due to the significant need in our region for graduates with this specialization.

Code	Title	Credits
Required Courses		
FNAN 311	Principles of Investment ¹	3
ACCT 351	Taxation and Managerial Decision Making	3
FNAN 390	Introduction to Financial Planning	3
FNAN 411	Investment Analysis and Portfolio Management	3
ACCT 441	Estate Planning	3
ACCT 493	Financial Planning Capstone Internship	3
or FNAN 493	Financial Planning Capstone Internship	
Electives		
Select three courses from the following:		9
FNAN 341	Introduction to Firm Valuation ¹	
FNAN 401	Advanced Financial Management	
FNAN 412	Futures and Options Markets	
FNAN 421	Money and Capital Markets ¹	
FNAN 432	Fixed-Income Securities	
FNAN 440	International Financial Management	
Total Credits		27

¹ Completion of FNAN 303 with a grade of B- or higher is a required prerequisite for FNAN 311, FNAN 321, FNAN 341, FNAN 401 and FNAN 440.

Concentration in Management (MGMT)

The concentration in Management prepares students to take leadership, management, and entrepreneurial roles in the public and private sectors. Students learn such skills as strategic thinking, motivating and managing nationally and internationally diverse work forces, building and leading team efforts, negotiating successfully, and instituting planned change in organizations

Code	Title	Credits
Required Courses		
MGMT 313	Organizational Behavior	3
MGMT 321	Introduction to Human Resource Management	3
Electives		
Select 15 credits from the following:		15
MGMT 412	Diversity in Organizations	
MGMT 413	Organizational Development and Management Consulting	
MGMT 421	Advanced Human Resource Management	
MGMT 431	The Legal Environment for Employee and Labor Relations	

MGMT 441	International Strategy	
MGMT 451	Introduction to Entrepreneurship	
MGMT 452	Experiential Entrepreneurship	
MGMT 453	Starting a Business	
MGMT 454	Social Impact and Entrepreneurship	
MGMT 461	Cross Cultural and Global Management	
MGMT 462	Honors Seminar in Management (Topic Varies)	
MGMT 463	Negotiations in Organizations	
MGMT 464	Teamwork and Interpersonal Skills	
MGMT 471	Competitive Strategy	
MGMT 491	Current Topics in Management	
MGMT 492	Internship in Management	
or BUS 492	Internship in Business	
BULE 402	Commercial Law	
MGMT 499	Independent Study	
Any other 300-400 level MGMT courses ¹		
Total Credits		21

¹ With the exception of MGMT 303 and MGMT 313

Students with a concentration in management may focus their careers in several areas. In selecting five elective courses, students may want to consider a likely career path. Recommended courses for three possible careers are provided below.

Code	Title	Credits
Human Resources Management		
MGMT 421	Advanced Human Resource Management	3
MGMT 431	The Legal Environment for Employee and Labor Relations	3
Management Consulting		
MGMT 412	Diversity in Organizations	3
MGMT 463	Negotiations in Organizations	3
MGMT 464	Teamwork and Interpersonal Skills	3
Entrepreneurship		
MGMT 451	Introduction to Entrepreneurship	3
MGMT 452	Experiential Entrepreneurship	3
MGMT 454	Social Impact and Entrepreneurship	3
BULE 402	Commercial Law	3

Second concentration in Management

Students declaring a second concentration in Management must complete the two required courses and four elective courses for the concentration.

Concentration in Management Information Systems (MIS)

The concentration in Management of Information Systems encompasses analysis, design, implementation, and management of information systems, to support business processes and decision making in all functional areas of an organization. The curriculum highlights not only the fundamental building blocks of information systems, but also the interaction of technology, people and business processes. MIS students learn about designing, building, maintaining, and securing information systems to meet organizational goals. They also acquire skills to use data and information through business analytics to support better

managerial decision making in areas such as marketing, accounting and finance. MIS graduates are capable of translating business needs into technology-based solutions, and new technological advances into business capabilities. The MIS concentration prepares students for diverse technology based careers including Business Analyst, Data Analyst, IT Project Management, IT Quality Management, IS Audit and Control, Government Contracting, and Consulting.

Code	Title	Credits
Required Courses		
MIS 310	Database Management Systems	3
MIS 320	Networks and Security	3
MIS 330	Systems Analysis and Design	3
Electives		
Select four courses from the following (at least two must be MIS):		12
MIS 302	Introduction to Programming for Business Applications	
MIS 410	Advanced Database Systems	
MIS 412	E-Business Systems Development	
MIS 420	Information Security and Assurance	
MIS 430	Data Warehousing	
MIS 431	Data Mining for Business Applications	
MIS 432	Advanced Data Mining	
MIS 462	Honors Seminar in Management Information Systems (Topic Varies)	
MIS 491	Seminar in Management Information Systems	
MIS 492	Internship in Management Information Systems	
or BUS 492	Internship in Business	
MIS 499	Independent Study in Management Information Systems	
OSCM 352	Management Science	
OSCM 435	Business Process Analysis and Simulation	
OSCM 456	Quality Management	
OSCM 465	Government Contracting and Procurement	
OSCM 493	Management of Technology Projects	
Total Credits		21

Concentration in Marketing (MKTG)

The concentration in Marketing prepares students for a broad range of global and domestic career options in corporations, small businesses, government, and nonprofits. A marketing concentration provides students with a solid foundation in marketing management for understanding the needs of the customer, the value organizations create for their customers, and opportunities and threats in the global marketplace. Students learn marketing concepts and practices related to consumer behavior, marketing research and analytics, and marketing planning and strategy (product development, pricing, distribution, and advertising and promotions). Our graduates work in such diverse fields as advertising and marketing communications, product and brand management, customer relationship management, new product/service development, new market and business development, sales, retail

management, marketing research and analytics, and digital and social media marketing.

Code	Title	Credits
Required Courses		
MKTG 312	Consumer Behavior	3
MKTG 351	Marketing Research	3
MKTG 471	Marketing Management ¹	3
Electives		
Select 12 credits from the following:		12
MKTG 307	Federal Government Marketing	
MKTG 311	Sales Management	
MKTG 313	Advertising and Marketing Communications	
MKTG 315	Digital Marketing	
MKTG 332	Retailing and E-Commerce Management	
MKTG 333	Business to Business Marketing	
MKTG 352	Marketing Analytics for New Product Development	
MKTG 353	New Product Development	
MKTG 407	Global Marketing	
MKTG 455	Ethnic and Multicultural Marketing	
MKTG 462	Honors Seminar in Marketing (Topic Varies)	
MKTG 481	RS: Marketing in the Nonprofit Sector	
MKTG 491	Seminar in Marketing	
MKTG 492	Internship in Marketing	
or BUS 492	Internship in Business	
MKTG 499	Independent Study	
Any other 300-400 level MKTG courses ²		
Total Credits		21

¹ Satisfies the Writing Intensive requirement.

² With the exception of MKTG 303.

Second Concentration in Marketing

Students declaring a second concentration in Marketing must complete the three required courses and three elective courses for the concentration.

Concentration in Operations and Supply Chain Management (OSCM)

Operations and Supply Chain Management (OSCM) is the business function devoted to the management of resources and processes used by a firm to produce goods or services. Students with an OSCM concentration learn how to perform strategic and tactical planning, enabling them to efficiently and effectively manage the activities involved in transforming organizational resources into customer value. OSCM students acquire modeling, business analytics, and information technology skills for addressing a range of business problems. OSCM knowledge and skills are applicable to every business, spanning services, manufacturing, consulting, public sector (including government contracting), and not-for-profit organizations. The OSCM concentration is designed to prepare students for a career in the areas of: Supply Chain Management, Government Contracting (including procurement, logistics, and distribution), Project Management, Quality Management, Socially

Responsible Operations, Product and Services Design, Process Analysis and Design, and, Planning and Control of Operations.

Code	Title	Credits
Required Courses		
OSCM 320	Supply Chain Management in a Global Economy	3
OSCM 456	Quality Management	3
OSCM 493	Management of Technology Projects	3
Electives		
Select four courses from the following (at least two must be OSCM):		12
OSCM 352	Management Science	
OSCM 435	Business Process Analysis and Simulation	
OSCM 452	Business Forecasting	
OSCM 462	Honors Seminar in Operations Management (Topic Varies)	
OSCM 465	Government Contracting and Procurement	
OSCM 491	Seminar in Operations Management	
OSCM 492	Internship in Operations and Supply Chain Management	
or BUS 492	Internship in Business	
OSCM 499	Independent Study in Operations Management	
MIS 302	Introduction to Programming for Business Applications	
MIS 310	Database Management Systems	
MIS 412	E-Business Systems Development	
MIS 430	Data Warehousing	
MIS 431	Data Mining for Business Applications	
MIS 432	Advanced Data Mining	
Total Credits		21

MIS 462	Honors Seminar in Management Information Systems (Topic Varies)	3
MGMT 462	Honors Seminar in Management (Topic Varies)	3
MKTG 462	Honors Seminar in Marketing (Topic Varies)	3
OSCM 462	Honors Seminar in Operations Management (Topic Varies)	3

Honors

Admission Requirements

- 3.0 cumulative Mason GPA
- 3.5 major GPA or be in the 95th percentile of GPA's within the concentration
- B- or higher on first attempt in every concentration course
- A- or higher on first attempt at core course for concentration
- Submission of a personal statement/essay (topic to be determined)
- Two academic/professional references
- Once admitted to the program, students with a cumulative GPA below a 3.0 will be dropped from the program.

Co-Curricular Requirements

The student must complete ONE of the following in addition to the curriculum requirements:

Code	Title	Credits
ACCT 462	Honors Seminar in Accounting	3
FNAN 462	Honors Seminar in Finance	3