

BUSINESS MANAGEMENT & LEADERSHIP (AMGT), BACHELOR OF SCIENCE

At Dunwoody College of Technology, Business Management & Leadership is a bachelor's completion program designed for graduates of technical colleges who have earned an AAS or AS degree or equivalent. Graduates are well-positioned to move into managerial or other senior positions or start their own businesses in a variety of technical industries. Students take business and management courses such as managerial accounting, quality systems, leadership, and entrepreneurial/marketing management.

The degree is also designed to enhance business soft skills such as communication, business writing, and human relations. Courses are taught by faculty members who have extensive industry experience along with the appropriate degrees and certifications in their field of expertise.

All courses are distance learning. As such the U.S. Department of Veterans Affairs considers this to be a distance learning program, which may affect the benefits of some veterans.

Credential Earned: BS

Length of Program: 2 years (4 semesters)

Classes Offered: Evening and Distance Learning

Available Starts: Fall Semester; Spring Semester

Program Outcomes

- Demonstrate critical thinking skills applicable to management of a technical business.
- Communicate clearly using business and management terminology.
- Apply human resource standards to manage in a professional environment.
- Value, understand and appreciate multiple and sometimes divergent viewpoints.
- Examine the consequences of failing to adhere to the concepts of inclusion in the global business climate.
- Use computer technology and software in a business environment.
- Apply ethical and professional behaviors to business.
- Demonstrate leadership skills needed to manage people and processes.
- Apply mathematical skills to interpret, understand, and communicate quantitative data.
- Evaluate the importance of world economic systems.
- Solve problems individually and in a team environment.
- Apply customer service and marketing skills in a business setting.
- Complete the process of identifying, gathering, measuring, summarizing, and analyzing financial data.
- Evaluate the importance of synergy in management.

Degree Requirements

Admitted students to Business Management & Leadership (AMGT) can transfer up to 40 technical and 15 Arts & Sciences credits. A transfer evaluation is required. Not all credits may transfer into the degree program.

Code	Title	Credits
Transfer Credits		40
General Requirements		
	Communications Elective	3
	Humanities Elective	3
	Math/Science Elective	3
	Social Sciences Elective	3
	General Elective	18
Technical Requirements		
MGMT3112	Business Management	3
MGMT1100	Principles of Marketing	3
MGMT3250	Business Law	3
MGMT3212	Project Management	3
MGMT3900	Executive Perspectives	1
MGMT1000	Principles of Accounting	3
MGMT3221	Human Resource Management	3
MGMT3231	Strategic Planning	3
MGMT4112	Leadership	3
MGMT3131	Managerial Accounting	3
MGMT4131	Entrepreneurial & Marketing Management	3
MGMT4121	Leading Organizational Change	3
MGMT4211	Applied Management Capstone	3
MGMT4221	Negotiation & Conflict Resolution	3
MGMT4231	Management Information Systems	3
MGMT4141	Managerial Economics	3
MGMT4250	Capstone Research	3
MGMT4900	Global Perspectives	1
Total Credits		120

Courses

Descriptions

MGMT1100 | Principles of Marketing | Lecture (3 Credits)

Introduction to terms, concepts, and skills for analyzing marketing problems. Manage/integrate communication aspects of marketing, such as advertising, sales promotion, and public relations. Identify how to set objectives, select media and measure effectiveness. Explain sales promotion techniques.

MGMT3112 | Business Management | Lecture (3 Credits)

Examine principles of management in the context of how firms are organized to analyze their management of finances, operations, human resources, processes and strategy to effectively meet an organization's mission, vision and goals.

MGMT3250 | Business Law | Lecture (3 Credits)

Examine the concepts of constitutional, criminal, tort, and contract law to justify ethical decision making in a business environment.

MGMT3212 | Project Management | Lecture (3 Credits)

Utilize the skills for planning and controlling projects utilizing project management principles to successfully execute and manage objectives.

MGMT3900 | Executive Perspectives | Seminar (1 Credit)

Summarize a series of lectures from business leaders to provide a broad range of leadership and management perspectives.

MGMT1000 | Principles of Accounting | Lecture (3 Credits)

Introduction to fundamental accounting concepts and cycles. Includes analyzing, interpreting, and recording transactions, as well as the preparation of financial statements, bank reconciliations and payroll transactions in accordance with commonly accepted accounting principles.

MGMT3221 | Human Resource Management | Lecture (3 Credits)

Examine the role of the human resource professional through legal research, discussions and case studies to support the recruitment, development, and retention of employees.

MGMT3231 | Strategic Planning | Lecture (3 Credits)

Examine the strategy of the business unit and analyze the issues central to a firm's short and long term competitive success. Investigate various models and approaches to designing and conducting strategic planning.

MGMT4112 | Leadership | Lecture (3 Credits)

Examine the traits, skills and values of leadership through case studies, historical research and self reflection to develop an individual definition of leadership.

MGMT3131 | Managerial Accounting | Lecture (3 Credits)

Introduction of the fundamentals of managerial accounting for reporting, decision making and control of transactions, financial statements, strategic and operational planning to facilitate ethical behavior of the managerial accountant.

MGMT4131 | Entrepreneurial & Marketing Management | Lecture (3 Credits)

Entrepreneurial and marketing management fundamentals of planning, strategy, management and issues using skills and competencies needed to generate new ideas to develop a successful business.

MGMT4121 | Leading Organizational Change | Lecture (3 Credits)

Examine the competencies and skills required to successfully lead organizational and personal change in the business world.

MGMT4211 | Applied Management Capstone | Directed Study (3 Credits)

Refine and present an industry specific capstone project that draws on the relevant components of previous course work.

MGMT4221 | Negotiation & Conflict Resolution | Lecture (3 Credits)

Strategies and tactics for conflict analysis, assessment and negotiation using exercises and simulations to successfully manage negotiations and conflict.

MGMT4141 | Managerial Economics | Lecture (3 Credits)

Apply managerial economic decision making in the areas of mathematics, statistics, economic theory, accounting, finance, marketing, and human behavior.

MGMT4231 | Management Information Systems | Lecture (3 Credits)

Examine the ways businesses manage data arising from the field of information systems using presentations, discussion and case studies to influence business strategies, communications technology and information systems analysis.

MGMT4250 | Capstone Research | Directed Study (3 Credits)

Research and develop an industry specific capstone project that draws on the relevant components of previous course work.

MGMT4900 | Global Perspectives | Seminar (1 Credit)

Summarize a series of lectures from international companies to value different cultural norms and expectations in the business environment.