

MANAGEMENT, MARKETING, AND ADMINISTRATIVE SYSTEMS

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The Department of Management, Marketing, and Administrative Systems (MMAS) offers twelve undergraduate degree programs. The Bachelor of Business Administration (BBA) degree is available in Administrative Systems, Human Resource Management, Interdisciplinary Business, Management, Marketing, and International Business. The Bachelor of Science (BS) degree is offered in Administrative System (with or without Secondary Teacher Certification), Business Administration, and Management. The Department also offers the Bachelor of Applied Arts and Science (BAAS) degree in Business Occupations and the Bachelor of Science in Applied Science (BSAS) degree with a Business Administration emphasis. These degree programs are designed for students who have completed technical/occupational specializations from community college, technical schools, military schools, among others, and qualify for admission. Additional information regarding these two programs is available in the MMAS Department or in the Interdisciplinary Degree Programs section of this catalog. The department also supports a minor in Business, Business Administration, International Business and International Studies.

The baccalaureate degree programs provide a broad-based education in the foundation disciplines of the liberal arts and the sciences and a focused development of business knowledge. Each major has a set of required courses and electives that students may choose to enrich their degree programs as well as business core requirements designed to provide a common set of business competencies. All departmental programs are designed to prepare students to meet the demands of today's challenging and competitive workforce and for entrance into graduate school.

At the graduate level, the department offers a Master of Science (MS) degree in Management and Leadership and in Human Resource Management. The departments of the College of Business Administration offer the Master of Business Administration (MBA) degree. Those interested in graduate programs should consult the graduate section of this catalog.

The MMAS Department participates in the University off-campus initiatives. Various degree programs are offered in Fort Worth at the Hickman Building on Camp Bowie Blvd. and in Waco through our partnership with the McLennan Community College (MCC) University Center. Information regarding these initiatives are available on the Tarleton website.