The Manning School of Business, led by Interim Dean Scott Latham, is fully accredited at the undergraduate and graduate levels by AACSB International - The Association to Advance Collegiate Schools of Business. The School offers an undergraduate program of study leading to the Bachelor of Science in Business Administration (BSBA) with concentrations in the five areas of management. Refer to the Graduate Catalog for information about graduate programs in the School. Following the AACSB philosophy, the School endeavors to create the intellectual climate required to offer a dynamic, high quality undergraduate education in business through a challenging, relevant curriculum. To enhance the quality of the management program, the faculty of the School is actively engaged in teaching, research, outreach, and other scholarly activities designed to support a major focus on institutional excellence.

The Manning School of Business promotes economic development by offering high quality educational programs, internships, and by conducting both applied and theoretical research that support sustainable regional economic development. These activities provide students with the knowledge, skills, and sound ethical foundations to function effectively in a rapidly changing global environment.

Programs are designed to develop broad integrative skills, using leading edge business technology and a problem solving orientation that can be applied to all functional areas of management. In addition to program content, the primary learning objectives include critical thinking, teamwork, diversity, ethics, and communications. For more information visit the Manning School of Business or contact us.

Policy

- Declaration of Program
- Mission & Objectives
- Organization & Governance
- Policies for Undergraduate Programs

Bachelor's Degree Programs

- All Bachelor's Degree Programs (BS in Business Administration)
- Accounting
- Operations and Information Systems (Management Information Systems, Supply Chain & Operations Management)
- Business Administration Minor
- Management (Entrepreneurship, Finance, International Business, Management, Marketing)

Mission

The mission of the Manning School of Business is to support regional business development. We do this by engaging our students in affordable, internationally accredited management education programs, innovating in course delivery, conducting research that emphasizes the practical application of knowledge, and serving a dynamic community through outreach activities.

Objectives of the Manning School of Business

The faculty of the Manning School of Business has developed curricula intended to provide an education at the leading edge of the theory and practice of management. Students are educated to function successfully as professionals in business and non-business organizations. The School’s faculty actively engages in research and outreach activities which support high quality business education. The School places a high value on classroom instruction. A variety of teaching methods are utilized.

The School also participates in efforts to support the region’s economy. The resources and experience of the School faculty and students are available to assist in the solution of problems faced by business and governmental units in the state, region, and beyond.

Manning School of Business Organization & Governance

The Manning School of Business is organized into three departments: Accounting, Management (which houses Finance, Management, Manufacturing and Marketing) and Operations and Information Systems. The faculty of the School has overall responsibility for academic policies of the School.

General School Requirements

Candidates for undergraduate degrees must satisfy the general University requirements for graduation and must complete all requirements as specified by one of the established curricula within the School.

Students may elect a second concentration in the Manning School of Business provided they complete all requirements specified by the concentration. Students who matriculate in other colleges of the University may minor in Business Administration.

For more information:
**Declaration of Program**

Students enrolled in the Manning School of Business are required to specify their degree program upon enrollment. Students pursuing the Bachelor of Science in Business Administration degree follow a core program for the first two years and after completing specific filter courses must apply to be admitted to the upper division and to declare a concentration. During the first semester of their senior year, students are required to file a Declaration of Intention to Graduate (DIG) form with their advisor or the department’s designated DIG officer.

**Bachelor’s Degree Programs**

**Bachelor of Science in Business Administration**

The Bachelor of Science in Business Administration degree provides students with a foundation in the liberal arts and sciences, as well as analytical skills and specialized professional courses, which enable them to function as effective professional managers. Course work in the first two years focuses on the liberal arts, mathematics, sciences and introductory professional skills courses. These subjects provide the foundation on which the advanced courses are built. Liberal arts and sciences courses emphasize written English, behavioral and social sciences, and mathematics. Professional skills courses include accounting, economics, and statistics.

As juniors and seniors, students concentrate in professional programs offered by the Manning School of Business. The School curriculum offers concentrations in five areas of management: Accounting, Finance, Management, Marketing, and Management Information Systems (MIS). The upper-level curriculum starts with introductory management courses covering the functional areas found in organizations. Through the junior and senior years students will complete a course of study in at least one concentration. Given the increasing importance of global competition and its impact on both public and private sectors in the U.S., the School also includes an international component in all curricula. Regardless of concentration, students have sufficient electives to permit them to tailor programs to their special interests.

*Note - The Bachelor of Science in Industrial Management program was closed for new admissions in 2002.*

**Degree Pathways**

**Entrepreneurship Concentration**

The entrepreneurship concentration prepares students to be an “outside of the box” thinker and innovator in today’s complex global economy. Using an interdisciplinary focus, students who complete the concentration will:

- Develop the management skills required to identify and launch new business ventures around innovative products, services and technologies
- Develop an understanding of the concepts and activities associated with entrepreneurship and innovation
- Understand the financial aspects of an entrepreneurial venture from start-up to “harvest”
- Discover their individual “entrepreneurial spirit” through experiential learning in interdisciplinary classes and the College’s Venture Lab

As a capstone experience in the entrepreneurship concentration students will develop the essential components of a new venture/new opportunity business plan.

The required courses within the Entrepreneurship concentration consist of:

- 64.361 - Starting a New Venture
- 64.362 - Corporate Entrepreneurship
- 64.463 - Managing Innovation
- 64.464 - Finance for Emerging Business Enterprises

**Recommended Course Sequence**

<table>
<thead>
<tr>
<th>Freshman</th>
<th>Sophomores</th>
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<tbody>
<tr>
<td>College Writing I</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>Management Pre-calculus</td>
<td>Statistics</td>
</tr>
<tr>
<td>College Writing II</td>
<td>Macro Economics</td>
</tr>
<tr>
<td>Management Calculus</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>General Education Courses</td>
<td>Micro Economics</td>
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<td></td>
<td>Managerial Accounting</td>
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<td></td>
<td>Marketing Principles</td>
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<td></td>
<td>Operations Analysis</td>
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<tr>
<th>Juniors</th>
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Please consult the College of Management curriculum work sheet for a detailed list of specific course requirements in the Bachelor of Science in Business Administration program.

Minor in Business Administration

The Manning School of Business offers a Business Administration minor for students not majoring in the School. Students must file a Declaration of Minor form with the School before registering for 300 level courses. In order to earn a minor, students must file an academic petition approved by the Manning School of Business with the Office of Enrollment Services. This petition should be filed immediately after registering for the final courses completing the minor.

Residency Requirement

In addition to the minimum University residency requirements, the Manning School of Business requires the senior year work, with minor exceptions, to be taken in residence at the University of Massachusetts Lowell.

International Business

The International Business Concentration provides you with the broad range of skills you’ll need for an international career in a rapidly evolving global workplace. Concentration coursework will assist you to:

- Develop an awareness of management concepts, systems and practices in different countries and institutional settings.
- Understand cultural dynamics, economics and political constraints as they affect the marketing and sales aspect of international business.
- Assess and evaluate the financial risks associated with multi-national firms, and address global sourcing strategies. This includes; managing supply and demand uncertainties, distribution strategies for global operations, and managing strategic alliances.
- Learn more about the role that information technology and Enterprise Resource Planning (ERP) plays in managing global supply chains.
- Enhance your understanding of the details and nuances of international trade.

Degree Pathways

Degree Pathways are a semester-by-semester sequence of courses recommended for successful completion of a degree, diploma, credential or certificate from the university.

- Business Administration - Accounting Concentration
- Business Administration - Entrepreneurship Concentration
- Business Administration - Finance Concentration
- Business Administration - International Business Concentration
- Business Administration - Management Concentration
- Business Administration - Management Information Systems Concentration
- Business Administration - Marketing Concentration
- Business Administration - Supply Chain & Operations Management Concentration

3-Year, High Density (HD) Degree Pathways

- Business Administration - Management Concentration

To read more about 3-year, High Density Degrees visit the HD Degree website.

67.307 Systems Analysis & Design

Course ID: 6765

Course Details:

Max Credits: 3

Min Credits: 3
Admission to Upper Division

All BSBA students must apply to be admitted to the upper division program in a concentration of their choice upon completion of the filter courses listed below. Minimum criteria for admission to upper division are an overall grade point average of 2.000/4.000.

- 60.201 Accounting/Financial?
- 49.201 Economics I?
- 49.211 Statistics I?
- 92.122 Management Calculus?
- 42.101 College Writing I?
- 42.102 College Writing II?
- 47.101 General Psychology?
- 48.101 Intro to Sociology

For students transferring from another institution, a course deemed equivalent to any of the above courses by the Manning School of Business will be used to meet this requirement.

Application for admission is submitted directly to the Office of the Dean. The application must include: a completed change of major form obtained from the Office of Enrollment Services, the Office of the Dean of the School, or any department in the School.

Admission to the Manning School of Business upper division is guaranteed for transfer students if they have completed an Associate in Science, Business Transfer Option, and the above mentioned courses.

Students who are not eligible to declare a concentration after earning 60 credits but who satisfy university retention requirements may file for intercollegiate transfer within the university. Students who are ineligible to file for intercollegiate transfer or are denied admission to another college following application for intercollegiate transfer are dismissed from the university.

Transfer Rules

The Manning School of Business welcomes transfer students from Massachusetts community colleges and other regionally accredited institutions to the BSBA program. All MSB students including transfer students from other accredited institutions and from other colleges of University of Massachusetts Lowell initially enter the BSBA program as Business Administration students. After completing the filter courses, students apply to be admitted to the upper division and to declare a concentration according to the upper-division admission policies stated in section III. Students entering UMass Lowell with an associate degree may apply to be admitted directly to the upper division. Transfer students who have not earned an associate degree and transfer more than 45 credits toward the BSBA program may apply to be admitted to the MSB upper division after completion of the filter courses. All students must complete at least 60 academic credits in residence at University of Massachusetts Lowell subject to exceptions specified in this catalogue.

Transfers from:

- Other Institutions
- Other UMass Lowell Departments
- Other MSB Departments

A. Transfer From Other Institutions

Students transferring to the Manning School of Business from any program not included in the Commonwealth Transfer Compact, with or without an associate degree, must have a cumulative grade point average of at least 2.500/4.000. Students may not transfer any course in which they earned a grade of less than C- (1.700 on a 4.000 scale). Courses at a level below the first MSB requirements, such as algebra or the first semester of a two semester precalculus sequence, are not transferable. Only Business Courses taken at other AACSB accredited institutions may transfer as upper division (junior and senior level) MSB courses.

Transfer from Massachusetts Community Colleges

Students transferring with an Associate in Science, Business Transfer Option, from a member of the Commonwealth Transfer Compact can transfer all courses up to a maximum of sixty-six (66) credits. Although all transferred courses are listed on the student’s transcript, due to differences in program requirements of different institutions, some courses may not apply to minimum degree requirements of the Manning School of Business. Courses at a level below the first COM requirements, such as algebra or the first semester of a two-semester precalculus sequence, are examples of such courses. However, the student transferring with an associate degree, Business Transfer Option, will be eligible to take upper level courses in the College of Management subject to the stated prerequisites for each course. Courses taught by the School as part of its upper division core that are not acceptable for transfer may be validated by departmental exam. Courses that are equivalent to courses taught by the School in the upper division (junior and senior level) which are not a part of the COM core requirements cannot be used to satisfy the minimum degree requirements of the BSBA degree in the Manning School of Business. Students transferring to the Manning School of Business with an associate degree are prohibited by University policy from pursuing further off-campus study.

B. Intercollegiate Transfer

Intercollegiate transfer students to the Manning School of Business must be in good standing and have completed at least 15 credits at the University of Massachusetts Lowell. Upon acceptance, students will be listed as Business Administration (BA) and will usually be
permitted to enroll only in lower division courses.

The transfer request is normally initiated by the students and is submitted to the Manning School of Business. Students must submit a completed change of major form obtained from the Office of Enrollment Services, the Office of the Dean of the School, or any department in the School.

University of Massachusetts Lowell students intending to apply for intercollegiate transfer to the College of Management should do so preferably before completing 60 credits (prior to completing the sophomore year). This will minimize delays in completing their educational objectives since MSB upper division courses are restricted to juniors and seniors in the College of Management with appropriate prerequisites who have been admitted to upper division according to rules stated in Section III of the Policies for Undergraduate Admissions.

The Manning School of Business reserves the right to limit intercollegiate transfer activity if student enrollment capacities are met.

C. Transfer from Other MSB Departments

Once admitted to the Manning School of Business upper division program, students can choose to enroll in any concentration within MSB. Depending on the number of unrestricted electives available in the curriculum of the concentration students are entering and the number of credits completed by the students at the time of transfer, some courses may not be usable in the students new program, requiring students to take courses above and beyond the University’s minimum graduation credit requirements. All courses stay on the students transcripts at the University and are included in the determination of the cumulative grade point average as specified by University policies. Students shall not be permitted more than two intercollegiate transfers.

Admission Requirements

Students entering the university as freshmen in the Manning School of Business must be registered as Business Administration (BA) if pursuing the BSBA degree. Upon completion of the first semester of the sophomore year, BA students may apply to be admitted to the upper division program and to declare a concentration. The College offers concentrations in Accounting, Finance, Management, Marketing, and Management Information Systems (MIS).

Transfer students may apply for admission to the Manning School of Business according to the transfer rules described in sections II and III below. Business Administration students may apply for admission to upper division MSB programs described in section III.

Special Academic Policies

The following rules govern the applicability of courses satisfying curriculum requirements in any Manning School of Business concentrations:

A. Students may transfer a course that COM offers in its upper division (junior and senior years) if the course was taken at a school accredited by the AACSB, and a grade of C or better was earned.

B. Upper division Manning School of Business courses (300 and 400 level) are restricted to matriculated students who have been admitted to the upper division program and have completed all prescribed prerequisites. Transfer students may not count any courses that require validation or which are not creditable to the MSB concentration towards this requirement.

C. MSB upper division courses are restricted to:
   1. juniors and seniors enrolled in MSB;
   2. juniors and seniors enrolled in another college of the university whose major requires completion of specific business courses; and
   3. special students who meet appropriate prerequisites.

D. An unrestricted (free) elective (designated non-MSB) for MSB students is any course satisfying one of the following criteria:
   1. a 100 or above level course from any college offered in the day program;
   2. a course listed as satisfying a University area distribution requirement;
   3. a course allowed by an approved academic petition.

Any course taken in violation of these rules may not be used to fulfill MSB curriculum requirements regardless of the grade.

Graduation Requirements

In addition to satisfying degree requirements listed in this catalog under University Academic Policies and under Manning School of Business, MSB majors must also satisfy the following requirements:

A. Residency Requirement

MSB majors must take all required upper division courses in residence in the day programs of MSB. Any exceptions to this (for international study, etc.) must be approved by the appropriate department chairperson and the Dean or her designee prior to enrolling in such courses. No approvals for transfer credit of any required course taken at any other institution will be granted after the course has been completed except as noted above for transfer students.
B. Degree Requirements

In order to qualify for a Bachelor's Degree offered by the Manning School of Business, undergraduate students must satisfy all course requirements applicable to the major and their area of concentration and must earn a cumulative grade point average of 2.200 at completion of the baccalaureate program.

Policies

Please review the following:

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Admission to Upper Division

All BSBA students must apply to be admitted to the upper division program in a concentration of their choice upon completion of the filter courses listed below. Minimum criteria for admission to upper division are an overall grade point average of 2.000/4.000.

• 60.201 Accounting/Financial
• 49.201 Economics I
• 49.211 Statistics I
• 92.122 Management Calculus
• 42.101 College Writing I
• 42.102 College Writing II
• 47.101 General Psychology
• 48.101 Intro to Sociology

For students transferring from another institution, a course deemed equivalent to any of the above courses by the Manning School of Business will be used to meet this requirement.

Application for admission is submitted directly to the Office of the Dean. The application must include: a completed change of major form obtained from the Office of Enrollment Services, the Office of the Dean of the School, or any department in the School.

Admission to the Manning School of Business upper division is guaranteed for transfer students if they have completed an Associate in Science, Business Transfer Option, and the above mentioned courses.

Students who are not eligible to declare a concentration after earning 60 credits but who satisfy University retention requirements may file for intercollegiate transfer within the university. Students who are ineligible to file for intercollegiate transfer or are denied admission to another college following application for intercollegiate transfer are dismissed from the University.

Graduation Requirements

In addition to satisfying degree requirements listed in this catalog under “University Academic Policies” and under “Manning School of Business,” MSB majors must also satisfy the following requirements:

A. Residency Requirement

MSB majors must take all required upper division courses in residence in the day programs of MSB. Any exceptions to this (for international study, etc.) must be approved by the appropriate department chairperson and the Dean or her designee prior to enrolling in such courses. No approvals for transfer credit of any required course taken at any other institution will be granted after the course has been completed except as noted above for transfer students.

B. Degree Requirements

In order to qualify for a Bachelor's Degree offered by the Manning School of Business, undergraduate students must satisfy all course requirements applicable to the major and their area of concentration and must earn a cumulative grade point average of 2.200 at completion of the baccalaureate program.

Policies for Undergraduate Programs

Please review the following:

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Special Academic Policies for Undergraduates

The following rules govern the applicability of courses satisfying curriculum requirements in any Manning School of Business concentrations:

A. Students may transfer a course that COM offers in its upper division (junior and senior years) if the course was taken at a school accredited by the AACSB, and a grade of ‘C’ or better was earned.

B. Upper division Manning School of Business courses (300 and 400 level) are restricted to matriculated students who have been admitted to the upper division program and have completed all prescribed prerequisites. Transfer students may not count any courses that require validation or which are not creditable to the MSB concentration towards this requirement.

C. MSB upper division courses are restricted to:
   1. juniors and seniors enrolled in MSB;
   2. juniors and seniors enrolled in another college of the University whose major requires completion of specific business courses; and
   3. special students who meet appropriate prerequisites.

D. An unrestricted (free) elective (designated non-MSB) for MSB students is any course satisfying one of the following criteria:
   1. a 100 or above level course from any college offered in the day program;
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Any course taken in violation of these rules may not be used to fulfill MSB curriculum requirements regardless of the grade.

Undergraduate Admission Requirements

Students entering the University as freshmen in the Manning School of Business must be registered as Business Administration (BA) if pursuing the BSBA degree. Upon completion of the first semester of the sophomore year, BA students may apply to be admitted to the upper division program and to declare a concentration. The College offers concentrations in Accounting, Finance, Management, Marketing, and Management Information Systems (MIS).

Transfer students may apply for admission to the Manning School of Business according to the transfer rules described in sections II and III below. Business Administration students may apply for admission to upper division MSB programs described in section III.

Undergraduate Transfer Rules

The Manning School of Business welcomes transfer students from Massachusetts community colleges and other regionally accredited institutions to the BSBA program. All MSB students including transfer students from other accredited institutions and from other colleges of University of Massachusetts Lowell initially enter the BSBA program as Business Administration students. After completing the filter courses, students apply to be admitted to the upper division and to declare a concentration according to the upper-division admission policies stated in section III. Students entering UMass Lowell with an associate degree may apply to be admitted directly to the upper division. Transfer students who have not earned an associate degree and transfer more than 45 credits toward the BSBA program may apply to be admitted to the MSB upper division after completion of the filter courses. All students must complete at least 60 academic credits in residence at University of Massachusetts Lowell subject to exceptions specified in this catalogue.

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