For more than 135 years, Union College has inspired people to think ahead and think big. While we are not a community college, we are a college for the community. If you are thinking big about your future, we want to introduce you to our Division of Online and Graduate Studies.

**ONLINE GENERAL MANAGEMENT PROGRAM INCLUDES:**

- Affordable Tuition: $225 per credit hour
- 100% Online Program
- Convenient 8 week schedules
- User-friendly platform with 24/7 support
- Financial aid available

**PROGRAM REQUIREMENTS:**

- Completion of 120 semester hours, including completion of liberal education core & all major requirements
- At least 39 semester hours must be earned in courses at 300 level or above & 30 of last 36 credit hours must be earned at Union College
- Maintain overall GPA of at least 2.0
- Full participation in college assessment activities

**ADMISSIONS PROCESS:**

- Complete an application form
- Provide official transcripts of all attempted credit from previously attended colleges and universities
- Provide documentation of high school graduation or GED
- If applicable provide official documentation of military training, other specialized training and standardized examinations including DD-214 and CLEP/AP transcripts

**TUITION:**

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<th>Application Fee</th>
<th>UG Online</th>
<th>Graduation Fee</th>
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<td>$0</td>
<td>$225 per credit hour</td>
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**FINANCIAL AID:**

Financial aid is available for individuals admitted as degree-seeking students. For more information: www.unionky.edu/FAFSA or contact the Financial Aid Office at 606-546-1224 or e-mail us at finaid@unionky.edu

**For more information:**

Division of Online & Graduate Studies

unionky.edu/online
ONLINE GENERAL MANAGEMENT PROGRAM (39 HOURS):

Program Core (39 hours)

ACTG 272
FINANCIAL ACCOUNTING
An introduction to accounting concepts and principles with emphasis on preparations and reporting of financial information. (Accounting and Business majors should take this course before ACTG 271)

ACTG 271
MANAGERIAL ACCOUNTING
Introduction to analysis and interpretation of accounting data with emphasis on its use by managers in planning operations, controlling activities, and decision making.

BUAD 151
BUSINESS ESSENTIALS
A study of business functions, methods of business operation, types of business ownership, and the role of business organizations in contemporary society. The course covers the organization and role of business in the free enterprise system. The course is designed to provide an overview of the field of business and to provide a framework into which specialized fields may be studied.

BUAD 310
LEGAL ENVIRONMENT OF BUSINESS
This course provides a theoretical legal framework within which responsible decisions can be made. The course relates legal principles of the firm's responsibility to society. The traditional legal environment topics, such as judicial reasoning, administrative law, antitrust law, contracts, torts, agencies, real and personal property, leases, bankruptcy, and business-related laws are discussed.

COMP 241
INTERMEDIATE TECHNOLOGY APPLICATIONS
An intermediate level of office productivity applications, such as word processing, spreadsheet, presentation, database, and web-page design are presented. Students will gain an in-depth theoretical and practical knowledge of these applications. They will be capable of implementing the knowledge attained in this course to solve business problems.

ECON 204
PRINCIPLES OF MICROECONOMICS
This course will introduce the student to microeconomic theory, including demand and supply analysis, elasticity, the production function, price and output determination, costs of production, pricing and employment of resources, and market structures.

MKTG 321
PRINCIPLES OF MARKETING
This course introduces marketing as a functional area of business. It discusses the movement of goods and services from producer to consumer while examining the elements of the marketing mix (product, price, place, and promotion). The global, ethical, and legal issues found in the marketing environment will also be studied. Prerequisite: BUAD 151.

MGMT 352
PRINCIPLES OF MANAGEMENT
This course introduces management and leadership as a functional area of business, including the development of organizational plans, policies, and procedures and provides exposure to basic theoretical developments in management and leadership thought. Research and theoretical analysis associated with management activities of an organization in the global and ethical environments will be studied. Management and leadership analysis will be presented in written and oral communication media. Prerequisite: BUAD 151 or permission of professor.

GENERAL ELECTIVES
15 credit hours in ACTG, BUAD, ECON, MGMT, MKTG or other business disciplines. 9 of the 15 hours must be at the 300+ level. With prior approval, up to 6 hours may be from other disciplines.

COMPLETION OF LIBERAL EDUCATION CORE