



Bachelor of Science in Business Administration: 121 Credits / 40 Total Courses Marketing Concentration		
General Education Requirements – 16 Courses		49 Credits
Humanities Requirements – 6 Courses		18 Credits
ART301	Art History & Appreciation	3
ENG101	English Composition I (ENGL099 or Pass Placement Exam)	3
ENG201	English Composition II (Prerequisite: English Composition I)	3
ENG205	American Literature	3
HIS201	US History Since 1900	3
PHI101	Critical Thinking	3
Math, Natural & Physical Science Requirements – 5 Courses		16 Credits
MAT103	Business Mathematics MAT099 or Pass Placement Exam	3
MAT205	College Algebra MAT099 or Pass Placement Exam	3
MAT305	Statistics	3
SCI101	Environmental Science & Lab	4
SCI201	Introduction to Chemistry	3
Social Science Requirements – 5 Courses		15 Credits
COM201	Business Writing & Communication	3
COM205	Speech Communication	3
ECO101	Economics and Society	3
INF101	Information Literacy	3
PSY101	Introduction to Psychology	3
General Education Electives – Choose 2 Courses		6 Credits
ENG401	British Literature	3
FLS101	Financial Literacy	3
MAT310	Calculus for Financial Managers	3
POL101	Introduction to Political Science	3
PHI301	Logic	3
SOC101	Introduction to Sociology	3
General Education Total Credits		55 Credits



Business Administration Core Course Requirements – 13 Courses		39 Credits
ACC201	Accounting (Prerequisite: Business Mathematics)	3
ACC203	Financial Statements for Managers	3
COM301	Interpersonal and Organizational Communication	3
ECO201	Microeconomics	3
ECO202	Macroeconomics	3
MGM305	Organizational Behavior	3
MGM201	Principles of Management	3
MGM301	Quantitative Methods	3
MGM255	Business Law	3
MGM401	Operations Management	3
MGM250	Business Ethics	3
MGM410	Strategic Management & Decision Making	3
MKT210	Principles of Marketing	3
Elective Courses -- Choose 4 courses		12 Credits
FIN201	Principles of Financial Services	3
MGM205	Management Information Systems	3
MGM225	Human Relations in the Workplace	3
MGM210	Quality Customer Service	3
MGM215	Leadership and Management	3
MGM320	Recruitment Selection and Orientation	3
MGM415	International Business Management	3
MGM420	Case Studies in Business & Management	3
FINXXX	One or more courses from the Finance Concentration	3
MKTXXX	One or more courses from the Management Concentration	3
ACCXXX	One or more courses from the Accounting Concentration (prerequisites may apply)	3
Marketing Concentration -- Choose 5 Courses		15 Credits
MKT215	Building Customer Relationships	3
MKT220 or MKT230	Principles of Advertising (to be developed) or Principles of Public Relations	3
MKT225	Consumer Behavior (to be developed)	3
MKT301	Marketing Research	3
FIN401	Marketing Management	3
Total Business and Concentration		66 credits
Total BSBA with Marketing Concentration Program		121 Credits