

General Education

Foundations: (12 Credits)

Oral Communication (3 Credits)

- COMJ 1010 Public Speaking

Quantitative Reasoning (3 Credits)

- MATH 1010 Quantitative Reasoning

Technological Literacy (3 Credits)

- BSIN 2000 Management Information Systems

Written Communication (3 Credits)

- ENGL 1200 College Composition

Discoveries: (Credits 27)

At least two (2) disciplines must be represented within each of the three (3) categories.

Art/Humanities (9 Credits)

- ENGL 2280 Writing for Business *recommended*

Natural Sciences & Technology (9 Credits)

- MATH 1220 College Algebra

- QBA 1000 QBA 1: Optimization

Social Sciences (9 Credits)

- PSYC 1000 Introduction to Psychology

- ECON 2100 Principles of Microeconomics

- ECON 2200 Principles of Macroeconomics

Elective/Wellness & Personal Health: (3 Credits)

Competencies:

Applied Methodologies

- QBA 3000 QBA 3: Analytics and Applications

Ethical Reasoning

- BSAD 3200 Business Ethics

Information Literacy

Intercultural Fluency

Keystone Experience

- MKTG 4950 Marketing Internship or Any Course

Quantitative Applications

- QBA 2000 QBA 2: Statistical Analysis

Writing Intensive Two (2) courses are required

- BSAD 4900 Capstone

- MKTG 4610 Marketing Research

Program Requirements

Required Major Courses: (30 Credits)

- ACC 2000 Financial Accounting

- ACC 3000 Managerial Accounting

- BLAW 2000 Legal and Ethical Environment of Business

- QBA 2000 QBA 2 Statistical Analysis

- QBA 3000 QBA 3 Analytics and Applications

- FINA 3000 Financial Management

- MGMT 3000 Principles of Management

- MKTG 3000 Principles of Marketing

- BSAD 3200 Business Ethics

- BSAD 4900 Capstone

Required Major Courses: (24 Credits)

- MKTG 3200 Principles of Selling

- MKTG 3210 Sales Management

- MKTG 3410 Marketing for Non Profits

- MKTG 3510 Advertising Management

- MKTG 4010 Marketing Management

- MKTG 4210 Consumer Behavior

- MKTG 4610 Marketing Research

- MKTG Free Marketing Elective *(Please see your advisor for options)*

Required Minor Courses: (12 Credits)

Note: A Minor is required. If the minor is in a business discipline, 9 credits double count with Business Core requirements. Marketing students may NOT choose a general business minor or marketing minor.

Free Electives: (12 Credits)

Program Notes:

Students can minor in any of the following business minors or certificate. Minors outside these are also eligible. Dual majors do not need a required minor. Please see your advisor to discuss your options and make an informed choice that suits your professional and academic goals. Accounting, Art Administration, Economics, Digital Marketing, Event Planning & Management, Finance, Global Business, Human Resource Management, Human Resources Management (Certificate), Innovation and Entrepreneurship (Certificate), Management, Management Information Systems, Parks & Recreation Management, Personal Financial Planning, Supply Chain Management, Tourism & Hospitality Management, Sustainable Business.

Suggested Four Year Course Sequence

Year 1

Fall Semester

ACC 2000 Financial Accounting
BLAW 2000 Legal Ethical Env Business
ENGL 1100 Intro to College Composition/ENGL 1200 College Composition
MATH 1010 Quantitative Reasoning
PSYC 1000 Introduction to Psychology

Spring Semester

MATH 1220 College Algebra
COMJ 1010 Public Speaking
BSIN 2000 Management Information Systems
Gen Ed elective Art/Humanities
Gen Ed elective Art/Humanities

Year 3

Fall Semester

FINA 3000 Financial Management
BSAD 3200 Business Ethics
Major/Minor
Major/Minor
Elective/Gen Ed

Spring Semester

QBA 3000 QBA 3: Analytics & Application
Major/Minor
Major/Minor
Major/Minor
Elective/Gen Ed

Year 2

Fall Semester

ACC 3000 Managerial Accounting
ECON 2100 Principles of Microeconomics
ENGL 2280 Writing for Business
QBA 1000 QBA 1: Optimization
Elective/Gen Ed/Major

Spring Semester

ECON 2200 Principles of Macroeconomics
MGMT 3000 Principles of Management
MKTG 3000 Principles of Marketing
QBA 2000 QBA 2: Statistical Analysis
Elective/Gen Ed/Major

Year 4

Fall Semester

Major/Minor
Major/Minor
Major/Minor
Major/Minor
Major/Minor/Elective

Spring Semester

BSAD 4900 Business Capstone
Major/Minor
Major/Minor
Major/Minor
Major/Minor/Elective

