

YEAR TERM									TOTAL CREDITS
YEAR 1	FALL	BUSI 100 SCHOOL OF MANAGEMENT ORIENTATION <i>Pass/Fail grading</i> 0	MRKT 102 INTRODUCTION TO MARKETING 3	ACCT 101 ACCOUNTING I 3	MATH 125 FINITE MATHEMATICS <i>Pre-Req: Placement Exam or Math 101</i> 3		FCWR 101* FOUNDATIONS OF COLLEGE COMPOSITION <i>Pre-Req: Placement or WRIT 100</i> 3	FCIQ 101 FOUNDATIONS OF INQUIRY 3	15
	SPRING	MGMT 102 PRINCIPLES OF MANAGEMENT 3	ACCT 110 MANAGERIAL ACCOUNTING <i>Pre-Req: ACCT 101</i> 3	MATH 151 FUNDAMENTALS OF CALCULUS <i>Pre-Req: MATH 125</i> 3			FCWR 151* FOUNDATIONS OF RESEARCH WRITING <i>Pre-Req: FCWR 101</i> 3	FCSP 105 FOUNDATIONS OF SPEECH COMMUNICATION 3	15
YEAR 2	FALL	ECON 202 PRINCIPLES OF ECONOMICS I 3	LLAW 110 LEGAL ENVIRONMENT OF BUSINESS 3	QANT 201 STATISTICAL SAMPLING THEORY <i>Pre-Req: MATH 151, MATH 141, MATH 155, or MATH 170</i> 3	LIBERAL ARTS ELECTIVE 3		FCSC 101 FOUNDATIONS OF SCIENTIFIC PROCESS 3		15
	SPRING	ECON 204 PRINCIPLES OF ECONOMICS II 3	FINC 201 CORPORATION FINANCE <i>Pre-Req: ACCT 101, ECON 202, and MATH 125 or MATH 135 or higher</i> 3	LIBERAL ARTS ELECTIVE 3	QANT 300 PRODUCTION AND OPERATIONS MANAGEMENT <i>Pre-Req: MGMT 102 and QANT 201</i> 3		SCIENCE CHOICE 3		15
YEAR 3	FALL	MIST 315 INFORMATION SYSTEMS 3	MRKT 301 (FALL) MANGEMENT OF PROMOTION <i>Pre-Req: MRKT 102</i> 3	MRKT 330 (FALL) MARKETING DISTRIBUION SYSTEMS <i>Pre-Req: MRKT 102</i> 3			ICBS 3XX** BEHAVIORAL SCIENCE CHOICE 3	FCWR 301 COMMUNICATION FOR BUSINESS <i>Pre-Req: FCWR 151</i> 3	15
	SPRING	QANT 405 MANAGEMENT SCIENCE <i>Pre-Req: ECON 204, MRKT 102, and QANT 300</i> 3	MRKT 320 (SPRING) MANGEMENT OF NEW PRODUCT DEVELOPMENT <i>Pre-Req: MGMT 102 and MRKT 102</i> 3	BUSINESS ELECTIVE 1 3	LIBERAL ARTS ELECTIVE		ICSS 3XX** SOCIAL SCIENCE CHOICE 3		15
YEAR 4	FALL	MRKT 401 (FALL) MARKETING RESEARCH <i>Pre-Req: MRKT 102 and QANT 201</i> 3	MRKT 405 INTERNATIONAL MARKETING <i>Pre-Req: MRKT 102</i> 3	BUSINESS ELECTIVE 2 3	BUSI 405 BUSINESS RESEARCH & INNOVATION <i>Pre-Req: ACCT 110, FINC 201, LLAW 110 and MIST 315; Co-Req: QANT 405</i> 3		ICLT 3XX** LITERATURE CHOICE 3		15
	SPRING	BUSI 435 BUSINESS POLICY & STRATEGY CAPSTONE <i>Co-Req: BUSI 405 and BUSI 495</i> 3	BUSI 495 PROFESSIONAL ENRICHMENT CAPSTONE <i>Co-Req: BUSI 405</i> 0	MRKT 410 (SPRING) MARKETING STRATEGY & POLICY <i>Pre-Req: MRKT 301, MRKT 330, and MRKT 320; Co-Req: MRKT 401 and MRKT 405</i> 3	BUSINESS ELECTIVE 3 3	LIBERAL ARTS ELECTIVE 3	ICPH 3XX** PHILOSOPHY CHOICE 3		15
CREDITS									120

*Non-native English speakers should take FCWR 111 in lieu of FCWR 101 and FCWR 161 in lieu of FCWR 151.

**Pre-Req: FCWR 101, FCWR 151, FCIQ 101, FCSP 105, FCSC 101