

SCHOOL OF MANAGEMENT

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
WITH CONCENTRATION IN MARKETING

ADMITTED IN 2019-2020 ACADEMIC YEAR

YEAR TERM										TOTAL CREDITS
YEAR 1	FALL	BUSI 100 SCHOOL OF MANAGEMENT ORIENTATION Pass/Fail grading 0	MRKT 102 INTRODUCTION TO MARKETING 3	ACCT 101 ACCOUNTING I 3	MATH 125 FINITE MATHEMATICS Pre-Req: Placement Exam or Math 101 3		FCWR 101* FOUNDATIONS OF COLLEGE COMPOSITION Pre-Req: Placement or WRIT 100 3	FCIQ 101 FOUNDATIONS OF INQUIRY 3	LIBERAL ARTS ELECTIVE 3	18
	SPRING	MGMT 102 PRINCIPLES OF MANAGEMENT 3	ACCT 110 MANAGERIAL ACCOUNTING Pre-Req: ACCT 101 3	MATH 151 FUNDAMENTALS OF CALCULUS Pre-Req: MATH 125 3			FCWR 151* FOUNDATIONS OF RESEARCH WRITING Pre-Req: FCWR 101 3	FCSP 105 FOUNDATIONS OF SPEECH COMMUNICATION 3	LIBERAL ARTS ELECTIVE 3	18
	SUMMER						ICBS 3XX** BEHAVIORAL SCIENCE CHOICE 3	ICPH 3XX** PHILOSOPHY CHOICE 3		6
YEAR 2	FALL	ECON 202 PRINCIPLES OF ECONOMICS I 3	LLAW 110 LEGAL ENVIORNMENT OF BUSINESS 3	QANT 201 STATISTICAL SAMPLING THEORY Pre-Req: MATH 151, MATH 141, MATH 155, or MATH 170 3	MARKETING CONCENTRATION COURSE 3		FCSC 101 FOUNDATIONS OF SCIENTIFIC PROCESS 3		LIBERAL ARTS ELECTIVE 3	18
	SPRING	ECON 204 PRINCIPLES OF ECONOMICS II 3	FINC 201 CORPORATION FINANCE Pre-Req: ACCT 101, ECON 202, and MATH 125 or MATH 135 or higher 3	QANT 300 PRODUCTION AND OPERATIONS MANAGEMENT Pre-Req: MGMT 102 and QANT 201 3	MARKETING CONCENTRATION COURSE 3		SCIENCE CHOICE 3		LIBERAL ARTS ELECTIVE 3	18
	SUMMER				BUSINESS ELECTIVE 3		ICLT 3XX** LITERATURE CHOICE 3			6
YEAR 3	FALL	MIST 315 INFORMATION SYSTEMS 3	MARKETING CONCENTRATION COURSE 3	MARKETING CONCENTRATION COURSE 3	MARKETING CONCENTRATION COURSE 3	BUSI 405 BUSINESS RESEARCH & INNOVATION Pre-Req: ACCT 110, FINC 201, LLAW 110 and MIST 315 Co-Req: QANT 405 3	FCWR 301 COMMUNICATION FOR BUSINESS Pre-Req: FCWR 151 3			18
	SPRING	QANT 405 MANAGEMENT SCIENCE Pre-Req: ECON 204, MRKT 102, and QANT 300 3	BUSINESS ELECTIVE 3	BUSINESS ELECTIVE 3	MARKETING CONCENTRATION COURSE 3	BUSI 435 BUSINESS POLICY & STRATEGY CAPSTONE Co-Req: BUSI 405 and BUSI 495 3	BUSI 495 PROFESSIONAL ENRICHMENT CAPSTONE Co-Req: BUSI 405 Pass/Fail grading 0	ICSS 3XX** SOCIAL SCIENCE CHOICE 3		18

CREDITS

120

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

(Rev. 05/19)

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

Course names, numbers and/or pre-requisites are subject to change.