

2014-2015 Outline for General Business (B.S.B.A)

Common Program Prerequisites (18-21 credits)

	(Must have a "C" or better in each prerequisite course)	Credits	Grade
ACG 2021	Financial Accounting	3	_____
PR: MAC 1105			
ACG 2071	Managerial Accounting	3	_____
PR: ACG 2021 & MAC1105			
ECO 2013	Macroeconomics	3	_____
ECO 2023	Microeconomics	3	_____
ECO 3401	Quantitative Business Tools I	3	_____
PR: MAC 1105 & ECO 2023			
CGS 2100C	Computer Fund. For Business	3	_____

ECO 3401 can be substituted with a "C" or better in MAC 2233 & STA 2023

Business Core (29 credits)

	(**Course Must have a "C" or better)	Credits	Grade
**FIN 3403C	Business Finance	3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing			
**MAN 3025	Management of Organizations	3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing			
**MAR 3023	Marketing	3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing			
BUL 3130	Legal & Ethical Environments of Business	3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing			
**ECO 3411	Quantitative Business Tools II	3	_____
PR: Applicable Business Major/Minor/Certificate, Junior Standing			
GEB 3031	Cornerstone Lecture (1st or 2nd term Admitted)	3	_____
PR: Admitted to the College of Business; CR: GEB3031L			
GEB 3031L	Cornerstone Lab (1st or 2nd term Admitted)	1	_____
PR: Admitted to the College of Business; CR: GEB3031			
GEB 3375	Introduction to International Business	3	_____
PR: ACG 2021, ACG 2071, ECO 2013, ECO 2023, Junior Standing			
MAR 3203	Supply Chain Management	3	_____
PR: Admitted to the College of Business			

Graduating Semester:

MAN 4720	Strategic Management/Capstone	4	_____
PR: MAN 3025, MAR 3023, FIN 3403C and GEB 3031 & 3031L			

General Business Major (24 credits)

	(Must have a "C" better in each major course)	Credit	Grade
Required Courses (12 credits)			
FIN 3303	Financial Markets	3	_____
PR: FIN 3403			
MAN 3301	Management of Human Resources	3	_____
PR: MAN 3025			
MAR 3503	Consumer Behavior	3	_____
PR: MAR 3023			
ECP 4703	Managerial Economics	3	_____
PR: ECO 3411			

Restricted Electives (12 credits)

Restricted electives must be taken from at least two different departments from the courses listed below. At least two of the electives must be at the 4000 level.

ECO 3223	Money & Banking	(PR: ECO 2013)	3	_____
ECP 3203	Labor Economics	(PR: ECP 4703)	3	_____
FIN 3414	Intermediate Corporate Finance	(PR: FIN 3403)	3	_____
FIN 3504	Investment Analysis	(PR: FIN 3403)	3	_____
MAN 4240	Organization: Theory & Behavior	(PR: MAN 3025)	3	_____
MAN 4441	Conflict Resolution & Negotiation	(PR: MAN 3025)	3	_____
GEB 3113	Creativity & Entrepreneurship		3	_____
MAR 3613	Marketing Research & Analysis	(PR: MAR 3023 & ECO 3411)	3	_____
MAR 3403	Sales Force Management	(PR: MAR 3023)	3	_____
MAR 4841	Service Marketing	(PR: MAR 3023)	3	_____
MAR 4156	International Marketing	(PR: MAR 3023)	3	_____

See Experiential Learning for business internships BA1 130

Career Professionalism (4 credits)

	(One module to be taken a semester)	Credit	Grade
GEB 3003	Career Research & Planning	1	_____
PR: Junior Standing			
GEB 3005	Career Search Strategy	1	_____
PR: GEB 3003			
GEB 4223	Business Interviewing Techniques	1	_____
PR: GEB 3005			
GEB 4004	Executing Your Career Plan	1	_____
PR: GEB 4223			