

College of Business & Management

2011 - Business Administration (BA) Program/Sales & Marketing Track

This is the STANDARD PLAN OF STUDY. Following this plan will make it possible for a student to graduate in the shortest possible timeframe. While advice from a Student Success Coach is strongly encouraged, it is ultimately the student's responsibility to observe all prerequisites and to ensure that all graduation requirements are met. All changes to this plan must be authorized by the Associate Dean of the College of Business & Management.

		Student Name:		DSI#:
Completed	1 st Semester	Credit	Title	Prerequisite/Corequisite
	BUSN 115	3	Introduction to Business & Technology	
	COMP 100	2	Computer Applications for Business w/Lab	
	ENGL 108	3	English Composition	ENGL092 or Placement
	MATH 114	4	Algebra for the College Student	MATH092 or Placement
	COLL 148 (Institute Credit)	3	Critical Thinking & Problem Solving	
		15		
2nd Semester				
	BUSN 319	3	Marketing	BUSN115 & MATH114
	BIS155	3	Data Analysis with Spreadsheets	COMP100 (& MATH 114 advised)
	ACCT 212	4	Financial Accounting	MATH114
	SPCH 275	3	Public Speaking	ENGL108
		13		
3rd Semester				
	ECON 312	3	Principle of Economics	
	BIS 245	4	Database Essentials for Decision Making	BIS155 (& BUSN115 advised)
	MKTG 310	4	Consumer Behavior	BUSN319
	Natural Science Elective	3	Choose any Natural Science Elective	MATH114
	ENGL 135	4	Advanced Composition	ENGL108
		18		
4th Semester				
	Humanities Elective 1	3	HUMN410, HUMN412, HUMN417, HUMN445, or HUMN448	ENGL135
	ECOM 340	4	Internet Marketing	BUSN319
	MATH 221	4	Statistics for Decision Making	MATH114
	MGMT 303	3	Principles of Management	BUSN115
	ACCT 346	4	Managerial Accounting	ACCT212
		18		

Completed	5 th Semester	Credit	Title	Prerequisite
	MKTG 320	4	Market Research	BUSN319
	Comm Skills Elective 2	4	Applied Writing - Choose ENGL216 or ENGL227	ENGL108
	Social Science Elective 1	3	Choose PSYC110, SOCS185, or SOCS190	
	General Education Elective 1	3	Choose 300/400 level Humanities or Social Science course not previously taken.	
	SBE 330	4	Creativity, Innovation & New Product Development	BUSN319
		18		
	6th Semester			
	BSOP 206	4	Operations Strategy	BUSN115 (& BIS 155 advised)
	MKTG 430	4	International Marketing	BUSN319
	MKTG 420	4	Salesmanship	BUSN319
	BUSN 379	3	Finance	ACCT212
	Social Science Elective 2	3	POLI330, PSYC305, PSYC315, SOCS315, or SOCS410	See catalog for specific prerequisites.
		18		
	7th Semester			
	BUSN427	4	Global Issues in Business	Upper Term Status
	Humanities Elective 2	3	HUMN303, HUMN420, HUMN422, HUMN424, HUMN427, HUMN428, or HUMN450	ENGL135
	General Education Elective 2	3	Choose 300/400 level Humanities or Social Science course not previously taken.	
	MGMT 404	4	Project Management	MATH221 & Senior Standing*
	CARD405 (Institute Credit)	2	Career Development Strategies	Senior Standing*
		16		
	8th Semester			
	MKTG 410	4	Advertising and Public Relations	BUSN319
	LAWS 310	3	The Legal Environment	
	HUMN 432	3	Technology, Society, & Culture	Senior Standing*
	BUSN 412	4	Business Policy	Senior Standing*
	BUSN 462	1	Senior Project I	MGMT 404 & Senior Standing*
	BUSN 463	2	Senior Project II	Senior Standing*
		17		
		133	Credits for Bachelors Degree Completion (Includes 5 credits for: COLL148 and CARD405)	
*Senior Standing = completion of 89 earned credit hours.				
Last Updated: 20110420				