

Bachelor of Arts or Bachelor of Science in Business - Min 120 Hours

Common Core: [See Common Core requirements](#)

Required Courses from General Education:

BA: EC201 Macroeconomics (3) and MA105 Statistics (3) (Any student whose ACT Math subscore is below 20 must pass MA090 before taking MA105.)

BS: EC201 Macroeconomics (3) and MA103 College Algebra (3) or higher.

Tier Two: Additional General Education Requirements (21-24 Hours)

Humanities or Fine Arts:	9 hours (BA)	6 hours (BS)
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When choosing a Humanities course, [see guidelines](#).

When choosing a Fine Arts course, [see guidelines](#).

Social Sciences (CJ, CT, EC, HI, PY, PS, or SO): See guidelines . Must include EC202 Microeconomics (3).	3 hours (BA)	6 hours (BS)
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Science: See guidelines .		3-4 hours
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BA Foreign Language (a single language)		6-8 hours
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BA Analytical Skills: [See guidelines](#). Must include BU225 Computer Applications in Business (3) [students may need CS121 (1)].

BS Analytical Skills: [See guidelines](#). Must include BU225 Computer Applications in Business (3) [students may need CS121 (1)] and MA105 Statistics (3) or higher.

Business Major (39 Hours): Business Common Core (21 hours) + Concentration (18 hours) Business Common Core (21 Hours)

AC201 Principles of Accounting I (3)	BU480 Senior Capstone in Business (Capstone) (3)
AC202 Principles of Accounting II (3)	MG354 Principles of Management (3)
BU110 Introduction to Business (3)	MK330 Marketing (3)
BU341 Business Law Contracts (3)	

Business Major-Area of Concentration (18 Hours): Each of the following areas of concentration consists of 18 hours of course work. Each area has some required courses and some electives which can be chosen from a given group of courses. Some of the electives may be from outside the Division of Accounting, Business, and Economics.

Management (18)

EC3xx Economics Elective (3)

ET375 Small Business Management (3)

FB351 Business Finance (3)

MG356 Human Resource Management (3)

MG477 Production/Operations Management (3)

one (1) from the following:

AC313 Fraud Examination (3)

BU268 Internship (3)

Marketing and Advertising (18 hours)

MK339 Sales Management (3)

MK366 Advertising (3)

MK378 Marketing Research (3)

MK430 Strategic Marketing (3)

TWO (2) from the following:

BU228 Electronic Commerce (3)

BU268 Internship (3)

BU342 Business Law II (3)

BU342 Business Law Commercial (3)

BU368 Internship (3)

MK339 Sales Management (3)

MK366 Advertising (3)

BU368 Internship (3)

CS214 Web Page Design (3)

CT201 Public Relations (3)

CT230 Mass Media (3)

CT265 Media Convergence (3)

CT306 Media Law (3)

CT330 Business Communication (3)

CT345 Group and Organizational Communication (3)

CT386 Media Planning (3)

MG356 Human Resource Management (3)

PY324 Social Psychology (3) (PY101 or SO101 prerequisite)

Business Administration (18 hours)

ET375 Small Business Management (3)

One (1) from the following:

MK339 Sales Management (3)

MK366 Advertising (3)

Four (4) from the following:

AC313 Fraud Examination (3)

BU228 Electronic Commerce (3)

BU268 Internship (3)

BU342 Business Law Commercial (3)

BU368 Internship (3)

FB345 Investment Analysis (3)

FB351 Business Finance (3)

MG356 Human Resource Management (3)

Banking and Finance (18 hours)

AC340 Income Tax (3)

BU342 Business Law Commercial (3)

EC311 Money, Credit, and Banking (3)

FB345 Investments Analysis (3)

FB351 Business Finance (3)

one (1) from the following:

AC313 Fraud Examination (3)

EC316 Intermediate Macroeconomics (3)

EC347 International Economics (3)

Entrepreneurship (18 hours)

BU342 Business Law Commercial (3)

ET375 Small Business Management (3)

ET475 Entrepreneurship (3)

MK339 Sales Management (3)

One (1) from the following:

MK366 Advertising (3)

MK378 Marketing Research (3)

MK430 Strategic Marketing (3)

One (1) from the following:

AC313 Fraud Examination (3)

BU228 Electronic Commerce (3)

EC311 Money, Credit, and Banking (3)

International Business (18 hours)

Students with this concentration will have a foreign language as their minor or complete an interdisciplinary minor in two languages. A student may be able to demonstrate fluency in at least one foreign language in place of the minors. International students whose first language is one other than English are presumed to have fluency in a foreign language and may substitute a different minor for the foreign language minor.

BU228 Electronic Commerce (3)

BU342 Business Law II-Commercial (3)

EC347 International Economics (3)

IB376 International Business (3)

Two (2) from the following:

MK339 Sales Management (3)

MK366 Advertising (3)

BU268 Internship (3)

EC314 Managerial Economics (3)

FB351 Business Finance (3)

IB376 International Business (3)

BU368 Internship (3)

MG477 Production/Operations Management (3)

FB351 Business Finance (3)

Business Education (18 hours)

BU225 Computer Applications in Business (3)

BU228 Electronic Commerce (3)

BU342 Business Law Commercial (3)

CT214

Webpage Design (3)

300-level Elective from AC, BU, or EC (3)

MG370 Information Systems (3)

*Students must complete additional Professional Education Course Requirements in order to seek certification to teach business at the secondary level.

Minor and Electives (To Complete Min. 120 Hours) Recommendations: A student who is considering graduate school should complete one of the following:

MA112 Selected Topics in Calculus (3)

MA118 Calculus and Analytic Geometry I (5)

The following course will meet general education requirements and will complement the Business Major:

PL306 Ethics and the Professions (3)
