

Key:

General Education (Foundation of Knowledge)
Courses required for major
Courses required for 2nd major/minor or electives

If you are unsure what BSBA Major is right for you, BUS 101 Introduction to Business is highly

BIS 101 Fundamentals of Business Computing	3	ECO 100 Principles of Macroeconomics ¹	3
MAT 102 Introductory College Algebra	2	FOK: Written Communication II	3
BUS 101 Introduction to Business (recommended)	1	FOK: Culture & Creativity II	3
FOK: Written Communication I	3	FOK: Natural Science with Lab	4
FOK: Culture & Creativity I	3	MAT 114 Finite Mathematics	3
FOK: Cultural Pluralism (SPB 200 recommended)	3		
Total	15	Total	16
ACC 200 Introductory Financial Accounting ¹	3	ACC 201 Introductory Managerial Accounting ¹	3
STA 205 Introduction to Statistical Methods	3	BUS 230 Legal Environment ¹	3
ECO 101 Principles of Microeconomics ¹	3	BUS 301 Business Professionalism/Career Prep	3
MKT 205 Principles of Marketing ¹	3	FOK: Natural Science without Lab	3
FOK: Oral Communication	3	FOK: Individual & Society	3
Total	15	Total	15
MKT 300 Marketing Tools	3	MKT 310 Selling Skills	3
MKT 320 Applied Consumer Behavior	3	MKT 388 Consumer Insights	3
BIS 300 Management Information Systems	3	BIS 380 Quantitative Analysis for Business	3
MGT 300 Behavior in Organizations	3	MGT 305 Operations Management in Business	3
FOK: Global Viewpoints	3	FIN 305 Principles of Finance	3
Total	15	Total	15
MKT 308 Integrated Marketing Communications	3	MGT 490 Business Policy	3
MKT Elective ²	3	MKT 480 Strategic Marketing	3
BUS 330 Ethics : Managerial Decision Making	3	MKT Elective ²	3
ECO 305 Foundations of International Business	3	Open Elective to reach 120 hours ³	3
Open Elective to reach 120 hours ³	3	Open Elective to reach 120 hours ³	2
Total	15	Total	14
		120	