

Business Administration (BUAD) B.S.

Degree Requirements

Total Academic Credits: 120
 Min. Cumulative GPA: 2.0
 Core Requirements: 48

Concentration: Marketing

Curriculum Notes

This sample plan assumes no Advanced Placement or Transfer Credits and Math Placement into MATH 141.

Students must complete a credit-bearing English and Mathematics course in the first year of study.

This sample plan is provided as a guide only. Students must meet with Academic and Faculty Advisors each semester for final approval of courses. The Academic Department makes all final decisions on course requirements for degree completion.

Year One

Fall Semester	Credits	Spring Semester	Credits
ENGL 101 Expository Writing	3	ENGL102 Argument & Research	3
MATH 125/141	3	MGMT 101 Intro to Business	3
FRSE 101 Freshman Seminar	3	HIST 114/115 Afro Am History	3
HEED 102 Fund of Health	3	COMM 101 Oral Communications	3
FINA 222 Personal Finance	3	BIOL 203 Oceanus	3
Total	15	Total	15

Year Two

Fall Semester	Credits	Spring Semester	Credits
MGMT 241 Prin of Management	3	ENGL 361 Technical Writing	3
MKTG 231 Intro to Marketing	3	PHSC 100/101 Earth Science	4
ACCT 211 Prin of Accounting 1	3	ACCT 212 Prin of Accounting 2	3
BUIS 260 Computer App in Business	3	BUIS 360 Info Systems for Managers	3
PHIL 103 Intro to Reasoning	3	ECON 211 Prin of Macroeconomics	3
Total	15	Total	16

Year Three

Fall Semester	Credits	Spring Semester	Credits
ECON 212 Prin of Microeconomics	3	FINA 320 Prin of Finance	3
ECON 321 Money Banking & Finance	3	BUAD 350 Business Law 1	3
MGMT 344 Organizational Behavior	3	MGMT 480 Production/Ops Mgmt	3
MGMT 356/358 Pro Dev/Leadership	3	ECON 483 Quantitative Methods	3
ECON 351 Bus & Econ Statistics	3	MKTG 335 Retail	3
Total	15	Total	15

Year Four

Fall Semester	Credits	Spring Semester	Credits
MKTG 337 Advertising	3	MKTG 430 Market Research	3
MKTG 438 Market Strategy	3	MKTG Elective	3
MKTG Elective	3	MKTG Elective	3
MKTG Elective	3	MKTG Elective	3
MKTG Elective	3		
Total	15	Total	12