

PROGRAMS

Major in Business (B.A.)

Semester  
Credit Hours

Core Courses <sup>a</sup>

Choose one from: ..... 3

- BUS100M\*<sup>b</sup> Business Calculus
- BUS130 Business Problem Solving
- BUS105<sup>c</sup> Information Technology and Applications ..... 3
- BUS210 Financial Accounting..... 4
- BUS220 Principles of Marketing ..... 4
- BUS230 Principles of Management..... 4
- BUS344 Managerial Finance ..... 4
- BUS481<sup>d</sup> Internship in Business or Internship in Business: Accounting...3-4
- ECO201 Principles of Economics ..... 4
- MAT207M\* Statistical Analysis ..... 3

Choose one of the following emphases: ..... 24-30

• *Accounting Emphasis* (30 credits):

- BUS200 Individual Tax Preparation
- BUS310 Intermediate Accounting I
- BUS311 Intermediate Accounting II
- BUS312Z\* Federal Income Taxes
- BUS313 Strategic Managerial Accounting
- BUS361 Business Law
- BUS410 Advanced Accounting
- BUS414 Auditing Principles and Procedures

Economics elective, including ECO301 and above

• *Entrepreneurship Emphasis* (27 credits):

- BUS231 Human Resource Management
- BUS232 Entrepreneurship
- BUS361 Business Law

Choose one from:

- BUS315 Sales and Sales Management
- BUS319 Advertising and Promotion
- BUS324 Consumer Behavior
- BUS333 Entrepreneurship Strategies and Tools
- BUS475 Seminar in Entrepreneurship
- ECO301 Intermediate Microeconomics

Electives from business and/or economics courses<sup>e</sup>

(minimum 9 credits; maximum 3 credits at the 100-200 level)

• *Finance Emphasis* (25-26 credits):

Choose one from:

- BUS310 Intermediate Accounting I
- BUS313 Strategic Managerial Accounting
- BUS390 Investments
- BUS440 Capital Markets
- BUS470 Finance Seminar
- ECO302 Intermediate Macroeconomics

Electives from business and/or economics courses<sup>e</sup>

(minimum 9 credits; maximum 3 credits at the 100 level)

• *Human Resource Management Emphasis* (27 credits):

- BUS231 Human Resource Management
- BUS330 Compensation Theory and Practice
- BUS331 Staffing, Training, and Development
- BUS335 Organizational Behavior
- BUS430 Strategic Management
- BUS493 Human Resource Management Seminar

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Choose one from:

- ECO301 Intermediate Microeconomics
- ECO302 Intermediate Macroeconomics

Electives from business and/or economics courses<sup>c</sup>  
(minimum 6 credits; maximum 3 credits at the 100 level)

• *International Emphasis* (24-25 credits):

- BUS318G Global Marketing

Choose one from:

- BUS202Z\*<sup>f</sup> Introduction to International Business  
(or other approved international experience)
- BUS342GZ\* International Market Issues

Choose one from:

- BUS370G\* International Business
- BUS371G\* International Business in Europe
- ECO302 Intermediate Macroeconomics
- ECO305 International Trade and Finance
- MWL\* Two modern world language courses, one of which must be at the Intermediate I level or higher.

Electives from business and/or economic courses (minimum 3 credits)

• *Marketing Emphasis* (27-28 credits):

- BUS420 Marketing Seminar
- ECO301 Intermediate Microeconomics

Choose three from:

- BUS315 Sales and Sales Management
- BUS318G\* Global Marketing
- BUS319 Advertising and Promotion
- BUS321 Marketing Research
- BUS324 Consumer Behavior

Choose two from:

- Economics elective, including ECO302 and above
- BUS208 Business Writing
- BUS361 Business Law

Electives from business and/or economics courses<sup>c</sup>  
(minimum 6 credits; maximum 3 credits at the 100 level)

	56-63
General Education .....	51-52
Electives .....	7-15
<b>TOTAL</b>	<b>122</b>

\* A student may also choose to use this course to meet a General Education requirement.  
<sup>a</sup> Students majoring in business must complete their core courses with a minimum grade of C in order to successfully complete the business major.  
<sup>b</sup> Students considering graduate school in business are strongly encouraged to take BUS100M. (MAT124M may be used as a substitute.)  
<sup>c</sup> Not required of students who minor in management information systems in the Department of Math and Computer Science.  
<sup>d</sup> Students in the Accounting Emphasis must take Internship in Business: Accounting.  
<sup>e</sup> COS105, COS212, COS216, COS218, COS313, COS377 may be used as business and/or economics electives.  
<sup>f</sup> BUS202Z may be waived by petition upon the completion of an international study experience with prior approval of the department.

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Choose one from:

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