

BUSINESS ADMINISTRATION, BACHELOR OF SCIENCE

Requirements

Total Course Requirements for the Bachelor's Degree

See the "Requirements for the Bachelor's Degree (<https://catalog.csudh.edu/general-information/baccalaureate-degrees-undergraduate-studies/>)" in the University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

Elective Requirements

Completion of elective courses (beyond the requirements listed below) to reach a total of a minimum of 120 units.

General Education Requirements (49 units)

See the "General Education (<https://catalog.csudh.edu/general-education/>)" requirements in the University Catalog or the Class Schedule for the most current information on General Education requirements and course offerings.

Graduation Writing Assessment Requirement

See the "Graduation Writing Assessment Requirement (<https://catalog.csudh.edu/general-information/baccalaureate-degrees-undergraduate-studies/gwar-certifying-courses/>)" in the University Catalog.

Minor Requirements

Single field major, no minor required.

Major Requirements (65-71 units)

Students must select a concentration. The following courses, or their approved transfer equivalents, are required of all candidates for this degree.

Because most Business Administration course work completed over ten years ago is outdated, students must consult with an advisor in the Student Advisement and Service Center to ascertain whether courses taken ten or more years ago will need to be repeated. The Associate Dean in the College of Business Administration and Public Policy may waive the requirement to repeat outdated course work if there is evidence that student knowledge is current. Such evidence may consist of recent successful completion of more advanced course work in the specific discipline or satisfactory completion of designated national examinations.

Admission Requirements

Admission to the Business Administration major requires completion of all lower division Business Administration core courses with minimum grades of "C". All new majors are classified as "pre-business majors" until the requirements are met. Upper division advanced and concentration courses are available only to "Business Administration" majors. Students should consult with an advisor in the Business Advisement Center for more information.

Prerequisites and Residency Unit Requirements

All business majors are required to complete at least 36 units of the major in residence, including at least 12 of these units in the

concentration and three units from MGT 490 Strategic Management Seminar.

Business Curriculum (44 units)

Students must complete all lower division core courses and satisfy the University's lower division English composition requirements (ENG 109 Freshman Composition I: Stretch 2, ENG 110 Freshman Composition Accelerated, or ENG 112 Freshman Composition Supported) and the General Education mathematics requirement prior to enrolling in upper division business courses. Students who do not successfully complete the lower division prerequisites will not be permitted to enroll in upper division courses.

Code	Title	Hours
Lower Division Required Core Courses ¹		
ACC 230	Financial Accounting	3
ACC 231	Managerial Accounting	3
CIS 270	Info Sys/Tech Fundamentals	3
ECO 210	Economic Theory 1A Micro	3
ECO 211	Economic Theory 1B Macro	3
LAW 240	Legal Environment of Business	3
Upper Division Core Courses		
Select two courses from the following: ²		2
BUS 301	Employment Communications	
BUS 302	Written Communications	
BUS 303	Oral Communication ²	
CIS 370	Info Sys Theory and Practice	3
FIN 360	Business Finance	3
MGT 310	Management Theory	3
MKT 350	Principles Of Marketing	3
OMG 321	Business Statistics ³	3
Upper Division Advanced Core Courses		
BUS 445	International Business	3
MGT 490	Strategic Management Seminar ⁴	3
OMG 322	Operations Management	3
Total Hours		44

¹ **Note:** All lower division courses required for the Business Administration major must be completed with a grade of "C" or better.

² At least two of the following courses: BUS 301 Employment Communications, BUS 302 Written Communications, or BUS 303 Oral Communication must be taken during or prior to the semester when the student first registers for any other Business Administration upper division course.

³ Students in Business Administration should take a basic statistics course as the General Education Quantitative Reasoning requirement, otherwise OMG 221 Introduction to Business Statistics will need to be taken as a prerequisite to OMG 321 Business Statistics.

⁴ **Note:** MGT 490 Strategic Management Seminar is a capstone course and should be taken during the last semester before graduation with 400-level core courses and concentration courses (or General Education courses). Students must meet the specific course prerequisites for MGT 490 Strategic Management Seminar.

Concentrations

Each Business Administration major must select one of the concentrations listed below:

Accounting Concentration (24 units)

Code	Title	Hours
Required Courses		
Complete required concentration courses		
ACC 330	Intermediate Accounting I	3
ACC 331	Intermediate Accounting II	3
ACC 333	Income Taxation I	3
ACC 337	Cost Accounting	3
ACC 336	Intro To Internal Audit	3
or ACC 435	Auditing	
Electives		
Select an additional 9 units from the following upper division courses:		9
ACC 336	Intro To Internal Audit	
ACC 339	Acctg & Ctrl Multnl Comp	
ACC 340	Accounting Information Systems	
ACC 430	Advanced Accounting	
ACC 431	Govt & Nonprofit Acctg	
ACC 433	Income Taxation II	
ACC 435	Auditing	
LAW 340	Law Of Bus Organizations	
Total Hours		24

Note: Students should consider professional certification exams (CPA, CMA, CIA, CFM) after completing additional preparation and extensive review.

Business Analytics Concentration (27 units)

Code	Title	Hours
Required Courses		
Complete required concentration courses		
CIS 272	Business Programming I ¹	3
CIS 372	Systems Analysis and Design	3
CIS 373	Database Systems	3
Select two of the following courses:		6
CIS 380	Introduction to Programming for Data Analysis	
CIS 480	Data Mining and Business Intelligence	
OMG 423	Quantitative Analysis	
Electives		
Select four elective concentration courses from one of the following tracks:		12
Cyber Security Track:		
One of the concentration courses that hasn't been taken		
CIS 275	Internet Literacy	
CIS 375	Data Communications	
CIS 378	Info Security Theories & Pract	
CIS 478	Firewall and Computer Network Security	
CIS 482	Databases & Web Security	
CIS 488	Mgt of Information Security	
CIS 496	Internship In CIS	
Information & Decisions Systems Track:		
One of the core concentration courses that hasn't been taken		
CIS 371	Business Programming II	
CIS 375	Data Communications	

CIS 378	Info Security Theories & Pract	
CIS 471	Adv Network Based Applications	
CIS 474	Project Management Fundamentals	
CIS 476	Adv Concepts Bus Systems	
CIS 477	Adv Data Communications	
CIS 496	Internship In CIS	
Total Hours		27

¹ CIS 272 Business Programming I is replaceable with CIS 371 Business Programming II for students with some prior programming knowledge.

Entrepreneurship Concentration (24 units)

Code	Title	Hours
ACC 385	Entrepreneurial Accounting	3
FIN 485	Entrepreneurial Finance	3
LAW 340	Law Of Bus Organizations	3
MGT 330	New Venture Entrepreneurship	3
MKT 352	Advertising and Promotion MGT.	3
Select three courses from the following:		9
HRM 313	Human Resources Management	
MGT 412	Small Business Management	
MGT 416	Leadership	
MGT 491	Bus Consulting Practicum	
MKT 450	Internet Marketing	
MKT 454	Marketing Research	
Total Hours		24

Finance Concentration (24 units)

Code	Title	Hours
FIN 382	Financial Analysis	3
FIN 468	Seminar in Investment Analysis	3
FIN 481	Financial Inst & Mgmt	3
FIN 488	Multinatl Financial Trans	3
Select four courses from the following:		12
ACC 337	Cost Accounting	
FIN 375	Personal Financial Planning	
FIN 426	Portfolio Management	
FIN 467	Real Estate Finance and Investment	
FIN 480	Economics Of The Firm	
FIN 484	Financial Forecasting & Modeling	
FIN 485	Entrepreneurial Finance	
FIN 494	Independent Study in Finance	
FIN 496	Internship in Finance	
OMG 423	Quantitative Analysis	
Total Hours		24

General Business Concentration (21 units)

Code	Title	Hours
MGT 312	Organizational Behavior	3
MGT 412	Small Business Management	3
Select five courses from the following:		15
ACC 333	Income Taxation I	
ACC 337	Cost Accounting	
ACC 433	Income Taxation II	

CIS 275	Internet Literacy	
CIS 372	Systems Analysis and Design	
FIN 468	Seminar in Investment Analysis	
FIN 484	Financial Forecasting & Modeling	
HRM 313	Human Resources Management	
HRM 318	Training and Development	
LAW 340	Law Of Bus Organizations	
MKT 355	Consumer Behavior	
MKT 454	Marketing Research	
OMG 430	Enterprise Resource Planning and Supply Chain Management Cases	

Total Hours 21

Global Supply Chain Management Concentration (24 units)

Code	Title	Hours
OMG 220	Introduction to Transportation Management	3
OMG 230	Introduction to Supply Chain Management	3
OMG 423	Quantitative Analysis	3
OMG 427	Business Process Improvement	3
OMG 428	Purchasing Management	3
OMG 430	Enterprise Resource Planning and Supply Chain Management Cases	3
Select two courses from the following:		6
CIS 372	Systems Analysis and Design	
CIS 373	Database Systems	
CIS 474	Project Management Fundamentals	
CIS 476	Adv Concepts Bus Systems	

Total Hours 24

Information Systems Concentration (27 units)

Code	Title	Hours
CIS 272	Business Programming I	3
CIS 275	Internet Literacy	3
CIS 372	Systems Analysis and Design	3
CIS 373	Database Systems	3
CIS 375	Data Communications	3
CIS 474	Project Management Fundamentals	3
Select three courses from the following:		9
CIS 371	Business Programming II	
CIS 378	Info Security Theories & Pract	
CIS 471	Adv Network Based Applications	
CIS 476	Adv Concepts Bus Systems	
CIS 477	Adv Data Communications	
CIS 478	Firewall and Computer Network Security	
CIS 480	Data Mining and Business Intelligence	
CIS 482	Databases & Web Security	
CIS 488	Mgt of Information Security	
CIS 496	Internship In CIS	

Total Hours 27

Information Systems Security Concentration (27 units)

Code	Title	Hours
CIS 272	Business Programming I	3
CIS 275	Internet Literacy	3

CIS 372	Systems Analysis and Design	3
CIS 373	Database Systems	3
CIS 375	Data Communications	3
CIS 378	Info Security Theories & Pract	3
CIS 478	Firewall and Computer Network Security	3
Select two courses from the following:		6
CIS 482	Databases & Web Security	
CIS 488	Mgt of Information Security	
CIS 496	Internship In CIS	

Total Hours 27

International Business Concentration (21 units)

Code	Title	Hours
1. Required Courses (12 units)		
ACC 339	Acctg & Ctrl Multnl Comp	3
FIN 488	Multinatl Financial Trans	3
MGT 418	International Management	3
MKT 358	International Marketing	3
2. Select three courses from the following:		9
ECO 340	International Trade Thry	
ECO 341	International Finance	
POL 335	Introduction to International Relations	
POL 336	Theories of International Relations	

Total Hours 21

Management and Human Resources Concentration (24 units)

Students interested in the Management and Human Resources Concentration must select one of the tracks listed below.

Management Track - (24 units)

Code	Title	Hours
HRM 313	Human Resources Management	3
MGT 312	Organizational Behavior	3
MGT 412	Small Business Management	3
MGT 416	Leadership	3
MGT 418	International Management	3
Select three additional courses from the following:		9
ECO 330	Labor Economics	
HRM 316	Labor & Industrial Relations	
HRM 318	Training and Development	
HRM 321	Compensation and Benefits	
HRM 425	Seminar in Strategic HRM	
LAW 342	Employment Law	
LBR 411	Contracts & Negotiations	
LBR 412	Labor Law	
MGT 330	New Venture Entrepreneurship	
MGT 430	Strategic Communication	
MGT 491	Bus Consulting Practicum	
MGT 494	Independent Study in Mgt.	
MGT 495	Special Topics in Management	
MGT 496	Internship in Management	
PSY 342	Interpersonal and Group Dynamics	
PSY 372	Industrial and Organizational Psychology	
PUB 314	Compensation, Staffing, and Appraisal	

PUB 315	Labor-Management Relations in Government	
SEH 310	Sports Enter & Hospitality MGT	
SEH 330	Managing Sports Facilities	
SEH 448	Hotel and Resort Management	
Total Hours		24

Human Resources Track (24 units)

Code	Title	Hours
HRM 313	Human Resources Management	3
HRM 321	Compensation and Benefits	3
HRM 425	Seminar in Strategic HRM	3
MGT 312	Organizational Behavior	3
Select four courses from the following:		12
HRM 316	Labor & Industrial Relations	
HRM 318	Training and Development	
LAW 342	Employment Law	
MGT 416	Leadership	
MGT 418	International Management	
MGT 494	Independent Study in Mgt.	
MGT 495	Special Topics in Management	
MGT 496	Internship in Management	
Total Hours		24

Marketing Concentration (24 units)

Each student interested in the Marketing Concentration must select one of the tracks listed below.

Track 1: Marketing Management Emphasis

Code	Title	Hours
MKT 352	Advertising and Promotion MGT.	3
MKT 355	Consumer Behavior	3
MKT 358	International Marketing	3
MKT 454	Marketing Research	3
MKT 459	Sem In Marketing Mgmt	3
Select three courses from the following:		9
MGT 330	New Venture Entrepreneurship	
MKT 351	Sales Mgt & Techniques	
MKT 353	Retail Mktg Management	
MKT 450	Internet Marketing	
MKT 451	Trade Show and Event Marketing	
MKT 452	Sports & Entertainment Mkt.	
MKT 495	Special Topics in Marketing	
Total Hours		24

Track 2: Advertising Emphasis

Code	Title	Hours
MKT 352	Advertising and Promotion MGT.	3
MKT 355	Consumer Behavior	3
MKT 454	Marketing Research	3
MKT 459	Sem In Marketing Mgmt	3
COM 344	Advertising Media Analysis	3
Select three courses from the following:		9
COM 342	Advertising Strategy and Copywriting	
COM 365	Introduction to Public Relations	
MKT 450	Internet Marketing	

MKT 452	Sports & Entertainment Mkt. ¹	
MKT 495	Special Topics in Marketing	
Total Hours		24

¹ May be taken twice with different topics.

Sports, Entertainment and Hospitality Management Concentration (24 units)

Code	Title	Hours
MKT 452	Sports & Entertainment Mkt.	3
SEH 310	Sports Enter & Hospitality MGT	3
SEH 348	Principles of Travel & Tourism	3
SEH 448	Hotel and Resort Management	3
Select four courses from the following:		12
HRM 318	Training and Development	
MGT 416	Leadership	
MKT 451	Trade Show and Event Marketing	
PSY 480	Sport Psychology	
SEH 330	Managing Sports Facilities	
SEH 495	Spec Topic: Hospitality Mgt.	
SEH 496	Internship in Sports, Entertainment & Hospitality	
Total Hours		24

Program Learning Outcomes

- PLO 1 Communication: to communicate effectively both orally and in written form. Upon completion of the program, students will be able to:
 - Describe the communication process and explain how non-verbal behavior and listening affect communication.
 - Analyze and synthesize information by clearly writing solution or recommendations to a business challenge that are logical and are appropriately justified.
 - Apply the skills of critical analysis in the strategic management context, including identifying the strategic problems of a firm, generating and evaluating alternative courses of action, articulating and defending recommendations, and planning implementation.
- PLO 2 Critical Thinking: to solve problems using the applicable analytical and quantitative techniques. Upon completion of the program, students will be able to:
 - identify relevant issues, generate and compare alternatives, and develop a sound solution
- PLO 3 Globalization: to understand the interconnections of the global economy. Upon completion of the program, students will be able to:
 - Understand the interconnectedness of the global economy.
 - Understand the impact of global economy decision- making discuss international economics, both international trade and finance, from the perspectives of theory, policy, institutions
- PLO 4 Information Technology: to use technology effectively to solve problems and communicate their solutions. Upon completion of the program, students will be able to:
 - create and use Excel spreadsheets to analyze data and create graphs
 - organize data, create relational databases, and query data using Access software

- c. use computer and basic software, e.g., MS Suite, Windows
 - d. in a case setting, propose and justify IT solutions
5. PLO 5 Ethics: to identify and evaluate ethical issues in the business world, and address solution alternatives in their context. Upon completion of the program, students will be able to:
- a. Understand that ethics is tied to cultural norms and religious beliefs and also understand the laws and regulations that affect business.
 - b. Analyze social responsibility and ethical decision-making situations.
 - c. Apply ethical frameworks in making business decisions.
6. PLO 6 Functional Knowledge: to demonstrate competency in the business-related content areas, including accountancy, economics, finance, law, management, information systems, marketing, statistics, operations management, globalization, and ethics.

General Business Option

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A2 Written Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
GE Area D2 Global and Historical Perspectives		3
GE Area C1 or C2		3
GE Area E Lifelong Learning and Self-Development		3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
Hours		16
Second Year		
Fall		
GE Area B1 Physical Sciences OR B2 Life Sciences		3
ACC 230	Financial Accounting	3
POL 101	American Institutions	3
HIS 101	History Of United States	3
GE Area A1 Oral Communication		3
Hours		15
Spring		
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
GE Area F Ethnic Studies		3
ACC 231	Managerial Accounting	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
Hours		15
Third Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
GE Area C3 Integrative Studies in the Humanities		3
CIS 370	Info Sys Theory and Practice	3

FIN 360	Business Finance	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		14
Spring		
MGT 310	Management Theory	3
OMG 321	Business Statistics	3
MKT 350	Principles Of Marketing	3
General Business Elective ¹		3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Fourth Year		
Fall		
OMG 322	Operations Management	3
GE Area D3 Integrative Studies in the Social Sciences		3
MGT 312	Organizational Behavior	3
General Business Elective ¹		3
General Business Elective ¹		3
Hours		15
Spring		
MGT 412	Small Business Management	3
General Business Elective ¹		3
General Business Elective ¹		3
BUS 445	International Business	3
MGT 490	Strategic Management Seminar	3
Hours		15
Total Hours		120

¹ General Business Concentration Elective (complete 5 courses from the following): ACC 333, ACC 337, ACC 433, CIS 275, CIS 372, FIN 468, FIN 484, HRM 313, HRM 318, LAW 340, MKT 355, MKT 454, OMG 430

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
GE Area C3 Integrative Studies in the Humanities		3
CIS 370	Info Sys Theory and Practice	3
FIN 360	Business Finance	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Elective to meet 120 units		1
Hours		15
Spring		
MGT 310	Management Theory	3
OMG 321	Business Statistics	3
MKT 350	Principles Of Marketing	3
General Business Elective ¹		3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Second Year		
Fall		
OMG 322	Operations Management	3
MGT 312	Organizational Behavior	3
GE Area D3 Integrative Studies in the Social Sciences		3
General Business Elective ¹		3
General Business Elective ¹		3
Hours		15
Spring		
MGT 412	Small Business Management	3
General Business Elective ¹		3

General Business Elective ¹		3
BUS 445	International Business	3
MGT 490	Strategic Management Seminar	3
Hours		15
Total Hours		60

¹ General Business Concentration Elective (complete 5 courses from the following): ACC 333, ACC 337, ACC 433, CIS 275, CIS 372, FIN 468, FIN 484, HRM 313, HRM 318, LAW 340, MKT 355, MKT 454, OMG 430

Accounting Concentration

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A2 Written Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
GE Area D2		3
GE Area C1 or C2		3
GE Area E Lifelong Learning and Self-Development		3
Hours		15
Spring		
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
GE Area A3 Logic/Critical Thinking		3
Hours		16
Second Year		
Fall		
GE Area A1 Oral Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
ACC 230	Financial Accounting	3
POL 101	American Institutions	3
HIS 101	History Of United States	3
Hours		15
Spring		
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
GE Area F Ethnic Studies		3
ACC 231	Managerial Accounting	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
Hours		15
Third Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
ACC 330	Intermediate Accounting I	3
GE Area B5 Integrative Studies in Natural Sciences		3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
MKT 350	Principles Of Marketing	3
ACC 333	Income Taxation I	3

FIN 360	Business Finance	3
OMG 322	Operations Management	3
GE Area C3 Integrative Studies in the Humanities		3
Hours		15
Fourth Year		
Fall		
Accounting Concentration Elective ¹		3
GE Area D3 Integrative Studies in the Social Sciences		3
CIS 370	Info Sys Theory and Practice	3
ACC 331	Intermediate Accounting II	3
ACC 337	Cost Accounting	3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
BUS 445		3
ACC 336 or ACC 435	Intro To Internal Audit or Auditing	3
Accounting Concentration Elective ¹		3
Accounting Concentration Elective ¹		3
Hours		15
Total Hours		123

¹ Accounting Concentration Electives (complete an additional 9 units from the following): ACC 336, ACC 339, ACC 340, ACC 430, ACC 431, ACC 433, ACC 435

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
GE Area C3 Integrative Studies in the Humanities		3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
ACC 330	Intermediate Accounting I	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
MKT 350	Principles Of Marketing	3
ACC 333	Income Taxation I	3
FIN 360	Business Finance	3
OMG 322	Operations Management	3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Second Year		
Fall		
Accounting Concentration Elective ¹		3
GE Area D3 Integrative Studies in the Social Sciences		3
CIS 370	Info Sys Theory and Practice	3
ACC 331	Intermediate Accounting II	3
ACC 337	Cost Accounting	3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
BUS 445		3
ACC 336 or ACC 435	Intro To Internal Audit or Auditing	3
Accounting Concentration Elective ¹		3

Accounting Concentration Elective ¹	3
Hours	15
Total Hours	62

¹ Accounting Concentration Electives (complete an additional 9 units from the following): ACC 336, ACC 339, ACC 340, ACC 430, ACC 431, ACC 433, ACC 435

Business Analytics: Cyber Security Track 4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
ENG 110 or ENG 112	Freshman Composition Accelerated (GE Area A2 Written Communication) or Freshman Composition Supported	3
MAT 131 or MAT 132	Elementary Statistics and Probability (GE Area B4) or Statistics and Probability with Support	3
GE Area C1 Arts Courses		3
GE Area D2 Global and Historical Perspectives		3
GE Area E Lifelong Learning and Self-Development		3
Hours		15
Spring		
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
HIS 101	History Of United States	3
POL 101	American Institutions	3
GE Area F Ethnic Studies		3
Hours		15
Second Year		
Fall		
GE Area A1 Oral Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
ACC 230	Financial Accounting	3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
CIS 272	Business Programming I	3
ACC 231	Managerial Accounting	3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area C2 Letters Course		3
Hours		16
Third Year		
Fall		
Upper Division BUS Writing Course (BUS 301 or BUS 302 or BUS 303)		1
Upper Division BUS Writing Course (BUS 301 or BUS 302 or BUS 303)		1
CIS 370	Info Sys Theory and Practice	3
CIS 372	Systems Analysis and Design	3
FIN 360	Business Finance	3
OMG 321	Business Statistics	3
Cyber Security Track Course (from list below; not yet taken) ¹		3
Hours		17
Spring		
ENG 350	Advanced Composition (GWAR satisfying course)	3

CIS 373	Database Systems	3
OMG 322	Operations Management	3
MGT 310	Management Theory	3
MKT 350	Principles Of Marketing	3
Cyber Security Track Course (from list below; not yet taken) ¹		3

Hours **18**

Fourth Year		
Fall		
Analytics Concentration Elective (CIS 380 or CIS 480 or OMG 423)		3
Analytics Concentration Elective (CIS 380 or CIS 480 or OMG 423)		3
BUS 445	International Business	3
Additional GE in Area C1 or C2		3
Cyber Security Track Course (from list below; not yet taken) ¹		3
Hours		15

Spring		
MGT 490	Strategic Management Seminar	3
Cyber Security Track Course (from list below; not yet taken) ¹		3
GE Area B5 Integrative Studies in Natural Sciences		3
GE Area C3 Integrative Studies in the Humanities		3
GE Area D3 Integrative Studies in the Social Sciences		3
Hours		15
Total Hours		126

¹ Cyber Security Track Electives (complete 4 courses from the following): CIS 275, 375, 378, 478, 482, 482, 488, or 496

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
Upper Division BUS Writing Course (BUS 301 or BUS 302 or BUS 303)		1
Upper Division BUS Writing Course (BUS 301 or BUS 302 or BUS 303)		1
CIS 370	Info Sys Theory and Practice	3
CIS 372	Systems Analysis and Design	3
FIN 360	Business Finance	3
OMG 321	Business Statistics	3
Cyber Security Track Course (from list below; not yet taken) ¹		3
Hours		17
Spring		
ENG 350	Advanced Composition (GWAR satisfying course)	3
CIS 373	Database Systems	3
OMG 322	Operations Management	3
MGT 310	Management Theory	3
MKT 350	Principles Of Marketing	3
Hours		15
Second Year		
Fall		
Analytics Concentration Elective (CIS 380 or CIS 480 or OMG 423)		3
Analytics Concentration Elective (CIS 380 or CIS 480 or OMG 423)		3
BUS 445	International Business	3
Cyber Security Track Course (from list below; not yet taken) ¹		3
Cyber Security Track Course (from list below; not yet taken) ¹		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
Cyber Security Track Course (from list below; not yet taken) ¹		3
GE Area B5 Integrative Studies in Natural Sciences		3
GE Area C3 Integrative Studies in the Humanities		3

GE Area D3 Integrative Studies in the Social Sciences	3
Hours	15
Total Hours	62

¹ Cyber Security Track Electives (complete 4 courses from the following):
CIS 275, 375, 378, 478, 482, 482, 488, or 496

Business Analytics: Information and Decision Systems

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
ENG 110 or ENG 112	Freshman Composition Accelerated (GE Area A2 Written Communication) or Freshman Composition Supported	3
MAT 131 or MAT 132	Elementary Statistics and Probability (GE Area B4) or Statistics and Probability with Support	3
GE Area C1 Arts Courses		3
GE Area D2 Global and Historical Perspectives		3
GE Area E Lifelong Learning and Self-Development		3
Hours		15
Spring		
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
HIS 101	History Of United States	3
POL 101	American Institutions	3
GE Area F Ethnic Studies		3
Hours		15
Second Year		
Fall		
GE Area A1 Oral Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
ACC 230	Financial Accounting	3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
CIS 272	Business Programming I	3
ACC 231	Managerial Accounting	3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area C2 Letters Course		3
Hours		16
Third Year		
Fall		
Upper Division BUS Writing Course (BUS 301 or BUS 302 or BUS 303)		1
Upper Division BUS Writing Course (BUS 301 or BUS 302 or BUS 303)		1
CIS 370	Info Sys Theory and Practice	3
CIS 372	Systems Analysis and Design	3
FIN 360	Business Finance	3
OMG 321	Business Statistics	3
Information and Decision Systems Track Course (from list below; not yet taken) ¹		3
Hours		17
Spring		
ENG 350	Advanced Composition (GWAR satisfying course)	3

CIS 373	Database Systems	3
OMG 322	Operations Management	3
MGT 310	Management Theory	3
MKT 350	Principles Of Marketing	3
Information and Decision Systems Track Course (from list below; not yet taken) ¹		3
Hours		18

Fourth Year		
Fall		
Analytics Concentration Elective (CIS 380 or CIS 480 or OMG 423)		3
Analytics Concentration Elective (CIS 380 or CIS 480 or OMG 423)		3
BUS 445	International Business	3
Information and Decision Systems Track Course (from list below; not yet taken) ¹		3
Additional GE in Area C1 or C2		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
Information and Decision Systems Track Course (from list below; not yet taken) ¹		3
GE Area B5 Integrative Studies in Natural Sciences		3
GE Area C3 Integrative Studies in the Humanities		3
GE Area D3 Integrative Studies in the Social Sciences		3
Hours		15
Total Hours		126

¹ Select one of the following core concentration courses that hasn't been taken: CIS 371, 375, 378, 471, 474, 476, 477, or 496

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
Upper Division BUS Writing Course (BUS 301 or BUS 302 or BUS 303)		1
Upper Division BUS Writing Course (BUS 301 or BUS 302 or BUS 303)		1
CIS 370	Info Sys Theory and Practice	3
CIS 372	Systems Analysis and Design	3
FIN 360	Business Finance	3
OMG 321	Business Statistics	3
Information and Decision Systems Track Course (from list below; not yet taken) ¹		3
Hours		17
Spring		
ENG 350	Advanced Composition (GWAR satisfying course)	3
CIS 373	Database Systems	3
OMG 322	Operations Management	3
MGT 310	Management Theory	3
MKT 350	Principles Of Marketing	3
Hours		15
Second Year		
Fall		
Analytics Concentration Elective (CIS 380 or CIS 480 or OMG 423)		3
Analytics Concentration Elective (CIS 380 or CIS 480 or OMG 423)		3
BUS 445	International Business	3
Information and Decision Systems Track Course (from list below; not yet taken) ¹		3
Information and Decision Systems Track Course (from list below; not yet taken) ¹		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
Information and Decisions Systems Track Course (from list below; not yet taken) ¹		3
GE Area B5 Integrative Studies in Natural Sciences		3
GE Area C3 Integrative Studies in the Humanities		3

GE Area D3 Integrative Studies in the Social Sciences	3
Hours	15
Total Hours	62

¹ Select one of the following core concentration courses that hasn't been taken: CIS 371, 375, 378, 471, 474, 476, 477, or 496

Entrepreneurship Concentration

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A1 Oral Communication		3
GE Area A2 Written Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area C1 Arts Courses		3
GE Area D2 Global and Historical Perspectives		3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
GE Area C2 Letters Course		3
GE Area E Lifelong Learning and Self-Development		3
Hours		16
Second Year		
Fall		
Additional GE in Area C1 or C2		3
ACC 230	Financial Accounting	3
CIS 270	Info Sys/Tech Fundamentals	3
ECO 210	Economic Theory 1A Micro (satisfies GE area D1)	3
HIS 101	History Of United States	3
Hours		15
Spring		
GE Area F Ethnic Studies		3
POL 101	American Institutions	3
ACC 231	Managerial Accounting	3
ECO 211	Economic Theory 1B Macro	3
LAW 240	Legal Environment of Business	3
Hours		15
Third Year		
Fall		
GE Area D3 Integrative Studies in the Social Sciences		3
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
Hours		14
Spring		
MKT 350	Principles Of Marketing	3
GE Area B5 Integrative Studies in Natural Sciences		3
ACC 385	Entrepreneurial Accounting	3
FIN 360	Business Finance	3
BUS 445	International Business	3
ENG 350	Advanced Composition (or another GVAR satisfying course)	3
Hours		18

Fourth Year

Fall		
FIN 485	Entrepreneurial Finance	3
LAW 340	Law Of Bus Organizations	3
MGT 330	New Venture Entrepreneurship	3
MKT 352	Advertising and Promotion MGT.	3
Entrepreneurship Elective ¹		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
OMG 322	Operations Management	3
Entrepreneurship Elective ¹		3
Entrepreneurship Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3
Hours		15
Total Hours		123

¹ Entrepreneurship Concentration Electives (complete 3 courses from the following): HRM 313, MGT 412, MGT 416, MGT 491, MKT 450, MKT 454

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
GE Area D3 Integrative Studies in the Social Sciences		3
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
ENG 350	Advanced Composition (or another GVAR satisfying course)	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
Hours		17
Spring		
MKT 350	Principles Of Marketing	3
ACC 385	Entrepreneurial Accounting	3
FIN 360	Business Finance	3
BUS 445	International Business	3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Second Year		
Fall		
FIN 485	Entrepreneurial Finance	3
LAW 240	Legal Environment of Business	3
MGT 330	New Venture Entrepreneurship	3
MKT 352	Advertising and Promotion MGT.	3
Entrepreneurship Elective ¹		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
OMG 322	Operations Management	3
Entrepreneurship Elective ¹		3
Entrepreneurship Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3
Hours		15
Total Hours		62

¹ Entrepreneurship Concentration Electives (complete 3 courses from the following): HRM 313, MGT 412, MGT 416, MGT 491, MKT 450, MKT 454

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A2 Written Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
GE Area D2 Global and Historical Perspectives		3
GE Area C1 or C2		3
GE Area E Lifelong Learning and Self-Development		3
Hours		15
Spring		
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
Additional GE course from Area C1 or C2		3
Hours		16
Second Year		
Fall		
GE Area A1 Oral Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
ACC 230	Financial Accounting	3
POL 101	American Institutions	3
HIS 101	History Of United States	3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
GE Area F Ethnic Studies		3
ACC 231	Managerial Accounting	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
Hours		15
Third Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
GE Area C3 Integrative Studies in the Humanities		3
CIS 370	Info Sys Theory and Practice	3
FIN 360	Business Finance	3
OMG 321	Business Statistics	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
MGT 310	Management Theory	3
Finance Concentration Elective ¹		3
MKT 350	Principles Of Marketing	3
FIN 382	Financial Analysis	3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Fourth Year		
Fall		
OMG 322	Operations Management	3
GE Area D3 Integrative Studies in the Social Sciences		3
FIN 468	Seminar in Investment Analysis	3
Finance Concentration Elective ¹		3
FIN 488	Multinatl Financial Trans	3
Hours		15

Spring		
MGT 490	Strategic Management Seminar	3
BUS 445	International Business	3
FIN 481	Financial Inst & Mgmt	3
Finance Concentration Elective ¹		3
Finance Concentration Elective ¹		3
Hours		15
Total Hours		123

¹ Finance Concentration Electives (complete 4 courses from the following): ACC 337, FIN 375, FIN 426, FIN 467, FIN 480, FIN 484, FIN 485, FIN 494, FIN 496, OMG 423

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
GE Area C3 Integrative Studies in the Humanities		3
CIS 370	Info Sys Theory and Practice	3
FIN 360	Business Finance	3
OMG 321	Business Statistics	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
MGT 310	Management Theory	3
Finance Concentration Elective ¹		3
MKT 350	Principles Of Marketing	3
FIN 382	Financial Analysis	3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Second Year		
Fall		
OMG 322	Operations Management	3
GE Area D3 Integrative Studies in the Social Sciences		3
FIN 468	Seminar in Investment Analysis	3
Finance Concentration Elective ¹		3
FIN 488	Multinatl Financial Trans	3
Hours		15
Spring		
Finance Concentration Elective ¹		3
Finance Concentration Elective ¹		3
FIN 481	Financial Inst & Mgmt	3
BUS 445	International Business	3
MGT 490	Strategic Management Seminar	3
Hours		15
Total Hours		62

¹ Finance Concentration Electives (complete 4 courses from the following): ACC 337, FIN 375, FIN 426, FIN 467, FIN 480, FIN 484, FIN 485, FIN 494, FIN 496, OMG 423

Global Supply Chain Management Concentration

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A2 Written Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
GE Area D2 Global and Historical Perspectives		3
GE Area C1 or C2		3
GE Area E Lifelong Learning and Self-Development		3
Hours		15
Spring		
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
Additional GE in Area C1 or C2		3
Hours		16
Second Year		
Fall		
GE Area A1 Oral Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
ACC 230	Financial Accounting	3
POL 101	American Institutions	3
HIS 101	History Of United States	3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
GE Area F Ethnic Studies		3
ACC 231	Managerial Accounting	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
Hours		15
Third Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
FIN 360	Business Finance	3
OMG 220	Introduction to Transportation Management	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
MGT 310	Management Theory	3
MKT 350	Principles Of Marketing	3
OMG 230	Introduction to Supply Chain Management	3
OMG 322	Operations Management	3
OMG 423	Quantitative Analysis	3
Hours		15
Fourth Year		
Fall		
GE Area B5 Integrative Studies in Natural Sciences		3
GSCM Concentration Elective ¹		3

OMG 427	Business Process Improvement	3
OMG 428	Purchasing Management	3
OMG 430	Enterprise Resource Planning and Supply Chain Management Cases	3
Hours		15
Spring		
BUS 445	International Business	3
MGT 490	Strategic Management Seminar	3
GSCM Concentration Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3
GE Area D3 Integrative Studies in the Social Sciences		3
Hours		15
Total Hours		123

¹ GSCM Concentration Electives (complete two courses from the following): CIS 372, CIS 373, CIS 474, CIS 476

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
CIS 370	Info Sys Theory and Practice	3
OMG 220	Introduction to Transportation Management	3
OMG 230	Introduction to Supply Chain Management	3
OMG 321	Business Statistics	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
MGT 310	Management Theory	3
MKT 350	Principles Of Marketing	3
OMG 322	Operations Management	3
OMG 423	Quantitative Analysis	3
FIN 360	Business Finance	3
Hours		15
Second Year		
Fall		
GE Area B5 Integrative Studies in Natural Sciences		3
GSCM Concentration Elective ¹		3
GSCM Concentration Elective ¹		3
OMG 427	Business Process Improvement	3
OMG 428	Purchasing Management	3
Hours		15
Spring		
BUS 445	International Business	3
MGT 490	Strategic Management Seminar	3
GE Area C3 Integrative Studies in the Humanities		3
GE Area D3 Integrative Studies in the Social Sciences		3
OMG 430	Enterprise Resource Planning and Supply Chain Management Cases	3
Hours		15
Total Hours		62

¹ GSCM Concentration Electives (complete two courses from the following): CIS 372, CIS 373, CIS 474, CIS 476

Information Systems Concentration

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A2 Written Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
GE Area D2 Global and Historical Perspectives		3
GE Area C1 or C2		3
CIS 275	Internet Literacy (satisfies GE Area E)	3
Hours		15
Spring		
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
Additional GE in Area C1 or C2		3
Hours		16
Second Year		
Fall		
GE Area A1 Oral Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
ACC 230	Financial Accounting	3
POL 101	American Institutions	3
HIS 101	History Of United States	3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
GE Area F Ethnic Studies		3
ACC 231	Managerial Accounting	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
Hours		15
Third Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
FIN 360	Business Finance	3
CIS 272	Business Programming I	3
MGT 310	Management Theory	3
CIS 370	Info Sys Theory and Practice	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
CIS 372	Systems Analysis and Design	3
OMG 321	Business Statistics	3
CIS 373	Database Systems	3
MKT 350	Principles Of Marketing	3
Information Systems Concentration Elective ¹		3
Hours		15
Fourth Year		
Fall		
GE Area B5 Integrative Studies in Natural Sciences		3
BUS 445	International Business	3
CIS 375	Data Communications	3
OMG 322	Operations Management	3

Information Systems Concentration Elective ¹		3
Hours		15
Spring		
CIS 474	Project Management Fundamentals	3
MGT 490	Strategic Management Seminar	3
Information Systems Concentration Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3
GE Area D3 Integrative Studies in the Social Sciences		3
Hours		15
Total Hours		123

¹ Information Systems Concentration Electives (complete 3 courses from the following): CIS 371, CIS 378, CIS 471, CIS 476, CIS 477, CIS 478, CIS 480, CIS 482, CIS 488, CIS 496

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
FIN 360	Business Finance	3
MGT 310	Management Theory	3
CIS 272	Business Programming I	3
CIS 370	Info Sys Theory and Practice	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
OMG 321	Business Statistics	3
Information Systems Concentration Elective ¹		3
CIS 275	Internet Literacy	3
CIS 372	Systems Analysis and Design	3
CIS 373	Database Systems	3
MKT 350	Principles Of Marketing	3
Hours		18
Second Year		
Fall		
OMG 322	Operations Management	3
GE Area B5 Integrative Studies in Natural Sciences		3
BUS 445	International Business	3
CIS 375	Data Communications	3
Information Systems Elective ¹		3
Hours		15
Spring		
CIS 474	Project Management Fundamentals	3
MGT 490	Strategic Management Seminar	3
Information Systems Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3
GE Area D3 Integrative Studies in the Social Sciences		3
Hours		15
Total Hours		65

¹ Information Systems Concentration Electives (complete 3 courses from the following): CIS 371, CIS 378, CIS 471, CIS 476, CIS 477, CIS 478, CIS 480, CIS 482, CIS 488, CIS 496

Information Systems Security Concentration

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A2 Written Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
GE Area D2 Global and Historical Perspectives		3
GE Area C1 or C2		3
CIS 275	Internet Literacy	3
Hours		15
Spring		
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
Additional GE in Area C1 or C2		3
Hours		16
Second Year		
Fall		
GE Area A1 Oral Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
ACC 230	Financial Accounting	3
POL 101	American Institutions	3
HIS 101	History Of United States	3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
GE Area F Ethnic Studies		3
ACC 231	Managerial Accounting	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
Hours		15
Third Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
FIN 360	Business Finance	3
CIS 272	Business Programming I	3
MGT 310	Management Theory	3
CIS 370	Info Sys Theory and Practice	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
CIS 372	Systems Analysis and Design	3
CIS 373	Database Systems	3
OMG 321	Business Statistics	3
MKT 350	Principles Of Marketing	3
CIS 378	Info Security Theories & Pract	3
Hours		15
Fourth Year		
Fall		
OMG 322	Operations Management	3
GE Area B5 Integrative Studies in Natural Sciences		3

CIS 375	Data Communications	3
BUS 445	International Business	3
IS Security Concentration Elective ¹		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
CIS 478	Firewall and Computer Network Security	3
IS Security Concentration Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3
GE Area D3 Integrative Studies in the Social Sciences		3
Hours		15
Total Hours		123

¹ IS Security Concentration Electives (must complete 2 courses from the following): CIS 482, CIS 488, CIS 496

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
CIS 272	Business Programming I	3
CIS 275	Internet Literacy	3
MGT 310	Management Theory	3
CIS 370	Info Sys Theory and Practice	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
CIS 372	Systems Analysis and Design	3
OMG 321	Business Statistics	3
IS Security Concentration Elective ¹		3
CIS 373	Database Systems	3
MKT 350	Principles Of Marketing	3
FIN 360	Business Finance	3
Hours		18
Second Year		
Fall		
OMG 322	Operations Management	3
GE Area B5 Integrative Studies in Natural Sciences		3
BUS 445	International Business	3
CIS 375	Data Communications	3
IS Security Concentration Elective ¹		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
CIS 378	Info Security Theories & Pract	3
CIS 478	Firewall and Computer Network Security	3
GE Area C3 Integrative Studies in the Humanities		3
GE Area D3 Integrative Studies in the Social Sciences		3
Hours		15
Total Hours		65

¹ IS Security Concentration Electives (must complete 2 courses from the following): CIS 482, CIS 488, CIS 496

International Business Concentration

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A2 Written Communication		3
ECO 210 or ECO 211	Economic Theory 1A Micro (satisfies GE area D1) or Economic Theory 1B Macro	3
GE Area D2 Global and Historical Perspectives		3
GE Area C1 or C2		3
GE Area E Lifelong Learning and Self-Development		3
Hours		15
Spring		
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
GE Area C1 or C2		3
Additional GE in Area C1 or C2		3
Hours		16
Second Year		
Fall		
GE Area A1 Oral Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
ACC 230	Financial Accounting	3
POL 101	American Institutions	3
HIS 101	History Of United States	3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
ECO 210 or ECO 211	Economic Theory 1A Micro or Economic Theory 1B Macro	3
GE Area F Ethnic Studies		3
ACC 231	Managerial Accounting	3
CIS 270 or LAW 240	Info Sys/Tech Fundamentals or Legal Environment of Business	3
Hours		15
Third Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
GE Area C3 Integrative Studies in the Humanities		3
CIS 370	Info Sys Theory and Practice	3
MGT 310	Management Theory	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		14
Spring		
FIN 360	Business Finance	3
OMG 321	Business Statistics	3
MKT 350	Principles Of Marketing	3
MGT 418	International Management	3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Fourth Year		
Fall		
OMG 322	Operations Management	3
GE Area D3 Integrative Studies in the Social Sciences		3
International Business Concentration Elective ¹		3
ACC 339	Acctg & Ctrl Multnl Comp	3

MKT 358	International Marketing	3
Hours		15
Spring		
International Business Concentration Elective ¹		3
FIN 488	Multinatl Financial Trans	3
BUS 445	International Business	3
International Business Concentration Elective ¹		3
MGT 490		3
Hours		15
Total Hours		120

¹ International Business Concentration Elective (complete 3 courses from the following): ECO 340, ECO 341, POL 335, POL 336

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		3
GE Area C3 UD Humanities		3
CIS 370	Info Sys Theory and Practice	3
MGT 310	Management Theory	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		18
Spring		
FIN 360	Business Finance	3
OMG 321	Business Statistics	3
MKT 350	Principles Of Marketing	3
MGT 418	International Management	3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Second Year		
Fall		
OMG 322	Operations Management	3
GE Area D3 Integrative Studies in the Social Sciences		3
International Business Concentration Elective ¹		3
ACC 339	Acctg & Ctrl Multnl Comp	3
MKT 358	International Marketing	3
Hours		15
Spring		
International Business Concentration Elective ¹		3
FIN 488	Multinatl Financial Trans	3
BUS 445	International Business	3
International Business Concentration Elective		3
MGT 490	Strategic Management Seminar	3
Hours		15
Total Hours		63

¹ International Business Concentration Elective (complete 3 courses from the following): ECO 340, ECO 341, POL 335, POL 336

Management and Human Resources Concentration: Management Track

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A1 Oral Communication		3

GE Area A2 Written Communication	3
GE Area B1 Physical Sciences OR B2 Life Sciences	3
GE Area C1 Arts Courses	3
GE Area D2 Global and Historical Perspectives	3

Hours 15

Spring

GE Area A3 Logic/Critical Thinking	3
GE Area B1 Physical Sciences OR B2 Life Sciences	3
GE Area B3 Science Laboratory	1
GE Area B4 Quantitative Reasoning	3
GE Area C2 Letters Course	3
GE Area E Lifelong Learning and Self-Development	3

Hours 16

Second Year**Fall**

ACC 230	Financial Accounting	3
CIS 270	Info Sys/Tech Fundamentals	3
ECO 210	Economic Theory 1A Micro (satisfies GE area D1)	3
HIS 101	History Of United States	3
Additional GE in Area C1 or C2		3

Hours 15

Spring

GE Area F Ethnic Studies		3
POL 101	American Institutions	3
ACC 231	Managerial Accounting	3
ECO 211	Economic Theory 1B Macro	3
LAW 240	Legal Environment of Business	3

Hours 15

Third Year**Fall**

GE Area D3 Integrative Studies in the Social Sciences		3
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
ENG 350	Advanced Composition (GWAR satisfying course)	3

Hours 17

Spring

MKT 350	Principles Of Marketing	3
HRM 313	Human Resources Management	3
FIN 360	Business Finance	3
BUS 445	International Business	3
OMG 322	Operations Management	3

Hours 15

Fourth Year**Fall**

MGT 416	Leadership	3
MGT 312	Organizational Behavior	3
MGT 412	Small Business Management	3
MGT 418	International Management	3
Management Track Elective ¹		3

Hours 15

Spring

MGT 490	Strategic Management Seminar	3
Management Track Elective ¹		3
Management Track Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3

GE Area B5 Integrative Studies in Natural Sciences	3
Hours	15
Total Hours	123

¹ Management Track Electives (complete 3 additional courses from the following list): ECO 330, HRM 316, HRM 318, HRM 321, HRM 425, LAW 342, LBR 411, LBR 412, MGT 330, MGT 430, MGT 491, MGT 494, MGT 495, MGT 496, PSY 342, PSY 372, PUB 314, PUB 315, SEH 310, SEH 330, SEH 448

2- Year Roadmap

Course	Title	Hours
First Year		
Fall		
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
GE Area D3 Integrative Studies in the Social Sciences		3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
Hours		17
Spring		
MKT 350	Principles Of Marketing	3
HRM 313	Human Resources Management	3
FIN 360	Business Finance	3
BUS 445	International Business	3
OMG 322	Operations Management	3
Hours		15
Second Year		
Fall		
MGT 416	Leadership	3
MGT 312	Organizational Behavior	3
MGT 412	Small Business Management	3
MGT 418	International Management	3
Management Track Elective ¹		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
Management Track Elective ¹		3
Management Track Elective ¹		3
GE Area B5 Integrative Studies in Natural Sciences		3
GE Area C3 Integrative Studies in the Humanities		3
Hours		15
Total Hours		62

¹ Management Track Electives (complete 3 additional courses from the following list): ECO 330, HRM 316, HRM 318, HRM 321, HRM 425, LAW 342, LBR 411, LBR 412, MGT 330, MGT 430, MGT 491, MGT 494, MGT 495, MGT 496, PSY 342, PSY 372, PUB 314, PUB 315, SEH 310, SEH 330, SEH 448

Management and Human Resources Concentration: Human Resources Track

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A1 Oral Communication		3

GE Area A2 Written Communication	3
GE Area B1 Physical Sciences OR B2 Life Sciences	3
GE Area C1 Arts Courses	3
GE Area D2 Global and Historical Perspectives	3

Hours 15

Spring

GE Area A3 Logic/Critical Thinking	3
GE Area B1 Physical Sciences OR B2 Life Sciences	3
GE Area B3 Science Laboratory	1
GE Area B4 Quantitative Reasoning	3
GE Area C2 Letters Course	3
GE Area E Lifelong Learning and Self-Development	3

Hours 16

Second Year**Fall**

ACC 230	Financial Accounting	3
CIS 270	Info Sys/Tech Fundamentals	3
ECO 210	Economic Theory 1A Micro (satisfies GE area D1)	3
HIS 101	History Of United States	3
Additional GE in Area C1 or C2		3

Hours 15

Spring

GE Area F Ethnic Studies		3
POL 101	American Institutions	3
ACC 231	Managerial Accounting	3
ECO 211	Economic Theory 1B Macro	3
LAW 240	Legal Environment of Business	3

Hours 15

Third Year**Fall**

GE Area D3 Integrative Studies in the Social Sciences		3
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
ENG 350	Advanced Composition (GWAR satisfying course)	3

Hours 17

Spring

MKT 350	Principles Of Marketing	3
FIN 360	Business Finance	3
BUS 445	International Business	3
OMG 322	Operations Management	3
MGT 312	Organizational Behavior	3

Hours 15

Fourth Year**Fall**

Human Resources Track Elective ¹		3
Human Resources Track Elective ¹		3
HRM 313	Human Resources Management	3
HRM 321	Compensation and Benefits	3
GE Area B5 Integrative Studies in Natural Sciences		3

Hours 15

Spring

MGT 490	Strategic Management Seminar	3
HRM 425	Seminar in Strategic HRM	3
Human Resources Track Elective ¹		3
Human Resources Track Elective ¹		3

GE Area C3 Integrative Studies in the Humanities	3
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Hours 15

Total Hours 123

¹ Human Resources Track Electives (must complete 4 courses from the following): HRM 316, HRM 318, LAW 342, MGT 416, MGT 418, MGT 494, MGT 495, MGT 496

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		

Fall

GE Area D3 Integrative Studies in the Social Sciences		3
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
ENG 350	Advanced Composition (GWAR satisfying course)	3

Hours 17

Spring

MKT 350	Principles Of Marketing	3
FIN 360	Business Finance	3
BUS 445	International Business	3
OMG 322	Operations Management	3
MGT 312	Organizational Behavior	3

Hours 15

Second Year**Fall**

Human Resources Track Elective ¹		3
Human Resources Track Elective ¹		3
HRM 313	Human Resources Management	3
HRM 321	Compensation and Benefits	3
GE Area B5 Integrative Studies in Natural Sciences		3

Hours 15

Spring

MGT 490	Strategic Management Seminar	3
HRM 425	Seminar in Strategic HRM	3
Human Resources Track Elective ¹		3
Human Resources Track Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3

Hours 15

Total Hours 62

¹ Human Resources Track Electives (must complete 4 courses from the following): HRM 316, HRM 318, LAW 342, MGT 416, MGT 418, MGT 494, MGT 495, MGT 496

Marketing Concentration-Marketing Management Emphasis

4- Year Roadmap

Course	Title	Hours
First Year		

Fall

GE Area A1 Oral Communication		3
GE Area A2 Written Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area C1 Arts Courses		3

GE Area D2 Global and Historical Perspectives	3
Hours	15
Spring	
GE Area A3 Logic/Critical Thinking	3
GE Area B1 Physical Sciences OR B2 Life Sciences	3
GE Area B3 Science Laboratory	1
GE Area B4 Quantitative Reasoning	3
GE Area C2 Letters Course	3
GE Area E Lifelong Learning and Self-Development	3
Hours	16
Second Year	
Fall	
Additional GE in Area C1 or C2	3
ACC 230 Financial Accounting	3
CIS 270 Info Sys/Tech Fundamentals	3
ECO 210 Economic Theory 1A Micro (satisfies GE area D1)	3
HIS 101 History Of United States	3
Hours	15
Spring	
GE Area F Ethnic Studies	3
POL 101 American Institutions	3
ACC 231 Managerial Accounting	3
ECO 211 Economic Theory 1B Macro	3
LAW 240 Legal Environment of Business	3
Hours	15
Third Year	
Fall	
GE Area D3 Integrative Studies in the Social Sciences	3
CIS 370 Info Sys Theory and Practice	3
OMG 321 Business Statistics	3
MGT 310 Management Theory	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)	1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)	1
ENG 350 Advanced Composition (GWAR satisfying course)	3
Hours	17
Spring	
MKT 350 Principles Of Marketing	3
MKT 355 Consumer Behavior	3
FIN 360 Business Finance	3
BUS 445 International Business	3
OMG 322 Operations Management	3
Hours	15
Fourth Year	
Fall	
MKT 352 Advertising and Promotion MGT.	3
MKT 358 International Marketing	3
MKT 454 Marketing Research	3
MKT 459 Sem In Marketing Mgmt	3
Marketing Management Elective ¹	3
Hours	15
Spring	
MGT 490 Strategic Management Seminar	3
Marketing Management Elective ¹	3
Marketing Management Elective ¹	3
GE Area C3 Integrative Studies in the Humanities	3
GE Area B5 Integrative Studies in Natural Sciences	3
Hours	15
Total Hours	123

¹ Marketing Management Emphasis Elective (Complete 3 courses from the following): MGT 330, MKT 351, MKT 353, MKT 450, MKT 451, MKT 452, MKT 495

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
ENG 350	Advanced Composition (GWAR satisfying course)	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		17
Spring		
MKT 350	Principles Of Marketing	3
MKT 355	Consumer Behavior	3
FIN 360	Business Finance	3
BUS 445	International Business	3
OMG 322	Operations Management	3
Hours		15
Second Year		
Fall		
MKT 352	Advertising and Promotion MGT.	3
MKT 358	International Marketing	3
MKT 454	Marketing Research	3
MKT 459	Sem In Marketing Mgmt	3
Marketing Management Elective ¹		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
Marketing Management Elective ¹		3
Marketing Management Elective ¹		3
GE Area D3 Integrative Studies in the Social Sciences		3
GE Area C3 Integrative Studies in the Humanities		3
Hours		15
Total Hours		62

¹ Marketing Management Emphasis Elective (Complete 3 courses from the following): MGT 330, MKT 351, MKT 353, MKT 450, MKT 451, MKT 452, MKT 495

Marketing Concentration-Advertising Emphasis

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A1 Oral Communication		3
GE Area A2 Written Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area C1 Arts Courses		3
GE Area D2 Global and Historical Perspectives		3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3

GE Area B1 Physical Sciences OR B2 Life Sciences	3
GE Area B3 Science Laboratory	1
GE Area B4 Quantitative Reasoning	3
GE Area C2 Letters Course	3
GE Area E Lifelong Learning and Self-Development	3
Hours	16
Second Year	
Fall	
Additional GE in Area C1 or C2	3
ACC 230 Financial Accounting	3
CIS 270 Info Sys/Tech Fundamentals	3
ECO 210 Economic Theory 1A Micro (satisfies GE area D1)	3
HIS 101 History Of United States	3
Hours	15
Spring	
GE Area F Ethnic Studies	3
POL 101 American Institutions	3
ACC 231 Managerial Accounting	3
ECO 211 Economic Theory 1B Macro	3
LAW 240 Legal Environment of Business	3
Hours	15
Third Year	
Fall	
GE Area B5 Integrative Studies in Natural Sciences	3
CIS 370 Info Sys Theory and Practice	3
OMG 321 Business Statistics	3
MGT 310 Management Theory	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)	1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)	1
ENG 350 Advanced Composition (GWAR satisfying course)	3
Hours	17
Spring	
MKT 350 Principles Of Marketing	3
FIN 360 Business Finance	3
BUS 445 International Business	3
OMG 322 Operations Management	3
COM 344 Advertising Media Analysis	3
Hours	15
Fourth Year	
Fall	
MKT 352 Advertising and Promotion MGT.	3
MKT 454 Marketing Research	3
MKT 355 Consumer Behavior	3
Advertising Track Elective ¹	3
GE Area D3 Integrative Studies in the Social Sciences	3
Hours	15
Spring	
MGT 490 Strategic Management Seminar	3
MKT 459 Sem In Marketing Mgmt	3
Advertising Track Elective ¹	3
Advertising Track Elective ¹	3
GE Area C3 Integrative Studies in the Humanities	3
Hours	15
Total Hours	123

¹ Advertising Emphasis Electives (complete 3 courses from the following): COM 342, COM 365, MKT 450, MKT 452, MKT 495

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
GE Area B5 Integrative Studies in Natural Sciences		3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17
Spring		
MKT 350	Principles Of Marketing	3
FIN 360	Business Finance	3
BUS 445	International Business	3
OMG 322	Operations Management	3
COM 344	Advertising Media Analysis	3
Hours		15
Second Year		
Fall		
MKT 352	Advertising and Promotion MGT.	3
MKT 454	Marketing Research	3
MKT 355	Consumer Behavior	3
Advertising Emphasis Elective ¹		3
GE Area D3 Integrative Studies in the Social Sciences		3
Hours		15
Spring		
MGT 490	Strategic Management Seminar	3
MKT 459	Sem In Marketing Mgmt	3
Advertising Emphasis Elective ¹		3
Advertising Emphasis Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3
Hours		15
Total Hours		62

¹ Advertising Emphasis Electives (complete 3 courses from the following): COM 342, COM 365, MKT 450, MKT 452, MKT 495

Sports, Entertainment, and Hospitality Concentration

4- Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area A1 Oral Communication		3
GE Area A2 Written Communication		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area C1 Arts Courses		3
GE Area D2 Global and Historical Perspectives		3
Hours		15
Spring		
GE Area A3 Logic/Critical Thinking		3
GE Area B1 Physical Sciences OR B2 Life Sciences		3
GE Area B3 Science Laboratory		1
GE Area B4 Quantitative Reasoning		3
GE Area C2 Letters Course		3
GE Area E Lifelong Learning and Self-Development		3
Hours		16

Second Year

Fall		
ACC 230	Financial Accounting	3
CIS 270	Info Sys/Tech Fundamentals	3
ECO 210	Economic Theory 1A Micro (satisfies GE area D1)	3
HIS 101	History Of United States	3
Additional GE in Area C1 or C2		3
Hours		15

Spring

GE Area F Ethnic Studies			3
POL 101	American Institutions	3	
ACC 231	Managerial Accounting	3	
ECO 211	Economic Theory 1B Macro	3	
LAW 240	Legal Environment of Business	3	
Hours		15	

Third Year

Fall		
GE Area D3 Integrative Studies in the Social Sciences		3
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
ENG 350	Advanced Composition (GWAR satisfying course)	3
Hours		17

Spring

MKT 350	Principles Of Marketing	3
SEH 310	Sports Enter & Hospitality MGT	3
FIN 360	Business Finance	3
BUS 445	International Business	3
OMG 322	Operations Management	3
Hours		15

Fourth Year

Fall		
MKT 452	Sports & Entertainment Mkt.	3
SEH 348	Principles of Travel & Tourism	3
SEH 448	Hotel and Resort Management	3
SEH Management Elective ¹		3
SEH Management Elective ¹		3
Hours		15

Spring

MGT 490	Strategic Management Seminar	3
SEH Management Elective ¹		3
SEH Management Elective ¹		3
GE Area C3 Integrative Studies in the Humanities		3
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15

Total Hours **123**

2-Year Roadmap (transfer students)

Course	Title	Hours
First Year		
Fall		
CIS 370	Info Sys Theory and Practice	3
OMG 321	Business Statistics	3
MGT 310	Management Theory	3
GE Area B5 Integrative Studies in Natural Sciences		3
ENG 350	Advanced Composition (GWAR satisfying course)	3
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
BUS UD Core Writing (BUS 301 or BUS 302 or BUS 303)		1
Hours		17

Spring

MKT 350	Principles Of Marketing	3
SEH 310	Sports Enter & Hospitality MGT	3
FIN 360	Business Finance	3
BUS 445	International Business	3
OMG 322	Operations Management	3
Hours		15

Second Year

Fall		
MKT 452	Sports & Entertainment Mkt.	3
SEH 348	Principles of Travel & Tourism	3
SEH 448	Hotel and Resort Management	3
SEH Management Elective ¹		3
SEH Management Elective ¹		3
Hours		15

Spring

MGT 490	Strategic Management Seminar	3
SEH Management Elective ¹		3
SEH Management Elective ¹		3
GE Area D3 Integrative Studies in the Social Sciences		3
GE Area C3 Integrative Studies in the Humanities		3
Hours		15

Total Hours **62**