

# Suggested Four-Year Plan of Study BUSINESS ADMINISTRATION



## Marketing

### Freshman Year

Fall Semester		15 Credits
BSAD 1700	Introduction to Computer Information Systems .....	(3)
BSAD 2030	Principles of Management .....	(3)
ENGL 1100	Writing I .....	(3)
	LA&S Elective .....	(3)
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Spring Semester		15 Credits
BSAD 2040	Fundamentals of Marketing .....	(3)
BSAD 3500	Business Law I .....	(3)
ENGL 1200	Writing II .....	(3)
SPCH 1000	Introduction to Speech Communication .....	(3)
	LA&S Elective .....	(3)

### Junior Year

Fall Semester		15 Credits
BSAD 3310	Consumer Behavior .....	(3)
BSAD 4230	Business Fluctuations and Forecasting .....	(3)
BSAD 4300	Sales Management .....	(3)
BSAD 4330	International Marketing .....	(3)
	Advanced LA&S Elective .....	(3)

Spring Semester		15 Credits
BSAD 3400	Basic Finance .....	(3)
BSAD 4340	Developing Marketing Strategies .....	(3)
	Advanced LA&S Elective .....	(3)
	LA&S Elective .....	(3)
	Free Elective .....	(3)

### Sophomore Year

Fall Semester		15 Credits
BSAD 2010	Introduction to Financial Reporting .....	(3)
MATH 1800	Business Statistics .....	(3)
ECON 1100	Principles of Macroeconomics .....	(3)
	LA&S Elective .....	(3)
	LA&S Elective .....	(3)

Spring Semester		15 Credits
BSAD 2020	Introduction to Managerial Accounting .....	(3)
BSAD 4500	Business Law II .....	(3)
ECON 1200	Principles of Microeconomics .....	(3)
	LA&S Elective .....	(3)
	LA&S Elective .....	(3)

### Senior Year

Fall Semester		15 Credits
BSAD 3320	Marketing Research .....	(3)
BSAD 3330	Advertising .....	(3)
BSAD xxxx	BSAD Free Elective .....	(3)
	Advanced LA&S Elective .....	(3)
	Free Elective .....	(3)

Spring Semester		15 Credits
BSAD 4880	International Business Management .....	(3)
BSAD 4890	Business Policy and Strategy .....	(3)
	Advanced LA&S Elective .....	(3)
	Free Elective .....	(3)
	Free Elective .....	(3)

#### LA&S Elective List

- 1 AOM attribute (Art or Music)
- 1 ART attribute (the Arts)
- 1 HIST subject (History)
- 1 LAB attribute (Lab Science)
- 3 credits HAF attribute (Health/Fitness)
- 1 LIT attribute (Literature)
- 1 HMN attribute (Human Behavior)

#### Marketing Elective List:

- BSAD 3340 Small Business Management
- BSAD 3800 Digital Commerce
- BSAD 4300 Sales Management
- BSAD 4310 Retail Marketing
- BSAD 4320 Industrial Marketing
- BSAD 4330 International Marketing
- BSAD 4340 Developing Marketing Strategies

#### Advanced LA&S Options Area

Review the three options with your advisor and submit your decision to the Registrar's Office by completion of 60 credits.

#### Global Diversity Area

Two courses taken must meet the Global Diversity requirement: GDAN course + (GDC or GDCN course) **OR** GDCN course + (GDA or GDAN course). These courses are allowed to satisfy this requirement and another requirement at the same time.

Completion of 120 credits required for graduation.

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# Business Administration POTENTIAL OUTCOMES

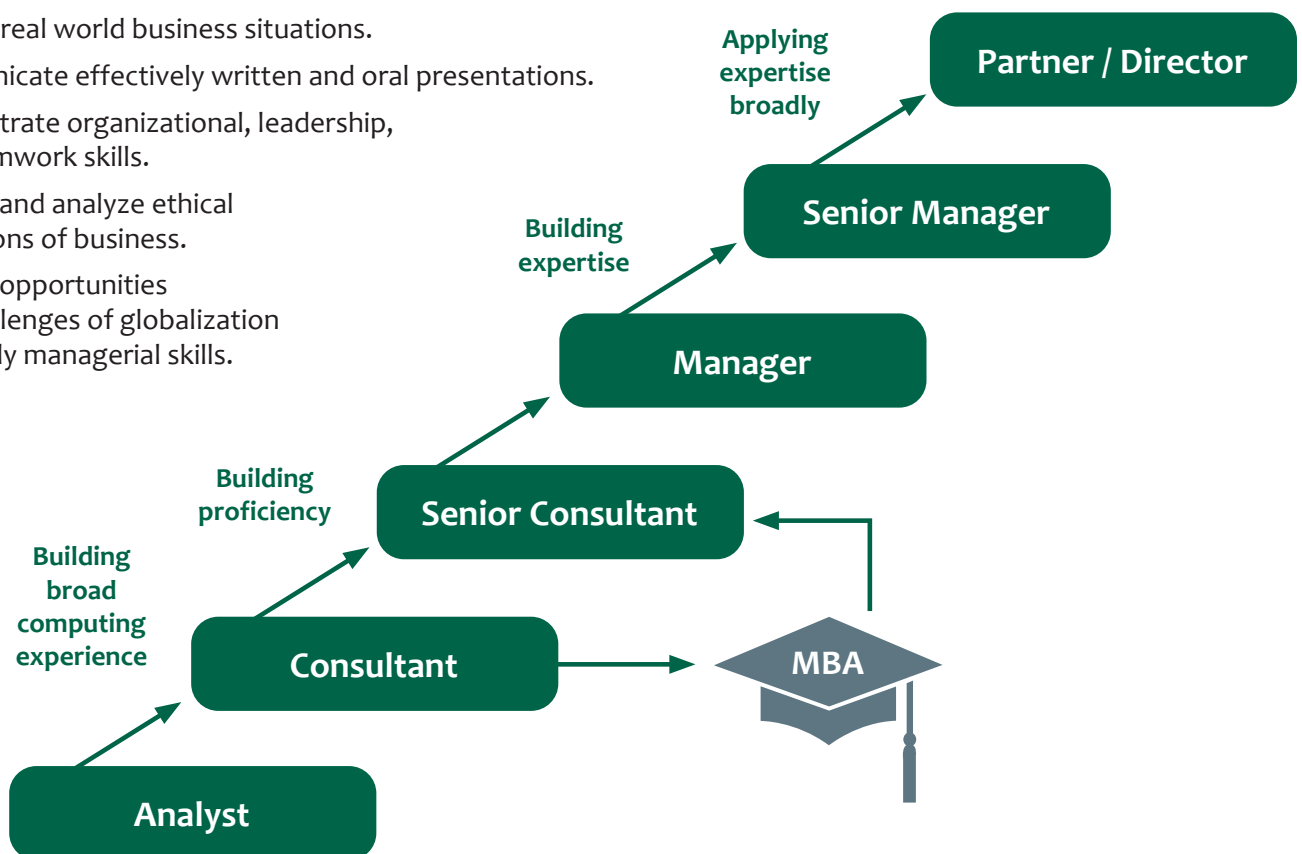
## Bachelor's Degree Level:

- Integrate major concepts to formulate informed decisions.
- Evaluate and apply the legal, social, and economic environments of business.
- Describe the global environment of business.
- Distinguish the legal and ethical obligations and responsibilities of business.
- Able to apply decision-support tools to business decision making.
- Able to construct and demonstrate effective oral and written forms of professional communication.
- Collaborate and work in teams to solve business problems.



## MBA Level:

- Demonstrate well-developed problem skills.
- Integrate theory and practice across business functional areas.
- Articulate the major theories and concepts in accounting, management and marketing.
- Analyze real world business situations.
- Communicate effectively written and oral presentations.
- Demonstrate organizational, leadership, and teamwork skills.
- Identify and analyze ethical obligations of business.
- Identify opportunities and challenges of globalization and apply managerial skills.



Gain broad exposure  
to many different industries  
and business areas

Focus on field of interest  
to become a  
subject-matter specialist

Develop eminence,  
share knowledge  
throughout the firm