

Two-Year Course Rotation

BUSINESS ADMINISTRATION



Marketing Concentration, B.S.

Course	Title	Even Years					Odd Years				
		Spring	Summer I	Summer II	Fall	Winter	Spring	Summer I	Summer II	Fall	Winter
BSAD 1700	Intro to Computer Info Systems for Business	✓	✓		✓		✓	✓			
BSAD 2010	Introduction to Financial Reporting	✓			✓			✓		✓	
BSAD 2020	Introduction to Managerial Accounting	✓		✓			✓		✓		
BSAD 3200	Principles of Management		✓		✓	✓		✓		✓	
BSAD 3300	Fundamentals of Marketing	✓					✓	✓			
BSAD 3400	Basic Finance		✓		✓			✓		✓	
BSAD 3500	Business Law I				✓					✓	
BSAD 4890	Business Policy and Strategy	✓					✓				
SPCH 1000	Introduction to Speech Communication	✓	✓	✓	✓		✓	✓	✓	✓	
ECON 1100	Principles of Economics: Macroeconomics			✓		✓				✓	
ECON 1200	Principles of Economics: Microeconomics		✓		✓				✓		
MATH 1800	Business Statistics	✓	✓		✓		✓	✓		✓	
MATH 2200	Calculus for Business	✓		✓			✓		✓		
BSAD 3310	Consumer Behavior					✓					
BSAD 3320	Market Research						✓				
BSAD 3330	Advertising				✓					✓	
BSAD 4880	International Business Management		✓		✓		✓	✓			
9 Credits	BSAD Electives										
18 Credits	Electives										
42 Credits	Liberal arts and sciences (LAS)										