GENERAL EDUCATION REQUIREMENTS - 48 CREDITS

I. LIBERAL EDUCATION SKILLS - 12 CREDITS

A. English Composition (3 credits)
   ENG 111: Writing II

B. Mathematics Requirement (3 credits)
   MATH 131

C. Credits to total 12 in Category I, selected from at least two of the following: Academic Support, Computer Information Science, Communication, Elementary Foreign Language, English Composition, Logic, Mathematics, Speech Communication.
   CIS 217

II. LIBERAL KNOWLEDGE - 27 CREDITS

A. Physical and Biological Sciences (9 credits) selected from at least two of the following: Biology, Chemistry, Earth Science, Mathematics, Physical Science, Physics.
   MATH 232

B. Social and Behavioral Sciences (9 credits) selected from at least two of the following: Anthropology, Economics, Geography, History, Political Science, Psychology, Sociology, Women's Studies.
   ECON 211
   ECON 212

C. Arts and Humanities (9 credits) selected from at least two of the following: Art, English Language and Literature, Humanities, Intermediate Foreign Language and Cultures, Music, Philosophy, Speech and Theatre.

III. HEALTH AND PERSONAL PERFORMANCE - 3 CREDITS

A. Health and Wellness (2 credits)

B. Personal Performance (1 course and 1 credit)

IV. GEN. ED. ELECTIVES - CREDITS TO TOTAL 48 FROM GEN. ED.
Up to 1 credit from III.B. allowed.
   MGMT 120

LOWER DIVISION BUSINESS CORE: 2

Business Foundation Subjects: 15 Credits
   ACTG 251: Financial Accounting
   ACTG 252: Managerial Accounting
   Q ECON 221: Economics and Business Statistics I
   Q ECON 222: Economics and Business Statistics II
   BSAD 240: Legal Environment I

(Additional Lower Division Business requirements – record semester taken below):
   CIS 217 or equivalent
   S ECON 211 or equivalent
   S ECON 212 or equivalent
   Q MATH 131 or equivalent
   Q MATH 232 or equivalent
   MGMT 120

* Honors students and other eligible students may use ECON 215 in place of ECON 211 and ECON 212.

UPPER DIVISION BUSINESS CORE: 3

   ECON 309 or ECON 310 (Managerial Economics or Intermediate Microeconomics)
   MGMT 320: Management Theory and Practice
   MKTG 360: Principles of Marketing
   FIN 370: Financial Management
   MGMT 425: Operations Management
   BSAD 490: Administrative Decision Making 4

1 Recommended course placement.
2 CIS, MATH and ECON competencies are required as part of the Lower Division Business Core. Credits may be placed under General Education. Grades for ECON 211 and ECON 212 (or ECON 215), MATH 131, MATH 232 (or its equivalent), and the Business Foundation Subjects will be used in calculating the student’s Lower Division Business Core quality point average. Refer to the University Catalog for COBA Academic Standards.
3 Students must meet COBA Academic Standards for admission to the upper division.
4 Prerequisites: MGMT 320, MKTG 360, FIN 370, and senior standing. No exceptions.

MAJOR - 24 CREDITS

FREE ELECTIVES - 15 CREDITS

All business majors require at least 24 credits. Each major has specific required courses listed in the catalog. Courses necessary to complete the 24 credit requirement must be business electives at the 300/400 level and/or BSAD 241 or RE 271. (Students should check the University Catalog for prerequisites and COBA academic standards.)
COLLEGE OF BUSINESS ADMINISTRATION  
COURSE LISTING

All business majors require at least 24 credits. Each major has specific, required courses listed in the catalog. Courses necessary to complete the 24 credit requirement must be business electives at the 300/400 level and/or BSAD 241 or RE 271. Students should check the University Catalog for prerequisites and academic standards.

ACCOUNTING (4 year) - 24 credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTG 350</td>
<td>Intermediate Accounting</td>
</tr>
<tr>
<td>ACTG 351</td>
<td>Accounting for Equities</td>
</tr>
<tr>
<td>ACTG 352</td>
<td>Cost Accounting</td>
</tr>
<tr>
<td>ACTG 353</td>
<td>Federal Taxes</td>
</tr>
<tr>
<td>S,W ACTG 354</td>
<td>Auditing</td>
</tr>
<tr>
<td></td>
<td>Accounting or other business elective</td>
</tr>
<tr>
<td></td>
<td>Plus two courses from the following:</td>
</tr>
<tr>
<td>ACTG 451</td>
<td>Accounting Problems</td>
</tr>
<tr>
<td>ACTG 452</td>
<td>Advanced Cost Accounting</td>
</tr>
<tr>
<td>ACTG 453</td>
<td>Problems in Fed Tax Accounting</td>
</tr>
<tr>
<td>ACTG 454</td>
<td>Comparative Accounting Systems</td>
</tr>
<tr>
<td>ACTG 455</td>
<td>Actg for Not-For-Profit Entities</td>
</tr>
<tr>
<td>ACTG 456</td>
<td>Advanced Accounting</td>
</tr>
<tr>
<td>S ACTG 461</td>
<td>International Accounting</td>
</tr>
<tr>
<td>ACTG/</td>
<td>FIN463: Tax Planning</td>
</tr>
<tr>
<td>ACTG 490</td>
<td>Current Actg Pronouncements &amp; Pract</td>
</tr>
<tr>
<td>ACTG 499</td>
<td>Special Topics in Accounting</td>
</tr>
</tbody>
</table>

PROFESSIONAL ACCOUNTANCY COURSE OF STUDY

Course requirement sheets are available from the Department of Accountancy.

MARKETING - 24 credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>W MKTG 461</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MKTG 465</td>
<td>Marketing Problems</td>
</tr>
<tr>
<td>S MKTG 469</td>
<td>International Marketing</td>
</tr>
<tr>
<td></td>
<td>Marketing or other business elective</td>
</tr>
<tr>
<td></td>
<td>Plus four courses from the following:</td>
</tr>
<tr>
<td>MKTG 361</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>MKTG 362</td>
<td>Retailing Management</td>
</tr>
<tr>
<td>S MKTG 363</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>MKTG 366</td>
<td>Channels of Distribution</td>
</tr>
<tr>
<td>MKTG 369</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>RE 374</td>
<td>Real Estate Marketing and Brokerage</td>
</tr>
<tr>
<td>MKTG 462</td>
<td>Personal Selling &amp; Sales Management</td>
</tr>
<tr>
<td>MKTG 463</td>
<td>Gender Issues in Marketing</td>
</tr>
<tr>
<td>S MKTG 468</td>
<td>Buyer Behavior</td>
</tr>
<tr>
<td>MKTG/</td>
<td></td>
</tr>
<tr>
<td>RE 471</td>
<td>Real Estate Market and Investment Analysis</td>
</tr>
<tr>
<td>MKTG 491</td>
<td>E-Marketing</td>
</tr>
<tr>
<td>MKTG 495</td>
<td>Special Topics in Marketing</td>
</tr>
</tbody>
</table>

FINANCE - 24 credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 371</td>
<td>Intermediate Finance</td>
</tr>
<tr>
<td>S FIN 375</td>
<td>Management of Financial Institutions</td>
</tr>
<tr>
<td>W FIN 376</td>
<td>Investments</td>
</tr>
<tr>
<td>W FIN 471</td>
<td>Financial Problems</td>
</tr>
<tr>
<td></td>
<td>Plus three courses from the following:</td>
</tr>
<tr>
<td>ECON 370</td>
<td>Money and Banking</td>
</tr>
<tr>
<td>ECON 371</td>
<td>Public Finance</td>
</tr>
<tr>
<td>W FIN 373</td>
<td>Fundamentals of Insurance</td>
</tr>
<tr>
<td>W FIN 374</td>
<td>Property and Casualty Insurance</td>
</tr>
<tr>
<td>FIN 377</td>
<td>Medical Care Finance</td>
</tr>
<tr>
<td>FIN 378</td>
<td>Personal Finance</td>
</tr>
<tr>
<td>W/ FIN/</td>
<td></td>
</tr>
<tr>
<td>ACTG 463</td>
<td>Tax Planning</td>
</tr>
<tr>
<td>W FIN 473</td>
<td>Retirement and Estate Planning</td>
</tr>
<tr>
<td>W FIN 474</td>
<td>Personal Financial Planning</td>
</tr>
<tr>
<td>W FIN 476</td>
<td>Portfolio Theory and Management</td>
</tr>
<tr>
<td>S FIN 480</td>
<td>Multinational Financial Management</td>
</tr>
<tr>
<td>RE 373</td>
<td>Real Estate Finance</td>
</tr>
<tr>
<td>W/ RE/</td>
<td></td>
</tr>
<tr>
<td>MKTG 471</td>
<td>Real Estate Market and Investment Analysis</td>
</tr>
<tr>
<td></td>
<td>Finance or other business elective</td>
</tr>
</tbody>
</table>

PERSONAL FINANCIAL PLANNING TRACK:*  

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 373</td>
<td>Fundamentals of Insurance</td>
</tr>
<tr>
<td>S FIN 376</td>
<td>Investments</td>
</tr>
<tr>
<td>W/ FIN/</td>
<td></td>
</tr>
<tr>
<td>ACTG 463</td>
<td>Tax Planning</td>
</tr>
<tr>
<td>W FIN 473</td>
<td>Retirement and Estate Planning</td>
</tr>
<tr>
<td>W FIN 474</td>
<td>Personal Financial Planning</td>
</tr>
<tr>
<td>W FIN 476</td>
<td>Portfolio Theory and Management</td>
</tr>
<tr>
<td>S FIN 480</td>
<td>Multinational Financial Management</td>
</tr>
<tr>
<td>RE 373</td>
<td>Real Estate Finance</td>
</tr>
<tr>
<td>W/ RE/</td>
<td></td>
</tr>
<tr>
<td>MKTG 471</td>
<td>Real Estate Market and Investment Analysis</td>
</tr>
<tr>
<td></td>
<td>Finance or business elective</td>
</tr>
</tbody>
</table>

* The Personal Financial Planning Track is a registered CFP Program.
REAL ESTATE - 24 credits

GENERAL REAL ESTATE TRACK:*  
RE  373: Real Estate Finance  
RE  470: Residential Real Estate Appraisal  
W  RE/  
MKTG 471: Real Estate Market and Investment Analysis  
International business elective and a Real Estate or other business elective  
Plus at least two courses from the following:  
RE/  
MKTG 374: Real Estate Marketing and Brokerage  
RE  472: Income Property Appraisal  
RE  475: Real Estate Management  
RE  372: Real Estate Law  
BSAD  247: Real Estate Law for the Paralegal  
Plus one course from the following:  
ACTG  353: Federal Taxes  
ACTG  453: Problems in Fed Tax Accounting  
BSAD  241: Legal Environment II  
BSAD  340: Environmental Law  
W  BSAD  341: International Environmental Law  
ECON  314: Urban and Regional Economics  
ECON  370: Money and Banking  
ECON  470: Business Cycles and Forecasting  
FIN  375: Management of Financial Institutions  
S  FIN  376: Investments  
FIN/  
ACTG  463: Tax Planning  
FIN  473: Retirement and Estate Planning  
MGMT  323: Problems in Small Business  
S  MGMT  324: Human Resources Management  
MGMT  427: Entrepreneurial Leadership Seminar  
S  MKTG  363: Advertising Management  
W  MKTG  461: Marketing Research  
MKTG  462: Personal Selling and Sales Mgmt.  

REAL ESTATE LEGAL BUSINESS STUDIES TRACK.*  
Associate’s Degree from an ABA approved program in Legal Business Studies or its equivalent  
RE  373: Real Estate Finance  
RE/  
MKTG 374: Real Estate Marketing and Brokerage  
RE  470: Real Estate Appraisal  
BSAD  340: Environmental Law  
BSAD  448: Advanced Legal Writing & Research  
Plus one of the following two courses:  
RE  372: Real Estate Law  
BSAD  247: Real Estate Law for the Paralegal  
International Business Elective and a Real Estate or other business elective  
W  24 credits  
S  24 credits  
W  24 credits

MANAGEMENT - 24 credits

W  MGMT  321: Organizational Theory & Behavior  
MGMT  322: Management of Bus. Info. Systems  
S  MGMT  324: Human Resources Management  
MGMT  426: Global Business Leadership  
MGMT/  
CMST  360: Leadership Communication  
MGMT  420: Operations Research  
S  MGMT  423: Business, Society, & Corp. Conduct  
MGMT  427: Entrepreneurial Leadership Seminar  
MGMT  428: Entrepreneurship  
MGMT  430: Sports Management  
MGMT  445: Management Seminar  
MGMT  450: Quality Management  
MGMT  482: Collective Bargaining  
MGMT  483: Compensation Management  
MGMT  485: Labor Relations & Public Policy  
MGMT  486: Occupational Safety Management  
S  9 credits  
MGMT  323: Problems in Small Business  
MGMT  427: Entrepreneurial Leadership Seminar  
MGMT  428: Entrepreneurship  

HUMAN RESOURCES MANAGEMENT - 24 credits

S  MGMT  324: Human Resources Management  
MGMT  426: Global Business Leadership*  
MGMT  482: Collective Bargaining  
MGMT  483: Compensation Management  
MGMT  485: Labor Relations & Public Policy  
MGMT  486: Occupational Safety Management  
BSAD  437: International Business Seminar  
W  9 credits  
ECON  351: Labor Economics  
HIST  363: History of American Labor  
W  MGMT  321: Org Theory & Behavior  
MGMT  322: Management of Bus. Info. Systems  
PSY  350: Industrial Psychology  
SOC  321: Sociology of Work  
* Students may substitute BSAD 437 for MGMT 426
BUSINESS ECONOMICS - 24 credits

W ECON 311: Intermediate Macroeconomic Theory
Two Economics or other business electives

Additionally, Economics majors must follow one of five tracks: Monetary Economics, Quantitative Economics, International Economics, Urban and Public Affairs, and General Economics.

MONETARY ECONOMICS: 15 credits
ECON 361: International Economic Relations
ECON 370: Money and Banking
ECON 371: Public Finance
Two additional ECON courses or one additional ECON course and
FIN 476: Portfolio Theory & Management

QUANTITATIVE ECONOMICS: 15 credits
ECON 309: Managerial Economics
ECON 470: Business Cycles and Forecasting
Two additional Economics courses required

INTERNATIONAL ECONOMICS: 15 credits
Three of the following four:
W ECON 312: Comparative Economic Systems
ECON 361: International Economic Relations
ECON 363: Economic Development
ECON 461: Tech. Transfer & Multi. Corporations
Any two additional ECON courses or any one additional ECON course and MGMT 426.

URBAN & PUBLIC AFFAIRS: 15 credits
ECON 314: Urban and Regional Economics
ECON 342: Economics of Government and Business
W ECON 351: Labor Economics
Two additional ECON courses or one additional ECON course and
PS 375: Public Administration

GENERAL ECONOMICS: 15 credits
Five upper-level courses in Economics to be selected in consultation with and approved by the student’s advisor.

INTERNATIONAL BUSINESS - 24 credits

Required (6 credits):
ECON 361: International Economic Relations
MGMT 426: Global Business Leadership

Select at least two of the following (6-9 credits):
S ACTG 461: International Accounting
S FIN 480: Multinational Financial Management
S MKTG 469: International Marketing

Select one to two courses for a total of 18 credits in Business Administration Courses (3-6 credits):
W BSAD 341: International Environmental Law
W ECON 312: Comparative Economic Systems
ECON 363: Economic Development
ECON 461: Technology Transfer and Multinational Corporations

Select two courses from approved list of international courses outside of Business Administration (6 credits).

Additional Requirements:
-Six credits of a foreign language at the 200 level or foreign language competency at Level I.
-BSAD 437, COOP 321/421, or other qualified international experience.

General Education Flags:
V - First Year Values
S - Second Year Values
Q - Quantitative Reasoning
W - Writing Intensive