

Business & Management Department

BA in Management with emphasis in Marketing

Prior Degree Requirements

Began Studies: Summer 2019-Spring 2020

A minimum of 128 US credit hours consisting of the following: a minimum of 67 required US credit hours of major coursework (see below); a minimum of 30 US credit hours from the [Global Citizenship Program](#); and 31 US credit hours of electives.

Required Courses

- ACCT 2010 Financial Accounting I (3 credit hours)
- ACCT 2025 Managerial Accounting (3 credit hours)
- ECON 2020 Principles of Microeconomics (3 credit hours)
- ECON 2030 Principles of Macroeconomics (3 credit hours)
- CSIS 1500 Introduction to Business Technologies (3 credit hours)
- MATH 1430 College Algebra (3 credit hours)
- WSBT 2000 Career Exploration (1 credit hour)
- WSBT 2300 Personal Branding (1 credit hour)
- WSBT 2700 Career Management Strategies (1 credit hour)
- BUSN 2750 Introduction to Statistics (3 credit hours)
- BUSN 2825 Introduction to Business Research Design & Methods (3 credit hours)
- BUSN 3710 Entrepreneurial Finance (3 credit hours)
- BUSN 4300 Business Ethics (3 credit hours) or PHIL 2110 Introduction to Ethics (3 credit hours)
- FINC 3210 Principles of Finance (3 credit hours)
- MNGT 2100 Management Theory and Practices (3 credit hours)
- MNGT 3320 Business Law: International (3 credit hours)
- MNGT 3400 Human Resource Management (3 credit hours)
- MNGT 3450 Principles of Organizational Behavior (3 credit hours)
- MNGT 3500 Marketing (3 credit hours)
- MNGT 3510 Advertising (3 credit hours)
- MNGT 4330 International Marketing (3 credit hours)
- MNGT 4570 Marketing Research (3 credit hours)
- MNGT 4920 Marketing Strategies (3 credit hours)
- MNGT 4970 Bachelor Thesis (4 credit hours)

Began Studies: Summer 2017-Spring 2019

A minimum of 128 US credit hours consisting of the following: a minimum of 55 required US credit hours of major coursework (see below); a minimum of 30 US credit hours from the [Global Citizenship Program](#); and 43 US credit hours of electives.

Required Courses

- ACCT 2010 Financial Accounting I (3 credit hours)
- ACCT 2025 Managerial Accounting (3 credit hours)
- ECON 2020 Principles of Microeconomics (3 credit hours)
- ECON 2030 Principles of Macroeconomics (3 credit hours)
- CSIS 1500 Introduction to Business Technologies (3 credit hours)

- BUSN 2750 Introduction to Statistics (3 credit hours)
- BUSN 3710 Entrepreneurial Finance (3 credit hours)
- BUSN 4300 Business Ethics (3 credit hours) or PHIL 2110 Introduction to Ethics (3 credit hours)
- MNGT 2100 Management Theory and Practices (3 credit hours)
- MNGT 3320 Business Law: International (3 credit hours)
- MNGT 3400 Human Resource Management (3 credit hours)
- MNGT 3450 Principles of Organizational Behavior (3 credit hours)
- MNGT 3500 Marketing (3 credit hours)
- MNGT 3510 Advertising (3 credit hours)
- MNGT 4330 International Marketing (3 credit hours)
- MNGT 4570 Marketing Research (3 credit hours)
- MNGT 4920 Marketing Strategies (3 credit hours)
- MNGT 4970 Bachelor Thesis (4 credit hours)

Began Studies: Summer 2016-Spring 2017

A minimum of 128 US credit hours consisting of the following: a minimum of 43 required US credit hours of major coursework (see below); a minimum of 30 US credit hours from the [Global Citizenship Program](#); and 55 US credit hours of electives.

Required Courses

- [ACCT 2010 Financial Accounting I](#) (3 credit hours)
- [ACCT 2025 Managerial Accounting](#) (3 credit hours)
- [BUSN 2750 Introduction to Statistics](#) (3 credit hours)
- [ECON 2020 Principles of Microeconomics](#) (3 credit hours)
- [ECON 2030 Principles of Macroeconomics](#) (3 credit hours)
- [MNGT 2100 Management Theory and Practices](#) (3 credit hours)
- [MNGT 3320 Business Law: International](#) (3 credit hours)
- [MNGT 3400 Human Resource Management](#) (3 credit hours)
- [MNGT 3500 Marketing](#) (3 credit hours)
- [MNGT 3510 Advertising](#) (3 credit hours)
- [MNGT 4330 International Marketing](#) (3 credit hours)
- [MNGT 4570 Marketing Research](#) (3 credit hours)
- [MNGT 4920 Marketing Strategies](#) (3 credit hours)
- [MNGT 4970 Bachelor Thesis](#) (4 credit hours)

Began Studies: Before Summer 2016

A minimum of 128 US credit hours consisting of the following: a minimum of 39 required US credit hours of major coursework (see below); a minimum of 30 US credit hours from the [Global Citizenship Program](#); and 59 US credit hours of electives.

Required Courses

- [ACCT 2010 Financial Accounting I](#) (3 credit hours)
- [ACCT 2025 Managerial Accounting](#) (3 credit hours)
- [BUSN 2750 Introduction to Statistics](#) (3 credit hours)
- [ECON 2020 Principles of Microeconomics](#) (3 credit hours)
- [ECON 2030 Principles of Macroeconomics](#) (3 credit hours)
- [MNGT 2100 Management Theory and Practices](#) (3 credit hours)
- [MNGT 3320 Business Law: International](#) (3 credit hours)
- [MNGT 3400 Human Resource Management](#) (3 credit hours)
- [MNGT 3500 Marketing](#) (3 credit hours)
- [MNGT 3510 Advertising](#) (3 credit hours)
- [MNGT 4330 International Marketing](#) (3 credit hours)
- [MNGT 4570 Marketing Research](#) (3 credit hours)
- [MNGT 4920 Marketing Strategies](#) (3 credit hours)