

# SCHOOL OF BUSINESS ADMINISTRATION

## Bachelor of Business Administration

### Academic Degree Plan 2024-2025

<b>Name:</b>	<b>ID#</b>	<b>Advisor:</b>
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**Minor/2nd Major or Degree:**

	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
<b>FRESHMAN</b>	Intro to College Writing or First-Year Writing I	WRIT 100 or WRIT 101			3	First-Year Writing II or Freshman Seminar	WRIT 102 or LIBA 102			3
	Humanities				3	Humanities or Fine Arts				3
	Business Mathematics**	MATH 167 <i>(C Minimum required)</i>			3	Calculus I or Business Calculus I or Calculus of Decision Making I	MATH 261/267/271 <i>(C minimum required)</i>			3
	General Elective				3	Fine Arts--AH, MUS, THEA, DANC, or LIBA 130				3
	Science Lecture-- ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				3	Science Lecture-- ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				3
	Science Lab-- ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				1	Science Lab-- ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				1
<b>SOPHOMORE</b>	Accounting I	ACCY 201 <i>(C Minimum required)</i>			3	Accounting II	ACCY 202			3
	Principles of Microeconomics	ECON 202 <i>(C minimum required)</i>			3	Principles of Macroeconomics	ECON 203 <i>(C minimum required)</i>			3
	Legal Environment of Business	BUS 250			3	Business Communication	BUS 271			3
	Economic Statistics I	BUS 230 or ECON 230 <i>(C minimum required)</i>			3	General Elective				3
	General Elective				3	General Elective				3

**Prerequisites:**

*Writ 102 or Liba 102--Completion of Writ 100 or Writ 101*

*Math 167-- Math ACT 19 or higher or Math SAT 510 or higher; ALEKS 38*

*Accy 202--Completion of Accy 201*

*Econ 203--C minimum in Econ 202 (must make C or better in Econ 203)*

*Bus/Econ 230--C minimum in Math 261/267/271 (must make C or better in BUS/ECON 230)*

*\* Only LIBA 150 and LIBA 151 approved*

*Bus 271--Completion of Writ/Liba 102*

*\*\*Math 167 strongly preferred, but may substitute Math 121, 125, or 268*

Professional Sales

Name:	ID#		Advisor:
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	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
<b>JUNIOR</b>	Marketing Principles	MKTG 351 <i>(C minimum required)</i>			3	Economic Statistics II	BUS 302 or ECON 302			3
	Business Finance I	FIN 331			3	Intro to Operations & Supply Chain Mgmt	MKTG 372			3
	Principles of Management	MGMT 371 <i>(C minimum required)</i>			3	Information Technology	MIS 309			3
	Professional Saling and Relationship Marketing	MKTG 354			3	Marketing Elective				3
	General Elective				3	Consumer and Market Behavior	MKTG 367			3
<b>SENIOR</b>	Sales Management	MKTG 458			3	Marketing and Sales Consultancy	MKTG 495			3
	Marketing Policy and Strategy	MKTG 451			3	Negotiations for Strong Relationships	MKTG 455 <i>(Spring Only)</i>			3
	Sales Technologies and CRM Strategies	MKTG 381 <i>(Fall Only)</i>			3	General Elective				3
	300+ Business or 300+ Nonbusiness Elective				3	Management of Strategic Planning	MGMT 493			3
	300+ Business Elective				3	300+ Business Elective				3

**Prerequisites:**

MKTG 351, MGMT 371, MIS 309, MKTG 372--Completion of 54 credit hours; and  
*C minimum in Math 167, Math 267, Accy 201, Econ 202, and Econ/Bus 230*  
 FIN 331--*C minimum in Math 167, Math 267, Accy 201, Econ 202, Econ 203, Econ/Bus 230;*  
*and completion of ACCY 202.*  
 BUS/ECON 302--*C minimum in BUS/ECON 230*

MKTG 354-- *Completion of 54 earned hours*  
 MKTG 367, 381, 451, 458, 495-- *C minimum in MKTG 351*  
 MKTG 455- *C minimum in Mktg 354 or Mktg 351*  
 MGMT 493--*C minimum in MGMT 371; completion of FIN 331, MKTG 351, MKTG 372*

**Marketing Elective: Choose any 300-level or above MKTG Course**

**Preferred course: MKTG 356, 357, 358, or 488**  
 MKTG 356, 358, 360, 368, 370, 371, 452, 465--*C minimum in MKTG 351*  
 MKTG 353, 361-- *Completion of 54 earned hours*  
 MKTG 395--*Honors student w/ Department Chair Approval (3 hrs only)*

MKTG 357- *C minimum in Mktg 351 or Engr 309*  
 MKTG 462, MKTG 475, MKTG 477--*C minimum in MKTG 351 OR MKTG 372*  
 MKTG 488, 496--*Completion of MKTG 351 and ECON/BUS 302*  
 MKTG 525--*C minimum in MKTG 351; Completion of BUS/ECON 230 & BUS/ECON 302,*  
*and MIS 309*

**General Elective** --100 level or above 3 hour graded courses (some exclusions apply)

**300+ Non-business elective**--all 300 level or above 3 hour graded courses, excludes ACCY, BUS, ECON, ENT, FIN, GB, MGMT, MIS, and MKTG

**300+ Business elective**--all 300 level or above 3 hour graded ACCY, BUS, ECON, ENT, FIN, MGMT, MIS, or MKTG courses,  
 excludes coursework required for specific major, all GB courses, and ACCY 300

**Minimum 2.0 GPA requirements in each of these areas:**

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|-------------------|---------------------------------|---|
| 1. Cumulative GPA | 3. GPA in Major Courses         | 5. GPA in All Courses Applied to Degree |
| 2. Resident GPA   | 4. GPA in Bus/Econ/Accy Courses |   |