

Name:
Student ID:
Date Admitted Into Major:

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

MANAGEMENT INFORMATION SYSTEMS CONCENTRATION

		Competencies	
	sic College M	ath	
☐ +Re	ading Compr	ehension	
			Pr 4 4 10
		ucation Categories (34-35 c	<u> </u>
♦FYS	First Year Se	THI TOL	3
♦W-I		nunication - Level I	3
◆OC	Oral Commun	nication	3
PGR		wth & Responsibility	3
CEA		ession & Appreciation	3
WC	World Culture	es es	3
HP	The Human F	Past	3
CS	Contemporar	y Society	3
SR	Scientific	# Any SR course	3-4
	Reasoning:	♯ SR Lab course	4
QR	Quantitative F	Reasoning	3
	‡ Written C	ommunication (Level II and	d Level III)
W-II	Written Comr	nunication - Level II	
W-III	Written Communication - Level III		

May be necessary to take additional credits to attain the minimum 120 credits required for graduation depending on choices made for general education or minor selection.

▼ Required Support Courses (15 credits total)

ECO	201	Principles of Macroeconomics	3	
ECO	202	Principles of Microeconomics	3	
ITC ITC	117 241	Computers in the Professions OR Spreadsheet Applications in the Professions	3	
MAT	128	Quantitative Methods for Bus & Finance	3	
SOC	110	Intro to Sociology	3	

COURSES IN MAJOR (54-56 credits total) Major Core Courses (33 credits)

		•		
BUS	170	Intro to Business	3	
ACC	106	Financial Accounting	3	
ACC	202	Managerial Accounting	3	
MGT	332	Organizational Behavior	3	
MKT	241N	Principles of Marketing	3	
BUS	252	Business Law I	3	
FIN	301	Principles of Finance	3	
MIS	201	Intro to Information Systems	3	
ODS	262	Quantitative Analysis	3	
ODS	333	Operations & Logistics	3	
		Management		
BUS	470	Business Policy & Strategy	3	

Major Concentration Courses (12 credits)					
MIS	310	Project Management Methods	3		
MIS	330	Database Management	3		
MIS	340	Networks and Security	3		
MIS	450	Systems Analysis and Design	3		
Con	centratio	on Electives (Choose 3 (9 – 11 c	redits)		
CSC	101	Survey of Computer Science I	3		
CSC	110	Software Design and Programming I	4		
CSC	115	Software Design and Programming II	4		
GPH	340	Geographic Information Systems	3		
MIS	305	MIS Special Topics	3		
MIS	320	Electronic Commerce	3		
†MIS	485	Internship in MIS	3		
ODS	300	Principles of Quality Management	3		
ODS	320	Managerial Decisions and Risk	3		
ODS	340	Intro to Business Intelligence	3		
ODS	370	Data Mining	3		
ODS	375	Business Systems Optimization	3	-	
ODS	380	Simulation and Risk Analysis	3		
ODS	467	Forecasting and Predictive Analytics	3		

- Courses used to satisfy the general education requirements of the university must be taken from a minimum of six different academic disciplines. First Year Seminar and Level I Written Communications courses are exempt from this restriction. Courses may not be used to fulfill both major discipline and general education requirements.
- # These Scientific Reasoning General Education Category courses do not have to be a sequence or be from the same discipline.
- ‡ Level II and Level III Written Communications Courses may be used to satisfy requirements anywhere else in a student's program of study where they may apply. The credits are counted only in one area.
- + No more than 55 credits, including free electives and/or minor, may be taken in the School of Business.
- Students wishing to register for MIS 485 must obtain permission of Department Chairperson in terms of course requirements and amount of credit hours to be granted.

♦ COMPETENCIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS	♦ GENERAL EDUCATION CATEGORIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS

[▼] Students may choose to use support courses to satisfy general education categories, but may not be required to do so. **Note:** If a course is used to satisfy two or more requirements (for example, a support course and Scientific Reasoning requirement), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the credit total required for graduation.



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BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

MARKETING CONCENTRATION

GENERAL EDUCATION REQUIREMENTS				
		Competencies	1	
□ ◆ Ba	sic College N	1ath		
□ +Re	eading Compr	ehension		
		ucation Categories (34-35 credits	
♦FYS	First Year Se			3
♦W-I	Written Com	munication - Level I		3
◆OC	Oral Commu	nication		3
PGR	Personal Gro	wth & Responsibility		3
CEA	Creative Exp	ression & Appreciation		3
WC	World Culture	es		3
HP	The Human I	Past		3
CS	Contemporar	y Society		3
SR	Scientific	# Any SR course		3-4
5	Reasoning:	# SR Lab course		4
QR	Quantitative	Reasoning		3
	‡ Written C	Communication (Leve	el II and Leve	el III)
W-II	Written Communication - Level II			
W-III	Written Communication - Level III			
		Electives (16 credit		

+ Free E essary to take graduation d		redits to att	ain the mini	, mum 120 сі	
	minor s	election.			
l.					
	M* //	Intional).			

Minor (Optional):		
	•	

COURSES IN MAJOR (54 credits total) Major Core Courses (33 credits)

		, , ,		
BUS	170	Intro to Business	3	
ACC	106	Financial Accounting	3	
ACC	202	Managerial Accounting	3	
MGT	332	Organizational Behavior	3	
MKT	241N	Principles of Marketing	3	
BUS	252	Business Law I	3	
FIN	301	Principles of Finance	3	
MIS	201	Intro to Information Systems	3	
ODS	262	Quantitative Analysis	3	
ODS	333	Operations & Logistics	3	
		Management		
BUS	470	Business Policy & Strategy	3	

	Major C	concentration Courses (21 credits	s)	
MKT	342	Consumer Behavior	3	
MKT	444N	Marketing Mgt & Strategy	3	
MKT	445	International Marketing	3	
MKT	543	Marketing Research	3	
Choose	e three (Concentration Electives:		
ECO	301	Intermediate Macroeconomics	3	
MKT	305	Marketing of Services	3	
MKT	320	Hospitality Marketing and Sales	3	
MKT	343	Advertising	3	
MKT	344	Retailing	3	
MKT	345	Sales Management	3	
MKT	347	Guerrilla Marketing	3	
MKT	351N	Business Marketing	3	
MKT	346	Sports Marketing	3	
MKT	360	Nonprofit Marketing	3	
MKT	365	Professional Services	3	
		Marketing		
MKT	466	Special Topics in Marketing	3	
†MKT	485	Internship in Marketing	3	
ODS	467	Forecasting and Predictive	3	
		Analytics		

▼ Required Support Courses (15 credits total)

201	Principles of Macroeconomics	3	
202	Principles of Microeconomics	3	
117	Computers in the Professions		
	OR	3	
241	Spreadsheet Applications in the		
	Professions		
128	Quant. Methods for Bus. and Fin.	3	
110	Intro to Sociology	3	
	202 117 241 128	117 Computers in the Professions OR 241 Spreadsheet Applications in the Professions 128 Quant. Methods for Bus. and Fin.	202 Principles of Microeconomics 3 117 Computers in the Professions OR 3 241 Spreadsheet Applications in the Professions 128 Quant. Methods for Bus. and Fin. 3

Effective: 9/2016

▼ Students may choose to use support courses to satisfy general education categories, but may not be required to do so. Note: If a course is used to satisfy two or more requirements (for example, a support course and Scientific Reasoning requirement), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the credit total required for graduation.

Courses used to satisfy the general education requirements of the university must be taken from a minimum of six different academic disciplines. First Year Seminar and Level I Written Communications courses are exempt from this restriction. Courses may not be used to fulfill both major discipline and general education requirements.

These Scientific Reasoning General Education Category courses do not have to be a sequence or be from the same discipline.

Level II and Level III Written Communications Courses may be used to satisfy requirements anywhere else in a student's program of study where they may apply. The credits are counted only in one area.

No more than 55 credits, including free electives and/or minor, may be taken in the School of Business.

Students wishing to register for MKT 485 must obtain permission of Department Chairperson in terms of course requirements and amount of credit hours to be granted.

COMPETENCIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS	♦ GENERAL EDUCATION CATEGORIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS



Any SR course

SR Lab course

Scientific

Reasoning:

Total credits for graduation: 120

SR

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BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

OPERATIONS & DECISION SCIENCES CONCENTRATION

GENERAL EDUCATION REQUIREMENTS							COU	RSES IN MAJOR (54 credits total	al)
							Ma	ajor Core Courses (33 credits)	
	Competencies	5				BUS	170	Intro to Business	T
□ ◆ Ba	asic College Math					ACC	106	Financial Accounting	
□ + Re	eading Comprehension					ACC	202	Managerial Accounting	
					_	MGT	332	Organizational Behavior	
						MKT	241N	Principles of Marketing	
,	 ♣General Education Categories (34-35 cre	edits to	tal)		BUS	252	Business Law I	T
♦FYS	First Year Seminar			3		FIN	301	Principles of Finance	
♦W-I	Written Communication - Level I			3		MIS	201	Intro to Information Systems	
♦OC	Oral Communication			3		ODS	262	Quantitative Analysis	
PGR	Personal Growth & Responsibility			3		ODS	333	Operations & Logistics	
CEA	Creative Expression & Appreciation			3		DLIC	470	Management	+
WC	World Cultures			3		BUS	470	Business Policy & Strategy	_L_
HP	The Human Past			3					_
CS	Contemporary Society			3			Major C	Concentration Courses (21 credi	ts)

QR	0.	rentitative December			3		ODS	320	Managerial Decisions and Risk	3	
Qr		uantitative Reasoning		<u>. </u>	_		ODS	340	Intro to Business Intelligence	3	
‡ Written Communication (Level II and Level III)							ODS	467	Forecasting & Predictive	3	
W-I	I Wi	ritten Communication - Level II							Analytics		
W-I	11 \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	ritten Communication - Level III				1	Choos	e three (Concentration Electives:		
V V -1	II VVI	ntten Communication - Level III			L		GPH	340	Geographic Information	3	
									Systems		
							MIS	310	Project Management Methods	3	
		+ Free Electives (16 credits	minim	um)			MIS	330	Database Management	3	
May	be nece	essary to take additional credits to at			120 cre	dits	ODS	370	Data Mining	3	
req	uired for	graduation depending on choices m	ade for g	general e	education	or	ODS	375	Business Systems Optimization	3	
_		minor selection.			1		ODS	380	Simulation and Risk Analysis	3	
					-		†ODS	495	Internship in ODS	3	
							•	Require	ed Support Courses (15 credits to	tal)	

Minor (Optiona	al):	

ECO	201	Principles of Macroeconomics	3	
ECO	202	Principles of Microeconomics	3	
ITC ITC	117 241	Computers in the Professions OR Spreadsheet Applications in the	3	
MAT	128	Professions Quantitative Methods for	3	
1417 (1	120	Business and Finance		
SOC	110	Intro to Sociology	3	

Effective: 9/2016

ODS 300 Princ. of Quality Management

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♦ GENERAL EDUCATION CATEGORIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS