

WEB-VERSION ONLY/ TENTATIVE DEGREE REQUIREMENTS

Official course requirements based upon semester admitted into the CBA and/or term major declared.

You will earn a degree from a globally recognized business school where the programs are taught by an accomplished and dedicated faculty and are supported by a network of business executives. You can major in a wide variety of interesting disciplines that are attractive to prospective employers. As a graduate, you will have leadership and collaboration competencies and be a data savvy, globally aware, enterprise thinker.

General Education 2.0 Requirements (47 credits)			
	PRE-REQ	DONE	RECOMM YEAR
TIER I: ACADEMIC FOUNDATIONS			
Quantitative Reasoning: 4 Credit Hours			
3450:145 Algebra for Calculus (min. C-) or higher level Math	Placement	<input type="checkbox"/>	Fall Year 1
Speaking: 3 Credit Hours			
7600:105 Public Speaking or 7600:106 Effective Oral Communication		<input type="checkbox"/>	Fall Year 1
Writing: 6 Credit Hours			
3300:111 English Composition I		<input type="checkbox"/>	Fall Year 1
3300:112 English Composition II	3300:111	<input type="checkbox"/>	Sp Year 1
TIER II: DISCIPLINARY AREA COURSES			
Arts & Humanities: 9 Credit Hours			
Arts Course (3 credits)		<input type="checkbox"/>	Sp Year 1
Humanities Course (3-4 credits)		<input type="checkbox"/>	Sp Year 2
Arts or Humanities Course (3-4 credits)		<input type="checkbox"/>	Fall Year 3
Natural Science: 7 Credit Hours w/ 1 lab			
Natural Science with lab (4 credits)		<input type="checkbox"/>	Sp Year 1
Natural Science no lab (3 credits)		<input type="checkbox"/>	Sp Year 2
Social Science: 6 Credit Hours			
3250:200 Principles of Microeconomics		<input type="checkbox"/>	Sp Year 1
Social Science Course (<i>recommended 3850:100 Intro to Sociology - Domestic Diversity Tag</i>)		<input type="checkbox"/>	Fall Year 1
TIER III: TAGGED COURSES			
Critical Thinking (<i>6600:335 Marketing Research recommended</i>)		<input type="checkbox"/>	Fall Year 3
Complex Systems Affecting Individuals in Society		<input type="checkbox"/>	Sp Year 3
Domestic Diversity (<i>Sociology recommended</i>)		<input type="checkbox"/>	Fall Year 4
Global Diversity		<input type="checkbox"/>	Sp Year 4

Additional Business Requirements (6+ credits)			
	PRE-REQ	DONE	RECOMM YEAR
Required Business Courses: 6 Credit Hours			
3450:210 Calculus w/ Business Applications or 3450:221 Analytic Geometry-Calculus I*	210: C- in 3450:145 221: C- in 3450:149	<input type="checkbox"/>	Sp Year 1
3250:201 Principles of Macroeconomics	3250:200	<input type="checkbox"/>	Fall Year 2
Recommended Business Courses:			
6100:110 CBA Success Seminar (1 cr hr) <i>*required for some 1st year students</i>		<input type="checkbox"/>	Fall Year 1
6100:200 Personal Leadership Skills (1 cr hr)	32cr	<input type="checkbox"/>	Year 2

This Graduation Planning Summary (GPS) is based on the term you are admitted to the CBA & expires in 5 years. Requirements can be subject to change. The "Recommended Year" can vary for students based upon an individual's academic progress and course pre-requisites. Students should meet with an academic advisor and check DPR to review academic progress and determine course sequencing each semester.

Additional Graduation Requirements – Review DPR for status:

- 120 Credit Hours
- CBA residency = Last 15 credits earned in CBA
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0

CBA Core (36 credits) – All courses 3 credit hours			
REQUIRED COURSES	PRE-REQ	DONE	RECOMM YEAR
C1 6200:201 Accounting Principles I	24cr	<input type="checkbox"/>	Fall Year 2
C2 6200:202 Accounting Principles II	6200:201	<input type="checkbox"/>	Sp Year 2
C3 6200:250 Spreadsheet Modeling & Decision Analysis	Spreadsheet proficiency	<input type="checkbox"/>	Fall Year 1
C4 6400:220 Legal and Social Envir of Bus	32cr	<input type="checkbox"/>	Sp Year 3
C5 6400:301 Principles of Finance	3250:200/244, 6200:201 & 250, ≥ C- in 3450:145	<input type="checkbox"/>	Fall Year 3
C6 6500:304 Business Statistics	6200:250, ≥ C- in 3450:145	<input type="checkbox"/>	Fall Year 2
C7 6600:205 Marketing Principles	24cr, co-req 3250:200	<input type="checkbox"/>	Fall Year 2
C8 6800:305 International Business	48cr	<input type="checkbox"/>	Fall Year 4
C9 6500:301 Management Principles	48cr	<input type="checkbox"/>	Fall Year 3
C10 6500:305 Business Analytics	6500:304	<input type="checkbox"/>	Sp Year 2
C11 6500:330 Principles of Supply Chain & Operations Mgmt.	32cr	<input type="checkbox"/>	Sp Year 3
C12 6500:490 Strategic Management	CBA Major Admit, C1-11 (Core), 97cr & ½ major	<input type="checkbox"/>	Sp Year 4

Marketing Management (32 credits) – Courses 3 credit hrs			
REQUIRED COURSES	PRE-REQ	DONE	RECOMM YEAR
⚡ = Must be admitted to 4 year degree granting MAJOR			
Foundation Core: 12 credits			
6600:275 Professional Selling	25cr	<input type="checkbox"/>	Fall Year 2
6600:335 Marketing Research	≥ C in 6600:205, 6500:304; co-req 6600:336	<input type="checkbox"/>	Fall Year 3
6600:336 Marketing Research Lab – 1 credit	6600:205, 6500:304; co-req 6600:335	<input type="checkbox"/>	Fall Year 3
6600:355 Consumer Behavior	≥ C in 6600:205	<input type="checkbox"/>	Sp Year 2
6600:375 Marketing & Sales Analytics	6600:335	<input type="checkbox"/>	Sp Year 3
Core Competencies Courses: 12 credits			
6600:432 Integrated Marketing Communications ⚡	≥ C in 6600:205, 6600:355	<input type="checkbox"/>	Fall Year 4
6600:436 E-Commerce ⚡ <i>(Approved substitution 6600:434 Digital Marketing – pre-req 6600:432)</i>	6600:205	<input type="checkbox"/>	Sp Year 4
6600:440 Brand Management ⚡	6600:205, 6600:355	<input type="checkbox"/>	Sp Year 3
6600:460 Business to Business (B2B) Marketing ⚡	≥ C in 6600:205	<input type="checkbox"/>	Fall Year 4
Professional Courses: 7 credits			
6600:499 Marketing Capstone Project (Fall and Spring only) ⚡	6600:275, 335, 355, 375, 440, 460	<input type="checkbox"/>	Sp Year 4
6600:494 Professional Insights: Marketing Management – 1 credit ⚡	Admitted to CBA and Jr. standing	<input type="checkbox"/>	Sp Year 4
6600:486 Internship (permission) ⚡ OR ...	Internship = Admitted to CBA;	<input type="checkbox"/>	Fall Year 3 or 4
6600:491 Professional Workshops in Marketing – 3 credits (<i>workshop=1 credit</i>) ⚡	6600:491 = Sr. standing	<input type="checkbox"/>	

Note: Summer class availability will be more limited than fall/spring availability – see your advisor for more information on offerings each year