



**PLAN OF STUDY**  
**Business Administration-Marketing**  
 EFFECTIVE CATALOG YEAR 2017 - 2018



**Sample Schedule (subject to course rotations)**

| First Semester (Fall)                 | CR        | Second Semester (Spring) | CR        |
|---------------------------------------|-----------|--------------------------|-----------|
| CSC 105 Intro to Computers            | 3         | SGE Natural Science      | 3         |
| SGE Natural Science                   | 3         | SGE Arts & Humanities    | 3         |
| SGE Written Communications (ENGL 101) | 3         | CIS 123/CIS 130/CSC 150  | 3         |
| SGE Mathematics (MATH 102 or higher)  | 3         | SGE Oral Communications  | 3         |
| BADM 101 Survey of Business           | <u>3</u>  | SGE Social Science       | <u>3</u>  |
|                                       | <b>15</b> |                          | <b>15</b> |

**30**

| Third Semester                        | CR        | Fourth Semester                       | CR        |
|---------------------------------------|-----------|---------------------------------------|-----------|
| SGE Social Science                    | 3         | ECON 202 Principles of Macroeconomics | 3         |
| SGE Written Communication (ENGL 201)  | 3         | ACCT 211 Principles of Accounting II  | 3         |
| ACCT 210 Principles of Accounting I   | 3         | BADM 220 Business Statistics I        | 3         |
| SGE Arts and Humanities               | 3         | BADM 360 Organization & Management    | 3         |
| ECON 201 Principles of Microeconomics | 3         | CSC 206, 207, 208, 209 or 210         | 3         |
|                                       | <b>15</b> |                                       | <b>15</b> |

**30**

| Fifth Semester                         | CR        | Sixth Semester                         | CR        |
|--|-----------|--|-----------|
| CIS 325 Management Information Systems | 3         | BADM 475 Consumer Behavior             | 3         |
| BADM 321 Business Statistics II        | 3         | BADM 476 Marketing Research            | 3         |
| BADM 310 Business Finance              | 3         | BADM 350 Legal Environment of Business | 3         |
| BADM 370 Marketing                     | 3         | ACCT/BADM/CIS/CSC/OED elective         | 3         |
| Open elective                          | <u>3</u>  | Open elective                          | <u>3</u>  |
|  | <b>15</b> |  | <b>15</b> |

**30**

| Seventh Semester                              | CR        | Eighth Semester                        | CR        |
|---|-----------|--|-----------|
| BADM 344 Managerial Communications            | 3         | BADM 474 Personal Selling              | 3         |
| BADM 425 Production and Operations Management | 3         | ACCT/BADM/CIS/CSC/OED elective         | 3         |
| BADM 481 Promotional Strategy                 | 3         | BADM 405 International Trade & Finance | 3         |
| ACCT/BADM/CIS/CSC/OED elective                | 3         | BADM 482 Business Policies & Strategy  | 3         |
| Open elective                                 | <u>3</u>  | Open elective                          | <u>1</u>  |
|   | <b>15</b> | <b>Take final Exit Exam</b>            | <b>13</b> |
|   |           |  | <b>30</b> |