

**BACHELOR OF SCIENCE IN BUSINESS (120 cr. hours)****Marketing School of Business and Economics****4-Year Degree Plan [sample]****YEAR ONE**

Fall Semester (16 cr. hours)		credits	grade
	course title		
FL Quantitative Reasoning	MATH-M 118 Finite Mathematics	3	
FL Oral Communication	SPCH-S 121 Public Speaking	3	
FL Writing	ENG-W 131 Elementary Composition 1	3	
	ECON-E 103 Introduction to Microeconomics	3	
CC Human Behavior and Social Institutions	BUS-B 190 Human Behavior and Social Institutions : VT: Principles of Business Administration	3	
	BUS-F 151 Personal Finances of the College Student	1	

**Spring Semester (15 cr. hours)**

	ECON-E 104 Introduction to Macroeconomics	3	
	MATH-M 119 Brief Survey of Calculus 1	3	
FL Computer Literacy	BUS-K 201 The Computer in Business	3	
CC The Natural World	XXX-N 190 The Natural World	3	
FL Visual Literacy	XXX-X XXX Visual Literacy	3	

**YEAR TWO**

Fall Semester (15 cr. hours)		credits	grade
	course title		
	ENG-W 232 Introduction to Business Writing	3	
	BUS-A 201 Introduction to Financial Accounting	3	
	BUS-L 201 Legal Environment of Business	3	
CSV Diversity in U.S. Society	XXX-X XXX Diversity in U.S. Society	3	
CC Art, Aesthetics, and Creativity	XXX-A 190 Art, Aesthetics, and Creativity	3	

**Spring Semester (15 cr. hours)**

	BUS-A 202 Introduction to Managerial Accounting	3	
CC Literary and Intellectual Traditions	XXX-T 190 Literary and Intellectual Traditions	3	
	ECON-E 270 Introduction to Statistical Theory in Economics and Bus	3	
FL Information Literacy	COAS-Q 110 Introduction to Information Literacy	1	
FL Critical Thinking	XXX-X XXX Critical Thinking	3	
CSV Health and Wellness	XXX-X XXX Health and Wellness	2	

**YEAR THREE**

Fall Semester (16 cr. hours)		credits	grade
	course title		
	BUS-D 300 International Business Administration	3	
	BUS-Z 302 Managing and Behavior in Organizations	3	
	BUS-M 301 Introduction to Marketing Management	3	
	BUS-K 321 Management of Information Technology	3	
	BUS-X 310 Business Career Planning and Placement	1	
CSV Non-Western Culture	XXX-X XXX Non-Western Culture	3	

**Spring Semester (15 cr. hours)**

	BUS-P 301 Operations Management	3	
	BUS-F 301 Financial Management	3	
	BUS-M 303 Marketing Research	3	
	BUS-M 401 International Marketing	3	
	XXX-X XXX Non-Business Elective	3	

**YEAR FOUR**

Fall Semester (15 cr. hours)		credits	grade
	course title		
	BUS-M 405 Consumer Behavior	3	
	BUS-M XXX Select One: BUS-M 415, M 419 M 426	3	
	BUS-J 401 Administrative Policy	3	
CC Human Behavior and Social Institutions	BUS-B 399 Business and Society	3	
	XXX-X XXX Free Elective	3	

**Spring Semester (13 cr. hours)**

	BUS-M 450 Marketing Strategy	3	
	BUS-M XXX Select One: BUS-M 415, M 419 M 426	3	
	XXX-X XXX Free Elective	3	
	XXX-X XXX Free Elective	3	
	XXX-X XXX Non-Business Elective	1	

FL Fundamental Literacies CSV Contemporary Social Values CC Common Core\* (at least one Common Core class must be at the 300 level).

At the end of the second year, the student's file will be reviewed by the Director of Administrative and Student Services for official acceptance as a declared major in the area.

Students must complete at least 30 credit hours in 300 or 400 Business level courses.