

2021-22 ACADEMIC MAP

BS - Applied Business Administration

Concentration: General Business/Marketing-Management



TOTAL HRS: 121

Academic map is a guide to help students stay on track to degree completion. Consult undergraduate catalog and academic advisor for other requirements.

* minimum grade required

FALL SEMESTER						SPRING SEMESTER					
PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR	PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR
YEAR 1- Freshman	ENG 101	English Composition I	3	Gen Ed				3	Tech		
	MAT 104	College Algebra	3	Gen Ed		SPE 101	Communication Studies	3	Gen Ed		
		Career/Technical Elective	3	Tech			Career/Technical Elective	3	Tech		
		Career/Technical Elective	3	Tech			Career/Technical Elective	3	Tech		
	Career/Technical Elective	3	Tech				Career/Technical Elective	3	Tech		
		15						15			
YEAR 2- Sophomore		Career/Technical Elective	3	Tech			Career/Technical Elective	3	Tech		
		Career/Technical Elective	3	Tech			Career/Technical Elective	3	Tech		
		Career/Technical Elective	3	Tech			Career/Technical Elective	3	Tech		
		ECO 210/ECO 211	3	Gen Ed			History	3	Gen Ed		
	Career/Technical Elective	3	Tech					15			
		15									
YEAR 3- Junior	ENG 102	English Composition II	3	Gen Ed		MGT 327	Human Resources Mgt	3	Bus Core	C	
		Lab Science ²	3	Gen Ed		MKT 300	Marketing Principles	3	Bus Core	C	
		Fine Arts	3	Gen Ed		CIS 300	Management Info Systems	3	Bus Core	C	
	ACC 220	Financial Accounting I	3	Bus Core	C		Literature	3	Gen Ed		
	MGT 300	Principles of Management	3	Bus Core	C		Lab Science ²	3	Gen Ed		
FYS 300 ¹	First Year Seminar	1	Univ Req				15				
		16									
YEAR 4- Senior	GBA 220	Legal Environment of Business	3	Bus Core	C	MKT 321	Professional Selling	3	Major	C	
	MKT 358	Consumer Behavior	3	Major	C	MKT 388	Business Research Methods	3	Major	C	
	MKT 475	International Marketing	3	Major	C	MKT 499	Marketing Management	3	Major	C	
	FIN 310	Risk and Insurance	3	Bus Core	C		Approved Elective	3	Major	C	
	FIN 300	Business Finance	3	Bus Core	C		Approved Elective	3	Major	C	
		15					15				

- ¹All incoming transfer students required to enroll in FYS 300.

- ²Recommended lab sciences: BIO 110 Biology & Human Concerns, CHE 110 Chemical World, PHY 105 Astronomy, PHY 110 Physical World, GIS 202 Intro Geospatial Sci & Tech.

- ³All Career/Technical (Tech) courses must be taken at a community college.

- Overall GPA on Business Core courses collectively must be C (2.0) or better.

- RED - CC GENERAL EDUCATION HOURS | GREEN - DSU GENERAL EDUCATION HOURS