

2023-24 ACADEMIC MAP

BAS - 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	³ Career/Technical Course	3	Tech			ENG 102	English Composition II	3	Gen Ed		
	ENG 101	English Composition I	3	Gen Ed		SPE 101	Communication Studies	3	Gen Ed		
		HUM/Fine Arts	3	Gen Ed		ACC 220	Financial Accounting I	3	Gen Ed		
	CIS 205	Microcomputer Applications	3	Gen Ed			Career/Technical Course	3	Tech		
		Lab Science ²	3	Gen Ed			Career/Technical Course	3	Tech		
	³ Career/Technical Course	3	Tech					15			
		18									
YEAR 2 - Sophomore	³ Career/Technical Course	3	Tech			³ Career/Technical Course		3	Tech		
	³ Career/Technical Course	3	Tech			³ Career/Technical Course		3	Tech		
	³ Career/Technical Course	3	Tech			³ Career/Technical Course		3	Tech		
	³ Career/Technical Course	3	Tech			³ Career/Technical Course		3	Tech		
	³ Career/Technical Course	3	Tech			³ Career/Technical Course		3	Tech		
	³ Career/Technical Course	3	Tech			³ Career/Technical Course		3	Tech		
			18					15			
YEAR 3 - Junior	MAT 104	College Algebra	3	Gen Ed	C	MGT 327	Human Resources Manager	3	Bus Core		
		Lab Science ²	3	Gen Ed		MKT 300	Marketing Principles	3	Bus Core		
		HUM/Fine Arts	3	Gen Ed		CIS 300	Management Info Systems	3	Bus Core		
	MGT 300	Principles of Management	3	Bus Core		ECO 210/211	Macro/Micoeconomics	3	Gen Ed		
	GBA 220	Legal Environment of Business	3	Bus Core			Approved Elective	3	Major		
	FYS 300 ¹	First Year Seminar	1	Univ Req				15			
		16									
YEAR 4 - Senior	MKT 358	Consumer Behavior	3	Major		MKT 321	Professional Selling	3	Major		
	MKT 388	Business Research Methods	3	Major		MGT 460	Small Business Management	3	Major		
	FIN 310	Risk and Insurance	3	Major		MKT 499	Marketing Management	3	Major		
	FIN 300	Business Finance	3	Bus Core			Approved Elective	3	Major		
			12					12			

- 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