

# 2024-25 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    | _____ <sup>3</sup>      | 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   | _____  | _____ <sup>3</sup> | Career/Technical Course   | 3                       | Tech   | _____    | _____  |
|                      | _____                   | Lab Science <sup>2</sup>      | 3        | Gen Ed   | _____  | _____ <sup>3</sup> | Career/Technical Course   | 3                       | Tech   | _____    | _____  |
| _____ <sup>3</sup>   | Career/Technical Course | 3                             | Tech     | _____    |        |                    | 3                         | Tech                    | _____  | _____    |        |
|                      |                         | 18                            |          |          |        |                    |                           | 15                      |        |          |        |
| YEAR 2 - Sophomore   | _____ <sup>3</sup>      | Career/Technical Course       | 3        | Tech     | _____  | _____ <sup>3</sup> | Career/Technical Course   | 3                       | Tech   | _____    | _____  |
|                      | _____ <sup>3</sup>      | Career/Technical Course       | 3        | Tech     | _____  | _____ <sup>3</sup> | Career/Technical Course   | 3                       | Tech   | _____    | _____  |
|                      | _____ <sup>3</sup>      | Career/Technical Course       | 3        | Tech     | _____  | _____ <sup>3</sup> | Career/Technical Course   | 3                       | Tech   | _____    | _____  |
|                      | _____ <sup>3</sup>      | Career/Technical Course       | 3        | Tech     | _____  | _____ <sup>3</sup> | Career/Technical Course   | 3                       | Tech   | _____    | _____  |
|                      | _____ <sup>3</sup>      | Career/Technical Course       | 3        | Tech     | _____  | _____ <sup>3</sup> | Career/Technical Course   | 3                       | Tech   | _____    | _____  |
|                      | _____ <sup>3</sup>      | Career/Technical Course       | 3        | Tech     | _____  | _____ <sup>3</sup> | 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 <sup>2</sup>      | 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 <sup>1</sup> | 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                      |        |          |        |

- <sup>1</sup>All incoming transfer students required to enroll in FYS 300.
- <sup>2</sup>Recommended lab sciences: BIO 110 Biology & Human Concerns, CHE 110 Chemical World, PHY 105 Astronomy, PHY 110 Physical World, GIS 202 Intro Geospatial Sci & Tech.
- <sup>3</sup>All 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