

2026-27 ACADEMIC MAP



BAS - Business Administration

Concentration: 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	_____	_____
	_____	Humanities/Fine Arts	3	Gen Ed	_____	ACC 220	Financial Accounting I	3	Bus Core	_____	_____
	CIS 205	Microcomputer Applications	3	Gen Ed	_____	_____ ³	Career/Technical Course	3	Tech	_____	_____
	_____	Lab Science ²	3	Gen Ed	_____	_____ ³	Career/Technical Course	3	Tech	_____	_____
_____ ³	Career/Technical Course	3	Tech	_____			3	Tech	_____	_____	
		18						15			
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	_____	_____
	_____ ³	Career/Technical Course	3	Tech	_____			3	Tech	_____	_____
		18						15			
YEAR 3 - Junior	MAT 104	College Algebra	3	Gen Ed	C	_____	GBA 220	Legal Environment of Bus	3	Bus Core	_____
	_____	Lab Science ²	3	Gen Ed	_____	_____	CIS 300	Management Info Systems	3	Bus Core	_____
	_____	Humanities/Fine Arts	3	Gen Ed	_____	_____	ECO 210/211	Macro/Micoeconomics	3	Gen Ed	_____
	MGT 300	Principles of Management	3	Bus Core	_____	_____	_____	Approved MGT/MKT Elective	3	Major	_____
	MKT 300	Marketing Principles	3	Bus Core	_____	_____	_____	Approved Business Elective	3	Major	_____
	FYS 300 ¹	First Year Seminar	1	Univ Req	_____	_____	_____		3	Major	_____
		16						15			
YEAR 4 - Senior	_____	Approved MGT/MKT Elective	3	Major	_____	MGT/MKT 499	Strategic MGT or MKT	3	Major	_____	_____
	_____	Approved MGT/MKT Elective	3	Major	_____	_____	Approved MGT/MKT Elective	3	Major	_____	_____
	_____	Approved MGT/MKT Elective	3	Major	_____	_____	Approved MGT/MKT Elective	3	Major	_____	_____
	_____	Approved MGT/MKT Elective	3	Major	_____	_____	Approved Business Elective	3	Major	_____	_____
			12						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