

# B.S. in Business Administration

Open Electives	9
<b>Credits Subtotal</b>	<b>30.0</b>
<b>Credits Total:</b>	<b>120</b>

## Suggested Plan of Study

### Marketing Major

#### Year One

		<b>Credits</b>
AS 120	Principles of Aeronautical Science	3
BA 101	Introduction to Business Programs and Careers	1
BA 125	Foundations in Business Data Analytics	3
BA 201	Principles of Management	3
BA 232	Techniques in Business Analytics	3
COM 122	English Composition	3
EC 210	Microeconomics	3
EC 211	Macroeconomics	3
	Lower-level Humanities	3
	Mathematics	6
<b>Credits Subtotal</b>		<b>31.0</b>

#### Year Two

ACC 210	Financial Accounting	3
BA 225	Business Law	3
BA 352	Business Analytics for Decision Making	3
COM 219	Speech	3
COM 222	Business Communication	3
MA 222	Business Statistics	3
MK 220	Marketing	3
MK 330	Professional Selling	3
	Physical and Life Science	3
	Physical and Life Science Lab	1
	Open Elective	3
<b>Credits Subtotal</b>		<b>31.0</b>

#### Year Three

ACC 312	Managerial Accounting	3
BA 317	Organizational Behavior	3
BA 320	Business Information Systems	3
BA 335	International Business	3
FIN 332	Corporate Finance I	3
MK 402	Creative Content	3
	Physical and Life Sciences	3
	Specified Major Elective	3
	Upper Level Humanities or Social Sciences	3
	Open Elective	3
<b>Credits Subtotal</b>		<b>30.0</b>

#### Year Four

BA 325	Social Responsibility and Ethics in Management	3
BA 420	Management of Production and Operations	3
BA 490	Strategic Management	3
or MK 490	Strategic Marketing Analytics and Data Visualization	
MK 355	Data Driven Decision Making	3
	Specified Electives	6
	Specified Major Elective	3