

# B.S. IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING AND MANAGEMENT (BUBKM.BS)

Code	Title	Credits
<b>Major Requirements/Business (42 credits)</b>		
BA-251	Principles of Financial Accounting	3
BA-252	Principles of Managerial Accounting	3
BE-201	Microeconomics	3
<i>(BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)</i>		
BE-202	Macroeconomics	3
<i>(BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)</i>		
BF-301	Principles of Finance	3
BL-201	Legal Environment of Business I	3
BK-250	Principles of Marketing	3
BM-250	Principles of Management and Organizational Behavior	3
BE/BF-304	Money, Credit, and Financial Institutions	3
BM-311	Management Information Systems	3
BE-251	Business Statistics	3
BM-327	Ethics, Diversity, and Social Responsibility	3
BM-350	Operations Management	3
BM-490	Strategic Management	3
<b>Concentration Requirements/Marketing &amp; Management (33 credits)</b>		
BK-401	Marketing Research	3
BK-404	Consumer Behavior	3
BK-411	Principles of Advertising	3
BK-459	Managerial Marketing	3
BM-404	Human Resources Management	3
BM-471	Global Management	3
or BK-453	International Marketing	
BM-402	Business Modeling and Analysis	3
or BM-408	Logistics and Supply Management	
BM-451	Entrepreneurship	3
Select 6 credits in Management (BM) at the 300-level or higher		6
Select 3 credits in Marketing (BK) at the 300-level or higher		3
<b>Interdisciplinary Requirements (9 credits)</b>		
MA-117	Quantitative Analysis for Business I	3
<i>(Satisfies Mathematics in General Education)</i>		
IT-150	Information Technology for Business	3
<i>(Satisfies Technological Literacy (TL) in General Education)</i>		

HS-310	Business and Economic Development of the United States	3
<b>Free Electives (3 credits) <sup>1</sup></b>		
Select up to 3 free elective credits. <sup>1</sup>		3
<b>General Education Requirements (33 credits) <sup>2</sup></b>		
Complete 33 credits as outlined on the General Education table. <sup>2</sup>		33
Total Credits		120

<sup>1</sup> Please consult with your advisor regarding the required number of free electives that must be completed.

<sup>2</sup> The General Education curriculum requires the completion of 45 credits. However, students may be able to share credits from within their major or interdisciplinary requirements. Please consult with your advisor to determine which General Education (<http://catalog.monmouth.edu/undergraduate-catalog/academic-programs-support-services-regulations/general-education-requirements/>) courses must be completed.

## Notes

- 54 credits must be completed at the 200 level or higher.
- Business majors are required to complete at least 50% of their major and concentration requirements at Monmouth University.

## Sequence Chart

First Year			
Fall	Credits	Spring	Credits
EN-101 College Composition I	3	EN-102 College Composition II	3
IT-150 Information Technology for Business	3	MA-117 Quantitative Analysis for Business I (Gen*Ed Mathematics)	3
Gen*Ed Historical Perspectives (HS.SV)	3	Gen*Ed Aesthetics (AT) AR,DA,MU,TH	3
Gen*Ed Natural Science (NS) BY,CE,PH,SC,GL	3	Gen*Ed Natural Science (NS) BY,CE,PH,SC,GL	3
FO-xxx World Language	3	Free Elective	3
Semester Credits	15	Semester Credits	15
Second Year			
Fall	Credits	Spring	Credits
BA-251 Principles of Financial Accounting	3	RD, Reasoned Oral Discourse class	3
BK-250 Principles of Marketing	3	BA-252 Principles of Managerial Accounting	3
BE-201 Microeconomics (Gen*Ed Social Science Survey (SS.SV))	3	BM-404 Human Resources Management	3
BM-250 Principles of Management and Organizational Behavior	3	BL-201 Legal Environment of Business I	3
EN-2xx Gen*Ed Literature (LIT)	3	BE-202 Macroeconomics	3
Semester Credits	15	Semester Credits	15
Third Year			
Fall	Credits	Spring	Credits
BM-402 Business Modeling and Analysis or 408	3	BM-350 Operations Management	3
BF-301 Principles of Finance	3	BF-304 Money, Credit, and Financial Institutions or BE 304	3
BM-311 Management Information Systems	3	BK-404 Consumer Behavior	3
BK-401 Marketing Research	3	BE-251 Business Statistics	3

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HS-310 Business and Economic Development of the United States	3	Gen*Ed Cultural Diversity (CD) or Global Understanding (GU)	3
Semester Credits	15	Semester Credits	15
<b>Fourth Year</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
BK-411 Principles of Advertising	3	BM-490 Strategic Management (Gen*Ed Experiential Education (ExEd))	3
BM-327 Ethics, Diversity, and Social Responsibility (Gen*Ed Writing Intensive (WT))	3	BK-453 International Marketing or BM 471	3
BM-451 Entrepreneurship	3	PR-4xx Gen*Ed Interdisciplinary Perspectives	3
BK-459 Managerial Marketing	3	BM-300+ Management Elective	3
BM-300+ Management Elective	3	BK-300+ Marketing Elective	3
Semester Credits	15	Semester Credits	15
Total Credits 120			