

| Bachelor of Science in Business Administration with Concentrations in Marketing and Management and Decision Sciences | |
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| MAJOR REQUIREMENTS/BUSINESS: 42 Credits | Credits |
| BA251: Principles of Financial Accounting | 3.0 |
| BA252: Principles of Managerial Accounting | 3.0 |
| BE201: Microeconomics | 3.0 |
| BE202: Macroeconomics | 3.0 |
| BF301: Principles of Finance | 3.0 |
| BL201: Legal Environment of Business I | 3.0 |
| BK250: Principles of Marketing | 3.0 |
| BM250: Principles Management & Organizational Behavior | 3.0 |
| BE/BF304: Money, Credit and Fin. Mkts. | 3.0 |
| BE251: Business Statistics | 3.0 |
| BM327: Ethics, Diversity, and Social Responsibility | 3.0 |
| BM350: Operations Management | 3.0 |
| BM490: Strategic Management | 3.0 |
| BM311: Management Information Systems | 3.0 |
| or BA430: Accounting Information Systems | |
| CONCENTRATION REQUIREMENTS/ MARKETING & MANAGEMENT: 33 Credits | Credits |
| BK401: Marketing Research | 3.0 |
| BK404: Consumer Behavior | 3.0 |
| BK411: Principles of Advertising | 3.0 |
| BK459: Managerial Marketing | 3.0 |
| BM404: Human Resources Management | 3.0 |
| BM471: Global Management | 3.0 |
| or BK453: International Marketing | |
| BM402: Business Modeling and Analysis | 3.0 |
| or BM408: Logistics and Supply Management | |
| BM434: Small Business Management/Marketing | 3.0 |
| or BM451: Entrepreneurship | |
| 6 credits in Management 300-level or higher | |
| BM300+ Level Courses : _____ | 3.0 |
| BM300+ Level Courses : _____ | 3.0 |
| 3 credits in Marketing 300-level or higher | |
| BK300+ Level Courses: _____ | 3.0 |
| REQUIREMENTS OUTSIDE MAJOR: 15 Credits | Credits |
| MA117: Quantitative Analysis for Business I | 3.0 |
| IT150: Information Technology for Business | 3.0 |
| CO225: Business and Professional Communication | 3.0 |
| HS310: Business and Economic Development of the United States | 3.0 |
| PS101: Introduction to Political Science: Power and Globalization | 3.0 |
| or PY103: Introduction to Psychology | |
| or PS103: American National Government | |
| or SO101: Introduction to Sociology | |
| FREE ELECTIVES: 5 Credits | Credits |
| _____ | 5.0 |

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| GENERAL EDUCATION REQUIREMENTS: 33 Credits | | Credits |
| First Year Seminar | FY-101: First Year Seminar | 3.0 |
| Reading and Writing | EN101: College Composition I | 3.0 |
| | EN102: College Composition II | 3.0 |
| Mathematics | Fulfilled in Requirements Outside Major with MA117 | 0.0 |
| Natural Sciences | 6 Credits from subjects BY, CE, GL, PH, or SC | 6.0 |
| Literature | 3 Credits from courses designated with Course*Type: LIT | 3.0 |
| Aesthetics and Creativity | 3 Credits from Art, Music, Theatre, or Dance | 3.0 |
| Technological Literacy | Fulfilled in Requirements Outside Major with IT150 | 0.0 |
| Reasoned Oral Discourse | Fulfilled in Requirements Outside Major with CO225 | 0.0 |
| Historical Perspective | 3 Credits from courses designated with Course*Type: HS.SV | 3.0 |
| Social Science | Fulfilled in Outside Major Requirements with PS101 or PS103 or with PY103 or with SO101 | 0.0 |
| Historical Perspective/Social Sciences | Fulfilled in Major Requirements with BE201 or with BE202 | 0.0 |
| Interdisciplinary Perspectives | 3 Credits from courses designated with Course*Type: ISP | 3.0 |
| Cultural Diversity and Global Understanding or Foreign Language | 3 Credits from courses designated with Course*Type: CD | 6.0 |
| | and 3 Credits from courses designated with Course*Type: GU or 6 Credits from the SAME foreign language | |
| Experiential Education | One course designated with Course*Type: EX | 0.0 |
| Writing Intensive | Two courses from Business (BA, BE, BF, BK, BM, BL, BR) | 0.0 |
| | designated with Course*Type: WT | 0.0 |

Total Credits For Bachelor of Science in Business Administration with Concentrations in Marketing and Management and Decision Sciences = 128.0

NOTES:

* 58 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.