

Bachelor of Science in Business Administration with Concentrations in Marketing and Management and Decision Sciences	
MAJOR REQUIREMENTS/BUSINESS: 42 Credits	Credits
BA-251: Principles of Financial Accounting	3.0
BA-252: Principles of Managerial Accounting	3.0
BE-201: Microeconomics	3.0
BE-202: Macroeconomics	3.0
BF-301: Principles of Finance	3.0
BL-201: Legal Environment of Business I	3.0
BK-250: Principles of Marketing	3.0
BM-250: Principles Management & Organizational Behavior	3.0
BE/BF-304: Money, Credit, and Financial Institutions	3.0
BM-311: Management Information Systems	3.0
BE-251: Business Statistics	3.0
BM-327: Ethics, Diversity, and Social Responsibility	3.0
BM-350: Operations Management	3.0
BM-490: Strategic Management	3.0
CONCENTRATION REQUIREMENTS/ MARKETING & MANAGEMENT: 33 Credits	Credits
BK-401: Marketing Research	3.0
BK-404: Consumer Behavior	3.0
BK-411: Principles of Advertising	3.0
BK-459: Managerial Marketing	3.0
BM-404: Human Resources Management	3.0
BM-471: Global Management	3.0
OR BK-453: International Marketing	
BM-402: Business Modeling and Analysis	3.0
OR BM-408: Logistics and Supply Management	
BM-434: Small Business Management/Marketing	3.0
OR BM-451: Entrepreneurship	
6 credits in Management 300-level or higher	
BM-300+ Level Courses : _____	3.0
BM-300+ Level Courses : _____	3.0
3 credits in Marketing 300-level or higher	
BK-300+ Level Courses: _____	3.0
REQUIREMENTS OUTSIDE MAJOR: 15 Credits	Credits
MA-117: Quantitative Analysis for Business I	3.0
IT-150: Information Technology for Business	3.0
CO-225: Business and Professional Communication	3.0
HS-310: Business and Economic Development of the United States	3.0
PS-101: Introduction to Political Science: Power and Globalization	3.0
OR PY-103: Introduction to Psychology	
OR PS-103: American National Government	
OR SO-101: Introduction to Sociology	
FREE ELECTIVES: 5 Credits	Credits
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GENERAL EDUCATION REQUIREMENTS: 33 Credits		Credits
First Year Seminar	FY-101: First Year Seminar	3.0
Reading and Writing	EN-101: College Composition I	3.0
	EN-102: College Composition II	3.0
Mathematics	Fulfilled in Requirements Outside Major with MA-117	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 IT-150	0.0
Reasoned Oral Discourse	Fulfilled in Requirements Outside Major with CO-225	0.0
Historical Perspective	3 Credits from courses designated with Course*Type: HS.SV	3.0
Social Science	Fulfilled in Outside Major Requirements with PS-101 or PS-103 or PY-103 or with SO-101	0.0
Historical Perspective/Social Sciences	Fulfilled in Major Requirements with BE-201 or with BE-202	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.