BUBK08.GE08

Office of Registration and Records
West Long Branch, NJ 07764 - 1898

AJOR REQUIREMENTS/BUS		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: Management & Organizational Behavior	3.0	
	BE251: Managerial Statistics	3.0	
	BM311: Management Information Systems		
	or BA430: Accounting Information Systems	3.0	
	BM327: Ethics, Diversity, and Social Responsibility in Business	3.0	
	BM350: Operations Management	3.0	
	BM490: Strategic Management	3.0	
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ONCENTRATION REQUIREMENTS/MARKETING: 15 Credits			
	BK401: Marketing	3.0	
	BK300+:	3.0	
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	BK459: Managerial Marketing	3.0	
	: Global/International Business Course	3.0	
	(From among: BK343,BM371,BA425,BF421,BE314,BK453 or BM471)		
REQUIREMENTS OUTSIDE MAJOR: 15 Credits			
	MA117: Quantitative Analysis for Business I	3.0	
	MA118: Quantitative Analysis for Business II	3.0	
	CO225: Business and Professional Communication		
	CO225: Business and Professional Communication	3.0	
	PS101: Introduction to Political Science		
	or PS103: American National Government	3.0	
	SO101: Introduction to Sociology		
	or PY103: Introduction to Psychology	3.0	
REE ELECTIVES: 17 Credits			

B.S. in Business Administration with a Concentration in Marketing					
GENERAL EDUCATION REQUIREMENTS: 42 Credits					
English		EN101: College English I EN102: College English II	3.0 3.0		
Literature		EN201: Literature I EN202: Literature II	3.0 3.0		
History		HS101: Western Civilization In World Perspective I HS102: Western Civilization In World Perspective II	3.0 3.0		
Information Technology		IT100: Information Technology	3.0		
Critical Discourse		HU201: Critical Discourse	3.0		
Science		SC100: Discovery & Thinking in Natural Science	3.0		
Three (3) credits chosen from:		BY101: Issues & Methods of Biology CE101: Issues & Methods of Chemistry PH101: Issues & Methods of Physics	3.0		
Mathematics		Fulfilled in Requirements Outside Major	0.0		
Social Science		Fulfilled in Requirements Outside Major	0.0		
Aesthetics	or	AR101: Art Appreciation MU101: Music Appreciation TH101: Theater Appreciation DA101: Dance Appreciation	3.0		
Cross Cultural	or	Two courses from the set of approved courses 6 credits in the same foreign language	3.0 3.0		
Perspectives		PRxxx	3.0		
Experiential Education		EX001	0.0		
Demonstration of Writing Proficiency		WP001	0.0		
Writing Intensive Requirement		Two courses as specified by the department in which the major is housed.	0.0 0.0		

TOTAL CREDITS FOR B.S. IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING = 128.0

<u>NOTES</u>

^{* 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.