

MONMOUTH UNIVERSITY

Curriculum Chart 2009-2010

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

BUBKM08.GE09

MONMOUTH UNIVERSITY CURRICULUM CHART

B.S. in Business Administration with a Concentration in Marketing & Management		
MAJOR REQUIREMENTS/BUSINESS: 39 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: Management & Organizational Behavior	3.0
	BE251: Managerial Statistics	3.0
	BM311: Management Information Systems	3.0
	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
CONCENTRATION REQUIREMENTS MARKETING & MANAGEMENT: 27 Credits		Credits
	BK401: Marketing Research	3.0
	BM404: Human Resources Management	3.0
	BK459: Managerial Marketing	3.0
	Three BM300+ Level Courses : _____	9.0
	Two BK300+ Level Courses: _____	6.0
	_____: Global/International Business Course	3.0
	From among: BA425, BF421, BE403, BK453, or BM471	
REQUIREMENTS OUTSIDE MAJOR: 15 Credits		Credits
	MA117: Quantitative Analysis for Business I	3.0
	MA118: Quantitative Analysis for Business II	3.0
	CO225: Business and Professional Communication	3.0
	PS101: Introduction to Political Science	3.0
	or PS103: American National Government	3.0
	SO101: Introduction to Sociology	3.0
	or PY103: Introduction to Psychology	3.0
FREE ELECTIVES: 5 Credits		Credits
	_____	5.0

B.S. in Business Administration with a Concentration in Marketing & Management		
GENERAL EDUCATION REQUIREMENTS: 42 Credits		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 or CE101: Issues & Methods of Chemistry or 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	AR101: Art Appreciation or MU101: Music Appreciation or TH101: Theater Appreciation or DA101: Dance Appreciation	3.0
Cross Cultural	Two courses chosen from the set of approved courses or 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 & MANAGEMENT = 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.