MAJOR REQUIREMENTS
All courses are 3 credit hours unless otherwise noted

Business Foundation (30 hours)
  *(Prereq: MATH 1390, sophomore status)
- ACCT 2311 Principles of Accounting II *(ACTS: ACCT 2013)
  *(Prereq: ACCT 2310)
- ACCT 2321 Legal Environment of Business I
  *(Prereq: ACCT 2310)
- ACCT 2326 Financial Reporting
- ACCT 2327 Managerial Accounting
- ECON 2310 Principles of Microeconomics
  *(ACTS: BUSI 2103)
  *(Prereq: MATH1390)
- ECON 2320 Principles of Macroeconomics
  *(Prereq: ECON 2203)
  *(Prereq: MATH1390)
- MATH 1395 Applied Calculus for Business & Economics*
  *(Prereq: MATH 1390)
- MGMT 2301 Business Communications
  *(Prereq: MATH1390)
- QMTH 2330 Business Statistics*
  *(ACTS: BUSI 2103)
- UCA Core: Critical Inquiry Critical Thinking
- UCA Core: Critical Inquiry Social Science Course
- UCA Core: Critical Inquiry Written Communication
- UCA Core: Critical Inquiry Oral Communication Course
- UCA Core: Diversity in World Cultures Course
- UCA Core: Oral Communication Course
- MIS 2343 Desktop Support Technologies

*This course has prerequisites; check the Undergraduate Bulletin for details

Business Core Requirements (18 hours)
Prerequisite note: Completion of ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330 is required prior to enrolling in MKTG 3350, FINA 3330, MGMT 3340, and MGMT 3344.

- FINA 3330 Managing Finance & Capital**
- MGMT 3340 Managing People & Work**
- MGMT 3344 Operations & Supply Chain Mgmt**
- MIS 3321 Managing Systems and Technology
- MGMT 3350 Principles of Marketing**
- MGMT 4347 Managing Policy and Strategy**

*(this course should be taken in final semester)

*This course has prerequisites; check the Undergraduate Bulletin for details

Marketing Major (24 hours)
- MKTG 4353 Marketing Research & Data Management *(Prequisite MKTG 3350)
- MKTG 4354 Consumer Behavior *(Prequisite MKTG 3350)
- MKTG 4355 Marketing Management *(Prequisite MKTG 3350 + either 6 hours of Marketing or instructor consent)
- MKTG 4356 Fashion Merchandising & Management
- MKTG 4360 Health Care Marketing
- MKTG 4361 Marketing Planning for Health Care Orgs
- MKTG 4362 Services Marketing
- MKTG 4370 Fundamentals of Direct Marketing
- MKTG 4382 Internship in Marketing
- MKTG 4390 Special Problems in Marketing**
- MGMT 4305 Fundamentals of Entrepreneurship
- MGMT 3315 Diversity/Multicultural Communications
- MGMT 3342 International Business
- MGMT 3346 Personnel/Human Resource Management**


*This course has prerequisites; check the Undergraduate Bulletin for details

Electives (to equal 120 hours) (add more on back)

SUMMARY OF GRADUATION REQUIREMENTS
1. A minimum of 120 hours earned from the following areas:
   - UCA Lower Division Core - 38 hours
     - UCA Lower Division Core requirements can be found at: http://uca.edu/core
     - UCA Lower division core requirements for Diversity in World Cultures, Oral Communication, Critical Inquiry Quantitative, Critical Inquiry Social Science will be completed as students complete the Business Foundation
     - ECON 1310 Modern Political Economy and FINA 2330 Personal Finance are Responsible Living Social Science alternatives available within the College of Business for students to consider when choosing a class in the Responsible Living area
   - UCA Upper Division Core
     - At least one upper division course in each of the following categories is required: Diversity (D), Effective Communication (C), Responsible Living (R), Critical Inquiry (I), and Capstone Experience (Z)
     - A course may satisfy up to 2 of these requirements
     - These requirements will be met by completing the Business Core and Economics Major requirements
   - Business Foundation – 30 hours
   - Business Core – 18 hours
   - Major – 24 hours
   - Electives to equal 120 hours
     - Note: A second major, minor, and/or special degree requirements may increase the number of hours required for graduation.
     - At least a 2.000 Grade Point Average is required overall, in the business foundation/core, and in the major.

2. In the Business Foundation, a student may NOT proceed to take courses in the Business Core if the student's GPA is not at least a 2.0 in the following courses: ACCT 2310, ACCT 2311, ECON 2320, ECON 2321, and QMTH 2330.

3. Forty hours of upper division credit (3000 – 4000 level courses) are required for graduation.

4. For additional information, consult your academic advisor or the undergraduate bulletin

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