UCA CORE LOWER DIVISION

UCA Lower Division Core requirements can be found at: http://uca.edu/gened/checksheet/

College of Business Courses in the UCA Core Lower Division

Courses included in Business Foundation Requirements

- ECON 2310 Global Environment of Business (UCA Core: Diversity in World Cultures Course)
- ECON 2320 Principles of Macroeconomics [ACTS: ECON 2103] (UCA Core: Critical Inquiry Social Science Course)
- ECON 2321 Principles of Microeconomics [ACTS: ECON 2203] (UCA Core: Critical Inquiry Social Science Course)
- MATH 1395 Applied Calculus for Business & Economics (UCA Core: Critical Inquiry Social Science Course)
- MGMT 2301 Business Communications [ACTS: BUSI 2013] (UCA Core: Oral Communication Course)
- MKTG 2376 Business Innovation & Creativity (If required by major) (UCA Core: Oral Communication Course)

Other College of Business UCA Core Alternatives

- MGMT 2341 Principles of Management (UCA Core: Critical Inquiry Social Science Course)
- ECON 1310 Modern Political Economy (UCA Core: Responsible Living Social Science)
- FINA 2330 Personal Finance (SS) (UCA Core: Responsible Living Social Science)

SUMMARY OF GRADUATION REQUIREMENTS

1. A minimum of 120 hours earned from the following areas:
   - UCA Lower Division Core - 38 hours
   - 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.

2. At least a 2.000 Grade Point Average is required overall, in the business foundation/core, and in the major.

3. 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.

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

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

MAJOR REQUIREMENTS

All courses are 3 credit hours unless otherwise noted

Business Foundation (30 hours)

- ACCT 2310 Principles of Accounting I* [ACTS: ACCT 2003] (Prereq: MATH 1390, sophomore status)
- ACCT 2311 Principles of Accounting II* [ACTS: ACCT 2013] (Prereq: ACCT 2310)
- ACCT 2321 Legal Environment of Business I [ACTS: BLAW 2003] (Prereq: sophomore status)
- ECON 2310 Global Environment of Business (UCA Core: Diversity in World Cultures Course)
- ECON 2320 Principles of Macroeconomics [ACTS: ECON 2103] (Prereq: MATH 1390)
- ECON 2321 Principles of Microeconomics [ACTS: ECON 2203] (Prereq: MATH 1390)
- ECON 2321 Principles of Macroeconomics [ACTS: ECON 2103] (Prereq: MATH 1390)
- ECON 2321 Principles of Microeconomics [ACTS: ECON 2203] (Prereq: MATH 1390)
- ECON 2321 Principles of Macroeconomics [ACTS: ECON 2103] (Prereq: MATH 1390)
- MATH 1395 Applied Calculus for Business & Economics* (Prereq: MATH 1390)
- FINA 2330 Personal Finance (SS) (UCA Core: Responsible Living Social Science)
- MGMT 2301 Business Communications [ACTS: BUSI 2013] (Prereq: sophomore status)
- MGMT 2301 Business Communications [ACTS: BUSI 2013] (Prereq: MATH 1390)
- MIS 2343 Desktop Support Technologies* (UCA Core: Oral Communication Course)

*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 Managing Production & Operations**
- MIS 3321 Managing Systems and Technology
- MKTG 3350 Principles of Marketing**
- MKTG 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 (Prerequisite MKTG 3350)
- MKTG 4354 Consumer Behavior (Prerequisite MKTG 3350)
- MKTG 4355 Marketing Management (Prerequisite MKTG 3350 + either 6 hours of Marketing or instructor consent)

*This course has prerequisites; check the Undergraduate Bulletin for details
SUPPLY CHAIN EMPHASIS (15 hours)
MGMT 3344 [Business Core], MGMT 4341 [MGMT Major Core]  
PLUS
   ______ MKTG 3365 Transportation
   ______ MKTG 3375 Supply Chain Management
   ______ MGMT 3352 Purchasing & Materials Management
   ______ MGMT 4341 Quantitative Methods in Management

Additional Marketing Electives: Choose ONE
   ______ MKTG 3351 Retail Management**
   ______ MKTG 3356 Fashion Merchandising & E-Commerce
   ______ MKTG 3360 Fundamentals of Strategic Selling**
   ______ MKTG 3371 Advertising**
   ______ MKTG 3372 Sales Management**
   ______ MKTG 3373 Public Relations**
   ______ MKTG 3382 Internship in Marketing**
   ______ MKTG 4320 Selected Topics in Marketing**
   ______ 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 3305 Social Issues in Management
   ______ MGMT 3310 Fundamentals of Entrepreneurship
   ______ MGMT 3315 Diversity/Multicultural Communications
   ______ MGMT 3342 International Business
   ______ MGMT 3346 Personnel/Human Resource Management
   ______ MGMT 3349 Small Business Management

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

Electives (to equal 120 hours)
   ______ __________________________
   ______ __________________________
   ______ __________________________
   ______ __________________________