MAJOR REQUIREMENTS

All courses are 3 credit hours unless otherwise noted

Business Foundation (30 hours)

- ACCT 2310 Principles of Accounting I\(^*\)\text{[ACTS: ACCT 2003] (Prereq: MATH 1390, sophomore status)}
- ACCT 2311 Principles of Accounting II\(^*\)\text{[ACTS: ACCT 2013 (Prereq: ACCT 2310)}
- ACCT 2321 Legal Environment of Business I\text{[ACTS: BLAW 2003] (Prereq: sophomore status)}
- ECON 2310 Global Environment of Business\text{(UCA Core: Diversity in World Cultures Course)}
- ECON 2320 Principles of Macroeconomics\text{[ACTS: ECON 2103 (Prereq: MATH 1390) (UCA Core: Critical Inquiry Social Science Course)}
- ECON 2321 Principles of Microeconomics\text{[ACTS: ECON 2203 (Prereq: MATH 1390) (UCA Core: Critical Inquiry Social Science Course)}
- QMTH 2330 Business Statistics\text*\text{[ACTS: BUSI 2103 (Prereq: MATH 1390) (UCA Core: Critical Inquiry Quantitative Course)}
- MGMT 2301 Business Communications\text{[ACTS: BUSI 2013) (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 \textbf{required prior} to enrolling in MKTG 3350, FINA 3330, MGMT 3340, and MGMT 3344.

- FINA 3330 Managing Finance & Capital\text**
- MGMT 3340 Managing People & Work\text**
- MGMT 3344 Operations & Supply Chain Mgmt\text**
- MIS 3321 Managing Systems and Technology
- MKTG 3350 Principles of Marketing\text**
- MGMT 4347 Managing Policy and Strategy\text** (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 \textbf{(Prerequisite MKTG 3350)}
- MKTG 4354 Consumer Behavior \textbf{(Prerequisite MKTG 3350)}
- MKTG 4355 Marketing Management \textbf{(Prerequisite MKTG 3350 + either 6 hours of Marketing or instructor consent)}

Choose five (Max of 2 MGMT Courses)

- MKTG 3351 Retail Management\text**
- MKTG 3355 Marketing & New Media\text**
- MKTG 3356 Fashion Merchandising & E-Commerce
- MKTG 3360 Fundamentals of Strategic Selling\text**
- MKTG 3365 Transportation
- MKTG 3371 Advertising\text**
- MKTG 3372 Sales Management\text**
- MKTG 3373 Public Relations\text**
- MKTG 3375 Supply Chain Management
- MKTG 3382 Internship in Marketing\text**
- MKTG 4320 Selected Topics in Marketing\text**
- MKTG 4360 Health Care Marketing
- MKTG 4361 Marketing Planning for Health Care Orgs
- MKTG 4362 Services Marketing\text**
- MKTG 4370 Fundamentals of Direct Marketing\text**
- MKTG 4382 Internship in Marketing\text**
- MKTG 4390 Special Problems in Marketing\text**
- 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\text**
- MGMT 3349 Small Business Management
- MGMT 3352 Purchasing & Materials Management\text**

\* 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](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 2.0 Grade Point Average is required overall, in the business foundation/core, and in the major.
  - 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.
  - Forty hours of upper division credit (3000 – 4000 level courses) are required for graduation.
  - For additional information, consult your academic advisor or the undergraduate bulletin

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