



Shields School of Business

Bachelor of Science in Marketing with a Concentration in Entrepreneurship

Student Name:

Fall

Spring

First Year

Credits 30

| Status | Course No. | Name | GE | Note | Credits |
|--------------|------------|------------------------------------|----|-------------------------|-----------|
| | ECON101 | Principles of Economics I | Y | Fulfills Gen Ed and CBC | 3 |
| | BUS101 | Business in a Global Society | Y | Fulfills Gen Ed and CBC | 3 |
| | RLST105 | Franciscan Goals for Today | Y | | 3 |
| | HIST_ELECT | History Course at 100 or 200 level | Y | | 3 |
| | CORE113 | First-Year Seminar | Y | | 3 |
| | CORE103 | Community Enrichment (Fall - 6) | Y | | 0 |
| Total | | | | | 15 |

| Status | Course No. | Name | GE | Note | Credits |
|--------------|------------|----------------------------------|----|-------------------------|-----------|
| | ECON102 | Principles of Economics II | Y | Fulfills Gen Ed and CBC | 3 |
| | MGMT101 | Principles of Management | | CBC | 3 |
| | SCI_ELECT | Science Elective | Y | | 3 |
| | FNAR_ELECT | Fine Arts Elective | Y | ART, FNAR, MUS, THTR | 3 |
| | WRIT102 | Research Writing | Y | | 3 |
| | CORE104 | Community Enrichment (Spring- 6) | Y | | 0 |
| Total | | | | | 15 |

Sophomore Year

Credits 36

| | | | | | |
|--------------|---------|---------------------------------|---|-----|-----------|
| | MKTG101 | Marketing | | CBC | 3 |
| | ACCT101 | Financial Accounting | | CBC | 3 |
| | MGMT331 | Entrepreneurship | | | 3 |
| | MIS102 | Management Information Systems | | | 3 |
| | MATH111 | Finite Math (MATH111 or higher) | Y | | 3 |
| | LIT104 | Intro to Literature | Y | | 3 |
| Total | | | | | 18 |

| | | | | | |
|--------------|------------|--|---|-----|-----------|
| | MGMT102 | Production/Operations Management | | CBC | 3 |
| | ACCT102 | Managerial Accounting | | CBC | 3 |
| | COMM103 | Public Speaking | | CBC | 3 |
| | LANG_ELECT | Language at 102 level or higher | Y | | 3 |
| | PHIL205 | Discovering Philosophy | Y | | 3 |
| | MGMT332 | The Entrepreneurial Mind: Creativity and Inn | | | 3 |
| Total | | | | | 18 |

Junior Year

Credits 33

| | | | | | |
|--------------|------------|--|---|-------------------------|-----------|
| | MKTG321 | Marketing Research | | | 3 |
| | STAT301 | Quantitative Business Analysis I | Y | Fulfills Gen Ed and CBC | 3 |
| | COMM208 | Writing & Communicating in Bus | | CBC | 3 |
| | PHIL313 | Business Ethics | Y | Fulfills Gen Ed and CBC | 3 |
| | SSCI_ELECT | Soc Sci Elective (PLSC, PSCY101, or SOC) | Y | | 3 |
| | MGMT335 | Financing Entrepreneurial Ventures | | | 3 |
| | EXAM301 | Writing Competency Exam | Y | | 0 |
| Total | | | | | 18 |

| | | | | | |
|--------------|---------|-----------------------------------|--|-----|-----------|
| | MKTG320 | Consumer Insight | | | 3 |
| | STAT302 | Quantitative Business Analysis II | | CBC | 3 |
| | COMM310 | Advertising | | | 3 |
| | FIN202 | Finance | | CBC | 3 |
| | MGMT333 | Social Entrepreneurship | | | 3 |
| Total | | | | | 15 |

Senior Year

Credits 29

| | | | | | |
|--------------|------------|---------------------------|--|-------------------------|-----------|
| | MKTG206 | Global Marketing Strategy | | | 3 |
| | MGMT401 | Strategic Management | | CBC | 3 |
| | MKTG_ELECT | Marketing Elective | | See Catalog for Options | 3 |
| | FREE_3 | 3 Credit Free Elective | | | 3 |
| | FREE_2 | 2 Credit Free Elective | | | 2 |
| Total | | | | | 14 |

| | | | | | |
|--------------|------------|--|---|--------------------------|-----------|
| | MKTG404 | Marketing Management | | | 3 |
| | MKTG_ELECT | Marketing Elective | | See Catalog for Options | 3 |
| | BLAW_ELECT | Business Law Elective | | CBC- BLAW301,302,303,304 | 3 |
| | CORE407 | Senior Keystone | Y | | 3 |
| | MGMT430 | Small Business Start-ups and Consulting Prac | | | 3 |
| Total | | | | | 15 |

4-Year Total

Total Credits: 128

Free Electives: 5

Notes: The elective in the Entrepreneurship concentration is fulfilled by MKTG321.

General Education Diversity Requirement

There is a diversity requirement in the general education program. Currently BUS101 fulfills this requirement.
Other business classes that fulfill this requirement include: MGMT201, MGMT206, MGMT307, and MKTG206

LANG_ELECT

For the language elective in general education, students must complete 3 credits at the 102 level or higher.
The current language prefixes are as follows: ASL,FREN, GERM, ITAL, LANG, LATN, SPAN

FNAR_ELECT

For the fine arts elective, students must complete any 3 credits of fine arts courses.
The current fine arts prefixes are as follows: FNAR, ART, MUS, THTR

SSCI_ELECT

For the social sciences elective, business majors need a 3 credit course from one of the following:
Any PLSC course at the 100 or 200 level
PSYC101 - Introduction to Psychology
Any SOC course at the 100 or 200 level

SCI_ELECT

For the Science elective, business students may choose any of the following courses:

| | | |
|---------|-------------------|---|
| BIOL103 | Environmental S | 3 |
| BIOL104 | Human Heredity | 3 |
| BIOL105 | Human Biology | 3 |
| CHEM105 | Contemporary C | 3 |
| PHYS101 | Physical Science | 3 |
| PHYS102 | Descriptive Astr | 3 |
| SCI101 | Science for Activ | 3 |
| SCI102 | Intro to Renewa | 3 |

or any natural science, computer science, or engineering course that has a lab, if the lab is also completed.

BLAW_ELECT

For the Business Law elective student may choose any of the following courses:

| | | |
|---------|------------------|---|
| BLAW301 | Legal Environme | 3 |
| BLAW302 | CPA Law | 3 |
| BLAW303 | Sports Law | 3 |
| BLAW304 | International Bu | 3 |

IS_ELECT

The Accounting and Finance major do not have an IS-focused course among their required courses. To meet the information systems learning goal, these major are required to take one of the following IS-related courses:

| | | |
|---------|------------------|---|
| ACCT310 | Accounting Infor | 3 |
| ACCT401 | Accounting Appl | 3 |
| BUSA103 | Advanced Excel | 3 |
| CPSC101 | Intro to Comput | 3 |
| CPSC121 | Intro to Program | 4 |
| MIS102 | Management Infor | 3 |
| MIS110 | Computer Progr | 3 |
| MIS342 | E-Commerce | 3 |