

Business & Management Department

BA in Management with emphasis in Marketing

Prior Degree Requirements

Began Studies: Summer 2016-Spring 2017

A minimum of 128 US credit hours consisting of the following: a minimum of 43 required US credit hours of major coursework (see below); a minimum of 30 US credit hours from the Global Citizenship Program; and 55 US credit hours of electives.

Required Courses

- ACCT 2010 Financial Accounting I (3 credit hours)
- ACCT 2025 Managerial Accounting (3 credit hours)
- BUSN 2750 Introduction to Statistics (3 credit hours)
- ECON 2020 Principles of Microeconomics (3 credit hours)
- ECON 2030 Principles of Macroeconomics (3 credit hours)
- MNGT 2100 Management Theory and Practices (3 credit hours)
- MNGT 3320 Business Law: International (3 credit hours)
- MNGT 3400 Human Resource Management (3 credit hours)
- MNGT 3500 Marketing (3 credit hours)
- MNGT 3510 Advertising (3 credit hours)
- MNGT 4330 International Marketing (3 credit hours)
- MNGT 4570 Marketing Research (3 credit hours)
- MNGT 4920 Marketing Strategies (3 credit hours)
- MNGT 4970 Bachelor Thesis (4 credit hours)

Began Studies: Before Summer 2016

A minimum of 128 US credit hours consisting of the following: a minimum of 39 required US credit hours of major coursework (see below); a minimum of 30 US credit hours from the Global Citizenship Program; and 59 US credit hours of electives.

Required Courses

- ACCT 2010 Financial Accounting I (3 credit hours)
- ACCT 2025 Managerial Accounting (3 credit hours)
- BUSN 2750 Introduction to Statistics (3 credit hours)
- ECON 2020 Principles of Microeconomics (3 credit hours)
- ECON 2030 Principles of Macroeconomics (3 credit hours)
- MNGT 2100 Management Theory and Practices (3 credit hours)
- MNGT 3320 Business Law: International (3 credit hours)
- MNGT 3400 Human Resource Management (3 credit hours)
- MNGT 3500 Marketing (3 credit hours)
- MNGT 3510 Advertising (3 credit hours)
- MNGT 4330 International Marketing (3 credit hours)
- MNGT 4570 Marketing Research (3 credit hours)
- MNGT 4920 Marketing Strategies (3 credit hours)