

Fall Start - 15 Hours

<b>Fall 1 (Start)</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3301	Professionalism & Communication in Bus.	None
BUSI 3311	Business Statistics	Core Math Requirement
MGMT 3302	Personnel & Human Resource Management	None
MGMT 3350	Management & Organizational Behavior	None
MKTG 3301	Marketing	None
<b>Spring 1</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3332	Legal Environment of Business	None
BUSI 3344	Intro. to the Global Business Environment	None
FIN 3301	Financial Management I	ACCT 2302 or 3311 & ECON 2301
MKTG 3318	Promotional Strategy	BUSI 3301 & MKTG 3301
MKTG 3320	Marketing Research	BUSI 3301, BUSI 3311, & MKTG 3301
<b>Fall 2</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
ACCT 3301	Accounting & Finance Data Analytics I	ACCT 2301 or 3300
BUSI 4301	Business Ethics & Corp. Social Responsibility	BUSI 3301 & MGMT 3350
MKTG 3316	Consumer Behavior	BUSI 3301 & MKTG 3301
MKTG 4302	Services Marketing	BUSI 3301 & MKTG 3301
MKTG 4305	Digital & Internet Marketing	BUSI 3301 & MKTG 3301
<b>Spring 2 (Finish)</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
CIS 4350	Management Information Systems	None
BUSI 4359	Business Strategy	ACCT 2301 & 2302, BUSI 3311, ECON 2301, FIN 3301, MGMT 3350, & MKTG 3301
BUSI 4090	Business Capstone Assessment	Zero credit course used to complete a short exam
MKTG 4316	Marketing Strategy	MKTG 3301, 3316, & 3320
Elective	Upper-level COBA	Varies based on course
Elective	Upper-level COBA	Varies based on course

Spring Start - 15 Hours

<b>Spring 1 (Start)</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3301	Professionalism & Communication in Bus.	None
BUSI 3311	Business Statistics	Core Math Requirement
MGMT 3302	Personnel & Human Resource Management	None
MGMT 3350	Management & Organizational Behavior	None
MKTG 3301	Marketing	None
<b>Fall 1</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3332	Legal Environment of Business	None
BUSI 3344	Intro. to the Global Business Environment	None
FIN 3301	Financial Management I	ACCT 2302 or 3311 & ECON 2301
MKTG 3316	Consumer Behavior	BUSI 3301 & MKTG 3301
MKTG 4305	Digital & Internet Marketing	BUSI 3301 & MKTG 3301
<b>Spring 2</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
ACCT 3301	Accounting & Finance Data Analytics I	ACCT 2301 or 3300
BUSI 4301	Business Ethics & Corporate Social Responsibility	BUSI 3301 & MGMT 3350
MKTG 3318	Promotional Strategy	BUSI 3301 & MKTG 3301
MKTG 3320	Marketing Research	BUSI 3301, BUSI 3311, & MKTG 3301
MKTG 4316	Marketing Strategy	MKTG 3301, 3316, & 3320
<b>Fall 2 (Finish)</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
CIS 4350	Management Information Systems	None
BUSI 4359	Business Strategy	ACCT 2301 & 2302, BUSI 3311, ECON 2301, FIN 3301, MGMT 3350, & MKTG 3301
BUSI 4090	Business Capstone Assessment	Zero credit course used to complete a short exam
MKTG 4302	Services Marketing	BUSI 3301 & MKTG 3301
Elective	Upper-level COBA	Varies based on course
Elective	Upper-level COBA	Varies based on course

Fall Start - 9 Hours

<b>Fall 1</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3301	Professionalism & Communication in Business	None
BUSI 3311	Business Statistics	Core Math Requirement
MKTG 3301	Marketing	None
<b>Spring 1</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3344	Intro. to the Global Business Environment	None
MGMT 3350	Management & Organizational Behavior	None
MKTG 3318	Promotional Strategy	BUSI 3301 & MKTG 3301
<b>Summer 1</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
MGMT 3302	Personnel & Human Resource Management	None
<b>Fall 2</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
FIN 3301	Financial Management I	ACCT 2302 or 3311 & ECON 2301
MKTG 3316	Consumer Behavior	BUSI 3301 & MKTG 3301
MKTG 4305	Digital & Internet Marketing	BUSI 3301 & MKTG 3301
<b>Spring 2</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3332	Legal Environment of Business	None
CIS 4350	Management Information Systems	None
MKTG 3320	Marketing Research	BUSI 3301, BUSI 3311, & MKTG 3301
<b>Summer 2</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
ACCT 3301	Accounting & Finance Data Analytics I	ACCT 2301 or 3300
<b>Fall 3</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 4301	Business Ethics & Corp. Social Responsibility	BUSI 3301 & MGMT 3350
MKTG 4302	Services Marketing	BUSI 3301 & MKTG 3301
Elective	Upper-level COBA	Varies based on course
<b>Spring 3 (Finish)</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-requisites not otherwise accounted for</b>
BUSI 4359	Business Strategy	BUSI 3311, ECON 2301, FIN 3301, MGMT 3350, & MKTG 3301
BUSI 4090	Business Capstone Assessment	Zero credit course used to complete a short exam
MKTG 4316	Marketing Strategy	MKTG 3301, 3316, & 3320
Elective	Upper-level COBA	Varies based on course

Spring Start - 9 Hours

<b>Spring 1 (Start)</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3301	Professionalism & Communication in Business	None
BUSI 3311	Business Statistics	Core Math Requirement
MKTG 3301	Marketing	None
<b>Summer 1</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
MGMT 3350	Management & Organizational Behavior	None
<b>Fall 1</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
FIN 3301	Financial Management I	ACCT 2302 or 3311 & ECON 2301
MKTG 3316	Consumer Behavior	BUSI 3301 & MKTG 3301
MKTG 4305	Digital & Internet Marketing	BUSI 3301 & MKTG 3301
<b>Spring 2</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3332	Legal Environment of Business	None
MKTG 3318	Promotional Strategy	BUSI 3301 & MKTG 3301
MKTG 3320	Marketing Research	BUSI 3301, BUSI 3311, & MKTG 3301
<b>Summer 2</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
MGMT 3302	Personnel & Human Resource Management	None
<b>Fall 2</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
BUSI 3344	Intro. to the Global Business Environment	None
BUSI 4301	Bus. Ethics & Corp. Social Responsibility	BUSI 3301 & MGMT 3350
MKTG 4302	Services Marketing	BUSI 3301 & MKTG 3301
<b>Spring 3</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
ACCT 3301	Accounting & Finance Data Analytics I	ACCT 2301 or 3300
MKTG 4316	Marketing Strategy	MKTG 3301, 3316, and 3320
Elective	Upper-level COBA	Varies based on course
<b>Summer 3 or Fall 3</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-Requisites</b>
CIS 4350	Management Information Systems	None
<b>Fall 3 (Finish)</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Pre-requisites not otherwise accounted for</b>
Elective	Upper-level COBA	Varies based on course
BUSI 4359	Business Strategy	BUSI 3311, ECON 2301, FIN 3301, MGMT 3350, & MKTG 3301
BUSI 4090	Business Capstone Assessment	Zero credit course used to complete a short exam