

HEAVENER SCHOOL OF BUSINESS

Business Administration: Marketing

Bachelor of Science with Innovation Minor Suggested Schedule*

FRESHMAN				
Semester 1 (Spring)		Semester 2 (Summer)		
ECO 2023 Principles of Microeconomics (GE-S)	4	ECO 2013 Prin. of Macroeconomics (State Core GE-S)	4	
Composition (State GE-C, WR)	3	MAC 2233 Survey of Calculus (State core GE-M)	3	
IDS1940 Creativity in Context (IA minor course)	2	IDS1359 IA Creativity in Action (IA Minor)	2	
Elective (MAC1140 Pre-calculus if needed)	3	Biological or Physical Science (GE-B or GE-P)	3	
Elective (GEB2015 Intro to Business)	1	Humanities (State core GE-H)	3	
TOTAL	13	TOTAL	15	

SOPHOMORE					
Semester 3 (Spring)		Semester 4 (Summer)			
ACG2021 Introduction to Financial Accounting	4	ACG2071 Managerial Accounting	4		
CGS2531 Problem Solving Using Computers or ISM3013 Intro to Information Systems	3-4	STA2023 Introduction to Statistics (GE-M)	3		
Professional Communication course - GEB3213 (WR) or GEB 3218 or SPC2608 or ENC3312 (WR)	3	MAR3023 Principles of Marketing (GE-S)	4		
ENT3003 Principles of Entrepreneurship or EGN4641 Engineering Entrepreneurship (IA Minor)	3-4	International (GE-N, WR if needed) 3	3		
		AEC3410 Fostering Innovation through Leadership or EGS4038 Engineering Leadership	3		
TOTAL	13-15	TOTAL	17		

JUNIOR						
Semester 5 (Spring)		Semester 6 (Summer)				
QMB3250 Statistics for Business Decisions	4	MAN3025 Principles of Management (GE-S)	4			
MAR3503 Consumer Behavior	4	FIN3403 Business Finance	4			
Elective	2	Composition (GE-C, WR)	3			
MAR Elective 3000 or 4000 level	4	GEB4941 Internship	1			
PHI3641 Conduct, Change & Consequences (GE-H, WR 4K)	3	ENT4015 The Venture Accelerator or IDS4950 IA Senior Project (IA Minor)	2			
TOTAL	17	TOTAL	14			

SENIOR						
Semester 7 (Spring)		Semester 8 (Summer)				
GEB3373 International Business	4	BUL4310 Legal Environment of Business	4			
MAR Elective 3000 or 4000 level	4	MAN4504 Operations Management	4			
Biological or Physical Science (State GE-B/P)	4	Diversity (GE-D, WR if needed)	3			
Elective	2-4	MAR4803 Marketing Management	4			
TOTAL	14-16	TOTAL	15			

TOTAL CREDITS TO DEGREE= 120