



**HEAVENER SCHOOL OF BUSINESS**  
**Business Administration: Marketing**  
**Bachelor of Science with Innovation Minor**  
*Suggested Schedule\**

<b>FIRST YEAR</b>			
<b>Semester 1 (Spring)</b>		<b>Semester 2 (Summer)</b>	
ECO 2023 Principles of Microeconomics (GE-S)	4	ECO 2013 Principles of Macroeconomics (State Core GE-S)	4
Elective (MAC1140 Pre-calculus if needed)	3	MAC 2233 Survey of Calculus 1 (State Core GE-M)	3
Elective (GEB2015 Introduction to Business)	1	IDS 1359 Innovation in Action	2
Composition (State GE-C, WR)	3	AMH 2020 (GE-D and Civic Literacy Requirement)	3
IDS 1940 Creativity & Design Thinking for Innovation	2	Humanities (State GE-H)	3
<b>TOTAL</b>	<b>13</b>	<b>TOTAL</b>	<b>15</b>
<b>SECOND YEAR</b>			
<b>Semester 3 (Spring)</b>		<b>Semester 4 (Summer)</b>	
ACG 2021 Introduction to Financial Accounting	4	ACG 2071 Managerial Accounting	4
CGS 2531 Problem Solving Using Computers or ISM 3013 Intro to Information Systems	3-4	STA 2023 Introduction to Statistics (GE-M)	3
GEB 3213 (WR), GEB 3218, SPC 2608 or ENC 3312 (WR)	3	MAR 3023 Principles of Marketing (GE-S)	4
ENT 3003 Principles of Entrepreneurship or EGN 4641 Engineering Entrepreneurship (IA Minor)	3-4	AEC 3410 Fostering Innovation through Leadership or EGS 4038 Engineering Leadership (IA minor)	3
<b>TOTAL</b>	<b>13-15</b>	International (GE-N, WR)w	3
		<b>TOTAL</b>	<b>17</b>
<b>THIRD YEAR</b>			
<b>Semester 5 (Spring)</b>		<b>Semester 6 (Summer)</b>	
MAR 3503 Consumer Behavior	4	MAN 3025 Principles of Management (GE-S)	4
MAN 3240 Organizations: Structure and Behavior	4	ENT 4015 The Venture Accelerator or IDS 4950 IA Senior Project (IA Minor)	2
MAR Elective 3000 or 4000 level	3	FIN 3403 Business Finance	4
Elective	2	GEB 4941 Internship	1
PHI 3641 Ethics and Innovation (GE-H, WR)	3	Composition (GE-C, WR)	3
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>14</b>
<b>FOURTH YEAR</b>			
<b>Semester 7 (Spring)</b>		<b>Semester 8 (Summer)</b>	
GEB 3373 International Business	4	BUL 4310 Legal Environment of Business	4
MAR Elective 3000 or 4000 level	4	MAN 4504 Operations Management	4
Biological or Physical Science (State GE-B/P)	4	AMH 2020 (GE-D and Civic Literacy Requirement)	3
QMB 3250 Statistics for Business Decisions	4	MAR 4803 Marketing Management	4
<b>TOTAL</b>	<b>16</b>	<b>TOTAL</b>	<b>15</b>

**TOTAL CREDITS TO DEGREE = 120**

*Last Updated September 2023*

\* For Detailed tracking and degree requirements please refer to the [UF catalog](#).