

BBA Degree – Program Year Catalog: 2023

Degree Major Concentration
BBA Management LIT & Marketing

Student Name:

UDC N#:

Program Start Date:

Expected Grad. Date:



STUDENT COURSE GUIDE

DEPARTMENT OF MANAGEMENT

HANY MAKHLOUF ACADEMIC CENTER FOR STUDENT SUPPORT

Semester 1

Course #	Course	Type	Credits	Term	Grade
IGED-110	Foundations of Writing I	Gen Ed	3		
MATH-105	Intermediate Algebra (IGED-120)	Gen Ed	3		
IGED-130	Foundations of Oral Comm.	Gen Ed	3		
MGIS-120	Comp. Apps / Disc. Tech. (IGED-250)	Gen Ed	3		
	A General University Elective		3		

Semester 2

Course #	Course	Type	Credits	Term	Grade
IGED-111	Foundations of Writing II	Gen Ed	3		
MATH-116	Finite Math (IGED-220)	Gen Ed	3		
BGMT-208	Business Communications	Prereq.	3		
ECON-201	Principles of Macroeconomics	Prereq.	3		
PSYC-201	Introduction to Psychology	Major	3		

Semester 3

Course #	Course	Type	Credits	Term	Grade
IGED-140*	Foundation Ethics	Gen Ed	3		
IGED-210	Discovery Writing	Gen Ed	3		
ACCT-201	Financial Accounting	Prereq.	3		
BLAW-214	Legal Environment of Business	Prereq.	3		
FINA-220	Business Statistics	Prereq.	3		
ECON-202	Principles of Microeconomics	Prereq.	3		

Semester 4

Course #	Course	Type	Credits	Term	Grade
IGED-260*	Discovery Science & Lab	Gen Ed	4		
IGED-270*	Discovery Diversity	Gen Ed	3		
ACCT-202	Managerial Accounting	Prereq.	3		
BGMT-311	Spreadsheet Analytics	Core	3		
MKTG-312	Social Media Marketing	Cncntr.	3		

Semester 5

Course #	Course	Type	Credits	Term	Grade
IGED-280*	Discovery Civics	Gen Ed	3		
BGMT-304	Intro. to Management	Core	3		
MKTG-304	Intro. to Marketing	Core	3		
FINA-314	Introduction to Finance	Core	3		
MGIS-302	Management Info. Systems	Core	3		

Semester 6

Course #	Course	Type	Credits	Term	Grade
BGMT-310	Intro. to Intern. Business	Core	3		
BGMT-312	Intro. to Digital Analytics	Core	3		
BGMT-409	Org. Theory and Behavior	Major	3		
MKTG-305	Consumer Behavior	Cncntr.	3		
MKTG-306	Promotion Management	Cncntr.	3		

Semester 7

Course #	Course	Type	Credits	Term	Grade
IGED-391	Front. Expl. Inquiry Capst. I	Gen Ed	1.5		
BGMT-411	Leadership	Core	3		
BGMT-306	Human Resource Mgt.	Major	3		
MKTG-308	International Marketing	Cncntr.	3		
MKTG-404	Marketing Research	Cncntr.	3		

Semester 8

Course #	Course	Type	Credits	Term	Grade
IGED-392	Front. Expl. Inquiry Capst. II	Gen Ed	1.5		
BGMT-419	Business Policy & Strategy	Core	3		
BGMT-414	Prod. & Operations Mgt.	Core	3		
MKTG-405	Marketing Strategy	Cncntr.	3		
BGMT-313	Global Logistics & SCM	Cncntr.	3		

Total Suggested Credit Hours: 121

Total Actual Credit Hours:

* IGED-210, 391, 392 are required when transferred from any Community College with an AA/AS degree / MGIS-120, MATH-105, 116, IGED-110, 111, 130, 140, 260, 270, 280 are not required.