

Major Course Requirements BS Majors

Accounting Majors

ACC 205	Financial Accounting Info Sys I
ACC 206	Financial Accounting Info Sys II
ACC 307	Financial Accounting Info Sys III
ACC 212	Management Accounting Info Sys
ACC 315	Federal Income Taxation
ACC 317	Auditing & Assurance Services

Note: Accounting majors matriculating in Summer 2015 or later require two ILC courses and have a total of 6 additional free electives.

Business Administration Majors

Six total 200-400 level courses. Two courses each must come from three of the following academic areas:

Accounting	ACC courses
Business Intelligence	DSS courses
Finance courses	FIN, FPL, or RMI
Food Marketing Management MHC,	FMK courses FBE, LEO, MGT, or IBUS courses
Marketing	MKT courses
Pharmaceutical Marketing	PMK courses

Note: Business Administration majors require two ILC courses and have a total of 6 additional free electives.

Business Intelligence & Analytics Majors

DSS 315	BIA Concepts and Practices
DSS 330	Database Management
DSS 420	Intro to Data Mining
DSS 435	Advanced Business Analytics
DSS XXX	DSS Upper Level Elective of Choices

Note: Business Intelligence majors require two ILC courses and have a total of 6 additional free electives.

Entertainment Marketing Majors

MKT 202	Marketing Research
MKT 302	Consumer and Buyer Behavior
MKT 342	Entertainment Law
MKT 343	Entertainment Marketing
MKT Elective 1	Choose from approved Entertainment
MKT Elective 2	Marketing courses

Note: Entertainment Marketing majors require two ILC courses and have a total of 6 additional free electives.

Family Business & Entrepreneurship Majors

FBE 230	Introduction to Entrepreneurship
FBE 231	Family Business
FBE 360	Business Law for Entrepreneurial Firms
FBE 495	FBE Capstone Course
FBE Elective 1	Choose from approved MGT, FBE, FIN,
FBE Elective 2	FMK, or MKT courses

Note: FBE majors require two ILC courses and have a total of 6 additional free electives.

Finance Majors

FIN 201	Markets & Institutions
FIN 300	Intermediate Finance
FIN 301	Investments
FIN XXX	FIN Upper Level Elective of Choice
FIN Elective 1	Choose from approved FIN, FPL, or RMI
FIN Elective 2	courses

Note: Finance majors require two ILC courses and have a total of 6 additional free electives.

Food Marketing Majors

FMK 202	Overview of Global Food Industry
FMK 301	Food Marketing Research
FMK 302	Understanding Food Consumers
FMK 303	Food Marketing Communications
FMK 401	Food Marketing Strategy
FMK XXX	Any 200+ FMK course not listed above

Note: Food Marketing majors require two ILC courses and have a total of 6 additional free electives.

International Business Majors

Students matriculating in 2016 through 2018

IBU 210	Intro to International Business
Marketing Intl Food	MKT 331 Intl Mktg or FMK 314
	Marketing
IBU 370	International Exposure (or approved sub)
FIN 302	International Finance
IBU 495	Global Strategic Planning
Elective #1	ACC 430, IBU 363, or MHC 321

Note: International Business majors require two ILC courses and have a total of 6 additional free electives.

Students matriculating beginning in 2019

IBU 210 Intro to International Business
IBU 310 Managing Foreign Direct Investment
IBU 495 Global Strategic Planning

Choose 3 from

ACC 430 International Accounting
FIN 302 International Finance
IBU 363 International Business Law
IBU 370 International Exposure (or approved sub)
MHC 321 International Human Resources
Marketing MKT 331 Intl Mktg or FMK 314 Intl Food Marketing

Note: International Business majors require two ILC courses and have a total of 6 additional free electives.

Leadership, Ethics, and Organizational Sustainability Majors

LEO 210 Business, Stakeholders, and Ethics
LEO 211 Perspectives on Leadership
LEO 212 Organizational Sustainability
LEO 495 Applied Sustainable Leadership
LEO Elective 1 Choose from approved LEO course listings
LEO Elective 2 Choose from approved LEO course listings

Note: LEO majors require two ILC courses and have a total of 6 additional free electives.

Managing Human Capital Majors

MHC 220 Intro to Managing Human Resources
MHC 221 Diversity in the Workplace
MHC 495 MHC: Research & Application
MHC Elective 1 Choose from approved MHC courses
MHC Elective 2 Choose from approved MHC courses
MHC Elective 3 Choose from approved MHC courses

Note: Managing Human Capital majors require two ILC courses and have a total of 6 additional free electives.

Marketing Majors

MKT 202 Marketing Research

MKT 301 Marketing Communications
MKT 302 Consumer Behavior
MKT 401 Marketing Strategy
MKT Elective 1 Choose from approved MKT courses
MKT Elective 2 Choose from approved MKT courses

Note: Marketing majors require two ILC courses and have a total of 6 additional free electives.

Pharmaceutical Marketing Majors

PMK 211 Pharmaceutical Marketing Environment
PMK 221 Pharmaceutical Marketing Research
PMK 331 Pharmaceutical Sales Management
PMK 341 Supply Chain Management & Pricing
PMK 351 Pharmaceutical Promotions Management
PMK 461 Pharm Marketing Strategy & Planning I

Note: PMK majors require two ILC courses and have a total of 6 additional free electives.

Risk Management & Insurance Majors

RMI 200 Introduction to Insurance
RMI 300 Property & Casualty
RMI 301 Risk Management
RMI XXX Approved RMI elective course
RMI Elective 1 Choose from approved FIN, FPL, or RMI
RMI Elective 2 courses

Note: RMI majors require two ILC courses and have a total of 6 additional free electives.

Sports Marketing Majors

MKT 351 Business of Sports
MKT 352 Sports Law
MKT 353 Sports Marketing
MKT 355 Sports Selling & Sales
MKT 362 Digital Media in Sports
MKT 35X Choose from approved Sports Marketing elective courses

Note: Sports Marketing majors require two ILC courses and have a total of 6 additional free electives.