

## 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
IBU 370	Marketing 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.*