

SAWYER BUSINESS SCHOOL/SUFFOLK UNIVERSITY
2013-14 Program of Study / Bachelor of Science in Business Administration

Name: _____

ID _____

Entering Semester/Year _____

Global Business & Marketing

GENERAL EDUCATION REQUIREMENTS (43 credits)

Freshman and Sophomore Courses

- () SU 101 Freshman Year Experience (1cr)
- () ENG 101 Freshman English I (4cr)
- () ENG 102 Freshman English II (4cr)
- () ISOM 120 IT & Productivity Tools (3cr)
- () EC 101 Principles of Economics (Micro) (4cr)
- () EC 102 Principles of Economics (Macro) (4cr)
- () C/JN 177 Professional Communication (4cr)
- () MATH 130, MATH 134 or MATH 165 (4cr)
- () Statistics Requirement (4cr) [Note 1]
- () SIB 101 Globalization (3cr) (formerly IB 101)

Any Year

- () Social Change US and Abroad Requirement (4cr) [Note 2]
- () Science Requirement (4cr) [Note 3]

BUSINESS CORE REQUIREMENTS (34 credits)

Freshman and Sophomore Courses

- () SBS 101 Business Foundations (3cr)
- () BLE 215 Business Ethics and Law (3cr)
- () MGT 200 Leadership & Social Responsibility (1cr)
- () BLE 214 Principles of Business Law (3cr)
- () ACCT 201 Accounting for Decision Making I (3cr)
- () ACCT 202 Accounting for Decision Making II (3cr)
- () ISOM 201 Data & Decision Analysis (3cr)
- () MKT 210 Principles of Marketing (3cr)

Junior and Senior Courses

- () ISOM 310 Management Information Systems(3cr)
- () FIN 310 Business Finance(3cr)
- () MGT 317 Org. Behavior(3cr)
- () ISOM 319 Operations Management(3cr)

BSBA SENIOR CAPSTONE (4 credits)

- () SIB 429 Strategic Management(3cr)(Seniors only)
- () SBS 400 careerLINKS(1cr)(Seniors only)

Global Travel Requirement

() **SIB 560** _____ (0cr)

All GB majors are required to participate in overseas travel as a part of their major. This requirement may be satisfied by completing a minimum of one travel seminar or a semester abroad. Travel seminars used to fulfill this requirement, may also be used to fulfill major electives or language

GLOBAL BUSINESS REQUIREMENTS (15 credits)

All prerequisites must be satisfied

- () SIB 321 Introduction to International Business
- () SIB 419 Global Business Theory and Practice
- () SIB Major Elective _____
- () SIB Major Elective _____
- () MKT 421 or 434 [Note 4] _____

LANGUAGE REQUIREMENT (8 credits) [Note 5]

- () Language _____
- () Language _____

MARKETING MAJOR REQUIREMENTS (12 credits)

All prerequisites must be satisfied

- () MKT 317 Consumer Behavior
- () MKT 318 Marketing Tools and Analysis
- () MKT 319 Marketing Research
- () MKT 419 Marketing Policies and Strategies

MARKETING MAJOR ELECTIVES (9 credits)

- () Major Elective _____
- () Major Elective _____
- () MKT 421 or 434 [Note 4] _____

MKT Major Elective choices may be found in the current University Catalog.

FREE ELECTIVES (1 course for a minimum of 3 Credits)

May be Business or Liberal Arts Courses

- Students must take a minimum of 1 course
- A free elective course is defined as 3 or 4 credits
- These credits may be used toward a minor.
- () _____

as appropriate. Students may participate in more than one travel seminar and/or study abroad opportunity. All travel must be pre-approved by the Undergraduate Programs Dean's Office to ensure optimum credit distribution.

NOTES:

- 1) **Statistics Reqmt:** STATS 240 or STATS 250 or equivalent. See Dean's Office for petitions or details for appropriate equivalents.
- 2) **Social Change US and Abroad Req: (4 cr)** SOC 326; HST 122, 224, 247, 263, 275, 283, 293, 306, 307, 328, 334, 372, 414, 441, 494, 508; CHIN 311; C/JN 385, 485; GVT 203, 204, 420, 435, 465, 467 or PAD 201(3cr).
- 3) **Science Requirement: Critical Analysis Science or Lab Science (4cr)** Choose any science and lab or any 4 credit science course.
- 4) **IB Major Elective:** MKT 421 or 434 may be double counted toward the functional major. Please see your advisor for options/applicability.
- 5) **Language Requirement (8cr):** Two courses in one designated global language. Students with fluency in a global language may seek a waiver. If waiver received, the requirement becomes free electives (8cr).

IMPORTANT NOTICE: Students are responsible for understanding all University and School policies, procedures and degree requirements. Such information can be found in the University Catalog and Student Handbook. Any exception to the Program of Study must have written approval from the Sawyer Business School Undergraduate Program Dean's Office. **Please be aware that students must maintain a minimum cumulative grade point average of 2.0 as well as a 2.0 in the major and minor for graduation.** A minimum of 124 credits is required to be eligible for graduation.

Approval Signature: _____

Date: _____

Revised: _____