

First Year

Fall	credits	Spring	credits
BCOR 1015: World of Business	3	BCOR 1025: Data Analysis	3
ECON 2010: Microeconomics	4	ECON 2020: Macroeconomics	4
MATH 1112: Mathematical Analysis in Business	4	BCOR 1030: Communication Strategy	3
WRTG 1150/1250: Lower Div. Written Comm	3	Choose: Arts & Sciences Core	3
BADM 1250: First-Year Seminar	1	Choose: Arts & Sciences Core	3
Total:	15	Total:	16

Second Year

Fall		Spring	
BCOR 2001: Principles of Mgmt & Mktg	3	Integrated BCOR Semester	12
BCOR 2002: Principles of Acct & Fnce	3		

Non-Business Electives

Consider these options (some classes have prerequisites):

APRD 1000: Idea Industries	COMM 1210: Perspectives on Human Comm.
APRD 1001: Creative Concepts	COMM 2500: Interpersonal Communication
APRD 1002: Intro to Branding Strategy	ECON 3070: Intermediate Microeconomic Theory
ATLS 2000: The Meaning of Information Tech*	ENGL 1191: Creative Writing
ATLS 2100: Image*	CSCI 1300: Computer Science I
ATLS 2200: Web*	PSYC 1001: Intro to Psychology
ATLS 2300: Text*	PSYC 2606: Social Psychology
ATLS 2400: Code*	SOCY 1001: Intro to Sociology
	SOCY 2041: The Social Construction of Reality

Business Electives

Consider these options (some classes have prerequisites):

ACCT 3320: Cost Management	MGMT 3030: Critical Leadership
BADM 3880: Business of Sports (summer only)	MGMT 3200: Business Intelligence
FNCE 3010: Corporate Finance	MGMT 4140: Project Management
MKTG 3100: Personal Selling **	MGMT 4220: Business Technologies
MKTG 3700 Digital Marketing**	BADM 1260: First Year Global Experience (2 credits)
MKTG 4820: Strategic Brand Management**	BADM 2010: Excel Lab (1 credit)

***These Marketing classes can not be applied to the Marketing Area of Emphasis*