

MY DEGREE MAP
COLLEGE OF BUSINESS APPROVED ACADEMIC PLAN
GLOBAL BUSINESS MAJOR-MARKETING CONCENTRATION
PROGRAM YEAR 2023-24

1ST YEAR			
1ST SEMESTER	HRS	2ND SEMESTER	HRS
BUS 1110	1	ENG 1102/04	3
TROY 1101	1	AREA III SCI/LAB COURSE	3/1
ENG 1101/03	3	AREA II HUM/FA COURSE	3
MTH 1112	3	AREA IV HIS COURSE	3
IS 2241	3	ECO 2252	3
AREA II FINE ARTS COURSE	3		
ECO 2251	3		
TOTAL	17	TOTAL	16
2ND YEAR			
3RD SEMESTER	HRS	4TH SEMESTER	HRS
AREA II LIT COURSE	3	AREA II HUM/FA COURSE	3
LAW 2221	3	AREA IV SS COURSE	3
AREA III SCI/LAB COURSE	3/1	QM 2241	3
ACT 2291	3	ACT 2292	3
MGT 3300	3	MKT 3300	3
TOTAL	16	TOTAL	15
TO CONTINUE, STUDENTS MUST BE ADMITTED TO THE SCOB.			
3RD YEAR			
5TH SEMESTER	HRS	6TH SEMESTER	HRS
FIN 3331	3	BUS 3330	1
BUS 3310	1	REQ GLOBAL BUS COURSE	3
QM 3345	3	REQ GLOBAL BUS COURSE	3
BUS 2220	1	REQ CONCENTRATION COURSE	3
IS 3310	3	REQ CONCENTRATION COURSE	3
FREE ELEC	2	REQ CONCENTRATION ELEC	3
TOTAL	15	TOTAL	16
4TH YEAR			
7TH SEMESTER	HRS	8TH SEMESTER	HRS
BUS 4474	3	BUS 4476	3
REQ GLOBAL BUS COURSE	3	MGT 4478	3
REQ GLOBAL BUS COURSE	3	MKT 4469 (CONCENTRATION CAPSTONE)	3
REQ CONCENTRATION COURSE	3	APPROVED UPPER BUS ELEC	3
REQ CONCENTRATION ELEC	3		
SUBMIT GRADUATION APPLICATION			
TOTAL	15	TOTAL	12
TOTAL PROGRAM			120

**COLLEGE OF BUSINESS APPROVED ACADEMIC PLAN
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PROGRAM YEAR 2023-24**

COMPLETE ALL REQUIREMENTS (45 HOURS)

AREA I

TAKE THE FOLLOWING COURSES:

ENG 1101	COMP AND MODERN ENGLISH I	3 HOURS
ENG 1102	COMP AND MODERN ENGLISH II	3 HOURS
MINIMUM GRADE OF "C" REQ		

AREA II

TAKE ANY 1000 2000 LEVEL COURSE IN LITERATURE	3 HOURS
TAKE ANY 1000 2000 LEVEL COURSE WITH AN EXPANDED HISTORICAL AND CULTURAL SCOPE IN FINE ARTS, INCLUDING THE DISCIPLINES OF ART, MUSIC, THEATRE, FILM, OR OTHER FINE ARTS AREA.	3 HOURS

TAKE ANY TWO 1000 2000 LEVEL COURSES WITH AN EXPANDED HISTORICAL AND CULTURAL SCOPE IN THE HUMANITIES/FINE ARTS DISCIPLINES, INCLUDING ENGLISH, FOREIGN LANGUAGES, RELIGION, PHILOSOPHY, CLASSICS, THEATRE, MUSIC, DANCE, COMMUNICATION, SIGN LANGUAGE, INTERDISCIPLINARY STUDIES, OR OTHER HUMANITIES/FINE ARTS AREAS.	6 HOURS
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NOTE: A SEQUENCE IN LITERATURE OR HISTORY IS REQ. WHEN SELECTING COURSEWORK IN AREAS II OR IV, PLEASE CONSIDER THIS REQUIREMENT.

AREA III

TAKE MTH 1112	3 HOURS
MINIMUM GRADE OF "C" REQ	
TAKE ANY TWO 1000-2000 LEVEL SCIENCE CLASSES (CLASS AND CORRESPONDING LAB) FROM THE FOLLOWING SCIENCE DISCIPLINES: BIOLOGY, CHEMISTRY, PHYSICS, PHYSICAL SCIENCE, OR OTHER SCIENCE AREAS. SELECT 2: BIO 1100/L100, BIO 1101/L101, BIO 1120/L120, BIO 2229/L229, CHM 1115/L115, CHM 1142/L142, CHM 1143/L143, CHM 2242/L242, PHY 2252/L252, PHY 2253/L253, PHY 2262/L262, PHY 2263/L263, SCI 2233/L233, SCI 2234/L234, SCI 2240/L240.	8 HOURS

AREA IV

TAKE ANY 1000-2000 LEVEL COURSE WITH A PRIMARY FOCUS IN HISTORY	3 HOURS
ECO 2251 PRINCIPLES OF MACROECONOMICS	3 HOURS
ECO 2252 PRINCIPLES OF MICROECONOMICS	3 HOURS
TAKE ONE 1000-2000 LEVEL COURSE FROM THE FOLLOWING SOCIAL SCIENCE DISCIPLINES: ANTHROPOLOGY, BUSINESS, CRIMINAL JUSTICE, ECONOMICS, GEOGRAPHY, HISTORY, HUMAN SERVICES, LEADERSHIP, INTERDISCIPLINARY STUDIES, NURSING, POLITICAL SCIENCE, PSYCHOLOGY, RELIGION, SOCIAL WORK, SOCIOLOGY, OR OTHER SOCIAL SCIENCE AREAS.	3 HOURS

NOTE: A SEQUENCE IN LITERATURE OR HISTORY IS REQ. WHEN SELECTING COURSEWORK IN AREAS II OR IV, PLEASE CONSIDER THIS REQUIREMENT.

AREA V

IS 2241	COMPUTER CONCEPTS AND APPLICATIONS	3 HOURS
TROY 1101	THE UNIVERSITY EXPERIENCE	1 HOUR

COLLEGE OF BUSINESS APPROVED ACADEMIC PLAN GLOBAL BUSINESS MAJOR-MARKETING CONCENTRATION PROGRAM YEAR 2023-24

BUSINESS CORE

(37 HOURS)

MINIMUM GRADE OF 'C' REQUIRED IN ALL 2000 LEVEL BUSINESS CORE COURSES, UNLESS COMPLETED AT TROY. STUDENTS MUST HAVE A 2.0 AVERAGE IN ALL OF THE FOLLOWING LOWER-LEVEL BUSINESS COURSES BEFORE BEING ADMITTED TO THE BUSINESS PROGRAM: IS 2241, ACT 2291/2292, ECO 2251/2252, QM 2241, LAW 2221, MGT 3300, MKT 3300.

LOWER-LEVEL CORE

TAKE THE FOLLOWING COURSES:

ACT	2291	PRINCIPLES OF ACCOUNTING I	3 HOURS
ACT	2292	PRINCIPLES OF ACCOUNTING II	3 HOURS
LAW	2221	LEGAL ENVIRONMENT OF BUSINESS	3 HOURS
QM	2241	BUSINESS STATISTICS AND DATA ANALYTICS	3 HOURS
MGT	3300	PRINCIPLES OF MANAGEMENT	3 HOURS
MKT	3300	PRINCIPLES OF MARKETING	3 HOURS

PROFESSIONAL DEVELOPMENT AND ENGAGEMENT

BUS	1110	ORIENTATION TO SCOB	1 HOUR
BUS	2220	BUSINESS WRITING	1 HOUR
BUS	3330	PROFESSIONAL DEVELOPMENT	1 HOUR

UPPER-LEVEL CORE

BUS	3310	INTERMEDIATE EXCEL	1 HOUR
FIN	3331	MANAGERIAL FINANCE	3 HOURS
IS	3310	INTRODUCTION TO INFO SYSTEMS & DATA ANALYTICS	3 HOURS
QM	3345	OPERATIONS MANAGEMENT	3 HOURS
BUS	4474	BUSINESS AND SOCIETY	3 HOURS
BUS	4476	STRATEGIC MANAGEMENT	3 HOURS

GLOBAL BUSINESS MAJOR

(18 HOURS)

TAKE THE FOLLOWING COURSES:

ECO	4451	ECONOMICS OF GLOBALIZATION	3 HOURS
HRM	3375	GLOBAL HUMAN RESOURCE MANAGEMENT	3 HOURS
MGT	4471	LEADERSHIP AND CHANGE	3 HOURS
MKT	4468	GLOBAL MARKETING	3 HOURS
MGT	4478	MANAGING IN A GLOBAL ENVIRONMENT	3 HOURS
UPPER-LEVEL APPROVED BUSINESS ELECTIVE			3 HOURS

MARKETING CONCENTRATION

(18 HOURS)

MKT	3364	PRODUCT AND SERVICE INNOVATION	3 HOURS
MKT	4462	CONSUMER BEHAVIOR	3 HOURS
MKT	4464	MARKETING RESEARCH	3 HOURS
MKT	4469	MARKETING MANAGEMENT	3 HOURS

TAKE TWO UPPER-LEVEL MARKETING ELECTIVES 6 HOURS

OR

TAKE ONE UPPER-LEVEL MARKETING ELECTIVE AND ONE UPPER-LEVEL BUSINESS ELECTIVE

FREE ELECTIVES REQUIREMENT

(2 HOURS)

TAKE 2 SEMESTER HOURS OF FREE ELECTIVE CREDIT 2 HOURS