BACHELOR OF SCIENCE IN BUSINESS - MARKETING, CONCENTRATION

Summary of Graduation Requirements

Subject Area	Credits
General Education Core (https://catalog.nsu.edu/undergraduate/academic-information/general-education-core-program/)	40
Business Core	48
Business Electives	12
Major Requirements	15
Other Requirements	6
Total Credit Hours	**121**

Curriculum

First Year		**Credits**
SEM 101 & SEM 102	Spartan Seminar 101 and Spartan Seminar 102	2
BUS 175	Introduction to Business & Entrepreneurship	3
BIO 100	Biological Science	3
SCI 101	Physical Science for Non-Science Majors	3
XXX XXX	Select one Science Lab Elective (Note A) (p. 1)	1
ENG 101	College English I	3
ENG 102	College English II	3
HED 100	Personal and Community Health	2
BUS 284	Advanced Microcomputing	3
MTH 131	Pre-Calculus for Business Majors	3
MTH 132	Calculus for Business Majors	3
Select one of the following:		1
PED 100	Fundametals of Fitness for Life	
PED 101	Modified Physical Education	
Modified PED		
	Credits	**30**
Second Year		
SEM 201	Spartan Seminar 201	1
ACC 201	Elementary Accounting I	3
ACC 202	Elem Accounting II	3
BUS 281	Legal Environment for Business	3
BUS 270	Business Statistics	3
ECN 211	Principles of Econ	3
ECN 212	Principles of Econ	3
ENG 210	Practical English Grammar	3
PSY 210	Introduction to Psychology	3
ENG 285	Public Speaking	3
Humanities Elective (See Note B) (p. 1)		3
	Credits	**31**
Third Year		
BUS 330	Business Communication	3
BUS 376	Statistics & Quantitative Methods	3
BUS 387	Introduction to Entrepreneurship	3
BUS 360	Corporate Finance	3
BUS 375	Management Information Syst & E-Commerce	3
BUS 365	Organizational Behavior & Theory	3
BUS 366	Principles of Marketing	3
BUS 367	Consumer Behavior	3
BUS XXX	Business Elective (See Note C) (p. 2)	3
BUS 391	Introduction to Data Analytics & Big Data	3
	Credits	**30**
Fourth Year		
BUS 476	Operations Management	3
BUS 478	Strategic Management	3
BUS 412	Marketing Management	3
BUS 413	Principles of Retailing	3
BUS 416	International Marketing	3
BUS 497	Marketing Research	3
BUS XXX	Business Elective (See Note C) (p. 2)	9
XXX XXX	Global/Cultural & Language Elective (See Note B) (p. 1)	3
	Credits	**30**
	Total Credits	**121**

List of Notes for Business Degree Programs

Note A

A student needs to take one (1) of the following laboratory courses:

Code	Title	Credits
BIO 100L	Biological Science Lab	1
SCI 101L	Physical Science Laboratory	1

Note B

Global/Cultural and Language Electives (6 hours)

A student will choose two (2) courses from the list below. At least one of these must be a non-language course.

Code	Title	Credits
ENG 207	Introduction to World Literature	3
ENG 383	African American Literature	3
FIA 201	Basic Art Appreciation	3
GEO 141	World Regional Geography	3
GEO 336	Political Geography	3
GEO 337	Geography of Africa	3
HIS 335	African American History	3
HIS 336	African American History Since 1865	3
HIS 361	Readings in Latin American History	3
HIS 365	Caribbean History	3
HIS 370	Early African History/Cultures to 1600	3
HIS 371	African History/Cultures 1600-PRESENT	3
HIS 446	Colonial Latin American	3
HIS 448	Slavery in the Atlantic Basin	3

HUM 210	Humanities	3
HUM 211	Humanities	3
MUS 301	Music Appreciation	3
MUS 234	African American Music	3
POS 315	African American Politics	3
POS 323	Comparative Government	3
POS 360	International Relations,International RelationsInternational Relations	3
POS 463	Politics of African Nations	3
POS 468	Survey Contemporary Governments of Asia	3
PSY 340	Psychology of the African American	3
SOC 101	Introduction to the Social Sciences	3
SOC 237	Racial & Ethnic Minorities	3
SOC 325	Sociology of Business/Internationalism	3
FRN 111/112	Elementary French I	3
SPN 111/112	Elementary Spanish I	3

Note C

A student in the ***Accountancy major*** needs to take one (3 credit hours) of the following as Business Elective course.

Code	Title	Credits
ACC 316	Federal Income Tax II	3
BUS 396	Intro to Blockchain: Foundations	3
BUS 423	Decision Support & Data Mining	3
BUS 363	Financial Institutions	3
BUS 390	Business Database Management	3
BUS 431	Information Systems Analysis and Design	3

While a student in the ***Business concentration*** needs to take four (12 credit hours) of the following courses towards Business Electives.

Code	Title	Credits
ACC 301	Intermediate Accounting I	3
ACC 315	Federal Income Tax I	3
BUS 350	The Ethics of Management	3
BUS 363	Financial Institutions	3
BUS 367	Consumer Behavior	3
BUS 390	Business Database Management	3
BUS 396	Intro to Blockchain: Foundations	3
BUS 413	Principles of Retailing	3
BUS 415	International Management	3
BUS 431	Information Systems Analysis and Design	3
BUS 465	Small Business Management	3
BUS 477	Franchising	3
THM 351	Event Planning and Management	3
THM 381	Facilities Layout & Design	3

Note D

A student in the Entrepreneurship concentration needs to take four (12 credit hours) of the following as Business Elective courses.

Code	Title	Credits
ACC 330	Accounting Systems	3
BUS 300	Internship	3
BUS 400	Independent Study	3
BUS 493	Special Topics in Business	3
BUS 362	Investments	3
BUS 363	Financial Institutions	3
BUS 368	Human Resources Management	3
BUS 420	Organizational Change & Development	3
BUS 367	Consumer Behavior	3
BUS 413	Principles of Retailing	3
BUS 390	Business Database Management	3

Note E

A student in the Finance concentration needs to take four (12 credit hours) of the following as Business Elective courses.

Code	Title	Credits
ACC 301	Intermediate Accounting I	3
ACC 315	Federal Income Tax I	3
ACC 330	Accounting Systems	3
BUS 300	Internship	3
BUS 400	Independent Study	3
BUS 493	Special Topics in Business	3
BUS 417	International Business	3
BUS 469	Entrepreneurship-In-Residence	3
BUS 476	Operations Management	3
BUS 395	Intro to Personal Financial Planning	3
BUS 368	Human Resources Management	3
BUS 390	Business Database Management	3
BUS 497	Marketing Research	3

Note F

A student in the Management concentration needs to take four (12 credit hours) of the following as Business Elective courses.

Code	Title	Credits
BUS 300	Internship	3
BUS 400	Independent Study	3
BUS 493	Special Topics in Business	3
BUS 465	Small Business Management	3
BUS 469	Entrepreneurship-In-Residence	3
BUS 477	Franchising	3
BUS 370	Total Quality Management	3
BUS 435	Compensation	3
BUS 390	Business Database Management	3
BUS 421	Web Application Development E-Business	3
BUS 423	Decision Support & Data Mining	3
BUS 412	Marketing Management	3
BUS 413	Principles of Retailing	3
BUS 497	Marketing Research	3

Note G

A student in the Management Information Systems concentration needs to take four (12 credit hours) of the following as Business Elective courses.

Code	Title	Credits
ACC 301	Intermediate Accounting I	3
ACC 302	Intermediate Accounting II	3
ACC 330	Accounting Systems	3
BUS 300	Internship	3
BUS 400	Independent Study	3
BUS 493	Special Topics in Business	3
BUS 465	Small Business Management	3
BUS 469	Entrepreneurship-In-Residence	3
BUS 362	Investments	3
BUS 368	Human Resources Management	3
BUS 415	International Management	3
BUS 374	Programming in Visual Basic	3
BUS 387	Introduction to Entrepreneurship	3
BUS 497	Marketing Research	3

Note H

A student in the Marketing concentration needs to take four (12 credit hours) of the following as Business Elective courses.

Code	Title	Credits
BUS 300	Internship	3
BUS 400	Independent Study	3
BUS 493	Special Topics in Business	3
BUS 465	Small Business Management	3
BUS 469	Entrepreneurship-In-Residence	3
BUS 477	Franchising	3
BUS 362	Investments	3
BUS 363	Financial Institutions	3
BUS 368	Human Resources Management	3
BUS 410	Leadership & Diversity in Management	3
BUS 390	Business Database Management	3
BUS 411	Salesmanship	3
BUS 414	Advertising	3

Note P

A student needs to take two of the following courses toward Tourism and Hospitality Management Electives (6 credits).

Code	Title	Credits
THM 381	Facilities Layout & Design	3
THM 401	Club and Resort Management	3
THM 481	Hospitality Property Management	3
THM 351	Event Planning and Management	3
THM 402	Management by Menu	3

Note Q

A student needs to take one of the following courses towards Hospitality Franchising Elective (3 credits).

Code	Title	Credits
BUS 387	Introduction to Entrepreneurship	3
BUS 465	Small Business Management	3
BUS 477	Franchising	3
THM 494	Restaurant Franchising	3

Note R

A student needs to take one of the following courses towards a work experience elective in the Hospitality Industry (3 credit hours).

Code	Title	Credits
THM 391	Internship in Hospitality	3
BUS 300	Internship	3
BUS 400	Independent Study	3
BUS 413	Principles of Retailing	3
BUS 412	Marketing Management	3
BUS 367	Consumer Behavior	3

Note S

Code	Title	Credits
BUS 417	International Business	3
BUS 415	International Management	3
BUS 416	International Marketing	3
SOC 325	Sociology of Business/Internationalism	3
BUS 390	Business Database Management	3
BUS 375	Management Information Systems-Ecommerce	3