

First Year							
Fall Term				Spring Term			
Course	Course Number	Course Group/Description	Required Credit Hours	Course	Course Number	Course Group/Description	Required Credit Hours
ENGL	1301	Rhetoric and Composition	3	ENGL	1302	Research and Argument	3
MATH	1314 or 1324	College Algebra OR Finite Mathematics Science with Lab	3	MGMT	2372	Management and Productivity Systems Science with Lab	3
HIST	1301	United States History I	3	HIST	1302	United States History II	3
SPCH	1315	Public Speaking	3			ARTS, MUSI, DRAM, or DANC	3
Total Semester Hours			15	Total Semester Hours			15
Second Year							
Fall Term				Spring Term			
Course	Course Number	Course Group/Description	Required Credit Hours	Course	Course Number	Course Group/Description	Required Credit Hours
ACCT	2301	Principles of Financial Accounting	3	ACCT	2302	Principles of Management Accounting	3
ECON	2301	Principles of Macroeconomics	3	ECON	2302	Principles of Microeconomics	3
GOVT	2305	Federal Government	3	GOVT	2306	Texas Government	3
MATH	1342	Introduction to Probability and Statistics	3			ENGL, HIST, or PHIL	3
BUSI	2304	Business Communication	3			Elective	3
Total Semester Hours			15	Total Semester Hours			15
Third Year							
Fall Term				Spring Term			
Course	Course Number	Course Group/Description	Required Credit Hours	Course	Course Number	Course Group/Description	Required Credit Hours
BLAW	3335	Business Law	3	FINC	3333	Introduction to Financial Management	3
ECON	3339	Applied Statistics	3	MGMT	3371	Operations Management	3
BUSI	3325	Business , Ethics, and Society	3			Major Requirement	3
MGMT	3370	Management Principles	3			Major Requirement	3
MKTG	3351	Principles of Marketing	3			Elective	3
Total Semester Hours			15	Total Semester Hours			15
Fourth Year							
Fall Term				Spring Term			
Course	Course Number	Course Group/Description	Required Credit Hours	Course	Course Number	Course Group/Description	Required Credit Hours
MKTG	3355	Consumer Behavior	3	MGMT	4363	Business Policy and Strategy	3
MKTG	4355	Marketing Research	3	MKTG	4325	Systems and Internet Marketing	3
		Major Requirement	3	MKTG	4352	International Marketing	3
		Elective	3			Major Requirement	3
		Elective	3			Elective	3
Total Semester Hours			15	Total Semester Hours			15
Total Hours for Degree							120