



**MY DEGREE MAP**  
**COLLEGE OF BUSINESS APPROVED ACADEMIC PLAN**  
**GLOBAL BUSINESS-MARKETING MAJOR**  
**PROGRAM YEAR 2021-22**

1 <sup>ST</sup> YEAR	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
	MTH 1112	3	ECO 2251	3	ENG 1102/04	3	ECO 2252	3	AREA II FINE ARTS COURSE	3
	ENG 1101/03	3	IS 2241	3	AREA III SCI/LAB COURSE	3/1	AREA II HUM/FA COURSE	3	AREA IV HIS COURSE	3
	TROY 1101	1								
	<b>TOTAL</b>	<b>7</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>7</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>
2 <sup>ND</sup> YEAR	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
	AREA II LIT COURSE	3	ACT 2291	3	ACT 2292	3	AREA IV SS COURSE	3	MGT 3300	3
	AREA III SCI/LAB COURSE	3/1	LAW 2221	3	AREA II HUM/FA COURSE	3	QM 2241	3	MKT 3300	3
									<small>TO CONTINUE, STUDENTS MUST BE ADMITTED TO THE SCOB.</small>	
	<b>TOTAL</b>	<b>7</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>
3 <sup>RD</sup> YEAR	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
	FIN 3331	3	BUS 3382	3	REQ GLOBAL BUS COURSE	3	REQ MAJ COURSE	3	REQ MAJ ELEC	3
	QM 3345	3	IS 3310	3	REQ GLOBAL BUS COURSE	3	REQ MAJ COURSE	3	FREE ELEC	2
	BUS 3310	1								
	<b>TOTAL</b>	<b>7</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>5</b>
4 <sup>TH</sup> YEAR	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
	REQ GLOBAL BUS COURSE	3	BUS 4474	3	REQ MAJ COURSE	3	BUS 4476	3	REQ MAJ ELEC	3
	REQ GLOBAL BUS COURSE	3	REQ MAJ COURSE	3	MGT 4478 (UPPER CORE CAPSTONE)	3	APPROVED UPPER BUS ELEC	3		
					<b>SUBMIT GRADUATION APPLICATION</b>					
		<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>	<b>6</b>	<b>TOTAL</b>
<b>TOTAL PROGRAM</b>										<b>120</b>

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 MINIMUM GRADE OF "C" REQ	3 HOURS
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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
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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

**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.

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
BUS	3310	INTERMEDIATE EXCEL	1 HOUR

**PROFESSIONAL DEVELOPMENT AND ENGAGEMENT**

BUS	3382	BUSINESS COMMUNICATIONS	3 HOURS
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**UPPER-LEVEL CORE (3 HOURS)**

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 (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
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