



1 ST 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	BUS 1110	1						
	TOTAL	7	TOTAL	7	TOTAL	7	TOTAL	6	TOTAL	6
2 ND 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
									TO CONTINUE, STUDENTS MUST BE ADMITTED TO THE SCOB.	
	TOTAL	7	TOTAL	6	TOTAL	6	TOTAL	6	TOTAL	6
3 RD YEAR	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
	FIN 3331	3	REQ GLOBAL BUS COURSE	3	REQ CONCENTRATION COURSE	3	REQ CONCENTRATION COURSE	3	REQ CONCENTRATION ELEC	3
	QM 3345	3	IS 3310	3	REQ GLOBAL BUS COURSE	3	FREE ELEC	2	REQ CONCENTRATION ELEC	3
	BUS 3310	1	BUS 2220	1			BUS 3330	1		
	TOTAL	7	TOTAL	7	TOTAL	6	TOTAL	6	TOTAL	6
4 TH YEAR	TERM 1		TERM 2		TERM 3		TERM 4		TERM 5	
	REQ GLOBAL BUS COURSE	3	BUS 4474	3	APPROVED UPPER BUS ELEC	3	BUS 4476	3		
	REQ GLOBAL BUS COURSE	3	REQ CONCENTRATION COURSE	3	MGT 4478	3	MKT 4469 (CONCENTRATION CAPSTONE)	3		
	SUBMIT GRADUATION APPLICATION									
	TOTAL	6	TOTAL	6	TOTAL	6	TOTAL	6		
TOTAL PROGRAM										120

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

COMPLETE ALL REQUIREMENTS

(45 HOURS)

AREA I

TAKE THE FOLLOWING COURSES:

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

3 HOURS
3 HOURS

AREA II

TAKE ANY 1000 2000 LEVEL COURSE IN LITERATURE
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
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

**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
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.

3 HOURS
8 HOURS

AREA IV

TAKE ANY 1000-2000 LEVEL COURSE WITH A PRIMARY FOCUS IN HISTORY
ECO 2251 PRINCIPLES OF MACROECONOMICS
ECO 2252 PRINCIPLES OF MICROECONOMICS
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
3 HOURS
3 HOURS
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
TROY 1101 THE UNIVERSITY EXPERIENCE

3 HOURS
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