

## SORRELL COLLEGE OF BUSINESS

*The Sorrell College of Business supports the Troy University mission by preparing our diverse student body to become ethical professionals equipped to compete in the global business environment. To achieve this our faculty, staff, and administration will:*

1. *Provide quality education in global business through our undergraduate and graduate programs, delivered around the world through face-to-face and online environments, to traditional, non-traditional, military, and international students;*
2. *Contribute to the development and application of knowledge focused on applied business, learning, and pedagogical research;*
3. *Provide service to the University, business and professional organizations, and our communities through individual involvement, business outreach, and our centers for research.*

*Our students are currently employed in, or endeavor to be employed in, business, government, public accounting, the U.S. military, and not-for-profit organizations, both in the United States and the world over. Today many are, or intend to be, self-employed. Undergraduate students are prepared for admission to graduate programs in business, information systems, and professional schools of law. Sorrell College of Business students graduate with the knowledge and skills needed to communicate effectively, to make ethical and socially-responsible decisions, and to understand diverse and international cultures.*

*Sorrell College of Business faculty members are highly qualified and possess diverse academic and business backgrounds. Because our faculty members have “real-world” experience, course instruction focuses not only on vital concepts but also on practical application of these concepts.*

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### B.S.B.A. BUSINESS ADMINISTRATION DEGREE REQUIREMENTS

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*For more information, see the index listings for baccalaureate degree parameters, general studies, and academic regulations.*

#### ***Specialized Requirements***

Students must complete the following lower-level courses (or their approved transfer credit equivalents) with a grade of “C” or higher in each course before registering for any upper level course in the business curriculum: ENG 1101/03, ENG 1102/04, MTH 1112, IS 2241, ACT 2291, ACT 2292, ECO 2251, ECO 2252, QM 2241, LAW 2221, and all 2000-level courses in the major and minor. Students are allowed a maximum of three attempts at completing each of these courses with a grade of “C” or higher. After the third unsuccessful attempt they are dropped from consideration for the upper-level Business Program. Students may enroll concurrently in the last of these courses along with their initial 3000-level courses (MGT 3300 and MKT 3300 only) subject to their advisor’s approval and consistent with published prerequisite requirements.

Students entering Troy University with an interest in business (as freshmen or sophomores) will be enrolled as General Business student (GBUS) with a major/concentration declared. A major advisor will be assigned to each student. GBUS majors will not be allowed to enroll in business courses above the 3300-level until they meet entrance requirements. Students must complete the first 66 hours (all general studies courses and the entire 2000-level business courses, and MGT 3300 and MKT 3300 (formerly MGT 3371 and MKT 3361) with a 2.0 GPA (2.3 GPA for accounting majors) before applying for and being allowed to enter the upper-level Business Program.

GBUS students must request a program evaluation from assigned advisor after completion of 45 hours to ensure they are on track to apply for entry into the Upper Level Business courses on schedule.

Upon completion of the last course of the 66-hour requirement, and with a GPA of 2.0 (2.3 for accounting majors),

*All academic programs offered by the college assist students to develop the knowledge, skills, and attitudes necessary to understand and cope with the challenges faced by business and organizational leaders in a dynamic, global workplace. The curriculum is highly germane to the needs of students and the requirements of their employers. Combining the relevance of the curriculum with the fact that our faculty holds students to a high standard throughout their academic experience at TROY means that the academic programs offered through the Sorrell College of Business are designed to provide a firm foundation for professional business leaders who, upon graduation, will have the skills necessary to embark on, or change course in, successful careers in business, industry, and government.*

*As part of ongoing planning and evaluation, the Sorrell College of Business regularly evaluates student learning outcomes for each degree program.*

#### **ACCREDITATION**

*Troy University, through its Sorrell College of Business, is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) to offer baccalaureate degree programs in accounting, finance, general business, information systems, management, and marketing. The ACBSP has also accredited TROY to offer graduate business programs.*

students may enroll in upper level courses with their advisor approval. The student will be enrolled in (up to 18 hours) FIN 3331, QM 3345, IS 3310, BUS 3382 or ACT 3391 (for accounting majors only). Students are also required to take one-hour Innovative Practices/Thoughts course and take a GBUS core exam and other appropriate courses for their particular concentration/major. If a student is taking courses on a term basis then these courses would be completed over two consecutive terms. Students who do not meet the Business Program requirements will be denied entry until those requirements are met.

Students in their last term of completing the 66 hour requirement and have less than 15 hours (or less than 6 hours if on terms) remaining to meet the 66 hour requirement should contact the department of the major of interest. The Department Head/designate may approve the student to register for up to an additional twelve hours (if on a semester; two courses if on terms) and the one-hour Innovative Practices/Thoughts class of the courses listed above so they may qualify for full-time student status. However, they must meet the GPA requirement and have obtained at least a “C” in those 1000/2000 level courses already taken and that are listed in paragraph one; otherwise they will not be allowed to register for the additional upper level courses. Students who do not complete the final course(s) with a passing grade and a GPA of at least a 2.0 (2.3 for accounting majors), will not be allowed to take any more upper level courses until they meet the standards.

Admission as a Transfer Student-Transfer credit will not be awarded for any course to be used in the business core or major in which a “C” grade or higher has not been achieved.

Transfer credits acceptable for admission purposes shall be evaluated to determine their suitability for degree credit in the Sorrell College of Business Administration. The Dean of the College will make the final decision concerning transfer credit allowable within the curricula. **A minimum of 31 hours of credit in the Sorrell College of Business Administration courses must be successfully completed at Troy University in order to receive the B.S.B.A. degree.** The thirty-one hours taken must be in Business courses and would not include any General Study courses taught by the Sorrell College of Business (e.g., ECO 2251, ECO 2252, and IS 2241). Transfer credit will not be allowed for any courses where assessments for accreditation purposes are

being conducted. Courses not allowed to transfer for courses where assessments are being conducted may be considered for SCOB elective courses.

Students transferring from AACSB accredited schools or an appropriately accredited International institution must follow the same requirements listed above. Students who have completed the first 66 hours and have the required GPA will be assigned a major, an advisor, and will enroll in FIN 3331, QM 3345, IS 3310, BUS 3382, or ACT 3391 (for accounting majors only), and other courses appropriate to their major (12-18 hours). Please note other than for MGT 3300 and MKT 3300, 1000-2000-level courses generally do not transfer for 3000-level courses.

Only those 1000-2000-level courses from AACSB accredited schools will be considered and evaluated for above 3300 Troy University level credit on a case-by-case basis. Students transferring from all other regionally accredited schools must have at least a 2.0 GPA (2.3 for accounting majors). Students who have not completed all 66-hours of the GBUS program, will not be allowed to take upper level courses until the GBUS program has been completed and the Troy University GPA meets or exceeds a 2.0 (2.3 for accounting majors). Transfer students who are in their last term of completing the 66-hour requirement and have less than 15 hours remaining to meet the 66 hour requirement, may with Department Head/designee approval register for up to 18 hours (9 hours if on terms) of the courses listed above and the one-hour Innovative Practices/Thoughts class in order to qualify for full-time student status. However, transfer students must meet the GPA requirement and a "C" in those 1000/2000 level courses listed in paragraph one; otherwise they will not be allowed to register for the additional upper level courses. Transfer students who do not complete the final course(s) with a passing grade and possess a 2.0 GPA (2.3 for accounting majors), will not be allowed to register for additional upper level courses until they meet the standards.

Students must achieve an overall "C" average in their business core, business major, and business minor(s) in order to be eligible to graduate. All courses should generally be taken in the appropriate numerical sequence (i.e., 3000-level courses should generally be completed before attempting 4000-level courses).

Sorrell College of Business students must pass the business administration capstone course, BUS 4476, with a grade of "C" or better. BUS 4476 should be taken in their final semester or term.

Students are allowed a maximum of three attempts at completing each of the upper level business courses (above 3300) with a passing grade. Failure to do so will result in being dropped from that major/concentration.

Accounting majors must earn a grade of "C" or better in all accounting courses (prefix ACT). Students are allowed a maximum of three attempts at completing each of these courses with a grade of "C" or higher; if they fail to achieve a "C" or better after three attempts, they will be dropped from the Accounting Program. However, accounting majors may elect another business major as long as they meet the other requirements for being in the business program.

The business administration core and major each require a minimum of 12 hours of Troy University residence credit. Non-Business majors in upper-level Business Courses (above 3300) must be in a declared business minor, in a contract major, be a bona fide transient student who has completed at least 60 hours, and has a GPA of 2.0 or higher. Non-Business students can take no more than 12 hours above 3300-level and above without being a business major. Non-Business majors must meet the prerequisites for the business courses in which they enroll.

### **Specialized General Studies Requirements:**

The general studies program must include ECO 2251, ECO 2252 and MTH 1112, completed with grades of "C" or better.

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### **BUSINESS CORE (37 HOURS)**

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#### **Lower-level Business Core (18 Hours)**

*The following 2000-level courses must have a "C" or better*

ACT 2291	(3)	Principles of Accounting I
ACT 2292	(3)	Principles of Accounting II
LAW 2221	(3)	Legal Environment of Business
MGT 3300	(3)	Principles of Management
MKT 3300	(3)	Principles of Marketing

QM 2241	(3)	Business Statistics and Data Analytics
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#### **Upper-level Business Core (19 Hours)**

BUS 3310	(1)	Innovative Practices and Thoughts
BUS 3382	(3)	Business Communications
BUS 4474	(3)	Business and Society
BUS 4476	(3)	Strategic Management
FIN 3331	(3)	Managerial Finance
IS 3310	(3)	Introduction to Information Systems and Data Analytics
QM 3345	(3)	Operations Management

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### **ACCOUNTING MAJOR (37 HOURS)**

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The Accounting major has three concentrations, public accounting, forensic accounting, and management accounting. The public accounting concentration is offered at the Troy Campus and is focused on preparing traditional students to enter the Master of Accountancy program and for careers in public accounting. Classes in the public accounting concentration are offered during the day over sixteen-week semesters in a face-to-face classroom. Students choosing the public accounting concentration should plan to take the Certified Public Accountant (CPA) exam.

The forensic accounting and management accounting concentrations are focused on preparing non-traditional students for careers in government and industry. The forensic accounting concentration is offered on the Montgomery Campus and the management accounting concentration is offered on the Dothan Campus and the Phenix City Campus. Classes in the forensic accounting and management accounting concentrations are offered at night over nine-week terms in a blended format of face-to-face and online utilizing lecture capture technology. Students choosing the forensic accounting concentration should plan to take the Certified Fraud Examiners (CFE) examination. Students choosing the management accounting concentration should plan to take the Certified Management Accountant examination (CMA).

#### ***B.S. in Business Administration degree with a major in accounting.***

#### **Common Courses (19 Hours)**

ACT 3391	(3)	Intermediate Accounting I*
or ACT 3357 Financial Reporting & Analysis I**		
ACT 3392	(3)	Intermediate Accounting II*
or ACT 3358 Financial Reporting & Analysis II**		
ACT 3396	(3)	Accounting Information Systems
ACT 4435	(3)	International Accounting
ACT 4497	(3)	Auditing*
or ACT 4450 Auditing Concepts**		
IS 3315	(3)	Advanced Applications for Business and Accounting
ACT 4480	(1)	Professional Development-Public Accounting, ACT 4481 (1) Professional Development—Forensic Accounting, or ACT 4482 (1) Professional Development—Management Accounting (Capstone)

\*Public Accounting Concentration

\*\*Forensic Accounting or Management Accounting Concentrations

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### **PUBLIC ACCOUNTING CONCENTRATION (18 HOURS)**

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#### **Required Public Accounting Concentration Courses (15 Hours)**

ACT 3394	(3)	Governmental Accounting
ACT 3395	(3)	Managerial/Cost Accounting
ACT 4491	(3)	Advanced Accounting
ACT 4494	(3)	Income Tax Accounting I
ACT 4495	(3)	Income Tax Accounting II

#### **Elective Public Accounting Courses (3 Hours)**

***Select one upper-level business elective (ACT 4499 Accounting Internship recommended).***

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**FORENSIC ACCOUNTING CONCENTRATION  
(18 HOURS)**


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**Required Forensic Accounting Courses (18 Hours)**

ACT 3394	(3)	Governmental Accounting
ACT 4451	(3)	Introduction to Taxation
ACT 3355	(3)	Internal Auditing
LAW 4425	(3)	Investigation and Evidence
ACT 4485	(3)	Fraud Examination I
ACT 4498	(3)	Fraud Examination II

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**FORENSIC ACCOUNTING  
CERTIFICATE (12 HOURS)**


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ACT 3355	(3)	Internal Auditing
LAW 4425	(3)	Investigation and Evidence
ACT 4485	(3)	Fraud Examination I
ACT 4498	(3)	Fraud Examination II

A certificate in Forensic Accounting is available. Students should contact the School of Accountancy for information about the certificate program. Students seeking the certificate in Forensic Accounting must successfully complete the requirements for admission to the upper-level Business Program for the accounting major (see B.S.B.A. Business Administration Degree Requirements) and must have successfully completed the following prerequisite classes: ACT 3357, ACT 3358 and ACT 4450

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**MANAGEMENT ACCOUNTING CONCENTRATION (18 HOURS)**


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**Required Management Accounting Concentration Courses (12 Hours):**

ACT 3355	(3)	Internal Auditing
ACT 4451	(3)	Introduction to Taxation
ACT 3395	(3)	Managerial/Cost Accounting I
ACT 4496	(3)	Managerial/Cost Accounting II (Capstone)

**Elective Management Accounting Courses (6 Hours)**

*Choose 2 of the following electives:*

FIN 3334	(3)	Financial Statement Analysis
FIN 4432	(3)	Investments

*Others with approval of advisor*

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**ECONOMICS MAJOR (36 HOURS)**


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**B.S.B.A. in Business Administration with a major in Economics.**

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**GENERAL ECONOMICS CONCENTRATION  
(36 HOURS)**


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**Required Economics Courses (9 hours)**

ECO 3351	(3)	Intermediate Macroeconomics
ECO 3352	(3)	Intermediate Microeconomics
ECO 4459	(3)	Economics Seminar

**Economics Electives (21 hours)**

ECO 3353	(3)	Money & Banking
ECO 3355	(3)	Labor Economics
ECO 3361	(3)	Sport Economics
ECO 3362	(3)	Public Choice
ECO 3363	(3)	Mathematical Economics
ECO 3365	(3)	History of Economic Thought
ECO 4451	(3)	International Trade & Finance
ECO 4452	(3)	Environmental Economics
ECO 4453	(3)	Public Finance
ECO 4454	(3)	Economic History: Rise of the Western World
ECO 4455	(3)	Comparative Econ Systems
ECO 4456	(3)	The Economic and Moral Foundations of Capitalism
ECO 4457	(3)	Econometrics
ECO 4458	(3)	Law & Economics

ECO 4460	(3)	Urban and Regional Economics
ECO 4461	(3)	Austrian Economics
ECO 4462	(3)	Game Theory

**Must choose 2 Finance courses below (6 hours)**

FIN 3333	(3)	Financial Mathematics
FIN 3334	(3)	Financial Statement Analysis
FIN 3336	(3)	Real Estate Finance I
FIN 4419	(3)	Derivatives
FIN 4432	(3)	Investments
FIN 4440	(3)	Real Estate Finance II

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**FINANCIAL ECONOMICS  
CONCENTRATION (36 HOURS)**


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**Core Economics (6 Hours)**

ECO 3351	(3)	Intermediate Macroeconomics
ECO 3352	(3)	Intermediate Microeconomics

**Required courses (21 Hours)**

ECO 4451	(3)	International Trade & Finance
FIN 3334	(3)	Financial Statement Analysis
FIN 3336	(3)	Real Estate Finance I
FIN 4431	(3)	Intermediate Financial Management
FIN 4432	(3)	Investments
FIN 4437	(3)	Financial Institutions
FIN 4438	(3)	Bank Management

**Electives**

*Select three upper-level FIN courses, or ECO 3353, or ACT 3391 (9 Hours)*

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**GLOBAL BUSINESS MAJOR REQUIREMENT  
(18 HOURS)**


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**B.S.B.A. in Business Administration with major in global business.**

**Major Requirements (18 Hours)**

ECO 4451	(3)	International Trade & Finance
HRM 3375	(3)	Global Human Resource Management
MGT 4471	(3)	Leadership/Change
MKT 4468	(3)	Global Marketing
MGT 4478	(3)	Managing in a Global Environment

*Choose any upper-level business elective*

*\*Managerial Accounting Concentration students must take FIN 3334 Financial Statement Analysis as their upper-level business elective.*

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**DATA ANALYTICS CONCENTRATION (18 HOURS)**


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**Required Classes (12 hours)**

IS 3346	(3)	Database MGT Systems I
IS 3350	(3)	Business Programming
IS 4410	(3)	Business Data Mining
IS 4415	(3)	Big Data Analytics and Visualization

**Electives (6 hours)**

MKT 4464	(3)	Marketing Research
IS 4440	(3)	Knowledge MGT/BUS Intelligence
MGT 4460	(3)	Introduction to Project Management
MKT 4465	(3)	Supply Chain Management
FIN 4432	(3)	Investments

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**ENTREPRENEURSHIP CONCENTRATION  
(18 HOURS)**


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**Required courses (12 Hours)**

FIN 3360	(3)	Entrepreneurial Finance
LAW 3323	(3)	Legal/Ethical Aspects of Entrepreneurs
MGT 4475	(3)	Entrepreneurial Management
MGT 4484	(3)	Entrepreneurial Strategy/Marketing

**Electives***Select two from the following list (6 Hours)*

ACT 3360	(3)	Entrepreneurial Accounting
ECO 3360	(3)	Entrepreneurial Economics
MGT 3380	(3)	Principles of Supervision
MKT 4463	(3)	Retailing

**FINANCE CONCENTRATION (18 HOURS)****Required courses (12 Hours)**

FIN 4431	(3)	Intermediate Financial Management
FIN 4432	(3)	Investments
FIN 4435	(3)	International Finance
FIN 4437	(3)	Financial Institutions

**Electives***Select two from the following list (6 Hours)*

FIN 3334	(3)	Financial Statement Analysis
FIN 4419	(3)	Derivatives
FIN 4436	(3)	Security Analysis
RMI 3335	(3)	Principles of Risk Management Ins

**GENERAL BUSINESS  
CONCENTRATION (18 HOURS)****Required course**

BUS 4480	(3)	Business Seminar
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**Electives***Select five upper-level business electives(15 hours).**\*May select no more than three courses in a discipline.***HUMAN RESOURCE MANAGEMENT  
CONCENTRATION (18 HOURS)***Must take the following 4 HR/MGT courses:*

HRM 4455	(3)	Employment Law
HRM 4481	(3)	Staffing
HRM 4483	(3)	Human Resource Development
HRM 4485	(3)	Performance Appraisal & Compensation

*Choose two of the following five courses:*

MGT 4472	(3)	Organizational Behavior
HRM 4473	(3)	Labor Law & Collective Bargaining
HRM 4482	(3)	Health/Safety/Diversity
HRM 4496	(3)	Selected Topics in HR

*Choose an upper-level business course***INFORMATION SYSTEMS  
CONCENTRATION (18 HOURS)****Required Classes (12 Hours):**

IS 3320	(3)	Data Communications & Networks
IS 3346	(3)	Database MGT Systems I
IS 3350	(3)	Business Programming
IS 4447	(3)	Systems Analysis/Design

**Electives***Select two from the following list (6 Hours)*

IS 4440	(3)	Knowledge MGT/BUS Intelligence
IS 4451	(3)	Information Security, Assurance and Compliance
IS 4470	(3)	Server-side Web Development
IS 4475	(3)	Internet Technology Development

**MANAGEMENT CONCENTRATION (18 HOURS)****Required Classes (12 Hours)**

MGT 3380	(3)	Principles of Supervision
MGT 4472	(3)	Organizational Behavior
MGT 4440	(3)	Develop/Lead Effective Teams

MGT 4479	(3)	Management Seminar
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*Select two of the following five courses:*

MGT 4460	(3)	Introduction to Project Management
MGT 4475	(3)	Entrepreneurial Management
HRM 4481	(3)	Staffing
HRM 4483	(3)	Human Resource Development

*Select an upper-level business course.***MANAGERIAL ACCOUNTING CONCENTRATION  
(18 HOURS)****Required Courses (15 Hours):**

ACT 3357	(3)	Financial Reporting & Analysis I
ACT 3358	(3)	Financial Reporting & Analysis II
ACT 3355	(3)	Internal Auditing
ACT 3395	(3)	Managerial/Cost Accounting I
ACT 4496	(3)	Managerial/Cost Accounting II (Capstone)

**Electives (3 Hours):***Select one of the following courses:*

ACT 3396	(3)	Accounting Information Systems
ACT 4451	(3)	Introduction to Taxation
FIN 4432	(3)	Investments

**MARKETING CONCENTRATION (18 HOURS)****Required courses (12 Hours)**

MKT 3364	(3)	Services Marketing
MKT 4462	(3)	Consumer Behavior
MKT 4464	(3)	Marketing Research
MKT 4469	(3)	Marketing Management

**Electives***Select two of the following five courses:*

MKT 3362	(3)	Advertising
MKT 4461	(3)	Personal Selling
MKT 4463	(3)	Retailing
MKT 4465	(3)	Supply Chain Management

*Choose an upper-level business course***RISK MANAGEMENT INSURANCE CONCENTRATION  
(18 HOURS)****Required courses (12) Hours**

RMI 3335	(3)	Principles of Risk Management and Insurance
RMI 3346	(3)	Life and Health Insurance
RMI 3348	(3)	Property & Casualty Insurance
RMI 4442	(3)	Insurance Operations

**Electives***Select 6 hours of upper-level RMI courses from the following:*

RMI 4440	(3)	Corporate Risk Management
RMI 4465	(3)	Insurance Law
RMI 4478	(3)	Employee Benefit Planning
RMI 4498	(3)	Internship*
RMI 4499	(3)	London Internship*

*\*Only one internship course may be used as an RMI Concentration elective.***ECONOMICS MINOR (18 HOURS)****Required Courses (9 Hours)**

ECO 2251	(3)	Principles of Macroeconomics
ECO 2252	(3)	Principles of Microeconomics
ECO 3351	(3)	Intermediate Macroeconomics
<b>OR</b>		
ECO 3352	(3)	Intermediate Microeconomics

**Electives**

**Select three from the following list (9 Hours)**

- ECO 3351 (3) Intermediate Macroeconomics  
(cannot count as both required and elective)
- ECO 3352 (3) Intermediate Microeconomics  
(cannot count as both required and elective)
- ECO 3353 (3) Money & Banking
- ECO 3355 (3) Labor Economics
- ECO 4451 (3) International Trade & Finance
- ECO 4452 (3) Environmental Economics
- ECO 4453 (3) Public Finance
- ECO 4454 (3) Economic History: The Rise of the  
Western World
- ECO 4455 (3) Comparative Economic Systems
- ECO 4457 (3) Econometrics
- ECO 4458 (3) Law & Economics
- ECO 4449 (3) Economics Seminar

**ENTREPRENEURSHIP MINOR (18 HOURS)**

**Required Courses (12 Hours)**

- MGT 3300 (3) Principles of Management
- MKT 3300 (3) Principles of Marketing
- MGT 4475 (3) Entrepreneurial Management
- ACT 2291 (3) Principles of Accounting I

**Electives (6 Hours)**

*Select two from the following list*

- ACT 2292 (3) Principles of Accounting II
- ACT 3360 (3) Entrepreneurial Accounting
- ECO 2251 (3) Principles of Macroeconomics
- ECO 2252 (3) Principles of Microeconomics
- ECO 3360 (3) Entrepreneurial Economics
- LAW 2221 (3) Legal Environment of Business
- LAW 3323 (3) Legal/Ethical Aspects of Entrepreneurs
- MKT 4463 (3) Retailing
- MKT 4465 (3) Supply Chain Management
- MGT 3380 (3) Principles of Supervision

**GLOBAL GENERAL BUSINESS MINOR (18 HOURS)**

- ACT 2291 (3) Principles of Accounting I
- ECO 2252 (3) Principles of Microeconomics
- MGT 3300 (3) Principles of Management
- MKT 3300 (3) Principles of Marketing

*Select one for the Global Business Requirement (3 hours)*

- ECO 4451 (3) International Trade & Finance
- IS 3310 (3) Introduction to Information Systems and  
Data Analytics
- HRM 3375 (3) Global Human Resource Management
- MGT 4471 (3) Leadership and Change
- MGT 4478 (3) Managing in a Global Environment
- MKT 4468 (3) Global Marketing

*Select one additional 3000-4000 level business course (3 hours).  
All prerequisites must be met.*

**PROMOTION MINOR (18 HOURS)**

- ACT 2291 (3) Principles of Accounting I
- ECO 2252 (3) Principles of Microeconomics
- LAW 2221 (3) Legal Environment of Business
- MKT 3300 (3) Principles of Marketing
- MKT 3362 (3) Advertising
- MKT 4461 (3) Personal Selling