

K-STATE BUSINESS

CURRICULUM CHECKLIST

GENERAL BUSINESS – BACHELOR OF SCIENCE Concentration in Marketing

STUDENT NAME: _____

WID: _____

BAPP Requirements:		45 hrs
Communication Core Courses:		11-12 hrs
ENGL 100	Expository Writing 1	3
ENGL 200	Expository Writing 2	3
COMM 105	Public Speaking 1A	2
ENGL 417	Written Comm. for the Workplace	3
Quantitative Core Courses:		18 hrs
MATH 100	College Algebra	3
MATH 205	General Calculus and Linear Algebra	3
STAT 350	Business Economics Statistics I	3
STAT 351	Business Economics Statistics II	3
ECON 110	Principles of Macroeconomics	3
ECON 120	Principles of Microeconomics	3
K-State 8 Non-Business Courses:		16 hrs
	Aesthetic Experience and Interpretive Understanding	3
	Global Issues and Perspectives	3
	Human Diversity within the U.S.	3
	Natural and Physical Science (with Lab)	4
	Historical Perspectives	3
Business Core Requirements:		30 hrs
GENBA 105	Business Orientation	0
GENBA 110	Business Foundations	3
GENBA 166	Business Information Technology Skills Proficiency	0
ACCTG 231	Accounting for Business Operations <i>(pre-req: Math 100 & GENBA 110 or Sophomore Standing)</i>	3
ACCTG 241	Accounting for Investing and Financing <i>(pre-req: ACCTG 231)</i>	3
FINAN 450	Principles of Finance <i>(pre-req: ACCTG 231; co-req: ECON 110 or 120 & STAT 350)</i>	3
MKTG 400	Introduction to Marketing	3
MANGT 366	Information Technology for Business <i>(pre-req: GENBA 166)</i>	3
MANGT 420	Principles of Management	3
MANGT 421	Introduction to Operations and Supply Chain Management <i>(pre-req: Sophomore Standing)</i>	3
MANGT 595	Business Strategy <i>(pre-req: CBA Majors ONLY, 75 credit hours completed, FINAN 450, MANGT 420, MKTG 400)</i>	3
MANGT 596	Business Ethics Corporate Citizenship <i>(pre-req: CBA Majors ONLY, 75 credit hours completed MANGT 420, MKTG 400; co-req: FINAN 450)</i>	3

Marketing and Business Electives Courses:		24 hrs
Marketing Requirements:		12 hrs
MKTG 450	Consumer Behavior <i>(pre-req: MKTG 400, junior standing)</i>	3
MKTG 544	International Marketing <i>(pre-req: MKTG 400, fall-only online)</i>	3
MKTG 690	Marketing Strategy <i>(pre-req: MKTG 450, SALES 542, senior standing)</i>	3
SALES 542	Fundamentals of Professional Selling <i>(co-req: MKTG 400)</i>	3
Business Electives: Business courses are defined as those carrying a prefix of ACCTG, ENTRP, FINAN, GENBA, MANGT, MIS, MKTG or SALES.		12 hrs
		3
		3
		3
		3
Economics Electives:		3 hrs
ECON 510+		3
Unrestricted Electives: <i>(any course offered by the University 100 level or above)</i>		17-18 hrs

120 TOTAL CREDIT HOURS

Graduation Checklist

- ___ Minimum 120 credits hours
- ___ 60 of 120 hrs @ 4-year University
- ___ 30 of 120 hrs @ K-State
- ___ 20 of last 30 hrs @ K-State
- ___ Under 100-level courses do not apply
- ___ Deduct repeat courses in current semester

Requirements for General Business Major

1. Completed 45-60 credit hours
2. Minimum 2.5 K-State cumulative GPA

Note: Transfer GPA will not be considered in determining eligibility to enter a major. Only the K-State GPA is applicable. However, ALL hours (K-State and any transfer hours) are included in the 45-60 hours.

For information on transfer credit and equivalency, visit:
k-state.edu/prior-learning

Contact K-State Online
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