Name _____

Date of Entry Fall 2020 or later

Curriculum and Graduation Requirement Guide
Bachelor of Science Degree in Business Administration

KANSAS STATE UNIVERSITY | College of Business Student Success Center

REQUIREMENTS FOR INDIVIDUAL MAJORS/PLANS (ACCTG / MKTG / FINAN / PSS / BSE / CIB / IM / MGM / PSS)

Must have 45 credit hours completed to declare major and at least 120 credit hours to achieve degree.

Requirements for ALL CBA MAJORS

BAPP REQUIREMENTS (45 hrs)		Cr Hr	Gr
Communication Core Courses (11 hrs)			
Expository Writing I	(ENGL 100)	3	
Expository Writing II	(ENGL 200)	3	
Public Speaking IA	(COMM 105)	2	
Written Comm. for Work	(ENGL 417)	3	
Quantitative Core Courses (18 hrs)			
College Algebra	(MATH 100)	3	
Gen Calc/Linear Algebra	(MATH 205)	3	
Bus/Econ Statistics	(STAT 350)	3	
Bus/Econ Stats II	(STAT 351)	3	
Principles/Macroeconomics	(ECON 110)	3	
Principles/Microeconomics	(ECON 120)	3	
Non-business (K-State 8) Courses (16 hrs)			
Aesthetic Exp./Interpret. Understanding		3	
Global Issues and Perspectives		3	
Human Diversity within the U.S.		3	
Natural and Physical Sciences w/ lab		4	
Historical Perspectives		3	

BUSINESS CORE REQUIREMENTS (30 hrs)		Cr Hr	Gr
Business Orientation	(GENBA 105)	0	
Business Foundations	(GENBA 110)	3	
Bus IT Skills Proficiency	(GENBA 166)	0	
Career Accelerator	(GENBA 205)	0	
Acctg/Business Ops	(ACCTG 231)	3	
Acctg/Invest/Finance	(ACCTG 241)	3	
Principles/Finance	(FINAN 450)	3	
Intro to Marketing	(MKTG 400)	3	
*Info Tech for Business	(MANGT 366)	3	
Principles of Management	(MANGT 420)	3	
Intro/Operations Mangt	(MANGT 421)	3	
Business Strategy	(MANGT 595)	3	
Bus Ethics/Corp Citizenship	(MANGT 596)	3	

*Note: MIS 366 for students considering MIS as a Major

Graduation Requirements

___ Minimum 120 credit hours
___ 60 of 120 at 4 year University
___ 20 of last 30 hours at K-State
___ Under 100 Level courses do not apply
___ Deduct repeat courses in current semester
___ 50% of Business courses taken at K-State

MARKETING (45 hrs)		Cr Hr	Gr
Major Field Requirements (12 hrs)			
Consumer Behavior	(MKTG 450)	3	
Fund. of Prof. Selling	(MKTG 542)	3	
International Marketing	(MKTG 544)	3	
Marketing Strategy	(MKTG 690)	3	
Major Field Electives (15 hrs)			
Undergrad Research Exp	(MKTG 490)	3	
Special Topics in Mktg	(MKTG 496)	3	
Independent Study in Mktg	(MKTG 498)	3	
Retailing	(MKTG 541)	3	
Integrated Mktg Comm	(MKTG 543)	3	
Marketing Channels	(MKTG 545)	3	
Services Marketing	(MKTG 546)	3	
International Business	(MKTG 547)	3	
Business Marketing	(MKTG 550)	3	
Mktg Analytics Fund.	(MKTG 580)	3	
Appl of Mktg Analytics	(MKTG 581)	3	
Entertainment Marketing	(MKTG 625)	3	
Sports Marketing	(MKTG 630)	3	
Digital Marketing	(MKTG 635)	3	
Marketing Research	(MKTG 642)	3	
Topic:	(MKTG ___)	3	
Economics Elective (3 hrs)			
Econ 510 or above	(ECON)	3	
Unrestricted Electives (15 hrs)			

PROFESSIONAL STRATEGIC SELLING (45 hrs)		Cr Hr	Gr
Major Field Requirements (18 hrs)			
Fund. of Prof. Selling	(MKTG 542)	3	
Sales Technology	(MKTG 555)	3	
Sales Force Leadership	(MKTG 560)	3	
Cust. Relationship Mangt	(MKTG 565)	3	
Advanced Selling	(MKTG 570)	3	
Sales Practicum	(MKTG 499)	3	
Major Field Electives (9 hrs)			
Topic: Relationship Mktg	(MKTG 496)	3	
Topic: Intern'l Bus Dev	(MKTG 496)	3	
Marketing Channels	(MKTG 545)	3	
Business Marketing	(MKTG 550)	3	
Sales Negotiations	(MKTG 561)	3	
Key Account Mangt	(MKTG 562)	3	
Cooperation Selling	(MKTG 563)	3	
Mktg Analytics Fund.	(MKTG 580)	3	
Appl of Mktg Analytics	(MKTG 581)	3	
Economics Elective (3 hrs)			
Econ 510 or above	(ECON)	3	
Unrestricted Electives (15 hrs)			

FINANCE (45 hrs)		Cr Hr	Gr
Major Field Requirements (15 hrs)			
Interm Acctg Process	(ACCTG 331)	3	
Finan Institution/Mrkts	(FINAN 510)	3	
Investments	(FINAN 520)	3	
Intermediate Finance	(FINAN 575)	3	
Cases in Finance	(FINAN 675)	3	
Financial Controllership Option (12 hrs)			
Taxation I	(ACCTG 342)	3	
Acctg Info Systems	(ACCTG 413)	3	
Managerial Reporting	(ACCTG 432)	3	
Financial Reporting	(ACCTG 433)	3	
Financial Management Option (12 hrs)			
Financial Reporting	(ACCTG 433)	3	
Choose from the following (9 hrs)			
Financial Modeling	(FINAN 623)	3	
Int'l Financial Mangt	(FINAN 643)	3	
Security/Portfolio Analysis	(FINAN 653)	3	
Derivative Securities/Mrkts	(FINAN 654)	3	
Financial Services Option (12 hrs)			
Financial Stmt Analysis	(ACCTG 445)	3	
Insurance	(FINAN 460)	3	
Commercial Banking	(FINAN 531)	3	
Real Estate	(FINAN 552)	3	
Security/Portfolio Analysis	(FINAN 653)	3	
Derivative Securities/Mrkts	(FINAN 654)	3	
Prof/Financial Planning	(FINAN 661)	3	
Financial Analyst Option (15 hrs)			
Financial Reporting	(ACCTG 433)	3	
Financial Modeling	(FINAN 623)	3	
Security/Portfolio Analysis	(FINAN 653)	3	
Adv Portfolio Analysis	(FINAN 655)	3	
Mergers and Acquisition	(FINAN 663)	3	
Economics Electives (3 hrs)			
Intermediate Macro	(ECON 510)	3	
OR			
Intermediate Micro	(ECON 520)	3	
Unrestricted Electives (12-15 hrs)			

ACCOUNTING (45 hrs)		Cr Hr	Gr
Major Field Requirements (27 hrs)			
Interm Acctg Process	(ACCTG 331)	3	
Acctg Info Systems	(ACCTG 413)	3	
Acctg Theory/History	(ACCTG 641)	3	
Taxation 1	(ACCTG 342)	3	
Managerial Reporting	(ACCTG 432)	3	
Financial Reporting	(ACCTG 433)	3	
Auditing 1	(ACCTG 442)	3	
Acctg Research/Comm	(ACCTG 642)	3	
Business Law 1	(MANGT 430)	3	
Economics Elective (3 hrs)			
Econ 510 or above	(ECON)	3	
Unrestricted Electives (15 hrs)			

BUSINESS OF SPORTS AND ENTERTAINMENT CERTIFICATE (15 hrs)		Cr Hr	Gr
BSE Required Courses (9 hrs)			
Entertainment Marketing	(MKTG 625)	3	
Sports Marketing	(MKTG 630)	3	
Sports Economics	(ECON 524)	3	
BSE Elective Courses (6 hrs)			
Bus. Event Coordination	(HM 463)	3	
Sports Management	(MANGT 630)	3	
Fund. of Prof. Selling	(MKTG 542)	3	
Marketing Internship	(MKTG 495)	3	
Entertainment Strat. Comm	(MC 490/478)	3	
OR			
Sports Strategic Comm	(MC 490/479)		

PROFESSIONAL STRATEGIC SELLING CERTIFICATE (15 hrs)		Cr Hr	Gr
PSS Core Courses (12 hrs)			
Intro to Marketing	(MKTG 400)	3	
Fund of Prof. Selling	(MKTG 542)	3	
Sales Force Leadership	(MKTG 560)	3	
Advanced Selling	(MKTG 570)	3	
PSS Elective Course (3 hrs)			
	(_____)	3	

*Check with your Academic Advisor about course options

INVESTMENT MANAGEMENT CERTIFICATE (15 hrs)		Cr Hr	Gr
IM Core Courses (9 hrs)			
Principles/Finance	(FINAN 450)	3	
Intro Integrated Inv Mangt	(FINAN 451)	3	
*Inv Mangt Concepts	(FINAN 500)	3	
*FINAN 510/FINAN 520 can substitute for FINAN 500			
IM Elective Courses (6 hrs)			
Financial Stmt Analysis	(ACCTG 445)	3	
Mktg. Fund/Futures/Options	(AGEC 520)	3	
Persuasion	(COM 526)	3	
Money & Banking	(ECON 530)	3	
Engin. Econ Analys/Ind.Proj	(IMSE 530/532)	2/1	
Math Found. of Actuarial Sci	(MATH 501)	3	
Fund. of Prof. Selling	(MKTG 542)	3	
Adv. Personal Finan Plan	(PFP 305)	3	

MANAGEMENT MINOR NON-MANAGEMENT MAJORS (15 hrs)		Cr Hr	Gr
Minor Required Courses (6 hrs)			
Organizational Behavior	(MANGT 520)	3	
Human Resources Mangt	(MANGT 531)	3	
Minor Elective Courses (9 hrs)			
	(MANGT)	3	
	(MANGT)	3	
	(MANGT)	3	

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Notes: About certificate programs

Must earn cumulative 2.5 GPA on courses required for certificates

No more than 25% of total hours may be transfer hours

Prior permission is required from the CBA to take a class at another institution

Notes:

Revised Aug. 2020

Name _____

Date of Entry Fall 2020 or later

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Bachelor of Science Degree in Business Administration

KANSAS STATE UNIVERSITY | College of Business Student Success Center

REQUIREMENTS FOR INDIVIDUAL MAJORS/PLANS (MANGT-OM / MANGT-HR / MANGT-OSCM / MIS / ENTRP / ENTRP Minor / DA Cert)

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Principles of Management	(MANGT 420)	3	
Intro/Operations Mangt	(MANGT 421)	3	
Business Strategy	(MANGT 595)	3	
Bus Ethics/Corp Citizenship	(MANGT 596)	3	

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Graduation Requirements

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ORGANIZATIONAL MANAGEMENT (45 hrs)		Cr Hr	Gr
Major Field Requirements (15 hrs)			
Organizational Behavior	(MANGT 520)	3	
Mangt Decision Analytics	(MANGT 521)	3	
Human Resources Mangt	(MANGT 531)	3	
Business Project Mangt	(MANGT 553)	3	
International Management	(MANGT 590)	3	
Major Field Electives (6 hrs)			
Business Law	(MANGT 430)	3	
Labor Relations/Negotiation	(MANGT 530)	3	
Employment Law	(MANGT 535)	3	
Management of Quality	(MANGT 541)	3	
Mangt/Diversity/Inclusion	(MANGT 560)	3	
Sports Management	(MANGT 630)	3	
Intro to Entrepreneurship	(ENTRP 340)	3	
Digital Business	(ENTRP 466)	3	
Social Entrepreneurship	(ENTRP 520)	3	
Entrepreneur Consulting	(ENTRP 540)	3	
Topic:	(MANGT 497)	3	
Economics Elective (3 hrs)			
Econ 510 or above	(ECON)	3	
Unrestricted Electives (21 hrs)			

MANAGEMENT INFORMATION SYSTEMS (45 hrs)		Cr Hr	Gr
Major Field Requirements (27 hrs)			
Organizational Behavior	(MANGT 520)	3	
Bus Program App 1	(MIS 411)	3	
Bus Database Systems	(MIS 422)	3	
ERP Project Planning	(MIS 433)	3	
Digital Bus Network	(MIS 444)	3	
Bus Program App 2	(MIS 555)	3	
System Analysis Design	(MIS 566)	3	
Senior MIS Project	(MIS 677)	3	
Bus Analytics/Data Mining	(MIS 665)	3	
Unrestricted Electives (18 hrs)			

HUMAN RESOURCES MANAGEMENT (45 hrs)		Cr Hr	Gr
Major Field Requirements (15 hrs)			
Organizational Behavior	(MANGT 520)	3	
Human Resources Mangt	(MANGT 531)	3	
Employment Law	(MANGT 535)	3	
Comp and Perform Mangt	(MANGT 623)	3	
Organizational Staffing	(MANGT 643)	3	
Major Field Emphasis (6 hrs)			
Labor Relations/Negotiation	(MANGT 530)	3	
Org Training/Development	(MANGT 550)	3	
Mangt/Diversity/Inclusion	(MANGT 560)	3	
Economics Elective (3 hrs)			
Econ 510 or above	(ECON)	3	
Unrestricted Electives (21 hrs)			

OPERATIONS and SUPPLY CHAIN MANAGEMENT (45 hrs)		Cr Hr	Gr
Major Field Requirements (15 hrs)			
Organizational Behavior	(MANGT 520)	3	
Mangt Decision Analytics	(MANGT 521)	3	
SC Plan & Control	(MANGT 660)	3	
Log & Warehouse Mangt	(MANGT 661)	3	
Procurement & SC Design	(MANGT 662)	3	
Major Field Emphasis (9 hrs)			
Ops Planning & Control	(MANGT 522)	3	
Mangt of Quality	(MANGT 541)	3	
Business Project Mangt	(MANGT 553)	3	
Supply Chain Analytics	(MANGT 663)	3	
Bus Analytics/Data Mining OR Soc Media Ana/Web Mining	(MIS 665) (MIS 670)	3	
OSCM Topic:	(MANGT 497)	3	
Economics Elective (3 hrs)			
Econ 510 or above	(ECON)	3	
Unrestricted Electives (18 hrs)			

ENTREPRENEURSHIP (45 Hours)		Cr Hr	Gr
Major Field Requirements (15 hrs)			
Intro to Entrepreneurship	(ENTRP 340)	3	
Entrepreneurship	(ENTRP 440)	3	
Entrepreneur Consulting	(ENTRP 540)	3	
Finance for Entrepreneurs	(FINAN 561)	3	
Business Law I	(MANGT 430)	3	
Major Field Emphasis (9 hrs)			
Human Resources Mangt	(MANGT 531)	3	
Tech & Innovation Mangt	(ENTRP 350)	3	
Digital Business	(ENTRP 466)	3	
Social Entrepreneurship	(ENTRP 520)	3	
Topic:	(ENTRP 497)	3	
Economics Elective (3 hrs)			
Econ 510 or above	(ECON)	3	
Unrestricted Electives (18 hrs)			

ENTREPRENEURSHIP MINOR (15 Hours)		Cr Hr	Gr
ENTRP Core Course (3 hrs)			
Intro to Entrepreneurship	(ENTRP 340)	3	
Elective Courses (12 hrs)			
Exploring Creativity	(ENGL 455)	3	
Tech & Innovation Mangt	(ENTRP 350)	3	
Digital Business	(ENTRP 466)	3	
Social Entrepreneurship	(ENTRP 520)	3	
Entrepreneur Consulting	(ENTRP 540)	3	
Finance for Entrepreneurs	(FINAN 561)	3	
Topic:	(ENTRP 497)	3	

DATA ANALYTICS (15 hours)		Cr Hr	Gr
DA Core Courses (9 hrs)			
Mktg Analytics Fund.	(MKTG 580)	3	
Bus Analytics/Data Mining	(MIS 665)	3	
Soc Media Ana/Web Mining	(MIS 670)	3	
DA Elective Courses (6 hrs)			
Intro to Econometrics	(ECON 630)	3	
Financial Modeling	(FINAN 623)	3	
Mangt Decision Analytics	(MANGT 521)	3	
Bus Database Systems	(MIS 422)	3	
Marketing Research	(MKTG 642)	3	
Appl of Mktg Analytics	(MKTG 581)	3	

CERTIFICATE IN INTERNATIONAL BUSINESS (15 hrs)		Cr Hr	Gr
Required Courses (9 hrs)			
International Econ	(ECON 681)	3	
International Mangement	(Mangt 590)	3	
International Marketing	(Mktg 544)	3	
*Study Abroad, Intern'l Service Learning, Intern'l Internship (can be fulfilled by CIB Course)		3	
Non-Foreign Language Track (6 hrs)			
Development Econ	(ECON 682)	3	
Intern'l Finan/Open Econom	(ECON 684)	3	
International Financial Mang	(FINAN 643)	3	
World Geog & Globalization	(GEOG 100)	3	
Mangt/Diversity/Workplace	(MANGT 560)	3	
Internatiional Business	(MKTG 547)	3	
Foreign Language Track (6 hrs) 4th level proficiency or higher			
	( )	3	
	( )	3	

Notes: About certificate programs

Must earn cumulative 2.5 GPA on courses required for certificates

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Prior permission is required from the CBA to take a class at another institution

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