

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION,
MARKETING MANAGEMENT EMPHASIS

(Minimum 120 credit hours required)

NAME _____

DATE ____/____/____

RELIGION CORE

DEVELOPING BIBLICAL FAITH/LIFESTYLE

- BIBL-110 Message of the New Testament (3)
BIBL-111 Message of the Old Testament (3)
THEO-230 Intro. to Theology (3)
THEO-231 Intro. to Christian Ethics (3)
Christian Service (80)*

*Christian Service is not a course; the hours are earned by a combination of class, group, and individual service learning experiences.

SUBTOTAL (12 hours) _____

LEE UNIVERSITY FRESHMAN EXPERIENCE

- LEEU-101 Freshman Seminar: Gateway (1) (Fall)
LEEU-102A Global Perspectives Seminar (1) (Spring)
LEEU-102B Foundations of Benevolence (1) (Spring)

SUBTOTAL (3 hours) _____

GENERAL EDUCATION CORE

ACQUIRING FUNDAMENTAL ACADEMIC SKILLS

- ENGL-105 (4) and ENGL-110 (3)
OR ENGL-106 (3) and ENGL-110 (3)
OR ENGL-110 (3) [Depends on placement]

MATH-161 Intro to Statistics (3)

EXPLORING THE HUMANITIES

HUMN-201 Foundations of Western Culture (3)

Two of the following (6)

- HUMN-202 Rise of Europe (3)
HUMN-301 Foundations of Modern World (3)
HUMN-302 Modern Western Culture (3)

HIST-221 / 222 Western Civilization I, II (3) (3)

ENGL-221 Western Lit: Ancient to Renaissance (3)

ENGL-222 Western Lit: Enlightenment to Postmodern (3)

One of the following (3)

- ARTS-244 / 245 Art History I,II (3) (3)
MUHL-211 Music in Culture (3)
PHIL-241 Introduction to Philosophy (3)
THEA-201 Theatre in Culture (3)

UNDERSTANDING CONTEMPORARY SOCIETY

HIST-212 Recent American History (3)

OR

PLSC-250 American Government (3)

One of the following (3)

- PSYC-200 Understanding Human Behavior (3)
SOCIO-200 Understanding Contemporary Society (3)

RESPECTING THE NATURAL WORLD

LAB SCIENCE: Choose one (1) course along with the corresponding lab: BIOL-103,104,108, CHEM-110, PHSC-111-112, ASTR-111

SEEKING A GLOBAL PERSPECTIVE

GNST-250-253 Cross Cultural Experience (1-3)

Intermediate (or higher) Foreign Language (6)

SUBTOTAL (35/41 hours) _____

SPECIALTY AREA

- ACCT-241 Principles of Accounting I (3)
ACCT-242 Principles of Accounting II (3)
BUSN-101 Intro to Business (3)
BUSN-205 Principles of Business Mgmt (3)
BUSN-251 Business Communications (3)
BUSN-303 Business Law I (3)
BUSN-307 Business Finance (3)
BUSN-353 Global Business (3)
BUSN-461 Operations Management (3)
BUSN-495 Business Ethics (Capstone) (3)
BUSN-497 Strategic Management (3)
CISS-101 Intro to Computer-Based Systems (2)
CISS-250 Business Information Systems (3)
ECON-311 Macroeconomics (3)
ECON-312 Microeconomics (3)
MKTG-309 Principles of Marketing (3)

SUBTOTAL (47 hours) _____

MARKETING MANAGEMENT EMPHASIS

- BUSN-365 Project Management (3)
MKTG-350 Marketing & Consumer Behavior (3)*
MKTG-360 Product Develop./Brand Mgmt (3)*
MKTG-400 Channel Management (3)*
MKTG-410 Global Marketing (3)
MKTG-420 Pricing Theory (3)*

*Denotes course under development

SUBTOTAL (18 hours) _____

GENERAL ELECTIVES

_____ ()
_____ ()

SUBTOTAL (0/5 hours) _____

ACADEMIC ASSESSMENT

- GNST-400 Academic Profile (0)
SMFT-BUS Major Field Test: Business (0)
BUSN-EXT Business Dept Senior Assessment (0)

SUGGESTED FOUR YEAR SEQUENCE OF STUDY FOR BACHELOR OF ARTS IN BUSINESS ADMINISTRATION, MARKETING MANAGEMENT EMPHASIS

(The 80-clock-hour Christian Service requirement is not listed, but is spread throughout the four years.)

FRESHMAN YEAR

| <u>Course</u> | <u>Hours</u> |
|---------------------------------------|--------------|
| LEEU-101, 102A, 102B | 3 |
| College Writing/Workshop | 3/4 |
| Rhetoric and Research | 3 |
| U S History/Government Option | 3 |
| Message of New & Old Testament | 6 |
| Intermediate Foreign Language* | 6 |
| Intro to Business | 3 |
| Intro to Computer-Based Systems | 2 |
| Intro to Statistics | 3 |
| Total | 32/33 |

SOPHOMORE YEAR

| <u>Course</u> | <u>Hours</u> |
|---|--------------|
| Intro. to Theology | 3 |
| Intro. to Christian Ethics | 3 |
| Foundations of Western Culture | 3 |
| Principles of Business Management | 3 |
| Principles of Accounting I & II | 6 |
| Lab Science | 4 |
| Marketing | 3 |
| Business Communications | 3 |
| Humanities Option | 3 |
| Total | 31 |

JUNIOR YEAR

| <u>Course</u> | <u>Hours</u> |
|-------------------------------------|--------------|
| Managerial Accounting | 3 |
| Business Information Systems | 3 |
| Business Law I | 3 |
| Marketing & Consumer Behavior | 3 |
| Business Finance | 3 |
| Management Science | 3 |
| Macro- & Microeconomics | 6 |
| Operations Management | 3 |
| Global Business | 3 |
| Contemporary Society Option | 3 |
| Total | 33 |

SENIOR YEAR

| <u>Course</u> | <u>Hours</u> |
|--|--------------|
| Product Development/Brand Management | 3 |
| Project Management | 3 |
| Global Marketing | 3 |
| Strategic Management | 3 |
| Pricing Theory | 3 |
| Humanities Options | 6 |
| Cross-Cultural Experience | 1/3 |
| Business Ethics (Capstone) | 3 |
| Channel Management | 3 |
| Contemporary Society Option | 3 |
| Total | 31/33 |

*This assumes the student places at the Intermediate level. If student places at the elementary level, s/he must take the elementary classes during the freshman year, and they will count as 6 hrs of general electives. The intermediate level classes would then be taken in the sophomore or junior year.