

Course No.	Course Title	Credits	Co/Pre-Req	Year / Semester Taken
<input type="checkbox"/> BUS 100	The Contemporary Workplace	3	Co-Req: WRIT 101	
<input type="checkbox"/> BUS 210	Marketing	3	Pre-Req: WRIT 101	
<input type="checkbox"/> ACCT 215	Principles of Accounting I	3	Pre-Req: MATH 109	
<input type="checkbox"/> BUS 316	Organizational Behavior	3	Pre-Req: WRIT 102 or WRIT 201 and one of the following: BUS 100, PSYCH 101, 102, 106, or 107	
<input type="checkbox"/> IT 330	Business Management and Information Technology	3	Pre-Req: ACCT 215 & BUS 210	
<input type="checkbox"/> BUS 403	Strategic Management	3	Pre-Req: BUS 210, 316, IT 330 & ECO 210 or 213 & completion of 89 credits	

Business Concentration – Select (1) of the following:

A. LEADERSHIP CONCENTRATION (21 credits)				B. SOCIAL ENTREPRENEURSHIP CONCENTRATION (21 credits)			
<input type="checkbox"/>	BUS 231 Leadership	3		<input type="checkbox"/>	BUS 207 Entrepreneurship	3	
<input type="checkbox"/>	ECO 210 OR ECO 213 Macro/Micro	3		<input type="checkbox"/>	BUS 277 Legal Environment of Bus	3	
<input type="checkbox"/>	BUS 277 Legal Environment of Bus	3		<input type="checkbox"/>	BUS 324 Entrepreneurial Finance	3	
<input type="checkbox"/>	BUS 321 Business & Society	3		<input type="checkbox"/>	BUS 335 Digital Marketing	3	
<input type="checkbox"/>	PHIL 324 Business Ethics OR BUS 303 Business Law II	3		<input type="checkbox"/>	ECO 210 OR ECO 213 Macro/Micro	3	
Select (2) courses from the following list:				Select (2) courses from the following list:			
ACCT 217 Principles of Accounting II ACCT 324 Intermediate Managerial Accounting ACCT 332 Forensic Accounting BUS 200 Management BUS 207 Entrepreneurship BUS/COMM 232 Advertising I BUS 293 Public Relations BUS/COMM 306 Advertising & Society BUS 335 Digital Marketing				ACCT 217 Principles of Accounting II ACCT 324 Intermediate Managerial Accounting BUS 223 Introduction to Investments BUS 225 The Business of Fashion BUS 293 Public Relations BUS 352 International Marketing BUS 357 International Finance BUS/COMM 232 Advertising I BUS/COMM 306 Advertising & Society			
BUS/ECO 351 International Business BUS 352 International Marketing COMM 258 Theories and Organizational Comm. COMM 344 Advocacy and Social Movements PHIL 306 Environmental Ethics PHIL 347 Contemporary Ethical Issues PHIL 324 Business Ethics PS 355 Green Political Thought SOC 361 Cultural and Social Change				BUS/ECO 351 International Business COMM 258 Theories of Organizational Comm. COMM 344 Advocacy and Social Movements PHIL 306 Environmental Ethics PHIL 347 Contemporary Ethical Issues PHIL 324 Business Ethics PS 355 Green Political Thought MUS 208 The Business of Music THTR 226 The Business of Broadway			
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
C. MEDIA AND ARTS MANAGEMENT CONCENTRATION (21 credits)				D. ECONOMICS CONCENTRATION (21 credits)			
<input type="checkbox"/>	ART/DANC/THTR 290 History & Mission of Arts Institutions	3		<input type="checkbox"/>	ECO 210 Principles of Macroeconomics	3	
<input type="checkbox"/>	ART/DANC/THTR 392 Fundraising & Marketing for the Arts	3		<input type="checkbox"/>	ECO 213 Principles of Microeconomics	3	
<input type="checkbox"/>	BUS 335 Digital Marketing	3		<input type="checkbox"/>	ECO/IS 317 International Economics	3	
<input type="checkbox"/>	COMM 395 Media, Law & Ethics OR BUS 277 Legal Environment of Bus.	3		<input type="checkbox"/>	BUS/ECO 351 International Business	3	
<input type="checkbox"/>	ECO 210 or ECO 213 Macro/Micro	3		<input type="checkbox"/>	ECO 375 Money, Banking & Fin. Markets	3	
Select (2) courses from the following list:				Select (2) courses from the following list:			
ART 210 Digital Imaging I ART 237 Graphic Design I ART 316 Digital Illustration ART 320 History of Museums and Collections ART 352 3-D Animation BUS 207 Entrepreneurship BUS/COMM 232 Advertising I BUS 293 Public Relations BUS/COMM 306 Advertising & Society				BUS 223 Introduction to Investments BUS 224 Statistics for Business BUS 357 International Finance ECO/IS 227 Work in America ECO/IS 306 Political Economy of Development & Underdevelopment			
BUS 313 Sales Management BUS 324 Entrepreneurial Finance BUS 352 International Marketing BUS 378 Consumer Behavior COMM 225 New Media Techniques COMM 309 Arts & Media Reporting & Criticism MUS 208 The Business of Music THTR 226 The Business of Broadway				ECO/IS 350 Comparative Economics HIST 220 Modern Europe HIST/IS 238 Modern China HIST/IS 239 Modern Japan HIST/IS 374 History of the People's Republic of China			
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
E. FASHION MARKETING CONCENTRATION (21 credits)				F. ADVERTISING AND PROMOTION CONCENTRATION (21 CREDITS)			
<input type="checkbox"/>	BUS 207 Entrepreneurship	3		<input type="checkbox"/>	BUS/COMM 232 Advertising I	3	
<input type="checkbox"/>	BUS 225 The Business of Fashion	3		<input type="checkbox"/>	BUS 293 Public Relations	3	
<input type="checkbox"/>	BUS 277 Legal Environment of Bus.	3		<input type="checkbox"/>	BUS 277 Legal Environment of Business	3	
<input type="checkbox"/>	BUS 335 Digital Marketing	3		<input type="checkbox"/>	BUS 335 Digital Marketing	3	
<input type="checkbox"/>	ECO 213 Principles of Microeconomics	3		<input type="checkbox"/>	ECO 213 Principles of Microeconomics	3	
Select (2) courses from the following list:				Select (2) courses from the following list:			
AIP 342 Fashion, History & Society ART 210 Digital Imaging I ART 237 Graphic Design I BUS/COMM 232 Advertising I BUS 293 Public Relations BUS/COMM 306 Advertising & Society BUS 313 Sales Management BUS 345 Marketing Research				ACCT 217 Principles of Accounting II ACCT 324 Intermediate Managerial Accounting ECO 210 Principles of Macroeconomics BUS/ECO 351 International Business BUS 207 Entrepreneurship BUS 225 The Business of Fashion BUS 303 Business Law II BUS 313 Sales Management BUS/COMM 306 Advertising & Society			
BUS 352 International Marketing BUS 378 Consumer Behavior COMM 225 New Media Techniques COMM 333 Fashion, Media & Culture COMM 318 Fashion Journalism THTR 266 Costume Construction THTR 303 Costume Design I DANC 230 Costume for Dance				BUS 345 Marketing Research BUS 352 International Marketing BUS 378 Consumer Behavior ART 210 Digital Imaging I ART 237 Graphic Design I ART 316 Digital Illustration MUS 208 The Business of Music THTR 226 The Business of Broadway			
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
Business Major				39			
Electives				39			
Total Number of Credits Required for Graduation				120			

BUSINESS DIVISION
8 Semester Academic Plan
B.A. BUSINESS CONCENTRATION: ADVERTISING AND PROMOTION

(Note: Courses should ideally be taken in the semester indicated)

Freshman Year- Review your degree requirements; consider adding a minor			
Fall:	Credits	Spring:	Credits
WRIT 101 Writing Seminar I or WRIT 201	3	WRIT 102 Writing Seminar II (or elective course if WRIT 201 was taken)	3
MATH 113: Quantitative Reasoning (or higher)	3	DS Course	3
NYC Seminar (DS course) - if a business course does not count as such ¹	3	DS Course	3
DS Course	3	ACCT 215 Principles of Accounting I	3
BUS 100 The Contemporary Workplace	3	BUS 210 Marketing	3
Total	15	Total	15
Sophomore Year- Begin to explore internship or study abroad opportunities			
Fall:	Credits	Spring:	Credits
DS Course	3	Advertising & Promotion Elective	3
BUS 293 Public Relations	3	BUS 277 Legal Environment of Business	3
ECO 213 Principles of Microeconomics	3	Elective or Internship	3
BUS 232 Advertising	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
Total	15	Total	15
Junior Year- Meet with Career Services or your Advisor to begin exploring graduate school and/or job market opportunities			
Fall:	Credits	Spring:	Credits
AIP Course	3	AIP Course	3
AIP Course	3	AIP Course	3
Advertising & Promotion Elective	3	BUS 316 Organizational Behavior	3
BUS 335 Digital Marketing	3	IT 330 Bus Mgmt and InfoTech.	3
Elective or Internship	3	Elective or Internship	3
Total	15	Total	15
Senior Year- Review your graduation requirements; begin applying for jobs and/or graduate school			
Fall:	Credits	Spring:	Credits
AIP Course	3	AIP Course	3
BUS 403 Strategic Management	3	Elective or Internship	3
Elective or Internship	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
Total	15	Total	15
Important Notes:			
This plan may be subject to change, due to curriculum changes, course availability or advisor modification.			
<ul style="list-style-type: none"> Since some of the courses have prerequisites, the specific program should be arranged in close collaboration with a business faculty advisor. A student receiving a grade of D in a required or elective course for the major must repeat the course. Business (B.A.) students must pass MATH 113 (or a higher level math course) with at least a C. Elective credits must be chosen such that a total of 60 credits are in the liberal arts. 			

¹ There are certain Business courses that are cross-listed as NYC seminars. These courses fulfill both requirements