

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

Business Concentration – Select (1) of the following:

A. LEADERSHIP CONCENTRATION (21 credits)				B. SOCIAL ENTREPRENEURSHIP CONCENTRATION (21 credits)			
	BUS 231 Leadership	3			BUS 207 Entrepreneurship	3	
	ECO 210 <u>OR</u> ECO 213 Macro/Micro	3			BUS 277 The Legal Environment of Business	3	
	BUS 277 Legal Environment of Bus	3			BUS 324 Entrepreneurial Finance	3	
	BUS 321 Business & Society (EP)	3			BUS 335 Digital Marketing	3	
	PHIL 324 Business Ethics (EP) <u>OR</u> BUS 303 Business Law II (UP, EP)	3			ECO 210 <u>OR</u> ECO 213 Macro/Micro	3	
<p>Select (2) courses from the following list:</p> <p>ACCT 217 Principles of Accounting II ACCT 324 Intermediate Managerial Accounting ACCT 325 Income Taxation of Individuals ACCT 328 Financial Statement Analysis ACCT 332 Forensic Accounting (EP) BUS 200 Management BUS 207 Entrepreneurship BUS/COMM 232 Advertising BUS 293 Public Relations BUS/COMM 306 Advertising & Society (CP, UP)</p> <p>BUS 327 Retail Management BUS 311 Visual Merchandising BUS 335 Digital Marketing BUS/ECO 351 International Business (IP) BUS 352 International Marketing (IP) COMM 250 Intro to Organizational Comm. COMM 344 Advocacy and Social Movements ENV/PHIL 306 Environmental Ethics (EP) PHIL 347 Contemporary Ethical Issues (EP) PS 355 Green Political Thought (EP) PHR/SOC 361 Cultural and Social Change</p>				<p>Select (2) courses from the following list:</p> <p>ACCT 217 Principles of Accounting II ACCT 324 Intermediate Managerial Accounting ACCT 325 Income Taxation of Individuals ACCT 328 Financial Statement Analysis ACCT 332 Forensic Accounting (EP) BUS 223 Introduction to Investments BUS 225 The Business of Fashion BUS/COMM 232 Advertising BUS 293 Public Relations BUS/COMM 306 Advertising and Society (CP,UP) BUS 327 Retail Management BUS 311 Visual Merchandising</p> <p>BUS 352 International Marketing (IP) BUS 357 International Finance BUS/ECO 351 International Business (IP) COMM 250 Intro to Organizational Comm. COMM 344 Advocacy and Social Movements ENV/PHIL 306 Environmental Ethics (EP) PHIL 347 Contemporary Ethical Issues (EP) PHIL 324 Business Ethics (EP) PS 355 Green Political Thought (EP) MUS 208 The Business of Music THTR 226 The Business of Broadway</p>			
<p>C. MEDIA AND ARTS MANAGEMENT CONCENTRATION (21 credits)</p>				<p>D. ECONOMICS CONCENTRATION (21 credits)</p>			
	ART/DANC/THTR 290 History & Mission of Arts Institutions	3			ECO 210 Principles of Macroeconomics	3	
	ART/DANC/THTR 392 Fundraising & Marketing for the Arts	3			ECO 213 Principles of Microeconomics	3	
	BUS 335 Digital Marketing	3			ECO/IS 317 International Economics (IP)	3	
	COMM 395 Media, Law & Ethics (EP) <u>OR</u> BUS 277 Legal Environ. of Business	3			BUS/ECO 351 International Business (IP)	3	
	ECO 210 <u>OR</u> ECO 213 Macro/Micro	3			ECO 375 Money, Banking & Financial Markets (UP)	3	
<p>Select (2) courses from the following list:</p> <p>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 BUS 293 Public Relations BUS/COMM 306 Advertising & Society (CP, UP) BUS 311 Visual Merchandising</p> <p>BUS 327 Retail Management BUS 313 Sales Management BUS 324 Entrepreneurial Finance BUS 352 International Marketing (IP) 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</p>				<p>Select (2) courses from the following list:</p> <p>BUS 223 Introduction to Investments BUS 224 Statistics for Business BUS 324 Entrepreneurial Finance BUS 327 Retail Management BUS 357 International Finance ECO 227 Work in America ECO/IS 306 Development & Global Change</p> <p>ECO/IS/PS 350 Comparative Economics HIST 220 Modern Europe HIST/IS 238 Modern China HIST/IS 239 Modern Japan HIS/IS 374 History of the People's Republic of China (IP)</p>			
<p>E. FASHION MARKETING CONCENTRATION (21 credits)</p>				<p>F. ADVERTISING AND PROMOTION CONCENTRATION (21 CREDITS)</p>			
	BUS 225 The Business of Fashion	3			BUS/COMM 232 Advertising	3	
	BUS 277 The Legal Environment of Business	3			BUS 293 Public Relations	3	
	BUS 335 Digital Marketing	3			BUS 277 The Legal Environment of Business	3	
	BUS 331 Fashion Marketing & Branding	3			BUS 335 Digital Marketing	3	
	ECO 213 Principles of Microeconomics	3			ECO 213 Principles of Microeconomics	3	
<p>Select (2) courses from the following list:</p> <p>AIP 342 Fashion, History & Society (CP) ART 210 Digital Imaging I ART 237 Graphic Design I BUS 207 Entrepreneurship BUS/COMM 232 Advertising BUS 293 Public Relations BUS/COMM 306 Advertising & Society (CP, UP) BUS 313 Sales Management BUS 327 Retail Management BUS 329 The Social Psychology of Dress (CP)</p> <p>BUS 345 Marketing Research BUS 311 Visual Merchandising BUS 352 International Marketing (IP) 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 DANC 230 Costume for Dance</p>				<p>Select (2) courses from the following list:</p> <p>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 (CP, UP) BUS 327 Retail Management</p> <p>BUS 331 Fashion Marketing and Branding BUS 311 Visual Merchandising BUS 345 Marketing Research BUS 352 International Marketing (IP) BUS 378 Consumer Behavior BUS 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</p>			
<p>Business Major</p>				<p>39</p>			
<p>Electives</p>				<p>39</p>			
<p>Total Number of Credits Required for Graduation</p>				<p>120</p>			

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	Elective/Minor Course	3
NYC Seminar - if a business course does not count as such ¹	3	Elective/Minor Course	3
Elective/Minor 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
Social Justice Seminar	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
100-/200-Level Class Outside Your Declared Major	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
Race & Ethnicity Seminar	3	Scientific Literacy Seminar	3
Elective/Minor Course	3	Elective/Minor 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
MMC Seminar (upper)	3	MMC Seminar (upper)	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.

- 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 or below in a required or elective course for the major must repeat the course.
- Business (B.A.) majors must pass MATH 113 with at least a C minus or pass a higher-level math course.
- Elective credits must be chosen such that a total of 90 credits are in the liberal arts.
- Business majors in the fashion marketing concentration may not minor in fashion studies; business majors with a social entrepreneurship concentration may not double major in entrepreneurship, business majors with an advertising and promotion concentration may not double major in marketing; business majors in the leadership concentration may not double major in management.

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