

# ACADEMIC MAP

Business Administration, Management and Marketing concentration  
( B.A.S.B.A / M.M.)



## Semester 1

| COURSE                          | CR        | COMMENTS             |
|---------------------------------|-----------|----------------------|
| ENGL 101 ~COMPOSITION 1         | 3         | *                    |
| CS 101 INTRO TO PC APPLICATIONS | 4         | *                    |
| GBUS 101 INTRO TO BUSINESS      | 3         | ** COLL 101 EMBEDDED |
| ECON 202 MACROECONOMICS         | 3         | *                    |
| MATH 120 QUANTITATIVE LITERACY  | 3         | *                    |
| <b>TOTAL:</b>                   | <b>16</b> |                      |



The **Bachelor of Applied Science in Business Administration with a concentration in Management and Marketing (BASBA MM)** gives students a strong background in management and marketing.

Graduates will be prepared to manage in government, retail, food service, and other business environments.



### MILESTONE COURSE:

These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.



### CAREER PLANNING:

During the fourth semester of the AAS degree, students interested in the BAS should apply for the admission to the Bachelor's program. See your advisor for assistance.



### CAPSTONE COURSE:

The capstone is a semester-long capstone project that prepares you for the workforce by perfecting your resume, assessing student performance on learning outcomes, and preparing for the world of work.

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### ELECTIVES: BUSINESS ELECTIVES:

Lower division electives may be chosen from courses with the following pre-fixes: ACCT, BTEC, ECON, ENT, GBUS, MGMT, MKTG, or CMS 117, 217, 230. Upper division

business electives may be chosen from courses numbered above 300 and with the prefixes: ACCT, ECON, ENT, GBUS, MGMT, MKTG or STEM 420. Upper level Management electives include all courses numbered above 300 with the prefix MGMT. Upper level Marketing electives include all courses numbered above 300 with the prefix MKTG or CMS 317, 360, 410, 425, 439.

## Semester 2

| COURSE                                  | CR        | COMMENTS |
|---|-----------|----------|
| ENGL 102 ~COMPOSITION 2                 | 3         | *        |
| BTEC 275 ADVANCED BUSINESS APPLICATIONS | 3         | **       |
| COMM 111 ~FUNDAMENTALS OF SPEECH        | 3         | *        |
| ECON 201 MICROECONOMICS                 | 3         | *        |
| GBUS 117 FINANCIAL BUSINESS APPLICATION | 3         | **       |
| <b>TOTAL:</b>                           | <b>15</b> |          |

## Semester 3

| COURSE  | CR        | COMMENTS       |
|---|-----------|----------------|
| ACCT 201 PRINCIPLES OF ACCOUNTING 1                 | 3         | **             |
| GBUS 202 BUSINESS COMMUNICATION                     | 3         | **             |
| MGMT 220 PRINCIPLES OF MANAGEMENT                   | 3         | **             |
| HUMAN INQUIRY & THE PAST GENERAL EDUCATION ELECTIVE | 3         | * SEE ATTACHED |
| FREE ELECTIVE                                       | 2         | *              |
| <b>TOTAL:</b>                                       | <b>14</b> |                |

## Semester 4

| COURSE                              | CR        | COMMENTS |
|-------------------------------------|-----------|----------|
| ACCT 202 PRINCIPLES OF ACCOUTNING 2 | 3         | **       |
| FREE ELECTIVE                       | 3         | *        |
| MKTG 230 PRINCIPLES OF MARKETING    | 3         | **       |
| GBUS 240 ASSOCIATE DEGREE CAPSTONE  | 3         |          |
| BUSINESS ELECTIVE                   | 3         | *        |
| <b>TOTAL:</b>                       | <b>15</b> |          |

### GPA REQUIREMENTS

\* - GEN ED 2.0

\*\* - COMMON PROFESSIONAL COMPONENT 2.25 BEYOND 2.50



Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

### TOTAL DEGREE CREDITS:

# 120

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## Semester 5

| COURSE  | CR        | COMMENTS       |
|---|-----------|----------------|
| GBUS 310 BUSINESS LAW 1   | 3         | **             |
| MATH 211 STATISTICS   | 3         | *              |
| MGMT 322 ORGANIZATIONAL BEHAVIOR                                  | 3         |                |
| ECON 331 - FINANCIAL ECONOMICS OR ECON 320 - MANAGERIAL ECONOMICS | 3         |                |
| *THE ARTS & CREATIVITY GENERAL EDUCATION ELECTIVE                 | 3         | * SEE ATTACHED |
| <b>TOTAL:</b>   | <b>15</b> |                |



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Graduates will be prepared to manage in government, retail, food service, and other business environments.



### MILESTONE COURSE:

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### CAREER PLANNING:

During the fourth semester of the AAS degree, students interested in the BAS should apply for the admission to the Bachelor's program. See your advisor for assistance.



### CAPSTONE COURSE:

The capstone is a semester-long capstone project that prepares you for the workforce by perfecting your resume, assessing student performance on learning outcomes,

and preparing for the world of work.



### ELECTIVES: BUSINESS ELECTIVES:

Lower division electives may be chosen from courses with the following pre-fixes: ACCT, BTEC, ECON, ENT, GBUS, MGMT, MKTG, or CMS 117, 217, 230. Upper division

business electives may be chosen from courses numbered above 300 and with the prefixes: ACCT, ECON, ENT, GBUS, MGMT, MKTG or STEM 420. Upper level Management electives include all courses numbered above 300 with the prefix MGMT. Upper level Marketing electives include all courses numbered above 300 with the prefix MKTG or CMS 317, 360, 410, 425, 439.

## Semester 6

| COURSE  | CR        | COMMENTS       |
|---|-----------|----------------|
| UPPER-DIVISION BUSINESS ELECTIVE                    | 3         |                |
| MGMT 333 HUMAN RESOURCES MANAGEMENT                 | 3         |                |
| GBUS 304 ADVANCED EXCEL                             | 3         |                |
| FIN 340 PRIN OF BUSINESS FINANCE                    | 3         | **             |
| NATURAL SCIENCE WITH LAB GENERAL EDUCATION ELECTIVE | 4         | * SEE ATTACHED |
| <b>TOTAL:</b>                                       | <b>16</b> |                |

## Semester 7

| COURSE   | CR        | COMMENTS |
|--|-----------|----------|
| GBUS 405 GLOBAL BUSINESS                                   | 3         | **       |
| GBUS 300 MANAGEMENT INFORMATION SYSTEMS                    | 3         |          |
| ACCT 331 MANAGERIAL ACCOUNTING OR ACCT 432 COST ACCOUNTING | 3         |          |
| UPPER-DIVISION MARKETING ELECTIVE                          | 3         |          |
| UPPER-DIVISION MANAGEMENT ELECTIVE                         | 2         |          |
| <b>TOTAL:</b>  | <b>14</b> |          |

## Semester 8

| COURSE                              | CR        | COMMENTS |
|-------------------------------------|-----------|----------|
| MKTG 401 MARKETING RESEARCH         | 3         |          |
| GBUS 440 BUSINESS POLICY CAPSTONE   | 3         | **       |
| UPPER-DIVISION MANAGEMENT ELECTIVE  | 3         |          |
| UPPER-DIVISION MARKETING ELECTIVE   | 3         |          |
| GBUS 415 MANAGERIAL BUSINESS ETHICS | 3         | **       |
| <b>TOTAL:</b>                       | <b>15</b> |          |

### GPA REQUIREMENTS

\* - GEN ED 2.0

\*\* - COMMON PROFESSIONAL COMPONENT 2.25 BEYOND 2.50



Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

### BASBA Degree Management/Marketing Concentration Graduation Requirements:

- o Monitor program progress through My Degree to remain on graduation pathway.
- o Complete 120 credit hours in courses outlined for the Bachelor of Applied Science with a major in Business Administration in the following concentration: Management/Marketing.
- o Maintain minimum grade point average of 2.0 in all General Education courses requirements.
- o Maintain minimum grade point average of 2.25 in all Common Professional Component.
- o Maintain minimum grade-point average 2.5 in all courses included in area of concentration.
- o Complete proctored Major Fields Test in capstone course GBUS 440.
- o Complete at least 30 credit hours at WVU Parkersburg, of which 24 must be 300/400 level courses.
- o Complete application for graduation and file application in OLSIS prior to stated deadline.

### TOTAL DEGREE CREDITS:

# 120

2019-2020

# General Education Courses



To ensure breadth and depth as students meet these broad education goals, the curriculum focuses on six academic "strands."

| Composition & Rhetoric | Science & Technology  | Math & Quantitative Skill | Society, Diversity & Connections | Human Inquiry & the Past | The Arts and Creativity                     |
|------------------------|-----------------------|---------------------------|----------------------------------|--------------------------|---|
| ENGL 101               | ASTR 106              | MATH 120 *                | COMM 105                         | HIST 101                 | <b>History &amp; Literature of the Arts</b> |
| ENGL 102               | BIOL 101 & BIOL 103 L | MATH 121                  | COMM 111                         | HIST 102                 |   |
| ENGL 107*              | BIOL 102              | MATH 125 *                | COMM 112                         | HIST 152                 | ART 101                                     |
| ENGL 108*              | BIOL 104 L            | MATH 126                  | ECON 201                         | HIST 153                 | ART 105                                     |
|                        | BIOL 107 *            | MATH 128                  | ECON 202                         | HIST 250 *               | ART 106                                     |
|                        | BIOL 108 *            | MATH 129                  | FREN 101                         | PHIL 111                 | MUSI 170                                    |
|                        | BIOL 109 *            | MATH 150                  | FREN 102                         | PHIL 150 *               | THEA 101                                    |
|                        | BIOL 115              | MATH 155                  | GEOG 102                         | PHIL 170                 | <b>Literature</b>                           |
|                        | BIOL 117              | MATH 156                  | GEOG 240                         |                          | ENGL 131                                    |
|                        | BIOL 171              | MATH 211                  | POLS 102                         |                          | ENGL 132                                    |
|                        | CHEM 111              |                           | POLS 220                         |                          | ENGL 221                                    |
|                        | CHEM 115              |                           | PSYC 101                         |                          | ENGL 222                                    |
|                        | CHEM 116              |                           | PSYC 241                         |                          | ENGL 241                                    |
|                        | CS 101                |                           | RELI 231                         |                          | ENGL 242                                    |
|                        | GEOL 101 & GEOL 102 L |                           | SOC 101                          |                          | ENGL 261                                    |
|                        | GEOL 103 & GEOL 104 L |                           | SOC 105                          |                          | ENGL 262                                    |
|                        | GEOL 105 & GEOL 105 L |                           | SOC 221                          |                          | ENGL 285                                    |
|                        | PSCI 111              |                           | SOC 232                          |                          | <b>Applied Arts</b>                         |
|                        | PSCI 112              |                           | SPAN 101                         |                          | ART 109                                     |
|                        | PHYS 101              |                           | SPAN 102                         |                          | THEA 102                                    |
|                        | PHYS 102              |                           |                                  |                          | <b>Creative Writing</b>                     |
|                        | PHYS 111              |                           |                                  |                          | ENGL 213                                    |
|                        | PHYS 112              |                           |                                  |                          | ENGL 214                                    |
|                        |                       |                           |                                  |                          | ENGL 215                                    |

\* Serves technical and professional degree programs specific to WVU Parkersburg. Does not transfer to WVU as General Education (March 2018).