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	*
TOTAL:	16	

Semester 2

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

Semester 3

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

Semester 4

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	*
TOTAL:	15	



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 applyfor 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. Uppler level Marketing electives include all courses numbered above 300 with the prefix MKTG or CMS 317, 360, 410, 425, 439.

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

ACADEMIC MAP

Business Administration, Management and Marketing concentration (



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
TOTAL:	15	



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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 applyfor 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. Uppler level Marketing electives include all courses numbered above 300 with the prefix MKTG or CMS 317, 360, 410, 425, 439.

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

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
TOTAL:	16	

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	
TOTAL:	14	

Semester 8

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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	**
TOTAL:	15	

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

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