



Course and Title	Sem. Hours	Min. Grade	Course and Title	Sem. Hours	Min. Grade
YEAR ONE – Semester 1			YEAR ONE – Semester 2		
BUS 101, Open for Business	2.0		ENGL 102, English Composition II	3.0	C
ENGL 101, English Composition I	3.0	C	MATH 139, Finite Mathematics	3.0	
UNIV 101, Saluki Success	1.0		PSYC 102/SOC 108, Intro to Psyc or Soc	3.0	
MATH 140, Short Course in Calculus	4.0		UCC Humanities	3.0	
CMST 101, Intro to Oral Communication	3.0		UCC Life Science	3.0	
UCC Human Health	2.0				
	15.0			15.0	
YEAR TWO – Semester 1			YEAR TWO – Semester 2		
ACCT 250, Survey of Accounting	3.0		BUS 202, Business Career Transitions	2.0	
ECON 241, Intro to Macroeconomics	3.0		ECON 240, Intro to Microeconomics	3.0	
ACCT/ECON/FIN/MGMT 208, Business Data Analysis	3.0	C	FIN 270, Legal and Social Environment	3.0	
MGMT 202, Business Communications	3.0		UCC Fine Arts	3.0	
UCC Physical Science	3.0		AD 219 Beginning Digital Art & Design	3.0	C
			Elective	1.0	
	15.0			15.0	
YEAR THREE – Semester 1			YEAR THREE – Semester 2		
FIN 330, Intro to Finance	3.0		MKTG 305, Consumer Behavior	3.0	C
MGMT 304, Intro to Management	3.0		MKTG 329, Marketing Channels & Logistics	3.0	C
MGMT 345, Computer Information Systems	3.0		MKTG 363, Integrated Mktg Communications	3.0	C
MKTG 304, Principles of Marketing	3.0	C	MKTG 480, Marketing Research & Analysis	3.0	C
UCC Humanities	3.0		MGMT 318, Operations & Supply Chain Mgmt	3.0	
	15.0			15.0	
YEAR FOUR – Semester 1			YEAR FOUR – Semester 2		
MKTG 364 Digital Marketing	3.0	C	MKTG Elective ¹	3.0	C
MKTG Elective ¹	3.0	C	MKTG 493, Marketing Strategy	3.0	C
Business Elective ²	3.0		MGMT 481, Administrative Policy	3.0	
UCC Multicultural	3.0		MKTG Elective ¹	3.0	C
BSAN 301, Business Intelligence	3.0		Elective	3.0	
	15.0			15.0	

Total Hours: 120

Academic policies as well as degree and major-specific requirements can be found at catalog.siu.edu. All students are encouraged to meet with the academic advisor on a regular basis to ensure timely progress to degree.

University Core Curriculum (UCC) is satisfied with the transfer of an Associate of Art or Sciences (AA or AS) degree or the completion of the Illinois Articulation Initiative-General Education Core Curriculum (IAI-GECC) from an Illinois community college.

¹Choose from: AD 222, 223, 332, 442, or BSAN 307, or CI 401, or ITEC 314 or 371, or JRNL 335, or MKTG 405 or 463, or RTD 331

²To fulfill Professional Business Core, Business Elective must be upper division (300/400-Level) with ACCT, BSAN, ECON, FIN, HTEM, MGMT, or MKTG prefix. ECON or HTEM courses taken at a lower level that transfer as upper-level courses will not satisfy this requirement.