

2026-27 ACADEMIC MAP

Bachelor of Applied Science - Business Administration

Concentration: Marketing/Management

TOTAL HRS: 124



Academic map is a guide to help students stay on track to degree completion. Consult undergraduate catalog and academic advisor for other requirements.

* minimum grade required

	FALL SEMESTER						SPRING SEMESTER					
	PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR	PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR
YEAR 1-Freshman		Career/Technical Course	3	Tech			ENG 102	English Composition II	3	Gen Ed		
	ENG 101	English Composition I	3	Gen Ed				Perspectives on Society	3	Gen Ed		
		Humanities (HIS/ENG LIT)	3	Gen Ed			ACC 220	Financial Accounting I	3	Bus Core		
	CIS 205	Microcomputer Applications	3	Bus Core				Career/Technical Course	3	Tech		
		Lab Science ²	3	Gen Ed				Career/Technical Course	3	Tech		
		Career/Technical Course	3	Tech					15			
			18									
YEAR 2-Sophomore		Career/Technical Course	3	Tech				Career/Technical Course	3	Tech		
		Career/Technical Course	3	Tech				Career/Technical Course	3	Tech		
		Career/Technical Course	3	Tech				Career/Technical Course	3	Tech		
		Career/Technical Course	3	Tech				Career/Technical Course	3	Tech		
		Career/Technical Course	3	Tech				Career/Technical Course	3	Tech		
		Career/Technical Course	3	Tech				Career/Technical Course	3	Tech		
		Career/Technical Course	3	Tech					15			
			18									
YEAR 3-Junior	MAT 104	College Algebra	3	Gen Ed	C		GBA 220	Legal Environment of Bus	3	Bus Core		
		Lab Science ²	3	Gen Ed			CIS 300	Management Info Systems	3	Bus Core		
		Humanities (HIS/ENG LIT)	3	Gen Ed			ECO 210/211	Macro/Micoeconomics	3	Gen Ed		
	MGT 300	Principles of Management	3	Bus Core				Approved MGT/MKT Elective	3	Major		
	MKT 300	Marketing Principles	3	Bus Core				Fine Arts	3	Gen Ed		
	FYS 300 ¹	First Year Seminar	1	Univ Req					15			
			16									
YEAR 4-Senior		Approved MGT/MKT Elective	3	Major			MGT/MKT 499	Strategic MGT or MKT	3	Major		
		Approved MGT/MKT Elective	3	Major				Approved MGT/MKT Elective	3	Major		
		Approved MGT/MKT Elective	3	Major				Approved MGT/MKT Elective	3	Major		
		Approved MGT/MKT Elective	3	Major				Approved Business Elective	3	Major		
		Approved Business Elective	3	Major								
			15						12			

- ¹All incoming transfer students required to enroll in FYS 300.

- ²Recommended lab sciences: BIO 110 Biology & Human Concerns, CHE 110 Chemical World, PHY 105 Astronomy, PHY 110 Physical World, GIS 202 Intro Geospatial Sci & Tech.

- ³All Career/Technical (Tech) courses must be taken at a community college.

- Overall GPA on Business Core courses collectively must be C (2.0) or better.

- RED - CC GENERAL EDUCATION HOURS | GREEN - DSU GENERAL EDUCATION HOURS