

## BUSINESS & COMMERCE/MARKETING

Bachelor of Arts/Bachelor of Sciences

2011-2012 Catalog Year

**This 4-Year Plan is only a suggested guide for planning course selections.**

Official course selections should be made with the guidance of an academic advisor and will depend on an individual student's situation.

Specific information regarding majors, minors, course descriptions, policies and procedures can be found in the university catalog.

	FALL		SPRING	
<b>YEAR I</b>	ENG1000: Introduction to Academic Writing	4	IDS1600: Culture, Diversity, & Expression	4
	BUS1010: Business Environments & Ethical Dimensions	2	BUS2010: Legal Environment of Business	3
	General Education Course (KO, ONW, AP)	3-4	BUS2300: Principles of Marketing	3
	General Education Course (KO, ONW, AP)	3-4	MTH1100: College Algebra	3
	General Education Course (KO, ONW, AP)	3-4		
	<b>Total Semester Hours</b>	<b>15-17</b>	<b>Total Semester Hours</b>	<b>13</b>
<b>YEAR II</b>	ENG2010: Composition II	4	IDS2000: Wellness & Social Responsibility	4
	ACC2010: Principles of Financial Accounting	3	ACC2020: Principles of Managerial Accounting	3
	MTH2320: General Statistics	3	MTH1120: Finite Mathematics	3
	ECN2010: Principles of Microeconomics	3	ECN2020: Principles of Macroeconomics	3
	General Education Course (KO, ONW, AP)	3-4	General Education Course (KO, ONW, AP)	3-4
	<b>Total Semester Hours</b>	<b>16-17</b>	<b>Total Semester Hours</b>	<b>16-17</b>
<b>YEAR III</b>	BUS3200 (WI): Principles of Management	3	BUS3400: Principles of Finance	3
	BUS3220: Management Information Systems	3	BUS3350: Consumer Behavior	3
	BUS3310: Integrated Marketing Communications	3	3000/4000 Level General Education Course	3-4
	General Education Course (KO, ONW, AP) or Elective	3-4	General Education Course (KO, ONW, AP) or Elective	3-4
		<b>Total Semester Hours</b>	<b>12-13</b>	<b>Total Semester Hours</b>
<b>YEAR IV</b>	BUS3320: The Professional Sales Process	3	BUS4990: Senior Seminar for Business Strategy	3
	Internship	4	BUS4350: Marketing Research	3
	BUS3500: International Business	3	Internship	4
	ECN3300: Business Statistics* or Elective	3-4	BUS3510: Operations Research* or Elective	3-4
			MTH2120: Calculus for Management/Sciences* or Elective	3-4
	<b>Total Semester Hours</b>	<b>13-14</b>	<b>Total Semester Hours</b>	<b>16-17</b>

\*denotes course required to obtain Bachelor of Sciences.

NOTES
Student must complete 30 semester hours at the 3000 level or above, of which 15 semester hours must be completed at Aurora University.
Last 24 semester hours of degree must be completed at Aurora University, including at least 18 semester hours in the major.
WI indicates the required 3000-level Writing Intensive course for the major.

NOTES
KO = Knowing Ourselves and Others A and B
ONW = Our Natural World
AP = Aesthetic and Philosophical Expression A and B

If you have questions about this major, contact **Brynn Landwehr** or **Pat Rosche** in the Crouse Center for Student Success at (630) 844-6870.

