

BUSINESS & COMMERCE/MARKETING

Bachelor of Arts/Bachelor of Sciences
2009-2011 Catalog

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	
YEAR I	ENG1000: Prep & Intro Composition	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		
	Total Semester Hours	15-17	Total Semester Hours	13
YEAR II	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
	Total Semester Hours	16-17	Total Semester Hours	16-17
YEAR III	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
		Total Semester Hours	12-13	Total Semester Hours
YEAR IV	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
	Total Semester Hours	13-14	Total Semester Hours	16-17

*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** in the Crouse Center for Student Success at (630) 844-6870.

