

## ACADEMIC DEPARTMENTS

### DEPARTMENT OF BUSINESS

**James D. Carpenter, Department Chair**

**Professors:** Gary Arbogast, Ph.D., Mark Sarver, Ph.D.

**Associate Professors:** Kevin Cain, Ed.D., Dwight Heaster, Ph.D., Youba Ouldmoulayeelarbi, D.B.A.,  
Kandas Queen, Ed.D.

**Assistant Professors:** James Carpenter, Ed.D.

**Lecturers:** MacKenzie Petry, M.S.A., Madison Simms, M.B.A., Kristen Tunno, M.B.A.,  
Charles Yakubow, M.B.A.

The Department of Business provides quality educational opportunities for students who are preparing for challenging careers in dynamic business environments and/or pursuing graduate degrees. The Department faculty are committed to educating students to be thoughtful, productive, engaged, and responsible citizens. The Department of Business maintains excellence in academic programs by interacting with employers and recent graduates who regularly provide advice on the marketability of our degrees in an information-processing and global economy.

The Department offers both two-year and four-year degree programs that emphasize life-long learning and personal and professional development and integrate modern technology and current software throughout each program. In addition to the course work, business majors are encouraged to participate in student organizations and co-curricular activities that provide opportunities for service learning, the development of human relations skills, and the application of leadership skills. Opportunities include student membership in FBLA Collegiate (a national Business organization) and the West Virginia society of Certified Public Accountants, as well as access to state-wide entrepreneurship competitions, a collaborative learning opportunity with the Department of Criminal Justice through the Open Source Information Exchange (OSIX) program, and exposure to prominent professionals through an impressive Business Leadership Series.

The Business faculty bring a wide variety of academic and professional experience to the classroom and regularly participate in professional development activities to keep them abreast of current developments in their field of expertise. Class sizes permit ready access to faculty and academic advisors, and all business faculty and staff encourage students and advisees to visit their offices frequently throughout the semester. The Department is dedicated to providing a solid foundation for the business leaders of tomorrow.

For additional information about the Department of Business, its programs, faculty, and organizations call (304) 462-6250.

**Degree Programs**

**Bachelor of Science in Business Administration with majors in:**

- Accounting
- Computer Information & Analysis
- Integrated Marketing
- Management
- Sport Management

**Associate of Science in Business with a major in:**

- Business

**Minors:**

- Accounting
- Business (for non-Business majors)
- Integrated Marketing
- Management

**Certificate:**

- GIS (Business Pathway)

**Micro Credential:**

- Nonprofit Leadership and Management

Glenville State University has partnered with Marshall University for a Master of Science in Accountancy. Information regarding this partnership is listed in the *Graduate Program Partnership* section of the catalog.

**BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION  
ACCOUNTING**

**GSU 100      The First Year Experience** **0 hours**

All degree seeking students are required to take GSU 100 during their first semester.

**General Education Requirements** **30 hours**

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

**Business Administration Core** **39 hours**

|      |     |                                 |   |
|------|-----|---------------------------------|---|
| ACCT | 231 | Principles of Accounting I      | 3 |
| ACCT | 232 | Principles of Accounting II     | 3 |
| BUSN | 100 | Introduction to Business        | 3 |
| BUSN | 193 | Applied Business Communications | 3 |
| BUSN | 225 | Business Ethics                 | 3 |
| BUSN | 230 | Quantitative Business Analysis  | 3 |
| BUSN | 270 | Business Law I                  | 3 |
| BUSN | 293 | Professional Business Seminar   | 3 |
| CSCI | 101 | Computing Concepts              | 3 |
| CSCI | 260 | Management Information Systems  | 3 |
| ECON | 201 | Principles of Microeconomics    |   |
| ECON | 202 | Principles of Macroeconomics    | 3 |
| MATH | 115 | College Algebra                 |   |
| MGMT | 201 | Principles of Management        | 3 |
| MRKT | 201 | Principles of Marketing         | 3 |

**Accounting Major** **45 hours**

|      |     |                                      |   |
|------|-----|--------------------------------------|---|
| ACCT | 331 | Intermediate Accounting I            | 3 |
| ACCT | 332 | Intermediate Accounting II           | 3 |
| ACCT | 334 | Individual Income Tax Accounting     | 3 |
| ACCT | 337 | Cost Accounting                      | 3 |
| ACCT | 344 | Business Income Tax Accounting       | 3 |
| ACCT | 432 | Advanced Accounting                  | 3 |
| ACCT | 435 | Auditing                             | 3 |
| ACCT | 436 | Accounting Systems                   | 3 |
| ACCT | 438 | Accounting Ethics Seminar            | 3 |
| BUSN | 430 | Data Analytics for Business          | 3 |
| BUSN | 470 | Business Law II                      | 3 |
| BUSN | 493 | Strategic Management and Planning    | 3 |
| ECON | 420 | The Financial System and Economy     | 3 |
| FINC | 321 | Business Finance                     | 3 |
| STAT | 361 | Introduction to Statistical Analysis | 3 |

**General Electives** **6 hours**

**Total minimum hours required for degree** **120 hours**

**GATEWAY ASSESSMENT – BUSN 100 & BUSN 293**

**CAPSTONE ASSESSMENT – BUSN 493**

### IMPORTANT: CPA EXAM AND CERTIFICATION INFORMATION

The West Virginia Board of Accountancy ([www.wvboacc.org](http://www.wvboacc.org)) is the regulatory board charged with the administration and enforcement of the provisions of the West Virginia Board of Accountancy law, including oversight of the professional licensing of Certified Public Accountants. In general, the Board shall issue an initial certificate to an applicant of good moral character who meets the *Education, Examination and Experience* requirements as specified on the website listed above. In brief, candidates must ultimately complete 150 hours of specified *Education*, pass the Uniform CPA *Examination* and accumulate at least one year of *Experience* to become a CPA.

A West Virginia exam applicant may sit for the CPA examination with a baccalaureate degree and the completion of specific courses at the upper-division baccalaureate and/or graduate levels at an accredited college or university. Minimum requirements include:

- 30 semester hours in Accounting (excluding Principles of Accounting, as specified by the West Virginia State Board of Accountancy),
- 3 semester hours in Business Law and
- 27 semester hours in Business courses (other than accounting and business law courses, as specified by the West Virginia State Board of Accountancy).
- 3 semester hours in Ethics which may be counted as part of the Accounting or Business courses

A complete listing of specific criteria may be obtained from the West Virginia Board of Accountancy or the GSU Accounting faculty. Completion of the prescribed curriculum for Accounting majors at GSU fulfills the minimum specific course requirements, except only 27 hours in Accounting are required (excluding Principles of Accounting). It is recommended that majors interested in becoming a CPA consult with their Accounting advisor and enroll in ACCT 444 to complete that requirement.

Remember that CPA candidates must ultimately complete 150 semester hours of postsecondary education and receive a baccalaureate or higher degree from a college or university accredited by a regional accreditation board recognized by the West Virginia State Board of Accountancy. If an accounting major is interested in eventually becoming a CPA, the student must earn additional hours past those 120 hours required to obtain a baccalaureate accounting degree at Glenville State University. The Department of Business recommends three options for interested students to consider in fulfilling the West Virginia State Board of Accountancy 150 hour requirement:

- The student may elect a second major and/or select a minor; this option could also include completion of an Associate Degree. It is imperative that a student who is interested in this option consult with the advisor in the sophomore year to properly plan a course of study incorporating these additional hours.
- The student may elect not to declare an additional major/minor but take advisor-approved electives in several areas to complete the required hours.
- The student may elect to complete the 120-hour baccalaureate accounting program at Glenville State and then pursue a graduate degree at another institution.

Students are encouraged to talk with the Accounting faculty about this information and options available.

**BS: BUSINESS ADMINISTRATION  
ACCOUNTING  
SUGGESTED PLAN OF STUDY**

**FIRST YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| ACCT 231 .....                           | 3         | ACCT 232.....                              | 3         |
| BUSN 100.....                            | 3         | ART 200 (OR) MUSC 200 .....                | 2         |
| BUSN 230.....                            | 3         | CART 101.....                              | 3         |
| CSCI 101 .....                           | 3         | MATH 115.....                              | 3         |
| ENGL 101.....                            | 3         | MGMT 201 (OR) MRKT 201 .....               | 3         |
| GSU 100.....                             | 0         | <b>Total Hours - Spring Semester .....</b> | <b>14</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |                                            |           |

**SECOND YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| ACCT 331 .....                           | 3         | ACCT 332.....                              | 3         |
| BUSN 193.....                            | 3         | BUSN 293.....                              | 3         |
| BUSN 225.....                            | 3         | CSCI 260 .....                             | 3         |
| ENVR 101, SCNC 101, 102, (OR) 103 .....  | 4         | ECON 201 (OR) 202.....                     | 3         |
| MGMT 201 (OR) MRKT 201 .....             | 3         | ENGL 102.....                              | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>16</b> | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |

**THIRD YEAR**

|                                             |           |                                            |           |
|---------------------------------------------|-----------|--------------------------------------------|-----------|
| ACCT 337 .....                              | 3         | ACCT 334 .....                             | 3         |
| ACCT 432.....                               | 3         | ACCT 435.....                              | 3         |
| BUSN 270.....                               | 3         | BUSN 470.....                              | 3         |
| ECON 201 (OR) 202.....                      | 3         | FINC 321.....                              | 3         |
| HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         | ENGL 203, 204, 205 (OR) 206 .....          | 3         |
| <b>Total Hours - Fall Semester .....</b>    | <b>15</b> | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |

**FOURTH YEAR**

|                                             |           |                                            |           |
|---------------------------------------------|-----------|--------------------------------------------|-----------|
| ACCT 344 .....                              | 3         | ACCT 438 .....                             | 3         |
| ACCT 436 .....                              | 3         | BUSN 430.....                              | 3         |
| ECON 420 .....                              | 3         | BUSN 493.....                              | 3         |
| HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         | GENERAL ELECTIVES .....                    | 6         |
| STAT 361 .....                              | 3         | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b>    | <b>15</b> |                                            |           |

**BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION  
COMPUTER INFORMATION & ANALYSIS**

**GSU 100      The First Year Experience** **0 hours**  
All degree seeking students are required to take GSU 100 during their first semester.

**General Education Requirements** **30 hours**  
Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

**Business Administration Core** **39 hours**

|      |     |                                 |   |
|------|-----|---------------------------------|---|
| ACCT | 231 | Principles of Accounting I      | 3 |
| ACCT | 232 | Principles of Accounting II     | 3 |
| BUSN | 100 | Introduction to Business        | 3 |
| BUSN | 193 | Applied Business Communications | 3 |
| BUSN | 225 | Business Ethics                 | 3 |
| BUSN | 230 | Quantitative Business Analysis  | 3 |
| BUSN | 270 | Business Law I                  | 3 |
| BUSN | 293 | Professional Business Seminar   | 3 |
| CSCI | 101 | Computing Concepts              | 3 |
| CSCI | 260 | Management Information Systems  | 3 |
| ECON | 201 | Principles of Microeconomics    |   |
| ECON | 202 | Principles of Macroeconomics    | 3 |
| MATH | 115 | College Algebra                 |   |
| MGMT | 201 | Principles of Management        | 3 |
| MRKT | 201 | Principles of Marketing         | 3 |

**Computer Information & Analysis Major** **45 hours**

|                                                  |     |                                             |   |
|--------------------------------------------------|-----|---------------------------------------------|---|
| BUSN                                             | 493 | Strategic Management & Planning             | 3 |
| CIA                                              | 220 | Introduction to Linux                       | 3 |
| CIA                                              | 280 | Cyber Security Fundamentals                 | 3 |
| CIA                                              | 301 | Advanced Excel for Business Analytics       | 3 |
| CIA                                              | 304 | Networking & Security                       | 3 |
| CIA                                              | 305 | Web Design                                  | 3 |
| CIA                                              | 330 | Seminar in Computer Programming             | 6 |
| CIA                                              | 335 | Cyber Forensics                             | 3 |
| CIA                                              | 381 | Database Management                         | 3 |
| CIA                                              | 435 | Investigating Cyber Crime                   | 3 |
| CIA                                              | 481 | Data Visualization                          | 3 |
| MGMT                                             | 301 | Project Management                          | 3 |
| STAT                                             | 361 | Introduction to Statistical Analysis        | 3 |
| Restricted Electives (select from the following) |     |                                             | 3 |
|                                                  | CIA | 397      Work Experience II                 |   |
|                                                  | CIA | 490      Computer Science Project           |   |
|                                                  | CIA | 491      Seminar in Industry Certifications |   |
|                                                  | CIA | 497      Internship II                      |   |

**General Electives** **6 hours**

**Total minimum required for degree** **120 hours**

**GATEWAY ASSESSMENT – BUSN 100 & 293**

**CAPSTONE ASSESSMENT – BUSN 493**

**BS: BUSINESS ADMINISTRATION  
COMPUTER INFORMATION & ANALYSIS  
SUGGESTED PLAN OF STUDY**

**FIRST YEAR**

|                                             |           |                                            |           |
|---------------------------------------------|-----------|--------------------------------------------|-----------|
| BUSN 100 .....                              | 3         | BUSN 230 .....                             | 3         |
| CART 101.....                               | 3         | CSCI 260 .....                             | 3         |
| CSCI 101 .....                              | 3         | ENVR 101, SCNC 101, 102 (OR) 103.....      | 4         |
| ENGL 101.....                               | 3         | MATH 115.....                              | 3         |
| GSU 100.....                                | 0         | MGMT 201 .....                             | 3         |
| HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         | <b>Total Hours - Spring Semester .....</b> | <b>16</b> |
| <b>Total Hours - Fall Semester .....</b>    | <b>15</b> |                                            |           |

**SECOND YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| ACCT 231.....                            | 3         | ACCT 232 .....                             | 3         |
| BUSN 225.....                            | 3         | ART 200 (OR) MUSC 200 .....                | 2         |
| CIA 220.....                             | 3         | BUSN 193.....                              | 3         |
| ECON 201 .....                           | 3         | BUSN 293.....                              | 3         |
| ENGL 102.....                            | 3         | ENGL 203, 204, 205 (OR) 206 .....          | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b> | <b>14</b> |

**THIRD YEAR**

|                                          |           |                                             |           |
|------------------------------------------|-----------|---------------------------------------------|-----------|
| BUSN 270.....                            | 3         | CIA 301.....                                | 3         |
| CIA 280.....                             | 3         | CIA 330.....                                | 3         |
| CIA 330.....                             | 3         | HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         |
| ECON 202 .....                           | 3         | MGMT 301 .....                              | 3         |
| STAT 361 .....                           | 3         | MRKT 201 .....                              | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b>  | <b>15</b> |

**FOURTH YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| CIA 304.....                             | 3         | BUSN 493.....                              | 3         |
| CIA 305.....                             | 3         | CIA 435.....                               | 3         |
| CIA 335.....                             | 3         | CIA 481.....                               | 3         |
| CIA 381.....                             | 3         | GENERAL ELECTIVES .....                    | 6         |
| RESTRICTED ELECTIVES .....               | 3         | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |                                            |           |

**BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION  
INTEGRATED MARKETING**

**GSU 100      The First Year Experience      0 hours**

All degree seeking students are required to take GSU 100 during their first semester.

**General Education Requirements      30 hours**

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

**Business Administration Core      39 hours**

|      |     |                                 |   |
|------|-----|---------------------------------|---|
| ACCT | 231 | Principles of Accounting I      | 3 |
| ACCT | 232 | Principles of Accounting II     | 3 |
| BUSN | 100 | Introduction to Business        | 3 |
| BUSN | 193 | Applied Business Communications | 3 |
| BUSN | 225 | Business Ethics                 | 3 |
| BUSN | 230 | Quantitative Business Analysis  | 3 |
| BUSN | 270 | Business Law I                  | 3 |
| BUSN | 293 | Professional Business Seminar   | 3 |
| CSCI | 101 | Computing Concepts              | 3 |
| CSCI | 260 | Management Information Systems  | 3 |
| ECON | 201 | Principles of Microeconomics    |   |
| ECON | 202 | Principles of Macroeconomics    | 3 |
| MATH | 115 | College Algebra                 |   |
| MGMT | 201 | Principles of Management        | 3 |
| MRKT | 201 | Principles of Marketing         | 3 |

**Integrated Marketing Major      45 hours**

|                                                       |     |                                      |   |
|-------------------------------------------------------|-----|--------------------------------------|---|
| ART                                                   | 280 | Graphic Design & Illustration I (OR) |   |
| MRKT                                                  | 203 | Introduction to Graphic Design       | 3 |
| BUSN                                                  | 493 | Strategic Management and Planning    | 3 |
| FINC                                                  | 321 | Business Finance                     | 3 |
| MGMT                                                  | 301 | Project Management                   | 3 |
| MRKT                                                  | 202 | Principles of Retailing              | 3 |
| MRKT                                                  | 379 | Advertising and Sales Promotion      | 3 |
| MRKT                                                  | 385 | Global and Multicultural Marketing   | 3 |
| MRKT                                                  | 388 | Emerging Media and the Market        | 3 |
| MRKT                                                  | 390 | Consumer Behavior                    | 3 |
| MRKT                                                  | 417 | Brand Equity Management              | 3 |
| MRKT                                                  | 478 | Marketing Research and Analysis      | 3 |
| MRKT                                                  | 495 | Senior Seminar                       | 3 |
| Restricted Electives (select three of the following): |     |                                      | 9 |

Courses required for the BSBA Core and selected major will not fulfill this requirement.

|      |     |                                      |   |
|------|-----|--------------------------------------|---|
| ART  | 380 | Graphic Design & Illustration II     | 3 |
| ACCT |     | Any 300-499 Course                   |   |
| BUSN |     | Any 300-499 Course                   |   |
| CSCI |     | Any 300-499 Course                   |   |
| MGMT |     | Any 300-499 Course                   |   |
| MRKT | 497 | Internship                           | 3 |
| NPLM |     | Any 300-499 Course                   |   |
| SMGT |     | Any 300-499 Course                   |   |
| STAT | 361 | Introduction to Statistical Analysis | 3 |

**General Electives      6 hours**

**Total minimum hours required for degree      120 hours**

**GATEWAY ASSESSMENT - BUSINESS 100 & 193**

**CAPSTONE ASSESSMENT - BUSINESS 493**

**Suggested Career Paths:**

**Advertising**

|     |     |                                  |
|-----|-----|----------------------------------|
| ART | 270 | Digital Media                    |
| ART | 380 | Graphic Design & Illustration II |

**Social & Digital Media**

|      |     |                                      |
|------|-----|--------------------------------------|
| ART  | 270 | Digital Media                        |
| BUSN | 430 | Data Analytics                       |
| MATH | 256 | Probability & Statistics I (OR)      |
| STAT | 361 | Introduction to Statistical Analysis |

**Nonprofit Marketing**

|      |     |                                       |
|------|-----|---------------------------------------|
| NPLM | 215 | Principles & Practices of Fundraising |
| NPLM | 301 | Nonprofit Leadership & Management     |
| NPLM | 302 | Grant Writing                         |

**Marketing Management**

|      |     |                           |
|------|-----|---------------------------|
| ACCT | 337 | Cost Accounting           |
| MGMT | 384 | Human Resource Management |
| MGMT | 402 | Entrepreneurship          |
| MGMT | 484 | Organizational Behavior   |

**BS: BUSINESS ADMINISTRATION  
INTEGRATED MARKETING  
SUGGESTED PLAN OF STUDY**

**FIRST YEAR**

|                                          |           |                                             |           |
|------------------------------------------|-----------|---------------------------------------------|-----------|
| BUSN 100 .....                           | 3         | BUSN 193.....                               | 3         |
| BUSN 230.....                            | 3         | CSCI 101 .....                              | 3         |
| CART 101.....                            | 3         | ENGL 102 .....                              | 3         |
| ENGL 101.....                            | 3         | HIST 201, 202, 207, 208, (OR) POSC 203..... | 3         |
| GSU 100.....                             | 0         | MATH 115.....                               | 3         |
| MRKT 201.....                            | 3         | <b>Total Hours - Spring Semester .....</b>  | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |                                             |           |

**SECOND YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| ACCT 231.....                            | 3         | ACCT 232 .....                             | 3         |
| BUSN 225.....                            | 3         | BUSN 293.....                              | 3         |
| BUSN 270.....                            | 3         | CSCI 260 .....                             | 3         |
| ECON 201 .....                           | 3         | ENVR 101, SCNC 101, 102 (OR) 103.....      | 4         |
| MGMT 201 .....                           | 3         | MRKT 202.....                              | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b> | <b>16</b> |

**THIRD YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| ART 280 (OR) MRKT 203.....               | 3         | ART 200 (OR) MUSC 200 .....                | 2         |
| ENGL 203, 204, 205 (OR) 206 .....        | 3         | ECON 202 .....                             | 3         |
| MRKT 385.....                            | 3         | FINC 321.....                              | 3         |
| MRKT 388.....                            | 3         | MRKT 379.....                              | 3         |
| RESTRICTED ELECTIVES.....                | 3         | MRKT 390 .....                             | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | RESTRICTED ELECTIVES.....                  | 3         |
|                                          |           | <b>Total Hours - Spring Semester .....</b> | <b>17</b> |

**FOURTH YEAR**

|                                             |           |                                            |           |
|---------------------------------------------|-----------|--------------------------------------------|-----------|
| HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         | BUSN 493.....                              | 3         |
| MGMT 301 .....                              | 3         | MRKT 478.....                              | 3         |
| MRKT 417.....                               | 3         | MRKT 495.....                              | 3         |
| GENERAL ELECTIVES .....                     | 3         | GENERAL ELECTIVES .....                    | 3         |
| RESTRICTED ELECTIVES .....                  | 3         | <b>Total Hours - Spring Semester .....</b> | <b>12</b> |
| <b>Total Hours - Fall Semester .....</b>    | <b>15</b> |                                            |           |

**BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION  
MANAGEMENT**

**GSU 100      The First Year Experience** **0 hours**

All degree seeking students are required to take GSU 100 during their first semester.

**General Education Requirements** **30 hours**

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

**Business Administration Core** **39 hours**

|      |     |                                 |   |
|------|-----|---------------------------------|---|
| ACCT | 231 | Principles of Accounting I      | 3 |
| ACCT | 232 | Principles of Accounting II     | 3 |
| BUSN | 100 | Introduction to Business        | 3 |
| BUSN | 193 | Applied Business Communications | 3 |
| BUSN | 225 | Business Ethics                 | 3 |
| BUSN | 230 | Quantitative Business Analysis  | 3 |
| BUSN | 270 | Business Law I                  | 3 |
| BUSN | 293 | Professional Business Seminar   | 3 |
| CSCI | 101 | Computing Concepts              | 3 |
| CSCI | 260 | Management Information Systems  | 3 |
| ECON | 201 | Principles of Microeconomics    |   |
| ECON | 202 | Principles of Macroeconomics    | 3 |
| MATH | 115 | College Algebra                 |   |
| MGMT | 201 | Principles of Management        | 3 |
| MRKT | 201 | Principles of Marketing         | 3 |

**Management Major** **42 hours**

|      |     |                                      |   |
|------|-----|--------------------------------------|---|
| ACCT | 337 | Cost Accounting                      | 3 |
| BUSN | 430 | Data Analytics for Business          | 3 |
| BUSN | 470 | Business Law II                      | 3 |
| BUSN | 493 | Strategic Management and Planning    | 3 |
| ECON | 420 | The Financial System and Economy     | 3 |
| FINC | 321 | Business Finance                     | 3 |
| MGMT | 384 | Human Resource Management            | 3 |
| MGMT | 484 | Organizational Behavior              | 3 |
| MGMT | 487 | Operations Management                | 3 |
| STAT | 361 | Introduction to Statistical Analysis | 3 |

Restricted Electives: (select from the following) 12

Courses required for the BSBA Core and selected major will not fulfill this requirement.

|      |                    |
|------|--------------------|
| ACCT | Any 300-499 course |
| BUSN | Any 300-499 course |
| CSCI | Any 300-499 course |
| MGMT | Any 300-499 course |
| MRKT | Any 300-499 course |
| NPLM | Any 300-499 course |
| SMGT | Any 300-499 course |

**General Electives** **9 hours**

**Total minimum hours required for degree** **120 hours**

**GATEWAY ASSESSMENT - BUSINESS 100 & 293**

**CAPSTONE ASSESSMENT - BUSINESS 493**

**BS: BUSINESS ADMINISTRATION  
MANAGEMENT  
SUGGESTED PLAN OF STUDY**

**FIRST YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| BUSN 100.....                            | 3         | BUSN 193 .....                             | 3         |
| BUSN 230.....                            | 3         | CSCI 260.....                              | 3         |
| CART 101 .....                           | 3         | ENGL 102.....                              | 3         |
| CSCI 101 .....                           | 3         | MATH 115.....                              | 3         |
| ENGL 101.....                            | 3         | MGMT 201 .....                             | 3         |
| GSU 100.....                             | 0         | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |                                            |           |

**SECOND YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| ACCT 231 .....                           | 3         | ACCT 232 .....                             | 3         |
| BUSN 225.....                            | 3         | BUSN 293.....                              | 3         |
| BUSN 270.....                            | 3         | BUSN 470.....                              | 3         |
| ECON 201 .....                           | 3         | ECON 202 .....                             | 3         |
| MRKT 201.....                            | 3         | GENERAL ELECTIVE .....                     | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |

**THIRD YEAR**

|                                             |           |                                             |           |
|---------------------------------------------|-----------|---------------------------------------------|-----------|
| ACCT 337 .....                              | 3         | ART 200 (OR) MUSC 200 .....                 | 2         |
| ENGL 203, 204, 205 (OR) 206 .....           | 3         | ENVR 101, SCNC 101, 102, (OR) 103 .....     | 4         |
| HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         | FINC 321.....                               | 3         |
| MGMT 384 .....                              | 3         | HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         |
| STAT 361 .....                              | 3         | RESTRICTED ELECTIVE .....                   | 3         |
| <b>Total Hours - Fall Semester .....</b>    | <b>15</b> | <b>Total Hours - Spring Semester .....</b>  | <b>15</b> |

**FOURTH YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| ECON 420 .....                           | 3         | BUSN 430.....                              | 3         |
| MGMT 484 .....                           | 3         | BUSN 493.....                              | 3         |
| GENERAL ELECTIVE .....                   | 3         | MGMT 487 .....                             | 3         |
| RESTRICTED ELECTIVE .....                | 6         | GENERAL ELECTIVE .....                     | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | RESTRICTED ELECTIVE .....                  | 3         |
|                                          |           | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |

**BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION  
SPORT MANAGEMENT**

**GSU 100      The First Year Experience      0 hour**

All degree seeking students are required to take GSU 100 during their first semester.

**General Education Requirements      30 hours**

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

**Business Administration Core      39 hours**

|      |     |                                 |   |
|------|-----|---------------------------------|---|
| ACCT | 231 | Principles of Accounting I      | 3 |
| ACCT | 232 | Principles of Accounting II     | 3 |
| BUSN | 100 | Introduction to Business        | 3 |
| BUSN | 193 | Applied Business Communications | 3 |
| BUSN | 225 | Business Ethics                 | 3 |
| BUSN | 230 | Quantitative Business Analysis  | 3 |
| BUSN | 270 | Business Law I                  | 3 |
| BUSN | 293 | Professional Business Seminar   | 3 |
| CSCI | 101 | Computing Concepts              | 3 |
| CSCI | 260 | Management Information Systems  | 3 |
| ECON | 201 | Principles of Microeconomics    |   |
| ECON | 202 | Principles of Macroeconomics    | 3 |
| MATH | 115 | College Algebra                 |   |
| MGMT | 201 | Principles of Management        | 3 |
| MRKT | 201 | Principles of Marketing         | 3 |

**Sport Management      57 hours**

|                      |     |                                        |    |
|----------------------|-----|----------------------------------------|----|
| BUSN                 | 493 | Strategic Management and Planning      | 3  |
| MRKT                 | 388 | Emerging Media & the Market            | 3  |
| PED                  | 265 | Diversity and Ethics in Sports         | 3  |
| PED                  | 325 | Athletic Coaching and Administration   | 3  |
| SMGT                 | 130 | Introduction to Sport Management       | 3  |
| SMGT                 | 321 | Managing Budgets & Technology in Sport | 3  |
| SMGT                 | 330 | Event & Sport Facilities Management    | 3  |
| SMGT                 | 335 | Sport Marketing                        | 3  |
| SMGT                 | 430 | Legal Aspects of Sport                 | 3  |
| SMGT                 | 495 | Senior Seminar                         | 3  |
| STAT                 | 361 | Introduction to Statistical Analysis   | 3  |
| Restricted Electives |     |                                        | 12 |

Courses required for the BSBA Core and selected major will not fulfill this requirement.

Any 300-499 level course

**General Electives      6 hours**

**Total minimum hours required for degree      120 hours**

**GATEWAY ASSESSMENT - BUSN 100 & 293**

**CAPSTONE ASSESSMENT - BUSN 493**

**Suggested Courses for a Career in:**

**Sports Information:**

|      |     |                                 |   |
|------|-----|---------------------------------|---|
| BUSN | 430 | Data Analytics for Business     | 3 |
| CIA  | 305 | Web Design                      | 3 |
| MRKT | 379 | Advertising and Sales Promotion | 3 |

**Sport Entrepreneurship/Leadership**

|      |     |                             |   |
|------|-----|-----------------------------|---|
| BUSN | 430 | Data Analytics for Business | 3 |
| MGMT | 384 | Human Resource Management   | 3 |
| MGMT | 402 | Entrepreneurship            | 3 |
| MGMT | 487 | Operations Management       | 3 |

**BS: BUSINESS ADMINISTRATION  
SPORT MANAGEMENT  
SUGGESTED PLAN OF STUDY**

**FIRST YEAR**

|                                          |           |                                             |           |
|------------------------------------------|-----------|---------------------------------------------|-----------|
| BUSN 100 .....                           | 3         | ART 200 (OR) MUSC 200 .....                 | 2         |
| BUSN 230 .....                           | 3         | ENVR 101, SCNC 101, 102 (OR) 103.....       | 4         |
| CART 101 .....                           | 3         | GENERAL ELECTIVES .....                     | 3         |
| CSCI 101 .....                           | 3         | MATH 115.....                               | 3         |
| ENGL 101 .....                           | 3         | HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         |
| GSU 100 .....                            | 0         | <b>Total Hours - Spring Semester .....</b>  | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |                                             |           |

**SECOND YEAR**

|                                          |           |                                             |           |
|------------------------------------------|-----------|---------------------------------------------|-----------|
| ACCT 231 .....                           | 3         | ACCT 232.....                               | 3         |
| BUSN 225 .....                           | 3         | BUSN 193.....                               | 3         |
| ENGL 102 .....                           | 3         | ENGL 203, 204, 205 (OR) 206 .....           | 3         |
| ECON 201 .....                           | 3         | HIST 201, 202, 207, 208 (OR) POSC 203 ..... | 3         |
| SMGT 130 .....                           | 3         | GENERAL ELECTIVES .....                     | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b>  | <b>15</b> |

**THIRD YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| BUSN 270.....                            | 3         | BUSN 293.....                              | 3         |
| ECON 202 .....                           | 3         | CSCI 260 .....                             | 3         |
| MGMT 201 .....                           | 3         | SMGT 335 .....                             | 3         |
| MRKT 201.....                            | 3         | SMGT 430 .....                             | 3         |
| PED 265 .....                            | 3         | RESTRICTED ELECTIVES.....                  | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |

**FOURTH YEAR**

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| MRKT 388.....                            | 3         | BUSN 493.....                              | 3         |
| SMGT 321 .....                           | 3         | PED 325 .....                              | 3         |
| SMGT 330 .....                           | 3         | SMGT 495 .....                             | 3         |
| STAT 361 .....                           | 3         | RESTRICTED ELECTIVES.....                  | 6         |
| RESTRICTED ELECTIVES.....                | 3         | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |                                            |           |

**ASSOCIATE OF SCIENCE  
BUSINESS**

**GSU 100      The First Year Experience      0 hour**

All degree seeking students are required to take GSU 100 during their first semester.

**General Education Requirements      24 hours**

**WRITTEN AND ORAL COMMUNICATION**

|      |      |                                                   |   |
|------|------|---------------------------------------------------|---|
| BUSN | 193* | Applied Business Communications                   | 3 |
| CART | 101  | Introduction to Public Speaking                   | 3 |
| ENGL | 101  | Critical Reading and Writing I                    | 3 |
| ENGL | 102  | Critical Reading and Writing II: Research Writing | 3 |

**PROBLEM SOLVING AND CRITICAL THINKING**

|      |      |                                |   |
|------|------|--------------------------------|---|
| CSCI | 260* | Management Information Systems | 3 |
| MATH | 115* | College Algebra                | 3 |

**CULTURE AND SOCIETY**

|      |      |                              |   |
|------|------|------------------------------|---|
| ECON | 201* | Principles of Microeconomics | 3 |
|------|------|------------------------------|---|

**TECHNOLOGY**

|      |      |                    |   |
|------|------|--------------------|---|
| CSCI | 101* | Computing Concepts | 3 |
|------|------|--------------------|---|

**Major      30 hours**

|                                                      |     |                                  |   |
|------------------------------------------------------|-----|----------------------------------|---|
| ACCT                                                 | 231 | Principles of Accounting I       | 3 |
| ACCT                                                 | 232 | Principles of Accounting II      | 3 |
| BUSN                                                 | 100 | Introduction to Business         | 3 |
| BUSN                                                 | 225 | Business Ethics                  | 3 |
| BUSN                                                 | 230 | Quantitative Business Analysis   | 3 |
| BUSN                                                 | 270 | Business Law I                   | 3 |
| BUSN                                                 | 293 | Professional Business Seminar    | 3 |
| MGMT                                                 | 201 | Principles of Management         | 3 |
| MRKT                                                 | 201 | Principles of Marketing          | 3 |
| Restricted Elective (select one from the following): |     |                                  | 3 |
| ECON                                                 | 202 | Principles of Macroeconomics     | 3 |
| MRKT                                                 | 202 | Principles of Retailing          | 3 |
| SMGT                                                 | 130 | Introduction to Sport Management | 3 |

**General Electives      6 hours**

**Total minimum hours required for degree      60 hours**

**GATEWAY ASSESSMENT – BUSINESS 100**

**CAPSTONE ASSESSMENT – BUSINESS 293**

\*General studies courses taught in the Business Department are also part of the content area for AS Business students; therefore, business students must achieve a “C” or better in these courses to meet degree requirements.

AS: BUSINESS  
SUGGESTED PLAN OF STUDY

FIRST YEAR

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| BUSN 100 .....                           | 3         | BUSN 193 .....                             | 3         |
| BUSN 230 .....                           | 3         | CSCI 260 .....                             | 3         |
| CART 101.....                            | 3         | ENGL 102.....                              | 3         |
| CSCI 101 .....                           | 3         | MATH 115.....                              | 3         |
| ENGL 101.....                            | 3         | MGMT 201 .....                             | 3         |
| GSU 100.....                             | 0         | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> |                                            |           |

SECOND YEAR

|                                          |           |                                            |           |
|------------------------------------------|-----------|--------------------------------------------|-----------|
| ACCT 231.....                            | 3         | ACCT 232.....                              | 3         |
| BUSN 225.....                            | 3         | BUSN 293.....                              | 3         |
| BUSN 270.....                            | 3         | ECON 201 .....                             | 3         |
| MRKT 201.....                            | 3         | GENERAL ELECTIVE .....                     | 3         |
| GENERAL ELECTIVE .....                   | 3         | RESTRICTED ELECTIVE .....                  | 3         |
| <b>Total Hours - Fall Semester .....</b> | <b>15</b> | <b>Total Hours - Spring Semester .....</b> | <b>15</b> |