

# Business Administration, B.S.

Catalog 2023-2024

Department of Marketing

303-615-1212

Administration Building, 560

*Prerequisites for courses on this sheet are strictly enforced and must be completed or in progress prior to registering for a course. Please check the university online catalog at <https://msudenver.edu/catalog/>, as course descriptions, requirements and prerequisites may change.*

Learn more about the BSBA at [www.msudenver.edu/bsba](http://www.msudenver.edu/bsba).

(1) Review BSBA "Who is this for" at [www.msudenver.edu/bsba](http://www.msudenver.edu/bsba).

(2) Make an appointment with Celeste Lopez: [clopez40@msudenver.edu](mailto:clopez40@msudenver.edu)

Students should review their Degree Progress Report each semester, to track and monitor their academic progress.

|  |            |
|--|------------|
| General Studies  | 34         |
| Business core  | 36         |
| Additional College of Business requirements                | 6          |
| Major courses  | 24         |
| Electives  | 20         |
| <b>Total to graduate - 40 hrs. upper division required</b> | <b>120</b> |

## Written Communication (WC)

- \_\_\_ Written Communication I - 3 (typically ENG 1010)
- \_\_\_ Written Communication II -3 (typically ENG 1020)

## Oral Communication (OC)

- \_\_\_ COMM 1010 – 3 Presentational Speaking *or*
- \_\_\_ COMM 1100 – 3 Fundamentals of Communication

## Quantitative Literacy (QL)

- \_\_\_ MTH 1310 – 4 Finite Math for Mgmt. & Social Sciences
- MTH 1110 or MTH 1400 is acceptable for transfer students or major changes

## Arts & Humanities

- \_\_\_ - 3
- \_\_\_ - 3

## Historical

- \_\_\_ - 3

## Natural and Physical Sciences

- \_\_\_ - 3
- \_\_\_ - 3

## Social and Behavioral Sciences

- \_\_\_ ECO 2010 – 3 Principles of Macroeconomics
- \_\_\_ ECO 2020 – 3 Principles of Microeconomics

## Global Diversity (must be satisfied with an approved General Studies)

- \_\_\_ - 3

## ESSJ (Ethnic Studies & Social Justice) (may be satisfied in the major, minor or as an elective)

- \_\_\_ - 3

## Additional College of Business Requirements (6 credits)

- \_\_\_ MTH 1320 – 3 Calculus for Management & Social Sciences
- \_\_\_ BUS 3040 - 3 Global Corporate Social Responsibility & Sustainability (60 credit hours)

## General Electives (20 Hours)

**BUSINESS CORE** (36 credits). A grade of C- or better is required for each course, however a 2.0 cumulative gpa is required to satisfy major and graduation requirements.

- \_\_\_ BUS 1850 – 3 Introduction to Business (no prerequisite, see advisor if transferring 6+ business hours)
- \_\_\_ BUS 1950 – 3 Business Communication (ENG 1010, ENG 1020 or co-req., and Oral Communication)

**Business core courses below require completion of ENG 1020 (WC), Oral Communication (OC), and Quantitative Literacy (QL), unless otherwise noted.**

- \_\_\_ ACC 2010 – 3 Principles of Accounting I (OC can be a co-req.)
- \_\_\_ ACC 2020 – 3 Principles of Accounting II (ACC 2010)
- \_\_\_ CIS 2010 – 3 Foundations of Information Systems (CIS 1010 or 75% on CIS 2010 test, QL co-req.)
- \_\_\_ CIS 3300 – 3 Business Analytics I (MTH 1320, CIS 2010, 60 hours)
- \_\_\_ CIS 3320 – 3 Business Analytics II (CIS 3300)
- \_\_\_ FIN 3300 - 3 Managerial Finance (ACC 2010, ECO 2010 & 2020, MTH 1320, 60 hrs.)
- \_\_\_ MGT 2210 - 3 Legal Environment of Business I (QL co-req.)
- \_\_\_ MGT 3000 - 3 Organizational Management (60 Credit hours)
- \_\_\_ MKT 3000 - 3 Principles of Marketing (60 Credit hours)

## Senior Experience

- \_\_\_ MGT 4950 – 3

## Senior Standing and Completion of Business Core; BUS 3040 pre or co-req

Strategic Management

**Major Courses:** In consultation with a faculty advisor, select 21 upper-division credits (3000 or 4000 level) from the following course prefixes: ACC, BNK, CIS, ECO, FIN, MGT, MKT, REL. Must be courses not already used to fulfill other degree requirements. Max of 9 credits in any one prefix. Make sure to account for any course prerequisites.

- \_\_\_ Major choice 1 (3 credits): \_\_\_\_\_
- \_\_\_ Major choice 2 (3 credits): \_\_\_\_\_
- \_\_\_ Major choice 3 (3 credits): \_\_\_\_\_
- \_\_\_ Major choice 4 (3 credits): \_\_\_\_\_
- \_\_\_ Major choice 5 (3 credits): \_\_\_\_\_
- \_\_\_ Major choice 6 (3 credits): \_\_\_\_\_
- \_\_\_ Major choice 7 (3 credits): \_\_\_\_\_
- \_\_\_ MGT 4910 (3 credits): Strategic Leadership (**take in final semester**)

## How will I choose my BSBA major courses?

Juniors and Seniors (60+ credits) will work with your faculty advisor to choose the courses that best support your career path.

| First Year - 1 <sup>st</sup> Semester  |  | First Year - 2 <sup>nd</sup> Semester              |   |
|--|--|--|---|
| ENG 1010<br>MTH 1310, MTH1311/12<br>COMM 1010 or 1100<br>BUS 1850<br>HIS _____ | Freshman Composition: Composing Arguments (WC)<br>Finite Math for Mgmt. & Social Science<br>Presentational Speaking or Fundamentals of Oral Communication (OC)<br>Introduction to Business<br>Historical Studies (HI; ensure this, A&H, or elective is Global) | ENG 1020<br>MTH 1320<br>BUS 1950<br>_____<br>_____ | Freshman Composition: Research and Argument Writing (WC)<br>Calculus for Mgmt. & Social Science<br>Business Communication<br>Natural & Physical Science (SI; 1 of 2)<br>General Elective ( <b>CIS 1010 - if score &lt; 75% on CIS 2010 Placement Assessment</b> ) |
| Second Year - 1 <sup>st</sup> Semester   |  | Second Year - 2 <sup>nd</sup> Semester             |   |
| ECO 2010<br>ACC 2010<br>CIS 2010<br>_____<br>_____                             | Principles of Macroeconomics<br>Principles of Accounting I<br>Foundations of Information Systems<br>Elective (lower-level College of Business course suggested; see advisor)<br>Arts & Humanities (AH; 1 of 2)   | ECO 2020<br>ACC 2020<br>MGT 2210<br>_____<br>_____ | Principles of Microeconomics<br>Principles of Accounting II<br>Legal Environment of Business I<br>Natural & Physical Science (SI; 2 of 2)<br>Arts & Humanities (AH; 2 of 2)   |
| Third Year - 1 <sup>st</sup> Semester  |  | Third Year - 2 <sup>nd</sup> Semester              |   |
| MGT 3000<br>MKT 3000<br>FIN 3300<br>_____<br>_____                             | Organizational Management<br>Principles of Marketing<br>Managerial Finance<br>BSBA Major Course (1)<br>BSBA Major Course (2)   | BUS 3040<br>CIS 3300<br>_____<br>_____<br>_____    | Global Corporate Social Responsibility & Sustainability<br>Business Analytics I<br>General Elective (select Multicultural, if not met with course in major)<br>BSBA Major Course (3)<br>BSBA Major Course (4)   |
| Fourth Year - 1 <sup>st</sup> Semester   |  | Fourth Year - 2 <sup>nd</sup> Semester             |   |
| CIS 3320<br>_____<br>_____<br>_____<br>_____                                   | Busines Analytics II<br>BSBA Major Course (5)<br>BSBA Major Course (6)<br>BSBA Major Course (7)<br>General Elective  | MGT 4910<br>MGT 4950<br>_____<br>_____<br>_____    | Strategic Leadership<br>Strategic Management<br>General Elective<br>General Elective<br>General Elective  |

### SUGGESTED CAREER ROADMAP

#### First Year (0-29 Credits - EXPLORE)

- Meet with a Career Counselor in Career Services (AD 270)
- Take a Career Test & Attend a Career GPS workshop

#### Second Year (30-59 Credits – EXPLORE)

- Complete your Roadrunner Roadmap Form (available at MSUDenver.edu/career)
- Research occupations, attend Employer Panels, learn to write a resume/post on Career Link
- Meet with Faculty Advisor to discuss career options
- Meet with the College of Business Career Advisor

#### Third Year (60-89 Credits – EXPERIENCE)

- Review your Skills Checklist, practice interviewing & join a Student Club
- Participate in research, service learning, or an internship
- Meet with Faculty Advisor to discuss career path

#### Fourth Year (90-120 Credits – EXECUTE)

- Update your profiles Career Link and LinkedIn; attend career fairs
- Develop a job search strategy, connect with employers & apply for positions

**Note:** Unrestricted elective credits vary by major and must be sufficient for the student to meet the required University minimum of 120 credit hours. Unrestricted elective credits will vary between 12 and 27 credit hours. These hours can meet requirements for a minor, a concentration, or certificate. University policy states, no more than 4 semester hours in human performance and sport activities (HPL) or varsity sports (ATH) and no more than 7 semester hours in music ensemble courses will counted toward the degree.

#### ESSJ Requirement:

The University's Ethnic Studies & Social Justice requirement is satisfied by taking an approved ESSJ course in the *University Catalog: Additional Graduation*. The Marketing department recommends the MKT 3750 Multicultural Marketing as a marketing elective meeting the ESSJ requirement.

#### Global Diversity Requirement:

The University's global diversity requirement is satisfied by taking an approved global diversity course listed in the University Catalog: *General Studies Requirements*. MKT 2010 Marketing Around the Globe will not fulfill the global diversity requirement for **Marketing Majors** but will count as an **unrestricted elective** towards graduation requirements.

#### Minors for Business Majors:

Majors in the College of Business are **NOT** required to complete a minor at MSU Denver. Please see an advisor if you have questions about requirements involved with taking a minor.