CURRICULUM PLAN COLLEGE OF BUSINESS 2022-2023

GENERAL BUSINESS

REQUIREMENTS

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend **CORE CURRICULUM** disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRI	TICAL THINKING				COF	RE 2:				
CODE	COURSE NAME		HRS	GRADE		CODE	COURSE NAME		HRS	GRADE
FYS 100	First-Year Seminar	•	3		**	ENG 101	Beginning Composition	•	3	
PSY 201	Critical Thinking Course	•	3			ENG 201	Advanced Composition	•	3	
ACC 215	Critical Thinking Course	•	3		***	CMM 207	Bus & Prof Communication	• •	3	
						STA 150	Fundamentals of Statistics	•	3	
Additio	nal University Requirements					STA 150L	Fundamentals of Statistics Lab	• •	1	
ENG 204	Writing Intensive		3				Core II Natural/Physical Science	•	4	
MGT 46) Writing Intensive		3				Core II Humanities	•	3	
	MC or I: Intl Business Elective		3			PSY 201	General Psychology (CT)	• •	3	
MGT 460	Capstone		3		1	F31 201	, 3,		,	
	•		-				Core II Fine Arts	•	3	

COLLEGE

All business majors are required to take core business courses. They are as follows:

	CODE	COURSE NAME		HRS	GRADE	CODE	COURSE NAME		HRS	GRADE
	ENG 204	Writing for the Workplace	• •	3		MIS 200	Bus Computer Applications	•	3	
**	ACC 215	Accounting Principles (CT)	•	3		MIS 290	Principles of MIS	•	3	
	ACC 216	Principles of Accounting	•	3		MGT 218	Business Quantitative Methods	•	3	
**	ECN 250	Principles of Microeconomics	•	3		MGT 320	Principles of Management	•	3	
	ECN 253	Principles of Macroeconomics	•	3		MGT 460	Strategic Management	•	3	
	FIN 323	Principles of Finance	•	3		MKT 340	MKT Concepts and Applications	•	3	
	LE 207	Legal Environment of Business	•	3			CMM Studies Elective	•	3	
							International Business Elective	•	3	

MAJOR

Students who wish to major in General Business must take the following courses:

COURSE NAME

 General Business Elective (400	•	3	 	General Business Elective	•	3	
Level)				General Business Elective	•	3	
 General Business Elective (400	•	3	 	Free Elective		3	
Level)				Free Elective		3	
 General Business Elective (400 Level)	•	3	 	Free Elective		3	
•		_		Free Elective		3	 (
 General Business Elective	•	3	 	Free Elective		3	
 General Business Elective	•	3		Free Elective		2	
 General Business Elective	•	3				3	
				Free Elective		3	

CODE

HRS GRADE

MAJOR INFORMATION

- completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- General Business electives can be any 300 or 400 level courses offered in the College of Business (under the following course designators: ACC, ECN, ENT, FIN, LE, MGT, MIS, MKT, STHM). Students must complete courses in at least two separate alpha designators. Internship credit may not count as a General Business Elective. In order to meet the College of Business graduation requirement of 12 hours of 400 level courses completed in the College of Business at Marshall, nine (9) hours of General Business Electives must be 400 level.
- MGT 460 is the capstone course for all General Business majors. It is normally taken in the senior year.

• The total number of free electives required depends on the number of hours • The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.

COURSE NAME

MY ADVISOR'S NAME IS:

- Multicultural or International additional university requirement met with International Business Elective.
- Please check with advisor about course offerings. Not all classes will be offered every semester.
- The International Business Elective can be met by taking one of the following courses: ECN 408, 420, 421, 460, FIN 440, MGT 445, and MKT 371. The course selected for the International Business Elective CANNOT doublecount as a General Business Elective.
- Students who have a declared major in a BBA program cannot also declare the General Business BA.

FOUR YEAR PLAN COLLEGE OF BUSINESS 2022-2023

MY ADVISOR'S NAME IS:

GENERAL BUSINESS

The Lewis College of Business, Brad D. Smith Undergraduate School of Business offers a Bachelor of Arts degree in General Business. This degree is delivered 100% online. This means students can complete the whole degree without coming to campus and without have to meet at designated times to complete lessons. The

FYS 100 First Year Sem Crit Thinking 3	Year Sem Crit Thinking 3			FALL SEMESTER						SPRING SEMESTER			
ENG 101 Beginning Composition	Inning Composition 3		CODE	COURSE NAME		HRS	GRADE		CODE	COURSE NAME		HRS	GRAD
STA 150 Fundamentals of Statistics	Amentals of Statistics 3		FYS 100	First Year Sem Crit Thinking	•	3		₹	ECN 250	Principles of Microeconomics		3	
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Level)

TOTAL HOURS

Free Elective

12

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Level)

TOTAL HOURS

Summer Term (optional):

Free Elective

Free Elective

General Business Elective

HRS GRADE

INVOLVEMENT OPPORTUNITIES

- Research professional organizations like the Society for Human Resource Management or the American Marketing Association
- Apply for internships
- · Practice job interviewing
- Join LinkedIn
- Get a Business Professionalism Certificate
- · Meet with a faculty mentor

RELATED MAJORS

- Accounting
- Economics
- Finance
- Management
- Marketing
- Management Information Systems

GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia twoyear institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.

GENERAL BUSINESS — 2022-2023

YEAR ONE



Utilize virtual appointments with the Writing Center for any writing assignments.



Visit www.marshall.edu/designcenter/students/ to access a guide to Blackboard and other strategies for online learning.

Check out the Student IT Guide for all of

your essential IT needs. The IT Help Desk is

ready to help with any issues that arise.





Meet with your academic advisor

at least one time per semester

through a virtual advising meeting.

Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.

YEAR TWO



Attend virtual office hours to talk to your professors in real-time.



Are you completing enough credits to meet your goal graduation date?

Talk to your advisor!



Write all of your assignments, due dates, and other important dates from the academic calendar in your planner! Color-coding can be helpful to keep track of assignments for different classes.





Attend an intercultural festival or event on campus or in your town.



Check MyMU and HerdLink for livestreamed speaker events to help broaden your experience outside of the online classroom.

YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.





Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career goals.



Consider joining a business-focused student organization to maximize your opportunities for networking and building leadership skills.



Networking is key! Volunteer for causes that you are passionate about such as animal rescue, 5ks to support medical research, or mentoring local youth.

YEAR FOUR



Apply for graduation! It's finally here! Go online and complete your graduation application. Need help? See your advisor.



Attend Countdown to
Commencement or contact the
bookstore to order your cap and
gown if you plan to participate in the
Commencement Ceremony.





Be at the top of your professional game. Prepare your resume and practice your interview skills. Contact The Office of Career Education for guidance!



Check with your advisor to see if you qualify to graduate with honors.



Earn your Business Professionalism Certificate by attending speaker events and skill workshops offered by the Lewis College of Business.

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Team Leadership
- · Active Listening
- Critical Thinking
- Oral and Written Communication Skills
- Judgement and Decision Making
- Complex Problem Solving
- Time Management
- Planning
- Monitoring
- Coordination
- Coordination
- Stratgey DevelopmentOperations and Supply Chain
- Management
- Management of Personnel Resources
- Systems Analysis

ASSOCIATED CAREERS

- Business Analyst
- Distribution Manager
- Human Resources Manager
- Human Resources Administrator
- Management ConsultantOperations Manager
- Supply Chain Manager
- Project Manager
- Retail Store Manager
- · Hospitality Manager
- General Manager
- Executive
- · Inventory Control Manager
- · Industrial Relations Specialist
- Regional/District Manager



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