

**B.B.A. Degree with Seven Concentrations (56 to 64 Credits)**  
**DEGREE REQUIREMENTS (Effective Fall 2011)**

**I. The Business Core (14 courses; 44-46 credits) All BBA students must complete this: Students selecting the Business for the Health Professions concentration may modify the business core and take two fewer courses as per instructions below.**

- \_\_\_ **ACCT 2001 [1]: Introductory Accounting (no prereq)**
- \_\_\_ **ECON/BUSN 2100 [10.1]: Macroeconomics (Prereq: core math or sophomore status)**
- \_\_\_ **ECON/BUSN 2200 [20.1]: Microeconomics (Prereq: core math or sophomore status)**
- \_\_\_ **CISC 1050 [5.2]: Intro to Computer Applications or  
CISC 1110: Introduction to Computing Using the C Language  
(unless you are interested in computer programming, please take CISC 1050)**
- \_\_\_ **BUSN/ECON 3400 [30.2]: Intro to Economic and Business Statistics (Prereq: core math or sophomore status)  
or MATH 2501: Elementary Probability and Statistics  
or MATH 3501: Intro to Probability and Statistics  
or PSYC 3400: Statistical Methods in Psych Research**
- \_\_\_ **ECON/BUSN 3410 [31.1]: Fundamental Methods of Mathematical Economics I (prereq is microeconomics)  
or Math 1201: Calculus I**
- \_\_\_ **BUSN 3430 [31.4] or CISC 2531: Operations Management (Take CISC 1050 and statistics first; no waivers)**
- \_\_\_ **BUSN 3100 [50.2]: Principles of Marketing Management (no prereq)**
- \_\_\_ **BUSN 3200 [50.1]: Intro to Management (no prereq)**
- \_\_\_ **BUSN 3310 [70.2]: Corporation Financial Management (prereq is ACCT 2001)**
- \_\_\_ **BUSN 3170 [76.4]: International Business and Marketing**
- \_\_\_ **BUSN 4200W [80.1]: Seminar in Business Management and Policy (Seniors Only)**
- \_\_\_ **ACCT 3201 [40]: Business Law (no prereq)**
- \_\_\_ **PHIL 3314 [14]: Moral Issues in Business or CLAS 3233: Moral Choices Classical Literature**

**II. Students must choose one concentration (only one is permitted):**

**(A) Business for Health Professions — This Concentration Becomes Effective Fall 2011**

**Required Courses (15 credits):**

**Any 15 credits from any combination of the following courses:**

**Any Biology or Chemistry courses except for courses in the college-wide Core Curriculum.**

**Health and Nutrition Sciences 2111, 2120, 2300, 2301, 3160, 3210.**

**Physical Education and Exercise Science 3041, 3042, 3045, 3271, 3275, 4251.**

**Psychology 2600, 3180, 3600, 3680.**

**A student specializing in the Business for Health Professions track may modify the Business Core above and may use a lesser number of credits to satisfy the Business Core. Specifically, Business 3170 (International Business and Marketing) and Business 3430/CISC 2531 (Operations Management) are not required. The student may also substitute Business 3220 (Negotiation and Conflict Resolution) for Accounting 3201 (Business Law I).**

**(B) Concentration in Business Law and Real Estate — This Concentration Becomes Effective Fall 2011**

**Required Courses (15-16 credits -- 5 courses)**

\_\_\_ **ACCT 4201: Business Law II**

\_\_\_ **BUSN 2300: Personal Finance**

\_\_\_ **BUSN 3220: Negotiation and Conflict Resolution**

\_\_\_ **BUSN 3350: Real Estate Finance and Management**

\_\_\_ **BUSN/ACCT 3360: Fraudulent Reporting or Business 3182: Green Real Estate or Philosophy 3740: Philosophy of Law or Acct 3101: Income Taxation**

**(C) Concentration in Finance and Investments-- 18 credits (6 courses)**

\_\_\_ **ECON/BUSN 3320: Money and Banking**  
\_\_\_ **BUSN 3330: Investments and Securities Markets**  
\_\_\_ **BUSN 3340: Options, Futures, & Commodit. Markets or BUSN/ECON 4400W: Econometrics**  
\_\_\_ **BUSN 2300: Personal Finance**  
\_\_\_ **BUSN 3350: Real Estate Finance and Management**  
\_\_\_ **BUSN 4300W: Seminar in Business Finance**

**(D) Concentration in International Business -- 12 additional credits (4 courses)**

**a) Take all of the following (3 courses):**

\_\_\_ **BUSN 3140: Consumer Behavior**  
\_\_\_ **BUSN 3150 / PRLS 4515: Ethnic Marketing and Multicultural Business**  
\_\_\_ **BUSN 3175: Asian Business**

**b) Plus a minimum of one course (3 credits) from the following list of electives:**

\_\_\_ **AFST 3140: Caribbean Societies in Perspective**  
\_\_\_ **BUSN 3171: Global Logistics**  
\_\_\_ **BUSN 3245: Managing a Global Workforce**  
\_\_\_ **BUSN 3250 / WMST 3345: Gender Diversity in the Workplace**  
\_\_\_ **ECON 3352: International Macroeconomics and Finance**  
\_\_\_ **ECON 3362: International Trade**  
\_\_\_ **SOCY 2601: Race and Ethnicity**  
\_\_\_ **POLS 3242: Globalization and International Political Movements**  
\_\_\_ **PRLS 4505: Econ. Dev. of Puerto Rico & Migration Under Capitalism**  
\_\_\_ **PRLS 3210: Latin America**

**(E) Concentration in Leadership and Human Resource Management-- 17 credits (6 courses)**

\_\_\_ **BUSN 3240 / or PSYC 3172: Strategic Human Resource Management**  
\_\_\_ **BUSN 3245: Managing a Global Workforce or**  
\_\_\_ **BUSN 3250 / WMST 3345: Managing Gender Diversity in Organizations**  
\_\_\_ **BUSN 3251 / PHIL 3335: Workplace Values & Happiness or BUSN 3252: Stress Mgt.**  
\_\_\_ **BUSN 3220: Negotiation and Conflict Resolution**  
\_\_\_ **BUSN 3210: Org. Behavior or PSYC 3171: Intro to Industrial & Org. Psych.**  
\_\_\_ **or ECON 3212: Labor Economics**  
\_\_\_ **BUSN 3260: Leadership in Organizations**

**(F) Concentration in Management -- 14-15 additional credits (5 courses)**

**a) Take all of the following (4 courses):**

\_\_\_ **BUSN 3240 or PSYC 3172: Strategic Human Resource Management**  
\_\_\_ **BUSN 3210: Org. Behavior or PSYC 3171: Intro to Industrial & Org. Psych.**  
\_\_\_ **BUSN 3220: Negotiation and Conflict Resolution**  
\_\_\_ **BUSN 3230: Small Business Management and Minority Entrepreneurship**

**b) Plus a minimum of one course (2-3 credits) from the following list of electives:**

\_\_\_ **BUSN 2010: Professional Development and Success**  
\_\_\_ **BUSN 3420: Management Information Systems (Same as CISC 1590)**  
\_\_\_ **BUSN 3250/ WMST 3345: Gender Diversity in the Workplace: A Global Perspective**  
\_\_\_ **BUSN 3251: Workplace Values and Happiness (Same as PHIL 3335)**  
\_\_\_ **BUSN 3252: Stress Management in Workplace Settings**  
\_\_\_ **BUSN 3260: Leadership in Organizations**  
\_\_\_ **BUSN 3440 / CIS 1595: Management of New and Emerging Technologies**  
\_\_\_ **BUSN 3180: Green Business**  
\_\_\_ **BUSN 4202W / CISC 1580W: Seminar in Computer-Assisted Management Games**

- ECON 3212: Labor Economics**
- ECON 3242: Industrial Organization**
- SOCY 3607: Sociology of Work and Economic Systems**

**(G) Concentration in Marketing --15 additional credits (5 courses)**

**a) Take all of the following (4 courses):**

- BUSN 3130 or TVRA 2517: Advertising and Direct Marketing**
- BUSN 3140: Consumer Behavior**
- (Select one) BUSN 3150/ PRLS 4515: Ethnic Marketing and Multicultural Business OR  
BUSN 3160: Fashion Marketing OR Business 3180: Green Business**
- BUSN 4100W: Seminar in Marketing Research**

**b) Plus a minimum of one course (3 credits) from the following list of electives:**

- BUSN 3120 or CISC 1530: Electronic Commerce**
- BUSN 3110 or CISC 1597 or TVRA 3537: New Media and Business**
- SOCY 2800: Mass Communications and Mass Media**
- TVRA 1165: Introduction to Mass Media**
- TVRA 2519: Public Relations**