

Suggested 4-Year iBBA course sequence with a concentration in Marketing

Semester	Year			
	Freshman	Sophomore	Junior	Senior
Fall	First Year Seminar – Going Global	<i>BA 211 Principles of Accounting I</i>	<i>BA 303 Legal Environment of Business</i>	BA 453 Human Resource Management and Business Ethics
	ENG 101 Composition	<i>BA 203 Introduction to Statistics</i>	<i>BA 307 Introduction to Management and Organizational Behavior</i>	EC 450 International Economics
	MATH 101 Precalculus I	<i>EC 212 Principles of Microeconomics</i>	<i>BA 360 Introduction to Marketing</i>	BA 362 Marketing Communications
	General Education Domain 4 or 5	Psychology or Sociology	<i>Non-Business Elective</i>	BA 363 Consumer Behavior
	BA 103 Introduction to Business	Non-Business Elective	Non-Business Elective	Non-Business Elective
Spring	<i>ISCT 204 Computer Applications in Business Analysis</i>	<i>BA 212 Principles of Accounting II</i>	<i>BA 310 Introduction to Management Information Systems and e-Commerce</i>	BA 490 Business Policy and Strategy
	MCOM 150 – Principles of Public Speaking	<i>BA 302 Quantitative Methods</i>	<i>BA 330 Introduction to Finance</i>	BA 394 Students in Free Enterprise
	General Education Domain 2	<i>EC 211 Principles of Macroeconomics</i>	MCOM 350 Business and Professional Communication	BA 460 Marketing and Brand Strategy
	General Education Domain 4 or 5	Non-Business Elective	BA 395 Production, Supply Chain and Distribution Management	BA 464 International Marketing
	BA 112 Mind of the Entrepreneur	Non-Business Elective	BA 361 Marketing Research and Development	Non-Business Elective

General Education Courses	
Non-Business Electives	
Business Core Courses	<i>Courses Required for BSB Junior Level Standing</i>
Supporting iBBA Electives ¹	<i>Courses Required for BSB Senior Level Standing</i>

¹ BA 103 and BA 112 are suggested iBBA elective courses for freshmen. A student can instead take other (higher level) iBBA electives in his/her junior or senior year.