



Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, ACCUPLACER) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree.

Year 1			
Fall Semester			
Course No.	Course Name	Hrs	Gen Ed
BUSN 1003	First Year Experience Business	3	X
ECON 2323	Principles of Microeconomics	3	X
ENG 1003	Composition I	3	X
ISBA 1503	Microcomputer Applications	3	
Math Credit	College Algebra	3	X
Total Hours		15	

Year 1			
Spring Semester			
Course No.	Course Name	Hrs	Gen Ed
ART Credit	Fine Arts Visual, Musical, or Theatre	3	X
Biology	Biology Lecture and Lab	4	X
ECON 2113 or STAT 2033	Business Statistics or Intro to Statistics	3	
ENG 1013	Composition II	3	X
US Requirement	HIST 2763 or 2773 or POSC 2103	3	X
Total Hours		16	

Year 2			
Fall Semester			
Course No.	Course Name	Hrs	Gen Ed
ACCT 2033	Intro to Financial Accounting	3	
COMS 1203	Oral Communications	3	X
ECON 2323	Principles of Macroeconomics	3	X
Humanities Credit	ENG 2003 or 2013 or PHIL 1103	3	X
LAW 2023	Legal Environment of Business	3	
Total Hours		15	

Year 2			
Spring Semester			
Course No.	Course Name	Hrs	Gen Ed
ACCT 2133	Intro to Managerial Accounting	3	
BCOM 2563	Business Communications	3	
Elective	Any Level	3	
GSCM 3163	Supply Chain Management	3	
Physical Science	Physical Science Lecture and Lab	4	X
Total Hours		16	

Year 3			
Fall Semester			
Course No.	Course Name	Hrs	Gen Ed
FIN 3713	Business Finance	3	
ISBA 3013	Management Information Systems	3	
ISBA 3553	Foundation of Business Analytics	3	
MGMT 3123	Principles of Management	3	
MKTG 3013	Marketing	3	
Total Hours		15	

Year 3			
Spring Semester			
Course No.	Course Name	Hrs	Gen Ed
Elective	Any Level	3	
Elective	Any Level	3	
MKTG 3023	Business Research Tools	3	
MKTG 3033	Strategic Marketing Communications	3	
MKTG Elective	MKTG 3093 or 4023 or 4113 or 4213 or 428V	3	
Total Hours		15	

Year 4			
Fall Semester			
Course No.	Course Name	Hrs	Gen Ed
Elective	Any Level	3	
MKTG 4043	Consumer Behavior	3	
MKTG 4083	Marketing Research Design & Analysis	3	
MKTG Elective	MKTG 3093 or 4023 or 4113 or 4213 or 428V	3	
Additional Req.	JR/SR Marketing Course	3	
Total Hours		15	

Year 4			
Spring Semester			
Course No.	Course Name	Hrs	Gen Ed
Elective	Any Level	1	
MGMT 4813	Strategic Management	3	
MKTG 4223	Marketing Management	3	
MKTG Elective	MKTG 3093 or 4023 or 4113 or 4213 or 428V	3	
Additional Req.	JR/SR Marketing Course	3	
Total Hours		13	

Total Jr/Sr Hours: 45
Total Degree Hours: 120

Graduation Requirements:

- Completion of HIST 2763 or HIST 2773 or POSC 2103
- English Proficiency (Grade of C or better in ENG 1003 and ENG 1013)
- 2.25 in major or at least a "C" in each course in major
- 2.25 overall and at least 2.00 GPA at ASU
- 2.25 in business core or at least a "C" in each core course
- 50 % of business requirements completed at ASU-Jonesboro
- Maximum of 30 credit hours via correspondence, extension, examination, PLA, Military or similar means; CLEP (30 hrs max)
- 45 JR/SR Hours **after completing 30 hours**
- 120 Total Credit Hours
- 30 of last 36 hours at ASU-Jonesboro
- 32 ASU residence hours
- Must have grade of C or better in MATH 2143, ACCT 2033, and ISBA 1503.