SAMPLE SEQUENCE OF REQUIRED COURSES, JUNIOR AND SENIOR YEARS

Fifth Semester
- BADM 3001
- ACCT 2101
- MKTG 3101
- OPIM 3103
- FNCE 3101

Sixth Semester
- BLAW 3175 or MGMT 3101
- MKTG 3208
- MKTG 3260
- BADM 4027

Seventh Semester
- OPIM 3104
- MGMT 3101 or BLAW 3175
- MKTG Elective
- BADM 4070W

Eighth Semester
- MKTG 3362
- MGMT 4900
- MGMT Elective
- 

1ACCT 2101: Open to sophomores - should be taken as early as possible as it is a pre/co-requisite for FNCE 3101

2MKTG 3260: Should be taken as early as possible, and is offered in both the fall and spring semesters

Marketing majors may count no more than 22 credits of marketing coursework beyond MKTG 3101 toward degree requirements.

**MAJOR REQUIRED COURSES:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Dept.</th>
<th>No.</th>
<th>COURSE TITLE</th>
<th>Credits</th>
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<tbody>
<tr>
<td>___</td>
<td>ACCT</td>
<td>2001</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
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<td>___</td>
<td>ACCT</td>
<td>21011</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
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<td>___</td>
<td>BADM</td>
<td>3001</td>
<td>Mobile Computing Lab I</td>
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<td>___</td>
<td>BADM</td>
<td>4070W</td>
<td>Effective Business Writing</td>
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<td>___</td>
<td>BADM</td>
<td>4072</td>
<td>Career Development in Business</td>
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<td>___</td>
<td>BLAW</td>
<td>3175</td>
<td>Legal &amp; Ethical Environment of Business</td>
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<tr>
<td>___</td>
<td>FNCE</td>
<td>3101</td>
<td>Financial Management</td>
<td>3</td>
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<tr>
<td>___</td>
<td>MGMT</td>
<td>3101</td>
<td>Managerial &amp; Interpersonal Behavior</td>
<td>3</td>
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<tr>
<td>___</td>
<td>MGMT</td>
<td>4900</td>
<td>Strategy, Policy &amp; Planning (Seniors Only)</td>
<td>3</td>
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<td>___</td>
<td>MKTG</td>
<td>3101</td>
<td>Introduction to Marketing Management</td>
<td>3</td>
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<tr>
<td>___</td>
<td>OPIM</td>
<td>3103</td>
<td>Business Information Systems</td>
<td>3</td>
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<td>OPIM</td>
<td>3104</td>
<td>Operations Management</td>
<td>3</td>
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<td>___</td>
<td>MKTG</td>
<td>3208</td>
<td>Consumer Behavior</td>
<td>3</td>
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<td>MKTG</td>
<td>32602</td>
<td>Marketing and Planning Strategy</td>
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<td>___</td>
<td>MKTG</td>
<td>3362</td>
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<td>MKTG</td>
<td>BUS/ECON Elective (3000-4000 level)2</td>
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<td>___</td>
<td>MKTG</td>
<td>BUS/ECON Elective (3000-4000 level)2</td>
<td>3</td>
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</table>

Total Elective Credits

Total Required Credits 45

**MKTG 2.0 GPA RULE FOR GRADUATION:** Marketing majors are required to achieve a cumulative 2.0 grade point average for the total of all MKTG courses and all courses used to fulfill major requirements as listed above for which they have been registered (including grades for repeated courses) at the University of Connecticut, excluding grades and credits for independent studies and internships.

**BUSINESS 2.0 RULES FOR GRADUATION:** Students must earn at least a cumulative 2.0 grade point average for the total of all School of Business courses for which they have been registered, including grades for repeated course.

Total Credits Earned – Page One (this page) – 45 credits minimum

Total Credits Earned – Page Two – 60 credits minimum

Grand Total – 120 credits minimum

BRING THE SIGNED ORIGINAL TO BUSN 121 DURING THE FIRST FOUR WEEKS OF YOUR LAST SEMESTER.
GENERAL EDUCATION REQUIREMENTS - CATALOG YEAR 2010-2011

Computer Technology Competency
All beginning junior business students at the Storrs Campus are required to participate in the Mobile Computing Program by completing a 1-credit computer lab course and OPIM 3103C (BADM 3001 credit is counted on page one) BADM 3001

Second Language Competency
(Any language credits completed as requirements or electives should be listed in the “additional credits” area below)

_____ Completion of the third year level course in; high school in a single foreign language, ancient or modern,
_____ Or 2 units/levels of a single foreign language in high school PLUS completion of the Intermediate Level I & II in college,
_____ Or completion of two years (four semesters) through the college Intermediate Levels I & II in a single foreign language.

Writing (W) Competency
ENGL 1010 or ENGL 1011 or ENGL 3800
BADM 4070W counts as one writing course, two are required (BADM 4070W credit is counted on page one)
One additional Writing course of your choice

Quantitative (Q) Competency
MATH 1070Q & 1071Q – this is the preferred sequence for business majors
or 1131Q & 1132Q or 1120Q & 1121Q & 1122Q or 1151Q & 1152Q or 2141Q & 2142Q MATH
or 1131Q & 1070Q or 1120Q & 1070Q & 1071Q or 1151Q & 1132Q or 2141Q & 1070Q
or 1120Q & 1121Q & 1070Q or 1151Q & 1070Q or 2141Q & 1132Q MATH
or 1125Q & 1126Q & 1132Q/1070Q or 2141Q & 1152Q
AND STAT 1000Q or 1100Q

Content Area One - Arts and Humanities
HIST 1400
PHIL 1101 or PHIL 1102 or PHIL 1103 or PHIL 1104 or PHIL 1105 or PHIL 1106

Content Area Two - Social Sciences
ECON 1201 and 1202 or ECON 1200 (ECON 1000 is recommended preparation for ECON 1200)
COMM 1000 or 1100
(COMM 1100 does not fulfill the Content Area 2, but is recommended for accounting majors)

Content Area Three - Science and Technology
PSYC 1100
A 4-credit laboratory science course from the General Education Group III list

Content Area Four - Diversity and Multiculturalism
ANTH 1000 or GEOG 1700
An additional Content Area #4 course, both ANTH 1000 & GEOG 1700 can be taken

A minimum of 60 credits used toward graduation requirements must be comprised of non-business coursework. This 60-credit requirement includes all general education course requirements (above). No more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits. You may have more than 60 credits of non-business course work completed as long as you satisfy the course requirements for your business major on the reverse.

In addition to the General Education Requirements (above), list any language credits completed (as requirements or electives) and any non-business elective credits you have completed in the spaces below:

Total all completed non-business credits – minimum 60 credits required here: __________

PASS/FAIL RULE: The Pass/Fail option may not be used for any course used to meet the General Education Requirements (above), the course requirements for a major, or any course taken within any of the departments of the School of Business including business electives (ACCT, BADM, BLAW, FNCE, HSMG, MEM, MGMT, MKTG, or OPIM).

Please check the General Catalog for specific details regarding your general education requirements, university requirements, and graduation requirements. Students are ultimately responsible for meeting all degree requirements.