

SAMPLE SEQUENCE OF REQUIRED COURSES, JUNIOR AND SENIOR YEARS

Fifth Semester

ACCT 2101¹
 MKTG 3101
 FNCE 3101¹
 BUSN 3005² (1 credit)

Sixth Semester

MGMT 3101
 MKTG 3208 or MKTG 3260
 OPIM 3103¹
 MKTG 3661³
 BUSN 3003W

Seventh Semester

OPIM 3104
 BLAW 3175¹
 MKTG 3665
 Additional Course Requirement

Eighth Semester

MGMT 4902
 Additional Course Requirement
 Additional Course Requirement

¹May be taken prior to fifth semester as these courses are open to sophomores: check the catalog for full pre-requisites

²BUSN 3005: take as early as possible, preferably in sophomore year

DMA Major Residence Requirement: MKTG 3661, MKTG 3665, and MKTG 3208 or MKTG 3260 must be taken in residence at the University of Connecticut. Education Abroad courses may not be used to meet this requirement.

Business Residence Requirement: At least 50% of the business credit hours required for the business degree must be earned while a student at the University of Connecticut. At least 24 credits in 3000-4000 level courses including MGMT 4902 and BUSN 3003W must be earned at the University of Connecticut, including no more than three independent study credits and three field study internship credits. Education Abroad courses may not be used to meet this requirement.

YOUR PLAN WITH REQUIRED COURSES & ELECTIVES, JUNIOR AND SENIOR YEARS

Input this plan into your **Academic Planner** (Student Center > My Academics) in StudentAdmin to confirm all graduation requirements are met.

Fifth Semester

Sixth Semester

Seventh Semester

Eighth Semester

MAJOR REQUIRED COURSES:

<u>Term</u>	<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>
_____	ACCT	2001	Principles of Financial Accounting	3
_____	ACCT	2101 ¹	Principles of Managerial Accounting	3
_____	BLAW	3175 ¹	Legal and Ethical Environment of Business	3
_____	BUSN	3003W	Business Communications	3
_____	BUSN	3005 ²	Career Development in Business	1
_____	FNCE	3101 ¹	Financial Management	3
_____	MGMT	3101	Managerial and Interpersonal Behavior	3
_____	MGMT	4902	Strategic Analysis (Seniors Only)	3
_____	MKTG	3101	Introduction to Marketing Management	3
_____	OPIM	3103 ¹	Business Information Systems	3
_____	OPIM	3104	Operations Management	3
_____	MKTG	3661 ³	Marketing and Digital Analytics (Spring only)	3
_____	MKTG	3665	Digital Marketing (Fall only)	3
_____	MKTG	3208 or 3260 ⁴	Consumer Behavior (Fall only) OR Marketing Research	3

³MKTG 3260, COMM 3000Q, or another research methods course is strongly recommended as preparation for MKTG 3661.
⁴All DMA majors are encouraged to complete both MKTG 3208 and MKTG 3260.

ADDITIONAL COURSE REQUIREMENT

Additional Credits Required: 9

Choose three additional 3-credit courses from the following list:

_____	MKTG	3208 ⁴	Consumer Behavior (Fall only) (if not used above)	_____	MKTG	3260 ⁴	Marketing Research (if not used above)
_____	MKTG	3452	Professional Selling (Spring only)	_____	MKTG	3625	Integrated Marketing Comm in Digital Age (Fall only)
_____	MKTG	3757	Strategic Brand Management	_____	MKTG	4891	Professional Practice in Marketing
_____	OPIM	3510	Business Data Analytics I	_____	OPIM	3511	Business Data Analytics II
_____	_____	_____	Any 3000/4000-level Business course ⁵				

Total Required Credits **49**

⁵Accepted Business subject codes include any ACCT, BADM, BUSN, BLAW, FNCE, HCMI, MKTG, MGMT, or OPIM courses for which the student is eligible.

No DMA major may count more than 22 marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

MAJOR 2.0 GPA RULE FOR GRADUATION: Digital Marketing & Analytics majors are required to achieve a cumulative 2.0 grade point average for the total of all MKTG courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.

BUSINESS 2.0 GPA RULE FOR GRADUATION: Students must earn at least a 2.0 grade point average for all credits in School of Business courses numbered 2000-level and above for which they have been registered and at least a 2.0 cumulative grade point average overall.

SCHOOL OF BUSINESS

GENERAL EDUCATION REQUIREMENTS CATALOG YEAR 2017-2018

Please refer to the Undergraduate Catalog for specific details relating to course requirements, descriptions, and restrictions: www.catalog.uconn.edu

SAMPLE SEQUENCE* FOR BALANCED SEMESTERS OF REQUIRED COURSES FOR FIRST AND SECOND YEARS:

Students should choose an appropriate course sequence with the help of their Academic Advisor.

First Semester/Term

MATH⁴ or STAT⁴
ENGL or ECON
Gen Ed
Language¹/ Elective
UNIV 1800/1810 (1 credit)

Second Semester/Term

MATH⁴ or STAT⁴
ENGL or ECON
Gen Ed
Gen Ed
Language¹/Elective

Third Semester/Term

MATH⁴ or STAT⁴ or ACCT 2001³
Remaining Critical
Gen Ed
Gen Ed
Language¹/Elective/Business

Fourth Semester/Term

ACCT 2001^{3,4} or 3000-level Business
Remaining Critical or Gen Ed
Gen Ed
Gen Ed
Language¹/Elective/Business
BUSN 3005 (1 credit)

Business Critical Required Courses

Must be completed in your first four terms:

- _____ ACCT 2001³
- _____ ECON 1201^{2,5}
- _____ ECON 1202^{2,5}
- _____ ENGL⁶ 1010, 1011, or 2011
- _____ MATH⁷ 1070Q
- _____ MATH⁷ 1071Q or 1131Q
- _____ STAT 1000Q, 1100Q, or 91100

Business General Education Required Courses

Complete at least one course from each category by graduation; use with the Content Area planning grid below to ensure you are meeting all University Content Area requirements

Business Arts and Humanities

- _____ ECON 2102; HIST 1201, 1400, 1501⁹, 1502⁹, 1800, 3705, or 1600/LLAS 1190

Business Philosophy

- _____ PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, or 1175

Business Communication

- _____ COMM 1000^{2,8} or 1100⁸

Business Psychology

- _____ PSYC 1100

Business International

- _____ ANTH 1000²; ANTH/HRTS 3153; CLCS 2201; GEOG 1700², 2000²; HRTS 1007²; NRE 2600; PHIL 1106; POLS 1202^{2,10}, 1207²; or WGSS 1124/2124²

Business Diversity or an additional course from the Business International list

- _____ AFRA/ANTH 3152²; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501²

CONTENT AREA PLANNING GRID		
CA1	PHIL:	BUSN Arts/Hum:
CA2	² Choose CA2:	² Choose CA2:
CA3	PSYC 1100	Lab Science:
CA4	BUSN Int'l:	BUSN Div./Int'l:

NOTE: Courses fulfilling CA1, CA2, and CA3 must be drawn from at least six different subject areas; courses within each of these CAs must be drawn from two different subjects; one CA4 course can "double dip" with CA1, CA2, or CA3.

University General Education Required Courses

Complete by graduation

Second Language Requirement¹

- _____ third year level course in high school **OR** completed through Intermediate Level II in a single foreign language

Laboratory Science – Content Area 3 (Science and Technology)

- _____ One course from the list in the catalog: <http://catalog.uconn.edu/general-education/>

Writing Competency

- _____ One "W" writing course, *in addition to* ENGL and the "W" course in the major

Social Science² – Content Area 2

- _____ Use Planning Grid to confirm CA2 requirement is met (*courses with ² note a CA2 gen-ed*)

Elective Courses:

- The degree in business requires a minimum of 120 degree credits of course work; the typical Business student needs approximately 30 elective credits.
- Out of the **120 credits required**, a minimum of **60 credits must be from non-business courses**. General education requirements on this sheet can be included in the 60 non-business credits. No more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits.
- Common ways to earn electives include: taking non-required courses to improve specific skills or competencies, taking language courses, studying abroad, completing a minor in a non-Business subject, completing a minor in a Business subject, completing a dual degree, and more.

Important Notes:

*Sample sequence above includes some space for 3000-level Business courses that are open to Business students with sophomore standing. These courses are not required to be taken in the sophomore year to stay on track. Some 3000-level Business courses have multiple criticals as prerequisites, so if a student plans to take them in the sophomore year, it will likely require an adjustment to the critical sequencing. Decisions to include these courses in a student's sophomore year should be made in consultation with their Academic Advisor.

¹ Second language competency requirements should be completed as early as possible.

² Notes all courses that are Content Area 2 (Social Sciences) courses. Students must take care to fulfil the University general education requirements by taking at least two Content Area 2 courses from different subject areas. Use the Content Area planning grid above to ensure all University general education requirements are met.

³ All students in the School of Business are held to the Scholastic Standing Requirements as written in the catalog (<http://catalog.uconn.edu/school-of-business/#Sch>), which outlines cumulative GPA requirements based on calculable credits of graded coursework. Additionally, all students must earn a minimum of 2.0 in their term grade point average, their cumulative grade point average and all School of Business courses numbered 3000/4000-level plus ACCT 2001 and ACCT 2101/BADM 2710.

⁴ It is suggested that a student have all Critical Q courses complete before taking ACCT 2001, which is common for students with AP or summer credits. Accounting majors are recommended to take ACCT 2001 in their third term, and ACCT 2101 in their fourth term, so that they are prepared for the 3000-level ACCT coursework in their fifth term.

⁵ Students may opt to take ECON 1200 to satisfy ECON 1201 and 1202. ECON 1200 is an intensive course ONLY recommended for students who have a successful background in Economics. ECON 1000 is recommended preparation for ECON 1200.

⁶ Students who place into ENGL 1003/1004 as a prerequisite for ENGL 1010/1011 (based on SAT or TOEFL score: <http://placement.uconn.edu/english-placement/>) can use the ENGL 1003/1004 credits towards elective credits. Honors Scholars take ENGL 2011 (required for Soph. Honors if no AP credit, see <http://honors.uconn.edu/>) in place of ENGL 1010/1011.

⁷ Other approved math sequences include 1131Q & 1132Q; 1131Q & 1070Q; 1151Q & 1152Q; and 1151Q & 1070Q. See the undergraduate catalog for the full list.

⁸ COMM 1100 is recommended for Accounting majors. COMM 1000 is recommended for students interested in pursuing a COMM minor.

⁹ HIST 1501 and 1502 are recommended for students who have not completed high school level courses in American Government and American History.

¹⁰ POLS 1202 is recommended for students who have not completed a High School level course in American Government.

Students are ultimately held responsible for meeting all University and degree requirements.