You Plan

Scholastic Standing Requirement

Required Elective Courses

placement.uconn.edu/english-placement

Students who place into ENGL 1003/1004 as a prerequisite for ENGL 1007/1010/1011 (based on UConn’s Guided Placement Survey results, or standardized test scores: 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 sophomore year, it will likely require an adjustment

This includes some space for 3000-level Business courses that are open to Business students with sophomore standing (see page 2). Note that these courses are not necessarily required to be taken in

SAMPLE SEQUENCE FOR FIRST TWO YEARS

This is includes some space for 3000-level Business courses that are open to Business students with sophomore standing (see page 2). Note that these courses are not necessarily 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 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 an Academic Advisor.

First Semester

A “Q” Critical (MATH or STAT)
Another Critical (ENGL1/ECON)
Gen Ed
Language/Elective
UNIV 1800/1810/1784 (1 credit)

Second Semester

A “Q” Critical (MATH or STAT)
Another Critical (ENGL1/ECON)
Gen Ed
Language/Elective

Third Semester

MATH or STAT or ACCT 2001
Remaining Critical
Gen Ed
Language/Elective

Fourth Semester

ACCT 2001 or other Business
Remaining Critical or Gen Ed
Gen Ed
Language/Elective/Business

Required Elective Courses

A degree in business requires a minimum of 120 credits, including electives. At least 60 of the 120 credits must be from non-business subjects (gen-eds are included in the 60 non-business calculation). The typical Business student needs approximately 30 elective credits, and electives should be distributed throughout all terms. 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 or Business subject, and a dual degree, and more.

Scholastic Standing Requirement: All students in the School of Business are held to Scholastic Standing Requirements as written in the Undergraduate Catalog, which outlines cumulative, term, and Business GPA requirements and requires all critical courses to be complete by the end of the student’s fourth term. (catalog.uconn.edu/school-of-business)

YOUR PLAN FOR FIRST TWO YEARS, INCLUDING ALL CR ITICALS, MOST GEN-EDS, & SOME ELECTIVES

First Semester

Second Semester

Third Semester

Fourth Semester

Business Critical Required Courses

Complete all in your first four terms

ACCT 2001
ECON 1201
ECON 1202
ENGL 1007, 1010, or 1011
MATH 1070Q
MATH 1071Q or 1131Q
STAT 1000Q, 1100Q, or 91100

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:

Students must take care to meet all university requirements.

Courses fulfilling CA1, CA2, and CA3 must be drawn from at least six different subject areas; one CA4 course can “double dip” with CA1, CA2, or CA3.

2 Notes all courses that are Content Area 2 (Social Sciences) courses. Students must be sure to take 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.

Business Second Language Requirement

Complete by graduation, begin as early as possible if not completed in high school

Business General Education Required Courses

Complete at least one course from each category by graduation

Business Arts and Humanities

HIST 1201, 1400, 1501/W, 1502/W, 1600/W (LLAS 1190/W), 1800, 3705; or ECON 2102/W

Business Philosophy

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

Business Communication

COMM 1006 or 1100

Business Psychology

PSYC 1100

Business International

ANTH 1000/W; ANTH/HRTS 3153W; CLCS 2201; GEOG 1700; 2000; HRTS 1007; NRE 2600E; PHIL 1106; POLS 1202; 1207; or WGSS 2124

Business Diversity

Additional from international list above or AFRA/ANTH 3152; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOC1 1501/W

University General Education Required Courses

Complete at least one course from each category by graduation

Environmental Literacy

One “E” environmental literacy course, noted with an “E” at the end of the number

Laboratory Science – Content Area 3-LAB

One lab course from the list in the catalog: catalog.uconn.edu/general-education

Writing Competency

One “W” writing-intensive course, in addition to ENGL and “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)
YOUR PLAN

WITH REQUIRED BUSINESS, REMAINING GEN-EDS, & REMAINING ELECTIVES

Fifth Semester
ACCT 2101
MKTG 3101
BUSN 3005 (1 credit)
*Business Core

Sixth Semester
MKTG 3208
BUSN 3003W
*Business Core

Seventh Semester
MKTG 3000/4000-level
*Business Core

Eighth Semester
MKTG 3000/4000-level
*Business Core

Major Required Courses – 15 credits

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<th>Credits</th>
<th>Dept.</th>
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<td>2101</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
<td>MGMT</td>
<td>3101S</td>
<td>Managerial and Interpersonal Behavior</td>
<td>3</td>
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<tr>
<td>ACCT</td>
<td>2101S</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
<td>MGMT</td>
<td>4902S</td>
<td>Strategic Analysis (Seniors only)</td>
<td>3</td>
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<td>3175*</td>
<td>Legal and Ethical Env. of Business</td>
<td>3</td>
<td>MKTG</td>
<td>3101</td>
<td>Introduction to Marketing Management</td>
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<td>Business Communications</td>
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<td>*OPIM</td>
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<td>3</td>
<td>*OPIM</td>
<td>3104</td>
<td>Operations Management</td>
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Total Required Business Credits 46

Optional Concentration

Declare at undergrad.business.uconn.edu/forms

Digital Marketing and Analytics

Concentration
A grade of C or better in each of the following:
- MKTG 3661
- MKTG 3665
- One 3000/4000 level MKTG course

Internships in Marketing

The Marketing Department offers a for-credit internship course (Internship in Marketing, MKTG 4881) for Marketing Management majors. Internships are designed to provide students with professional experience in the world of marketing, build valuable professional relationships, and open the door for future employment opportunities. Internship courses are offered during summer session, fall semester, and winter intersession, with field work usually completed in the summer before senior year or the winter before the student’s last semester. For more information, visit the Marketing Department website.