Students are ultimately responsible for ensuring all degree requirements are met.

- Refer to the Undergraduate Catalog for course descriptions and details regarding all requirements, including alternate MATH and ECON selections. (catalog.uconn.edu)
- Refer to the School of Business website for recommendations, FAQs, and other helpful information. (undergrad.business.uconn.edu/academics/gen-eds)
- All students should regularly run their Academic Requirements Report in StudentAdmin to monitor progress towards degree requirements. Graduating students are encouraged to submit their final plan of study through StudentAdmin once they have completed registration for their final term, or at the latest, within the first two weeks of their final term, to allow for time to make adjustments to their schedules if necessary. (kb.uconn.edu SPACE: SAS)

**SAMPLE SEQUENCE** FOR FIRST TWO YEARS

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 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.

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

### Business Critical Required Courses

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
<th>Third Semester</th>
<th>Fourth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>A &quot;Q&quot; Critical (MATH or STAT)</td>
<td>A &quot;Q&quot; Critical (MATH or STAT)</td>
<td>ACCT/BUSN 3005 (1 credit)</td>
<td>BUSN 3005 (if not already done; 1 credit)</td>
</tr>
<tr>
<td>Another Critical (ENGL/ECON)</td>
<td>Another Critical (ENGL/ECON)</td>
<td>MATH or STAT or ACCT 2001</td>
<td>ACCT 2001 or other Business</td>
</tr>
<tr>
<td>Gen Ed</td>
<td>Gen Ed</td>
<td>Remaining Critical</td>
<td>Gen Ed(s)</td>
</tr>
<tr>
<td>Language/Elective</td>
<td>Language/Elective</td>
<td>Language/Elective/Business</td>
<td>Language/Elective/Business</td>
</tr>
<tr>
<td>UNIV 1800/1810/1784 (1 credit)</td>
<td>Language/Elective</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Business Second Language Requirement

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

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
<th>Third Semester</th>
<th>Fourth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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

Use the boxes below, and the Academic Requirements Report in StudentAdmin, to confirm all University requirements are met.

### CONTENT AREA PLANNING GRID (from 7 days)

<table>
<thead>
<tr>
<th>CA1</th>
<th>CA2</th>
<th>CA3</th>
<th>CA4</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHIL:</td>
<td>BUSN Arts/Hum:</td>
<td>ECON 1201/ Choose CA3:</td>
<td>PSYC 1100</td>
</tr>
<tr>
<td>from two different areas</td>
<td>from two different areas</td>
<td>from two different areas</td>
<td>one can overlap with other CA</td>
</tr>
</tbody>
</table>

**ELECTIVE REQUIREMENT:** elective credits (courses not listed on this plan of study) are required to meet the minimum 60 non-Business credits and the minimum 120 credits total.

Business credits come from department codes: ACCT, BADM, BUSN, BLAW, BUSF, ENGR, HUM, MGMT, MGMT, MKTG, and OPIM,

**NOTE ADDITIONAL NON-BUSINESS CREDITS REQUIRED:**

Credits on this page, with the exception of ACCT 2001, count as non-Business credit.

**NOTE ADDITIONAL CREDITS (Business or non-Business credits) REQUIRED:**

Combine page 1 and page 2 to determine additional credits needed to get to 120 total.

The typical Business student needs approximately 30 elective credits, but this amount can vary depending on multiple factors.

### 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 (page 2)

#### Social Science – Content Area 2
- Use Planning Grid to confirm CA2 requirement is met (courses with *G* note a CA2 gen-ed)
## PLAN OF STUDY

**Your Plan**

Your business degree must be earned while a student at the University of Connecticut. At least 24 credits in 3000/4000 level courses including MENT 4900 and BUSN 3004W must be used to meet this requirement.

### Residence Requirement

Courses open to Sophomores

Additionally, a maximum of three (3) credits of MKTG 4881, 4882, or 4899 can be counted toward the 3000-4000 level courses in marketing requirement.

### Limit on MKTG credits

MKTG 3260

*B*Business Core can be taken in any order and are indicated with an asterisk in the list below.

**BUSN 3005 and 3004W**: Take as early as possible, preferably in sophomore or junior year.

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

**Limit on MKTG credits**: No Marketing major may count more than 22 Marketing credits beyond MKTG 3101 toward those credits presented for degree requirements. Additionally, a maximum of three (3) credits of courses in marketing 4881, 4882, or 4899 can be counted toward the 3000-4000 level courses in marketing requirement.

**Courses open to Sophomores**: Many 3000-level courses may be taken prior to the fifth semester if open and available. Confirm pre-requisites for each course in the catalog.

**Residence Requirement**: MKTG 3208, 3260, and 4362 must be taken in residence at the University of Connecticut. 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 MENT 4900 and BUSN 3004W 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.

**Students in UConn Honors Program**: Must take BUSN 4897W, or MKTG 4996 and MKTG 4997W in Senior Year.

**GPA Rule for Graduation**: A minimum cumulative 2.0 GPA in all major courses, all Business courses, and all graded courses is required for graduation. See catalog for details.

### YOUR PLAN

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

<table>
<thead>
<tr>
<th>Fifth Semester</th>
<th>Sixth Semester</th>
<th>Seventh Semester</th>
<th>Eighth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2101</td>
<td>MKTG 3208</td>
<td>MKTG 3000/4000-level</td>
<td>MKTG 4362</td>
</tr>
<tr>
<td>MKTG 3101</td>
<td>MKTG 3260</td>
<td>MKTG 3000/4000-level</td>
<td>MENT 4900</td>
</tr>
<tr>
<td>BUSN 3005 (if not already done; 1 credit)</td>
<td>*Business Core</td>
<td>*Business Core</td>
<td>MKTG 3000/4000-level (if completing a conc.)</td>
</tr>
<tr>
<td>*Business Core</td>
<td>BUSN 3004W (2 credits)</td>
<td>*Business Core</td>
<td></td>
</tr>
<tr>
<td>*Business Core</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Business Core and Capstone – 30 credits

**Major Required Courses – 15 credits (18 credits with concentration)**

A maximum of three credits of MKTG 4881, 4882, or 4899 can be counted toward this requirement.

<table>
<thead>
<tr>
<th>Dept.</th>
<th>No.</th>
<th>Course Title</th>
<th>Credits</th>
<th>Dept.</th>
<th>No.</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>2001</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
<td>*MENT</td>
<td>3101</td>
<td>Managerial and Interpersonal Behavior</td>
<td>3</td>
</tr>
<tr>
<td>ACCT</td>
<td>2101</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
<td>MENT</td>
<td>4900R</td>
<td>Strategy, Policy &amp; Planning (Seniors only)</td>
<td>3</td>
</tr>
<tr>
<td>*BLAW</td>
<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>
<td>3</td>
</tr>
<tr>
<td>BUSN</td>
<td>3004WR</td>
<td>Business Writing and Communication</td>
<td>2</td>
<td>OPIM</td>
<td>3103</td>
<td>Business Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>BUSN</td>
<td>3005</td>
<td>Career Development in Business</td>
<td>3</td>
<td>OPIM</td>
<td>3104</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>*FNEC</td>
<td>3101</td>
<td>Financial Management</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Internships in Marketing

The Marketing Department offers two for-credit internship programs: Marketing (MKTG 4881) and Professional Sales (MKTG 4882). These internships are designed to provide students with professional experience in the world of marketing and sales, 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.

### Optional Concentration

**Digital Marketing and Analytics Concentration**

A grade of C or better in each of the following:

- MKTG 3661 (MKTG 3260, COMM 2000Q, or another research methods course is strongly recommended as preparation for MKTG 3661)
- MKTG 3665
- One 3 credit 3000/4000 level MKTG course

**Professional Sales Leadership Concentration**

A grade of C or better in each of the following:

- MKTG 3452
- MKTG 3454
- One 3 credit 3000/4000 level MKTG course

**Social Responsibility and Impact in Business Concentration**

A grade of “S” in a concentration course is also acceptable.

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Please check most recent Plan of Study document for updated Fall only/Spring only notes.