# Academic Planning Sheet

**B.S.B.A.**

**Business Management/Marketing Emphasis**

## Colorado State University – Pueblo

2010-2011 Catalog

### Advisors:

- **Janet Diaz**, Undergraduate Advisor
  - PHONE: 549-2155
  - EMAIL: janet.diaz@colostate-pueblo.edu

- **Lia Sissom**, MBA Director and Asst. to Dean/Chair
  - PHONE: 549-2175
  - EMAIL: lia.sissom@colostate-pueblo.edu

- **Kimberly Wharton**, Administrative Assistant
  - PHONE: 549-2142
  - EMAIL: kimberly.wharton@colostate-pueblo.edu

---

## Fall Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSAD 101</td>
<td>Business Careers</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ENG 101</td>
<td>English Composition I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MATH 121</td>
<td>College Algebra</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>General Education Course: Humanities</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gen Ed Course: Nat &amp; Phys Science (1course w/lab)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Semester Hours:** 15

## Spring Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS 103/104/105</td>
<td>PowerPoint, Excel, Access</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ENG 102</td>
<td>English Composition II</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ECON 201 or 202</td>
<td>Macro or Microeconomics</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Education Course: Humanities</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Education Course: Science with Lab</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Semester Hours:** 16

---

## Second Year

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 201</td>
<td>Financial Accounting</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSAD 265</td>
<td>Inferential Statistics</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>OR MATH 156</td>
<td>Introduction to Statistics</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Education Course: Humanities</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Education Course: History</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Semester Hours:** 15

## Third Year

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSAD 302</td>
<td>Ethics in Business</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BUSAD 360</td>
<td>Advanced Business Statistics</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Organizational Behavior</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MKTG 340</td>
<td>Principles of Marketing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Open Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Semester Hours:** 15

## Fourth Year

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 365</td>
<td>Management Information Systems</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MKTG 3/400-level Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open 3/400-level Business Elective</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Electives</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Semester Hours:** 15

---

The Academic Planning Sheet is designed as a guide for students planning their course selections. The information on this page provides only a suggested schedule. Actual course selections should be made with the advice and consent of an academic advisor. While accurately portraying the information contained in the college catalog, this form is not considered a legal substitute for that document. Students should become familiar with the catalog in effect at the time in which they entered the institution.

09/14/10
### General Education Requirements:  (36 semester hours)
- ENG 101: English Composition I (3)
- ENG 102: English Composition II (3)
- MATH 121: College Algebra (4)
- Humanities Courses (9)
- History Course (3)
- Social Sciences (6)
- ECON 201: Principles of Macroeconomics (3)
- ECON 202: Principles of Microeconomics (3)
- Natural and Physical Sciences Courses (8) (2 courses with labs)

### Major Skills Requirement:  (7 semester hours)
- CIS 103: PowerPoint and Web Publishing (1)
- CIS 104: Excel Spreadsheets (1)
- CIS 105: MS Access (1)
- MATH 221: Applied Calculus (4) *Note: a grade of C or better is required. Math 221 requires a prerequisite of Math 121 or the equivalent.

### Business Core Requirements:  (44 semester hours)
- ACCTG 201: Financial Accounting (3)
- ACCTG 202: Managerial Accounting (3)
- BUSAD 101: Business Careers and Opportunities (1)
- BUSAD 265: Inferential Statistics and Problem Solving (3)
- MATH 156: Introduction to Statistics
- BUSAD 270: Business Communications (3)
- ECON 201: Principles of Macroeconomics (3)
- ECON 202: Principles of Microeconomics (3)
- MGMT 201: Principles of Management (3)
- MGMT 301: Organizational Behavior (3)
- BUSAD 302: Ethics in Business (3)
- BUSAD 360: Advanced Business Statistics (3)
- FIN 330: Principles of Finance (3)
- MGMT 311: Operations & Quality Mgmt (3)
- MKTG 340: Principles of Marketing (3)
- MGMT 485: Management Policy & Strategy (3)
- BUSAD 493: Business Seminar (1)

(Courses italicized meet General Education requirements)

### Marketing Emphasis Requirements:  (24 semester hours)
- MKTG 348：Consumer Behavior (3)
- MGMT 365: Management Information Systems (3)
- MKTG 441: Marketing Strategies (3)
- MKTG 475: International Marketing (3)
- MKTG 3/400: Electives (6)
- Business Electives (300/400 level) (6)

### Open Elective Requirements:  (15 semester hours)

### Institutional Graduation Requirements:
- Total of 120 semester hours, minimum.
- Complete a minimum of 40 semester hours in upper-division courses.
- Overall cumulative grade point average of 2.00.
- A minimum of 60 semester hours must be earned from a four-year institution. Of these, a minimum of 30 semester hours of credit must be earned in residence.
- Of the last 30 semester credits earned immediately preceding graduation, no more than 15 may be completed at other colleges or universities.
- All other requirements as specified in the Catalog.

### Additional Major Graduation Requirements:
- A cumulative GPA of 2.00 in the major and Business Core is required.
- Students must complete no less than 30 semester hours in business at the 300/400 level in residence at CSU-Pueblo.
- All business majors are required to earn a C or better in all skills courses, Business Core, and 300/400-level major courses.

---

The Academic Planning Sheet is designed as a guide for students planning their course selections. The information on this page provides only a suggested schedule. Actual course selections should be made with the advice and consent of an academic advisor. While accurately portraying the information contained in the college catalog, this form is not considered a legal substitute for that document. Students should become familiar with the catalog in effect at the time in which they entered CSU-Pueblo.