**General Studies Requirements**
(General Studies must total at least 58 s.h.)

**FIRST-YEAR CORE:**

GST 110 - Global Experience (4 s.h.)

ENG 110 - College Writing (4 s.h.)

MTH 112 or 121 (4 s.h.) * Math 112

HED 111 - Contemp. Wellness Issues (2 s.h.)

**Experiential Learning Requirement (ELR):** (One Unit)

May be met by any one of the following:

- Internship
- Practicum
- Co-op
- Study abroad
- Student teaching
- Or an approved field-based course. Also may be met by
  service, leadership, or individualized learning experience.

**STUDIES IN THE ARTS AND SCIENCES:**
Transfer students with at least 18 semester hours of transfer credit must complete 32 hours total in Studies in the Arts and Sciences, but may have as few as 7 hours in one or more of the four Studies in the Arts and Sciences areas.

**Expression** ____________ (8 s.h.)

Eight hours chosen from at least two of the following:

- Literature (in English or foreign languages)
- Philosophy
- Fine arts (art, dance, music, music theater, and theater arts)

At least one course must be literature.

**Civilization** ____________ (8 s.h.)

Eight hours chosen from at least two of the following:

- History
- Foreign languages
- Religion

Or eight hours from foreign languages.

**Society** *ECO 201 ____________ (8 s.h.)

Eight hours chosen from at least two of the following:

- Economics
- Geography
- Political science
- Psychology
- Sociology

**Science** ____________ (Lab: ) *MTH 116 or 121 (8 s.h.)

Eight hours chosen from one or more of the following:

- Mathematics
- Science
- Computer science (must have the CSC department designation)

At least one course must be a physical or biological laboratory science.

**ADVANCED STUDIES** (Must be outside major.)

*ECO 301 ____________ (8 s.h.)

Eight hours of 300-400 level courses outside the major field chosen from departments and areas listed under Studies in the Arts and Sciences.

GST Interdisciplinary Seminar ____________ (4 s.h.)

[300-400 level GST course; requires junior/senior status.]

*Required in major; may count in General Studies.

**Major Requirements**

A minimum of 70-76 hours required. (At least 50% of the business credit hours required for the degree must be earned at Elon.)

___ *MTH 116 (4) – Applied Math with Calculus

**OR**

___ *MTH 121 (4) - Calculus & Analytic Geometry I

___ CIS 211 (4) – Management Information Systems

___ ACC 201 (4) – Principles of Financial Accounting

___ ACC 212 (4) – Principles of Managerial Accounting

___ *ECO 201 (4) - Principles of Economics

___ ECO 203 (4) - Statistics for Decision Making

(Prerequisite is *MTH 112)

___ BUS 221 (2) – Legal Environment of Business

___ BUS 202 (4) - Business Communication

___ BUS 311 (4) - Principles of Marketing

___ BUS 323 (4) - Principles of Management & Org. Behavior

___ FIN 343 (4) – Principles of Finance

___ *ECO 301 (4) - Business Economics

___ BUS 326 (4) – Operations Management

___ BUS 465 (4) - Business Policy

Complete one of the following concentrations:

**Finance** (16- s.h.):

___ (4) One 300/400 level course from the Studies in the Arts and Sciences offerings (Expression, Civilization, Society or Science). The 300/400 level Studies in the Arts and Sciences course must be taken in addition to the upper level GST and Advanced Study courses already required, and it may not “double count” for any other course in the student’s program of study. Advisors may assist students in selection of an appropriate course which should enhance the subject matter of the student’s concentration.

___ FIN 413 (4) – Advanced Managerial Finance

___ FIN 421 (4) - Investment Principles

___ FIN 419 (4) – Financial Services

**-OR-**

___ FIN 471 (4) - Seminar: Special Topics (Finance)

**Marketing** (16 s.h.)

___ (4) One 300/400 level course from the Studies in the Arts and Sciences offerings (Expression, Civilization, Society or Science). The 300/400 level Studies in the Arts and Sciences course must be taken in addition to the upper level GST and Advanced Study courses already required, and it may not “double count” for any other course in the student’s program of study. Advisors may assist students in selection of an appropriate course which should enhance the subject matter of the student’s concentration.

Select three (3) courses from the following:

- BUS 413 (3) – Integrated Marketing Communications
- BUS 414 (4) – Marketing Research
- BUS 415 (4) - Consumer Behavior
- BUS 416 (4) – Global Marketing
- BUS 417 (4) - Business-to-Business Marketing
- BUS 419 (4) – Sales Management

(…Concentrations continued on back…)
Management (16 s.h.):

(4) One 300/400 level course from the Studies in the Arts and Sciences offerings (Expression, Civilization, Society or Science). The 300/400 level Studies in the Arts and Sciences course must be taken in addition to the upper level GST and Advanced Study courses already required, and it may not “double count” for any other course in the student’s program of study. Advisors may assist students in selection of an appropriate course which should enhance the subject matter of the student’s concentration.

Choose three (3) of the following:

- BUS 424 (4) - Responsible Leadership
- BUS 425 (4) - Human Resource Management
- BUS 427 (4) - Organizational Behavior
- BUS 428 (4) - Advanced Organizational Behavior
- BUS 429 (4) - Entrepreneurship/Intrapreneurship
- BUS 430 (4) - International Business Management
- BUS 471 (4) - Seminar: Special Topics in Mgmt.

International Business (16 s.h.)

(4) BUS 416 (4) – Global Marketing
(4) BUS 430 (4) – International Business

Two 300/400 level courses should be selected from outside Business Administration. At least one of these must be from Studies in the Arts and Sciences course offerings (Expression, Civilization, Society, or Science). These courses must be taken in addition to the upper level GST and Advanced Study courses already required, and may not “double count” for any other courses in the student’s program of study. Advisors may assist students in the selection of appropriate courses which should enhance the subject matter of the IB Concentration. Courses selected are subject to approval by the IB coordinator.

Management Information Systems (20 s.h.)

(4) One 300/400 level course from the Studies in the Arts and Sciences offerings (Expression, Civilization, Society or Science). The 300/400 level Studies in the Arts and Sciences course must be taken in addition to the upper level GST and Advanced Study courses already required, and it may not “double count” for any other course in the student’s program of study. Advisors may assist students in selection of an appropriate course which should enhance the subject matter of the student’s concentration.

Choose three (3) of the following:

- CIS 216 (4) – Programming in a Visual Environment
- CIS 301 (4) – Database Management and Analysis
- CIS 465 (4) – MIS Strategies for e-Business

Select one (1) course from the following:

- CIS 325 (4) – Web Development
- CIS 330 (4) – Systems Analysis & Design

Intermediate proficiency in a modern foreign language is a concurrent requirement of the concentration. Proficiency can be demonstrated either by achieving an intermediate-mid level rating on an Oral Proficiency Interview (OPI) or a Simulated Oral Proficiency Interview (SOPI), by passing a modern foreign language course at the 221 level, or by placement in the language at or above the 222 level.