**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 or 212 (4 s.h.)*MTH 112 or 212
- 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, approved field-based course or documented service, leadership, or individualized learning experience.

**Foreign Language Requirement:**

Students must meet one of the following: placing beyond FL 122 on the CAPE placement test, completing a 122-level language course, completing a semester or summer in a university-approved program in a non-English speaking country with language study at the 122-level or above, scoring 4 or 5 on an Advanced Placement exam. Students are expected to complete this requirement by the end of their sophomore year.

**STUDIES IN THE ARTS AND SCIENCES:**

[Transfer students with at least 18 s.h. of transfer credit must complete 32 hours total in Studies in the Arts & Sciences, but may have as few as 7 hours in one or more of the four Studies in the Arts & 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, art history, dance, fine arts, music, music theatre, & theatre). At least one course must be literature.]
- **Civilization** [8 s.h.] [Eight hours chosen from at least two of the following: history, foreign languages, and religious studies. Students taking foreign language courses to meet Elon’s proficiency requirement may only apply 4 s.h. of that coursework toward Civilization.]
- **Society** *ECO 111* [8 s.h.] [Eight hours chosen from at least two of the following: economics, geography, political science, psychology, & sociology/anthropology.]
- **Science** (Lab: ) *MTH 116 or 121* [8 s.h.] [Eight hours chosen from one or more of the following: mathematics, science, and 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 70-78 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 111 (4) - Principles of Economics
___ ECO 203 (4) - Statistics for Decision Making
  (Prerequisite is *MTH 112 or 212)
___ 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
___ LSB 382 (0) – Prof. Work Exp. OR LSB 381 (1-4) Internship in Bus. OR BUS 481 (1-8) Internship in Bus. Administration

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 enhancethe subject matter of the student’s concentration.

___ FIN 413 (4) - Advanced Managerial Finance
___ FIN 421 (4) - Investment Principles
___ FIN 419 (4) - Financial Services
___ 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 enhancethe subject matter of the student’s concentration.

___ BUS 414 (4) – Marketing Research

Select two (2) courses from the following:

- BUS 413 (4) – Integrated Marketing Communications
- BUS 415 (4) – Consumer Behavior
- BUS 416 (4) – Global Marketing
- BUS 417 (4) – Business-to-Business Marketing
- BUS 419 (4) – Sales Management
- BUS 473 (4) – Special Topics in Marketing

(…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 Improvement  
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) 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.

Take the following three (3) courses in sequence

BUS 341 (4) – EEA1: New Business Concepts and Market Justifications (fall of junior year)
BUS 342 (4) – EEA2: Writing & Defending the Business Plan (spring of junior year)
BUS 441 (4) – EEA3: New Enterprise Start-Up & Operations (fall of senior year)

Note: EEA is an acronym for the Elon Enterprise Academy

Entrepreneurship (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.

Two (8 s.h.) 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.

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.