Elon Core Curriculum (56-60 sh)

FIRST-YEAR FOUNDATIONS:

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

ENG 110 - Writing: Argument & Inquiry (4 s.h.) (C- or better required for graduation)

MTH 110 or 151 or 220 (4 s.h.)

Experiential Learning Requirement (ELR – 2 units required):

Included in experiential learning are study abroad, research, service-learning, leadership, internships, (including co-ops, teaching, and practicum), or other courses or experiences with ELR designation.

World Language Requirement:

Students must meet one of the following: (a) complete a language course numbered 122 or higher at Elon, or receive transfer or study abroad credit for the same; (b) place into a language course numbered 200 or above upon arriving at Elon, using a department of world languages approved placement instrument; (c) score a 4 or 5 on an AP language exam or similar exam. Each student must take the language placement test by October 1 of his or her first full year at Elon. Students are allowed two tries; the higher score is counted. That score stands and may not be repeated by later testing. Consideration for Phi Beta Kappa membership requires completion of one intermediate world language course, placement beyond that level or equivalent proficiency.

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 world 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, world languages, and religious studies.]

Society *ECO 111 _______________________ (8s.h.)

[Eight hours chosen from at least two of the following: economics, geography, human service studies, political science, psychology, & sociology/anthropology.]

Science/Analysis (Lab: __) *MTH 116 or 151 (8s.h.)

[Eight hours chosen from one or more of the following: mathematics/statistics, science, computer science and information science. 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 coursework outside the major field and chosen from areas under Studies in the Arts and Sciences.]

COR Interdisciplinary Capstone Seminar _____ (4 s.h.)

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

Major Requirements

A minimum of 73-76 hours required.

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

-OR-

___*MTH 151 (4) - Calculus 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

* (If taken first, MTH 220 can substitute for ECO 203)

___BUS 221 (4) – Legal and Ethical Environment of Business

___BUS 202 (4) - Business Communication

___MKT 311 (4) - Principles of Marketing

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

___FIN 343 (4) - Principles of Finance

___BUS 326 (4) – Operations and Supply Chain Management

___BUS 465 (4) - Business Policy

___BUS 381 (1-4) Internship in Business

___ECO 301 (4) – Business Economics

___MKT 414 (4) – Marketing Research

Marketing Electives - choose three from:

MKT 412 (4) – New Products Development & Branding

MKT 413 (4) – Integrated Marketing Communications

MKT 415 (4) – Consumer Behavior

MKT 416 (4) – Global Marketing

MKT 417 (4) – Business-to-Business Marketing

**MKT 418 (4) – Professional Selling

**MKT 419 (4) – Sales Management

MKT 420 (4) – Customer Relationship Management

MKT 473 (4) – Special Topics in Marketing

Any course (NOT limited to LSB courses) preapproved by the Chair of the Management Dept

** Marketing majors who choose to pursue a focus in Sales must take MKT 418 and MKT 419 as two of their three electives. These students are strongly advised to complete their internship in the area of professional sales.

___Major Total (s.h.)

Notes on minors and double majors:

Students majoring in Entrepreneurship, Finance, International Business, Management, Marketing or Accounting are not allowed to declare a minor in Business Administration.

For students double majoring in two BSBA majors, a course that is eligible to count for two majors can only count towards one. For example, MGT 423 can count towards the MGT major and the ENT minor. If a student is double majoring in MGT and ENT and takes MGT 423, this course can count toward the MGT or ENT major, but not both. However, we do allow a student to double count a course in BSBA major and a minor. For example, a student majoring in MGT and minoring in ENT can have MGT 423 count for both the major and the minor.