BBA in Business Management

Four-Year Plan of Upper Division Courses

COMPLETE DEGREE at STARK

Yellow cells correspond to GPS Roadmap recommendations for junior year. **Orange cells** to senior year recommendations. **Green cells** correspond to college elective recommended semesters. Courses listed are planned for both years of a cell unless denoted otherwise.

Night sections are in **bold**. Classes listed in *italics* include a *V1, V2,* or *V3* web component: *V1 = 100% online, asynchronous (no set meeting times); V2 = 100% online, some (or all) set meeting times; V3 = blended: min 50% online (asynchronous) with max 50% set in-person meetings.*

Course Number	Course Name	Fall 2017 Fall 2019	Spring 2016 Spring 2018	Fall 2016 Fall 2018	Spring 2017 Spring 2019
GENERAL BUSINESS REQUIREMENTS (12 hrs. required)					
ENG 30063 BUS 30123	**Bus. & Prof. Writing** *or* **Professional Bus. Practices**	TBD	TBD	TBD	TBD
FIN 36053	**Business Finance**	MW 800-915a **T 700-940p**	MW 800-915a **W 700-940p**	MW 800-915a **T 700-940p**	MW 800-915a **W 700-940p**
M&IS 34060	**Operations Mgmt.** *(30 Fine Arts req'd)*	TR 800-915a *Web Section (V1)* *Web Section (V1)*	TR 1230-145p **W 700-940p** *Web Section (V1)*	TR 800-915a *Web Section (V1)* *Web Section (V1)*	TR 1230-145p **W 700-940p** *Web Section (V1)*
M&IS 44285	**Integ. Bus. Policy & Strategy**	TR 1230-145p *TBD--Web Section (V1 or V3)*	**T 700-940p** Spring 2016: ***R 825-940p (V3)*** *Meets occasionally, as on FlashLine*	TR 1230-145p *TBD--Web Section (V1 or V3)*	**T 700-940p** *TBD--Web Section (V1 or V3)*
MAJOR REQUIREMENTS (18 hrs. required)					
M&IS 34165	**Dynamics of Leadership**	MW 930-1045a	TR 930-1045a **MW 530-645p**	MW 930-1045a	TR 930-1045a **MW 530-645p**
M&IS 34180	**Human Resource Mgmt.**	MW 11-1215p **TR 530-645p**	TR 330-445p	MW 11-1215p ***R 530-645p (V3)*** *Meets weekly*	TR 330-445p
M&IS 44062	**Supply Chain Mgmt.**	M 200-440p	M 200-440p **R 700-940p**	M 200-440p	M 200-440p **R 700-940p**
M&IS 44152	**Collaborative Project Mgmt.** *(30 Fine Arts req'd)*	**M 700-940p** *Web Section (V1)*	MW 930-1045a	**M 700-940p** *Web Section (V1)*	MW 930-1045a
M&IS 44163	**Global Bus Mgmt.** *(writing intensive, 20 max)*	**W 700-940p** *TBD--Web Section (V1 or V3)*	MW 200-315p Spring 2016: ***R 700-815p (V3)*** *Meets occasionally, as on FlashLine*	**W 700-940p** *TBD--Web Section (V1 or V3)*	MW 200-315p *TBD--Web Section (V1 or V3)*
M&IS 44392	**Business Consulting** *(computer room req'd)*	MW 800-915a	TR 200-315p **TR 530-645p**	MW 800-915a	TR 200-315p **TR 530-645p**
MAJOR ELECTIVES (6 hrs. required)					
M&IS 34054	**Using IS for Bus Problems** *(30 Fine Arts req'd)*	MW 330-445p	***R 530-645p (V3)*** *Meets weekly*	MW 330-445p	***R 530-645p (V3)*** *Meets weekly*
M&IS 34185	**Indiv. & Group Behavior**	**R 700-940p**	TR 1100-1215p	**R 700-940p**	TR 1100-1215p
COLLEGE ELECTIVES (6 hrs. required) *(Need two courses total, maximum of one in each discipline.)*					
Accounting (0 or 3 hrs.)					
ACCT 33063	Cost Accounting	TR 1100-1215p	**MW 530-645p**	TR 1100-1215p	**MW 530-645p**
Economics (0 or 3 hrs.)					
ECON 32025	**Money, Credit & Banking**	TR 200-315p	**M 700-940p**	TR 200-315p	**M 700-940p**
ECON 32082	**Intro to Managerial Econ**	TR 930-1045a	MW 1100-1215pm	TR 930-1045a	MW 1100-1215pm
Finance (0 or 3 hrs.)					
FIN 36058	**The Financial System**	**M 700-940p**	TR 930-1045a	**M 700-940p**	TR 930-1045a
Marketing (0 or 3 hrs.) *(Students pursuing a minor in marketing should select a marketing course as a college elective.)*					
MKTG 35035	**Consumer Behavior #**	See page two	See page two	See page two	See page two
MKTG 45045	**Advertising and Promotion**				
MKTG 45046	**Personal Selling**				

 # Formal approval to substitute this course is required.

Revised: 9/29/2015 *This document guides the Stark Campus business program's quest to meet student needs. Changes are not taken lightly but do occur, so please check it regularly.*

Kent State University at Stark

Marketing Minor
Plan of Upper Division Courses

The marketing minor requires 18 credit hours or six courses in total. **Students pursuing a BBA in business management can earn a marketing minor within the 121 hours required for the management major.** In other words, students can earn a major and a minor without additional cost or coursework.

Night sections are in **bold**. Courses in *italics* have an online component. NOTE: Mktg. classes are more tentative, contact Prof. Thacker for details.

Course Number	Course Name	Fall 2015	Spring 2016	Fall 2016	Spring 2017
REQUIRED COURSE (9 hrs. required)					
ECON 22060	**Micro Economics ******	Day & Night	Day & Night	Day & Night	Day & Night
MKTG 25010	**Principles of Marketing ****	Day & Night	Day & Night	Day & Night	Day & Night
MKTG 35035	**Consumer Behavior**	**MW 530-645p**	TR 1230 – 145p	Afternoon	**Evening**
ELECTIVE COURSES (9 hrs. required)					
ENTR 27056	**Intro to Entrepreneurship**	On-line	On-line	On-line	On-line
MKTG 35050	**Marketing Research**	TR 1100-1215p	TR 1100-1215p	TR 1100-1215p	TR 1100-1215p
MKTG 45045	**Advertising and Promotion**	TR 200-315p	*W 530 -645p (V3)* Meets weekly	Morning	**Evening**
MKTG 45046	**Personal Selling**	MW 1100-1215p	MW 930 – 1045a	**T evening**	MW 930-1045a
MKTG 45060	**International Marketing**		MW 200-345p	MW morning	TR afternoon
MKTG 45082	**Service, Retail, Web Mktg.**	MW 1230-145p	-	TR morning	TR afternoon
MKTG 45091	**Marketing Seminar**				

(** courses are required in the business management major, Grey shaded courses are possible business management electives.)

Additional Business Minors Available

It may be possible to complete one of the business minors below with as few as one non-Stark Campus course, which might be offered online, while staying within the required 121 credit hours. Consult an academic advisor to find the best path for your interests. Search all minors offered in the KSU system here.

Accounting

Business   *(Complete Minor @ Stark)*

Computer Information Systems

Economics

Entrepreneurship

Finance

Healthcare Systems Mgmt.

Human Resources Mgmt.

International Business **

Joint Military Studies

Management for Business Majors   *(Complete Minor @ Stark)*

Management for Non-Business Majors   *(Complete Minor @ Stark)*

Marketing   *(Complete Minor @ Stark)*

**This minor can be completed with only one non-Stark Campus course, which is available online. Consult an academic advisor to find out how. Schedule your appointment here.

Non-Business Minors at Stark

All the non-business minors below can be completed in their entirety at the Stark Campus. Consult an academic advisor to find out how you can leverage your interests in another area and earn a minor to open avenues for your future success.

Applied Mathematics

Audio Recording

Biological Sciences

Communication Studies

Computer Science

Criminology & Justice Studies

English

Fine Art

Geography

Geology

History

Interpersonal Comm.

LGBT Studies

Mathematics

Music

Music Technology

Org. Communication

Philosophy

Political Science

Pre-Law

Psychology

Sociology

Women's Studies

World Music

Writing