

BACHELOR OF ARTS GRADUATION REQUIREMENTS

1. Complete a minimum of 120 credit hours of study, at least 60 of which or at least the last two full-time semesters before graduation are at SVU. No more than 9 credit hours will be granted for internship courses.
2. Complete all general education requirements.
3. Complete all requirements of at least one major.
4. Earn a minimum grade point average of 2.00 on all course work taken at the University.
5. Comply with all University standards, regulations, and procedures, from the date of matriculation through the date of final graduation.

BACHELOR'S DEGREE GENERAL EDUCATION REQUIREMENTS (44-58 credit hours)

Writing and Computer Skills (4)

1. ENG 120 College Composition (3)
2. ISD 103 Technology Tools (1) (waived for students who demonstrate comparable skills)
3. Advanced Writing: a paper of at least 3000 words that (a) is written for an upper-division Advanced Writing course, (b) satisfies the style standard in the course's discipline, and (c) accounts for the comments of the instructor

Foreign Language (0-14)

1. Second language proficiency at the intermediate level as demonstrated through completion of a fourth semester foreign language course (202) or above, or through assessment test results. Students with some background in a second language who wish to continue in that language at SVU must take a placement test to determine whether to enroll in 101, 102, 201, 202, or above.

Cultural Heritage (18)

1. One member of each of the following pairs (9 credit hours):
ENG 210 & 215 Literature of Western Civilization
HIS 210 & 215 Western Civilization
PHI 210 & 215 History of Philosophy
2. One member of either of the following pairs (3 credit hours):
ART 210 & 215 Art History
MUS 210 & THE 215 Music & Theatre History
3. Both members of one of the above five pairs (an additional 3 credit hours)
4. HIS 220 American Civilization I (3)

Natural Sciences and Mathematics (10)

1. One general education physical science course from chemistry or physics (3-4)
2. One general education life science course from biology (3-4)
3. One of the general education physical or life science courses must have a laboratory component.
4. One general education mathematics course (or PHI 223 Introduction to Logic: see course description) (3)

Skills for Life (6)

1. Four SER service courses (2) (1 course waived for transfer students with 30-59 credit hours at entry to SVU; 2 courses waived for those with 60 or more credit hours at entry.)
2. Three PER physical activity courses (3)
3. PER 143 Health & Wellness (1)

Electives (6)

1. Two general education courses (3-4 credit hours each) **preferably outside of the major** in addition to those used to satisfy requirements in other general education categories

BUSINESS MANAGEMENT AND LEADERSHIP MAJOR REQUIREMENTS (42 credit hours)

The business management and leadership major gives students an understanding of the fundamental economic and organizational principles, theories, and practices that comprise the historical and modern business world. It enables students to influence and contribute more fully to the business world and to society as a whole through virtuous, intelligent, and effective decision-making and leadership.

Program Coordinator: Prof. Todd Brotherson

Major Requirements (48 credit hours)

Core I (15 credit hours):

- BUS 201 Introduction to Financial Accounting (3)
- BUS 207 Introduction to Business (GE) (3)
- ECN 210 Principles of Microeconomics (GE) (3)
- ECN 215 Principles of Macroeconomics (GE) (3)
- MAT 221 Statistics (GE) (3)

Core II (15 credit hours):

- BUS 301 Business Law (3)
- BUS 323 Organizational Communication (3)
- BUS 333 Principles of Marketing (3)
- BUS 343 Principles of Organization & Leadership (3)
- BUS 363 Managerial Finance (3)

Capstone (3 credit hours to be taken in the senior year):

- BUS 470 Strategic Management (3)

Electives (an additional 15 credit hours or more from the following):

- BUS 202 Introduction to Managerial Accounting (3)
- BUS 275R Topics in Business (Var.) as aprvd by prog coord
- BUS 345 Human Resource Management (3)
- BUS 367 Risk Management and Insurance (3)
- BUS 375R Topics in Business (Var.)
- BUS 385R Directed Study in Business (Var.)
- BUS 404 International Business (3)
- BUS 407 Entrepreneurship & Small Business Mgmt. (3)
- BUS 408 Investments: Securities & Markets (3)
- BUS 414 Leadership & Influence (3)
- BUS 431 Advertising and Promotion (3)
- BUS 433 Strategic Marketing Management (3)
- BUS 434 Consumer Behavior (3)
- BUS 435 Sales and Sales Management (3)
- BUS 436 Retailing and Merchandising (3)
- BUS 437 Marketing Research (3)
- BUS 438 eCommerce (3)
- BUS 463 Advanced Financial Management (3)
- ECN 275R Topics in Economics (Var.) as aprvd by prog coord
- ECN 310 Intermediate Microeconomics (3)
- ECN 315 Intermediate Macroeconomics (3)
- ECN 375R Topics in Economics (Var.)
- PHI 340 Ethics (3)

Additional Requirement: Majors must satisfy the requirements of one of the following emphases: General Business: BUS 202 and 345; Marketing: BUS 433, 437, and at least two from among any 375R topics courses in marketing and 431, 434, 435, and 436; Finance: Mat 241 as a general education course, BUS 202, 408, 463, and either 367 or any 375R topics course in finance.