

Course No.	Course Title	Credits	Co/Pre-Req	Year / Semester Taken
<input type="checkbox"/> ACCT 215	Principles of Accounting I	3	Pre-Req: MATH 109	
<input type="checkbox"/> BUS 100	The Contemporary Workplace	3	Co-Req: WRIT 101	
<input type="checkbox"/> BUS 210	Marketing	3	Pre-Req: WRIT 101 or WRIT 201	
<input type="checkbox"/> BUS/PSYCH 316	Organizational Behavior	3	Pre-Req: WRIT 102 or WRIT 201 and any one of the following: BUS 100, PSYCH 101, PSYCH 102	
<input type="checkbox"/> BUS 403	Strategic Management	3	Pre-Req: BUS 210,316, IT 330 & ECO 210 or 213 & completion of 89 credits. Business Majors only.	
<input type="checkbox"/> IT 330	Business Management and Information Technology	3	Pre-Req: BUS 100, ACCT 215 & BUS 210, either ECO 210 or ECO 213, & Majors only.	

**Business Concentration – Select (1) of the following:**

A. LEADERSHIP CONCENTRATION (21 credits)				B. SOCIAL ENTREPRENEURSHIP CONCENTRATION (21 credits)			
<input type="checkbox"/>	BUS 231 Leadership	3		<input type="checkbox"/>	BUS 207 Entrepreneurship	3	
<input type="checkbox"/>	ECO 210 <b>OR</b> ECO 213 Macro/Micro	3		<input type="checkbox"/>	BUS 277 The Legal Environment of Business	3	
<input type="checkbox"/>	BUS 277 Legal Environment of Bus	3		<input type="checkbox"/>	BUS 324 Entrepreneurial Finance	3	
<input type="checkbox"/>	BUS 321 Business & Society (EP)	3		<input type="checkbox"/>	BUS 335 Digital Marketing	3	
<input type="checkbox"/>	PHIL 324 Business Ethics (EP) <b>OR</b> BUS 303 Business Law II (UP, EP)	3		<input type="checkbox"/>	ECO 210 <b>OR</b> ECO 213 Macro/Micro	3	
<p><b>Select (2) courses from the following list:</b></p> <p>ACCT 217 Principles of Accounting II      BUS 327 Retail Management                      ACCT 324 Intermediate Managerial Accounting      BUS 311 Visual Merchandising                      ACCT 325 Income Taxation of Individuals      BUS 335 Digital Marketing                      ACCT 328 Financial Statement Analysis      BUS/ECO 351 International Business (IP)                      ACCT 332 Forensic Accounting (EP)      BUS 352 International Marketing (IP)                      BUS 200 Management      COMM 250 Intro to Organizational Comm.                      BUS 207 Entrepreneurship      COMM 344 Advocacy and Social Movements                      BUS/COMM 232 Advertising      ENV/PHIL 306 Environmental Ethics (EP)                      BUS 293 Public Relations      PHIL 347 Contemporary Ethical Issues (EP)                      BUS/COMM 306 Advertising &amp; Society (CP, UP)      PS 355 Green Political Thought (EP)                      PHR/SOC 361 Cultural and Social Change</p>				<p><b>Select (2) courses from the following list:</b></p> <p>ACCT 217 Principles of Accounting II      BUS 352 International Marketing (IP)                      ACCT 324 Intermediate Managerial Accounting      BUS 357 International Finance                      ACCT 325 Income Taxation of Individuals      BUS/ECO 351 International Business (IP)                      ACCT 328 Financial Statement Analysis      COMM 250 Intro to Organizational Comm.                      ACCT 332 Forensic Accounting (EP)      COMM 344 Advocacy and Social Movements                      BUS 223 Introduction to Investments      ENV/PHIL 306 Environmental Ethics (EP)                      BUS 225 The Business of Fashion      PHIL 347 Contemporary Ethical Issues (EP)                      BUS/COMM 232 Advertising      PHIL 324 Business Ethics (EP)                      BUS 293 Public Relations      PS 355 Green Political Thought (EP)                      BUS/COMM 306 Advertising and Society (CP,UP)      MUS 208 The Business of Music                      BUS 327 Retail Management      THTR 226 The Business of Broadway                      BUS 311 Visual Merchandising</p>			
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
<input type="checkbox"/>		3		<input type="checkbox"/>		3	

C. MEDIA AND ARTS MANAGEMENT CONCENTRATION (21 credits)				D. ECONOMICS CONCENTRATION (21 credits)			
<input type="checkbox"/>	ART/DANC/THTR 290 History & Mission of Arts Institutions	3		<input type="checkbox"/>	ECO 210 Principles of Macroeconomics	3	
<input type="checkbox"/>	ART/DANC/THTR 392 Fundraising & Marketing for the Arts	3		<input type="checkbox"/>	ECO 213 Principles of Microeconomics	3	
<input type="checkbox"/>	BUS 335 Digital Marketing	3		<input type="checkbox"/>	ECO/IS 317 International Economics (IP)	3	
<input type="checkbox"/>	COMM 395 Media, Law & Ethics (EP) <b>OR</b> BUS 277 Legal Environ. of Business	3		<input type="checkbox"/>	BUS/ECO 351 International Business (IP)	3	
<input type="checkbox"/>	ECO 210 <b>OR</b> ECO 213 Macro/Micro	3		<input type="checkbox"/>	ECO 375 Money, Banking & Financial Markets (UP)	3	
<p><b>Select (2) courses from the following list:</b></p> <p>ART 210 Digital Imaging I      BUS 327 Retail Management                      ART 237 Graphic Design I      BUS 313 Sales Management                      ART 316 Digital Illustration      BUS 324 Entrepreneurial Finance                      ART 320 History of Museums and Collections      BUS 352 International Marketing (IP)                      ART 352 3-D Animation      BUS 378 Consumer Behavior                      BUS 207 Entrepreneurship      COMM 225 New Media Techniques                      BUS/COMM 232 Advertising      COMM 309 Arts &amp; Media Reporting &amp; Criticism                      BUS 293 Public Relations      MUS 208 The Business of Music                      BUS/COMM 306 Advertising &amp; Society (CP, UP)      THTR 226 The Business of Broadway                      BUS 311 Visual Merchandising</p>				<p><b>Select (2) courses from the following list:</b></p> <p>BUS 223 Introduction to Investments      ECO/IS/PS 350 Comparative Economics                      BUS 224 Statistics for Business      HIST 220 Modern Europe                      BUS 324 Entrepreneurial Finance      HIST/IS 238 Modern China                      BUS 327 Retail Management      HIST/IS 239 Modern Japan                      BUS 357 International Finance      HIS/IS 374 History of the People's Republic of China (IP)                      ECO 227 Work in America                      ECO/IS 306 Development &amp; Global Change</p>			
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
<input type="checkbox"/>		3		<input type="checkbox"/>		3	

E. FASHION MARKETING CONCENTRATION (21 credits)				F. ADVERTISING AND PROMOTION CONCENTRATION (21 CREDITS)			
<input type="checkbox"/>	BUS 225 The Business of Fashion	3		<input type="checkbox"/>	BUS/COMM 232 Advertising	3	
<input type="checkbox"/>	BUS 277 The Legal Environment of Business	3		<input type="checkbox"/>	BUS 293 Public Relations	3	
<input type="checkbox"/>	BUS 335 Digital Marketing	3		<input type="checkbox"/>	BUS 277 The Legal Environment of Business	3	
<input type="checkbox"/>	BUS 331 Fashion Marketing & Branding	3		<input type="checkbox"/>	BUS 335 Digital Marketing	3	
<input type="checkbox"/>	ECO 213 Principles of Microeconomics	3		<input type="checkbox"/>	ECO 213 Principles of Microeconomics	3	
<p><b>Select (2) courses from the following list:</b></p> <p>AIP 342 Fashion, History &amp; Society (CP)      BUS 345 Marketing Research                      ART 210 Digital Imaging I      BUS 311 Visual Merchandising                      ART 237 Graphic Design I      BUS 352 International Marketing (IP)                      BUS 207 Entrepreneurship      BUS 378 Consumer Behavior                      BUS/COMM 232 Advertising      COMM 225 New Media Techniques                      BUS 293 Public Relations      COMM 333 Fashion, Media &amp; Culture                      BUS/COMM 306 Advertising &amp; Society (CP, UP)      COMM 318 Fashion Journalism                      BUS 313 Sales Management      THTR 266 Costume Construction                      BUS 327 Retail Management      THTR 303 Costume Design                      BUS 329 The Social Psychology of Dress (CP)      DANC 230 Costume for Dance</p>				<p><b>Select (2) courses from the following list:</b></p> <p>ACCT 217 Principles of Accounting II      BUS 331 Fashion Marketing and Branding                      ACCT 324 Intermediate Managerial Accounting      BUS 311 Visual Merchandising                      ECO 210 Principles of Macroeconomics      BUS 345 Marketing Research                      BUS/ECO 351 International Business      BUS 352 International Marketing (IP)                      BUS 207 Entrepreneurship      BUS 378 Consumer Behavior                      BUS 225 The Business of Fashion      ART 210 Digital Imaging I                      BUS 303 Business Law II      ART 237 Graphic Design I                      BUS 313 Sales Management      ART 316 Digital Illustration                      BUS/COMM 306 Advertising &amp; Society (CP, UP)      MUS 208 The Business of Music                      BUS 327 Retail Management      THTR 226 The Business of Broadway</p>			
<input type="checkbox"/>		3		<input type="checkbox"/>		3	
<input type="checkbox"/>		3		<input type="checkbox"/>		3	

<b>Business Major</b>	<b>39</b>
<b>Electives</b>	<b>39</b>
<b>Total Number of Credits Required for Graduation</b>	<b>120</b>

**BUSINESS DIVISION**  
**8 Semester Academic Plan**  
**B.A. BUSINESS CONCENTRATION: MEDIA & ARTS MANAGEMENT**

*(Note: Courses with an \* should be taken in the semester indicated)*

<b>Freshman Year- Review your degree requirements; consider adding a minor</b>			
<b>Fall:</b>	<b>Credits</b>	<b>Spring:</b>	<b>Credits</b>
WRIT 101 Writing Seminar I or WRIT 201	3	WRIT 102 Writing Seminar II (or elective course if WRIT 201 was taken)	3
MATH 113 Quantitative Reasoning (or higher)	3	DS Course	3
NYC Seminar (DS Course) - if a business course does not count as such <sup>1</sup>	3	DS Course	3
DS Course	3	ACCT 215 Principles of Accounting I	3
BUS 100 The Contemporary Workplace	3	BUS 210 Marketing	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<b>Sophomore Year- Begin to explore internships or study abroad opportunities</b>			
<b>Fall:</b>	<b>Credits</b>	<b>Spring:</b>	<b>Credits</b>
DS Course	3	Arts Mgmt Elective	3
Arts Mgmt Elective	3	Elective/Internship	3
BUS 277 Legal Environment of Business or COMM 395 Media Law and Ethics	3	BUS 316 Organizational Behavior	3
Eco 210/213 Principles of Macro/Microeconomics	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<b>Junior Year- Meet with Career Services or your Advisor to begin exploring graduate school and/or job market opportunities</b>			
<b>Fall:</b>	<b>Credits</b>	<b>Spring:</b>	<b>Credits</b>
AIP Course	3	AIP Course	3
Art/Danc/ Thtr 290 Hist and Mission of Arts *	3	AIP Course	3
BUS 335 Digital Marketing	3	Art/Danc/Thtr 392 Fundraising and Marketing of the Arts *	3
IT 330 Bus Mgmt and InfoTech.	3	Elective/Internship	3
Elective/Internship	3	Elective/Minor Course	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<b>Senior Year- Review your graduation requirements; begin applying for jobs and/ or graduate school</b>			
<b>Fall:</b>	<b>Credits</b>	<b>Spring:</b>	<b>Credits</b>
AIP Course	3	AIP Course	3
AIP Course	3	Elective/Internship	3
BUS 403 Strategic Management	3	Elective/Minor Course	3
Elective or Internship	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

## Important Notes:

This plan may be subject to change, due to curriculum changes, course availability or advisor modification.

- Since some of the courses have prerequisites, the specific program should be arranged in close collaboration with a business faculty advisor.
- A student receiving a grade of D or below in a required or elective course for the major must repeat the course.
- Business (B.A.) majors must pass MATH 113 with at least a C minus or pass a higher –level math course.
- Elective credits must be chosen such that a total of 90 credits are in the liberal arts.  
 Business majors in the fashion marketing concentration may not minor in fashion studies; business majors with a social entrepreneurship concentration may not double major in entrepreneurship, business majors with an advertising and promotion concentration may not double major in marketing; business majors in the leadership concentration may not double major in management

<sup>1</sup> There are certain Business courses that are cross-listed as NYC seminars. These courses fulfill both requirements