

| Course No.  | Course Title  | Credits | Co/Pre-Req   | Year / Semester Taken                           |   |
|---|---|---------|--|---|---|
| <input type="checkbox"/>  | ACCT 215  | 3       | Pre-Req: MATH 109  |   |   |
| <input type="checkbox"/>  | BUS 100   | 3       | Co-Req: WRIT 101   |   |   |
| <input type="checkbox"/>  | BUS 210   | 3       | Pre-Req: WRIT 101 or WRIT 201  |   |   |
| <input type="checkbox"/>  | BUS/PSYCH 316   | 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   | 3       | Pre-Req: BUS 210, 316, IT 330 & ECO 210 or 213 & completion of 89 credits. Business Majors only.   |   |   |
| <input type="checkbox"/>  | IT 330  | 3       | Pre-Req: BUS 100, ACCT 215 & BUS 210, either ECO 210 or ECO 213, & Majors only.  |   |   |
| <b>Business Concentration – Select (1) of the following:</b>  |   |         |  |   |   |
| <b>A. LEADERSHIP CONCENTRATION (21 credits)</b>   |   |         | <b>B. SOCIAL ENTREPRENEURSHIP CONCENTRATION (21 credits)</b>   |   |   |
| <input type="checkbox"/>  | BUS 231 Leadership  | 3       | <input type="checkbox"/>   | BUS 207 Entrepreneurship                        | 3 |
| <input type="checkbox"/>  | ECO 210 <u>OR</u> 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) <u>OR</u><br>BUS 303 Business Law II (UP, EP)       | 3       | <input type="checkbox"/>   | ECO 210 <u>OR</u> ECO 213 Macro/Micro           | 3 |
| <b>Select (2) courses from the following list:</b>  |   |         | <b>Select (2) courses from the following list:</b>   |   |   |
| ACCT 217 Principles of Accounting II<br>ACCT 324 Intermediate Managerial Accounting<br>ACCT 325 Income Taxation of Individuals<br>ACCT 328 Financial Statement Analysis<br>ACCT 332 Forensic Accounting (EP)<br>BUS 200 Management<br>BUS 207 Entrepreneurship<br>BUS/COMM 232 Advertising<br>BUS 293 Public Relations<br>BUS/COMM 306 Advertising & Society (CP, UP)   |   |         | ACCT 217 Principles of Accounting II<br>ACCT 324 Intermediate Managerial Accounting<br>ACCT 325 Income Taxation of Individuals<br>ACCT 328 Financial Statement Analysis<br>ACCT 332 Forensic Accounting (EP)<br>BUS 223 Introduction to Investments<br>BUS 225 The Business of Fashion<br>BUS/COMM 232 Advertising<br>BUS 293 Public Relations<br>BUS/COMM 306 Advertising and Society (CP, UP)<br>BUS 327 Retail Management<br>BUS 311 Visual Merchandising |   |   |
| BUS 327 Retail Management<br>BUS 311 Visual Merchandising<br>BUS 335 Digital Marketing<br>BUS/ECO 351 International Business (IP)<br>BUS 352 International Marketing (IP)<br>COMM 250 Intro to Organizational Comm.<br>COMM 344 Advocacy and Social Movements<br>ENV/PHIL 306 Environmental Ethics (EP)<br>PHIL 347 Contemporary Ethical Issues (EP)<br>PS 355 Green Political Thought (EP)<br>PHR/SOC 361 Cultural and Social Change |   |         | BUS 352 International Marketing (IP)<br>BUS 357 International Finance<br>BUS/ECO 351 International Business (IP)<br>COMM 250 Intro to Organizational Comm.<br>COMM 344 Advocacy and Social Movements<br>ENV/PHIL 306 Environmental Ethics (EP)<br>PHIL 347 Contemporary Ethical Issues (EP)<br>PHIL 324 Business Ethics (EP)<br>PS 355 Green Political Thought (EP)<br>MUS 208 The Business of Music<br>THTR 226 The Business of Broadway                    |   |   |
| <input type="checkbox"/>  |   | 3       | <input type="checkbox"/>   |   | 3 |
| <input type="checkbox"/>  |   | 3       | <input type="checkbox"/>   |   | 3 |
| <b>C. MEDIA AND ARTS MANAGEMENT CONCENTRATION (21 credits)</b>  |   |         | <b>D. ECONOMICS CONCENTRATION (21 credits)</b>   |   |   |
| <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) <u>OR</u><br>BUS 277 Legal Environ. of Business | 3       | <input type="checkbox"/>   | BUS/ECO 351 International Business (IP)         | 3 |
| <input type="checkbox"/>  | ECO 210 <u>OR</u> ECO 213 Macro/Micro   | 3       | <input type="checkbox"/>   | ECO 375 Money, Banking & Financial Markets (UP) | 3 |
| <b>Select (2) courses from the following list:</b>  |   |         | <b>Select (2) courses from the following list:</b>   |   |   |
| ART 210 Digital Imaging I<br>ART 237 Graphic Design I<br>ART 316 Digital Illustration<br>ART 320 History of Museums and Collections<br>ART 352 3-D Animation<br>BUS 207 Entrepreneurship<br>BUS/COMM 232 Advertising<br>BUS 293 Public Relations<br>BUS/COMM 306 Advertising & Society (CP, UP)<br>BUS 311 Visual Merchandising   |   |         | BUS 223 Introduction to Investments<br>BUS 224 Statistics for Business<br>BUS 324 Entrepreneurial Finance<br>BUS 327 Retail Management<br>BUS 357 International Finance<br>ECO 227 Work in America<br>ECO/IS 306 Development & Global Change   |   |   |
| BUS 327 Retail Management<br>BUS 313 Sales Management<br>BUS 324 Entrepreneurial Finance<br>BUS 352 International Marketing (IP)<br>BUS 378 Consumer Behavior<br>COMM 225 New Media Techniques<br>COMM 309 Arts & Media Reporting & Criticism<br>MUS 208 The Business of Music<br>THTR 226 The Business of Broadway   |   |         | ECO/IS/PS 350 Comparative Economics<br>HIST 220 Modern Europe<br>HIST/IS 238 Modern China<br>HIST/IS 239 Modern Japan<br>HIS/IS 374 History of the People's Republic of China (IP)   |   |   |
| <input type="checkbox"/>  |   | 3       | <input type="checkbox"/>   |   | 3 |
| <input type="checkbox"/>  |   | 3       | <input type="checkbox"/>   |   | 3 |
| <b>E. FASHION MARKETING CONCENTRATION (21 credits)</b>  |   |         | <b>F. ADVERTISING AND PROMOTION CONCENTRATION (21 CREDITS)</b>   |   |   |
| <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 |
| <b>Select (2) courses from the following list:</b>  |   |         | <b>Select (2) courses from the following list:</b>   |   |   |
| AIP 342 Fashion, History & Society (CP)<br>ART 210 Digital Imaging I<br>ART 237 Graphic Design I<br>BUS 207 Entrepreneurship<br>BUS/COMM 232 Advertising<br>BUS 293 Public Relations<br>BUS/COMM 306 Advertising & Society (CP, UP)<br>BUS 313 Sales Management<br>BUS 327 Retail Management<br>BUS 329 The Social Psychology of Dress (CP)   |   |         | ACCT 217 Principles of Accounting II<br>ACCT 324 Intermediate Managerial Accounting<br>ECO 210 Principles of Macroeconomics<br>BUS/ECO 351 International Business<br>BUS 207 Entrepreneurship<br>BUS 225 The Business of Fashion<br>BUS 303 Business Law II<br>BUS 313 Sales Management<br>BUS/COMM 306 Advertising & Society (CP, UP)<br>BUS 327 Retail Management  |   |   |
| BUS 345 Marketing Research<br>BUS 311 Visual Merchandising<br>BUS 352 International Marketing (IP)<br>BUS 378 Consumer Behavior<br>COMM 225 New Media Techniques<br>COMM 333 Fashion, Media & Culture<br>COMM 318 Fashion Journalism<br>THTR 266 Costume Construction<br>THTR 303 Costume Design<br>DANC 230 Costume for Dance  |   |         | BUS 331 Fashion Marketing and Branding<br>BUS 311 Visual Merchandising<br>BUS 345 Marketing Research<br>BUS 352 International Marketing (IP)<br>BUS 378 Consumer Behavior<br>ART 210 Digital Imaging I<br>ART 237 Graphic Design I<br>ART 316 Digital Illustration<br>MUS 208 The Business of Music<br>THTR 226 The Business of Broadway   |   |   |
| <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: SOCIAL ENTREPRENEURSHIP**

*(Note: Courses should ideally 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 internship or study abroad opportunities</b>   |                |  |                |
| <b>Fall:</b>   | <b>Credits</b> | <b>Spring:</b>   | <b>Credits</b> |
| DS Course  | 3              | Social Entrepreneurship Elective                                       | 3              |
| Social Entrepreneurship Elective   | 3              | BUS 207 Entrepreneurship   | 3              |
| ECO 210/213 Principles of Macro/Microeconomics   | 3              | Elective/Internship  | 3              |
| BUS 277 Legal Environment of Business  | 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              |
| AIP Course   | 3              | BUS 324 Entrepreneurial Finance  | 3              |
| IT 330 Bus Mgmt and Info.Techn.  | 3              | BUS 316 Organizational Behavior  | 3              |
| BUS 335 Digital Marketing  | 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/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