

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.	

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 <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> BUS 303 Business Law II (UP, EP)	3		<input type="checkbox"/>	ECO 210 <u>OR</u> ECO 213 Macro/Micro	3	
<p>Select (2) courses from the following list:</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 & Society (CP, UP) PS 355 Green Political Thought (EP) PHR/SOC 361 Cultural and Social Change</p>				<p>Select (2) courses from the following list:</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) <u>OR</u> 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	
<p>Select (2) courses from the following list:</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 & Media Reporting & Criticism BUS 293 Public Relations MUS 208 The Business of Music BUS/COMM 306 Advertising & Society (CP, UP) THTR 226 The Business of Broadway BUS 311 Visual Merchandising</p>				<p>Select (2) courses from the following list:</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 & 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>Select (2) courses from the following list:</p> <p>AIP 342 Fashion, History & 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 & Culture BUS/COMM 306 Advertising & 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>Select (2) courses from the following list:</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 & 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	

Business Major	39
Electives	39
Total Number of Credits Required for Graduation	120

BUSINESS DIVISION
8 Semester Academic Plan
B.A. BUSINESS CONCENTRATION: ADVERTISING AND PROMOTION

(Note: Courses should ideally be taken in the semester indicated)

Freshman Year- Review your degree requirements; consider adding a minor			
Fall:	Credits	Spring:	Credits
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 ¹	3	DS Course	3
DS Course	3	ACCT 215 Principles of Accounting I	3
BUS 100 The Contemporary Workplace	3	BUS 210 Marketing	3
Total	15	Total	15

Sophomore Year- Begin to explore internship or study abroad opportunities			
Fall:	Credits	Spring:	Credits
DS Course	3	Advertising & Promotion Elective	3
BUS 293 Public Relations	3	BUS 277 Legal Environment of Business	3
ECO 213 Principles of Microeconomics	3	Elective or Internship	3
BUS 232 Advertising	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
Total	15	Total	15

Junior Year- Meet with Career Services or your Advisor to begin exploring graduate school and/or job market opportunities			
Fall:	Credits	Spring:	Credits
AIP Course	3	AIP Course	3
AIP Course	3	AIP Course	3
Advertising & Promotion Elective	3	BUS 316 Organizational Behavior	3
BUS 335 Digital Marketing	3	IT 330 Bus Mgmt and InfoTech.	3
Elective or Internship	3	Elective or Internship	3
Total	15	Total	15

Senior Year- Review your graduation requirements; begin applying for jobs and/or graduate school			
Fall:	Credits	Spring:	Credits
AIP Course	3	AIP Course	3
BUS 403 Strategic Management	3	Elective or Internship	3
Elective or Internship	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
Total	15	Total	15

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.

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