



Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, ACCUPLACER) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree.

Year 1			
Fall Semester			
Course No.	Course Name	Hrs	Gen Ed
BUSN 1003	First Year Experience Business	3	X
ISBA 1503	Microcomputer Applications	3	
ECON 2323 or LAW 2023	Microeconomics or Legal Environment of Business	3	X
ENG 1003	Composition I	3	X
Math Credit	Business Calculus or College Algebra	3	X
Total Hours		15	

Year 2			
Fall Semester			
Course No.	Course Name	Hrs	Gen Ed
ACCT 2033	Intro to Financial Accounting	3	
COMS 1203	Oral Communications	3	X
ECON 2313	Principles of Macroeconomics	3	X
Humanities Credit	ENG 2003 or 2013 or PHIL 1103	3	X
US Requirement	HIST 2763 or 2773 or POSC 2103	3	X
Total Hours		15	

Year 3			
Fall Semester			
Course No.	Course Name	Hrs	Gen Ed
ISBA 3013	Management Information Systems	3	
FIN 3713	Business Finance	3	
MGMT 2003	Entrepreneurial Discovery	3	
MGMT 3123	Principles of Management	3	
MKTG 3093	Professional Selling	3	
Total Hours		15	

Year 4			
Fall Semester			
Course No.	Course Name	Hrs	Gen Ed
Elective	Any Elective	3	
Elective	MKTG 3023 - Bus Research Tools	3	
MKTG 4223	Marketing Management	3	
MKTG 4323	Advanced Sales	3	
Sales Elective	MKTG 3173 or MKTG 4213	3	
Total Hours		15	

Year 1			
Spring Semester			
Course No.	Course Name	Hrs	Gen Ed
ART Credit	Fine Arts Visual, Musical, or Theatre	3	X
ENG 1013	Composition II	3	X
ECON 2323 or LAW 2023	Microeconomics or Legal Environment of Business	3	X
Biology	Biology Lecture and Lab	4	X
Math or Elective	Business Calculus or Elective	3	X
Total Hours		16	

Year 2			
Spring Semester			
Course No.	Course Name	Hrs	Gen Ed
ACCT 2133	Intro to Managerial Accounting	3	
BCOM 2563	Business Communications	3	
Physical Science	Physical Science Lecture and Lab	4	X
STAT 3233	Applied Statistics	3	
MKTG 3013	Marketing	3	
Total Hours		16	

Year 3			
Spring Semester			
Course No.	Course Name	Hrs	Gen Ed
Elective	Any Elective	3	
ISBA 3553	Foundations of Business Analytics	3	
MKTG 3033	Strategic Marketing Communications	3	
MKTG 3193	Sales Planning and Management	3	
MKTG 4043	Consumer Behavior	3	
Total Hours		15	

Year 4			
Spring Semester			
Course No.	Course Name	Hrs	Gen Ed
Elective	Any Elective	1	
Elective	Any Elective	3	
MGMT 4813	Strategic Management	3	
MKTG 4083	Marketing Research Design & Analysis	3	
MKTG 426V	Sales Internship	3	
Total Hours		13	

Total Jr/Sr Hours: 45
Total Degree Hours: 120

Graduation Requirements:

- Completion of HIST 2763 or HIST 2773 or POSC 2103
- English Proficiency (Grade of C or better in ENG 1003 and ENG 1013)
- 2.25 in major or at least a "C" in each course in major
- 2.25 overall and at least 2.00 GPA at ASU
- 2.25 in business core or at least a "C" in each core course
- 50 % of business requirements completed at ASU-Jonesboro
- Maximum of 30 credit hours via correspondence, extension, examination, PLA, Military or similar means; CLEP (30 hrs max)
- 45 JR/SR Hours **after completing 30 hours**
- 120 Total Credit Hours
- 30 of last 36 hours at ASU-Jonesboro
- 32 ASU residence hours
- Must have grade of C or better in MATH 2143, ACCT 2033, and ISBA 1503.