

Schreiner University
Bachelor of Business Administration
Marketing

SUGGESTED FOUR-YEAR PLAN BEGINNING 2012-2013

This curriculum guide is intended for use in coordination with corresponding degree plan and course rotations

Sample Options

Fall Semester 1

BSAD 1301 – Introduction to Business
ENGL 1301 – Rhetoric and Composition
EXSI 1201 – Individualized Fitness
HIST (3)
IDST 1101 – Freshman Studies
MATH 1311 – Finite Mathematics

15 Credits

Fall Semester 2

ACCT 2301 – Introduction to Financial Accounting
BSAD 2331 – Economics
Elective (3)
IDST 2305 – Perspectives in Critical Thinking
LANG 1401 – (French, German or Spanish)

16 Credits

Fall Semester 3

BSAD 3310 – Legal Environment of Business
BSAD 3320 – Principles of Marketing
Elective (3)
ENGL 3303 or 3307
IDST 3360 – The Creative Experience

15 Credits

Fall Semester 4

BSAD 3321 – Advertising
BSAD 4331 – Business Strategies
or BSAD 4342 – Entrepreneurship
BSAD 4351 – Quantitative Methods in Business
IDST 4340 – Problems & Solutions in Global Society
IS 3310 – Electronic Business

15 Credits

Sample Options

Spring Semester 1

ENGL 1302 – Literature and Composition
Fine Arts/Lit. (3)
HIST (3)
POLS 2301 – American Government (National and Texas)
Science (4)

16 Credits

Spring Semester 2

ACCT 2302 – Introduction to Managerial Accounting
COMM 2301 – Communication
IS 2331 – Decision Making with Excel
LANG 1402 – (French, German or Spanish)
PHIL 2311 – Business Ethics

16 Credits

Spring Semester 3

BSAD (3, Upper Level)
BSAD 3322 – International Marketing
BSAD 3331 – Principles of Management
BSAD 3360 – Principles of Finance
MATH 3330 – Applied Statistics

15 Credits

Spring Semester 4

BSAD 4321 – Business Research
BSAD 4322 – Professional Selling
BSAD 4332 – Retail Management
BSAD 4398 – Professional Internship in Business
or BSAD 4399 – Senior Project in Business

12 Credits

TOTAL Credits - 120