	in Business Administration - U-MAR-BSBA01 : Co	oniprenensive iv	iarketing										
2024-2025													
SSBA Common Prere	equisites, Common Core												
			BSBA Graduates will be able to:										
	Content			Critical Thinking				Communication			Integrity/Values		
INSTRUCTION/ASSESSMENT CODES 1= Instruction CA = Course level assessment PA = Program level assessment			1.1 Correctly use terminology and concepts in the major		2.2 Select and apply appropriate discipline frameworks to address business problems/ opportunities	2.3 Select and apply appropriate problem solving techniques to address business problem	to formulate defensible		3.2 Develop effective written presentations	3.3 Contribute effectively to group discussions	4.1 Recognize legal and ethical problems that occur in business contexts	4.2 Select and defend an appropriate ethical and legal course of action	
Course	Title	СН											
	BUSINESS CORE												
BUL 3130	Legal and Ethical Environment of Business		I, CA	I	I	I	I				I, CA, PA	I, CA, PA	
FIN 3403	Managerial Finance	3	I, CA	I, CA	I, CA	I, CA							
GEB 3213	Writing for Bus: Theory & Practice	3	I, CA	I, CA	I, CA	I, CA		I, CA, PA	I, CA, PA	I, CA, PA			
GEB 4361	International Business	3	PA (COB Core Assessment)	I, CA,	CA	I, CA							
SM 3011	e-Bus Systems Fundamentals	3	I, CA	I, CA	I, CA	I, CA							
SM 3116	Introduction to Business Analytics	3	I, CA	I	I, CA	I	1	I	I	ı			
MAN 3025	Management Fundamentals	3	I, CA	I, CA	I, CA	CA							
MAN 3504	Operations Management	3	I, CA	I, CA	I								
MAN 4720	Strategic Management	3	I, CA	I, CA, PA	I, CA, PA	PA	PA						
MAR 3023	Marketing Fundamentals	3	I, CA	I, CA	I, CA	I							
			Bachelor of Science in	Business Administration - L	J-MAR-BSBA01 : Comp	prehensive Marketing							
Course	Title	СН	Content										
			1.2 Create, develop, and evaluate theory-drive, data- based, and ethical marketing strategy appropriate for a given environment										
MAR 3503	Consumer Behavior +	3	I, CA										
MAR 4613	Marketing Research +	3	I,CA										
Mar 4803	Marketing Strategy +	3	PA										
Five 3000/4000 level Marketing (MAR) electives + 15													
Total Hours 24													
3000/4000 level advisor-approved courses + 6													
Total Hours 6													

Approved April 2024