## B.S. in Business Administration 2014 – 2018 Curriculum Guide

### ICC Theme Selected:
- [ ] Identities
- [x] Inquiry, Imagination, & Innovation
- [x] Power & Justice
- [ ] Quest for a Sustainable Future
- [ ] World of Systems

### ICC Themes & Perspectives
- **16 credits**
  - ICSM—Ithaca Seminar (4)
  - SC—Natural Science (3)
  - HM—Humanities (3)
  - SO—Social Science (3)
  - CA—Creative Arts (3)

### Business Core
- **40 credits**
  - BINT 10100 World of Business (3)
  - Mini course (1.5)
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  - CMST 11500 Bus. & Prof. Communication (3)
  - MATH ELECT MATH 104, 107, 108, or 111 (4)
  - ACCT 22500 Financial Accounting (3)
  - ACCT 22600 Management Accounting (3)
  - GBUS 20300 Legal Environ. of Business (3)
  - MGMT 20600 Organizational Behavior (3)
  - MGMT 26000 Bus. Analytics Technology (3)
  - FINA 31100 Business Finance (3)
  - MKTG 31200 Principles of Marketing (3)
  - MKTG 34500 Operations Management (3)
  - MGMT 30200 Applied Ethical Issues (3)

### Concentration
- **18 credits**
  - Concentration Course (3)
  - Concentration Course (3)
  - Concentration Course (3)
  - Concentration Course (3)
  - Concentration Course (3)

### Open Electives
- **9 credits**
  - Open Elective (3)
  - Open Elective (3)
  - Open Elective (3)

### ICC Attributes
- **3 credits**
  - Writing Intensive: WI Satisfied w/ WRTG 21100 (*)
  - Quantitative Literacy: QL Satisfied w/ ECON 121/122 (*)
  - Diversity Elective: DV (3)

### ICC Complementary Liberal Arts
- **13 credits**
  - ECON 12100 Prin. of Macroeconomics (3)
  - ECON 12200 Prin. of Microeconomics (3)
  - MATH 14400 or Statistics for Bus, Econ, Mgt (3)
  - MATH 14500 or Statistics for Hlt, Life & So. Sci. (3)
  - PSYC 20700 Statistics in Psychology (4)
  - WRTG 21100 or Writing for the Workplace (3)
  - WRTG 21300 or Technical Writing (3)
  - WRTG 31100 Writing for the Professions (3)

### ICC E-Portfolio
- **3 credits**
  - MGMT 42100: Strategic Management (3)

* Included in credit count of the Business Core

### Liberal Arts Electives
- **14-15 credits**
  - Liberal Arts Elective (3)
  - Liberal Arts Elective (3)
  - Liberal Arts Elective (3)
  - Liberal Arts Elective (3)
  - Liberal Arts Elective (3)

* 3 credits

### Professions Program
- **0 credits, P/F**
  - Workshop #1 Making Success a Habit
  - Certificate Sexual Harassment Prev
  - BINT 104 Informational Interview
  - BINT 204 Career Exploration
  - Workshop #2 All-Star Interviewing
  - Workshop #3 Securing Stellar Internships
  - Workshop #4 Life After IC Conference
  - Leadership & Career Tracked in OrgSync
  - Development
  - BINT 404 Bus. Link Professions Prog.

### International Business
- INTB 265 IB Operations (F)
- MKTG 380 International MKTG
- FINA 370 International FINA
- INTB 490 Seminar in IB (S)
- 2 Level 2 Business Elective in the Same Area
- 2 International GA courses
- 2 Intermediate foreign language

### Corporate Accounting
- ACCT 345 Intermediate I
- ACCT 346 Intermediate II
- ACCT 315 Cost Analysis
- ACCT 4xx ACCT Elective
- Business Elective – International Level 2+ Business Elective

### Accounting
- Management
  - MGMT 312 Leadership & Collab. (F)
  - MGMT 460 Org Develop/Change (S)
  - MGMT 340 Human Resources MGMT
  - MGMT Elective
  - Business Elective – International Level 2+ Business Elective

### Marketing
- Marketing
  - MKTG 323 Consumer Behavior
  - MKTG 360 International MKTG
  - MKTG 411 Marketing Analytics
  - MKTG 498 Seminar in MKTG (S)
  - Level 2+ Business Elective

### Finance: Corporate FINA Track
- Finance: Asset MGMT Track
  - FINA 321 Security Analysis
  - FINA 375 Fixed Income Analysis
  - FINA 420 Alternative Asset MGMT

### Finance: Wealth MGMT Track
- Finance: Wealth MGMT Track
  - FINA 321 Security Analysis
  - FINA 210 Personal Financial Planning
  - FINA 2xx FINA Elective

### Finance Management
- Sport Management
  - SMGT 110 Intro to Sport MGMT
  - SMGT 303 Sport Law I
  - SMGT 362 Sport MKTG & Sales
  - SMGT 410 Contemp./Global Issues

### International (study abroad) Program?
- ICCNY semester?
- Plan ahead/meet with advisor to assure all course requirements are met!

**120 credits minimum in order to graduate; 60 credits must be Liberal Arts**

To be utilized with Degree Evaluation