

B.S. in Business Administration 2019 – 2020 Curriculum Guide

Themes & Perspectives

SC—Natural Science	_____	(3)	_____
HM—Humanities	_____	(3)	_____
SO—Social Science	_____	(3)	_____
CA—Creative Arts	_____	(3)	_____

Competencies

ICSM	Ithaca Seminar	(4)	_____
WRTG 10600	Academic Writing I	(3)	_____
Diversity (DV)		(3)	_____
Writing Intensive (WI)	Satisfied by WRTG 211/213/311		
Quantitative Literacy (QL)	Satisfied by ECON		
Capstone	Satisfied by MGMT 42100		
E-Portfolio	Completed in Taskstream		

Complementary Liberal Arts (CLA)

ECON 12100	Prin. of Macroeconomics	(3)	_____
ECON 12200	Prin. of Microeconomics	(3)	_____
WRTG 211/213/311	Professional Writing course	(3)	_____
MATH 144/145, PSYC 207	Statistics course	(4)	_____

Professions Program

Workshop #1	Making Success a Habit	
Certificate	Sexual Harassment Prev	
BINT 104	Informational Interview	(0)
BINT 204	Career Exploration	(0)
Workshop #2	All-Star Interviewing	
Workshop #3	Securing Stellar Internships	
Workshop #4	Life After IC Series	
Lead. & Career Dev.	8 Events: Tracked in Engage	
BINT 404	Professions Program	(0)

Business Core

BINT 10100	World of Business (F)	(3)	_____
CMST 11500	Bus. & Prof. Comm.	(3)	_____
MATH 104/108/111	Calculus course	(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	Data Analytics I	(3)	_____
FINA 31100	Business Finance	(3)	_____
MKTG 31200	Principles of Marketing	(3)	_____
MGMT 34500	Operations Management	(3)	_____
MGMT 30200	Applied Ethical Issues	(3)	_____
MGMT 42100	Strategic Management	(3)	_____

Concentration

[illegible]

* If completing multiple concentrations, each concentration must have a minimum of 12 unique credits. Be cautious when considering overlap.

Liberal Arts Electives (to reach 60 LA credits)

Liberal Arts Elective	(3)	_____
Liberal Arts Elective	(3)	_____
Liberal Arts Elective	(3)	_____
Liberal Arts Elective	(3)	_____
Liberal Arts Elective	(3)	_____

Open Electives (to reach 120 total credits)

Open Elective	(3)	_____
Open Elective	(3)	_____
Open Elective	(3)	_____

<p align="center">Business Concentrations</p>	<p>Finance: Corporate FINA Track FINA 321 Security Analysis FINA 370 International Finance FINA 480 Advanced Business Finance FINA 2xx FINA Elective 2 FINA Minicourses 2 Level 2+ Business Electives</p>	<p>Finance: Asset MGMT Track FINA 321 Security Analysis FINA 375 Fixed Income Analysis. (S) FINA 380 Equity Portfolio Management FINA 420 Alternative Asset Management (S) 2 FINA Minicourses 2 Level 2+ Business Electives</p>	<p>Finance: Wealth MGMT Track FINA 210 Personal Financial Planning FINA 321 Security Analysis FINA 405 Wealth Management (F) MKTG 325 Sales & Sales Promotion FINA 2xx FINA Elective 2 FINA Minicourses</p>
<p>Management MGMT 312 Leadership & Collab. (F) MGMT 460 Org Develop/Change (S) MGMT 340 Human Resources MGMT 3xxxx-4xxxx MGMT Elective (see catalog) 2 Level 2+ Business Electives (1 Int'l)</p>	<p>Marketing MKTG 323 Consumer Behavior MKTG 380 International Marketing MKTG 411 Marketing Analytics MKTG 486 Seminar in Marketing (S) MKTG 3xxxx-4xxxx (2) Level 2+ Business Electives</p>	<p>International Business INTB 265 IB Operations (F) INTB 480 Export-Import Operations (S) FINA 370 International Finance MKTG 380 International Marketing 2 INTB Minicourses 2 Level 2+ Business Electives w/same prefix Plus: 2 Electives w/ Int'l Bus Global (INBG) attribute 2 Intermediate foreign language w/same prefix</p>	<p>Sport Management SMGT 110 Intro to Sport Management SMGT 265 Policy/Gov. Sports Orgs. SMGT 303 Sport Law I SMGT 326 Sport Marketing & Sales SMGT 335 Sport Event & Facility Mgmt. SMGT 410 Contemp./Global Issues (S) Level 2+ SMGT Elective (See Catalog) Fieldwork Requirement (See Advisor)</p>
<p>Corporate Accounting ACCT 315 Cost Analysis ACCT 345 Intermediate I (F) ACCT 346 Intermediate II (S) ACCT 4xx Accounting Elective 2 ACCT minicourses Business Elective – Int'l (see catalog) Level 2+ Business Elective</p>	<p>Sport Marketing MKTG 325 Sales & Sales Promotion MKTG 323 Consumer Behavior MKTG 411 Marketing Analytics SMGT 110 Intro to Sport MGMT SMGT 326 Sport Marketing & Sales SMGT 385 Advanced Sport Marketing (S) Level 2+ MKTG or SMGT Elective</p>	<p>*The corporate accounting and sport marketing concentrations are available only as second concentrations. Students must be enrolled in either the marketing or sport management concentration prior to adding sport marketing as a second concentration. Corporate accounting is not available to Accounting majors.</p> <p>*Multiple concentrators must ensure that each concentration/track has 12 unique credits.</p>	

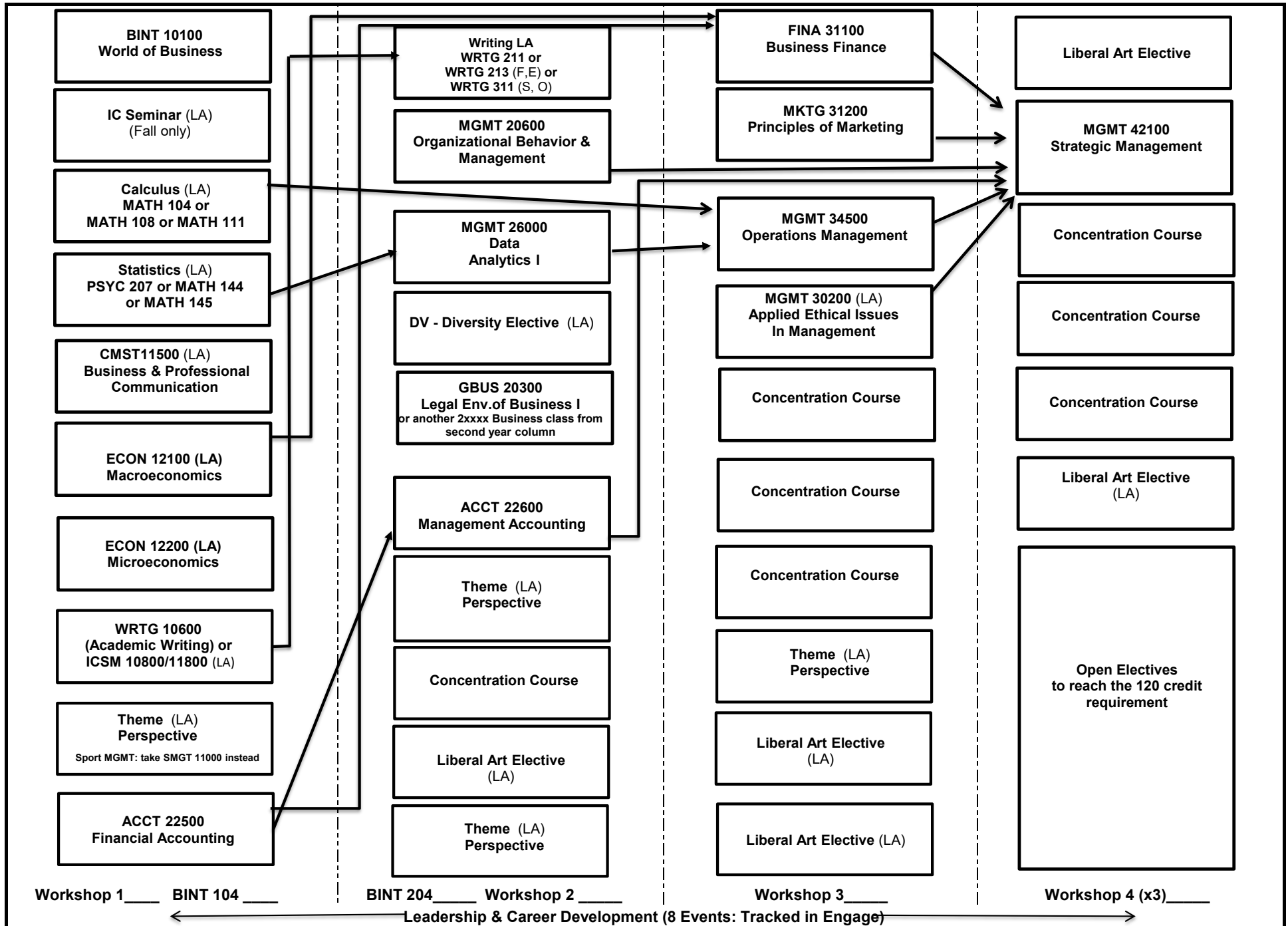
B.S. Business Administration 2019 - 2020 Catalog (120 cr.)

First Year

Second Year

Third Year

Fourth Year



To be used with Degree Evaluation

** 120 credits minimum in order to graduate; 60 credits must be Liberal Arts **
Studying abroad? ICNYC semester? Plan ahead/meet with advisor to assure all requirements are met!