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) Satisfied by WRTG 211/213/311 (3)  
Writing Intensive (WI) Satisfied by WRTG 211/213/311 (3)  
Quantitative Literacy (QL) Satisfied by ECON (3)  
Capstone Satisfied by MGMT 42100 (3)  
E-Portfolio Completed in Taskstream (3)  

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)  

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
Concentration Course (3)  
Concentration Course (3)  
Concentration Course (3)  
Concentration Course (3)  
Concentration Course (3)  
Concentration Course (3)  
Concentration Course (3)  
Concentration Course (3)  
Concentration Course (3)  

Liberal Arts Electives (to reach 60 LA credits)
Liberal Arts Elective (3)  
Liberal Arts Elective (3)  
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Liberal Arts Elective (3)  
Liberal Arts Elective (3)  
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Liberal Arts Elective (3)  

Open Electives (to reach 120 total credits)
Open Elective (3)  
Open Elective (3)  
Open Elective (3)  
Open Elective (3)  

Business Concentrations

Management
MGMT 312 Leadership & Collab. (F)  
MGMT 460 Org Develop/Change (S)  
MGMT 340 Human Resources  
MGMT 3xxx-4xxx  
MGMT Elective (see catalog)  
2 Level 2+ Business Electives (1 Int'l)  

Marketing
MKTG 323 Consumer Behavior  
MKTG 380 International Marketing  
MKTG 411 Marketing Analytics  
MKTG 486 Seminar in Marketing (S)  
MKTG 3xxx-4xxx  
2 Level 2+ Business Electives  

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  

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)  
2 Level 2+ MKTG or SMGT Elective  

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  
2 Electives w/ Int'l Bus Global (INBG) attribute  
2 Intermediate foreign language w/same prefix  

Sport Management
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)  

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  

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  

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  

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.  

*Multiple concentrators must ensure that each concentration/track has 12 unique credits.
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!