

**Bachelor of Business Administration:  
Digital Media Management Concentration  
120 Credits**

✓	Course Prefix	Course Title	Credits	Prerequisites
<b>*Remedial Courses</b>				
	MATH003	Intermediate Algebra	<b>**3</b>	<b>None</b>
	ENG050	Grammar and Composition	<b>**3</b>	<b>None</b>
<b>First Academic Year (Fall, Spring, and Summer)</b>				
	BUS100	Computer Applications for Business	3	None
	BUS105	Financial Accounting	3	None
	BUS110	Principles of Management	3	None
	MATH115	College Algebra and Trigonometry	3	Placement Test or MATH003
	ENG100	English Composition	3	Placement Test or ENG050
	BUS120	Introduction to Business and Technology	3	None
	BUS141	Principles of Marketing	3	None
	BUS150	Principles of Economics	3	MATH115
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
<b>Second Academic Year (Fall, Spring, and Summer)</b>				
	BUS145	Data Analysis with Spreadsheets	3	MATH115 and BUS120
	BUS125	Business Law	3	None
	Elective	Advisor Approved Elective	3	As Required
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
	BUS250	Finance	3	MATH115 and BUS110
	BUS235	Group Behavior in Organizations	3	BUS110
	Elective	Advisor Approved Elective	3	As Required
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required

**\* Remedial classes are required when a placement test is not passed.**

**\*\* Remedial class credits are not counted towards earning a degree.**

✓	Course Prefix	Course Title	Credits	Prerequisites
<i>Third Academic Year (Fall, Spring, and Summer)</i>				
	BUS270	Project Management	3	ENG100
	BUS275	Managerial Accounting	3	BUS105
	Elective	Advisor Approved Elective	3	As Required
	Elective	Advisor Approved Elective	3	As Required
	General Education Course	Please see General Education	3	As Required
	BUS280	Human Resources Management	3	BUS235
	BUS365	Personal and Organizational Ethics	3	BUS235 or BUS270
	Elective	Advisor Approved Elective	3	As Required
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
<i>Fourth Academic Year (Fall, Spring, and Summer)</i>				
	BUS430	Fundamentals of E-Commerce	3	BUS230 or BUS235 or BUS270
	BUS450	Operations	3	BUS110 and BUS145
	Special Project	Special Project Course 1 or Internship	3	As Required
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required
	BUS490	Strategic Management	3	BUS141, BUS250, BUS280, and BUS450
	Elective	Advisor Approved Elective	3	As Required
	Special Project	Special Project Course 2	3	As Required
	General Education Course	Please see General Education	3	As Required
	General Education Course	Please see General Education	3	As Required

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