

Bachelor of Business Administration Digital Media Management 120 Credits

Remedial Courses * **				
✓	Course number	Course Name	Credits	Prerequisite
	MATH050	Basic Algebra	**3	None
	ENG050	Grammar and Composition	**3	None
Trimester 1 & 2				
✓	Course number	Course Name	Credits	Prerequisite
	BUS105	Financial Accounting ◊	3	None
	BUS110	Principles of Management ◊	3	None
	BUS120	Business Communications	3	None
	BUS141	Principles of Marketing ◊	3	None
	ENG100	English Composition ◊	3	Placement Test or ENG050
	MATH112	College Algebra	3	Placement Test or MATH050
	HUM100	Disruptive Imagination ◊	3	None
	BUS100	Computer Applications for Business	3	None
	BUS125	Business Law	3	None
	GE Course	Please see General Education	3	As Required
		◊ Recommended first term courses		
Trimester 3 & 4				
✓	Course number	Course Name	Credits	Prerequisite
	BUS145	Data Analysis with Spreadsheets	3	MATH112 or MATH115 or MATH116 and BUS120
	BUS150	Principles of Economics	3	MATH112 or MATH115 or MATH116
	BUS235	Group Behavior in Organizations	3	BUS110
	BUS241	Consumer and Marketing Behavior	3	MATH112 or MATH115 or MATH116 and BUS141
	ENG105	Critical Reading, Thinking and Writing	3	ENG050 or Placement Exam
	GE Course	Please see General Education	3	As Required
	GE course	Please see General Education	3	As Required
	BUS270	Project Management	3	ENG100
	BUS250	Finance	3	MATH112 or MATH115 or MATH116 and BUS110
	GE 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.

Trimester 5 & 6				
✓	Course number	Course Name	Credits	Prerequisite
	BUS275	Managerial Accounting	3	BUS105
	BUS280	Human Resource Management	3	BUS235
	ENG250	Speech and Oral Communication	3	ENG100
	Elective	Elective or Internship	3	As required
	BUS340	Social Media, Engagement and Analytics	3	BUS110 or BUS141
	BUS365	Personal and Organizational Ethics	3	BUS235 or BUS270
	GE course	Please see General Education	3	As Required
	GE course	Please see General Education	3	As Required
	Elective	Elective or Internship	3	As required
	BUS430	Fundamentals of E-Commerce	3	BUS230 or BUS235 or BUS270
Trimester 7 & 8				
✓	Course number	Course Name	Credits	Prerequisite
	BUS450	Operations	3	BUS110 and BUS145
	GE course	Please see General Education	3	As Required
	GE course	Please see General Education	3	As Required
	Elective	Elective or Internship	3	As required
	BUS440	Business Storytelling and Brand Development	3	ENG100 and BUS120 and BUS141
	BUS480	Senior Project: Research and Planning	3	BUS141 and BUS250
	BUS485	Senior Project: Strategy and Implementation	3	BUS480
	BUS490	Strategic Management	3	BUS141 and BUS250 and BUS280 and BUS450
	GE course	Please see General Education	3	As Required
	GE course	Please see General Education	3	As Required

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