



Program of Study

Degree Requirements (122 hours)

1. Carolina Core (31-43 hours)

- a. **CMW** (6 hours) –*must be passed with a grade of C or higher*
 - i. ENGL 101
 - ii. ENGL 102
- b. **ARP** (6-7 hours) –*must be passed with a grade of C or higher*
 - i. MATH 122 or MATH 141
 - ii. STAT 206
- c. **SCI** (7 hours): Two approved Carolina Core Scientific Literacy courses, including one laboratory course
- d. **GFL** (0-8 hours): Students shall demonstrate in one Foreign Language the ability to comprehend the topic and the main ideas in written and, with the exception of Latin and Ancient Greek, spoken texts on familiar subjects. This ability can be demonstrated by achieving a score of two or better on a USC foreign language test. Those failing to do so must satisfactorily complete equivalent study of foreign language at USC.
- e. **GHS** (3 hours): any approved CC-GHS course
- f. **GSS** (3 hours): any approved CC-GSS course
- g. **AIU** (3 hours): any approved CC-AIU course

Carolina Core Stand Alone or Overlay Eligible Requirements:

Up to two of these requirements may be met in overlay courses. At least one of these requirements must be satisfied by a course not applied elsewhere in general education. (3-9 Hours)

- h. **CMS** (3 hours): any approved overlay or stand-alone CC-CMS course
- i. **INF** (0-3 hours): any approved overlay or stand-alone CC-INF course
- j. **VSR** (0-3 hours): any approved overlay or stand-alone CC-VSR course

2. College Requirements (40 hours)

- a. **Business Core** (40 hours)
 - i. ACCT 225
 - ii. ACCT 226
 - iii. ACCT 324
 - iv. BADM 301
 - v. ECON 221
 - vi. ECON 222
 - vii. FINA 363
 - viii. MGMT 250
 - ix. MGMT 371
 - x. MGMT 478
 - xi. MGSC 290
 - xii. MGSC 291
 - xiii. MGSC 395
 - xiv. MKTG 350

3. Program Requirements (27-36 hours)

- a. **Minor or Directed Coursework** (minimum of 18 hours):
Minors (non-BA) may be selected from a University-wide list of approved minors. The minor is normally a minimum of 18 hours of prescribed courses in one subject area. Students not selecting such a minor may submit an alternative program of study to satisfy the directed coursework requirement. All alternative programs of study are subject to

approval by the Undergraduate Program Faculty Committee in coordination with the Undergraduate Division. All minor courses or directed coursework must be passed with a grade of C or better.

b. **Supporting Courses** (0-6 hours):

- i. Two Business Electives: Business Electives must be 300-level or higher business courses in ACCT, ECON, FINA, IBUS, MGMT, MGSC, or MKTG. Students must meet prerequisites to take the business elective of their choosing. No Business Electives are required for students completing the Business Analytics Concentration.

c. **Electives** (3-12 hours)

The business school requires one 3-credit elective, and students are strongly encouraged to take a business section of UNIV 101 to fulfill this elective. Additional electives may be needed if a student exempts the foreign language requirement or fulfills Carolina Core requirements with overlay courses. Those credit hours must be replaced with elective credits.

Note: Students completing the Business Analytics Concentration will only need 3-6 hours of electives and Program Requirements will range from 21-24 hours.

4. **Major Requirements (15 hours)** –*a minimum grade of C is required in all major courses*

a. **Major Courses** (9 hours)

- i. MKTG 351
- ii. MKTG 352
- iii. MKTG 465

b. **Major Electives** (6 hours):

- i. Any two of the following courses (6 hours):
 1. MKTG 445
 2. MKTG 446
 3. MKTG 447
 4. MKTG 451
 5. MKTG 454
 6. MKTG 455
 7. MKTG 457
 8. MKTG 458
 9. MKTG 459
 10. MKTG 460
 11. MKTG 461
 12. IBUS 402*

*International-focused course

c. **Business Analytics Concentration** (12 hours) *-optional*

- i. MGSC 394
- ii. Choose 9 hours form the list below:
 1. ACCT 404
 2. ECON 436
 3. FINA 444
 4. FINA 469
 5. FINA 472
 6. MGMT 425
 7. MGSC 390
 8. MGSC 486
 9. MKTG 352

Note: Please consult with your Academic Advisor or department on the courses recommended for individual majors. The analytics concentration must be taken in conjunction with another track in your major. The department may add additional electives to the Data Analytics Concentration subject to the approval of the Data Analytics Committee.

Internationalization Requirement (9 hours)

The program also requires 9 hours of course work with international content that may be used to fulfill other degree requirements. Three hours must be taken from an approved list of courses offered by the Moore School of Business which contain international business or international economics content. The following course options can also be used to satisfy the 3 credit hours of this requirement: approved course work containing international business or international economics content, taken at a semester abroad program; an approved Maymester or summer overseas course containing international business or international economics content; an approved internship course in international business wherein a student would obtain discipline-related work experience in a foreign country; or an approved service-learning component. Students may choose from one of the following options to complete the remaining 6-hour requirement:

Language: Two language courses at the 200 level or above

or

Electives: Two approved courses with international content taken either inside or outside the Moore School of Business from a list available in the undergraduate office.