

4 + 1 Plan Marketing (BS) and MBA

	CRS #	COURSE NAME	PREREQs	MPL	LA	UD	CRD	Offerings	Footnotes	
YEAR ONE										
FALL	BUS093	Business Workshop					0	Fall/Spring		
	BUS250	Principles of Management			3		3	Fall/Spring		
	BUS271	Legal Environment of Business			3		3	Fall/Spring		
	ENG160	Composition 1 (COMP)*****			3		3	Fall		
		Foreign Language (FLNG)			3		3	Fall		
		Natural Science (NSCI)			3		3	Fall/Spring		
SPRING	BUS215	Business Decision Support Systems			3		3	Fall/Spring		
	ECO207	Macroeconomics (SSCI)		4	3		3	Fall/Spring		
	ENG180	Composition 2 (COMP)	ENG160		3		3	Spring		
		Foreign Language (FLNG)			3		3	Spring		
			United States Studies (USST)			3		3	Fall/Spring	
YEAR TWO										
FALL	BUS201	Financial Accounting		4			3	Fall/Spring		
	BUS301	Internship & Career Practicum			1		1	Fall/Spring		
	BUS309	Stat Business & Economic 1 (MATH)	BUS215 (co)	4	3	3	3	Fall/Spring	7	
	ECO206	Microeconomics		4	3		3	Fall/Spring		
			Western Civilization (WEST)			3		3	Fall/Spring	
			Art (ART)					3	Fall/Spring	
SPRING	BUS202	Managerial Accounting	BUS201&BUS215 (co)	4			3	Fall/Spring		
	BUS311	Stat Business & Economic 2	BUS309	4	3	3	3	Fall/Spring	7	
	BUS325	Marketing	ECO207	4		3	3	Fall/Spring		
			Natural Science (NSCI)			3		3	Fall/Spring	
			Humanities (HUM)			3		3	Fall/Spring	
SUMMER 1		Elective					3	Fall/Spring/ Summer		
SUMMER 2		Elective					3	Fall/Spring/ Summer		
YEAR THREE										
FALL	BUS312	Operations Management	BUS309	4		3	3	Fall/Spring	7	
	BUS326	Consumer Behavior	BUS325		3	3	3	Fall/Spring		
	BUS327	Sales Management	BUS325&BUS250			3	3	Spring		
	BUS341	Fundamentals of Corporate Finance	SEE FOOTNOTE	4		3	3	Fall/Spring	1, 7	
			World Civilizations & Cultures (WRLD)			3		3	Fall/Spring	
SPRING	BUS346	International Business	SEE FOOTNOTE			3	3	Fall/Spring	2	
	BUS360	E-Commerce	BUS215 & BUS325			3	3	Fall/Spring		
	BUS427	Advertising Strategy	BUS325 & FOOTNOTE	4		3	3	Fall/Spring	4, 7	
			Diversity (DIVR)			3		3	Fall/Spring	
			Upper Division Elective				3	3	Fall/Spring	
SUMMER 1		Elective					3	Fall/Spring/ Summer		
SUMMER 2		Elective					3	Fall/Spring/ Summer		
YEAR FOUR										
FALL	BUS425	Marketing Research	SEE FOOTNOTE	4		3	3	Fall/Spring	4, 6, 7	
		Upper Division Elective				3	3	Fall/Spring		
		Liberal Arts Elective			3		3	Fall/Spring		
		MBA Course	SEE FOOTNOTE						5	
SPRING	BUS429	Marketing Strategy	BUS325 & FOOTNOTE	4		3	3	Fall/Spring	4	
	BUS450	Strategic Management	SEE FOOTNOTE			3	3	Fall/Spring	3, 4	
		Elective					3	Fall/Spring		
		MBA Course	SEE FOOTNOTE						5	
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CRS #	COURSE NAME	PREREQs	MPL*	LA**	UD***	CRD	Offerings****	Footnotes
YEAR FIVE								
FALL	9 Credits Previously Taken					9		
	MBA Courses	SEE FOOTNOTE				12		5
SPRING	MBA Courses	SEE FOOTNOTE				15		5

Additional courses may be taken during the academic year to prevent summer school

Abbreviation Table:

LA = Liberal Arts

UD = Upper Division

MPL = Math Placement Level (1 or 2 = College Algebra A and B; 3=College Algebra; 4= MAT171; 5=BUS309)

CRD= Credits

Notes:

****The order of GE courses listed here is suggestive, with the exception of Composition, which must be completed in the first year, and GE/major overlap courses, which should be taken in the year specified. The acronyms in parentheses are for the GE category indicated.

Footnotes:

1. Pre-Requisites: Minimum grade of C- in the following courses - ECO207, BUS201, BUS215 & BUS309
2. Pre-Requisites: Minimum grade of C- in the following courses - BUS250, ECO206 & ECO207
3. BUS450 is for Majors Only (Competency) only; must have taken BUS341 previously; must be a senior
4. All 400 level Business courses are for Majors Only (Competency)
5. See Director of MBA Program for selection and approval of MBA courses
6. Pre-Requisites: BUS325 and BUS311
7. Pre-Requisites: MAT171 or MPL 5 or higher

Degree Requirement:

1. Completion of a minimum of 120 academic credits
2. Completion of the General Education program. Please refer to the University's GE requirements.
3. Completion of a minimum of 60 credits of Liberal Arts. See above for the LA credits from the courses in your Major.
4. Completion of a minimum of 45 credits in upper division courses. See above for the UD credits from the courses in your Major.
5. Completion of the Major's requirements. See the courses in the above table.
6. Completion of a minimum of 30 degree credits in residence. The final 15 credits towards the degree must be in residence.
7. One-half of the student's major must be taken at New Paltz.