

SOUTHERN UNIVERSITY AT NEW ORLEANS
College of Business & Public Administration
2014 Curriculum Guide - BUSINESS ADMINISTRATION/Marketing Concentration

Name: _____

Curriculum Year: _____

Student ID: _____

Evaluator: _____

Year of Initial Enrollment as BADM Major: ____/____

Date: ____/____/____

FRESHMAN
First Semester

| Prerequisite(s) | Disc. | Course No. | Course Title | S.H. | Grade | Semester Earned | Course Substitution | College Code |
|---------------------------------|-------|------------|-------------------------|------|-------|-----------------|---------------------|--------------|
| | JRDV | 111 | College Survival Skills | 1 | | | | |
| | JRDV | 111A | Freshman Assembly | 0 | | | | |
| ACT E18 or SAT V450 or ENGL 093 | ENGL | 111 | English Composition I | 3 | | | | |
| ACT M19 or SAT M460 or MATH 098 | MATH | 151 | College Algebra | 3 | | | | |
| | BIOL | 105 | General Biology I | 3 | | | | |
| | BIOL | 105L | General Biology I Lab | 1 | | | | |
| | BADM | 125 | Personal Finance | 3 | | | | |
| | | | | 14 | | | | |

Second Semester

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| ENGL 111 | ENGL | 112 | English Composition II | 3 | | | | |
| MATH 151 | MATH | 232 | Finite Mathematics | 3 | | | | |
| | BIOL | 106 | General Biology II | 3 | | | | |
| | CISP | 164 | Introduction to Information Processing | 3 | | | | |
| | BADM | 101 | Introduction to Business | 3 | | | | |
| | | | | 15 | | | | |

SOPHOMORE

First Semester

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| | | | CHEM or PHYS 101 | 3 | | | | |
| | | | CHEM or PHYS 101 LaB | 1 | | | | |
| MATH 232 | ECON | 295 | Economic & Business Statistics I | 3 | | | | |
| MATH 151 | ACCT | 201 | Introduction to Financial Accounting | 3 | | | | |
| | ECON | 211 | Economic Principles I (Micro) | 3 | | | | |
| ENGL 112 | BADM | 250 | Business Communication | 3 | | | | |
| | | | | 16 | | | | |

Second Semester

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| ACCT 201 | ACCT | 202 | Introduction to Managerial Accounting | 3 | | | | |
| ECON 211 | ECON | 222 | Economic Principles II (Macro) | 3 | | | | |
| | COMM | 210 | Fundamentals of Public Speaking | 3 | | | | |
| ENGL 112 | ENGL | 203 | Introduction to Literature | 3 | | | | |
| | | | Fine Arts Elective (ART OR MUSC) | 3 | | | | |
| | | | | 15 | | | | |

JUNIOR
First Semester

| Prerequisite(s) | Disc. | Course No. | Course Title | S.H. | SUNO Grade | Semester Earned | Course Substitution | College Code |
|---------------------|-------|------------|-------------------------------|------|------------|-----------------|---------------------|--------------|
| ECON 211 | MKTG | 370 | Principles of Marketing | 3 | | | | |
| ACCT 202; ECON 211 | MGMT | 362 | Principles of Management | 3 | | | | |
| ACCT 201 & ECON 211 | BADM | 240 | Legal Environment of Business | 3 | | | | |
| | HIST | | U. S. History 210 OR 220 | 3 | | | | |
| | PSYC | 210 | General Psychology | 3 | | | | |
| | | | | 15 | | | | |

Second Semester

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| ECON 295 | BADM | 366 | Production Management | 3 | | | | |
| ACCT 201; ECON 222 | BADM | 301 | Principles of Finance | 3 | | | | |
| CISP 164 | CISP | 250 | Fundamentals of Information Systems | 3 | | | | |
| MKTG 370, BADM 250 | MKTG | 377 | Integrated Marketing Communications | 3 | | | | |
| BADM 370 | MKTG | 385 | Consumer Behavior | 3 | | | | |
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SENIOR
First Semester

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| | | | Non-Business Elective | 3 | | | | |
| | | | Non-Business Elective | 3 | | | | |
| MKTG 370, ECON 295 | MKTG | 478 | Marketing Research | 3 | | | | |
| MKTG 370 | | | Marketing Elective 300 level MKTG course | 3 | | | | |
| | | | Business Elective | 3 | | | | |
| | | | | 15 | | | | |

Second Semester

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| ACCT 202, BADM 240, 301, MGMT 362, & MKTG 370 & Senior Standing | BADM | 490 | Strategic Management & Business Policy | 3 | | | | |
| MKTG 370 & Senior Standing | MKTG | 479 | Marketing Strategy | 3 | | | | |
| MKTG 370 | | | Marketing Elective 300 level MKTG course | 3 | | | | |
| | | | Business Elective | 3 | | | | |
| | | | Free Elective | 3 | | | | |
| | | | | 15 | | | | |
| | | | | <u>120</u> | | | | |