

BACHELOR OF BUSINESS ADMINISTRATION - STRATEGY AND INNOVATION

Code	Title	Credit Hours
Wellness		
APPH 1040	Scientific Foundations of Health or APPH 10 The Science of Physical Activity and Health or APPH 10 Flourishing: Strategies for Well-being and Resilience	2
Core A - Essential Skills		
ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
MATH 1552	Integral Calculus or MATH 17 Survey of Calculus	4
Core B - Institutional Options		
CS 1301	Introduction to Computing or CS 1315 Introduction to Media Computation	3
Core C - Humanities		
Any HUM		6
Core D - Science, Math, & Technology		
Lab Science		4
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MATH 1551	Differential Calculus & MATH 1553 and Introduction to Linear Algebra or MATH 17 Finite Mathematics	4
Core E - Social Sciences		
Select one of the following:		3
HIST 2111	The United States to 1877	
HIST 2112	The United States since 1877	
INTA 1200	American Government in Comparative Perspective	
POL 1101	Government of the United States	
PUBP 3000	American Constitutional Issues	
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Any SS		3
Core F - Courses Related to Major		
ACCT 2101	Accounting I: Financial Accounting	3
ACCT 2102	Accounting II: Managerial Accounting	3
MGT 2106	Legal, Social, Ethical Aspects of Business	3
MGT 2210	Information Systems and Digital Transformation	3
MGT 2250	Management Statistics	3
MGT 2255	Quantitative Analysis for Business	3
Major Requirements		
LMC 3403	Technical Communication, Theory and Practice	3
MGT 3062	Financial Management	3
MGT 3101	Organizational Behavior	3
MGT 3102	Managing Human Resources within a Regulatory Environment	3

MGT 3300	Marketing Management I	3
MGT 3501	Operations Management	3
MGT 3599	Career Development Workshop	1
MGT 3660	International Business	3
MGT 3659	Foundations of Strategy	3
Strategy and Innovation Concentration		
Group A(all courses required): ^{1,5}		
MGT 3664	Corporate Strategy	3
MGT 4196	Strategy Consulting Practicum	3
MGT 4220	Integrative Management Experience	3
Concentration electives: ^{1,2}		
Group B: ⁵		
MGT 3661	Advanced Concepts in International Business	
MGT 3662	Management in the Healthcare Sector	
MGT 3663	Technology Strategy	
MGT 4803	Behavioral Economics	
MGT 4803	Global Strategy	
MGT 4803	IP Strategy	
MGT 4803	Managerial Economics and Strategic Behavior	
MGT 4803	Strategic Entrepreneurship	
Group C:		
MGT 3510	Management of Technology	
MGT 3743	Analysis of Emerging Technologies	
MGT 3744	Managing Product, Service & Technology Development	
MGT 4050	Business Analytics	
MGT 4072	Entrepreneurial Finance	
MGT 4341	Management of Healthcare Operations	
MGT 4670	Entrepreneurship	
MGT 4803	Sustainable Business Practicum	
MGT 4803	Innovation Tournaments for Sustainability	
Non-MGT Electives		
Non-MGT Electives ³		
Free Electives		
Free Electives ⁴		
Total Credit Hours		122

Pass-fail only allowed for Free Electives.

¹ C-minimum required.

² Students must select one of two options: (1) they may select 9 credit hours of coursework from Group B or (2) select 6 credit hours of coursework from Group B and 3 credit hours of coursework from Group C.

³ Any courses except for MGT or ACCT.

⁴ Maximum 3 credits of internship; Maximum 9 credits of undergraduate research; Maximum 3 credits of Special Problems/Independent Study.

⁵ Other advisor approved MGT 4803 courses offered by the Strategy & Innovation Faculty.