

BUSINESS ADMINISTRATION, MANAGEMENT AND MARKETING CONCENTRATION (B.A.S.)

Course	Title	Hours
Semester 1		
COLL 101	ORIENTATION TO COLLEGE ¹	1
BTEC 275	ADVANCED BUSINESS APPLICATIONS ²	3
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective ¹		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective ¹		3
GBUS 101	INTRO TO BUSINESS (Milestone Course) ²	3
ECON 202	~MACROECONOMICS ²	3
Hours		16
Semester 2		
ECON 201	~MICROECONOMICS ²	3
GBUS 117	FINANCIAL BUSINESS APPLICATION (Milestone Course) ²	3
MGMT 220	PRINCIPLES OF MANAGEMENT ²	3
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective ¹		3
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective ¹		3
Hours		15
Semester 3		
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective ¹		3
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective ¹		4
Free Elective ¹		1
ACCT 201	PRIN OF ACCOUNTING 1 ²	3
GBUS 202	BUSINESS COMMUNICATION ²	3
Hours		14
Semester 4		
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective ¹		3
Business Elective (100 level or higher) ¹		3
ACCT 202	PRIN OF ACCOUNTING 2 ²	3
MKTG 230	PRINCIPLES OF MARKETING ²	3
GBUS 240	ASSOCIATE BUSINESS CAPSTONE (Milestone Course - Capstone Course) ³	3
Hours		15
Semester 5		
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective ¹		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective ¹		3
MGMT 322	ORGANIZATIONAL BEHAVIOR ³	3
ECON 331	FINANCIAL ECONOMICS ³	3
or ECON 320	or MANAGERIAL ECONOMICS	
GBUS 310	BUSINESS LAW 1 (Milestone Course) ²	3
Hours		15
Semester 6		
MGMT 333	HUMAN RESOURCES MANAGEMENT (Milestone Course) ³	3
GBUS 304	ADVANCED EXCEL ³	3
FIN 340	PRIN OF BUSINESS FINANCE ²	3
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective ¹		4
Upper-Division Marketing Elective (300 or 400 level Marketing course) ³		3
Hours		16
Semester 7		
Upper-Division Management Elective (300 or 400 level Management Course) ³		3
GBUS 405	GLOBAL BUSINESS (Milestone Course) ²	3
GBUS 300	PRIN MGMT INFORMATION SYSTEMS ³	3
ACCT 331	MANAGERIAL ACCOUNTING ³	3
or ACCT 432	or COST ACCOUNTING	
Upper-Division Marketing Elective (Electives - 300 or 400 level Marketing course) ³		3
Hours		15
Semester 8		
MKTG 401	MARKETING RESEARCH ³	3
GBUS 440	BUSINESS POLICY (Milestone Course - Capstone Course) ²	3
Upper-Division Management Elective (Electives - 300 or 400 level Management Course) ³		3

2 Business Administration, Management and Marketing Concentration (B.A.S.)

GBUS 415	MANAGERIAL BUSINESS ETHICS ²	3
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective ¹		3
Hours		15
Total Hours		121

¹ GPA Requirement: Gen Ed - 2.0

² GPA Requirement: Common Professional Component - 2.25

³ GPA Requirement: Management & Marketing Concentration - 2.50