



LITTLE BIG HORN COLLEGE & MSUB
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MARKETING OPTION
General Bulletin 2017-2018

TRANSFER INSTITUTION(S):

Montana State University Billings
 Advising and Career Services
 Phone: 406-657-2240
 Fax: 406-657-2302
 advising@msubillings.edu
www.msubillings.edu/advise/

Name _____

Student ID # _____

GENERAL EDUCATION REQUIREMENTS – SEE ATTACHED PAGE FOR SPECIFIC COURSES

| General Education Category | Course # | Credits | Grade | Semester | Equivalent |
|--|-----------|---------|-------|----------|-----------------------------------|
| Category I: Global Academic Skills (9 credits) A. Mathematics (3 credits) <i>M 143 or STAT 216 – Major requirement</i> B. English (3 credits) C. Communication & Information Literacy (3 credits) | | | | | * MA 145 or 171 Recommended |
| | ^WRIT 101 | | | | * CA 101 |
| | | | | | * |
| Category II: Natural Sciences (7 credits) 2 lectures (6 credits) & 1 lab (1 credit) (1 life science & 1 physical science & 1 lab) | | | | | * |
| | | | | | * |
| | | | | | * |
| Category III: Social Sciences and History (6 credits) A. Social Science (3 credits) <i>ECNS 201 or ECNS 202 – Major requirement</i> B. History (3 credits) | | | | | * |
| | | | | | * |
| Category IV: Cultural Diversity (3 credits) | | | | | * |
| Category V: Arts & Humanities (6 credits) A. Fine Arts (3 credits) B. Humanities (3 credits) | | | | | * |
| | | | | | * |

A minimum grade of "C-" is required in all General Education courses.

^Business majors must pass all preadmission courses "^" with a grade of "C-" or better prior to taking most 300 or 400 level Business courses. Students must complete all courses required for a Business major with a grade of "C-" or better.

Students should consult with their advisors to determine if specific courses are necessary in order to satisfy the General Education requirements within this program.

Certain courses in this program have prerequisites; students should check the course descriptions in the General Bulletin for required prerequisites.

***Take courses at Little Big Horn College that are equivalent to MSUB General Education course requirements on back page OR earn an AS or AA degree from Little Big Horn College**

Reviewed:

GENERAL EDUCATION REQUIREMENTS

CATEGORY I: GLOBAL ACADEMIC SKILLS 9 credits

Students are required to take one course from each subcategory

Subcategory A - Mathematics 3 credits

| | | | |
|-------------|------------|---------------------------------------|----------|
| M | 105 | Contemporary Mathematics | 3 |
| M | 114 | Extended Technical Mathematics | 3 |
| M | 121 | College Algebra | 3 |
| M | 122 | College Trigonometry | 3 |
| M | 130 | Mathematics for Elementary Teachers I | 3 |
| M | 143 | Finite Mathematics | 4 |
| M | 161 | Survey of Calculus | 3 |
| M | 171 | Calculus I | 4 |
| STAT | 141 | Introduction to Statistical Concepts | 3 |
| STAT | 216 | Introduction to Statistics | 4 |

Subcategory B - English 3 credits

| | | | |
|-------------|------------|-----------------------------------|----------|
| WRIT | 101 | College Writing I | 3 |
| WRIT | 121 | Introduction to Technical Writing | 3 |
| WRIT | 122 | Introduction to Business Writing | 3 |
| WRIT | 201 | College Writing II | 3 |
| WRIT | 220 | Business & Professional Writing | 3 |
| WRIT | 221 | Intermediate Technical Writing | 3 |

Subcategory C - Communication & Information Literacy 3 credits

| | | | |
|------|-----|---|---|
| BMIS | 150 | Computer Literacy | 3 |
| COMX | 111 | Introduction to Public Speaking | 3 |
| COMX | 115 | Introduction to Interpersonal Communication | 3 |
| LSCI | 125 | Research in the Information Age | 3 |

CATEGORY II: NATURAL SCIENCES 6 cr. lecture & 1 cr. lab

Students are required to take one course from each subcategory and at least one corresponding lab or Integrated Sciences

Subcategory A - Life Sciences 3-4 credits

| | | | |
|------|-----|---|---|
| BIOB | 101 | Discover Biology | 3 |
| BIOB | 102 | Discover Biology Lab | 1 |
| BIOB | 121 | Fundamentals of Biology for Allied Health | 3 |
| BIOB | 122 | Fund of Biology: Evolution, Ecology, and Biodiversity | 3 |
| BIOB | 123 | Fund of Biology: The Nature of Nutrition | 3 |
| BIOB | 160 | Principles of Living Systems | 3 |
| BIOB | 161 | Principles of Living Systems Lab | 1 |

Subcategory B - Physical Sciences 3-4 credits

| | | | |
|------|-----|---|---|
| ASTR | 110 | Introduction to Astronomy | 3 |
| ASTR | 111 | Introduction to Astronomy Lab | 1 |
| CHMY | 121 | Introduction to General Chemistry | 3 |
| CHMY | 122 | Introduction to General Chemistry Lab | 1 |
| CHMY | 141 | College Chemistry I | 3 |
| CHMY | 142 | College Chemistry Laboratory I | 1 |
| GEO | 101 | Introduction to Physical Geology | 3 |
| GEO | 102 | Introduction to Physical Geology Laboratory | 1 |
| GPHY | 111 | Introduction to Physical Geography | 3 |
| GPHY | 112 | Introduction to Physical Geography Lab | 1 |
| PHSX | 103 | Our Physical World | 3 |
| PHSX | 104 | Our Physical World Lab | 1 |
| PHSX | 205 | College Physics I | 3 |
| PHSX | 206 | College Physics I Lab | 1 |
| PHSX | 105 | Fundamentals of Physical Science | 3 |
| PHSX | 106 | Fundamentals of Physical Science Lab | 1 |

Integrated Sciences

| | | | |
|------|--------------------|---------------------|------------|
| SCIN | 101, 102, 103, 104 | Integrated Sciences | 3, 1, 3, 1 |
|------|--------------------|---------------------|------------|

CATEGORY III: SOCIAL SCIENCES AND HISTORY 6 CREDITS

Students are required to take one course from each subcategory

Subcategory A - Social Sciences 3 credits

| | | | |
|-------------|------------|--|----------|
| ANTY | 217 | Physical Anthropology & Archeology | 3 |
| BGEN | 105 | Introduction to Business | 3 |
| COMX | 106 | Communicating in a Dynamic Workplace | 3 |
| ECNS | 201 | Principles of Microeconomics | 3 |
| ECNS | 202 | Principles of Macroeconomics | 3 |
| EDU | 105 | Education and Democracy | 3 |
| GPHY | 141 | Geography of World Regions | 3 |
| HTH | 110 | Personal Health and Wellness | 3 |
| PSCI | 210 | Introduction to American Government | 3 |
| PSCI | 220 | Introduction to Comparative Government | 3 |
| PSYX | 100 | Introduction to Psychology | 3 |
| PSYX | 231 | Human Relations | 3 |
| SOCI | 101 | Introduction to Sociology | 3 |
| SOCI | 201 | Social Problems | 3 |

Subcategory B - History 3 credits

| | | | |
|------|-----|---|---|
| HSTA | 101 | American History I | 3 |
| HSTA | 102 | American History II | 3 |
| HSTR | 101 | Western Civilization I | 3 |
| HSTR | 102 | Western Civilization II | 3 |
| HSTR | 103 | Honors Western Civilization I | 3 |
| HSTR | 104 | Honors Western Civilization II | 3 |
| PSCI | 230 | Introduction to International Relations | 3 |

CATEGORY IV: CULTURAL DIVERSITY 3 credits

| | | | |
|-----------|-----|---|---|
| A&SC/WGSS | 274 | Women, Culture, and Society | 3 |
| ANTY | 220 | Culture and Society | 3 |
| ARTH | 160 | Global Visual Culture | 3 |
| COMX | 212 | Introduction to Intercultural Communication | 3 |
| GPHY | 121 | Human Geography | 3 |
| HTH | 270 | Global Health Issues | 3 |
| LIT | 230 | World Literature Survey | 3 |
| MUSI | 207 | World Music | 3 |
| NASX | 105 | Introduction to Native American Studies | 3 |
| NASX | 205 | Native Americans in Contemporary Society | 3 |
| PHL | 271 | Indian Philosophies and Religions | 3 |
| PHL | 272 | Chinese Philosophies and Religions | 3 |
| REHA | 201 | Introduction to Diversity in Counseling | 3 |
| RLST | 170 | The Religious Quest | 3 |
| SPNS | 150 | The Hispanic Tradition | 3 |

CATEGORY V: ARTS & HUMANITIES 6 credits

Students are required to take one course from each subcategory

Subcategory A - Fine Arts 3 credits

| | | | |
|------|-----|-------------------------------------|---|
| ARTZ | 101 | Art Fundamentals | 3 |
| ARTZ | 105 | Visual Language-Drawing | 3 |
| ARTZ | 131 | Ceramics for Non-majors | 3 |
| CRWR | 240 | Intro Creative Writing Workshop | 3 |
| FILM | 160 | Introduction to World Cinema | 3 |
| LIT | 270 | Film & Literature | 3 |
| MART | 260 | Computer Presentation and Animation | 3 |
| MUSI | 101 | Enjoyment of Music | 3 |
| MUSI | 114 | Band: MSUB Symphonic | 1 |
| MUSI | 131 | Jazz Ensemble I: MSUB | 1 |
| MUSI | 147 | Choral Ensemble: University Chorus | 1 |
| PHOT | 154 | Exploring Digital Photography | 3 |
| THTR | 101 | Introduction to Theatre | 3 |
| THTR | 120 | Introduction to Acting I | 3 |

Subcategory B - Humanities 3 credits

| | | | |
|------|-----|--------------------------------|---|
| ARTH | 150 | Introduction to Art History | 3 |
| HONR | 111 | Perspectives and Understanding | 3 |
| LIT | 110 | Introduction to Literature | 3 |
| LIT | 240 | The Bible as Literature | 3 |
| PHL | 110 | Introduction to Ethics | 3 |
| PHL | 111 | Philosophies of Life | 3 |
| PHL | 254 | People and Politics | 3 |

| | | Course | Credits | Grade | Semester | Equivalent |
|-------------------------------|-----|---------------------------------------|---------|-------|----------|-----------------------------|
| Required Business Core | | | | | | |
| ^ACTG | 201 | Principles of Financial Accounting | 3 | | | BU 221 |
| ^ACTG | 202 | Principles of Managerial Accounting | 3 | | | BU 222 |
| ^CAPP | 131 | Basic MS Office (or proficiency exam) | 3 | | | IS 102 or IS 103/104/106 |
| *^ECNS | 201 | Principles of Microeconomics | 3 | | | BU 202 |
| *^ECNS | 202 | Principles of Macroeconomics | 3 | | | BU 201 |
| *^M | 143 | Finite Mathematics | 4 | | | MA 145 or 171 |
| *^STAT | 216 | Introduction to Statistics | 4 | | | MA 216 |
| WRIT | 220 | Business & Professional Writing | 3 | | | BU 122 |
| BGEN | 235 | Business Law | 3 | | | BU 205 |
| BMGT | 335 | Management and Organization | 3 | | | |
| BMIS | 311 | Management Information Systems | 3 | | | |
| BMKT | 325 | Principles of Marketing | 3 | | | |
| BGEN | 315 | Applied Business Decisions | 3 | | | |
| BFIN | 322 | Business Finance | 3 | | | |
| BMGT | 322 | Operations Management | 3 | | | |
| BGEN | 499 | Capstone | 3 | | | |

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Marketing Option Requirements

| | | | | | | |
|------|-------------------|--|---|--|--|--|
| BGEN | 360 | International Business | 3 | | | |
| BMKT | 337 | Consumer Behavior | 3 | | | |
| BMKT | 342 | Marketing Research | 3 | | | |
| BMKT | 343 or #460 | Integrated Marketing Communications Marketing High-Technology Products and Innovation | 3 | | | |
| BMKT | 411 | Services/Relationship Marketing | 3 | | | |
| BMKT | 436 | Sales and Sales Management | 3 | | | |
| BMKT | 449 or #446 | Strategic Marketing Management Marketing for Entrepreneurs | 3 | | | |

#Online only; counted as restricted elective for onsite program

Restricted Electives

Select **three** courses from the following **or two** courses from the following and **one** course from the Optional Restricted Electives:

| | | | | | | |
|------|-----|-------------------------|---|--|--|--|
| BMKT | 350 | Social Media Marketing | 3 | | | |
| BMKT | 470 | Supply Chain Management | 3 | | | |
| BMKT | 490 | Undergraduate Research | 3 | | | |
| BMKT | 492 | Independent Study | 3 | | | |
| BMKT | 494 | Seminar/Workshop | 3 | | | |

Optional Restricted Electives

Select one course from the following if you selected only two courses from the Restricted Electives. No courses are required from this section if you selected three courses from the Restricted Electives.

| | | | | | | |
|------|-----|--|---|--|--|--|
| ARTZ | 258 | New Media I | 3 | | | |
| BGEN | 440 | Business and the Environment | 3 | | | |
| BGEN | 498 | Internship | 3 | | | |
| BMGT | 422 | Project Management | 3 | | | |
| BMIS | 310 | Web Design, Development and Implementation | 3 | | | |
| BMIS | 352 | Microcomputer Database Design and Implementation | 3 | | | |
| ECNS | 403 | Introduction to Econometrics | 3 | | | |

Electives

The number of courses a student elects to take that fulfill both General Education requirements and the major requirements will determine the total number of elective credits required for the degree.

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|--|--|--|--|--|
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BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – MARKETING OPTION

| Categories | Credits | Earned | Remaining |
|--------------------------------|---------|--------|-----------|
| General Education Requirements | 31 | _____ | _____ |
| Required Business Core | 50 | _____ | _____ |
| Marketing Option Requirements | 21 | _____ | _____ |
| Restricted Electives | 9 | _____ | _____ |
| Electives (variable) | V | _____ | _____ |
| Total | 120 | _____ | _____ |

**If a student completes one or more of the following courses to satisfy BOTH a General Education and Core requirement, their credits may NOT be counted twice in the total calculation of credits towards graduation: M 143, STAT 216, ECNS 201, or ECNS 202. Such courses will be identified in parentheses ().*

It is the student’s responsibility to know and meet the requirements for graduation.

A minimum of 36 credits must be upper division classes (300 and above).

Notes:

Requirements – Double Option in Management and Marketing

Students seeking to complete options in both Marketing and Management must complete the following in addition to fulfilling the General Education requirements and Business Core requirements:

1. Management Option Requirements
2. Marketing Option Requirements
3. Three courses from the Restricted Elective courses in the Management option
4. **Three different** courses from the Restricted Elective courses in the Marketing option

In most cases, this will result in **five additional courses** beyond that required for either a BSBA Management Option or a BSBA Marketing Option.

Notes: