

# LIBERTY

UNIVERSITY.

## ONLINE

### Bachelor of Science in Business Administration Marketing Analytics Cognate

#### 2016-2017 Degree Completion Plan

**Important:** This degree plan is effective for those starting this degree program in fall 2016 through summer 2017. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations or cognates. Please refer to the list of approved general education electives at [www.luonline.com/generaleducation](http://www.luonline.com/generaleducation) before enrolling in *core competency requirements* and *skills & knowledge* electives.

#### CORE COMPETENCY REQUIREMENTS (27 hrs)

Course		Hrs	Sem	Grade
<u>Communication (6 hours)</u>				
_____	Communications Elective	3	_____	_____
ENGL 101	Composition & Rhetoric <sup>1</sup>	3	_____	_____
<u>Math, Science &amp; Technology (9 hours)</u>				
MATH 201	Introduction to Probability & Statistics <sup>2</sup>	3	_____	_____
UNIV 104	Instructional Tech. for Online Learning	3	_____	_____
_____	Natural Science Elective	3	_____	_____
<u>Information Literacy (6 hours)</u>				
ENGL 102	Composition & Literature	3	_____	_____
_____	History Elective	3	_____	_____
<u>Critical Thinking (6 hours)</u>				
_____	Humanities Elective	3	_____	_____
PHIL 201	Philosophy & Contemporary Ideas	3	_____	_____

#### CHRISTIAN LIFE & THOUGHT (9 hrs)

APOL 104	Contemporary Worldviews	3	_____	_____
BIBL 104	Survey of Biblical Literature	3	_____	_____
THEO 104	Introduction to Christian Thought	3	_____	_____

#### SKILLS & KNOWLEDGE (6 hrs)

BUSI 201	Intermediate Business Computer Apps. <sup>3</sup>	3	_____	_____
ECON 213	Principles of Microeconomics	3	_____	_____

#### MAJOR (54 hrs)

Course		Hrs	Sem	Grade
<u>Core (42 hours)</u>				
ACCT 211	Financial Accounting	3	_____	_____
ACCT 212	Managerial Accounting	3	_____	_____
BUSI 301	Business Law	3	_____	_____
BUSI 303	International Business	3	_____	_____
BUSI 310	Principles of Management	3	_____	_____
BUSI 320	Corporate Finance	3	_____	_____
BUSI 330	Principles of Marketing	3	_____	_____
BUSI 340	Organizational Behavior	3	_____	_____
BUSI 342	Human Resource Management	3	_____	_____
BUSI 400	Strategic Planning/Business Policy	3	_____	_____
BUSI 409	Non-Profit Management	3	_____	_____
BUSI 411	Operations Management	3	_____	_____
BUSI 472	Organizational Ethics	3	_____	_____
ECON 214	Principles of Macroeconomics	3	_____	_____
<u>Cognate (12 hours)</u>				
BUSI 331	Marketing Research	3	_____	_____
BUSI 332	Consumer Behavior	3	_____	_____
BUSI 452	Survey Design	3	_____	_____
BUSI 453	Applied Marketing Analysis	3	_____	_____

#### ELECTIVES (24 hrs)

_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____

#### Graduation Requirements

120 total hours  
 30 hours of upper-level courses  
 50% of major taken through LU  
 30 hours must be completed through LU (Online and/or Residential)  
 2.0 grade point average  
 Grades of C or higher in upper-level courses in major  
 Submission of Graduation Application at beginning of final semester

#### Notes

<sup>1</sup>ENGL 100 (minimum grade of C) is a prerequisite for ENGL 101  
<sup>2</sup>MATH 110<sup>4</sup> (minimum grade of C) or equivalent is a prerequisite for MATH 201  
<sup>3</sup>INFT 110 is a prerequisite for BUSI 201  
<sup>4</sup>MATH 100 (minimum grade of C) is a prerequisite for MATH 110

## SUGGESTED COURSE SEQUENCE

### FRESHMAN YEAR

<u>First Semester</u>		<u>Second Semester</u>	
APOL 104	3	Communications Elective	3
BIBL 104	3	ENGL 102	3
ENGL 101	3	MATH 201	3
UNIV 104	3	THEO 104	3
Elective <sup>1</sup> [MATH 110]	<u>3</u>	Elective <sup>2</sup> [INFT 110]	<u>3</u>
Total	15	Total	15

### SOPHOMORE YEAR

BUSI 201	3	ECON 213	3
History Elective	3	Natural Science Elective	3
ACCT 211	3	ACCT 212	3
BUSI 310	3	BUSI 340	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

### JUNIOR YEAR

BUSI 303	3	PHIL 201	3
BUSI 320	3	BUSI 301	3
BUSI 330	3	BUSI 331	3
ECON 214	3	BUSI 342	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

### SENIOR YEAR

BUSI 332	3	Humanities Elective	3
BUSI 411	3	BUSI 400	3
BUSI 452	3	BUSI 409	3
BUSI 472	3	BUSI 453	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

#### Notes

<sup>1</sup>MATH 110 or equivalent is a prerequisite for MATH 201

<sup>2</sup>INFT 110 or equivalent is a prerequisite for BUSI 201

**Suggested course sequencing for Liberty University Online students may change depending on transfer credit. Please contact an Admissions Specialist or Academic Advisor for assistance at (800) 424-9595.**