

CORE COURSES (33 hours)

		<u>Hrs</u>	<u>Sem</u>	<u>Grade</u>
BUSI 520	Strategic Marketing Management	3	_____	_____
BUSI 530	Managerial Finance	3	_____	_____
BUSI 561	Legal Issues in Business	3	_____	_____
BUSI 600	Business Research Methods	3	_____	_____
BUSI 601	Accounting for Decision Making	3	_____	_____
BUSI 604	International Business	3	_____	_____
BUSI 610	Organizational Design & Structure	3	_____	_____
BUSI 620	Global Economic Environment	3	_____	_____
BUSI 642	Contemporary Issues in Human Resource Management	3	_____	_____
BUSI 650	Operations Management	3	_____	_____
BUSI 690	Policy & Strategy in Global Competition	3	_____	_____

STRATEGIC MEDIA & DIGITAL CONTENT COGNATE (12 hours)

STCO 532	Media Technologies & Communication Strategies	3	_____	_____
STCO 534	Strategic Media Analysis	3	_____	_____
STCO 550	Best Practices: Transforming the Digital Organization	3	_____	_____
STCO 562	Using Emerging Trends in Strategic Communication	3	_____	_____
TOTAL HOURS		45		

Graduation Requirements

Complete 45 total hours

A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level

3.0 GPA

No more than 2 grades of C may be applied to the degree (includes grades of C+ & C-)

No grade of D or below may be applied to the degree (includes grades of D+ & D-)

Liberty University course work that is more than 10 years old may not be applied towards this degree. Students are required to repeat the course if it has exceeded the age limit

Degree must be completed within 5 years

Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Offered in Resident and Online Format

Notes

All applicable prerequisites must be met

Suggested Course Sequence on second page

SUGGESTED COURSE SEQUENCE

First Semester

BUSI 520	3
BUSI 600	3
BUSI 604	<u>3</u>
Total	9

Second Semester

BUSI 530	3
BUSI 620	3
BUSI 642	<u>3</u>
Total	9

Third Semester

BUSI 601	3
BUSI 650	3
STCO 532	<u>3</u>
Total	9

Fourth Semester

BUSI 610	3
STCO 534	3
STCO 550	<u>3</u>
Total	9

Fifth Semester

BUSI 561	3
BUSI 690	3
STCO 562	<u>3</u>
Total	9