LIBERTY UNIVERSITY

Bachelor of Science in Business Administration

Marketing Analytics Cognate

2018-2019 Degree Completion Plan

Important: This degree plan is effective for those starting this degree program in fall 2018 through summer 2019. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations or cognates.

GENERAL EDUCATION/

CORE COM	IPETENCY REQUIREMENTS (44-	47 hours)						
Course		Hrs Sem	Grade	Course		Hrs	Sem	Grade
Communication (6 hours) ¹				Major Foundational Courses (3-9 hours) ⁴				
ENGL 101	Composition & Rhetoric	3		BUSI 201	Intermediate Business Computer Apps.	3		
	Communications Elective	3		BUSI 230	Introduction to Probability & Statistics	3		
				BUSI 240	Organizational Behavior I	3		
Math, Sciend	ce & Technology (7-10 hours) ¹							
MATH	Math Elective (MATH 114 or higher)	3		MAJOR				
	Natural Science Elective	3			Core (39 hours)			
	Technology Competency ²	0-3		ACCT 211	Financial Accounting	3		
UNIV 101	University Core Competencies	1		ACCT 212	Managerial Accounting	3		
				BUSI 301	Business Law	3		
Information Literacy (7 hours) ¹				BUSI 303	International Business	3		
INQR 101	Inquiry 101	1		BUSI 310	Principles of Management	3		
	Composition Elective	3		BUSI 320	Corporate Finance	3		
	Information Literacy Elective	3		BUSI 330	Principles of Marketing	3		
				BUSI 342	Human Resources Management	3		
Critical Thir	nking (12 hours) ¹			BUSI 411	Operations Management	3		
RSCH 201	Research 201	3		BUSI 472	Organizational Ethics	3		
	Literature OR Philosophy Elective	3		BUSI 490	Capstone: Human Resource & Mktg.	3		
	Social Science Elective	3		ECON 213	Principles of Microeconomics	3		
	Cultural Studies Elective	3		ECON 214	Principles of Macroeconomics	3		
Christian Li	fe & Thought (12 hours) ^{1,3}				Cognate (12 hours)			
BIBL 105	Old Testament Survey	2		BUSI 331	Marketing Research	3		
BIBL 110	New Testament Survey	2		BUSI 332	Consumer Behavior	3		
EVAN 101	Evangelism & Christian Life	2		BUSI 452	Survey Design	3		
RLGN 105	Intr Bwvw/Contemp Moral Issues	2		BUSI 453	Applied Marketing Analysis	3		
THEO 201	Theology Survey I	2			·· · ·			
THEO 202	Theology Survey II	2		FREE ELECTIVES (13-22 hours) ⁵				

	Notes		
	All applicable prerequisites must be met		
	¹ Refer to the list of approved general education electives at <u>www.liberty.edu/gened</u> before		
Graduation Requirements	enrolling in core competency requirements		
120 Total Hours	² All students must pass the Computer Assessment OR complete applicable INFT course;		
2.0 Overall grade point average	refer to www.liberty.edu/computerassessment for more information		
30 Hours must be upper-level courses (300-400 level)	³ Students transferring in 45 or more UG credit hours will have the requirements of RLGN		
Grade of 'C' Minimum required for all upper-level courses in the major	105 & EVAN 101 waived; Students transferring in 60 or more UG credit hours will also		
50% Of major and cognate taken through Liberty University	have the requirements of THEO 201 & THEO 202 waived		
30 Hours must be completed through Liberty University	⁴ Major Foundational Courses can also fulfill General Education/Core Competency		
Grad App Submission of Graduation Application must be completed within the	requirements as applicable		
last semester of a student's anticipated graduation date	⁵ Internship (maximum 6 hours) is strongly recommended		
CSER All requirements must be satisfied before a degree will be awarded	Suggested Course Sequence on second page		

SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

First Semester			Second Semester
BIBL 105		2	BIBL 110 2
ENGL 101		3	EVAN 101 2
INQR 101		1	Composition Elective ¹ 3
UNIV 101		1	Cultural Studies Elective ¹ 3
Communications Elective ¹		3	Math Elective ¹ [BUSI 230] 3
Social Science Elective ¹ [BUSI 240]		3	CSER <u>0</u>
CSER		0	Total 13
	Total	13	

SOPHOMORE YEAR

BUSI 201	3	THEO 202	2
RLGN 105	2	Natural Science Elective ¹	3
RSCH 201	3	Technology Competency ²	0-3
THEO 201	2	ACCT 212	3
ACCT 211	3	BUSI 301	3
CSER	<u>0</u>	Elective	3
	Total 13	CSER	<u>0</u>
			Total 14-17

JUNIOR YEAR

Information Literacy Elective ¹	3	BUSI 303	3
Literature or Philosophy Elective ¹	3	BUSI 320	3
BUSI 310	3	BUSI 330	3
BUSI 342	3	BUSI 411	3
ECON 213	3	ECON 214	3
CSER	<u>0</u>	Elective	3
	Total 15	CSER	<u>0</u>

Total 18

SENIOR YEAR

BUSI 331	3	BUSI 452	3
BUSI 332	3	BUSI 453	3
BUSI 472	3	BUSI 490	3
Elective	3	Elective	3
Elective	3	Elective	3
CSER	<u>0</u>	Elective	1
	Total 15	CSER	<u>0</u>
			Total 16

Notes

¹Refer to the list of approved general education electives at <u>www.liberty.edu/gened</u> before enrolling in core competency requirements ²All students must pass the Computer Assessment OR complete applicable INFT course; refer to <u>www.liberty.edu/computerassessment</u> for more information