



Student Name: _____

Student ID: _____

Business Core Requirements

_____	ACC 241	3	Accounting Principles I
_____	ACC 242	3	Accounting Principles II
_____	ECO 201	3	Principles of Microeconomics
_____	ECO 202	3	Principles of Macroeconomics
_____	FIN 361	3	Corporate Finance
_____	MGT 201	3	Introduction to Business
_____	MGT 311	3	Business Law
_____	MGT 352	3	Management Analysis and Practice
_____	MGT 452	3	Strategic Management
_____	MKT 231	3	Principles of Marketing

Marketing Electives

Select 6 additional hours from the following:

_____	CAC 345	3	Social Media Strategy
_____	ENT 310	3	Creativity and Concept Development
_____	MKT 312	3	Professional Selling
_____	MKT 313	3	Services and Experience Marketing
_____	MKT 380	3	International Marketing
_____	MKT 412	3	Integrated Marketing Communications
_____	MKT 430	3	Advanced Digital Marketing
_____	MKT 451	3	Marketing Technologies
_____	PBR 261	3	Introduction to Public Relations

Marketing Core Requirements

_____	MKT 390	3	Digital Marketing
_____	MKT 393	4	Practicum
_____	MKT 410	3	Marketing Research
_____	MKT 445	3	Best Practices in Marketing
_____	MKT 460	3	Consumer Behavior

Additional Major Requirements

_____	MAT 210	4	Introductory Statistics
-------	---------	---	-------------------------

Select one course from the following:

_____	MGT 260	3	Business Systems Applications
_____	SYS 120	4	Introduction to Problem Solving (required by Systems)

Select one course from the following:

_____	MAT 110	3	Finite Mathematics
_____	MAT 151	4	Calculus I (required by Systems)

Total Major Hours Required: 62-64

Information Systems and Analytics Requirements for BS Degree – All systems curriculum courses must be completed with a grade of C- or better and are included in the major GPA.

Curriculum Requirements

_____	COS 143	3	Interactive Webpage Development
_____	COS 326	3	Data Visualization
_____	MAT 151	4	Calculus I
_____	MAT 382	3	Advanced Statistical Methods
_____	SYS 101	3	Introduction to Systems
_____	SYS 390	3	Information Systems Analysis
_____	SYS 394	4	Information Systems Design

Select one course[†] from the following:

_____	COS 120	4	Introduction to Computational Problem Solving
_____	SYS 120	4	Introduction to Problem Solving

Select one course[†] from the following:

_____	PSY 425	3	Industrial-Organizational Psychology
_____	SYS 330	3	Human Relations in Organizations

Select one course[†] from the following:

_____	MAT 311	3	Introduction to Data Science
_____	MAT 401	3	Operations Research
_____	SYS 402	3	Modeling and Simulation

Select one course[†] from the following:

_____	MAT 210	4	Introductory Statistics
_____	MAT 352	4	Mathematical Statistics

Select one course[†] from the following:

_____	MKT 393	3-4	Practicum
_____	SYS 393	3-4	Practicum

Electives

Select at least 3 additional hours of electives[†], in addition to those required in the major:

_____	COS 121	4	Foundations of Computer Science
_____	ENT 422	3	New Venture Planning
_____	MGT 403	3	Operations Management
_____	SYS 214	3	Principles of Human Computer Interaction
_____	SYS 310	3	E-Commerce

[†]Selection may depend on major.

Degree Requirements

- 128 minimum hours and 42 minimum upper-division hours (3XX/4XX course numbers).
- Fifty percent of the minimum hours must be completed at Taylor—64 hours.
- Fifty percent of the major/minor hours must be completed at Taylor.
- 22 of the last 30 hours earned must be completed at Taylor.
- Cumulative GPA of 2.0; major GPA of 2.3 (higher GPA may be required in certain curricula). (See current catalog for policy).
- All foundational core, major, minor, and proficiency requirements must be completed (including Senior Comprehensive Exam/Paper/Project).
- Two years of one foreign language is required for the BA degree.
- Candidates for 2 degrees must complete a minimum of 158 semester hours and meet all requirements for 2 different majors.