



FORT HAYS STATE UNIVERSITY

Forward thinking. World ready.

Bachelor of Business Administration Management/Marketing Double Major

DESCRIPTION OF REQUIREMENTS	CREDIT HOURS
University General Education - to include	55
ECFI 201 Principles of Economics: Micro	
ECFI 202 Principles of Economics: Macro	
MATH 250 Elements of Statistics	
MATH 331 Calculus Methods or MATH 234	
College of Business and Leadership Core	27
Marketing Requirements	30
Management Requirements	30
TOTAL	142

	Not to be Taken Before Semester	OFFERED	LOCATION	WHEN TAKEN
College of Business & Leadership Core (27 credit hours):				
ACCT 203 Principles of Accounting 1	3	FA, SP, SU	OC, VC	
ACCT 204 Principles of Accounting 2	4	FA, SP, SU	OC, VC	
GBUS 204 Business Law	3	FA, SP, SU	OC, VC	
MGT 301 Management Principles	5	FA, SP, SU	OC, VC	
MKT 301 Marketing Principles	5	FA, SP, SU	OC, VC	
ECFI 305 Managerial Finance	5	FA, SP, SU	OC, VC	
BCOM 301 Business Communications	5	FA, SP, SU	OC, VC	
MGT 602 Production and Operations Management	6	FA, SP, SU	OC, VC	
MGT 499 Business Policy	8	FA, SP	OC, VC	

MARKETING REQUIREMENTS (30 credit hours):

MKT 401 Marketing Channels	5	SP	OC	
MKT 403 Retail Management	5	FA	OC	
MKT 405 Marketing Strategy	5	SP	OC	
MKT 601 Consumer Behavior	5	SP	OC	
MKT 604 Marketing Research	5	FA	OC	
MKT 606 International Marketing	5	SP	OC	
MKT 609 Strategic Electronic Marketing	5	FA	OC	

Marketing Electives -- 9 credit hours by advisement. (Must begin with MKT prefix but cannot include MKT 301.)

FA=Fall SP=Spring SU=Summer VC=Virtual College OC=On Campus
All courses are 3 credit hours.

Updated Fall 2009

MANAGEMENT REQUIREMENTS (30 credit hours):

MGT 403 Business, Society, and Ethics	5	FA, SP	OC, VC	
MGT 404 Organization Theory and Analysis	6	SP	OC, VC	
MGT 410 Organizational Behavior/Development	6	FA	OC, VC	
MGT 611 Human Resource Management	6	FA, SP, SU	OC, VC	
MIS 304 Management Information Systems	5	FA, SP	OC, VC	
Management Electives -- 15 credit hours by advisement. (Must begin with MGT prefix but cannot include MGT 301, MGT 602, or MGT 499.)				

University General Education Requirements (55 credit hours):

Foundation Studies Core (18 credit hours):

	When Taken
ENG 101 English Composition I	
ENG 102 English Composition II	
COMM 100 Fundamentals of Oral Communication	
MATH 110 College Algebra	
MIS 101 Introduction to Computer Information Systems	
HHP 200 Personal Wellness	

International Studies Core (6 credit hours--pick two of three):

HIST 111 Modern World Civilization	
GSCI 110 World Geography	
ENG 125 World Literature & the Human Experience	

Humanities Core (9 credit hours--pick three from at least two disciplines):

Mathematics/Natural Sciences Core (10 credit hours):

MATH 331 Calculus Methods or MATH 234 Analytic Geometry & Calculus I	
MATH 250 Elements of Statistics	
Natural science: _____	
Lab: _____	

Social and Behavioral Sciences Core (9 credit hours):

ECFI 201 Principles of Economics: Micro	
ECFI 202 Principles of Economics: Macro	
Social or behavioral science: _____	

Upper Division Integrative Course (3 credit hours)

Integrative course: _____	
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