

The College of Business Administration

Roger D. Weikle, Dean
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Undergraduate Degree Programs and Requirements

Four undergraduate programs are offered by the College of Business Administration: the Bachelor of Science in Business Administration, the Bachelor of Science in Computer Science, the Bachelor of Arts in Economics, and the Bachelor of Science in Information Design. The baccalaureate degree program in Business Administration is accredited by AACSB International--The Association to Advance Collegiate Schools of Business and the baccalaureate degree in Computer Science is accredited by ABET (111 Market Place, Suite 1050, Baltimore, MD 21202-4012; telephone: 410-347-7700).

Our mission is to prepare students in a learning-centered environment, through effective teaching, scholarship, and service, with the professional and leadership skills necessary for positions in the global marketplace, while fostering life-long learning and service to the external community.

Eleven areas of concentration, called options, are available within the Bachelor of Science in Business Administration degree program. These options are accounting, computer information systems, economics, entrepreneurship, finance, general business, health care management, human resource management, international business, marketing, and management. Two of these options, accounting and general business, can be earned through our evening program. The accounting option offers an integrated undergraduate/graduate curriculum that allows for optimum efficiency in continuing into a graduate program with an accounting emphasis.

The Business degree program prepares undergraduates for careers in the business world by offering an academically challenging program that produces a new kind of leader for business, industry, government, the arts, and health services. This new leader leaves the program with the skills needed to function as a professional in the complex organizations of the 21st century. The requirements for the Bachelor of Science in Business Administration integrate the business core. The foundation for the program is a four-course sequence emphasizing a cross functional approach to business issues and perspectives. These courses, BADM 180, ACCT 280, MKTG 380 and MGMT 480 are augmented by liberal arts studies taught across diverse disciplines, fundamental business courses, and more advanced courses in the business option. Along with an integrated curriculum, the faculty and business leaders have developed a comprehensive list of competencies that students must attain before graduation from this program. The competency categories for the business degree are communication, teamwork/diversity, adaptability, problem solving and accountability and ethics. The computer science degree categories are technical, social, environment and interpersonal development. Most business courses also emphasize team projects in addition to individual assignments. Co-op and internship experiences are integrated into some options and encouraged in others.

The College of Business Administration is dedicated to offering quality classroom instruction and to enhancing personal development through interaction between faculty and students. A faculty open-door policy facilitates this approach. Quality classroom instruction is provided by a faculty who meet the high standards of scholarship required for AACSB and ABET accreditation.

A number of scholarships are awarded annually to College of Business Administration students. Eligibility is determined on the basis of outstanding academic performance.

For those students working toward a degree outside of the College of Business Administration, minors in the areas of accounting, business administration, computer science, economics, entrepreneurship, finance, health care management and human resource management are offered. For specific requirements for individual minors, see the section on Minors.

Through programs of continuing education, seminars, and conferences, the College of Business Administration maintains active involvement with the business community. These outreach efforts are strengthened by the efforts of the specialized centers housed in the College of Business Administration. These centers and a brief description of their functions follows:

The Institute of Management is a center within the College of Business Administration through which the school coordinates its public service to the region. The primary goal of the Institute is to provide continuing education to meet the needs of managers and professionals in industry, business, and government.

The Small Business Development Center provides assistance to owners and managers of small businesses as well as prospective business owners. The Center utilizes students and faculty to provide free counseling to clients. The Center contains a library of literature and information for the use of small business owners. Workshops and seminars are sponsored on topics related to managing a small business.

The Center of Economic Education works closely with the South Carolina Council on Economic Education toward the goal of implementing programs of economic education in the elementary, middle, and secondary schools of South Carolina. In its mission the Center conducts pre-service and in-service teacher programs as well as conferences, symposiums, and forums for the exchange of ideas among educators and others interested in the American economy.

Academic Advising

Academic advising is an integral part of the learning process in the College of Business Administration. The role of the academic adviser is to assist in making appropriate decisions about academic programs and career goals, provide academic information about Winthrop University and degree programs, and suggest appropriate involvement in on-campus, off-campus and experiential opportunities. Freshmen are assigned a faculty adviser after summer orientation and keep the same adviser during the freshman year. Not only will advisers help with program selections and scheduling, but will also be

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available to assist with the adjustment to university life throughout the first year. At the end of the freshman year, an option in the College of Business will be chosen and an adviser will be assigned from that area. Students who transfer after their freshman year are assigned an adviser in the academic option of their choice.

Transfer evaluations are completed by the Student Services Center. The subject matter and the level of the course are considered for evaluation. Upper-level courses in the core and option, which have been completed prior to achieving junior status, may be used to meet elective requirements, but must be replaced in the core or option by approved advanced courses (if not transferred from an AACSB accredited institution). Upper-level business and computer science courses may not transfer from two-year institutions. In addition to the requirement that the final 31 hours be completed at Winthrop, only 50% of the business core and option may transfer toward a business administration degree. CSCI majors must complete 20 hours of CSCI courses numbered above 299 and an additional 9 which may be taken at Winthrop University or any schools with programs in Computer Science accredited by (ABET).

The College of Business Administration's Director of Student Services is: Gay Randolph, Office of Student Services 226 Thurmond Building, (803) 323-4833, Fax (803) 323-3960, randolphg@winthrop.edu.

Faculty

Professors

David Bradbard
Robert H. Breakfield
Qidong Cao
Clarence Coleman
Lynn DeNoia
James McKim
Richard L. Morris
Louis J. Pantuosco
D. Keith Robbins, *Chair
Management & Marketing*
Marilyn Smith
Martha C. Spears, *Associate Dean*
Gary L. Stone
Jane B. Thomas
Roger D. Weikle, *Dean*

Visiting Professor, Executive in Residence

James Olson

Executive Professor

Michael D. Evans

Associate Professors

Charles E. Alvis
Keith Benson
Michael Cornick
Stephen Dannelly, *Chair
Computer Science & Quantitative Methods*
Kent E. Foster
Steven Frankforter
Barbara K Fuller
Chlotia Garrison
William W. Grigsby
Brien Lewis
Michael Matthews
Anne Olsen
Cara Peters
Barbara Pierce, *Chair
Accounting, Finance & Economics*
Emma Jane Riddle
Robert Stonebraker
William I. Thacker
Xusheng Wang
Glenn Wood

Assistant Professors

Barbara Burgess-Wilkerson
Patrice Burleson
Melissa Carsten
Katie Dykhuis
Peggy W. Hager
James Hammond
Malayka Klimchak
Jayne Maas
Hemant Patwardhan
S. Gay Randolph
Brooke Stanley
Laura Ullrich

Bachelor of Science in Business Administration

Those students applying for the Bachelor of Science degree in Business Administration must present a grade of C- or better in each course in the core curriculum and in the option which is chosen. This requirement is in addition to the requirement of a 2.0 grade-point average on the 124 hours required for the degree.

Students enrolled in the Bachelor of Science in Business Administration program or enrolled in business classes may not enroll in courses numbered above 299 unless they have at least a 2.0 grade-point average, completed 54 hours, and a grade of C- or better in HMXP 102.

Transfer students must complete HMXP 102 prior to taking upper-level courses in the College of Business Administration. Students who transfer in 54 or more semester hours must complete this course within their first semester. If, during this time, such students do not earn a C- or better in HMXP 102, they will not be permitted to take additional courses above 299 until this general education requirement is met.

Within the 124 hours required for this degree, the student must include 48 hours in courses numbered above 299 and must complete ECON 103, HIST 211, PLSC 201 or 201H, 311 and 312, or 356.

In addition, students enrolled in the Bachelor of Science in Business Administration programs may not enroll in courses in the College of Business numbered above 299 unless they have, within their first 60 semester hours, taken and passed ACCT 280, ECON 215, MATH 101, MATH 105, and QMTH 205. Transfer students who need to take any of the five courses and who meet the other requirements will be permitted to take courses above 299 in these areas during their first two semesters at Winthrop. If, by the end of the 2nd semester, such students have not taken and passed all five of the required courses, they will not be permitted to take additional courses above 299 until all five of those courses are passed. Students not enrolled in the Bachelor of Science in Business Administration, but taking courses within the College of Business Administration, must only have the specific prerequisites of the courses taken.

Bachelor of Science in Business Administration

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, Writing	6
Quantitative Skills		
MATH 105 or MATH 201	Calc for Managerial and Life Sci or Calculus I	3
Technology		0*
Oral Communication		0*
WRIT 465	Preparation of Oral & Written Reports	
Logic/Language/Semiotics		
QMTM 205, 206	Applied Statistics I & II	6
CSCI 101 and CSCI 101B and 101C and either CSCI 101A or 101P	Comp & Info Processing; Microsoft Excell & Access Frontpage, Powerpoint; Programming	3
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102	The Human Experience: Who Am I?	3
Global Perspectives	Choose from list of approved courses, p. 16	3
Historical Perspectives	Choose from list of approved courses, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ECON 215, ECON 216, PSYC 101	Microeconomics, Macroeconomics, Gen Psychology	9
Humanities and Arts	See approved list, p. 16; must include 2 designators	6
Natural Science		7
Choose from list of approved courses, p. 16; must include a lab science; must include two designators and designators must come from two of the three different science categories		
Intensive Writing		
WRIT 465	Preparation of Oral & Written Reports	0*
Constitution Requirement	See approved list, p. 16	0-3 ¹
Subtotal		50-55
Business Administration Program Requirements		36
Business Requirements		
ACCT 280	Accounting Info for Business Decisions I	3
ACCT 281	Accounting Info for Business Decisions II	3
WRIT 465	Preparation of Oral and Written Reports	3
Core Courses**		
BADM 180	Contemporary Business Issues	3
MGMT 321	Principles of Management	3
MKTG 380	Principles of Marketing	3
MGMT 355	Business Communication - Oral Intensive	3
MGMT 326	Operations Management	3
MGMT 341	Information Systems	3
FINC 311	Principles of Finance	3
BADM 350	Econ and Legal Environment of Organization	3
MGMT 480	Business Policy	3
Business Option Requirement; choose one of the following:		18-27**
ACCT, page 66		
CIFS, page 66		
ECON, page 66		
ENTR, page 67		
FINC, page 67		
GBUS, page 67		
HCMT, page 68		
HRMG, page 68		
INBU, page 68		
MGMT, page 69 (If MGMT 529 is used to meet the Global Requirement, student may take free electives to satisfy graduation requirements.)		
MKTG, page 69 (If MKTG 581 is used to meet Global Requirement, student may take free electives to satisfy graduation requirements)		
Electives (Number varies depending on hours required for option.)		6-20²
Total		124

* Course credit included in another category

**Must earn C- or better in each Business Core and Option course.

¹ A course that satisfies the Constitution Requirement may be counted in another area.

² Electives sufficient to accumulate at least 124 hours.

Bachelor of Science in Business Administration - Accounting Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
Accounting Option		21
ACCT 303	Accounting Information Systems	3
ACCT 305	Intermediate Accounting I	3
ACCT 306	Intermediate Accounting II	3
ACCT 309	Budgeting & Executive Control	3
ACCT 401	Intro to Tax	3
ACCT 509	Auditing Principles & Procedures	3
One of:		
ACCT 502	Corporate Tax	3
ACCT 505	Intermediate Accounting III	3
ACCT 506	Not for Profit Accounting	3
ACCT 491	Accounting Internship	3
One course from PHIL 230, 575 or MGMT 575		3
Electives		12-17
Total		124

Bachelor of Science in Business Administration - Computer Information Systems Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
Computer Information Systems Option		27
CSCI 207 & 208	Intro to Computer Sci I & II	8
CSCI 291 or 293 or 295 or 392	Cobol, C#, Visual Basic, Java	1
CSCI 325	File Structures	3
CSCI 355	Database Processing	3
CSCI 475	Software Engineering I	3
CSCI 476	Software Engineering II	3
MATH 261	Found of Discrete Mathematics	3
One of:		
ACCT 303	Accounting Information Systems	3
ACCT 309	Budgeting & Executive Control	3
CSCI above 299		3
Electives		6-11
Total		124

Bachelor of Science in Business Administration - Economics Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
Economics Option		18
ECON 315	Microeconomic Theory	3
ECON 316	Macroeconomic Theory	3
ECON 335	Money and Banking	3
Three of any ECON above 299		9
Electives		15-20
Total		124

Bachelor of Science in Business Administration - Entrepreneurship Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
Entrepreneurship Option		18
ENTR 373	Intro to Entrepreneurship	3
ENTR 374	Strategic Entrepreneurial Growth	3
ENTR 473	Entrepreneurial Finance	3
ENTR 579	Business Plan Development	3
Two of:		
BADM 561	Electronic Commerce for Managers	3
MGMT 422	Human Resources Management	3
MKTG 382	Retailing	3
MKTG 481	Promotion Management	3
MKTG 482	Marketing Research	3
MKTG 491	Internship in Marketing	3
MKTG 581	Marketing for Global Competitiveness	3
Electives		15-20
Total		124

Bachelor of Science in Business Administration - Finance Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
Take one of two tracks:		
Finance Option--Corporate Finance Track		18
FINC 312	Intermediate Corporate Financial Management	3
FINC 498	Adv Corp Financial Mgmt	3
FINC 514	Intern'l Financial Management	3
Two of:		
FINC 491	Internship in Finance	3
FINC 512	Investments	3
FINC 513	Banking and Financial Service Management	3
One of:		
ACCT 305	Intermediate Accounting	3
ECON 335	Money and Banking	3
Electives		15-20
Total		124

Finance Option--Financial Planning Track		
ACCT 401	Introduction to Tax	3
BADM501	Estate Planning	3
FINC 315	Principles of Financial Planning	3
FINC 512	Investments	3
FINC 515	Insurance and Risk Management	3
FINC 516	Employee Benefits and Retirement Planning	3
Electives		15-20
Total		124

Note: Anyone completing any combination of 15 hours of FINC from the above lists plus 3 hours of ACCT, BADM or ECON from the above lists would qualify for the Finance option, general track.

Bachelor of Science in Business Administration - General Business Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
General Business Option		18
Choose 6 hours numbered above 299 and 12 hours numbered above 399 from advanced courses in ACCT, BADM, CSCI, ECON, ENTR, FINC, HCMT, MGMT, MKTG. A maximum of 9 hours may be taken from a single designator. Co-op and internship course credit must not exceed 3 hours.		
Electives		15-20
Total		124

COLLEGE OF BUSINESS ADMINISTRATION--HEALTH CARE MGMT/HUMAN RESOURCE MGMT/INT'L BUSINESS
Bachelor of Science in Business Administration - Health Care Management Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
Health Care Management Option		21
HCMT 200	Intro to Health Care Mgmt	3
HCMT 300	The Health Care Manager	3
HCMT 302	Health Care Planning & Marketing	3
HCMT 303	Health Care Organizations & the Legal Environ	3
HCMT 491	Health Care Management Internship	3
HCMT 492	Econ & Health Care Finance	3
HCMT 493	Seminar in Health Care Management	3
Required internship to be taken summer between Jr & Sr year.		
Electives		12-17
Total		124

Bachelor of Science in Business Administration - Human Resource Management Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
Human Resource Management Option		18
MGMT 325	Organizational Theory and Behavior	3
MGMT 422	Human Resources Management	3
MGMT 425	Training and Development	3
MGMT 523	Collective Bargaining and Labor Relations	3
MGMT 524	Employment Law	3
MGMT 526	Compensation and Benefits Analysis	3
Electives		15-20
Total		124

Bachelor of Science in Business Administration - International Business Option

General Education, see page 65		50-55
Business Requirements and Core, see page 65		36
International Business Option		18
ECON 521	International Trade & Investment	3
FINC 514	International Financial Management	3
MGMT 529	International Management	3
MKTG 581	Marketing for Global Competitiveness	3
One of:		
BADM 492	Internship in International Business	3
BADM 400	International Field Experience	
Choose 3 hours from ANTH 301, 321, 323, 325, 351; FREN 301; GEOG 303, 304, 306; GERM 300, 301; HIST 345, 351, 547, 548, 551, 552, 553, 561; MCOM 302; PLSC 335, 336, 338, 345, 532; RELG 300; SPAN 301, 302		
Electives		15-20
Total		124

Note: Students whose first language is English are required to have 6 hrs. of one Foreign Language, excluding LATN. If MGMT 529 or MKTG 581 is used to meet Global Requirement, student may take free electives to satisfy graduation requirements.

COLLEGE OF BUSINESS ADMINISTRATION--MANAGEMENT/MARKETING/COMPUTER SCIENCE
Bachelor of Science in Business Administration - Management Option

General Education, see page 65	50-55
Business Requirements and Core, see page 65	36
Management Option	18
MGMT 325	Organ Theory & Behavior
MGMT 422	Human Resources Mgmt
MGMT 475	Leadership Theory and Development
MGMT 575 or PHIL 575	Business Ethics
Two of:	
ENTR 373	Introduction to Entrepreneurship
BADM 561	Electronic Commerce
MGMT 491	Internship in Management
MGMT 529	International Management
Electives	15-20
Total	124

Bachelor of Science in Business Administration - Marketing Option

General Education, see page 65	50-55
Business Requirements and Core, see page 65	36
Marketing Option	18
MKTG 381	Consumer Behavior
MKTG 481	Promotion Management
MKTG 482	Marketing Research
MKTG 489	Marketing Strategy
Two of:	
BADM 561	Electronic Commerce for Managers
MKTG 382	Retailing
MKTG 483	Sales and Relationship Marketing
MKTG 491	Internship in Marketing
MKTG 581	Marketing for Global Competitiveness
Electives	15-20
Total	124

Bachelor of Science in Computer Science

The Bachelor of Science in Computer Science is accredited by the Computing Accreditation Commission of ABET (111 Market Place, Suite 1050, Baltimore, MD 21202-4012; telephone: 410-347-7700).

The goal of the Bachelor of Science in Computer Science is to prepare students for careers in software design and implementation and for graduate study in Computer Science. The students in this program are provided with a background that allows them to progress toward leadership roles.

The goal is implemented by a curriculum that carefully blends theory and applications. After completing a two semester introductory sequence in computer science, the student takes a series of courses that provide a strong background in the basic mathematical tools of calculus, logic, discrete mathematics, and probability and statistics and that provide a good background in the natural and social sciences and the humanities.

A high school student entering Winthrop University in the Bachelor of Science degree program in Computer Science who earned a grade of 4 or 5 on the Advanced Placement Test in Computer Science will receive four hours of credit for CSCI 207.

Students enrolled in the Bachelor of Science in Computer Science may not enroll in CSCI courses numbered above 299 unless they have at least a 2.0 grade-point average, completed 54 hours, and a grade of C- or better in HMXP 102. Transfer students must complete HMXP 102 prior to taking upper-level courses in the College of Business Administration. Students who transfer in 54 or more semester hours must complete this course within their first semester. If, during this time, such students do not earn a C- or better in HMXP 102, they will not be permitted to take additional courses above 299 until this general education requirement is met.

Within the 124 hours required for this degree, the student must include at least 40 hours in courses numbered above 299, 20 of which must be in CSCI courses numbered above 299 completed at Winthrop University, and an additional 9 which may be taken at Winthrop University or any schools with programs in Computer Science accredited by the Computer Accrediting Commission (CAC) of the Accreditation Board for Engineering and Technology (ABET). Also, the program must include ECON 103, HIST 211, PLSC 201 or 201H, 311 and 312, or 356.

A student applying for the Bachelor of Science degree in Computer Science must present a cumulative grade-point average of 2.0 or better on all Computer Science courses taken at Winthrop and required for the degree program in order to be awarded the degree. This requirement is in addition to the University requirement of a 2.0 grade point average on the 124 hours required for the degree.

COLLEGE OF BUSINESS ADMINISTRATION--COMPUTER SCIENCE

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking		
WRIT 101, CRTW 201	Composition; Critical Reading, Thinking & Writing	6
Quantitative Skills		
MATH 201	Calculus I	4
Technology		
CSCI 207	Introduction to Computer Science I	4
CSCI 327	Social Implications of Computing	3
Oral Communication		
CSCI 327	Social Implications of Computing	0*
Logic/Language/Semiotics		
CSCI 208	Introduction to Computer Science II	4
QMTM 205	Applied Statistics I	3
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102	The Human Experience: Who Am I?	3
Global Perspectives	Choose from list of approved courses, p. 16	3
Historical Perspectives	Choose from list of approved courses, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science	See approved list, p. 16; must have at least 2 designators	6-9 ¹
Humanities and Arts	See approved list, p. 16; must have at least 2 designators	6-9 ¹
Natural Science		
PHYS 211/212 or CHEM 105, 106/108		8
Choose from the current catalog as follows:		4
BIOL 203/204 or GEOL in the GEOL minor that is approved as a Natural Sci course.		
Intensive Writing		
CSCI 327	Social Implications of Computing	0 *
Constitutional Requirement		
	Choose from list of approved courses, p. 38	0-3 ²
Additional Math and Science Requirements		
MAED 200	Introduction to Mathematica	1
MATH 202	Calculus II	4
MATH 261	Foundations of Discrete Mathematics	3
A MATH course over 299		3
Subtotal		
		72-75
Computer Science Program Requirements		
		35
CSCI 211	Intro to Assembly Language and Comp Architecture	3
CSCI 271	Algorithm Analysis and Data Structures	3
CSCI 311	Computer Architecture and Organization	3
CSCI 371	Theoretical Foundations	3
CSCI 411	Operating Systems	3
CSCI 431	Organization of Programming Languages	3
CSCI 475	Software Engineering I	3
CSCI 476	Software Engineering II	3
CSCI courses numbered above 299 (excluding CSCI 514, max 3 hrs from combination of 471 and 491)		9
Choose two different courses from: CSCI 291, 292, 293, 295, 297, 392, 395 or 398		2
<i>Students are required to complete the CSCI culminating assessment exam in the semester in which they graduate. This assessment exam is administered by the CSQM Department Chair.</i>		
Second Discipline		
		0-24 ³
Choose one of the following or a minor (other than CSCI):		
<i>Information Systems: ACCT 280-281, 303 or 309; MGMT 321, and one of FINC311, MKTG 380</i>		
<i>Physics and Mathematics: PHYS 301, and one of PHYS 315, 321, or 350; MATH 301, 302, and 305</i>		
Electives		
		0-17 ⁴
Total		
		124

* course credit included in another category

¹ The total number of hours in the Social Science and in the Humanities and Arts is 15 with 6 hours in one area and 9 hours in the other.

² A course that satisfies the Constitutional Requirement may be counted in another area.

³ Courses taken in the Second Discipline may be counted in other areas.

⁴ Electives sufficient to accumulate at least 124 hours.

COLLEGE OF BUSINESS ADMINISTRATION--ECONOMICS
Bachelor of Arts in Economics

Economics provides students with an analytical training that is a valuable asset in any career. Many graduates enter the workforce directly and find employment in such diverse areas as banking and finance, management, government service, labor relations, policy research, sports management, consulting, journalism, and marketing. Other students use economics as a foundation for graduate programs in law, business, economics, and policy studies.

Minors are required for all students with a B.A. in Economics. Students must maintain a minimum GPA of 2.0 overall for courses taken at Winthrop as well as for courses counting toward their major and minor programs, and also must complete at least 40 semester hours of courses numbered above 299. Junior standing (54 semester hours) and a C- or better in HMXP 102 are prerequisites for taking upper division courses in economics. Transfer students must complete HMXP 102 prior to taking upper-level courses in the College of Business Administration.

Students who transfer in 54 or more semester hours must complete this course within their first semester. If, during this time, such students do not earn a C- or better in HMXP 102, they will not be permitted to take additional courses above 299 until this general education requirement is met.

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, Writing	6
Quantitative Skills		
MATH 105 or MATH 201	Calc for Managerial and Life Sci or Calculus I	3
Technology		
CSCI 101 or CSCI 110 or CSCI 101and CSCI 101B and 101C and either CSCI 101A or 101P	Comp & Info Processing; Microsoft Excell & Access Frontpage, Powerpoint; Programming	3
Oral Communication		
WRIT 465	Preparation of Oral & Written Reports	3
Logic/Language/Semiotics		
QMTM 205, 206	Applied Statistics I & II	6
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102	The Human Experience: Who Am I?	3
Global Perspectives	Choose from list of approved courses, p. 16	3
Historical Perspectives	Choose from list of approved courses, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ECON 215, ECON 216	Microeconomics, Macroeconomics	0*
Choose from approved list of courses, p. 16; may not use ECON designator		3
Humanities and Arts		
	See approved list, p. 16; must include 2 designators	6
Natural Science		
See approved list, p. 16; must include a lab science; must include 2 designators and designators must come from 2 of 3 different science categories (earth, life, and physical science)		7
Intensive Writing		
		0**
Constitution Requirement		
	See approved list, p. 16	0-3
Subtotal		
		46-52
Economics Courses		
ECON 215	Prin of Microeconomics	3
ECON 216	Prin of Macroeconomics	3
ECON 315	Microeconomic Analysis	3
ECON 316	Macroeconomic Analysis	3
Five courses from: ECON above 299		15
One course from: PLSC 320, 321, 323, or GEOG 302		3
Minor		
		12-24***
Electives		
		20-36
Total		
		124

*The semester hours for ECON 215 and 216 are included in the major requirements.

**The intensive writing requirement will be fulfilled by WRIT 465 under Oral Communication.

***Courses for the minor may count in other General Education areas.

Bachelor of Science in Digital Information Design with a concentration in Digital Commerce

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, Writing	6
Quantitative Skills		
MATH 150, or a MATH course that includes Calculus or has Calculus as a prerequisite		3
Technology		
	Met in major	0
Oral Communication		
WRIT 465	Preparation of Oral & Written Reports	3
Logic/Language/Semiotics		
	Met in major	0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102	The Human Experience: Who Am I?	3
Global Perspectives		
ANTH 201	Introduction to Cultural Anthropology	3
Historical Perspectives		
	Choose from list of approved courses, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ECON 215, PSYC 101	Microeconomics, General Psychology	6
	Choose from approved list of courses, p. 16;	0-3
Humanities and Arts		
	See approved list, p. 16; must include 2 designators	6-9
Natural Science		
	See approved list, p. 16; must include a lab science; must include 2 designators and designators must come from 2 of 3 different science categories (earth, life, and physical science)	7
Intensive Writing		
	Met with WRIT 465	0
Constitution Requirement		
	See approved list, p. 16	0-3
Subtotal		44-47
Information Design Core		28
CSCI 101 & 101 A, F & P	Intro to Comp & Info Proc; Windows, Photoshop, C++	3
DIFD 141	Introduction to Web Application Design	4
DIFD 151	Introduction to Information Design	1
VCOM 262	Introduction to Web Design	3
DIFD 211	Communication Theory and the Internet	3
DIFD 351	Information Design Seminar: Special Topics	1
DIFD 321	Information Systems and Organizations	3
DIFD 322	Visual Design of Complex Systems	4
DIFD 415	Law and Ethics for Digital Media	3
DIFD 451	Senior Synthesis	3
Digital Commerce Concentration		37
MATH 101	Pre-Calculus	3
CSCI 101 B & C	Microsoft Excel & Access	1
ACCT 280	Accounting Info for Bus Decisions I	3
QMTM 205 & 206	Applied Statistics I and II	6
MKTG 380	Principles of Marketing	3
MKTG 482	Marketing Research	3
MGMT 341	Information Systems	3
BADM 561	Electronic Commerce for Managers	3
MCOM 260	Writing for Interactive Media	3
MCOM 341	Advertising Principles	3
	Choose 2 courses from the following:	
MKTG 381, 382, 481, 581		6
Electives		12
Total		124

COLLEGE OF BUSINESS ADMINISTRATION--DIGITAL INFORMATION DESIGN/DIGITAL MASS MEDIA
Bachelor of Science in Digital Information Design with a concentration in Digital Mass Media

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, Writing	6
Quantitative Skills		
MATH 150 (recommended), or a MATH course that includes Calculus or has Calc as a prerequisite		3
Technology	Met in major	0
Oral Communication		
SPCH 201	Public Speaking	3
Logic/Language/Semiotics	Met in major	0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102	The Human Experience: Who Am I?	3
Global Perspectives	Choose from list of approved courses, p. 16	3
Historical Perspectives		
HIST 212	US History since 1877	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ECON 215, PSYC 101	Microeconomics, General Psychology	6
PLSC 202	State and Local Government	3
Humanities and Arts	See approved list, p. 16; must include 2 designators	6
Natural Science		
See approved list, p. 16; must include a lab science; must include 2 designators and designators must come from 2 of 3 different science categories (earth, life, and physical science)		
Intensive Writing	Met in major	0
Constitution Requirement	See approved list, p. 16	0-3
Subtotal		44-47
Information Design Core		
CSCI 101 & 101 A, F & P	Intro to Comp & Info Proc; Windows, Photoshop, C++	3
DIFD 141	Introduction to Web Application Design	4
DIFD 151	Introduction to Information Design	1
VCOM 262	Introduction to Web Design	3
DIFD 211	Communication Theory and the Internet	3
DIFD 351	Information Design Seminar: Special Topics	1
DIFD 321	Information Systems and Organizations	3
DIFD 322	Visual Design of Complex Systems	4
DIFD 415	Law and Ethics for Digital Media	3
DIFD 451	Senior Synthesis	3
Digital Mass Media Concentration		30-31
MCOM 241	Media Writing	3
MCOM 260	Writing for Interactive Media	3
MCOM 341	Advertising Principles	3
MCOM 346	Television Production	3
MCOM 441	Reporting Public Affairs	3
VCOM 261	Electronic Image Making	3
VCOM 363	Multimedia Design I	3
MATH 141 or equivalent	Finite Probability & Statistics	3
Choose 2 courses from the following (Internship optional)		
MCOM 333, 345, 349, 471, 491, 492, 493		6-7
Electives		21-22
Total		124

COLLEGE OF BUSINESS ADMINISTRATION--DIGITAL INFORMATION DESIGN/INTERACTIVE MEDIA
Bachelor of Science in Digital Information Design with a concentration in Interactive Media

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, Writing	6
Quantitative Skills		
MATH 150 (recommended), or a MATH course that includes Calculus or has Calc as a prerequisite		3
Technology		
	Met in major	0
Oral Communication		
WRIT 465	Preparation of Oral and Written Reports	3
Logic/Language/Semiotics		
	Met in major	0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102	The Human Experience: Who Am I?	3
Global Perspectives		
	See approved list, p. 16	3
Historical Perspectives		
	Met in major	0
Developing Critical Skills and Applying them to Disciplines		
Social Science		
ANTH 201, PSYC 101	Intro to Cultural Anthropology, General Psychology	6
SOCL 201	Principles of Sociology	3
Humanities and Arts		
	See approved list, p. 16; must include 2 designators	6
Natural Science		
	See approved list, p. 16; must include a lab science; must include 2 designators and designators must come from 2 of 3 different science categories (earth, life, and physical science)	7
Intensive Writing		
	Met with WRIT 465	0
Constitution Requirement		
	See approved list, p. 16	3
Subtotal		44
Information Design Core		28
CSCI 101 & 101 A, F & P	Intro to Comp & Info Proc; Windows, Photoshop, C++	3
DIFD 141	Introduction to Web Application Design	4
DIFD 151	Introduction to Information Design	1
VCOM 262	Introduction to Web Design	3
DIFD 211	Communication Theory and the Internet	3
DIFD 251	Information Design Seminar: Special Topics	1
DIFD 321	Information Systems and Organizations	3
DIFD 322	Visual Design of Complex Systems	4
DIFD 415	Law and Ethics for Digital Media	3
DIFD 451	Senior Synthesis	3
Interactive Media Concentration		49.5
ARTH 176	Intro to Art History from Renaissance to Present	3
ARTH 274/VCOM 374	History of Graphic Design and Illustration	3
CSCI 101C	Microsoft Access	0.5
CSCI 241 & 242	Client/Server Programming for the World Wide Web I & II	7
VCOM 120	Rapid Visualization Drawing	3
VCOM 150	Design Studio Skills	3
VCOM 151	Design Fundamentals	3
VCOM 154	Design and Color	3
VCOM 261	Electronic Image Making	3
VCOM 300	Specialization Portfolio Review	0
VCOM 354	Visual Communication Design I	3
VCOM 362	Interactive Media	3
VCOM 363	Multimedia Design I	3
VCOM 462	Interface Design in Alternative e-media	3
VCOM 463	Multimedia Design II	3
	Choose two courses within the following groups:	6
	Mass communication: MCOM 260 & 341	
	Music: MUST 531 & 532	
	Illustration/Graphic Design: VCOM 222, 355, 358, 361	
Electives		2.5
Total		124

COLLEGE OF BUSINESS ADMINISTRATION--DIGITAL INFORMATION DESIGN/WEB APPLICATION DESIGN
Bachelor of Science in Digital Information Design with a concentration in Web Application Design

General Education Courses		Semester Hours
ACAD 101	Principles of the Learning Academy	1
Critical Skills		
Writing and Critical Thinking		
WRIT 101, CRTW 201	Composition; Crit Reading, Thinking, Writing	6
Quantitative Skills		
MATH 150 (recommended), or a MATH course that includes Calculus or has Calc as a prerequisite		3
Technology	Met in major	0
Oral Communication		
WRIT 465 or CSCI 327	Preprof Oral & Written Reports, Soc Implications of Comp	3
Logic/Language/Semiotics	Met in major	0
Skills for Common Experience and Thinking Across Disciplines		
HMXP 102	The Human Experience: Who Am I?	3
Global Perspectives	See approved list, p. 16	3
Historical Perspectives	See approved list, p. 16	3
Developing Critical Skills and Applying them to Disciplines		
Social Science		
PSYC 101	General Psychology	3
Electives	See approved list, p. 16	3-6*
Humanities and Arts	See approved list, p. 16; must include 2 designators	6-9*
*Must take 15 hours from these two categories		
Natural Science	See approved list, p. 16; must include a lab science; must include 2 designators and designators must come from 2 of 3 different science categories (earth, life, and physical science)	7
Intensive Writing	Met with WRIT 465 or CSCI 327	0
Constitution Requirement	See approved list, p. 16	0-3
Subtotal		44
Information Design Core		28
CSCI 101 & 101 A, F & P	Intro to Comp & Info Proc; Windows, Photoshop, C++	3
DIFD 141	Introduction to Web Application Design	4
DIFD 151	Introduction to Information Design	1
VCOM 262	Introduction to Web Design	3
DIFD 211	Communication Theory and the Internet	3
DIFD 351	Information Design Seminar: Special Topics	1
DIFD 321	Information Systems and Organizations	3
DIFD 322	Visual Design of Complex Systems	4
DIFD 415	Law and Ethics for Digital Media	3
DIFD 451	Senior Synthesis	3
Web Application Design Concentration		35
MATH 101	Algebra and Trigonometry for Calculus	3
QMTM 205	Applied Statistics I	3
CSCI 101B & C	Microsoft Excel and Access	1
CSCI 241 & 242	Client/Server Programming for the World Wide Web I & II	7
CSCI 475 & 476	Software Engineering I & II	6
CSCI 521	Software Project Management	3
CSCI 441	Web Application Design and Development	3
CSCI 355	Database Processing	3
VCOM 363	Multimedia Design I	3
VCOM 462	Interface Design in Alternative e-media	3
Electives		17
Total		124