



**OLHCC Curriculum Guide for Bachelor of Science in
Business Administration with a
Concentration in Marketing (2011 - 2012)**

A Ministry of the Marianites of Holy Cross



Course	Description	Hrs	Gr.	Sem.	Course	Description	Hrs	Gr.	Sem.
General Education Core Curriculum					Major Area Courses				
BIO	Biological Science Elective	4			BUS 205	Principles of Accounting I	3		
ENG 101	English Composition I	3			BUS 206	Principles of Accounting II	3		
ENG 102	English Composition II	3			BUS 209	Contemporary Business Communications	1		
HIS 201	History of the United States I	3			BUS 218	Introduction to Business	3		
MAT 105 or MAT 250	College Algebra or Calculus I	3			BUS 251	Principles of Management	3		
PHI 207	Introduction to Logic and Scientific Method	3			BUS 252	Principles of Marketing	3		
PSY 101 or SOC 101	General Psychology or Introduction to Sociology	3			BUS 301	Business and Economic Statistics I	3		
SPE 101	Fundamentals of Public Speaking	3			BUS 302	Business and Economic Statistics II	3		
THE	Theology Elective	3			BUS 307	Managerial Accounting	3		
Additional General Education Requirements					BUS 311	Principles of Business Finance	3		
CHE/ESC/PHY	Physical Science Elective	4			BUS 401	Business Law I	3		
ENG	Literature Elective	3			BUS 409	Business and Society	3		
FNA/MUS/ART	Fine Arts Elective	3			BUS 414	Business Policies and Problems	3		
HIS 202	History of the United States II	3			BUS 416	Organizational Behavior	3		
MAT 215	Finite Mathematics	3			BUS 419	Strategically Managing Organizaitons	3		
PHI	Philosophy Elective	3			BUS 462	Internship	3		
SOC	Social Sciences Elective	3			CIS 111	Intermediate Computer Literacy	3		
THE	Theology Elective	3			ECO 201	Principles of Economics I	3		
-	Natural Science Elective	1			ECO 202	Principles of Economics II	3		
					Other Required Courses				
					BUS 312	Physical Distribution and Logistics	3		
					BUS 313	Principles of Advertising	3		
					BUS 321	Consumer Behavior	3		
					BUS 325	Marketing Research	3		
					BUS 326	Salesmanship	3		
					BUS 377	Marketing Management	3		

Total General Education Core

54

Total Curriculum

127