



# EASTERN KENTUCKY UNIVERSITY

## College of Business & Technology

### SUGGESTED CURRICULUM GUIDE FOR GENERAL BUSINESS (B.B.A. DEGREE) CORPORATE COMMUNICATION & TECHNOLOGY OPTION – FALL 2009

#### Freshman (1<sup>st</sup> Semester) 16 hrs

BTO 100\* Orientation  
 MAT 107 College Algebra (or MAT 211 Calculus)  
 PSY 200 or SOC 131 Intro PSY or Intro SOC  
 Block I-A\* ENG 101  
 CIS 212 or CSC 104 Intro to CIS or Computer Literacy  
 Block VI Wellness

#### Sophomore (1<sup>st</sup> Semester) 15 hrs

ECO 230 Principles of Economics I  
 ACC 202 Introduction to Managerial Accounting  
 GBU 201 International Business  
 QMB 200 Business Statistics  
 Block IV-A or B Biological or Physical Lab Science

#### Junior (1<sup>st</sup> Semester) 15 hrs

CCT 300W Managerial Reports  
 CIS 300 Management Information Systems  
 MGT 300 Principles of Management  
 MGT 340 Management Science  
 CCT 302 Desktop Publishing for the Business Office  
 BTS 300 Business & Technology Seminar (0 credit)\*

#### Senior (1<sup>st</sup> Semester) 18 hrs

MGT Major Course  
 CIS 410 Project Management  
 MKT Major Course  
 CCT 310 International Business Communication  
 Block VIII Depth of Knowledge

#### Freshman (2<sup>nd</sup> Semester) 15 hrs

Block I-B\* ENG 102  
 Block IV-A or B Biological or Physical Lab Science  
 Block III-B Humanities  
 Block I-C CMS 100  
 ACC 201 Introduction to Financial Accounting

#### Sophomore (2<sup>nd</sup> Semester) 15 hrs

ECO 231 Principles of Economics II  
 GBU 204 Legal and Ethical Environments of Business  
 Block VII Breadth of Knowledge  
 Block V Social/Behavioral Sciences  
 Block III-A Arts

#### Junior (2<sup>nd</sup> Semester) 15 hrs

MGT 370 Operations Management  
 MKT 300 Principles of Marketing  
 FIN 300 Business Finance I  
 CCT 570 Web Design for Offices  
 Block VIII Depth of Knowledge

#### Senior (2<sup>nd</sup> Semester) 15 hrs

GBU 480\* Business Strategy  
 CCT 550 Corporate Communication  
 MGT 480 Organization Behavior  
 Free Elective  
 Approved Business Elective (3 hrs)  
 BTS 400 Business & Technology Seminar (0 credit)\*

\*Course must be taken in semester indicated.

### BACHELOR OF BUSINESS ADMINISTRATION - Dept of Management, Marketing, and Admin Comm General Business, Corporate Communication and Technology Option

University Requirements .....	1 hr
BTO 100	
General Education Requirements.....	36 hrs
Standard General Education program, excluding general education course blocks II, VB, and VC. Refer to Section Four of the <i>Undergraduate Catalog</i> for details on the General Education and University requirements.	
College Requirement: Professional Skills Seminar .....	
BTS 300 (CR) and BTS 400 (CR).	
Supporting Course Requirements .....	15 hrs
MAT 211 or 107; and PSY 200 or 200W or SOC 131, ECO 230, 231; CIS 212 or CSC 104	
Free Electives (Non-Business).....	2 hrs
Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	
Major Requirements.....	33 hrs
CCT 302, 310, 550, 570; CIS 410; MGT 480; 3 hrs in MKT (309, 400, 401); 3 hrs MGT (330, 465, 320).	
Approved Business Electives .....	3 hrs
Total Curriculum Requirements .....	120 hrs