

BBA Degree Plan 19-20

Concentration Area: Marketing

Option #1:

- 5 concentration courses from the MKTG group (including MKTG 240)

Option #2:

- 4 concentration courses from the MKTG group (including MKTG 240)
- 1 AUB course from: MCOM 202, MCOM 218, SOAN 225, SOAN 237¹

Semester 1			Semester 2		
ACCT 210	(3 cr.)		FINA 210	(3 cr.)	
ENGL 203 ²	(3 cr.)		ENGL 204	(3 cr.)	
MATH 203 ³	(3 cr.)		MATH 204	(3 cr.)	
ECON 211 or ECON 212	(3 cr.)		DCSN 200	(3 cr.)	
CMPS 209	(3 cr.)		MNGT 215	(3 cr.)	
BUSS 239 (take in 1 st or 2 nd semester)	(0 cr.)		BUSS 239 (take in 1 st or 2 nd semester)	(0 cr.)	
Semester 3			Semester 4		
ECON 212 or ECON 211	(3 cr.)		ACCT 215	(3 cr.)	
BUSS 200	(3 cr.)		BUSS 215 (Humanities)	(3 cr.)	
ARAB ⁴	(3 cr.)		Elective Natural Sciences	(3 cr.)	
MKTG 210	(3 cr.)		Humanities I	(3 cr.)	
INFO 200	(3 cr.)		Concentration	(3 cr.)	
Summer 2	Internship Practicum: Workshop:		BUSS 245 ⁵	(1 cr.)	
			BUSS 240	(0 cr.)	
Semester 5			Semester 6		
Concentration	(3 cr.)		Concentration	(3 cr.)	
Concentration	(3 cr.)		Concentration	(3 cr.)	
Free Business Elective ⁶	(3 cr.)		BUSS 249	(3 cr.)	
Humanities I	(3 cr.)		Elective Natural Sciences	(3 cr.)	
BUSS 211	(2 cr.)		Humanities I or II	(3 cr.)	
BUSS 248 (take in 5 th or 6 th semester)	(0 cr.)		BUSS 248 (take in 5 th or 6 th semester)	(0 cr.)	

¹ Relevant OSB courses outside the Management, Marketing & Entrepreneurship group would be cross-listed

² If ENGL 203 was taken during Freshman year, students must substitute it with any 3-cr elective

³ If exempted from MATH 203, students must substitute the 3-cr requirement of this course with any free elective; if the course was taken during Freshman year, students must substitute it with any 3-cr elective

⁴ Holders of the Lebanese Baccalaureate are required to take any Arabic 200-level course that has the Arabic

Communication Skills attribute without taking any placement exam

⁵ Students must complete ACCT 210, FINA210, INFO200, MNGT215 and MKTG210 as pre-requisites to BUSS 245

⁶ The free business elective is any business course at OSB or can fulfill the requirements of a Minor Degree

⁷ Students **will not receive** credits for: ECON 213, EDUC 219, EDUC 227, STAT 201, STAT 210, ENGM 500, AGSC212