

UNIVERSITY OF MOBILE
SCHOOL OF BUSINESS
MAJOR IN BUSINESS ADMINISTRATION-MARKETING TO MBA

BASIC COURSE REQUIREMENTS:	Sem	Grade	HRS.	BUSINESS CORE COURSES: (Must earn a "C" or better in all courses below)	Sem	Grade	HRS.	
Health 101			1	BA 151 Intro to Business			3	
Physical Activity _____			1	CIS 101 Microcomputer Apps CL			3	
Physical Activity _____			1	MA 110 Algebra			Hours counted elsewhere	
Physical Activity _____			1					
				AC 241 Principles of AC I			3	
English 101 Must earn a "C" or better			3	AC 242 Principles of AC II (AC 241)			3	
English 102 (EN 101) Must earn a "C" or better			3	EC 201 Principles of Macro			Hours counted elsewhere	
English 201 (EN 101 & 102)			3	EC 202 Principles of Micro			Hours counted elsewhere	
English 202 (EN 101 & 102)			3	MA 211 Statistics			Hours counted elsewhere	
(or 311,312 or 321,322)								
				BA 353 Business Law			3	
Christian Studies 310 (EN 101 & 102, plus 6 hrs in major)			3	CIS 301 Mgt Info Sys (CIS 101) CL WI			3	
Christian Studies 321 or 331 (EN 101/102) WI			3	FI 330 Prin of Fin (AC 241)			3	
				MGT 321 Prin of Management WI			3	
COM 101 Speech OC Must earn a "C" or better			3	MGT 322 Human Resource Mgt (MGT 321)			3	
				MKT 311 Prin of MKT (EC 202)			3	
Elective: AR 201 or MU 111			3	TOTAL BUSINESS CORE:			30	
Lab Science _____			4	MARKETING CONCENTRATION :				
Lab Science _____			4	MKT 313 Retail Management (MKT 311)			3	
				MKT 315 Consumer Behavior (MKT 311)			3	
Mathematics 110 Must earn a "C" or better			3	MKT 420 Prin of Advertising (MKT 311)			3	
				MKT 416 Mkting Research (MKT 311) WI			3	
History _____			3	One Elective from: AC/BA/EC/FI/MGT/MKT			3	
History _____			3	TOTAL CONCENTRATION HOURS			15	
Social & Behavioral Sciences:				GRADUATE COURSES:				
Economics 201 Must earn a "C" or better			3	FI 531 Financial Management (FI 330)			3	
Economics 202 Must earn a "C" or better			3	AC 544 Acct for Mgr Dec Mak (AC 241/242)			3	
				EC 502 Managerial Ec (EC 201/202)			3	
TOTAL UM CORE REQUIREMENTS:			51	BA 530 Global Business (EC 201/202)			3	
				MKT 517 Marketing Admin (MKT 311)			3	
				MGT 524 Org Theory/Beh (MGT 321)			3	
GENERAL EDUCATION COURSES:				COM 536 Business/Tech Writing			3	
MA 211 Statistics Must earn a "C" or better			3	CIS 563 MIS (MA 211/MGT 321/AC 544)			3	
_____			3	COM 523 Org Communication (MGT 321)			3	
_____			3	MGT 526 Managerial Ethics (MGT 321)			3	
_____			3	BA 554 Business Policy (Last FA Sem)			3	
_____			3	MBA Elective			3	
_____			2	BA 590 COMPS (Last Year)			4	
*FS 100 Freshman Seminar			1	TOTAL GRADUATE HOURS			40	
TOTAL GEN ED HOURS			18					
				GRAND TOTAL HOURS:	154			
				Chapel - Circle one: (F-4; S-3; Jr/Sr-1)				
				Circle Chapel when completed	1	2	3	4

WI = Writing Intensive

CL = Computer Literacy Course

OC = Oral Communication Competency Course

Prerequisites are in parenthesis

Catalog: 2008-10

Freshman Seminar (FS 100) is required of freshmen and the one credit hour counts under Gen Ed.