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|--|----------------------------|
| <b>PROGRAM CODE</b><br>UCOBGENBUS                            | <b>COLLEGE OF BUSINESS</b> |
| <b>EFFECTIVE DATE</b><br>FALL 2021                           |                            |
| <b>VERSION NUMBER</b><br>2218                                |                            |
| <b>Business Administration: General Business<sup>‡</sup></b> |                            |
| <i>BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION</i>        |                            |
| <b>STUDENT:</b>  | <b>STUDENT ID NUMBER:</b>  |

| <b>Business Core</b>  |           |       |
|---|-----------|-------|
| COURSE  | CR        | GRADE |
| ACC 121 FINANCIAL ACCOUNTING  | 3         |       |
| ACC 122 MANAGERIAL ACCOUNTING   | 3         |       |
| BUS131 BUSINESS LAW I   | 3         |       |
| BUS 220 REG. ANALYSIS & DATA ANALYTICS  | 3         |       |
| BUS 275 BUS. DATA MGT & INFO SYSTEMS  | 3         |       |
| MKT 210 PRINCIPLES OF MARKETING   | 3         |       |
| MGM 210 PRINCIPLES OF MANAGEMENT  | 3         |       |
| FIN 350 FINANCIAL MANAGEMENT  | 3         |       |
| MGM 351 OPERATIONS MANAGEMENT   | 3         |       |
| INTERNATIONAL ELECTIVE: ANY OF THE FOLLOWING COURSES: ECO 360, FIN 365, MGM 352, OR MKT 370 | 3         |       |
| MGM 399 BUSINESS STRATEGY & POLICY  | 3         |       |
| ECO 11 PRINCIPLES OF MACRO-ECONOMICS ♦  |           |       |
| ECO 12 PRINCIPLES OF MICRO-ECONOMICS ♦  |           |       |
| <b>TOTAL CREDITS</b>  | <b>33</b> |       |

| <b>Required Courses</b>                       |          |       |
|---|----------|-------|
| COURSE  | CR       | GRADE |
| 1 ACC or FIN 300 Level Course                 | 3        |       |
| 1 MGM or MKT 300 Level Course                 | 3        |       |
| 1 ECO, BUS or SCM Course: 200 level or higher | 3        |       |
| <b>TOTAL CREDITS</b>                          | <b>9</b> |       |

‡ STUDENTS IN THIS MAJOR CANNOT DOUBLE MAJOR IN ACCOUNTING OR ENTREPRENEURSHIP OR FINANCE OR HUMAN RESOURCE MANAGEMENT OR MANAGEMENT OR MARKETING OR PERSONAL FINANCIAL PLANNING OR SUPPLY CHAIN MAMANAGEMENT


♦ THESE COURSES ARE DIRECTED GENERAL EDUCATION CATEGORY B COURSES

➤ CHECK MYKU FOR PRE-REQUISITES  
➤ A COURSE MAY NOT BE USED IN MORE THAN ONE CATEGORY

| <b>Restricted Electives</b> TAKE THREE (3) 300 LEVEL COURSES IN ANY OF THE FOLLOWING: ACC, BUS, ECO, FIN, MGM, MKT OR SCM. |          |       |
|--|----------|-------|
| COURSE   | CR       | GRADE |
|  | 3        |       |
|  | 3        |       |
|  | 3        |       |
| <b>TOTAL CREDITS</b>   | <b>9</b> |       |

| <b>Free Electives</b> ANY UNIVERSITY COURSE THAT COUNTS TOWARDS GRADUATION. |           |       |
|---|-----------|-------|
| COURSE  | CR        | GRADE |
|   | 3         |       |
|   | 3         |       |
|   | 3         |       |
|   | 3         |       |
|   | 3         |       |
|   | 3         |       |
|   | 3         |       |
|   | 3         |       |
|   | 3         |       |
| <b>TOTAL CREDITS</b>  | <b>27</b> |       |

| <b>Directed General Education Courses</b> THESE ARE GEN ED COURSES THAT ARE ALSO PART OF THE DEGREE PROGRAM. IF YOU DO NOT TAKE THESE COURSES TO FULFILL YOUR GENERAL EDUCATION REQUIREMENTS, YOU MAY NEED AS MANY AS 129 CREDITS TO FINISH THIS DEGREE. |   |          |          |
|--|---|----------|----------|
| COURSE   | ✓ | CR       | CATEGORY |
| ♦ ECO 11 PRINC. OF MACROECONOMICS  |   | 3        | B        |
| ♦ ECO 12 PRINCIPLES OF MICROECONOMICS  |   | 3        | B        |
| MAT 140 APPLIED STATISTICAL METHODS OR BUS 120 BUSINESS STATISTICS   |   | 3        | C 2      |
| <b>TOTAL CREDITS</b>   |   | <b>9</b> |          |

| <b>GRADUATION REQUIREMENTS</b>   |                                  |              |   |  |                                |            |  |
|--|----------------------------------|--------------|---|--|--------------------------------|------------|--|
|  |                                  | REQUIRED     | ✓ |  | REQUIRED                       | ✓          |  |
|  | GENERAL EDUCATION CREDITS        | <b>42-45</b> |   |  | GPA IN BUSINESS CORE           | <b>2.0</b> |  |
|  | PROGRAM REQUIREMENTS             | <b>78</b>    |   |  | GPA IN REQUIRED COURSES        | <b>2.0</b> |  |
|  | TOTAL CREDITS                    | <b>120</b>   |   |  | GPA IN RESTRICTED ELECTIVES    | <b>2.0</b> |  |
|  | GPA IN ALL COURSES AT UNIVERSITY | <b>2.0</b>   |   |  | GPA IN ALL MAJOR(BSBA) COURSES | <b>2.0</b> |  |

|           |                                   |
|-----------|-----------------------------------|
| NAME      | EFFECTIVE DATE<br>AUGUST 27, 2018 |
| ID NUMBER | VERSION<br>2188                   |

# KUTZTOWN

## U N I V E R S I T Y

### DEGREE REQUIREMENTS

## GENERAL EDUCATION

**Student Learning Outcomes (SLO)**

*Upon completion of the requirements for the General Education Program, students will be able to:*

- 1 communicate clearly and effectively orally and in writing.
- 2 apply scientific and quantitative reasoning to solve problems and increase knowledge.
- 3 apply skills in critical analysis and reasoning for the interpretation of data.
- 4 engage critically with creative or artistic works.
- 5 demonstrate the ability to retrieve, interpret, evaluate, and use information.
- 6 analyze the role of values, ethics, diversity, and multiple perspectives in local and global society.
- 7 demonstrate an understanding of various models for the development of the whole person.

*Completion of the KU General Education program will give students opportunities to:*

- 8 explore concepts, ideas, and methods from a variety of disciplines.

*Use this checklist to plan your degree program. Meet every semester with your academic advisor to be sure that you are taking courses that are required to obtain the degree you are seeking. Discuss your goals and choose courses that will help you to attain them. Get the most out of your education by taking advantage of everything that Kutztown University has to offer.*

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**TOTAL GENERAL EDUCATION CREDITS 42-45**

FIND A FULL EXPLANATION OF THE GENERAL EDUCATION PROGRAM AT [WWW.KUTZTOWN.EDU](http://WWW.KUTZTOWN.EDU)

|   |   |                         |             |
|---|---|-------------------------|-------------|
|   | <b>First Year Seminar: Discovering College</b>                              | <b>CREDITS REQUIRED</b> | <b>3</b>    |
|   | THIS COURSE MEETS SLO <b>5</b> & <b>7</b>                                   | <b>CREDITS EARNED:</b>  |             |
|   | COURSE NUMBER    COURSE NAME  | CR                      | GR          |
|   | FYS 100            First Year Seminar                                       |                         |             |
| TRANSFER STUDENTS TRANSFERRING 30 CREDITS OR MORE AND NOT TRANSFERRING AN FYS OR FYE COURSE MAY SELECT ANY ADDITIONAL COURSE FROM SECTIONS A, B, C, OR D TO MEET THEIR FYS REQUIREMENT.                               |   |                         |             |
| TRANSFER ELECTIVE:  |   |                         |             |
|   | <b>A</b> <b>Communicating With And About the World</b>                      | <b>CREDITS REQUIRED</b> | <b>12</b>   |
|   | THESE COURSES MEET SLO <b>1</b> & <b>5</b>                                  | <b>CREDITS EARNED:</b>  |             |
|   | COURSE NUMBER    COURSE NAME  | CR                      | GR          |
|   | <b>1</b> COMPOSITION 100 LEVEL<br>CMP 1__                                   |                         |             |
|   | <b>2</b> COMPOSITION 200 LEVEL<br>CMP 2__                                   |                         |             |
|   | <b>3</b> SPEAKING   |                         |             |
|   | <b>4</b> ANY WRITING (A2) OR SPEAKING COURSE (A3) OR FROM THE APPROVED LIST |                         |             |
| COURSES IN CATEGORIES B, C & D MUST BE TAKEN OUTSIDE THE STUDENT'S MAJOR. THE MAJOR IS DEFINED AS THE PREFIX THAT IDENTIFIES THE MAJOR. CONCOMITANT REQUIREMENTS MAY BE TAKEN TO MEET GENERAL EDUCATION REQUIREMENTS. |   |                         |             |
|   | <b>B</b> <b>Understanding Self &amp; Others</b>                             | <b>CREDITS REQUIRED</b> | <b>9</b>    |
|   | THESE COURSES MEET SLO <b>3</b> & <b>6</b>                                  | <b>CREDITS EARNED:</b>  |             |
|   | COURSE NUMBER    COURSE NAME  | CR                      | GR          |
|   | <b>1</b> (ECO 11            Principles of Macroeconomics)                   |                         |             |
|   | <b>2</b> (ECO 12            Principles of Microeconomics)                   |                         |             |
|   | <b>3</b>  |                         |             |
|   | <b>C</b> <b>Understanding Science &amp; Technology</b>                      | <b>CREDITS REQUIRED</b> | <b>9-12</b> |
|   | THESE COURSES MEET SLO <b>2</b> & <b>3</b>                                  | <b>CREDITS EARNED:</b>  |             |
|   | COURSE NUMBER    COURSE NAME  | CR                      | GR          |
|   | <b>1</b> SCIENTIFIC INQUIRY   |                         |             |
|   | <b>2</b> QUANTITATIVE REASONING   |                         |             |
|   | <b>3</b> ANY COURSE APPROVED FOR C1 OR C2                                   |                         |             |
|   | <b>D</b> <b>Understanding &amp; Creating Ideas</b>                          | <b>CREDITS REQUIRED</b> | <b>9</b>    |
|   | THESE COURSES MEET SLO <b>4</b> & <b>6</b>                                  | <b>CREDITS EARNED:</b>  |             |
|   | COURSE NUMBER    COURSE NAME  | CR                      | GR          |
|   | <b>1</b>  |                         |             |
|   | <b>2</b>  |                         |             |
|   | <b>3</b>  |                         |             |

**Recommended Course Sequence**

Name \_\_\_\_\_

ID# \_\_\_\_\_

| SEMESTER 1            |       |
|-----------------------|-------|
| Course                | Grade |
| FYS 100               |       |
| B1 – ECO 11 or ECO 12 |       |
| MAT 105 or MAT 140    |       |
| BUS 131               |       |
| A1 – CMP 100          |       |

| SEMESTER 2  |       |
|---|-------|
| Course  | Grade |
| B2 – ECO 11 or ECO 12                                     |       |
| MAT 140 or any C1   |       |
| BUS 275 (if MAT 105 or higher completed) or Free Elective |       |
| A2 – CMP 200  |       |
| A3 – COM 10   |       |

| SEMESTER 3  |       |
|---|-------|
| Course  | Grade |
| ACC 121   |       |
| BUS 220   |       |
| MGM 210   |       |
| D1  |       |
| BUS 275 (if MAT 105 or higher completed) or Free Elective |       |

| SEMESTER 4                           |       |
|--------------------------------------|-------|
| Course                               | Grade |
| ACC 122                              |       |
| MKT 210                              |       |
| A2 - CMP 2XX or C1                   |       |
| D2                                   |       |
| ECO, BUS or SCM: 200 level or higher |       |

| SEMESTER 5            |       |
|-----------------------|-------|
| Course                | Grade |
| FIN 350QL or MGM 351  |       |
| MGM or MKT: 300 level |       |
| B3                    |       |
| Free Elective         |       |
| Free Elective         |       |

| SEMESTER 6                 |       |
|----------------------------|-------|
| Course                     | Grade |
| FIN 350QL or MGM 351       |       |
| International Elective     |       |
| GENBUS Restricted Elective |       |
| D3                         |       |
| Free Elective              |       |

| SEMESTER 7                 |       |
|----------------------------|-------|
| Course                     | Grade |
| ACC or FIN: 300 level      |       |
| GENBUS Restricted Elective |       |
| A4                         |       |
| Free Elective              |       |
| Free Elective              |       |

| SEMESTER 8                 |       |
|----------------------------|-------|
| Course                     | Grade |
| MGM 399CTWI                |       |
| GENBUS Restricted Elective |       |
| Free Elective              |       |
| Free Elective              |       |
| Free Elective              |       |

AWH: 1/13/2021

**NOTE:** This proposed plan of study advises that a student complete fifteen (15) credit hours per semester for eight (8) semesters, thus enabling the student to complete the one hundred-twenty (120) hours necessary for graduation in four years. THIS IS ONLY A SUGGESTION. **Students should meet with their advisors each semester to monitor their progress toward the graduation requirements.**