

BG PERSPECTIVE (BGP) REQUIREMENTS:

Course _____ Credits _____

Must complete at least 1 course in each of the following:
English Composition and Oral Communication

Quantitative Literacy

Must complete at least 2 courses in each of the following:

Humanities and the Arts

Natural Sciences

Social and Behavioral Sciences

Complete total required BGP credit hours by selecting courses from any of the above categories:

UNIVERSITY REQUIREMENTS

Note: Designated courses in the Humanities and the Arts, and the Social and Behavioral Sciences domains may be used to fulfill both a BGP requirement and one of the following university requirements:

Cultural Diversity in the U.S. _____
International Perspective _____

Composition Requirement:
_____ GSW 1120 Academic Writing _____

Total BGP Credits: Must be at least 36

Electives (additional hours needed to reach 122 hours) and/or optional additional specialization or minor

Fall	Grade	Hrs.	Spring	Grade	Hrs.

Calculus Requirement

5-6 Hrs.

_____ Both BA 1600 & BA 1700 or MATH 1260 or MATH 1310 or both MATH 1340 & MATH 1350

Admission Requirements (See reverse side)

Admission Core*

24 Hrs.

_____	ACCT 2210: Acct. & Bus. Concepts 1	3
_____	ACCT 2220: Acct. & Bus. Concepts 2	3
_____	ECON 2020: Prin. Of Microeconomics*	3
_____	ECON 2030: Prin. Of Macroeconomics*	3
_____	BA 2110: Bus. Analytics III: Descriptive Analytics*	3
_____	BA 2120: Bus. Analytics IV: Predictive Analytics*	3
_____	BA 2030: Bus. Communication	3
_____	IS 2000: Intro to Information Systems	3

*can also apply towards BGP requirements

Applied Core

9 Hrs.

_____	BA 1500: Overview of Business Administration	3
_____	BIZX 1100: Applied Bus. Experience 1	1
_____	BIZX 2200: Applied Bus. Experience 2	1
_____	BIZX 3300: Applied Bus. Experience 3	1
_____	BIZX 4000** : Sr. Bus. Applied Experience	3

** **BIZX 4000** is only open to seniors who have achieved BSBA admission and have credit for FIN 3000, MGMT 3000, MGMT 3600, MKT 2010 & BA 3800

Business Core

24 Hrs.

_____	ECON 3020 or 3030 or 3040 or 3110 or 3510	3
_____	LEGS 3010: Legal Bus. Environment	3
_____	FIN 3000**◆: Bus. Finance	3
_____	MGMT 3000**◆: Int. Ops & SCM	3
_____	MGMT 3600**◆: Org. Theory & Behavior	3
_____	MKT 2010**◆: Intro. to Mkt. Mgmt.	3
_____	BA 3800** : Bus. Analytics V: Prescriptive Analytics	3
_____	BA 4060◆: Global Strategy	3

◆ **BA 4060** is only open to individuals that have BSBA admission and have completed FIN 3000, MGMT 3000, MGMT 3600, and MKT 2010

Marketing Specialization

21 Hrs.

_____	MKT 3020 Consumer Behavior	3
_____	MKT 3200 Marketing Research	3
_____	MKT 4600 Marketing Management	3
_____	MKT Elective*	3
_____	MKT Elective*	3
_____	MKT Elective*	3
_____	MKT Elective*	3

*Electives choices: MKT 3400, 3500, 4000, 4050, 4100, 4120, 4150, 4160, 4200, 4210, 4250, 4300, 4350, 4400, 4420, 4450, 4550 or 3 courses from the above list of marketing electives and 1 course from: BA 3100; GEOG 3120, 3250; COMM 3030; JOUR 3410; MGMT 3300; PSYC 3110; SOC 3010, 3710; TCOM 3660
See current course descriptions for specific course prerequisites.

Specialization Notes:

- Students must achieve a grade of "C" or better in MKT 2010 in order to enroll in advanced marketing courses and must meet all other course prerequisites.
- Students must achieve a "C" or better in MKT 3020 and MKT 3200 and be admitted to the BSBA program in order to enroll in MKT 4600.
- A grade of "C" or better must be earned in each course taken for the Marketing specialization.
- For students who plan to pursue both a Marketing Specialization and a Sales and Services Marketing Specialization, they must complete at least 15 credit hours toward one specialization that are not counted in the other specialization.

BSBA ADMISSION (Must be met by 45 Hours)

BSBA admission requirements are:

- (i) Completion of BA 1600, or MATH 1260, or 1310, or both 1340 and 1350 with a C or higher
- (ii) minimum 12 BGSU hours that count toward the degree;
- (iii) minimum 2.50 BGSU cumulative GPA;
- (iv) completion of four or more of the following courses with at least a C within 45 credit hours—ACCT 2210, ACCT 2220, ECON 2020, ECON 2030, BA 2110, BA 2120, BA 2030, IS 2000. However, all of the courses in the admission core must be completed

MATH requirement also satisfies Quantitative Literacy requirement

Admission decisions are made three times each year. All pre-business students with 45 hours toward the degree are reviewed for admission.

BGSU students planning on transferring to the BSBA program must apply for College entrance and pre-business status within 45 hours toward the degree or, in the case that 45 or more hours are transferred from another institution, upon completion of 12 BGSU hours toward the degree.

NOTES:

Students who do not achieve BSBA admission in the admission review are placed on conditional standing for one semester or 15 credit hours to satisfy BSBA admission requirements. Pre-business students on conditional standing may take 3000-level business courses, subject to completion of prerequisites, but may not take 4000-level business courses.

Students who do not achieve BSBA admission after the conditional semester will not be permitted to take 3000-or 4000-level business courses and must pursue other degree programs offered at BGSU or another institution.

UNIVERSITY HOURS NOT TOWARD BSBA DEGREE:

Credit for the following courses count only toward total hours earned and class standing.

ACCT: 2000	GSW: 1100S
ACEN: 1000, 1210	MATH: 90, 90X, 95, 95X, 1210
ACT: All courses	MGMT: 3050
BA: 1020	MKT: 3000
BUSE: 2640, 2680	PEG: All courses
DANC: Courses below 2300	STAT: 2000
ECON: 3010	TRHR: All courses
EXSC: Courses below 2300	UNIV: All courses

NOTES:

- The checksheet should be used in conjunction with the degree audit and advising to track progress toward degree completion.
- The calculus requirement, all required business courses, and courses required for the specialization must be taken for a letter grade.

ELECTIVE COURSES:

- Electives are courses that count toward the BSBA degree from any University area to fill the elective requirement.
- See above for a list of courses that do NOT count toward the BSBA.
- ECON 2000 cannot be used to satisfy specialization or elective requirements.
- At least 50% of the specialization and BIZX 4000 must be completed at BGSU.

A SAMPLE SUGGESTED SCHEDULE

Fall 1	Hrs.	Grade	Spring 1	Hrs.	Grade
GSW 1100/1110	3		GSW 1120	3	
MATH 1220*	3		BA 1600*	3	
BG Perspective	3		ECON 2020*	3	
BG Perspective	3		BG Perspective	3	
BA 1500	3		BIZX 1100	1	
			IS 2000	3	
	15	TOTAL		16	TOTAL

Fall 2	Hrs.	Grade	Spring 2	Hrs.	Grade
BA 2030	3		MGMT 3000	3	
BA 1700*	3		BA 2110*	3	
ACCT 2210	3		ACCT 2220	3	
ECON 2030*	3		MKT 2010	3	
BG Perspective	3		BG Perspective	3	
			BIZX 2200	1	
	15	TOTAL		16	TOTAL

DO SUMMER INTERNSHIP, IF POSSIBLE

Fall 3	Hrs.	Grade	Spring 3	Hrs.	Grade
MGMT 3600	3		MKT XXX	3	
BA 2120*	3		BA 3800	3	
MKT 3020	3		MKT 3200	3	
FIN 3000	3		MKT XXXX	3	
BG Perspective	3		Free Elective**	3	
			BIZX 3300	1	
	15	TOTAL		16	TOTAL

DO SUMMER INTERNSHIP, IF POSSIBLE

Fall 4	Hrs.	Grade	Spring 4	Hrs.	Grade
ECON 3020 or 3030 or 3040 or 3110 or 3510	3		BIZX 4000	3	
LEGS 3010	3		MKT 4600	3	
MKT XXXX	3		Free Elective**	3	
MKT XXXX	3		Free Elective**	3	
BA 4060	3		Free Elective**	2-3	
	15	TOTAL		14-15	TOTAL

TOTAL MINIMUM HOURS TO GRADUATE IS 122

TOTAL 122-123

*Satisfies Social & Behavioral (ECON 2020 & 2030), Quantitative Literacy (MATH 1260, BA 1600, BA 1700, BA 2110 & BA 2120) Requirements of the BGP

** Free Electives can be part of your second specialization/Minor

SEMESTER

NOTE: You can do internship for the entire semester.

You can swap the internship with a semester from the schedule above.

Resume from where you left-off.

Internships are highly encouraged as they do not only provide a way to bridge the classroom material to the practice, they lead to potential future employment with the company. **Study abroad** and a second specialization or minor are highly encouraged. For more on your Specialization stop by BA 234 or visit <https://www.bgsu.edu/business/departments-and-programs/marketing.html>