BG PERSPECTIVE (BGP) REQUIREMENTS:

Must complete at least 1 course in each of the following:

**English Composition and Oral Communication**

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

**Quantitative Literacy**

**Humanities and the Arts**

**Natural Sciences - at least one Lab Science required**

**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:

____ WRIT 1120 Research Writing

Total BGP Credits: Must be at least 36

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

<table>
<thead>
<tr>
<th>Fall</th>
<th>Grade</th>
<th>Hrs.</th>
<th>Spring</th>
<th>Grade</th>
<th>Hrs.</th>
</tr>
</thead>
</table>

First Year Experience

____ BA 1500: Understanding the Dynamics of Business  3 Hrs.

Calculus Requirement

____ Both BA 1600 and BA 1700 or MATH 1260 or MATH 1310 or both MATH 1340 and MATH 1350

Admission Requirements (See reverse side)

Admission Core*

____ 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 2030: Bus. Communication  3
____ BA 2110: Bus. Analytics III: Descriptive Analytics  3
____ BA 2120: Bus. Analytics IV: Predictive Analytics  3
____ IS 2200: Intro to IS  3

**can also apply towards BGP requirements

Business Core

____ ECON 3020 or 3030 or 3040 or 3110 or 3120  3
____ LEGS 3010: Legal Business Environment  3
____ FIN 3000**: Business Finance  3
____ MGMT 3000**: Int. Ops & SCM  3
____ MKT 3600**: Org. Theory & Behavior  3
____ MKT 2010**: Intro. to Mkt. Mgmt.  3
____ BA 3500**: Ethics and Social Responsibility in Bus.  3
____ BA 4500: Integrated Business Experience  3
____ MGMT 4060: Global Strategy  3

**BA 4500 is only open to seniors who have achieved BSBA admission and have credit for BA 3500, FIN 3000, MGMT 3000, MGMT 3600, MKT 2010 & BA 3800. Prerequisite or concurrent with MGMT 4060.

Sales and Services Marketing Specialization

____ MKT 3400  3
____ MKT 4060  3
____ Elective 1*  3
____ Elective 2*  3
____ Elective 3*  3

*Electives choices: MKT 3020, 3200, 3500, 4000, 4100, 4120, 4150, 4160, 4200, 4300, 4350, 4450, 4550, 4890; MGMT 3300, 3610, 4560; FIN 3400, 4130, 4140, 4210, 4350.

Specialization Notes:

- Student 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.
- A grade of “C” or better must be earned in each course taken for the specialization.
- For students who plan to pursue both a Marketing Specialization and a Sales and Service Marketing Specialization; at least 15 additional credit hours must be taken that do not count toward the other specialization.
BSBA ADMISSION (Must be met by 45 Hours)

BSBA admission requirements are:

(i) Completion of MATH 1260, or BA 1600, 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 2030, BA 2110, BA 2120, 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
ACEN: 1000, 1210
ACT: All courses
BUSE: 2640, 2680
DANC: Courses below 2300
EXSC: Courses below 2300
GSW: 1100S
MATH: 90, 90X, 95, 95X, 1210
MGMT: 3050
MKT: 3000
PEG: All courses
STAT: 2000
UNIV: All courses
TRHR: 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.
• BIZX 4000 must be completed at BGSU.

INTERNIALS 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 http://www.bgsu.edu/business/marketing.html