

Indiana University South Bend

Bachelor of Science in Business – Marketing Major (60 credit hours) 2016-2017

(For Ivy Tech Graduates Transferring with an Associate of Science in Business Administration)

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| Fifth Semester | | 16 cr. |
| Bus-F 151 | Personal Finances of the College Student (minimum grade of C) | 1 cr. |
| Bus-K 201 | The Computer in Business (minimum grade of C) | 3 cr. |
| Bus-D 300 | International Business Admin (minimum grade of C) | 3 cr. |
| Bus-M 301 | Introduction to Marketing Management (minimum grade of C) | 3 cr. |
| Bus-Z 302 | Managing & Behavior in Organizations (minimum grade of C) | 3 cr. |
| Math-M 118 | Finite Mathematics (minimum grade of C) | 3 cr. |
| Sixth Semester | | 16 cr. |
| Bus-F 301 | Financial Management (minimum grade of C) | 3 cr. |
| Bus-K 321 | Management of Information Systems (minimum grade of C) | 3 cr. |
| Bus-M 401 | International Marketing (minimum grade of C) | 3 cr. |
| Bus-M 405 | Consumer Behavior (minimum grade of C) | 3 cr. |
| Bus-X 310 | Business Career Planning & Placement (minimum grade of C) | 1 cr. |
| Econ-E270 | Intro to Statistical Theory in Economics and Business (minimum grade of C) | 3 cr. |
| Seventh Semester | | 15 cr. |
| Bus-B 399 | Business and Society (minimum grade of C) | 3 cr. |
| Bus-M 303 | Marketing Research (minimum grade of C) | 3 cr. |
| Bus-M xxx | Marketing Concentration Elective (minimum grade of C) | 3 cr. |
| Bus-P 301 | Operations Management (minimum grade of C) | 3 cr. |
| Xxxx | Non-Western Cultures or Diversity in U.S. Society Course | 3 cr. |
| Eighth Semester | | 13 cr. |
| Bus-J 401 | Administrative Policy (minimum grade of C) | 3 cr. |
| Bus-M 450 | Marketing Strategy (minimum grade of C) | 3 cr. |
| Bus-M xxx | Marketing Concentration Elective (minimum grade of C) | 3 cr. |
| Xxxx | Free Elective | 3 cr. |
| Xxxx | Free Elective | 1 cr. |

Indiana University South Bend Contact:

Ms. Patricia Agbetsiafa, MS, MPA
Director of Administrative and Student Services
Judd Leighton School of Business and Economics
(574) 520-4323
pagbetsi@iusb.edu