



UHC Curriculum Guide for Bachelor of Science in Business Administration with a Concentration in Marketing (2024 - 2025)

A Ministry of the Marianites of Holy Cross



Course	Description	Hrs	Gr.	Sem.	Course	Description	Hrs	Gr.	Sem.
General Education Core Curriculum					Major Area Courses				
BIO	Biological Science Elective	4			ACC 215	Principles of Financial Accounting	3		
ENG 101	English Composition I	3			BUS 201	Business Law I	3		
ENG 102	English Composition II	3			BUS 207	Managerial Accounting	3		
HIS 201	History of the United States I	3			BUS 210	Contemporary Business Communications	3		
MAT 105	College Algebra	3			BUS 218	Introduction to Business	3		
PHI 207	Introduction to Logic and Critical Thinking	3			BUS 251	Principles of Management	3		
PSY 101 or SOC 101	General Psychology or Introduction to Sociology	3			BUS 252	Principles of Marketing	3		
SPE 101	Fundamentals of Public Speaking	3			BUS 301	Business and Economic Statistics I	3		
THE	Theology Elective	3			BUS 302	Business and Economic Statistics II	3		
Additional General Education Requirements					BUS 310	Excel and Data Analytics	3		
ART/FNA/MUS	Fine Arts Elective	3			BUS 311	Principles of Business Finance	3		
CHE/ESC/PHY	Physical Science Elective	4			BUS 409	Business and Society	3		
ENG	Literature Elective	3			BUS 414	Business Policies and Problems	3		
HIS 202	History of the United States II	3			BUS 416	Organizational Behavior	3		
MAT 215	Finite Mathematics	3			ECO 201	Principles of Economics I	3		
PHI	Philosophy Elective	3			ECO 202	Principles of Economics II	3		
THE	Theology Elective	3			Other Required Courses				
	Natural Science Elective	1			BUS 313	Principles of Advertising	3		
	Social Sciences Elective	3			BUS 321	Consumer Behavior	3		
					BUS 325 or BUS 460	Marketing Research or Topics in Business	3	Special	
					BUS 326	Salesmanship	3		
					BUS 462	Internship	3		
					BUS 377	Marketing Management	3		

Total General Education Core

54

Total Curriculum

120