



**NORFOLK STATE UNIVERSITY
SCHOOL OF BUSINESS
2022 CURRICULUM
LEADING TO THE B.S. DEGREE IN BUSINESS
MARKETING CONCENTRATION^{†**}**



The Bachelor of Science degree in Business with a concentration in Marketing requires a minimum of 121 hours of undergraduate work. The courses required in the Marketing concentration include the following:

First Year			Semester Credit Hour
SEM	101	Spartan Seminar 101	1 cr. hr.
SEM	102	Spartan Seminar 102	1 cr. hr.
BUS	175	Introduction to Business & Entrepreneurship	3 cr. hrs.
BIO	100	Biological Sciences	3 cr. hrs.
SCI	101	Introduction to Physical Sciences	3 cr. hrs.
XXX	XXX	Science Lab Elective (See Note A)	1 cr. hr.
ENG	101	College English I	3 cr. hrs.
ENG	102	College English II (ENG 101)	3 cr. hrs.
HED	100	Personal and Community Health	2 cr. hrs.
BUS	284	Advanced Micro Computing	3 cr. hrs.
MTH	131	Pre-calculus for Non-Science Majors	3 cr. hrs.
MTH	132	Calculus for Non-Science Majors (MTH 131)	3 cr. hrs.
PED	100	Fitness for Life or PED 101/102 or Modified PED	1 cr. hr.
TOTAL			30 cr. hrs.
Second Year			
SEM	201	Spartan Seminar 201	1 cr. hr.
ACC	201	Principles of Financial Accounting	3 cr. hrs.
ACC	202	Principles of Managerial Accounting (ACC 201)	3 cr. hrs.
BUS	281	Legal Environment for Business (BUS 175)	3 cr. hrs.
BUS	270	Business Statistics (MTH 132)	3 cr. hrs.
ECN	211	Principles of Microeconomics	3 cr. hrs.
ECN	212	Principles of Macroeconomics (ECN 211)	3 cr. hrs.
ENG	210	Practical English Grammar	3 cr. hrs.
PSY	210	Introduction to Psychology	3 cr. hrs.
ENG	285	Public Speaking (ENG 102)	3 cr. hrs.
XXX	XXX	Humanities (See Note B)	3 cr. hrs.
TOTAL			31 cr. hrs.
Third Year			
BUS	330	Business Communications	3 cr. hrs.
BUS	376	Statistics and Quantitative Methods (BUS 270)	3 cr. hrs.
BUS	387	Intro. to Entrepreneurship (BUS 366, BUS 360 and BUS 365)	3 cr. hrs.
BUS	360	Corporate Finance (ACC 202 AND ECN 212)	3 cr. hrs.
BUS	375	Management Information Systems & E-Commerce (BUS 284)	3 cr. hrs.
BUS	365	Organizational Behavior and Theory (PSY 210)	3 cr. hrs.
BUS	366	Principles of Marketing (Junior Standing)	3 cr. hrs.
BUS	367	Consumer Behavior (BUS 366)	3 cr. hrs.
BUS	XXX	Business Elective	3 cr. hrs.
BUS	391	Introduction to Data Analytics & Big Data (BUS 375)	3 cr. hrs.
TOTAL			30 cr. hrs.
Fourth Year			
BUS	476	Operations Management (BUS 376)	3 cr. hrs.
BUS	478	Strategic Management (BUS 476, BUS 365, BUS 366, BUS 360)	3 cr. hrs.
BUS	412	Marketing Management (BUS 366 and Senior Standing)	3 cr. hrs.
BUS	413	Principles of Retailing (BUS 366)	3 cr. hrs.
BUS	416	International Marketing (BUS 366)	3 cr. hrs.
BUS	497	Marketing Research (BUS 366, BUS 270 and Senior Standing)	3 cr. hrs.
BUS	XXX	Business Elective (See Note C)	9 cr. hrs.
XXX	XXX	Global/Cultural & Language Electives (See Note B)	3 cr. hrs.
TOTAL			30 cr. hrs.

TOTAL REQUIREMENTS

121 cr. hrs. (OVER)

Note A: A student needs to take the following **ONE** of the following laboratory courses.

- BIO 100L Biological Science Lab
- SCI 101L Physical Science Lab

Note B: Global/Cultural and Foreign Language Electives (6 hours)

A student will choose **TWO** courses from the list below.

- SOC 325 Society, Business & Internationalism
- ENG 207 Introduction to World Literature
- ENG 383 African-American Literature
- FIA 201 Basic Art Appreciation
- GEO 141 World Regional Geography
- GEO 331 Economic Geography
- GEO 336 Political Geography
- GEO 337 Geography of Africa
- HIS 336 African-American History since 1865
- HIS 360 Latin America: Argentina, Brazil, and Chile
- HIS 361 Latin America: Readings in Latin American History
- HIS 363 Introduction to Modern Near-East
- HIS 365 Latin America: Mexico, Central America, and the Caribbean
- HIS 370 African History and Culture
- HIS 371 African History and Culture
- HIS 374 East Asian Civilization
- HIS 375 Contemporary Economic System of China
- HIS 376 Contemporary Economic System of Japan
- HIS 446 Latin America Colonial
- HIS 448 Slavery in the Atlantic Basin
- HIS 476 Modern China and Modern Japan
- HUM 210 Humanities
- HUM 211 Humanities
- MUS 301 Music Appreciation
- MUS 234 African-American Music
- POS 315 Blacks in American Political Process
- POS 323 Comparative Government
- POS 360 International Politics
- POS 442 International Law
- POS 461 International Organization
- POS 462 The Near (Middle) East in International
- POS 463 Politics of African Nations
- POS 467 Introduction to Non-Western Politics
- POS 468 A Survey of Contemporary Governments of Asia
- PSY 340 Psychology of African Americans
- REL 200 Major World Religions
- SOC 101 Introduction to Social Science
- SOC 237 Racial and Cultural Minorities
- SOC 242 Introduction to Anthropology
- FRN 111 and 112 Elementary French I and II
- GRM 111 and 112 Elementary German I and II
- JPN 111 and 112 Elementary Japanese I and II
- SPN 111 and 112 Elementary Spanish I and II
- SWA 111 and 112 Elementary Swahili I and II

Note C: A student needs to take **FOUR** of the following courses towards Business Electives. (12 cr. hrs.)

- BUS 465 Small Business Management (BUS 387)
- BUS 396 Introduction to Blockchain: Foundations and Business Use Cases (BUS 375)
- BUS 477 Franchising (BUS 366 & senior standing)
- BUS 363 Financial Institutions (BUS 360)
- BUS 350 Ethics in Management (BUS 365)
- BUS 415 International Management (BUS 365)
- BUS 390 Business Database Management (BUS 284)
- BUS 431 Information Systems Analysis & Design

STUDENTS MUST EARN A “C” OR HIGHER IN THE FOLLOWING:

1. ALL Business courses: (ACC, BUS, and ECN)
2. ALL English courses: (ENG)
3. ALL Math courses: (MTH)
4. ALL Computer Science courses: (CSC)

MATHEMATICS SEQUENCE

For business school students, MTH 131, and MTH 132 are required courses. Based on the results of the mathematics placement test, a student **MUST** follow one of the following mathematics sequences.

Math Placement Test Result	Math Sequence
MTH 101	MTH 101, MTH 105, MTH 131, MTH 132
MTH 102	MTH 102, MTH 131, MTH 132
MTH 131	MTH 131, MTH 132

Revised: April 2022