Advising Notes for

All Business Majors (except Economics)

Suggested registration for first two years

| | Fall Term | Jan Term | Spring Term | |
|------------|---|--|--|--|
| First Year | FYS 100 ENG 105 Composition I MTH 111 or MTH 126* IC Coursework *As indicated by placement exam | IC course | ENG 106 Composition II MTH 126 or MTH 345 (if MTH 126 taken in Fall) BUS 230 or BUS 250 or BUS 271 IC Course BUS 470-02: The Elmhurst Edge 2.0 (.5 course credits) | |
| | Please see notes below. | | Please see notes below. | |
| Sophomore | BUS 261 MTH 345 or ECO 210 or ECO 211 BUS 230 or BUS 250 or BUS 271 IC Coursework BUS 470-02: The Elmhurst Edge 2.0 (.5 course credits) if not already taken. | IC course or BUS 230 or BUS 250 or BUS 271 | BUS 262 MTH 345 or ECO 210 or ECO 211 BUS 301 IC Coursework BUS 470-02: The Elmhurst Edge 2.0 (.5 course credits) if not already taken. | |
| | Please see notes below. | | Please see notes below. | |

Notes:

- NOTE: No SPA or IEJ courses in the first two years
- A C or better is required for all business core courses, including BUS 230, BUS 250, BUS 271, BUS 261, BUS 262, BUS 301, ECO 210, ECO 211, MTH 126 and MTH 345.
- If students did not successfully complete the above listed courses with a C or better, they should repeat the course in the following semester.
- Non-major courses to consider for second year: Any outstanding proficiency coursework (English Composition, Math and/or World Language, if not already satisfied).

Students are welcome to contact The School of Business with any questions or additional guidance.

ALL BUSINESS & ECONOMICS MAJORS

Integrated Curriculum Advising Worksheet

| Areas of Knowledge Maximum of 2 courses from a department can fulfill AoKs | | | | |
|---|-----------------------------------|--|--|--|
| Interpretation and Identity | | | | |
| Inquiry into Ethics & Justice [IEJ] Religious Studies in Context [RSC] | PHL 310 or BID 385 recommended | | | |
| Literature [LT] | | | | |
| Fine Arts [FA] | | | | |
| Societies, Individuals and Cultures | | | | |
| Historical Analysis [HA] | | | | |
| Social & Political Analysis [SPA] | BUS 350 or BID 385 recommended | | | |
| Cognitive & Behavioral Sciences [CBS] | | | | |
| Natural Science | | | | |
| Physical Science [PS] | | | | |
| Life Science [LS] | | | | |

| Proficiencies | | | |
|---------------------------------------|--------------|--|--|
| Writing (ENG 105) or equivalent | | | |
| Mathematics | Met in major | | |
| World Language (2 years HS or 102) | | | |

- Work closely with your faculty advisor in selecting courses for AoKs and Tags. Many courses will satisfy an AoK and 1 or 2 Tags. However, it is not necessary for each course to count for more than one requirement.
- As you map out your academic plan, be sure to revisit it each term; especially if you change major(s), minor(s) and/or schedules.
- Professional Development: BUS 470-02 The Elmhurst Edge 2.0, 1st or 2nd year; Bus 470-04 The Elmhurst Edge 4.0, 3rd or 4th year; Bus 469 School of Business Mentoring Program (3rd and 4th year); Bus 468 Internship.

| Skills & Values Tags | | | | | |
|--|--|--|--|--|--|
| Skills | | | | | |
| Oral Communication [O] | BUS 355 recommended | | | | |
| Quantitative Reasoning [Q] | MTH 345 | | | | |
| Writing 300/400 level at a 4-year institution [W] | BUS 456 | | | | |
| Information Literacy associated with Major [I] | BUS 262 or BUS 340 at Elmhurst University | | | | |
| Values Development | | | | | |
| Intercultural Global Engagement [G] | BUS 271 | | | | |
| Intercultural Domestic Engagement [D] | BUS 350 recommended | | | | |
| Social Responsibility 300/400 level at a 4-year institution [S] | BUS 350 or PHL 310 or BID 385 recommended | | | | |

| Developmental Experiences | | | | |
|--|---------------------|--|--|--|
| First Year Seminar (Waived for Transfer Students) | | | | |
| ENG 106 | | | | |
| Experiential Learning | BUS 468 recommended | | | |
| Senior Capstone | Met in Major | | | |

BOLD = Required course for major.



MAJOR EVALUATION FORM MARKETING (BS)

Name

eNumber _____

Admission to the University does not guarantee admission to programs in Business and Economics. Admission to the Business and Economic programs require:

Overall cumulative transfer GPA 2.75 or better

Completion of MTH 111 Introduction to Mathematical Methods and Applications or the equivalent with a C or better Completion of ENG 106 Composition II or the equivalent with a C or better.

The Chair of the Department may allow admission after review of all required materials.

Transfer students must complete at least half of the course credits required for this major at Elmhurst University. Students who transfer in more than half of the Business courses in this major will be required to take additional upper-level courses in the Business Department, which requires the prior approval of the department chair.

1.0 course credit = 4 semester hours

A grade of C or higher is required for all major courses.

| | | Transfer | Transfer | Course | | |
|---|--|-------------|----------|--------|-------|--|
| EU Course # | EU Course Title | Institution | Course # | Credit | Grade | |
| CORE CURRICULUM, Grade of C or better | | | | | | |
| BUS 230 | Principles of Marketing | | | | | |
| BUS 250 | Management Theory and Practice | | | | | |
| BUS 261 | Financial Accounting | | | | | |
| BUS 262 | Management Accounting | | | | | |
| BUS 271 | Introduction to Global Business | | | | | |
| BUS 301 | Introduction to Logistics & Supply Chain Management | | | | | |
| BUS 340 | Business Finance | | | | | |
| BUS 456 | Strategic Management in the Global Environment | | | | | |
| ECO 210 | Principles of Microeconomics | | | | | |
| ECO 211 | Principles of Macroeconomics | | | | | |
| MTH 126 or | Analysis for the Business and Social Sciences or | | | | | |
| MTH 151 | Calculus I | | | | | |
| MTH 345 | Elementary Statistics | | | | | |
| SPECIALIZATIO | N, 5 COURSES REQUIRED Grade of C or better | | | | | |
| BUS 439 | Integrated Marketing Management | | | | | |
| Choose one of the following specializations (Grade of C or better is required): Integrated Marketing Management – Take either: BUS 330 or BUS 331, and BUS, 439 and three full courses from: BID 385, BUS 330 or 331 (if did not take it as a requirement. Cannot count twice), 334, 336, 375, 405, 431, 432, 434, 468. A student may take a BUS 470and/or 492 as approved by chair and marketing advisor. | | | | | | |
| Marketing Research & Consumer Insights – BUS 331 Market Research and BUS 439 and three full credit electives from these courses: BUS 330, 434, 468, BUS 492 (Final Market Research Project, senior year or | | | | | | |
| consent of the Business department chair) Bus 330 and/or 331 should be taken <u>before</u> all other electives. | | | | | | |
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Update(s) ____