Start of program:

Previous/transfer used

Remaining hours



Bachelor of Science in Business Administration (BSBA) 120 hours This form is valid for the 2025-2026 catalog.

Page 1: Pre-Business Core, Business Core, State Minimum Core, and General Electives

Page 2: Junior Senior Business Electives and Major Courses

Name:		Date:	Hours:		Expected Graduation:
Workday ID:		Legacy ID:	Multicultural:		GPA:
Major:			Minor:		2nd Major:
-	noral Ed	usation Possiroments	1		zna majon
Learning Outcomes for Ger				2.4	
1.1	1.2	2.1		3.1	
3.2	3.3	3.4		4.1	
4.2	5.1	6.1			
Pre-Business Core (37 hour			Hours	Grade	Notes and Substitutions
Courses in italics also fulfill state m	ninimum (ore requirements.	110013	Grade	Notes and substitutions
ENGL 10103 Composition I					
		. 10303 Technical Composition II			
MATH 20503 Finite Mathen					
ECON 21003 Principles of M					
ECON 22003 Principles of Microeconomics					
MATH 22003 Survey of Calc					
SPCH 10003 Public Speaking					
ISYS 11203 Business Application Knowledge					
BUSI 11101 Freshman Business Connection					
BUSI 10303 Data Analysis a					
ISYS 20303 Foundations to	Busines	s Analytics			
ACCT 20103 Accounting I					
		20503 Business Foundations			
		completed with a GPA of 2.5 (including transfer), an overall GPA of 2.5	5 (including transfer), and a grade of "C" or better in each course
		iness courses. The pre-business GPA is not used in the counting or finance must complete ACCT 2			ust get B or hetter in ACCT 20203.
		iness courses. The pre-business GPA is not used to punting or finance must complete ACCT 2			ust get B or better in ACCT 20203.
*Students pursuing a major or min	nor in acc		0203. Accounting r	majors/minors m	-
*Students pursuing a major or min At least 50% of business and economics	nor in acc	ounting or finance must complete ACCT 2	0203. Accounting r graduation, students r	majors/minors m	nulative GPA in each of the following areas: all
*Students pursuing a major or min At least 50% of business and economics	nor in acc	ounting or finance must complete ACCT 2 sken in residence at University of Arkansas. For g	0203. Accounting regraduation, students reired business core and	majors/minors m nust earn a 2.00 cui d economics course	mulative GPA in each of the following areas: all s.
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Name:	ID	ID:					
Junior/Senior Business Electives (15 hours)							
Maximum of 27 hours of MKTG courses (major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor.							
Classes		Hours	Grades	Notes and Substitutions			
A junior/senior business elective is any 30000 or 40000	level business course (ACCT, BLA	W, BUSI, ECON	, FINN, ISYS, MGM	T, MKTG, SCMT, SEVI)			
except ECON 30503, ECON 30603, and MGMT 35603.							

Marketing Major (21 hours) Students may not use more than six hours of major courses toward minor requirements.	Hours	Grades	Notes and Substitutions		
MKTG 35503 Consumer Behavior					
MKTG 36303 Marketing Research					
MKTG 48503 Marketing Management					
Select four courses from the following options:					
MKTG 42303 Integrated Marketing Communications					
MKTG 44303 Retail Strategy					
MKTG 46303 Global Marketing					
MKTG 43403 Selling and Sales Management					
MKTG 38303 Digital Marketing					
MKTG 30000/40000					

^{*}MKTG 41003 can be taken for up to 6 hours, topics must be different.