



Business Communication

All undergraduate business students are required to take core courses, concentration courses related to their major, and allied courses, which take place outside of the Opus College of Business.

Business Core Courses

- ACCT 100 Principles of Accounting I
- BUSN 100 Business for the Common Good (2 cr)
- ENTR 100 Introduction to Entrepreneurship & Innovation (2 cr)
- ACCT 200 Principles of Accounting II (2 cr)
- BETH 300 Ethical Principles in Business (2 cr)
- BLAW 300 Law for Business Leaders I (2 cr)
- BUSN 200 Business Learning Through Service (0 cr)
- FINC 310 Core Financial Management (2 cr)
- MGMT 200 Working Skillfully in Organizations (2 cr)
- MKTG 200 Introduction to Marketing (2 cr)
- OPMT 300 Operations and Supply Chain Management (2 cr)
- Elective credits from undergraduate business courses (10 cr)

Concentration Courses

- MKTG 201 Application in Marketing (2 credits)
- MKTG 320 Integrated Marketing Communications (4 credits)
- BCOM 435 Management Priorities and the Business Communicator (4 credits)
- JOUR/DIMA/STCM 111 Introduction to Mass Media (4 credits)
- BUSN 202 MS Excel Business Applications (0 credits)
or CISC 200 Intro to Computer Technology & Business Applications (4 credits)
- *Plus 8 additional credits from the following courses (at least 4 credits from STCM or JOUR or COMM):*
 - STCM 234 Principles of Strategic Communication (4 credits)
 - STCM 344 Writing for Strategic Communication (4 credits – Prereq STCM 234)
 - JOUR 258 Writing/Designing for the Web (4 credits)
 - COMM 370 - Intercultural Communication (4 credits)
 - MGMT 367: Leading and Managing Change (2 credits)
 - MKTG 340 Marketing Research (4 credits)
 - MKTG 370 Consumer Behavior (4 credits)

- MKTG 380 Digital Marketing (4 credits)
- MKTG 390 Marketing Strategy (4 credits)
- BLAW 313 Essentials of Intellectual Property Law (2 credits)
- MKTG topics courses, as approved (2 – 4 credits)

Allied Courses

- ECON 251 Principles of Macroeconomics (4 credits)
- ECON 252 Principles of Microeconomics (4 credits)
- STAT 220 Introductory Statistics (4 credits)

Note: STAT 220 should be completed by the end of the sophomore year. Transfer students who have not had an equivalent course must complete this course by the end of their first semester, junior year.

Plus four credits from the following:

- MATH 101 Finite Mathematics (4 credits)
- MATH 109 Calculus with Review II (4 credits)
- MATH 111 Calculus for Business and Social Science (4 credits)
- MATH 113 Calculus I (4 credits)

Note: The math requirement must be completed by the end of the sophomore year.

Plus four credits from the following:

- COMM 100 Public Speaking (4 credits)
- COMM 105 Communication in Workplace (4 credits)
- COMM 370 Intercultural Communication (4 credits) *(if not previously taken)*