

Online BBA Management or Marketing Major Requirement Summary

Requirements are subject to change and based on your semester of acceptance

UMass Amherst/UMA General Education Requirements

For more info on the University general education requirements see-
http://www.umass.edu/registrar/registration/gened_requirements.htm

Requirement	Course	generally offered	Grade	CR	Notes
Math-Algebra/Pre Calc/ R1					satisfied with Calculus
Calculus/R2					CLEP, UMA or elsewhere
ECON 103 Micro SB					elsewhere
ECON 104 Macro SB					elsewhere
College Writing CW					elsewhere
Biological Science BS					CLEP, UMA or elsewhere
Physical Science PS					CLEP or elsewhere
Arts/Literature AL, AT, I					CLEP, UMA or elsewhere
History HS					CLEP, UMA or elsewhere
US Diversity U					Take with History, Literature or Social World
Global Diversity G					Take with History or Literature

Sophomore Year BBA Requirements

50% MUST BE taken through UMA

Requirement	Course	generally offered	Grade	CR	Notes
ACCOUNTG 221	Financial Accounting	SPR/SMR/FAL			
ACCOUNTG 222	Managerial Accounting	SPR/SMR			Prereq ACCOUNTG211
RES ECON 212/Stats 1	Statistics 1				elsewhere
FINOPMGT 250/Stats 2	Quantitative Tools for Mgmt	SPR/FAL			PrereqStats1
SCH-MGMT 210	Intro to Business Info Systems	SPR/SMR/FAL			
MANAGMNT 260	Introduction to Law	SMR/FAL			

Junior/Senior Year BBA Requirements

50% MUST BE taken through UMA

Requirement	Course	generally offered	Grade	CR	Notes
FINOPMGT 301	Corporate Finance	SPR/SMR/FAL			Prereq Accounting 221
MANAGMNT 301	Principles of Management	SPR/SMR/FAL			
MARKETNG 301	Fundamentals of Marketing	SPR/SMR/FAL			
SCH-MGMT 310	Management Communications	SMR			Jr. Year Writing/Prereq Junior Status
SCH-MGMT 497	Business Policy and Strategy	SMR/FAL			Sr. Culminating Experience/Prereq Senior Status

Management Major Requirements

75% MUST BE taken through UMA

Requirement	Course	generally offered	Grade	CR	Notes
FINOPMGT 347	Intro to Operations Management	SPR/SMR/FAL			Prereq Stats 1
MANAGMNT 314 or 330	Human Resource Management or Organizational Behavior	SPR/SMR/FAL			PrereqMANAGMNT301
MANAGMNT 331	Administrative Theory	SPR			PrereqMANAGMNT301
MANAGMNT 365	Business and Its Environment	SPR/SMR			Prereq Junior Status
MARKETNG 437 or 455	International or Internet Marketing	SPR/SMR			Prereq MARKETNG301
SCH-MGMT 350	Professional Ethics in Contemporary Society	SPR/SMR			
SCH-MGMT 391A	Introduction to Global Business	SPR/SMR			

MANAGEMENT OR MARKETING

Marketing Major Requirements

75% MUST BE taken through UMA

Requirement	Course	generally offered	Grade	CR	Notes
MARKETNG 412	Marketing Research	SMR/SPR			Prereq FINOPTMGT250/MARKETNG301
MARKETNG 437	International Marketing	SPR/SMR			Prereq MARKETNG301
MARKETNG 455	Internet Marketing	FAL/SMR			Prereq MARKETNG301
Upper Marketing	Upper Marketing	SMR/SPR			Prereq MARKETNG301
Upper Business	300+ Business course	FAL/SMR/SPR			
Upper Business	300+ Business course	FAL/SMR/SPR			

Breadth Requirement - 21 credits of Non-Business courses

Requirement	Course	generally offered	Grade	CR	Notes
Non-Business		FAL/SMR/SPR			
Non-Business		FAL/SMR/SPR			
Non-Business		FAL/SMR/SPR			
Non-Business		FAL/SMR/SPR			
Non-Business		FAL/SMR/SPR			
Non-Business		FAL/SMR/SPR			
Non-Business		FAL/SMR/SPR			

120 credits needed to graduate; minimum 45 must be taken through UMA, 54 grades credits required to be eligible for Honors

Highlighted courses along with 60 transferable credits should be completed with a B or better prior to applying

http://www.isenberg.umass.edu/undergrad/Online_Degree_Program/