

Note	Course	Title	Prerequisite
University General Education			
	MATH 127	Calculus (R1) and (R2)	proficiency in high school algebra
	ECON 103	Micro Economics (SB)	
	ECON 104	Macro Economics (SB)	
	ENGLWRIT 112	College Writing (CW)	
	Biological Science (BS)	various	
	Physical Science (PS)	various	
	Literature (AL) or Arts (AT)	various	
	Historical Studies (HS)	various	
	United States Diversity (DU)	various	
	Global Diversity (DG)	various	
	Gen Ed Elective	various	
	Gen Ed Elective	various	
Isenberg Core - 12 Courses (34 credits)			
	ACCOUNTG 221	Principles of Financial Accounting	
	ACCOUNTG 222	Principles of Managerial Accounting	ACCOUNTG221
	FINANCE 301	Corporate Finance	ACCOUNTG221 and statistics, calculus recommended
	MANAGMNT 260	Introduction to Law	
	MANAGMNT 301	Principles of Management	
	MARKETNG 301	Fundamentals of Marketing	
	OIM 210	Intro to Business Info Systems	
	OIM 301	Intro to Operations Management	Statistics
	OIM 240/Statistics	Business Data Analysis	
	SCH-MGMT 291T	Isenberg Transfer Connection	
	SCH-MGMT 310	Management Communications	Jr. Year Writing/Prereq Jr Status
	MANAGMNT 494BI	Business Policy and Strategy	Integrative Experience/Sr Status
Breadth - 21 Credits			
	Non-business Electives	various	
Marketing Major - 4 Core (12 credits)			
	MARKETNG 412	Marketing Research	Statistics & MARKETNG301
	Upper Marketing	300/400 Marketing	MARKETNG301
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Marketing Major - 2 Electives (6 credits minimum)			
	2 Upper Business	300/400 Business course	various
Note	Course	Title	Prerequisite

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

120 credits are required to graduate. Minimum 45 credits taken through UMass Amherst. 54 UMass Amherst credits to be eligible for honors.

*Isenberg School and Marketing major requirements may not be taken pass/fail with the exception of MARKETNG 398

*Students can apply a maximum of 3 credits of an independent study and 3 credits of an internship to satisfy upper-level business electives