

Cleveland State University
Monte Ahuja College of Business
Bachelor of Arts Degree
Business Studies Major: On-Campus Track

Fall 2023 – Spring 2024: Recommended Academic Course Sequence

First Year							
Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C
Math/Quantitative Literacy	3		M/QL	Math/Quantitative Literacy	3		M/QL
BSM 140 Business Studies Major Experience	1	X		Arts and Humanities elective **	3		A&H
Natural Science with Lab elective	4		NSL	FIN 201 Financial Planning or FIN 351 Intro Fin Mgt	3	X	
Social Science elective **	3		SS	IST 203 Software Tools	3	X	
ASC 101 Introduction to University Life	1		Intro				
Semester Total	15			Semester Total	15		

Second Year							
Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
ECN 202 Principles of Microeconomics	3	X	SS	MKT 350 Principles of Personal Selling	3	X	
Arts and Humanities elective **	3		A&H	MKT 301 Fundamentals of Marketing	3	X	
GAD 250 Business Communication (W)	3	X	WAC	Flex Core Major Elective	3	X	
ACT 221 Introductory Accounting I	3	X		African American Experience elective	3		DIV
IST 305 Information Technology for Competitive Advantage	3	X		Natural Science elective	3		NS
Semester Total	15			Semester Total	15		

Third Year							
Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
PRM 367 Introduction to Property Management	3	X		MGT 321 Organizational Behavior	3	X	
MGT 301 Principles of Management	3	X		MKT 321 International Business	3	X	
OSM 311 Intro. to Operations Management	3	X		MGT 340 Human Resource Management	3	X	
Flex Core Major Elective: +	3	X	WAC/SPAC	Flex Core Major Elective	3	X	
US Diversity elective	3		DIV	Flex Core Major Elective	3	X	
Semester Total	15			Semester Total	15		

Fourth Year							
Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
OSM 442 Innovation Management	3	X		BSM 400 Business Decision Making	3	X	CAP
INB 488 Multicultural Marketing	3	X		MKT 456 Customer Relationship Management	3	X	
BUS 351 Business, Society & Government (W)	3	X	WAC/SPAC	Business 300/400 Elective Course	3	X	
Flex Core Major Elective	3	X		Flex Core Major Elective	3	X	
Flex Core Major Elective	3	X		Flex Core Major Elective	3	X	
				BUS 498 Bus Undergraduate Completion Exit Evaluation	0	X	
Semester Total	15			Semester Total	15		
Apply for Spring graduation prior to Sep 9th							

Degree Requirements: 120 Credit Hours & required coursework

Fall 2023 – Spring 2024: Bachelor of Arts Degree – Business Studies Major Requirements

Assumptions: college-level readiness in MTH & ENG; no Foreign Language Deficiency. **College/Program Notes:** Bachelor of Arts students are required to complete 120 hours of course work that includes university, college, and major requirements. Adhering to the recommended sequence outlined in this document provides a balanced workload and ensures that students will have the proper prerequisites and knowledge for maximum benefit of the courses required for this program.

Math Requirement: Completion of any two college level math courses which satisfy the CSU Math/Quantitative Literacy University General Education requirement or use approved transfer college level math courses.

Students must have a minimum of 120 total credit hours, which includes CSU Gen Ed (35 hrs) – 2 WAC courses are a part of the major and 1 Social Science course is a part of the major.

Student must complete course BSM 140 by the end of the second semester or sooner of enrollment in the Business Studies program. +Student must select one WAC or SPAC from within the Flex core or from the 300/400 level business elective.

Transfer coursework rules: Student must complete a minimum of 46-49 credit hours of Business Studies major coursework among the three core areas of the Business Studies Major: Basic Core/Practical Core/Business Studies Major Core at CSU.

Student must complete 42 credit hours of business courses at CSU and those hours must be at the 300/400 level and completed at CSU only.

Major Graduation Requirement: The course BSM 140 must be completed by the end of the second semester of enrollment in the Business Studies Program. Math requirement: Completion of any two college level math courses which satisfy the CSU Math/Quantitative Literacy category with a grade of “D” or higher. Achievement of a minimum cumulative grade-point average of 2.00 in the Business Studies Major. A student can earn two D grades among any Business Studies program courses without repeating the courses.

University Notes:

University General Education Key:	SS = Social Sciences (two courses from different departments**)
INTRO = Introduction to University Life (one course)	A&H = Arts & Humanities (two courses from different departments**)
W/C = Writing/Composition (two courses; C or better required)	DIV = Social Diversity (two courses; one US Diversity and one African American Experience)
M/QL = Mathematics/Quantitative Literacy (two courses)	WAC/SPAC = Writing/Speaking Across the Curriculum (three courses, one in the major; C or better required)
NS = Natural Sciences (two courses, one of which must have a lab)	CAP = Capstone
	** of the four total SS and A&H courses, one must be focused on Africa, Latin America, Asia, or the Middle East (ALAAME)

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Business Studies Major – Online Track

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Natural Science with Lab elective	4		NSL	FIN 201 Financial Planning or FIN 351 Intro Fin Mgt	3	X		
Social Science elective **	3		SS/ AALAME	IST 203 Software Tools	3	X		
ASC 101 Introduction to University Life	1		Intro					
Semester Total	15			Semester Total	15			
Second Year								
Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed	
ECN 202 Principles of Microeconomics	3	X	SS	MKT 301 Fundamentals of Marketing	3	X		
Arts and Humanities elective **	3		A&H	Flex Core Major Elective	3	X		
GAD 240 Online Communication for Business Professionals	3	X		Flex Core Major Elective	3	X	WAC/SPAC	
ACT 221 Introductory Accounting I	3	X		African American Experience elective	3		DIV	
IST 305 Information Technology for Competitive Advantage	3	X		Natural Science course	3		NS	
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Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed	
MKT 454 Online Marketing Strategies	3	X		MGT 321 Organizational Behavior	3	X		
MGT 301 Principles of Management	3	X		MKT 321 International Business	3	X		
OSM 311 Intro. to Operations Management	3	X		MGT 340 Human Resource Management	3	X		
Flex Core Major Elective: +	3	X	WAC/SPAC	ENT 315 Principles of Innovation & Entrepreneurship	3	X		
US Diversity elective	3		DIV	Flex Core Major Elective	3	X		
Semester Total	15			Semester Total	15			
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INB 488 Multicultural Marketing	3	X		MKT 456 Customer Relationship Management	3	X		
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Fall 2023 – Spring 2024: Bachelor of Arts Degree – Business Studies Major Requirements

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