Major: BUAK - Business Admin (Mrkt.); Minors: BUAL - Business Analytics;

NOTE: This "Eastern in 4" is a planning document only. Consult with your faculty advisor & use Degree Evaluation to obtain accurate assessment of progress towards your graduation.

Your Name:	EasternID:	Date:

Eastern in 4 Notes — Revised: 07/01/2024

A degree has GPA, Residency, Major, ELAC, Foreign Language, University Writing, and Upper-level requirements. Minimum of 120 credits are required to graduate. If you have open space, fill in with "Elective."

Major Specific Notes

Students must maintain a cumulative GPA of 2.7 or above to remain in the major. All Business Administration majors must declare a concentration, either before the end of the second semester of sophomore year or upon transfer into the major. A minimum of 24 credits in the Business Administration major must be completed at Eastern. BUS 301 and BUS 431 meet Eastern's writing requirement and must be taken in residence. A minimum of 15 credit hours from the following 300 and 400 level elective courses are required to complete a Marketing Concentration.

ELAC Requirements

Courses in Minors and Second Majors may count towards ELAC Requirements. Check Degree Evaluation.

In	Course	Title	Requirement		Credits	Rec. Year	Prerequisite
		ELAC - Seminars & Foundationals					
X	MAT 135	Foundational Math	LACM		3	1st	3 to 5 Credits
X	ENG 100	Foundational Writing	LACW		3	1st	3 to 5 Credits
X	LAC 100	LAC 100	LAC 100		3	1st	Must take in first 15 credits
X	LAC 101	LAC 101	LAC 101		1	1st	Must take in first 15 credits
X	LAC 200	LAC 200	LAC 200		3	2nd	
X	LAC 400	LAC 400	LAC 400		3	4th	
	ELAC Disciplinary Perspectives Courses		LA Area	LO	Credits	Year Taken	Prerequisites
X	PHI 220	Ethics	AH	ER	3		
X	ELA C02	ELAC 24 - Course 2	AH	CM	3		
X	ELA C03	ELAC 24 - Course 3	SS	ER	3		
X	ELA C04	ELAC 24 - Course 4	SS	CT	3		
X	ELA C05	ELAC 24 - Course 5	SS	QL	3		
X	BIS 447	Bus Intelligence&Data Solution	SM	QL	3		
X	ELA C07	ELAC 24 - Course 7	SM	CT	3		
X	ELA C08	ELAC 24 - Course 8	SM	ER	3		

Liberal Arts Areas (LAxx)			Learning Outcomes (LOxx)
2	LA Area - Arts Humanities (AH)	0	LO - Creativity (CR)
3	LA Area - Social Sciences (SS)	1	LO - Communication (CM)
3	LA Area - Science & Math (SM)	2	LO - Critical Thinking (CT)
	ELAC - Seminar & Foundationals Credits: 16	3	LO - Ethical Reasoning (ER)
	ELAC Disciplinary Perspectives Credits: 24	2	LO - Qunatative Literacy (QL)

Major Code: BUAK — **BUAK - Business Admin (Mrkt.)**

	Course	Title	Requirement	Credit	Elect	Rec Yea	Prerequisite
		Required Foundationals	**ls**				
X	ECO 200	Principles of Macroeconomics	Major	3		1st	
X	BUS 201	Principles of Management	Major	3		1st	
X	BUS 225	Principles of Marketing	Major	3		1st	
X	ECO 201	Principles of Microeconomics	Major	3		2nd	
X	BIS 205	Information Management	Major	3		2nd	
X	ACC 201	Principles of Accounting I	Major	3		2nd	
X	FIN 245	Business Finance	Major	3		2nd	ACC 201, or MAT 101
X	OSC 260	Operations Management	Major	3		3rd	MAT 216 or Equiv. Statisti
	___	**Statistics Course: ECO 215/MA**	**CO 215/**	**MAT**			
X	MAT 216	Statistical Data Analysis	Major	3	MAT 21	2nd	or SAT 550+
	___	**Required Advanced Courses**	**urses**				
X	BUS 301	Business Ethics	Major	3		3rd	Junior standing
X	BUS 351	Adv. Bus. Concepts and Entre.	Major	3		3rd	BUS 201, 225, FIN 245, OS
X	BUS 431	Management Policy and Strate	Major	3		4th	BUS 301, BUS 351, Senior
	BUS 490	Internship	Major	3		4th	Open to Seniors by Applic
	___	**Conc: International Bus., Man**	**Bus., M**	**anag**			
	___	**Select 5 - 3XX/4XX BUS Conc.**	**US Conc**	**. El**			
X	BUS 428	Marketing Research	Concentrat	3	BUS 42	3rd	
	BUS 3/4xx		Concentrat	3	BUS 3/4	3rd	
	BUS 3/4xx		Concentrat	3	BUS 3/4	4th	
	BUS 3/4xx		Concentrat	3	BUS 3/4	4th	
	BUS 3/4xx		Concentrat	3	BUS 3/4	4th	
	___						
	___						

Minor Code: BUAL — **BUAL - Business Analytics**

	Course	Title	Requirem	Credit	Elect	Rec. Ye	Prerequisite
X	BIS 205	Information Management	Minor	3		1st Spr	
X	BIS 373	Bus. Database Management	Minor	3		2nd Fall	BIS 205
X	BIS 305	Business Analytics	Minor	3		3rd	BIS 205 and one from: ECO
	___	**1 of: ECO 215, MAT 216, SOC**	**16, SOC**	**351**			
X	MAT 216	Statistical Data Analysis	lysis		MAT 216		
		Choose 1: BIS 447 or BIS 449	**BIS 44**	**9**			
X	BIS 447	Bus Intelligence&Data Solution	Minor	3	BIS 447	2nd	
	___	**1 Applied Data Course:**	**e:**				
		FIN 346, BUS 380, 428, ECO 3	**8, ECO**	**305,**			
X	BUS 428	Marketing Research	Minor	3	BUS 428	2nd	

Minor Code:

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1st year Fall 2024			
Subj, Crs#	*Title*	*Requirement/s*	*Crs.*
MAT 135	Math For Liberal Arts	LACM	3
BUS 201	Principles of Management	Major	3
LAC 100	LAC 100 Seminar	LAC 100	3
LAC 101	LAC 101 LAC Overview	LAC 101	1
ECO 200	Principles Of Macroeconom	Major	3
Total			13

1st year Spring 2025			
Subj, Crs#	*Title*	*Requirement/s*	*Crs.*
ECO 201	Principles Of Microeconom	Major	3
ACC 201	Principles Of Accounting	Major	3
BIS 205	Information Management	Major	3
BUS 225	Principles Of Marketing	Major	3
ENG 100	College Writing	LACW	3
Total			15

2nd year Fall 2025			
Subj, Crs#	*Title*	*Requirement/s*	*Crs.*
FIN 245	Business Finance	Major	3
PHI 220	Ethics	LAAH, LOER	3
MAT 216	Statistical Data Analysis	Major	3
BUS 3/4xx	BUS(Mrkt.)Elec	Concentration	3
Total			12

2nd year Spring 2026			
Subj, Crs#	*Title*	*Requirement/s*	*Crs.*
OSC 260	Operations Management	Major	3
ELA C03	ELAC 24 - Course 3	ELAC	3
BIS 373	Business Database Managem	Minor	3
LAC 200	LAC 200 Seminar	LAC 200	3
Total			12

3rd year Fall 2026			
Subj, Crs#	*Title*	*Requirement/s*	*Crs.*
BUS 301	Business Ethics	Major	3
BIS 305	Business Analytics	Minor	3
ELA C05	ELAC 24 - Course 5	ELAC	3
BUS 3/4xx	BUS(Mrkt.)Elec	Concentration	3
Total			12

3rd year Spring 2027			
Subj, Crs#	*Title*	*Requirement/s*	*Crs.*
BUS 351	Adv Bus Concepts/Enterpre	Major	3
BUS 3/4xx	BUS(Mrkt.)Elec	Concentration	3
BUS 428	Marketing Research	Major	3
BIS 447	Bus Intelligence&Data Sol	Minor	3
Total			12

4th year Fall 2027			
Subj, Crs#	*Title*	*Requirement/s*	*Crs.*
BUS 3/4xx	BUS(Mrkt.)Elec	Concentration	3
ELA C02	ELAC 24 - Course 2	ELAC	3
ELA C04	ELAC 24 - Course 4	ELAC	3
Total			9

4th year Spring 2028			
Subj, Crs#	*Title*	*Requirement/s*	*Crs.*
ELA C08	ELAC 24 - Course 8	ELAC	3
BUS 431	Management Policy/Strateg	Major	3
LAC 400	LAC 400 Seminar	LAC 400	3
ELA C07	ELAC 24 - Course 7	ELAC	
Total			9

Grand Credit Total (120 minimum)			**94**
Congratulations, Graduate!			

Transfer Courses/Outside Credits (CLEP/DSST Tests)