

Recommended Academic Plan for Business Management-Marketing Option  
(BSBAB at Abington)

(Effective Summer 2007)

Semester 1	Credits	Semester 2	Credits
English 015 or 30 (GWS) Rhetoric and Composition/Honors Composition	3	<b>BA 243*</b> Social, Legal, and Ethical Environment of Business	4
<b>MATH 110 OR 140*</b> (GQ) Techniques of Calculus I or Calculus With Analytic Geometry I	4	<b>ECON 004*</b> (GS) Introductory Macroeconomic Analysis and Policy	3
GH	3	GH	3
GA	3	GN	3
First-Year Seminar	1	Elective	3
Total Credits:	14	Total Credits:	16
Semester 3	Credits	Semester 4	Credits
<b>ACCTG 211*</b> Financial and Managerial Accounting for Decision Making	4	<b>SCM 200*</b> or <b>STAT 200</b> (GQ) Introduction to Statistics for Business or Elementary Statistics	4
<b>ECON 002*</b> (GS) Introductory Microeconomic Analysis and Policy	3	<b>MIS 204*</b> Introduction to Business Information Systems	3
CAS 100 A/B Effective Speech	3	<b>ENGL 202D</b> (GWS) Effective Writing: Business Writing	3
GHA	3	GN	3
GA	3	Elective (US/IL)	3
Total Credits:	16	Total Credits:	16
Semester 5	Credits	Semester 6	Credits
<b>BA 321</b> Contemporary Skills for Business Professionals	2	<b>IB 303</b> International Business Operations	3
<b>FIN 301</b> Corporation Finance	3	<b>MKTG 301</b> Principles of Marketing	3
<b>SCM 301</b> Business Logistics Management	3	<b>INS 301</b> Risk and Insurance	3
GN	3	<b>BA 322</b> Individual and Interpersonal Effectiveness for the Business Professional	1

Marketing Selection	3	<b>MGMT 301</b> Basic Management Concepts	3
		<b>ENGL 419</b> Advanced Business Writing	3
Total Credits:	14	Total Credits:	16
<b>Semester 7</b>	<b>Credits</b>	<b>Semester 8</b>	<b>Credits</b>
<b>BA 420</b> Planning for Internship, Collaborative Project, and Research in Business	1	<b>BA 422W</b> Contemporary Business Seminar	3
Management Selection	3	<b>BA 495A-C</b> Internship in Business	6
Management/Marketing Selection	3	Management/Marketing Selection	3
<b>CAS 250 or 352 or 400-level</b> Small Group Communication or Organizational Communication	3	Elective (US/IL)	3
<b>BA 421</b> Project Management and Planning for Business	1		
Management Selection	3		
Total Credits	14	Total Credits	15

- **Bold type** indicates courses requiring a quality grade of C or better.
- *Italics* indicates course that satisfy both major and General Education requirements
- **Bold italics** indicates courses requiring a quality grade of C or better and that satisfy both major and General Education requirements.
- GWS, GHA, GQ, GN, GA, GH and GS are codes used to identify General Education requirements
- US, IL, and US; IL are codes used to designate courses that satisfy University United States/International Cultures requirements
- W is the code used to designate courses that satisfy University Writing Across the Curriculum requirements

Program Notes:

- Minimum of 120 credits required for graduation, 15 at the 400-level

Advising Notes:

**A) GENERAL SUBSTITUTIONS:**

Students can substitute:  
CAS 211 for MGMT 321

STAT 200 for SCM (formerly MSIS) 200

**B) The following applies to students transferring from the Smeal College of Business, University Park, to the Penn State Abington Bachelor of Science in Business (BSBAB) degree:**

They may substitute (with approval of the College Division Head):

BA 301 for FIN 301

BA 302 for SCM (formerly BLOG) 301

BA 303 for MKTG 301

BA 304 for MGMT 301

**C) The following applies to Students from the Associate degree program (2BAAB):**

Students from the Associate degree program (2BAAB) may substitute (with approval of the College Division Head):

B LAW 243 for BA 243

FIN 100 for FIN 301

MGMT 100 for MGMT 301\*

MKTG 221 for MKTG 301

**D) The following applies to students choosing the Management and Marketing Option:**

ECON 315 (Labor Economics) is acceptable as part of the list of “Additional Courses” needed to satisfy the requirements of 18 credits for the Management and Marketing option.

\*A proposal before the University Faculty Senate that has the support of the BSB faculty would do away with this substitution.

TENTATIVE COURSE OFFERINGS 08-11

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COURSES	SP08	FA08	SP09	FA09	SP10	FA10	SP11
ACCTG 211	X	X	X	X	X	X	X
ACCTG 404			X		X		X
ACCTG 403W				X		X	
ACCTG 471		X	X	X	X	X	X
ACCTG 432					X		X
ACCTG 472				X		X	
BA 243	X	X	X	X	X	X	X
BA 250	X	X	X	X	X	X	X
BA 321	X	X	X	X	X	X	X
BA 322	X	X	X	X	X	X	X
BA 420	X	X	X	X	X	X	X
BA 421	X	X	X	X	X	X	X
BA 422W	X	X	X	X	X	X	X
BA 495A	X	X	X	X	X	X	X
ECON 002	X	X	X	X	X	X	X
ECON 004	X	X	X	X	X	X	X
ECON 315	X		X		X		X
ECON 351	X	X	X	X	X	X	X
FIN 301	X	X	X	X	X	X	X
FINSV 400	X	X	X	X	X	X	X
FINSV 411	X	X	X	X	X	X	X
FINSV 420		X		X		X	
IB 303	X	X	X	X	X	X	X
INS 301	X		X		X		X
MIS 204	X	X	X	X	X	X	X
MKTG 220	X	X	X	X	X	X	X
MKTG 301	X	X	X	X	X	X	X
MKTG 310	X	X	X	X	X	X	X
MKTG 327	X		X		X		X
MKTG 330	X	X		X		X	
MKTG 342	X		X		X		X
MGMT 100	X	X	X	X	X	X	X
MGMT 100W	X	X	X	X	X	X	X
MGMT 301	X	X	X	X	X	X	X
MGMT 321	X	X	X	X	X	X	X
MGMT 331							

MGMT 341	X	X		X		X	
R EST 301			X		X		X
SCM 301 (B LOG 301)	X	X	X	X	X	X	X
SCM 200 (MS&IS 200)	X	X	X	X	X	X	X

