

Four-Year Graduation Plan - Courses and Critical Benchmarks

The following is a sample course of study. It is the Student's responsibility to ensure that all program requirements are met. This guide is not a substitute for academic advisement. **All incoming freshmen must develop an academic plan (which maps out all courses needed to graduate within your intended major/degree). Your academic advisor is available to meet with you and create your specific plan.**



Your path to graduation may vary slightly based on factors such as college credit you earned while in high school, transfer work from other institutions of higher learning and placement in Mathematics. You are responsible for checking prerequisites to any courses. Critical Courses and minimum recommended grades (as noted below) provide feedback regarding major fit and help indicate likelihood of successful completion of chosen academic program and degree.

First Math	MATH 110 College Algebra	Foreign Language Requirement	No	Free Elective Hours	12-21 hours*
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*The total number of free electives will vary depending on courses selected to satisfy Focus area requirements.

Critical Course or Benchmark	Course Subject, Number, and Title and Academic Plan Benchmarks Bold = UMKC General Education Core Requirement *Prerequisite May Be Required **Co-Requisite Enrollment Required	Min Recom Grade	Credit Hours (CH)	Notes
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Fall Semester Year 1: 15 hours

	**Anchor I: Reasoning and Values Click for options		3	<p>ALEKS Math Placement Exam required to determine appropriate first college math course.</p> <p>Students who have earned credit for college algebra or higher and received a grade of C- or greater may be able to enroll in their next math course without taking ALEKS.</p> <p>^MATH 100 does not satisfy any requirement within the BBA program, but serves to help students build skills necessary to enter higher level math classes.</p>
	**DISC 100: Reasoning and Values (Speech and Writing)		3	
	MATH 100: Intermediate Algebra^ OR MATH 110: College Algebra (Focus B) OR MATH 206: Brief Calculus and Matrix Algebra *Both MATH 110 & MATH 206 are required.	CR B° B°	3 3 3	
	Focus C: Human Actions, Values, and Ethics Click for options		3	
	MGT 100: Foundations of Business and College Life OR other Free Elective		3	
	<p>Complete a minimum of 12 term hours toward degree; 15 hours recommended to stay on track for graduation in four years. Earn minimum 2.250 UM cumulative GPA</p>			<p>MATH 110 is a critical course and satisfies the Focus B - Scientific Reasoning and Quantitative Analysis requirement.</p> <p>°While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.</p> <p>HISTORY 101, 102 or POL-SCI 210 recommended for Focus C.</p>





Spring Semester Year 1: 15 hours

	**Anchor II: Culture and Diversity Click for options		3	<p>ALEKS Math Placement Exam required to determine appropriate first college math course.</p> <p>Students who have earned credit for college algebra or higher and received a grade of C- or greater may be able to enroll in their next math course without taking ALEKS.</p> <p>°While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.</p>
	**DISC 200: Culture and Diversity (Speech and Writing)		3	
	Focus A: Arts and Humanities Click for options		3	
	MATH 110: College Algebra (Focus B) OR MATH 206: Brief Calculus and Matrix Algebra *Both courses are required.	B° B°	3 3	
	Focus Elective Click for options		3	
	<p>Complete Anchor I and DISC 100</p> <p>Complete a minimum of 12 term hours toward degree; 15 hours recommended to stay on track for graduation in four years.</p> <p>Complete 30 total hours toward degree</p> <p>Earn minimum 2.250 UM cumulative GPA</p>			

Summer Semester Year 1: 0-3 hours

	If MATH 110 completed in Spring Semester Year 1, take MATH 206: Brief Calculus and Matrix Algebra in Summer	B°	3	<p>May use summer semester to ensure completion of 30 hours per academic year or to lighten fall and spring course loads.</p> <p>Note: not all classes are offered in the summer. Consult with your advisor for recommendations.</p> <p>°While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.</p>
	<p>Complete MATH 206</p> <p>Earn minimum 2.250 UM cumulative GPA</p>			

Fall Semester Year 2: 15 hours

	**Anchor III: Civic and Community Engagement Click for options		3	<p>Complete RooWriter Assessment; prerequisite for MGT 301 in spring semester year 2.</p> <p>#Must have 30 hours completed in order to enroll.</p> <p>°While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.</p>
	**DISC 300: Civic and Community Engagement (Speech and Writing)		3	
	ACCTNG 210: Introduction to Financial Accounting#	C°	3	
	MIS 202: Computer Applications in Management#	C°	3	
	ECON 201: Introduction to Economics I, (macro) OR ECON 202: Introduction to Economics II, (micro) *Both courses are required.	C°	3	
	<p>Complete Anchor II and DISC 200</p> <p>Complete a minimum of 12 term hours toward degree; 15 hours recommended to stay</p>			

UMKC Major Map: Bachelor of Business Administration (Marketing Emphasis)

First-Time College Students

Catalog Year: 2014 - 2015

on track for graduation in four years.
Earn minimum 2.250 UM cumulative GPA

Spring Semester Year 2: 15 hours

◆	ACCTNG 211: Introduction to Managerial Accounting [^]	C°	3	[^] Must have 45 hours completed in order to enroll. [°] While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study. I-M GPA—these courses also count toward the in-major GPA.
◆	STAT 235: Elementary Statistics (Focus Elective)	C°	3	
◆	ECON 201: Introduction to Economics I, (macro) OR ECON 202: Introduction to Economics II, (micro) *Both courses are required.	C°	3	
	MGT 301: Effective Business Communication [^] (I-M GPA)		3	
◆	MKT 324: Marketing Concepts (I-M GPA) [^]	C°	3	

◆ Complete Anchor III and DISC 300
Complete RooWriter Assessment
Complete a minimum of 12 term hours toward degree; 15 hours recommended to stay on track for graduation in four years.
Complete 60 total hours toward degree
Earn minimum 2.250 UM cumulative GPA

Summer Semester Year 2: 0 hours if all previous courses completed

◆	Earn minimum 2.250 UM cumulative GPA			May use summer semester to ensure completion of 60 hours per academic year or to lighten fall and spring course loads. Note: not all classes are offered in the summer. Consult with your advisor for recommendations.
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Fall Semester Year 3: 15 hours

	DSOM 309: Intermediate Business Statistics (I-M GPA)		3	I-M GPA—these courses also count toward the in-major GPA.
	ECON 302: Microeconomic Analysis (I-M GPA)		3	
	MGT 330: Understanding the Individual in the Organization, (I-M GPA)		3	
	MKT 335: Consumer Behavior in Marketing (I-M GPA)		3	
	Free Elective		3	

◆ Complete a minimum of 12 term hours toward degree; 15 hours recommended to stay on track for graduation in four years.
Earn minimum 2.250 UM-System cumulative GPA


Spring Semester Year 3: 15 hours

	FIN 325: Financial Management (I-M GPA)		3	% MGT 470 requires a special application process and extra costs are involved; study abroad trips are available in summer and January intersession. I-M GPA—these courses also
	MGT 306: Legal, Ethical and Regulatory Environment of Business (I-M GPA)		3	
	MGT 370: International Management (I-M GPA) OR MGT 470: International Study in Business (study abroad) (I-M GPA)%		3	

UMKC Major Map: Bachelor of Business Administration (Marketing Emphasis)

First-Time College Students


Catalog Year: 2014 - 2015

	MKT 348: Market Analysis (I-M GPA)		3	count toward the in-major GPA.
	Free Elective		3	
	Complete a minimum of 12 term hours toward degree; 15 hours recommended to stay on track for graduation in four years. Complete 90 hours toward degree Earn minimum 2.250 UM cumulative GPA			Take ETS Proficiency Profile Exam (EPP).


Summer Semester Year 3: 3 hours

	Free Elective		3	May use summer semester to ensure completion of 90 hours per academic year or to lighten fall and spring course loads.
	Earn minimum 2.250 UM cumulative GPA			
				Note: not all classes are offered in the summer. Consult with your advisor for recommendations.

Fall Semester Year 4: 15 hours

	DSOM 326: Production/Operations Management (I-M GPA)		3	I-M GPA—these courses also count toward the in-major GPA.
	MGT 355: Organizational Effectiveness and Leadership (I-M GPA)		3	
	MIS 402: Information Management (I-M GPA)		3	Apply for graduation.
	MKT emphasis elective #1; see list of options below (I-M GPA)		3	The final 30 consecutive credit hours of coursework must be taken at UMKC.
	Free Elective		3	
	Complete a minimum of 12 term hours toward degree; 15 hours recommended to stay on track for graduation in four years. Earn minimum 2.250 UM cumulative GPA			

Spring Semester Year 4: 15 hours

	ENT 460: Creating the Enterprise (I-M GPA)		3	I-M GPA—these courses also count toward the in-major GPA.
	MGT 471: Strategic Management (I-M GPA)		3	
	MKT 480: Marketing Strategy (I-M GPA)		3	The final 30 consecutive credit hours of coursework must be taken at UMKC.
	MKT emphasis elective #2; see list of options below (I-M GPA)		3	
	Free Elective		3	
	Complete a minimum of 12 term hours toward degree; 15 hours recommended to stay on track for graduation in four years. Earn minimum 2.250 UM cumulative GPA 123 hours completed			

Graduation Requirements Summary

Total Hours (120 minimum)	Total Hours at UMKC (30 hours min)	Major GPA	UMKC GPA
123	** See note below	2.250	2.250

Other Information and Policy

While students can satisfy degree requirements with a lower grade (as low as "D-"), students are encouraged to achieve at or above the minimum recommended grade noted in critical basic skills and business course work in order to build a solid

foundation for further study.

**30 hours minimum; 50 percent of junior/senior program

Marketing Emphasis Elective Options (2 courses/6 hours required):

ENT 361: New Product Development

MKT 418: Sales and Promotional Strategies (pre-req MKT 324)

MKT 420: Sales Management (pre-req MKT 324)

MKT 442: Internet/Direct Marketing (pre-req MKT 324)

MKT 465: Introduction to Retailing and Pricing

MKT 476: Services Marketing (pre-req MKT 324)

Non-course requirements

RooWriter Assessment

ETS Proficiency Profile Exam (EPP)

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Advising Contact Information

Bloch Student Services Office

115 Bloch School

Phone: 816-235-2215

blochadvising@umkc.edu

<http://bloch.umkc.edu/students/student-services/advising.aspx>

Career Opportunities

UMKC Career Services Resources: <http://www.career.umkc.edu/?q=node/87>

O*Net OnLine: <http://www.onetonline.org/find/>

Policy

The School reserves the right to make changes in courses, degree requirements and course schedules without notice.

Students are expected to maintain a quality of achievement significantly above minimum UMKC standards for degree work. Individual student progress will be monitored throughout the program. Satisfactory progress is required of all students for retention in the program. Students are expected to maintain academic standards, perform satisfactorily in courses, refrain from academic dishonesty, comply with the established University and teacher education timetables and requirements, and refrain from unethical or unprofessional behavior or behaviors that obstruct the training process or threaten the welfare of the student or others. Other circumstances involving student behavior will be addressed by the faculty on an individual basis.