ECU ACADEMIC COLLEGES

2026-2027 SCHOOL OF BUSINESS

2026-2027 Harland C. Stonecipher School of Business
Michael Scott, Dean

Department of Accounting
Department of Business Administration

General Information
The Harland C. Stonecipher School of Business is located in the Chickasaw Business and Conference Center. The School is also home to the Wilburn L. Smith Center for Entrepreneurship and the Kellogg & Sovereign Consulting, LLC Financial Lab. Students are encouraged to join the Business Leaders Association. Students of high academic achievement will be invited to join the international honor society Delta Mu Delta. Both the Accounting Program, and the Business Administration Program, are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

2026-2027 Accounting (ACCT) Courses
2026-2027 Business (BUS) Courses
2026-2027 Business Communication (BUCOM) Courses
2026-2027 Business-Economics (BSEC) Courses
2026-2027 Business Law (BUSLW) Courses
2026-2027 Economics (ECON) Courses
2026-2027 Finance (FIN) Courses
2026-2027 Information Technology Management (ITM) Courses
2026-2027 Management (MGMT) Courses
2026-2027 Management Information Systems (MIS) Courses
2026-2027 Marketing (MKTG) Courses
2026-2027 Military Science (MS) Courses

School of Business Internship Hours
Students may obtain from one to three credits from internship opportunities. The general requirement is that the internship must include (1) actual work to be completed under the supervision of the place of employment offering the internship and (2) an academic component related to the field of study under the supervision of the SSB internship supervisor. The nature of the actual work and academic component will vary from internship to internship, and the details of each are determined through input from the internship company, supervisor, and student. The hours of credit are determined by the amount of work required.

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Department of Accounting

Major Offered
Accounting - Bachelor of Science
Minor Offered
Accounting

Certificates Offered
Accounting (Managerial Accounting)
Accounting (Treasury Management)
Accounting (Fraud Examination)

Departmental Information
The primary purpose of accounting is to measure and communicate financial information about profit and non-profit organizations to interested persons. Accounting professionals operate within a broad socioeconomic environment. Therefore, emphasis within the accounting program is placed upon a combination of conceptual knowledge and practical applications of accounting theory and concepts as they relate to satisfying the information needs of a disparate group of users. The wide selection of courses in the accounting department enables the student to become familiar with such fields as taxation, financial accounting, managerial accounting, auditing, and governmental/not-for-profit accounting. The Accounting Program prepares the student for entry level professional positions and provides the prerequisite courses for admission to graduate study. Students majoring in accounting are required to take a combination of business and accounting related courses, which enhance their knowledge of the various business functions. Courses in computer technology and information systems, business communication, data analytics, management, marketing, finance, business law, and economics are taken by all accounting majors. The Department also offers a minor in Accounting, and three certificate programs: Fraud Examination, Managerial Accounting, and Treasury Management.

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2026-2027 Accounting Bachelor of Science (120 Credit Hours)
The 120 credit hours includes ECU's 40 hour general education program.

Eligibility to sit for the CPA exam in the state of Oklahoma requires the completion of a minimum of 120 hours of college credit including a bachelor's degree. Additionally, at least 24 of the 120 hours must consist of accounting courses above principles including one course of auditing or assurance. Educational requirements for licensure include a minimum of 150 hours of college credit including a bachelor's degree and a minimum of 30 hours of accounting above principles including one course of auditing or assurance. The total number of hours required for ECU's Bachelor of Science (BS) degree with a major in Accounting is 120. Upon completion of ECU's BS degree, students will meet the eligibility requirements to sit for the exam in the state of Oklahoma. ECU's Master of Science in Accounting (MSA) requires the completion of an additional 30 hours, including a minimum of 15 hours of graduate-level accounting courses. As such, MSA graduates will meet the educational requirements for licensure as set forth by the Oklahoma Accountancy Board.

Required Core Courses (42 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Bus & Econ Statistics

BUCOM 3133 Written Business Communication
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTB 3313 Principles of Marketing

Required in Accounting Major (33 Credit Hours)
ACCT 3203 Cost Accounting I
ACCT 3303 Intermediate Accounting I*
ACCT 3383 Federal Income Tax Accounting
ACCT 3403 Intermediate Accounting II
ACCT 3413 Business Ethics for Accountants*
ACCT 3843 Accounting Information Systems
ACCT 4303 Advanced Accounting
ACCT 4503 Auditing
BSEC 3103 Foundations of Data Analytics*

Six (6) additional upper-level accounting hours selected from the following:
ACCT 3423 Community Tax Preparations
ACCT 3453 Advanced Computer Acct. Applications
ACCT 3713 Governmental & Non-Profit Accounting
ACCT 4123 Skills for Accounting Research
ACCT 4203 Advanced Cost Accounting
ACCT 4353 Oil and Gas Accounting
ACCT 4453 Short-Term Financial Management
ACCT 4621-3 Internship in Accounting
ACCT 4981-4 Seminar in Accounting
ACCT 4991-4 Individual Study in Accounting

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Other Requirements & Notations
Courses in the required core as well as those denoted with a * are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the 33 hours of courses with ACCT prefixes. Student majoring in Accounting must take at least 50 credit hours of their coursework in non-business courses. However, BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

2026-2027 Accounting Major Check Sheet
2026-2027 Accounting Major 4-Year Plan

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2026-2027 Accounting Minor (18 Credit Hours)

Required Courses
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
ACCT 3203 Cost Accounting I
ACCT 3303 Intermediate Accounting I

In addition to the courses above, the student must complete six (6) hours of approved upper-division accounting courses.

2026-2027 Accounting Minor Check Sheet *(Contact Department)*

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2026-2027 Certificate in Managerial Accounting (21 Credit Hours)

Required Courses
ACCT 2203 Managerial Accounting
ACCT 3203 Cost Accounting
ACCT 3303 Intermediate Accounting I
FIN 3113 Financial Management
ACCT 4203 Advanced Cost Accounting

Elective Courses
Students will select two courses from the following:
ACCT 3413 Business Ethics for Accountants - OR - BUS 4213 Business Ethics
ACCT 3453 Advanced Computer Acct. Applications - OR - MIS 3453 Computer Business Applications
ACCT 4303 Advanced Accounting

ACCT 4503 Auditing
MGMT 3013 Principles of Management
MIS 3433 Management Information Systems
ECON 2013 Principles of Microeconomics
Students may also be permitted to include other upper level Accounting or Business Administration courses with preapproval from the department.

2026-2027 Certificate in Managerial Accounting Check Sheet

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2026-2027 Certificate in Treasury Management (18 Credit Hours)

Required Courses
ACCT 3303 Intermediate Accounting I
ACCT 4453 Short-Term Financial Management
ACCT 3413 Business Ethics for Accounting; OR
FIN 3113 Financial Management

Elective Courses
Students will select two courses from the following:
ACCT 3403 Intermediate Accounting II
ACCT 3453 Advanced Computer Acct Applications - OR - MIS 3453 Advanced Computer Business Applications
ACCT 3713 Governmental & Non-Profit Accounting
ACCT 3843 Accounting Information Systems
ACCT 4303 Advanced Accounting
BUSLW 3253 Business Law
MIS 3433 Management Information Systems
ECON 2013 Principles of Microeconomics
Students may also be permitted to include other upper level Accounting or Business Administration courses with preapproval from the department.

2026-2027 Certificate in Treasury Management Check Sheet

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2026-2027 Fraud Examination Certificate (18 Credit Hours)
The Fraud Examination Certificate is designed for those who are interested in pursuing specialized skills in the prevention, detection, and investigation of occupational fraud. This certificate equips students with advanced knowledge in fraud risk assessment and examination aimed at safeguarding businesses from the costly impacts of fraud. Students will gain the expertise needed to analyze complex financial transactions, understand investigative techniques and legal issues, resolve fraud allegations, and design effective anti-fraud programs.

Certificate Required Courses (9 hours):
ACCT 3413 - Business Ethics for Accountants (or) BUS 4213 - Business Ethics
ACCT 4103 - Fundamentals of Fraud Examination
BSEC 3103 - Foundations of Data Analytics

Elective Classes (9 hours):
In consultation with advisor, choose 3 courses (9 hours) from the list below:
ACCT 3303 - Intermediate Accounting I
ACCT 3403 - Intermediate Accounting II
ACCT 3713 - Governmental & Non-Profit Accounting
ACCT 3843 - Accounting Information Systems
BUSLW 3213 - Legal Environment of Business
MIS 3433 - Management Information Systems
MIS 3453 - Advanced Computer Business Applications
MGMT 3013 - Principles of Management
MGMT 3103 - Organizational Behavior

2026-2027 Certificate in Fraud Examination Check Sheet

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Department of Business Administration

Majors Offered
Business Administration (Entrepreneurship) - Bachelor of Science
Business Administration (Finance) - Bachelor of Science
Business Administration (Business Administration) - Bachelor of Science
Business Administration (Management) - Bachelor of Science
Business Administration (Marketing) - Bachelor of Science
Business Administration (Human Resource Management) - Bachelor of Science
Business Administration (Healthcare Management) - Bachelor of Science
Information Technology Management (Data Analytics) - Bachelor of Science
Information Technology Management (Information Systems) - Bachelor of Science
Minors Offered
Business Administration
Business Administration for Music Majors
Data Analytics

Entrepreneurship
Finance
Human Resources Management
Information Systems
Management
Marketing
Military Science
Project Management
Promotions Management

Certificates Offered
Entrepreneurship Certificate
Banking & Finance Certificate
Global Business Certificate
Human Resources Management Certificate
International Business Immersion Certificate
Leadership Certificate
Management Information Systems Certificate
Project Management/Management Certificate
Promotions Management Certificate
Real Estate Certificate

Departmental Information
The Department of Business Administration at East Central University offers programs leading to Bachelor of Science degrees in Business Administration and Information Technology Management. The Business Administration degree includes concentrations in Entrepreneurship, Finance, General Business/Business Administration, Marketing, Management, Human Resource Management, and Healthcare Management. The Information Technology Management degree includes concentrations in Information Systems and Data Analytics.

The department also offers a wide range of minors and certificate programs designed to support student career goals and professional development. Minors are available in areas such as Business Administration, Entrepreneurship, Finance, Human Resource Management, Information Systems, Management, Marketing, Data Analytics, Project Management, Promotions Management, Military Science, and others. Certificate programs include Banking & Finance, Entrepreneurship, Global Business, Human Resources Management, Management Information Systems, Project Management, Promotions Management, Real Estate, and International Business Immersion.

The Department of Business Administration prepares students for professional success by providing a strong foundation in business knowledge, analytical thinking, and leadership through engaged and applied learning. The department is committed to creating an interactive and dynamic learning environment where students actively participate in the learning process and develop the skills necessary to succeed in a rapidly changing and diverse global economy.

Aligned with its vision to be recognized for developing adaptable, career-ready graduates who contribute to the success of organizations and communities, the program emphasizes practical application, critical thinking, and leadership development. Small class sizes, dedicated faculty, and a strong real-world focus provide students with meaningful opportunities for engagement and personalized instruction.

Students complete primary general education and business core courses during the first two years, followed by concentration coursework in the final two years. The curriculum integrates traditional and innovative teaching approaches to ensure students gain a solid understanding of business principles, effective communication skills, proficiency in relevant technologies, and the ability to make sound, ethical decisions in a global business environment.

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2026-2027 Business Administration - Entrepreneurship - B.S. (120 Credit Hours)
The Entrepreneurship concentration provides learning opportunities to assist students in developing their skills to create and run successful companies. Topics include opportunity recognition, the entrepreneurial mindset, proof of concept, financial planning, building a brand, management and organization planning, and market planning using curriculum developed and supported by the Ewing Marion Kauffman Foundation. Students in the capstone class compete for cash prizes in the Oklahoma Love's Cup Competition. The 120 credit hours includes ECU's 40-hour general education program.

Required Core Courses (42 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communication
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Entrepreneurship (30 Credit Hours)
BSEC 3103 Foundations of Data Analytics*
BUS 4213 Business Ethics*
ENTR 3103 Introduction to Entrepreneurship
ENTR 4413 Business Planning & Strategy For Entrepreneurship
ENTR 4503 Venture Creation
FIN 4623 Applied Finance*
MGMT 3063 Production/Operations Management*

MIS 3453 Advanced Computer Bus Applications*
Choose 3 hours of Upper Level Finance
Choose 3 hours of Upper Level Marketing

Required Business Administration Electives (6 Credit Hours)
The student will select six (6) additional hours from Accounting, Business, Administration or Information Technology Management at the upper division level.

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives
Students will select two to eight (2 to 8) additional credit hours in consultation with his/her major program advisor.

Special Requirements and Notation
Courses in the required core as well as those denoted with a "*" are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

2026-2027 Major Program Check Sheet - Entrepreneurship Concentration
2026-2027 Major Program 4-year Plan - Entrepreneurship Concentration

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2026-2027 Business Administration - Finance - B.S. (120 Credit Hours)
The Finance concentration provides students with knowledge and practice in the application of methods and techniques used in all areas of finance. Basic underlying financial theories and concepts are examined in the core courses and are reinforced and expanded in the concentration courses. Concentration course topics include corporate finance, investments, financial institutions, insurance, personal financial planning, and real estate development. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (42 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communication
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Finance (33 Credit Hours)
BSEC 3103 Foundations of Data Analytics*
BUS 4213 Business Ethics*
FIN 3003 Financial Markets & Institutions
FIN 3223 Investment Analysis
FIN 3913 Principles of Insurance & Risk Management
FIN 4113 International Financial Management
FIN 4623 Applied Finance*
MGMT 3063 Production/Operations Management*

The student will select nine (9) hours from the following:
ACCT 3303 Intermediate Accounting I*
BSEC 4003 Advanced Data Analytics*
FIN 3013 Fundamentals of Financial Planning
FIN 3833 Commercial Bank Management
FIN 4103 Essentials of Banking & Finance
FIN 4263 Real Estate Development & Investment
ITM 3473 Data Visualization*
ITM 3613 Data Comm & Computer Networks*
MGMT 3043 Human Resource Management
MIS 3453 Advanced Computer Business Applications*
MKTG 3813 Professional Selling*

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives
Students will select two to eight (2 to 8) additional credit hours in consultation with his/her major program advisor.

Special Requirements and Notation
Courses in the required core as well as those denoted with are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Student majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

2026-2027 Major Program Check Sheet - Finance Concentration
2026-2027 Major Program 4-year Plan - Finance Concentration

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2026-2027 Business Administration - Business Administration - B.S. (120 Credit Hours)
The General Business concentration provides greater flexibility in developing a program tailored to the student's needs and objectives. Students take advanced courses from each of the other concentrations to gain a broad understanding of business. The 120 credit hours includes ECU's 40-hour general education program.

Required Core Courses (42 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communications
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Business Administration (18 Credit Hours)
BSEC 3103 Foundations of Data Analytics*
BUS 4213 Business Ethics*
ENTR 3103 Introduction to Entrepreneurship*
MGMT 3023 Project Management I*
MGMT 3203 Introduction to Leadership*
MGMT 3063 Production/Operations Management*

Required Business Administration Electives (18 Credit Hours)
Students will select eighteen (18) hours of Accounting, Business Administration or Information Technology Management upper-level courses.

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra; OR MATH 1613 Functions & Modeling

Electives
Students will select two to eight (2 to 8) additional credit hours in consultation with their major program advisor.

Special Requirements and Notation
Courses in the required core as well as those denoted with a "*" are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

2026-2027 Major Program Check Sheet - Business Admin Concentration
2026-2027 Major Program 4-year Plan - Business Admin Concentration

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2026-2027 Business Administration - Management - B.S. (120 Credit Hours)
The Management concentration provides students with the knowledge and professional skills for effective performance in both public and private sector organizations. Managerial skills for large and small businesses are addressed from both a theory and applications approach. The concentration requirements include electives from upper-level business courses to provide the student with the broad-based knowledge necessary in the profession. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (42 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communication
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics

FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration of Management (27 Credit Hours)
BSEC 3103 Foundations of Data Analytics*
BUS 4213 Business Ethics*
ENTR 3103 Introduction to Entrepreneurship
MGMT 3043 Human Resource Management
MGMT 3063 Production/Operations Management*
MGMT 3103 Organizational Behavior
MGMT 3203 Introduction to Leadership
MGMT 4623 Leadership
MIS 3453 Advanced Computer Business Applications*

Required Business Administration Electives (9 Credit Hours)
In consultation with their major program advisor, students will select nine (9) hours of Accounting, Business Administration or Information Technology Management at the upper division level.

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives
In consultation with their major program advisor, students will select two to eight (2 to 8) additional credit hours of relevant coursework.

Special Requirements and Notation
Courses in the required core as well as those denoted with a * are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

2026-2027 Major Program Check Sheet - Management Concentration
2026-2027 Major Program 4-year Plan - Management Concentration

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2026-2027 Business Administration - Marketing - B.S. (120 Credit Hours)
The Marketing concentration prepares students for careers in advertising and promotion, consumer and business-to-business marketing, sales, marketing research, or retailing. The courses required for marketing expose students to the major concepts, tools, and academics that are the foundation for the effective practice of modern marketing. In addition, the Marketing concentration provides a real-world focus and hands-on experience in the development and execution of marketing strategies and programs. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (42 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communication
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Marketing (27 Credit Hours)
BUS 3103 Foundations of Data Analytics*
BUS 4213 Business Ethics
ITM 3473 Data Visualization
MGMT 3063 Production/Operations Management*
MKTG 3113 Consumer Behavior
MKTG 3813 Professional Selling
MKTG 4413 Marketing Research

Choose two courses (6 credit hours) from the following courses:
BSEC 4003 Advanced Marketing Management
MKTG 3123 Event Management
MKTG 3423 Integrated Marketing Communication
MKTG 4113 Sports Marketing
MKTG 4123 Retail Management
MKTG 4223 Sales Management

Required Business Administration Electives (9 Credit Hours)
In consultation with their major program advisor, students will select nine (9) hours of upper level coursework from Accounting, Business Administration or Information Technology Management.

Related Work
BUCOM 2013 Professional Speaking
MATH 1613 Functions & Modeling - or - MATH 1513 College Algebra

Electives
In consultation with their major program advisor, students will select two to eight (2 to 8) additional credit hours of relevant coursework.

Special Requirements and Notation
Courses in the required core and also denoted with a * are considered related work for double majors, minors, and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirements.

2026-2027 Major Program Check Sheet - Marketing Concentration
2026-2027 Major Program 4-year Plan - Marketing Concentration

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2026-2027 Business Administration - Human Resource Management - B.S. (120 Credit Hours)
The Human Resource Management concentration within the B.S. in Business Administration prepares students for careers in HR by aligning coursework with Society for Human Resource Management (SHRM) standards. Students develop expertise in key areas such as recruitment, employee training, compensation, labor law, and leadership. This concentration equips graduates with the practical skills and knowledge needed to excel in HR roles across diverse industries.

Required Core Courses (42 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communication
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Human Resource Management (30 Credit Hours)
BSEC 3103 Foundations of Data Analytics*
BUS 4213 Business Ethics*
BUSLW 4253 Employment and Labor Law
MGMT 3043 Human Resource Management
MGMT 3063 Production/Operations Management*
MGMT 3103 Organizational Behavior
MGMT 4003 Recruitment, Selection, and Retention
MGMT 4313 Compensation and Benefits
MGMT 4323 Human Resource Training and Development
MGMT 4623 Leadership

Required Business Administration Electives
In consultation with their major program advisor, students will select three (3) hours of Accounting, Business Administration or Information Technology Management at the upper division level.

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra OR MATH 1613 Functions & Modeling

Electives
In consultation with their major program advisor, students will select five to fourteen (5 - 14) additional credit hours of relevant coursework.

Special Requirements and Notations
Courses in the required core as well as those denoted with a * are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

2026-2027 Major Program Check Sheet - Human Resource Management Concentration
2026-2027 Major Program 4-year Plan - Human Resource Management Concentration

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2026-2027 Business Administration - Healthcare Management - B.S. (120 Credit Hours)
The Healthcare Management concentration within the B.S. in Business Administration prepares students for leadership roles in one of the fastest-growing global industries. The program combines core business principles with specialized courses in healthcare systems, finance, regulation, and operations. Graduates gain the skills to navigate the unique challenges of healthcare organizations and contribute to efficient, effective delivery of care.

Required Core Courses (42 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communication
BUS 1113 Foundations of Business
BUS 4303 Business Strategy & Policy
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Healthcare Management (30 Credit Hours)
BSEC 3103 Foundations of Data Analytics*
BUS 4213 Business Ethics*
HMGMT 3003 Health Information Systems
HMGMT 3013 Introduction to Healthcare Management
HMGMT 4003 Financial Management in Healthcare
HMGMT 4013 Healthcare Regulatory Environment
MGMT 3043 Human Resource Management
MGMT 3063 Production/Operations Management*
MGMT 3103 Organizational Behavior
MGMT 3433 Introduction to Leadership

Required Business Administration Electives (6 Credit Hours)
In consultation with their major program advisor, students will select six (6) hours of Accounting, Business Administration or Information Technology Management at the upper division level.

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra OR MATH 1613 Functions & Modeling

Electives
In consultation with their major program advisor, students will select two to eight (2 - 8) additional credit hours of relevant coursework.

Special Requirements and Notations
Courses in the required core as well as those denoted with a * are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration). Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their coursework in non-business courses. However, BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.

2026-2027 Major Program Check Sheet - Healthcare Management Concentration
2026-2027 Major Program 4-year Plan - Healthcare Management Concentration

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2026-2027 Information Technology Management - Data Analytics - B.S. (120 Credit Hours)
The Data Analytics concentration prepares students for careers that use computer and information skills to analyze data for business decisions. The curriculum integrates the knowledge of basic business courses in accounting, finance, marketing, management, information technology, with data analytics. The graduate will be able to function in the corporate environment, small business sector, or research areas. The 120 credit hours includes ECU's 40-hour general education program.

Required Core Courses (45 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communication
BUS 1113 Foundations of Business
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
ITM 4653 Database Theory and Applications
ITM 4753 Software Dev & Team Dynamics
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Data Analytics (30 Credit Hours)
BSEC 3103 Foundations in Data Analytics*
BSEC 4003 Advanced Data Analytics*
BUS 4213 Business Ethics*
CMPSC 1113 Computer Programming I
ITM 3473 Data Visualization
MGMT 3023 Project Management I*
MIS 3453 Advanced Computer Business Applications*

In consultation with their program advisor, students will select nine (9) hours from the following:
FIN 3223 Investment Analysis
FIN 4626 Applied Finance
ITM 3423 Web Development
ITM 3613 Data Comm & Computer Networks
ITM 3823 Cybersecurity
ITM 3843 Cloud Management
MKTG 4413 Marketing Research
MKTG 4623 Marketing Analytics & Strategy

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives
In consultation with their major program advisor, students will select five to fourteen (5 – 14) two to eight (2 - 8) additional hours of relevant coursework.

Special Requirements and Notation
Courses in the required core as well as those denoted with a "*" are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration).

2026-2027 Major Program Check Sheet - Data Analytics Concentration
2026-2027 Major Program 4-year Plan - Data Analytics Concentration

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2026-2027 Information Technology Management - Information Systems - B.S. (120 Credit Hours)
The Information Systems concentration prepares students for careers that apply computer knowledge and information technology to the business environment. The curriculum integrates the knowledge of basic business courses in accounting, finance, marketing, and management with information technology. The IS graduate will be able to function in the corporate environment or in the small business sector. The 120 credit hours includes ECU's 40 hour general education program.

Required Core Courses (45 Credit Hours)
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
BSEC 2603 Business & Economic Statistics
BUCOM 3133 Written Business Communications
BUS 1113 Foundations of Business
BUSLW 3213 The Legal Environment of Business
ECON 2003 Principles of Macroeconomics
ECON 2013 Principles of Microeconomics
FIN 3113 Financial Management
ITM 4653 Database Theory and Applications
ITM 4753 Software Dev & Team Dynamics
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MKTG 3313 Principles of Marketing

Required for Concentration in Information Systems (30 Credit Hours)
BSEC 3103 Foundation of Data Analytics*
BUS 4213 Business Ethics*
CMPSC 1113 Computer Programming I
ITM 3423 Web Development
ITM 3473 Data Visualization
ITM 3613 Data Comm & Computer Networks
ITM 3823 Cybersecurity
ITM 3843 Cloud Management
MGMT 3023 Project Management I*
MIS 3453 Advanced Computer Business Applications*

Related Work
BUCOM 2013 Professional Speaking
MATH 1513 College Algebra; OR
MATH 1613 Functions & Modeling

Electives

In consultation with their major program advisor, students will select five to fourteen (5 - 14) additional hours of relevant coursework.

Special Requirements and Notation
Courses in the required core as well as those denoted with a "*" are considered related work for double majors, minors and certificates in the Stonecipher School of Business. For graduation, a minimum grade point average of 2.25 is required in the core courses (excludes courses required for area of concentration).

2026-2027 Major Program Check Sheet - Information Systems Concentration
2026-2027 Major Program 4-year Plan - Information Systems Concentration

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2026-2027 Minor in Business Administration (18 Credit Hours)

Required Courses
ACCT 2103 Financial Accounting
BUS 1113 Foundations of Business - must be completed prior to 60 hours earned
ECON 2003 Principles of Macroeconomics
MGMT 3013 Principles of Management
MKTG 3313 Principles of Marketing

Electives
Students will select an additional three (3) hours from Accounting, Business Administration, or Information Technology Management upper-level courses.

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Business Administration Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Business Administration for Music Majors (18 Credit Hours)

Required Courses
Select one of the following:
ACCT 2103 Financial Accounting
BUS 1113 Foundations of Business - must be completed prior to 60 hours earned

Complete each of the following:
MGMT 3013 Principles of Management
MIS 1903 Computer Business Applications
MKTG 3313 Principles of Marketing
MKTG 3333 Digital Marketing

Electives
Students will select an additional three (3) hours from Accounting, Business Administration, or Information Technology Management upper-level courses.

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Business Admin. for Music Majors Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Data Analytics (18 Credit Hours)

Required Courses
BSEC 2603 Business & Economic Statistics
BSEC 3103 Foundations of Data Analytics
ITM 3473 Data Visualization
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems

Electives
Students will select three (3) additional hours from upper level courses in Business Administration, Information Technology Management or Computer Science.

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Data Analytics Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Entrepreneurship (18 Credit Hours)

Required Courses
ENTR 3103 Introduction to Entrepreneurship - or - ENTR 4503 Venture Creation
ENTR 4413 Business Planning & Strategy for Entrepreneurship
MGMT 3013 Principles of Management
MKTG 3313 Principles of Marketing

Electives
Students will select six (6) hours from Accounting, Business Administration, or Information Technology Management upper-level courses.

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Entrepreneurship Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Finance (18 Credit Hours)

Required Courses
ACCT 2103 Financial Accounting
BSEC 2603 Business & Economic Statistics
ECON 2003 Principles of Macroeconomics
FIN 3113 Financial Management

Electives
In consultation with their advisor, students will select six (6) hours of upper level finance courses.

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Finance Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Human Resources Management (18 Credit Hours)

Required Courses
BUSLW 4253 Employment & Labor Law
MGMT 3013 Principles of Management
MGMT 3043 Human Resources Management
MGMT 3103 Organizational Behavior
MGMT 4313 Compensation & Benefits
MGMT 4232 Human Resources Training & Development

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Human Resources Management Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Information Systems (18 Credit Hours)

Required Courses
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems

Students will select 12 hours from the following:
ACCT 2103 Financial Accounting
BSEC 3103 Foundations of Data Analytics
ENTR 3103 Introduction to Entrepreneurship
ITM 3423 Web Development
ITM 3473 Data Visualization
ITM 3613 Data Communications & Computer Networks
ITM 3823 Cybersecurity
ITM 3843 Cloud Management
ITM 4653 Data Base Theory & Applications
ITM 4753 Software Development & Team Dynamics
MGMT 3013 Principles of Management
MGMT 3023 Project Management I
MIS 3453 Advanced Computer Business Applications

Special Requirements

At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Information Systems Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Management (18 Credit Hours)

Required Courses
MGMT 3013 Principles of Management

Student will select nine (9) hours from the following:
ENTR 3013 Introduction to Entrepreneurship
MGMT 3043 Human Resources Management
MGMT 3063 Production/Operations Management
MGMT 3103 Organizational Behavior
MGMT 4623 Leadership

Electives
Students will select six (6) hours of upper level Accounting, Business Administration, or Information Technology Management upper-level coursework.

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Management Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Marketing (18 Credit Hours)

Required Courses
MKTG 3313 Principles of Marketing

Student will select nine (9) from the following:
MKTG 3113 Consumer Behavior
MKTG 3213 Event Marketing
MKTG 3423 Integrated Marketing Communications
MKTG 3813 Professional Selling
MKTG 4113 Sports Marketing
MKTG 4213 Retail Management
MKTG 4413 Marketing Research

Electives
Students will select six hours of upper level Accounting, Business Administration, or Information Technology Management upper-level courses.

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Marketing Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Military Science (20 Credit Hours)

Required Courses
MS 1000 Military Science Leadership Lab - must be completed each semester
MS 1313 Intro to Military Leadership and Personal Development
MS 2122 Foundations of Leadership
MS 3422 Foundations of Tactical Leadership
MS 3315 Military Leadership & Management
MS 3325 Military Tactics & Operations

Students will select three (3) hours from the following:
HIST 3133 Contemporary American History
HIST 4713 Civil War & Reconstruction in the United States
PS 4353 Study of War

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Military Science Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Project Management (18 Credit Hours)

Required Courses
ACCT 2103 Financial Accounting
MGMT 3013 Principles of Management
MGMT 3023 Project Management I
MGMT 4013 Project Management II

Electives
Students will select six (6) hours of upper level Business Administration, Information Technology Management or Computer Science coursework.

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Project Management Minor Check Sheet *(Contact Department)*

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2026-2027 Minor in Promotions Management (18 Credit Hours)

Required Courses
MGMT 3013 Principles of Management
MGMT 4623 Leadership
MKTG 3313 Principles of Marketing
MKTG 3423 Integrated Marketing Communications

Students will select six (6) hours from the following:
MCOM 3343 Digital Publishing; OR
MCOM 3843 Advertising Copy & Layout
MCOM 3893 Public Relations
MCOM 4813 Public Relations Writing

Special Requirements
At least three (3) hours of upper division coursework from ECU must be applied toward the minor.

2026-2027 Promotions Management Minor Check Sheet *(Contact Department)*

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2026-2027 Entrepreneurship Certificate (24 Credit Hours)

Required Courses
ACCT 2103 Financial Accounting
ENTR 3103 Introduction to Entrepreneurship
ENTR 4413 Business Planning & Strategy for Entrepreneurship; OR
MGMT 3013 Principles of Management
MKTG 3313 Principles of Marketing

Electives
Students will select an additional nine (9) hours from Accounting, Business Administration, or Information Technology Management upper-level courses.

2026-2027 Entrepreneurship Certificate Check Sheet

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2026-2027 Banking & Finance Certificate (21 Credit Hours)

Required Courses
ACCT 2103 Financial Accounting
BSEC 2603 Business & Economic Statistics
FIN 3113 Financial Management
FIN 4103 Essentials of Banking & Finance (spring semester only)

Electives
Students will select nine (9) credit hours from the following:
ACCT 3453 Advanced Computer Accounting Applications
ECON 2003 Principles of Macroeconomics
FIN 3833 Commercial Bank Management
FIN 3913 Principles of Insurance & Risk Management
FIN 4263 Real Estate Development & Investment
MGMT 3013 Principles of Management
MGMT 3043 Human Resources Management
MIS 3433 Management Information Systems
MIS 3453 Advanced Computer Business Applications
MKTG 3313 Principles of Marketing

MKTG 3813 Professional Selling

2026-2027 Banking & Finance Certificate Check Sheet

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2026-2027 Global Business Certificate (18 Credit Hours)

Required Courses
BUS 1113 Foundations of Business
BUS 4103 Global Business*
MGMT 3013 Principles of Management
MKTG 3313 Principles of Marketing

Electives
Students will select an additional six (6) hours of U.S. Equivalent Credit from the host institution.

2026-2027 Global Business Certificate Check Sheet

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2026-2027 Human Resources Management Certificate (24 Credit Hours)

Required Courses
BUSLW 4253 Employment & Labor Law
MGMT 3013 Principles of Management
MGMT 3043 Human Resources Management
MGMT 4003 Recruitment, Selection, and Retention
MGMT 4313 Compensation & Benefits
MGMT 4323 Human Resources Development

Electives
Students will select two courses (6 credit hours) from the following:
BUS 4213 Business Ethics
ENTR 4413 Business Planning & Strategy for Entrepreneurs
MGMT 3433 Introduction to Leadership
MGMT 4623 Leadership
MIS 3453 Advanced Computer Business Applications
MKTG 3313 Principles of Marketing

2026-2027 Human Resources Management Certificate Check Sheet

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2026-2027 Leadership Certificate (12 Credit Hours)
The Leadership Certificate is open to students of all majors who wish to enhance their leadership skills and understanding of organizational dynamics. The program provides a foundation in management principles, organizational behavior, and leadership techniques. Students will learn to effectively lead teams, communicate strategically, and address challenges in various organizational contexts. Through a combination of coursework and practical application, participants will be equipped to assume leadership roles across diverse industries. This certificate is ideal for those looking to develop essential skills that will help them stand out in their future careers.

Required Courses

MGMT 3013 Principles of Management
MGMT 3103 Organizational Behavior
MGMT 3203 Introduction to Leadership
MGMT 4623 Leadership

2026-2027 Leadership Certificate Check Sheet

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2026-2027 Management Information Systems Certificate (24 Credit Hours)

Required Courses
MGMT 3023 Project Management I
MIS 1903 Computer Business Applications
MIS 3433 Management Information Systems
MIS 4653 Data BAse Theory & Application - OR - CMPSC 4213 Data Base Design
MIS 4753 MIS Development Project - OR - CMPSC 3943 Software Design & Development
CMPSC 1113 Computer Programming I

Electives

Students will select an additional six (6) hours from Accounting, Business Administration, or Information Technology Management upper-level courses.

2026-2027 Management Information Systems Certificate Check Sheet

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2026-2027 Project Management/Management Certificate (21 Credit Hours)

Required Regular Courses
ACCT 2103 Financial Accounting
ACCT 2203 Managerial Accounting
MGMT 3013 Principles of Management
MGMT 3023 Project Management I
MGMT 4013 Project Management II

Electives
Student will select an additional six (6) hours from Accounting, Business Administration, or Information Technology Management upper-level courses.

2026-2027 Project Management/Management Certificate Check Sheet

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2026-2027 Promotions Management Certificate (24 Credit Hours)

Required Courses
MCOM 3343 Imaging for Media
MCOM 3053 Social Media Management
MCOM 3893 Public Relations
MGMT 3013 Principles of Management
MKTG 3313 Principles of Marketing
MKTG 3423 Integrated Marketing Communications

Electives
Students will select an additional six (6) hours from Accounting, Business Administration, Information Technology Management, or MCOM upper-level courses.

2026-2027 Promotions Management Certificate Check Sheet

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2026-2027 Real Estate Certificate (15 Credit Hours)

Required Courses
FIN 3123 Principles of Real Estate
FIN 4263 Real Estate Development and Investment
MKTG 3813 Professional Selling
BUSLW 3213 Legal Environment of Business; OR
LS 4183 Real Estate Law

Elective Courses
In consultation with your advisor, choose any three hours of upper-level Accounting, Business Administration, or Information Technology coursework.

2026-2027 Real Estate Certificate Check Sheet

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2026-2027 International Business Immersion Certificate (12 Credit Hours)

Required Courses
BUS 1113 Foundations of Business
ENTR 3103 Introduction to Entrepreneurship

Select ONE of the following:
MGMT 3013 Principles of Management
MKTG 3313 Principles of Marketing
BUS 4613 International Business Consulting (Program Fee Required)

Notes:
The International Business Immersion Certificate includes an international travel component as part of BUS 4613 International Business Consulting. Students should plan for required international travel, which may involve additional costs, time commitments, and eligibility requirements beyond standard tuition and fees. Participation in international travel is subject to university policies, including academic, conduct, health, and risk management requirements. Students are encouraged to consult with an academic advisor early to discuss program expectations, travel readiness, financial planning, and course sequencing.

Students must meet all course prerequisites and university certificate requirements.

2026-2027 International Business Immersion Certificate Check Sheet

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