



**UNIVERSITY of the SOUTHERN
CARIBBEAN**

This guide applies to all students who
enrolled in university from
Sept. 2014 to Summer 2016.

School of Business – BBA Marketing – Degree Planning Guide

Freshmen (Yr 1)

SEMESTER I		SEMESTER II	
ENGL115-English Composition I	3	MATH165-College Algebra	3
IDSC110-College Success and Career Planning	1	BIOL111-Anatomy and Physiology I	4
PSYC101 <u>or</u> SOCI119-Intro. to Psych. <u>or</u> Socio.	3	COMM104-Communication Skills	3
CPTR100-Introductory Computer Tools	3	ACCT122-Fundamentals of Accounting II	3
RELT100-God and Human Life	3	MKTG201-Principles of Marketing	3
ACCT121-Fundamentals of Accounting I	3		
	<u>16</u>		<u>16</u>

Sophomore (Yr 2)

SEMESTER I		SEMESTER II	
ENGL215-English Composition II	3	RELB210-Jesus in His Time and Ours	3
HELD120-Fit and Well	1	PEAC110 <u>or</u> PEAC130-Per. Phy. Fitness <u>or</u> Sp. Activ.	1
ECON226-Principles of Microeconomics	3	CPTR210-Info. Systems Theory & Applications	3
MGMT255-Principles of Management	3	MGMT301-Business Statistics	3
MGMT315-Entrepreneurship	3	FNCE217-Principles of Finance	3
MKTG205-Advertising & Sales Promotion	3	ECON227-Principles of Macroeconomics	3
	<u>16</u>		<u>16</u>

Junior (Yr 3)

SEMESTER I		SEMESTER II	
ENGL255-Studies in Literature	3	RELT250-Personal Spirituality and Faith	3
BHSC100-Philosophy of Service	2	IDSC205-Introduction to Fine Arts	2
HRMN250-Human Resource Management	3	EDTE354-Philosophy for Education	2
MKTG342-Service Marketing	3	MGMT345-Business Ethics	3
MGMT341-Business Law	3	MKTG343-Consumer Behaviour	3
MGMT202-Business Communication	3	MKTG350-Sales Management	3
	<u>17</u>		<u>16</u>

Senior (Yr 4)

SEMESTER I		SEMESTER II	
HIST147-West Indian History(<u>see back of sheet</u>)	3	SPAN103-Spanish for Business	3
TCED285 <u>or</u> HMEC129-Uphol. <u>or</u> Soc. & Pro Eth.	1	RELT340-Religion and Ethics in Modern Society	3
MGMT475-Operations Management	3	MGMT495-Strategic Management	3
MKTG414-Retail Marketing	3	MKTG445-International Marketing	3
MKTG415-Marketing Research	3	MKTG490-Special Topics in Marketing	3
MKTG418-Intro. to E-commerce	3		
	<u>16</u>		<u>15</u>

Total Credits: 128

Please see back of sheet

STUDENTS ENROLLED *from* SEPTEMBER 2014 HAVE DIFFERENT ACADEMIC REQUIREMENTS THAN STUDENTS ENROLLED *before* SEPTEMBER 2014. PLEASE BE CAREFUL TO FOLLOW THE ACADEMIC REQUIREMENTS FOR YOUR YEAR OF ENTRY.

CLASSIFICATION OF A STUDENT

A regular student is classified academically during the first semester according to the levels of academic achievement listed below.

Freshman(yr1) Standing:	0-24 credits	Junior(yr3) Standing:	57-86 credits
Sophomore(yr2) Standing:	25-56 credits	Senior(yr4) Standing:	87+ credits

ACADEMIC ADVISING

All freshmen are to be advised by the Student Advisement Centre. Students should meet with their academic advisor as often as they have concerns.

MATH REQUIREMENT

Business students are required to have a strong background in MATH. Students must obtain a grade III or higher at the CSEC (CXC) level or have completed both MATH090 and MATH091 before taking MATH 165.

HISTORY REQUIREMENT

Students must select **any one** history course to fulfill their degree requirements.

HIST104 World Civilizations I	3(Credits)
HIST105 World Civilizations II	3
HIST147 West Indian History	3

Note: If Caribbean History was not passed at the GCE/CXC level, HIST 147 must be taken.

Note: Students are not advisors. Students must see their advisor at least once each school year.

COURSES WITH PREREQUISITES**

The following School of Business courses require prerequisites. Prerequisites are preparatory courses that must be done **prior** to other courses. Students are required to do prerequisites where stated. There are certain exceptions where prerequisites may be waived; this means that a prerequisite for a course stated in the bulletin may not have to be done **OR** that the prerequisite for a course can be done alternatively. Please see your advisor for information. **The following courses in the table below have one (1) prerequisite (unless otherwise stated) and can be officially requested to have their prerequisites waived:**

ECON226	HRMN250	MKTG201	<i>HRMN434*</i> (prereq that can be waived HRMN255)
FNCE401	HRMN255	MKTG350	<i>MKTG415*</i> (prereq that can be waived MGMT365)
FNCE217	HRMN330	MGMT345	<i>HRMN400*</i> (prereq that can be waived HRMN255)
	HRMN343		<i>FNCE411*</i> (prereq that can be waived STAT285)

*** - These are subjects that require two prerequisites. However, the one that can be waived is what is indicated in the box to the left.**

COURSE OVERLOAD

Students with good performance in study may be allowed to take extra credits with the approval from their advisor and school Deans, according to the following guidelines.

<u>Overall GPA</u>	<u>Course Load</u>
3.00 – 3.49	17 credits
3.50 – 3.89	18 credits
3.90 – 4.00	19 credits

For the third (summer) semester, a student is not permitted to register for more than 12 credits.

PETITIONS

If a student has taken any course not currently listed on their Degree Planning Guide, the student is free to submit a petition form to have the course substituted, where applicable. Please see academic advisor regarding petitions.