

# SCHOOL OF BUSINESS

The mission of the School of Business is to produce forward-thinking business leaders who succeed in their careers and positively impact society. Results are delivered through a high level of interaction between students and faculty, providing hands-on and innovative learning experiences. The School impacts the knowledge base of business and the economic health of the region by engaging in professional and scholarly activity.

## **Bachelor of Applied Science (BAS) Business Administration Major**

The Bachelor of Applied Science in Business Administration provides students who have completed an Associate of Applied Science or have accumulated undergraduate credits from an accredited institution a pathway for completion of the baccalaureate degree. The program is designed to aid students in completing a bachelor's degree and gaining essential advanced managerial and analytical skills needed in the workforce.

Students who complete the Bachelor of Applied Science in Business Administration degree will have a broad knowledge of management principles and skills and an in-depth understanding of business practices offered in this degree.

The goals for the School of Business are that Lander Bachelor of Applied Science in Business Administration graduates will have:

1. have fundamental and applied business knowledge.
2. communicate effectively and concisely within the business community.
3. analyze, integrate, and apply information to solve problems.
4. have an appreciation for ethics in business.

## **Requirements for the Bachelor of Applied Science (BAS) Business Administration Major**

Students pursuing the Bachelor of Applied Science degree in Business Administration are assigned an advisor from the School of Business. Advisors will assist students in planning their coursework to meet school requirements and procedures. In order to continue as a business major, students must meet the requirements stated below.

### **Course Grade Requirements**

All BAS students majoring in business administration must earn a grade of "C" or better in ECON 101, ENGL 101, ENGL 102, and MATH 211 and in all of the Major Program Core Requirements and Major Program Additional Requirements (as defined in the Program Requirements for each the Bachelor of Applied Science in Business Administration degree program).

### **Transfer Students**

Transfer students from other accredited institutions are required to meet the requirements listed for current students. Grades of less than "C" will not be accepted for transfer credit from other institutions. Courses offered at the upper level (courses numbered 300 or above) at Lander University will not transfer from a junior or technical college unless those courses are identified as transferable in an approved articulation agreement.

## **Bachelor of Arts (BA) Entrepreneurship Major**

The Bachelor of Arts in Entrepreneurship degree program is designed to provide a holistic curricular approach to open a student's perceptual window and explore opportunity recognition in business through social and behavioral discovery and the honing of creative talents towards entrepreneurial developments.

The goals for the School of Business are that Lander Bachelor of Arts in Entrepreneurship students will:

1. acquire the basic business knowledge necessary for success in their ventures.
2. be able to apply the principles of small business and entrepreneurship strategies.
3. know the legal, ethical, and social aspects of beginning and operating a new venture.
4. study concepts in Human and Social Discovery, and Creativity and Innovation.

## **Bachelor of Science (BS) Business Administration Major**

Students majoring in Business Administration may select from two concentrations: Accounting and Financial Services.

The goals for the School of Business are that Lander Bachelor of Science in Business Administration graduates will:

1. possess the business knowledge necessary for success in their careers.
2. be effective communicators.
3. have an appreciation for ethics, ethical decision-making, and the social responsibility of business to all stakeholders.
4. apply relevant methods and technologies to analyze and solve problems.
5. be ready to succeed in their careers and make a positive impact on society.

### **Accounting Concentration**

Students selecting the concentration in accounting are required to take six specified courses, one business elective, and at least two accounting elective courses. The elective courses may be chosen based on the student's areas of interest.

Students who graduate with an accounting concentration should meet the qualifications to sit for the CPA exam in South Carolina; however, to be licensed as a CPA in South Carolina, 150 credit hours of education are required. The 150-hour requirement must include 36 hours of accounting with 24 of these hours at the 300 level or above. Business courses totaling 36 hours are also required as part of the 150 hours. Lander University students may meet the 150-hour requirement by completing the baccalaureate degree requirements at Lander (approximately 120 credit hours) plus additional credit hours sufficient to meet the 150-hour requirement. For more details, students should see their academic advisors. Also, please note that CPA licensing requirements vary from state to state, and students planning to practice outside of South Carolina should check with the Boards of Accountancy in the appropriate states.

The 150-hour requirement does not apply to accounting students who pursue careers that do not require the CPA license.

### **Financial Services Concentration**

The objective of the Financial Services concentration is to build a broad-based program for undergraduate students that includes studies in Commercial Banking, Insurance and Risk Management, Investments and Wealth Management, and Real Estate. The curriculum is designed to give students a solid foundation in the industry segment and will include insights of subject matter from professors, respected practicing professionals and representative industry groups. Anticipated growth in employment opportunities in the financial services businesses will provide graduates opportunities to become industry professionals and leaders for the 21<sup>st</sup> century.

### **Bachelor of Science (BS) Management Major**

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Students majoring in Management may select from five concentrations: General Management, Healthcare Management, Hospitality Management, Information Technology (IT) Management, and Sport Management.

The goals for the School of Business are that Lander Bachelor of Science in Management graduates will:

1. be effective communicators.
2. be effective problem solvers.
3. have an appreciation for ethical decision-making and the social responsibility of business to all stakeholders.
4. be able to think strategically.
5. be able to manage resources and technology.

### **General Management Concentration**

The General Management concentration focuses on the ways in which organizational objectives are developed, implemented, and changed for processes that add value for stakeholders. Management courses emphasize decision-making skills and the selection, motivation, and development of human resources.

### **Healthcare Management Concentration**

The purpose of the Healthcare Management concentration is to integrate the fundamentals of business administration with a comprehensive knowledge of the U.S. healthcare delivery system. The concentration is designed to enable qualified students to acquire the skills and knowledge needed to be successfully employed by various healthcare service organizations.

### **Hospitality Management Concentration**

The Hospitality Management concentration focuses on the integration of management skills and foundations as it is applied to the hospitality and tourism industries. Courses in the concentration will provide an in-depth review and discovery of several industry sectors such as foodservice, lodging, meeting and event planning, and transportation. Courses will focus on the operations management standards and delivery within this industry and other service-

oriented entities.

### **Information Technology (IT) Management Concentration**

The IT Management concentration provides a broad knowledge of management principles and skills and an in-depth understanding of business practices including IT systems and cybersecurity. This degree program is a collaboration between the School of Business and the Department of Applied Computing.

### **Sport Management Concentration**

The sport management concentration provides students with an integrated academic learning environment for understanding the challenges in the business of sport. Successful candidates for the sport management concentration will demonstrate understanding of the nature of the sport industry including knowledge of the qualifications, job requirements, and working conditions for a sport industry position.

### **Bachelor of Science (BS) Marketing Major**

The Bachelor of Science in Marketing degree program is a dynamic and interdisciplinary program designed to build a strong foundation in fundamental marketing concepts, strategic decision-making, and practical applications. By blending core business knowledge with innovative marketing approaches, consumer insights, and data-driven analysis, students learn to evaluate markets, influence consumer behavior, and develop compelling campaigns across multiple channels. This program equips graduates with the analytical, communication, and professional skills needed to excel in diverse organizational settings and adapt to rapidly changing industry demands.

The goals for the School of Business are that Lander Bachelor of Science in Marketing graduates will:

1. apply core marketing principles to address business needs and challenges.
2. analyze factors influencing consumer decisions to develop effective marketing strategies.
3. make informed decisions by applying research and data analysis to evaluate market opportunities.
4. communicate marketing concepts effectively and demonstrate professionalism essential for contributing to organizational success.
5. integrate ethical principles into decision-making processes, considering their impact on society.

### **Requirements for the Business Administration/Management/Marketing Major**

Students pursuing the Bachelor of Science, Art, or Applied Science degree in Business Administration, Entrepreneurship, Management, or Marketing are assigned an advisor from the School of Business. Advisors will assist students in planning their coursework to meet school requirements and procedures. In order to continue as a business major, students must meet the requirements stated below.

#### **Course Grade Requirements**

All business majors must earn a grade of “C” or better in ECON 101, ENGL 101, ENGL 102, MATH 121, and MATH 211 and in all of the Major Program Core Requirements, Major Program Additional Requirements, and Major Program Concentration Requirements (as defined in the Program Requirements for each concentration area in Business Administration, Entrepreneurship, Management, and Marketing).

#### **Enrolling in Upper-Level Business Courses**

In order to enroll in the upper-level Business courses, Business majors must earn a grade of “C” or better in all prerequisites.

#### **Transfer Students**

Transfer students from other divisions within the University or from other accredited institutions are required to meet the requirements listed for current students. Grades of less than “C” will not be accepted for transfer credit from other institutions. Courses offered at the upper level (courses numbered 300 or above) at Lander University will not transfer from a junior or technical college unless those courses are identified as transferable in an approved articulation agreement.

#### **Students in Other Departments**

Students in other departments of the University who wish to take lower-level business courses are required to meet the prerequisite requirements for each course and the grade requirements as listed for those prerequisites. Students in other departments who wish to take business courses at the 300 level or above must meet the prerequisites listed below

for the minors in business administration or healthcare management.

The Dean of the College of Business and Technology will consider exceptions to all of the preceding requirements on an individual basis.

### **Business Administration Minor**

The School of Business offers a minor in business administration. Non-business administration majors who have declared a minor in business administration must complete the 18-credit program of study as shown below with a “C” or better in each course. Before enrolling in upper-level courses, students must have completed each of the following prerequisites with a “C” or better: BA 101 and MATH 211.

<b><u>Courses</u></b>	<b><u>Credit Hours</u></b>
ACCT 201: Financial Accounting Principles	3
ECON 101: Economics in Society (ECON 201 or ECON 202 – will be accepted for ECON 101)	3
MGMT 201: Principles of Management	3
MKT 201: Principles of Marketing	3
FINA 301: Corporate Finance	3
Elective: any business course at the 300-level or above	3
<b>TOTAL</b>	<b>18</b>

### **Entrepreneurship Minor**

The School of Business offers a minor in entrepreneurship. Non-business administration majors who have declared a minor in entrepreneurship must complete the 18-credit program of study as shown below with a “C” or better in each course. Prerequisites for MGMT 320, MGMT 325, and MKT 340 will be waived for students who are not majoring in Business Administration.

The Entrepreneurship minor consists of 18 semester hours of courses distributed as follows:

BA 251: Legal Environment of Business	3
BA 360: Organizational Fundraising	3
FINA 151: Personal Finance	3
MGMT 320: Management of Small and Family Business	3
MGMT 325: Entrepreneurship and Innovation	3
MKT 340: Social Media Marketing	3
<b>TOTAL</b>	<b>18</b>

### **Esports Management and Administration Minor**

The School of Business offers a minor in Esports Management and Administration. Non-business administration majors who have declared a minor in Esports Management and Administration must complete the 18-credit program of study with a “C” or better in each course.

The 18 hours of minor requirements:

<b><u>Courses</u></b>	<b><u>Credit Hours</u></b>
MEDA 215: Introduction of Sports Communication	3
ESPM 201: Introduction to Esports	3
ESPM 225: Esports Project and Event Management	3
ESPM 235: Esports Management and Administration	3
SPTM 101: Introduction to Sport-Management	3
SPTM 302: Sport Marketing	3
<b>TOTAL</b>	<b>18</b>

### **Healthcare Management Minor**

The School of Business offers a minor in healthcare management. Non-business administration majors who have declared a minor in healthcare management must complete the 18-credit program of study with a “C” or better in each course. Before enrolling in upper-level courses, students must have completed each of the following prerequisites with a “C” or better: BA 101 and MATH 211.

<b><u>Courses</u></b>	<b><u>Credit Hours</u></b>
ACCT 201: Financial Accounting Principles	3

ECON 101: Economics in Society (ECON 201 or ECON 202 – will be accepted for ECON 101)	3
HCMT 201: Healthcare in America	3
HCMT 315: Public Health Principles and Practices, or HCMT 402: Long term Care Management, or HCMT 411: Quality Improvement and Quantitative Technique	3
MGMT 201: Principles of Management	3
MGMT 315: Human Resource Management	3
<b>TOTAL</b>	<b>18</b>

### **International Business Minor**

The School of Business, in collaboration with the faculty of Business, Law, and Sport at the University of Winchester in the United Kingdom, offers a minor in International Business to Lander students in all disciplines. The minor requires a semester of study abroad at Winchester, per the agreement between Lander University and the University of Winchester. Students must have a 3.0 GPA and have completed at least two full semesters of college-level studies to be eligible to study abroad. The minor consists of eighteen credit hours, either 6 or 9 credit hours taken at Lander and either 9 or 12 credit hours taken at Winchester, distributed as follows:

Required Courses at Lander University	6 or 9 credit hours
BA 390 International Business	3
Electives at Lander University:	3 or 6 credit hours Any
one or two among the following courses, to be selected in consultation with the student's advisor and the Director of Study Abroad BA	
351 Business Ethics (recommended for all majors)	
ACCT 201, BA 251, FINA 301, MGMT 201 or MKT 201 (recommended for non-business majors only.) (Some of these courses may have prerequisites)	
Any other 300-level BA, MGMT, MKT, FINA or ACCT course offered by the College of Business (Some of these courses may have prerequisites)	
**A minimum of six credit hours toward the minor must be completed at Lander.	
Required Modules (courses) at University of Winchester	9 or 12 credit hours
Any three or four level 5 or level 6 business modules from the University of Winchester, to be <u>selected in consultation with the student's advisor and the Director of Study Abroad.</u>	
<b>TOTAL</b>	<b>18</b>

### **Sport Management Minor**

The Sport Management minor provides students with an integrated academic learning environment for understanding the challenges in the business of sport. Successful candidates for the sport management minor will demonstrate understanding of the nature of the sport industry including knowledge of the qualifications, job requirements, and working conditions for a sport industry position. Students must complete the sport management internship in collaboration with the advisor in their major area of study.

The Sport Management minor consists of 18 credit hours of courses distributed as follows:

<b><u>Courses</u></b>	<b><u>Credit Hours</u></b>
Required Courses (6 credit hours)	
SPTM 101: Introduction to Management	3
SPTM 201: Principles of Sport Management	3
Six credit hours from among the following elective group A (courses taken in the required cannot count as an elective):	
MGMT 201: Principles of Management	3
SPTM 302: Sport Marketing	3
SPTM 303: Legal Aspects of Sport	3

SPTM 305: Event and Facility Management	3
Six hours from among the following elective group B (courses taken in the required cannot count as an elective):	
BA 360: Organizational Fundraising	3
BA 351: Business Ethics	3
EXSC 308: Organization and Administration of Exercise-Related Professions	3
EXSC 424: Sports Psychology	3
HIST 344: Sport in American History	3
MEDA 215: Sports Communication	3
MEDA 341: Introduction to Public Relations	3
MGMT 315: Human Resource Management	3
SOCI 356: Sociology of Sports and Leisure	3
SPTM 369: Special Topics in Sport Management	3
SPTM 490: Internship in Sport Management	3
TOTAL	18

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF ARTS**  
**MAJOR: ENTREPRENEURSHIP**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

- |   |   |
|---|---|
| <b>A. Core Academic Skills</b> (9 hours)  | 3 |
| *ENGL 101: Writing and Inquiry I  | 3 |
| *ENGL 102: Writing and Inquiry II   | 3 |
| *MATH 211: Statistical Methods I  | 3 |
| <b>B. Humanities and Fine Arts</b>  | 6 |
| (6 hours selected from 2 different disciplines)   |   |
| <b>C. Behavioral and Social Perspectives</b>  | 3 |
| (6 hours selected from 2 different disciplines)   |   |
| *SOC 101: Introduction to Sociology   | 3 |
| ECON 101: Economics in Society  | 3 |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i> |   |
| <b>D. Scientific and Mathematical Reasoning</b>   | 3 |
| (7 hours selected from 2 different disciplines, 1 lab science required)   |   |
| *MATH 121: Mathematical Applications  | 4 |
| Laboratory Science  | 3 |
| <b>E. Founding Documents of the United States</b>   | 3 |
| * HIST 111R: United States History to 1877 or   |   |
| HIST 112R: United States History since 1877 or  |   |
| POLS 101R: American National Government   |   |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i> |   |
| <b>F. World Cultures</b>  | 3 |
| <b>G. LINK 101: Leadership, Involvement, Networking and Knowledge</b>   | 1 |
| LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.  |   |

TOTAL GENERAL EDUCATION REQUIREMENTS	35
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If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

- |   |   |
|---|---|
| ACCT 201: Financial Accounting Principles         | 3 |
| ACCT 202: Managerial Accounting Principles        | 3 |
| BA 101: Introduction to Business                  | 3 |
| BA 250: Business Analysis Using Spreadsheets      | 3 |
| BA 251: Legal Environment of Business             | 3 |
| BA 360: Organizational Fundraising                | 3 |
| FINA 151: Personal Finance                        | 3 |
| MGMT 201: Principles of Management                | 3 |
| MKT 201: Principles of Marketing                  | 3 |
| MGMT 315: Human Resource Management               | 3 |
| MGMT 320: Management of Small and Family Business | 3 |

MGMT 325: Entrepreneurship and Innovation	3
MKT 340: Social Media Marketing	3

## MAJOR PROGRAM ADDITIONAL REQUIREMENTS

### Business Writing

COM 275: Professional Communications	3
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(Choose 6 hours from the following)	6
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- WRIT 276: Public Writing and Research
- WRIT 350: Professional Revising and Editing
- WRIT 373: Writing and Research Methods
- WRIT 450: Technical Writing

<b>Human and Social Discovery</b> (choose 12 hours from the following)	12
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- ECON 315: Economics of Public Policy
- ECON 321: Environmental Economics
- ECON 352: Topics of Economics
- POLS 331: Political Philosophy
- POLS 350: Political Psychology
- PSYC 306: Psychology of Personality
- PSYC 308: Social Psychology
- PSYC 311: Community Psychology
- PSYC 360: Psychology of Gender
- PYSC 362: Health Psychology
- SOCI 227: Social Movements
- SOCI 228: Popular Culture and the Mass Media
- SOCI 275: Social Stratification
- SOCI 301: Race and Ethnic Relations
- SOCI 302: Comparative Social Institutions
- SOCI 315: Non-Profit Organizations
- SOCI 328: Sociology of Gender
- SOCI 351: Sociology of Family
- SOCI 356: Sociology of Sports and Leisure
- SOCI 363: Environmental Sociology
- SOCI 397: Sociology of Risk

<b>Creativity and Innovation</b> (choose 12 hours from the following)	12
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- ART 301: Art, Culture, and Community
- COM 101: Media Literacy
- DES 304: Logo and Branding Design
- DES 305: Web Design I
- DES 310: Social Media and Networking I
- DES 404: Logo and Branding Design II
- DES 405: Web Design II
- DES 410: Social Media and Networking II
- MEDA 200: Media Skills
- MEDA 204: Communication Design
- MEDA 311: The Art of the Podcast
- MEDA 341: Introduction to Public Relations
- MEDA 345: Advertising Strategies and Design
- MEDA 350: Web Distribution
- MEDA 351: Social Media
- MEDA 380: Special Topics in Global Media
- THTR 200: Acting I
- THTR 301: Special Topics in Theater



**MAJOR PROGRAM ELECTIVES**

Choose two from the following: 6  
300-level or above ACCT, BA, FINA, HCMT, HOSP, MGMT, MKT, SPTM elective

TOTAL MAJOR PROGRAM REQUIREMENTS 78

**ADDITIONAL ELECTIVES****7**

TOTAL FOR BA DEGREE 120

\*Must earn a grade of "C" or better

Coursework must include at least 30 hours earned in 300 or above level courses, of which 12 hours must be in the major.

See 4-year major guides for recommended order in which to take courses  
<https://www.lander.edu/academics/registrar-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF APPLIED SCIENCE**  
**MAJOR: BUSINESS ADMINISTRATION**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

<b>A. Core Academic Skills (6 hours)</b>	
ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
<b>B. Humanities and Fine Arts</b>	
(6 hours selected from 2 different disciplines)	6
<b>C. Behavioral and Social Perspectives</b>	
(6 hours selected from 2 different disciplines)	6
ECON 101: Economics in Society or ECON 201 or ECON 202	3
Behavioral and Social Perspectives elective	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i>	
<b>D. Scientific and Mathematical Reasoning (6 hours)</b>	
MATH 211: Statistical Methods I	3
Science and Mathematical Reasoning (will accept MATH 1XXG or any other course that fits in this category)	3
<b>E. Founding Documents of the United States</b>	3
HIST 111R: United States History to 1877 or	
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i>	
<b>F. World Cultures</b>	3
<b>TOTAL GENERAL EDUCATION REQUIREMENTS</b>	<b>30</b>

### MAJOR PROGRAM CORE REQUIREMENTS

BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 414: Business Strategy	3
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MGMT 315: Human Resource Management	3
MGMT 325: Entrepreneurship and Innovation	3
MGMT 330: Operations Management	3
MKT 201: Principles of Marketing	3

### MAJOR PROGRAM ADDITIONAL REQUIREMENTS

Business Administration electives	9
(Select 3 from any 300- or 400-level Business courses: ACCT, BA, ECON, FINA, HCMT, HOSP, MGMT, MKT, or SPTM)	
<b>TOTAL MAJOR PROGRAM REQUIREMENTS</b>	<b>36</b>

<b>ADDITIONAL ELECTIVE REQUIREMENTS</b>	<b>54</b>
(Up to 54 credit hours of courses transferred from a regionally accredited 2- or 4-year institution)	
<b>TOTAL FOR BAS DEGREE</b>	<b>120</b>
<i>All courses required for this degree program will be offered through Online delivery.</i>	

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: BUSINESS ADMINISTRATION**  
**CONCENTRATION: ACCOUNTING**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Academic Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)

ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines; 1 lab science required)

MATH 211: Statistical Methods I	3
Laboratory Science	4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or	3
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### F. World Cultures

3

#### G. LINK 101: Leadership, Involvement, Networking and Knowledge

1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

### TOTAL GENERAL EDUCATION REQUIREMENTS

35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3

BA 299: Professional Development I	1
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MGMT 330: Operations Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENTS**

COM 275: Professional Communication	3
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#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

ACCT 301: Intermediate Accounting I	3
ACCT 302: Intermediate Accounting II	3
ACCT 321: Income Tax I	3
ACCT 331: Cost/Management Accounting I	3
ACCT 402: Auditing I	3
ACCT 403: Accounting Information Systems	3
Business elective 300-level or above (ACCT, BA, ECON, FINA, HCMT, HOSP, MGMT, MKT or SPTM)	3

Concentration electives- select 6 additional credit hours at the 300-level or 400-level of ACCT courses

<b>TOTAL MAJOR PROGRAM REQUIREMENTS</b>	<b>72</b>
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<b>ADDITIONAL ELECTIVES</b>	<b>13</b>
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<b>TOTAL FOR BS DEGREE</b>	<b>120</b>
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses  
<https://www.lander.edu/academics/registrar-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: BUSINESS ADMINISTRATION**  
**CONCENTRATION: FINANCIAL SERVICES**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

- |  |       |
|--|-------|
| <b>A. Core Academic Skills</b>   | 3     |
| ENGL 101: Writing and Inquiry I  | 3     |
| ENGL 102: Writing and Inquiry II   | 3     |
| Select one of the following (MATH 121 preferred):  | 3     |
| MATH 121: Mathematical Applications  |       |
| MATH 123: Calculus and its Applications  |       |
| MATH 141: Single Variable Calculus I   |       |
| <br><b>B. Humanities and Fine Arts</b>   | <br>6 |
| (6 hours selected from 2 different disciplines)  |       |
| <br><b>C. Behavioral and Social Perspectives</b>   | <br>  |
| (6 hours selected from 2 different disciplines)  |       |
| ECON 101: Economics in Society   | 3     |
| Behavioral and Social Perspectives elective  | 3     |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> |       |
| <br><b>D. Scientific and Mathematical Reasoning</b>  | <br>  |
| (7 hours selected from 2 different disciplines, 1 lab science required)  |       |
| MATH 211: Statistical Methods I  | 3     |
| Laboratory science   | 4     |
| <br><b>E. Founding Documents of the United States</b>  | <br>3 |
| HIST 111R: United States History to 1877 or  |       |
| HIST 112R: United States History since 1877 or   |       |
| POLS 101R: American National Government  |       |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> |       |
| <br><b>F. World Cultures</b>   | <br>3 |
| <br><b>G. LINK 101: Leadership, Involvement, Networking and Knowledge</b>  | <br>1 |
| LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.   |       |

TOTAL GENERAL EDUCATION REQUIREMENTS	35
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If all the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

- |  |   |
|--|---|
| ACCT 201: Financial Accounting Principles    | 3 |
| ACCT 202: Managerial Accounting Principles   | 3 |
| BA 101: Introduction to Business             | 3 |
| BA 226: Introduction to Analytical Methods   | 3 |
| BA 250: Business Analysis Using Spreadsheets | 3 |
| BA 251: Legal Environment of Business        | 3 |

BA 299: Professional Development I	1
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MGMT 330: Operations Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENTS**

COM 275: Professional Communication	3
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#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

FINA 310: Investments	3
FINA 311: Real Estate Principles	3
FINA 312: Insurance and Risk Management	3
FINA 313: Money and Banking	3
FINA 314: Financial Technology Capstone	3

Special Topics Course (choose one from the following)	3
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ACCT 369: Special Topics in Accounting

FINA 369: Special Topics in Finance

ECON 369: Topics in Economics

Concentration electives – select four courses from the following:	12
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ACCT 301: Intermediate Accounting

ACCT 321: Income Tax I

ACCT 322: Income Tax II

ACCT 331: Cost/Management Accounting I

ACCT 352: Commercial Law

ACCT 402: Auditing I

ACCT 403: Accounting Information Systems

BA 351: Business Ethics

BA 390: International Business

FINA 315: Behavioral Investing

FINA 490: Finance Internship I

FINA 491: Finance Internship II

HCMT 311: Managed Care and Health Care Finance

MGMT 320: Management of Small or Family Business

MGMT 325: Entrepreneurship and Innovation

MKT 340: Social Media Marketing

TOTAL MAJOR PROGRAM REQUIREMENTS	75
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<b>ADDITIONAL ELECTIVES</b>	<b>10</b>
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses  
<https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: BUSINESS ADMINISTRATION**  
**CONCENTRATION: HEALTH CARE MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Academic Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)

ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required)

MATH 211: Statistical Methods I	3
Laboratory science	4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or	3
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i>	

#### F. World Cultures (NURS 310 recommended)

3

#### G. LINK 101: Leadership, Involvement, Networking and Knowledge

1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

### TOTAL GENERAL EDUCATION REQUIREMENTS

35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3



BA 299: Professional Development I	1
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MGMT 330: Operations Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

COM 275: Professional Communication	3
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#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

HCMT 201: Healthcare in America	3
HCMT 311: Managed Care and Healthcare Finance	3
HCMT 410: Healthcare Systems	3
HCMT 489: Preparation for Internship in Healthcare Management	1
HCMT 490: Internship in Healthcare Management	3
MGMT 315: Human Resource Management	3

Concentration electives – select 3 courses from the following: 9

HCMT 315: Public Health Principles and Practices	
HCMT 369: Special Topics in Healthcare Management	
HCMT 402: Long Term Care Management	
HCMT 411: Quality Improvement and Quantitative Technique	
PUBH 325: Social Determinants of Health	

TOTAL MAJOR PROGRAM REQUIREMENTS 70

**ADDITIONAL ELECTIVES 15**

TOTAL FOR BS DEGREE 120

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses  
<https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: BUSINESS ADMINISTRATION**  
**CONCENTRATION: HOSPITALITY MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)

ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i>	

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required)

MATH 211: Statistical Methods I	3
Laboratory science	4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or	3
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i>	

#### F. World Cultures

3

#### G. LINK 101: Leadership, Involvement, Networking and Knowledge

1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

### TOTAL GENERAL EDUCATION REQUIREMENTS

35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3

BA 299: Professional Development I	1
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MGMT 330: Operations Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

COM 275: Professional Communication	3
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#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

MGMT 315: Human Resource Management	3
HOSP 101: Principles of Hospitality Management	3
HOSP 310: Purchasing and Cost Control	3
HOSP 315: Food Production and Restaurant Operations Management	3
HOSP 320: Lodging Operations Management	3
HOSP 330: Services Management for Hospitality and Tourism	3
HOSP 340: Conventions and Event Management	3
HOSP 350: Hospitality Operations Management	3
One business elective 300-level or above)	3

(ACCT, BA, ECON, FINA, HCMT, HOSP, MGMT, MKT, or SPTM)

TOTAL MAJOR PROGRAM REQUIREMENTS	72
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<b>ADDITIONAL ELECTIVES</b>	<b>13</b>
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses  
<https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: BUSINESS ADMINISTRATION**  
**CONCENTRATION: INFORMATION TECHNOLOGY (IT) MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

- |  |   |
|--|---|
| <b>A. Core Academic Skills</b> (9 hours)   | 3 |
| ENGL 101: Writing and Inquiry I  | 3 |
| ENGL 102: Writing and Inquiry II   | 3 |
| Select one of the following (MATH 121 preferred):  | 3 |
| MATH 121: Mathematical Applications  |   |
| MATH 123: Calculus and its Applications  |   |
| MATH 141: Single Variable Calculus I   |   |
| <b>B. Humanities and Fine Arts</b>   | 6 |
| (6 hours selected from 2 different disciplines as shown)   |   |
| <b>C. Behavioral and Social Perspectives</b>   |   |
| (6 hours selected from 2 different disciplines)  |   |
| ECON 101: Economics in Society   | 3 |
| Behavioral and Social Perspectives   | 3 |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> |   |
| <b>D. Scientific and Mathematical Reasoning</b>  |   |
| (7 hours selected from 2 different disciplines, 1 lab science required)  |   |
| MATH 211: Statistical Methods I  | 3 |
| 1 Laboratory science   | 4 |
| <b>E. Founding Documents of the United States</b>  | 3 |
| HIST 111R: United States History to 1877 or  |   |
| HIST 112R: United States History since 1877 or   |   |
| POLS 101R: American National Government  |   |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> |   |
| <b>F. World Cultures</b>   | 3 |
| <b>G. LINK 101: Leadership, Involvement, Networking and Knowledge</b>  | 1 |
| LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.   |   |

TOTAL GENERAL EDUCATION REQUIREMENTS	35
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If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

- |  |   |
|--|---|
| ACCT 201: Financial Accounting Principles    | 3 |
| ACCT 202: Managerial Accounting Principles   | 3 |
| BA 101: Introduction to Business             | 3 |
| BA 226: Introduction to Analytical Methods   | 3 |
| BA 250: Business Analysis Using Spreadsheets | 3 |
| BA 251: Legal Environment of Business        | 3 |

BA 299: Professional Development I	1
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MGMT 330: Operations Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

COM 275: Professional Communication	3
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#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

CIS 120: Fundamentals of Info Systems and Info Technology	3
CIS 130: Problem Solving and Programming Methods	4
CIS 250: Introduction to E-Commerce	3
CYBR 140: Networking Lab	1
CYBR 243: Fundamentals of Cybersecurity	3
CYBR 260: Network and Systems Administration	3
CYBR 343: Computer Forensics	3
CYBR 345: Introduction to Cryptography	3
CYBR 346: Cybersecurity Planning and Management	3
MKT 340: Social Media Marketing	3

<b>TOTAL MAJOR PROGRAM REQUIREMENTS</b>	<b>74</b>
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<b>ADDITIONAL ELECTIVES</b>	<b>11</b>
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<b>TOTAL FOR BS DEGREE</b>	<b>120</b>
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses  
<https://www.lander.edu/academics/registrar-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: BUSINESS ADMINISTRATION**  
**CONCENTRATION: MANAGEMENT/MARKETING**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Academic Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)

ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R</i>	

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required)

MATH 211: Statistical Methods I	3
Laboratory science	4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or	3
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### F. World Cultures

3

#### G. LINK 101: Leadership, Involvement, Networking and Knowledge

1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

### TOTAL GENERAL EDUCATION REQUIREMENTS

35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3

BA 299: Professional Development I	1
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MGMT 330: Operations Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

COM 275: Professional Communication	3
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#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

MGMT 315: Human Resource Management	3
MGMT 325: Entrepreneurship and Innovation	3
MGMT 340: Management of Organizational Behavior	3
MKT 340: Social Media Marketing	3
MKT 420: Marketing Strategy	3
MKT 425: Consumer Behavior	3
One business elective 300-level or above)	3

(ACCT, BA, ECON, FINA, HCMT, HOSP, MGMT, MKT, or SPTM)

TOTAL MAJOR PROGRAM REQUIREMENTS	66
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<b>ADDITIONAL ELECTIVES</b>	<b>19</b>
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses  
<https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: BUSINESS ADMINISTRATION**  
**CONCENTRATION: SPORTS MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Academic Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)

ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required)

MATH 211: Statistical Methods I	3
Laboratory Science	4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or	3
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### F. World Cultures

3

#### G. LINK 101: Leadership, Involvement, Networking and Knowledge

1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

### TOTAL GENERAL EDUCATION REQUIREMENTS

35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3



BA 299: Professional Development I	1
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 399: Professional Development II	1
BA 414: Business Strategy	3
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MGMT 330: Operations Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

COM 275: Professional Communication	3
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#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

BA 360: Organizational Fundraising	3
MGMT 315: Human Resource Management	3
SPTM 101: Intro to Sport Management	3
SPTM 201: Principles of Sport Management	3
SPTM 302: Sport Marketing	3
SPTM 303: Legal Aspects of Sport	3
SPTM 305: Event and Facility Management	3
SPTM 405: Financial Aspects of Sports	3
SPTM 490: Internship in Sport Management	3
One business elective 300-level or above)	3
(ACCT, BA, ECON, FINA, HCMT, HOSP, MGMT, MKT or SPTM)	

TOTAL MAJOR PROGRAM REQUIREMENTS	75
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<b>ADDITIONAL ELECTIVES</b>	<b>10</b>
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses  
<https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: MANAGEMENT**  
**CONCENTRATION: GENERAL MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Academic Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)

ECON 101: Economics in Society 3

Behavioral and Social Perspectives elective 3

*If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.*

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required)

MATH 211: Statistical Methods I 3

Laboratory science 4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or HIST

112R: United States History since 1877 or

POLS 101R: American National Government

*If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.*

**F. World Cultures** 3

**G. LINK 101: Leadership, Involvement, Networking and Knowledge** 1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

**TOTAL GENERAL EDUCATION REQUIREMENTS** 35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3

BA 299: Professional Development I	1
BA 399: Professional Development II	1
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 414: Business Strategy	3
MGMT 315: Human Resource Management	3
MGMT 330: Operations Management	3

#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

BA 369: Special Topics in Business	3
MGMT 325: Entrepreneurship and Innovation	3
MGMT 340: Management of Organizational Behavior	3
MGMT 355: Project Management	3
MGMT 365: Negotiations	3
One business elective 300-level or above	3

(ACCT, BA, ECON, FINA, HCMT, HOSP, MGMT, MKT, or SPTM)

TOTAL MAJOR PROGRAM REQUIREMENTS	63
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<b>ADDITIONAL ELECTIVES</b>	<b>22</b>
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses.

<https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: MANAGEMENT**  
**CONCENTRATION: HEALTHCARE MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

- |  |   |
|--|---|
| <b>A. Core Academic Skills</b>   |   |
| ENGL 101: Writing and Inquiry I  | 3 |
| ENGL 102: Writing and Inquiry II   | 3 |
| Select one of the following (MATH 121 preferred):  | 3 |
| MATH 121: Mathematical Applications MATH   |   |
| 123: Calculus and its Applications MATH 141:   |   |
| Single Variable Calculus I   |   |
| <b>B. Humanities and Fine Arts</b>   | 6 |
| (6 hours selected from 2 different disciplines)  |   |
| <b>C. Behavioral and Social Perspectives</b>   |   |
| (6 hours selected from 2 different disciplines)  |   |
| ECON 101: Economics in Society   | 3 |
| Behavioral and Social Perspectives elective  | 3 |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> |   |
| <b>D. Scientific and Mathematical Reasoning</b>  |   |
| (7 hours selected from 2 different disciplines, 1 lab science required)  |   |
| MATH 211: Statistical Methods I  | 3 |
| Laboratory science   | 4 |
| <b>E. Founding Documents of the United States</b>  | 3 |
| HIST 111R: United States History to 1877 or HIST   |   |
| 112R: United States History since 1877 or  |   |
| POLS 101R: American National Government  |   |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> |   |
| <b>F. World Cultures (NURS 310 recommended)</b>  | 3 |
| <b>G. LINK 101: Leadership, Involvement, Networking and Knowledge</b>  | 1 |
| LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.   |   |

TOTAL GENERAL EDUCATION REQUIREMENTS	35
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If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

- |  |   |
|--|---|
| ACCT 201: Financial Accounting Principles  | 3 |
| ACCT 202: Managerial Accounting Principles | 3 |
| BA 101: Introduction to Business           | 3 |

BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3
BA 299: Professional Development I	1
BA 399: Professional Development II	1
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 414: Business Strategy	3
MGMT 315: Human Resource Management	3
MGMT 330: Operations Management	3

#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

HCMT 201: Healthcare in America	3
HCMT 311: Managed Care and Healthcare Finance	3
HCMT 410: Healthcare Systems	3
Select 3 courses from the following list:	9
HCMT 315: Public Health Principles and Practices	
HCMT 369: Special Topics in Healthcare Management	
HCMT 402: Long Term Care Management	
HCMT 411: Quality Improvement and Quantitative Technique	
PUBH 325: Social Determinants of Health	

TOTAL MAJOR PROGRAM REQUIREMENTS 63

**ADDITIONAL ELECTIVES 22**

TOTAL FOR BS DEGREE 120

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses.  
<https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: MANAGEMENT**  
**CONCENTRATION: HOSPITALITY MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Academic Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)

ECON 101: Economics in Society 3

Behavioral and Social Perspectives elective 3

*If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.*

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required)

MATH 211: Statistical Methods I 3

Laboratory science 4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or HIST

112R: United States History since 1877 or

POLS 101R: American National Government

*If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.*

**F. World Cultures** 3

**G. LINK 101: Leadership, Involvement, Networking and Knowledge** 1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

**TOTAL GENERAL EDUCATION REQUIREMENTS** 35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3

BA 299: Professional Development I	1
BA 399: Professional Development II	1
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 414: Business Strategy	3
MGMT 315: Human Resource Management	3
MGMT 330: Operations Management	3

#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

HOSP 201: Foundations of Travel and Tourism	3
HOSP 310: Purchasing and Cost Control	3
HOSP 315: Food Production and Restaurant Operations Management or HOSP 320: Lodging Operations Management	3
HOSP 330: Management for Hospitality and Tourism or HOSP 350: Hospitality Operations Management	3
HOSP 340: Conventions and Event Management	3

TOTAL MAJOR PROGRAM REQUIREMENTS	60
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<b>ADDITIONAL ELECTIVES</b>	<b>25</b>
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses.

<https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**

**MAJOR: MANAGEMENT**

**CONCENTRATION: INFORMATION TECHNOLOGY (IT) MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

- |  |   |
|--|---|
| <b>A. Core Academic Skills (9 hours)</b>   | 3 |
| ENGL 101: Writing and Inquiry I  | 3 |
| ENGL 102: Writing and Inquiry II   | 3 |
| Select one of the following (MATH 121 preferred):  | 3 |
| MATH 121: Mathematical Applications  |   |
| MATH 123: Calculus and its Applications  |   |
| MATH 141: Single Variable Calculus I   |   |
| <b>B. Humanities and Fine Arts</b>   | 6 |
| (6 hours selected from 2 different disciplines as shown)   |   |
| <b>C. Behavioral and Social Perspectives</b>   |   |
| (6 hours selected from 2 different disciplines)  |   |
| ECON 101: Economics in Society   | 3 |
| Behavioral and Social Perspectives   | 3 |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> |   |
| <b>D. Scientific and Mathematical Reasoning</b>  |   |
| (7 hours selected from 2 different disciplines, 1 lab science required)  |   |
| MATH 211: Statistical Methods I  | 3 |
| 1 Laboratory science   | 4 |
| <b>E. Founding Documents of the United States</b>  | 3 |
| HIST 111R: United States History to 1877 or HIST 112R: United States History since 1877 or POLS 101R: American National Government   |   |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> |   |
| <b>F. World Cultures</b>   | 3 |
| <b>G. LINK 101: Leadership, Involvement, Networking and Knowledge</b>  | 1 |
| LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.   |   |

TOTAL GENERAL EDUCATION REQUIREMENTS	35
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If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

- |  |   |
|--|---|
| ACCT 201: Financial Accounting Principles    | 3 |
| ACCT 202: Managerial Accounting Principles   | 3 |
| BA 101: Introduction to Business             | 3 |
| BA 226: Introduction to Analytical Methods   | 3 |
| BA 250: Business Analysis Using Spreadsheets | 3 |
| BA 251: Legal Environment of Business        | 3 |



BA 299: Professional Development I	1
BA 399: Professional Development II	1
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENT**

BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 414: Business Strategy	3
MGMT 315: Human Resource Management	3
MGMT 330: Operations Management	3

#### **MAJOR PROGRAM CONCENTRATION REQUIREMENTS**

CIS 120: Fundamentals of Info Systems and Info Technology	3
CIS 130: Problem Solving and Programming Methods	4
CYBR 243: Fundamentals of Cyber Security	3
BA 370: Data Visualization	3

TOTAL MAJOR PROGRAM REQUIREMENTS	61
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<b>ADDITIONAL ELECTIVES</b>	<b>24</b>
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TOTAL FOR BS DEGREE	120
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses. <https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: MANAGEMENT**  
**CONCENTRATION: SPORT MANAGEMENT**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Academic Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)

ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required)

MATH 211: Statistical Methods I	3
Laboratory Science	4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or HIST 112R: United States History since 1877 or POLS 101R: American National Government	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### F. World Cultures

3

#### G. LINK 101: Leadership, Involvement, Networking and Knowledge

1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

**TOTAL GENERAL EDUCATION REQUIREMENTS** 35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3
BA 226: Introduction to Analytical Methods	3

BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3
BA 299: Professional Development I	1
BA 399: Professional Development II	1
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MKT 201: Principles of Marketing	3
<b>MAJOR PROGRAM ADDITIONAL REQUIREMENTS</b>	
BA 304: Management Information Systems	3
BA 325: Advanced Analytical Methods	3
BA 414: Business Strategy	3
MGMT 315: Human Resource Management	3
MGMT 330: Operations Management	3
<b>MAJOR PROGRAM CONCENTRATION REQUIREMENTS</b>	
SPTM 101: Intro to Sport Management	3
SPTM 201: Principles of Sport Management	3
SPTM 302: Sport Marketing	3
SPTM 303: Legal Aspects of Sports	3
SPTM 305: Event and Facility Management	3
SPTM 405: Financial Aspects of Sport	3
TOTAL MAJOR PROGRAM REQUIREMENTS	63
<b>ADDITIONAL ELECTIVES</b>	<b>22</b>
TOTAL FOR BS DEGREE	120

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses. <https://www.lander.edu/academics/registrars-office/major-guides.html>

## 2025-2026 PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: MARKETING**

Credit Hours

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

#### A. Core Academic Skills

ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
Select one of the following (MATH 121 preferred):	3
MATH 121: Mathematical Applications	
MATH 123: Calculus and its Applications	
MATH 141: Single Variable Calculus I	

#### B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines)	
COM 101: Understanding Media (required)	3
Humanities and Fine Arts elective	3

#### C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines)	
ECON 101: Economics in Society	3
Behavioral and Social Perspectives elective	3
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required)	
MATH 211: Statistical Methods I	3
Laboratory science	4

#### E. Founding Documents of the United States

HIST 111R: United States History to 1877 or	3
HIST 112R: United States History since 1877	
or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	

#### F. World Cultures 3

#### G. LINK 101: Leadership, Involvement, Networking and Knowledge 1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

TOTAL GENERAL EDUCATION REQUIREMENTS	35
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If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### MAJOR PROGRAM CORE REQUIREMENTS

ACCT 201: Financial Accounting Principles	3
ACCT 202: Managerial Accounting Principles	3
BA 101: Introduction to Business	3

BA 226: Introduction to Analytical Methods	3
BA 250: Business Analysis Using Spreadsheets	3
BA 251: Legal Environment of Business	3
BA 299: Professional Development I	1
BA 399: Professional Development II	1
BA 499: Professional Development III	1
FINA 301: Corporate Finance	3
MGMT 201: Principles of Management	3
MKT 201: Principles of Marketing	3

#### **MAJOR PROGRAM ADDITIONAL REQUIREMENTS**

MKT 305: Integrated Marketing Communications (IMC)	3
MKT 340: Social Media Marketing	3
MKT 415: Marketing Research and Analytics	3
MKT 420: Marketing Strategy	3
MKT 425: Consumer Behavior	3
Choose five from the following:	15
BA 369: Special Topics in Business	
COM 421: Seminar in Communication Law and Ethics	
DES 203: Graphic and Interactive Design	
DES 223: Graphic and Interactive Design II	
DES 304: Logo and Branding Design	
DES 330: History of Graphic Design	
DES 305: Web Design	
DES 310: Social Media and Networking	
DES 311: Package Design	
DES 404: Logo and Branding Design II	
DES 405: Web Design II	
JOUR 203: Introduction to Web Design	
JOUR 360: Journalism for Multiple Media	
MKT 310: Personal Selling	
MKT 315: Sales Management	
MKT 369: Special Topics in Marketing	
MKT 490: Internship in Marketing	
MKT 491: Internship in Marketing II	
MEDA 204: Communications Design	
MEDA 311: The Art of The Podcast	
MEDA 341: Introduction to Public Relations	
MEDA 342: PR Communications	
MEDA 343: PR Cases and Campaigns	
MEDA 345: Advertising Strategies and Design	
MEDA 351: Social Media	
MEDA 460: Emerging Media	
SPTM 302: Sport Marketing	
Any 300-level or above Management course	

<b>TOTAL MAJOR PROGRAM REQUIREMENTS</b>	<b>60</b>
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<b>ADDITIONAL ELECTIVES</b>	<b>25</b>
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<b>TOTAL FOR BS DEGREE</b>	<b>120</b>
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Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses.

<https://www.lander.edu/academics/registrars-office/major-guides.html>