General Education Requirements (51 hours)

(6 hours) REL 101 Introduction to Old Testament and REL 102 Introduction to New Testament

(6 hours) ENG 101 Composition and ENG 102 Research & Composition

Note: these courses must be taken in sequence upon initial enrollment.

(3 hours) Literature with an ENG prefix

(3 hours) PHI 201 Introduction to Philosophy or Literature with an ENG prefix

(3 hours) COM 101 Public Speaking or COM 230 Oral Interpretation of Literature

(6 hours) HIS 101 World History to 1500 and HIS 102 World History Since 1500

OR

HIS 201 United States to 1865 and HIS 202 United States since 1865

Note: history requirement must be met by taking two trimesters of the same history sequence

(6 hours) Courses selected from one area of the following four areas:
- computing, fine arts, foreign language, natural/physical science

(6 hours) Social and Behavioral Science
- geography, political science, sociology, psychology, and/or economics

(4 hours) Laboratory Science--one four-hour laboratory science course (biology, chemistry, physics, or physical science)

(3 hours) MAT 131 College Algebra or higher

(3 hours) Fine Arts
- ART 200, MUM 101, THE 135

(2 hours) Physical Education
- two activity courses or HEA 300; military science may be used to satisfy one hour of physical activity; varsity sports, marching band, and/or cheerleading will not meet physical requirements

Required Professional Core (45 hours)

(6 hours) ACC 221-222 Principles of Accounting I & II

(3 hours) ACC 320 Managerial Accounting OR ACC 332 Cost Accounting

(6 hours) ECO 201 and ECO 202 Principles of Economics I & II

(3 hours) BUS 209 Legal Environment of Business I

(3 hours) BUS 216 Business and Economic Statistics

(0 hours) BUS 299 Service Learning for Business

(3 hours) BUS 310 Microcomputer Applications

(3 hours) BUS 311 Principles of Marketing

(3 hours) BUS 313 Business Communications

(3 hours) BUS 314 Principles of Management

(3 hours) BUS 315 Managerial Finance

(3 hours) BUS 417 Operations Management

(3 hours) BUS 485 Strategic Management

(3 hours) BUS 480 Business Practicum I

Management/Marketing Course Requirements (15 hours)

(3 hours) BUS 318 Human Resource Management

(3 hours) BUS 322 Sales and Advertising Management OR BUS 324 Consumer Behavior and Retailing

(3 hours) BUS 412 International Marketing OR BUS 415 International Finance

(3 hours) BUS 414 Small Business Management

(3 hours) BUS 425 Marketing Analysis

Other Requirements: A total of 128 hours are required. Writing Intensive Course taken at WCU.

32 hours must be taken at WCU. The last 32 hours must be taken at WCU. Maximum of 64 hours transferred from community colleges. Average GPA of 2.00 for all courses. Average GPA of 2.00 on all WCU courses. Average GPA of 2.00 in Business classes.