## Required Integrated Foundation Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUAD 300</td>
<td>Business Perspectives &amp; Applications</td>
<td>1</td>
</tr>
<tr>
<td>BUAD 311</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 323</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 330</td>
<td>Computer Skills for Business</td>
<td>1</td>
</tr>
<tr>
<td>BUAD 350</td>
<td>Introduction to Business Analytics</td>
<td>3</td>
</tr>
</tbody>
</table>

**Required Upper Level Core Courses - Offered Fall & Spring**

*(Taken in conjunction with Major Coursework)*

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUAD 317</td>
<td>Organizational Behavior &amp; Mgmt</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 343</td>
<td>Legal Environment of Business</td>
<td>2</td>
</tr>
<tr>
<td>BUAD 351</td>
<td>Operations Management</td>
<td>1.5</td>
</tr>
<tr>
<td>BUAD 352</td>
<td>Decision-making thru Vis. &amp; Sim.</td>
<td>1.5</td>
</tr>
<tr>
<td>BUAD 414</td>
<td>Global Strategic Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Study Abroad Strongly Recommended** – Spring semester of Sophomore or Junior Year

## Major Curricula

*(Courses offered in the fall are indicated with an F. Courses offered in the spring are indicated with an S. Prerequisites are in parentheses.)*

### ACCOUNTING MAJOR:

- **Accounting Required Courses** (3 credits each)
  - BUAD 203
  - BUAD 301
  - BUAD 302
  - BUAD 303
  - BUAD 404
  - BUAD 405

- **Accounting Electives** (3 credits each)
  - BUAD 351
  - BUAD 352
  - BUAD 353

### BUSINESS ANALYTICS MAJOR with DATA SCIENCE EMPHASIS:

- **Bus. Analytics w/ Data Sci. Required Courses** (3 credits each)
  - BUAD 350
  - BUAD 352

- **Bus. Analytics w/ Data Sci. Electives** (3 credits each)
  - BUAD 351
  - BUAD 352

### BUSINESS ANALYTICS MAJOR with SUPPLY CHAIN EMPHASIS:

- **Bus. Analytics w/ Supply Chain Required Courses** (3 credits each)
  - BUAD 350

- **Bus. Analytics w/ Supply Chain Electives** (3 credits each)
  - BUAD 351

### FINANCE MAJOR:

- **Finance Required Courses** (3 credits each)
  - BUAD 323
  - BUAD 325
  - BUAD 423

- **Finance Electives** (3 credits each)
  - ECON 101,102
  - BUAD 323

### MARKETING MAJOR:

- **Marketing Required Courses** (3 credits each)
  - BUAD 311

- **Marketing Electives** (3 credits each)
  - BUAD 311

*Check my.wm.edu for the most current class offerings (Revised July 14, 2015)*
Many business students find it desirable to pursue a multidisciplinary curriculum that includes advanced study (6-9 credits) in a second business discipline. Students may not use the same course to count towards both a major and concentration.

**ACCOUNTING**

Choose 2 courses including 301 (3 credits each)
- 301 Financial Reporting & Analysis  F/S  (BUAD 203)
- 302 Adv. Fin. Reporting & Analysis  S  (BUAD 301)
- 303 Strategic Cost Management  S  (BUAD 203)
- 401 Advanced Accounting  S  (BUAD 301)
- 404 Auditing & Internal Controls  F  (BUAD 301)
- 405 Federal Taxation  F  (BUAD 203)

**BUSINESS ANALYTICS**

Choose 2 courses including 466 (3 credits each)
- 460 Big Data Analytics  F
- 461 Lean Six Sigma Toolkit  S  (BUAD 350)
- 462 Healthcare Informatics  S
- 465 Managing Supply Chains in a Digi Econ  S  (BUAD 350)
- 466 Developing Business Intelligence  S  (BUAD 350)
- 469 Advanced Modeling Techniques  S  (BUAD 352)
- 474 Negotiation  S
- 482 Project Management  F

**CONSULTING**

Choose 2 courses (3 credits each)
- 431 Strategic Analysis & Consulting  S
- 437 Change Mgmt & Org Transformation  F/S  (317 co-req)
- 466 Developing Business Intelligence  S  (BUAD 350)
- 482 Project Management  F

**ENTREPRENEURSHIP**

Choose 9 credits including 443: (3 credits each, unless noted)
- 441 Social Entrepreneurship  S
- 443 Entrepreneurial Ventures  S
- 444/45 Entrepreneurial Consulting  F&S  (4 credits)
- 451 Consumer Insights for Innovation  (Not offered 2015-16)
- OR 453 Sustainability Inspired Inn.&Design  S  (BUAD 311)
- 474 Negotiation  S
- 492 ST: Private Equity/Venture Capital  S  (BUAD 323)

**FINANCE**

Choose 2 courses including 324 or 325 (3 credits each)
- 324 Money & Debt Markets  F/S  (BUAD 323)
- 325 Equity Markets & Portfolio Mgmt  F/S  (BUAD 323)
- 417 International Finance  F/S  (ECON 101, 102)
- 419 Valuation  F/S  (BUAD 323)
- 420 Financial History  S
- 421 Student Managed Investment Fund  F/S  (BUAD 323)
- 422 Applied Financial Concepts  S  (BUAD 323)
- 423 Corporate Financial Strategy  F/S  (BUAD 323)
- 492 ST: Private Equity/Venture Capital  S  (BUAD 323)

**INNOVATION & DESIGN**

Choose 2 courses from the following (3 credits each, unless noted)
- 451 Customer Insights for Innovation  (Not offered 2015-16)
- 453 Sustainability Inspired Innov & Design  S  (BUAD 311)
- 457 Creative Problem Solving  S

**MANAGEMENT & ORGANIZATIONAL LEADERSHIP**

Choose 2 courses (3 credits each)
- 435 Teams: Design, Selection, & Dev.  S  (BUAD 317)
- 437 Change Mgmt & Org Transformation  F/S  (317 co-req)
- 438 Leadership  TBD
- 492 ST: Conflict Management  F  (BUAD 317)

**MARKETING**

Choose 2 courses (3 credits each)
- 446 Consumer Behavior  F/S  (BUAD 311)
- 447 Customer Experience Management  S  (BUAD 311)
- 448 Marketing Strategy  S  (BUAD 311)
- 450 Global Marketing  (Not offered 2015-16)
- 451 Customer Insights for Innovation  (Not offered 2015-16)
- 452 Marketing Research  S  (BUAD 311)
- 453 Sustainability Inspired Innov & Design  S  (BUAD 311)
- 456 Advertising & Marketing Comm.  F  (BUAD 311)
- OR 492 ST: Strategic Digital Media  (Not offered 2015-16)
- 492 ST: Design as Strategy  S  (BUAD 311)

**SUPPLY CHAIN ANALYTICS**

Choose 2 courses (3 credits each)
- 451 Lean Six Sigma Toolkit  S  (BUAD 350)
- 464 Sustainability/Green Supply Chain  (Not offered 2015-16)
- 465 Managing Supply Chains in a Digi Econ  S  (BUAD 350)

**SUSTAINABILITY**

Choose 2 courses (3 credits each)
- 441 Social Entrepreneurship  S
- 453 Sustainability Inspired Innov & Design  S  (BUAD 311)
- 464 Sustainability/Green Supply Chain  (Not offered 2015-16)
- 470 Strategic Cost Management  S
- 485 Adv. Fin. Reporting & Analysis  S

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**International Emphasis**

The Business Program seeks to recognize the achievement of students who have incorporated significant international experiences in their Individual Program of Study (IPS). Students fulfilling the requirements will be described as completing an IPS with an International Emphasis (ie, a Major in Marketing with an International Emphasis and a Concentration in Accounting; a Major in Finance with an International Emphasis).

**International Emphasis Requirements:**

1. Course in international business: BUAD 410 International Business Mgmt (Not offered 2015-16), BUAD 412, BUAD 413, or three credits of the equivalent.
2. Elective with an international emphasis that is related to your major or concentration (ie, BUAD 417 International Finance for the Finance Major).
3. Language and/or culture course(s) to be approved by Business program.
4. Study abroad experience with a minimum of twelve semester hours earned (may be earned over one semester or over separate experiences).

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