

# Business Majors

## Curriculum Guide 2023-2024



Raymond A. Mason  
School of Business  
WILLIAM & MARY

(Courses offered in the Fall are indicated with an F. Courses offered in the Spring are indicated with an S. Prerequisites are in parentheses.)

### PREREQUISITES FOR ADMISSION

ECON 101 Microeconomics	3 cr	ECON 102 Macroeconomics	3 cr
MATH 108, 111, or 131 Calculus	3 cr	BUAD 203 Accounting (Financial & Managerial)	3 cr
BUAD 231 Statistics*	3 cr	<i>*OR any of the following: MATH 351, ECON 307, PSYC 301, SOCL 353, KINE 394</i>	

### CORE CURRICULUM

#### Required Integrated Foundation Semester:

300 Business Perspectives and Applications	1 cr
311 Principles of Marketing	3 cr
323 Financial Management	3 cr
330 Computer Skills for Business	1 cr
350 Introduction to Business Analytics	3 cr

#### Required Upper Level Core Courses:

317 Organizational Behavior & Mgmt	3 cr	F/S
343 Legal Environment of Business	2 cr	F/S
351 Operations Management	1.5 cr	F/S (BUAD 330 & 350)
352 Data Visualization & Simulation	1.5 cr	F/S (BUAD 330 & 350)
414 Global Strategic Management (C400)	3 cr	F/S ( <i>Seniors only</i> )

### MAJOR CURRICULA

#### ACCOUNTING MAJOR: 15 CREDITS IN ADDITION TO THE CORE CURRICULUM

##### Accounting Required Courses:

301 Financial Reporting & Analysis	3 cr	F/S	(BUAD 203)
302 Adv. Financial Reporting & Analysis	3 cr	S	(BUAD 301)
303 Strategic Cost Management	3 cr	F	(BUAD 203)
404 Auditing & Internal Controls	3 cr	S	(BUAD 301)
405 Federal Taxation	3 cr	F	(BUAD 203)

##### Accounting Elective Course:

306 Financial Transparency and Global Markets	3 cr	S
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#### BUSINESS ANALYTICS MAJOR with DATA SCIENCE EMPHASIS: 12 CREDITS IN ADDITION TO THE CORE CURRICULUM

##### Business Analytics w/ Data Science Required Courses:

466 Developing Business Intelligence	3 cr	F/S	(BUAD 350)
467 Predictive Analytics	3 cr	S	(BUAD 330)
468 Prescriptive Analytics	3 cr	F/S	(BUAD 352)

##### Choose one Business Analytics w/ Data Science Elective:

460 Big Data Analytics w/ Machine Learning	3 cr	F	(BUAD 467)
461 Lean Six Sigma Toolkit	3 cr	F	(BUAD 350)
462 Healthcare Informatics	3 cr	S	
463 Supply Chain Analytics	3 cr	F	(BUAD 350)
465 Supply Chain Management	3 cr	S	(BUAD 350)
469 Advanced Modeling Techniques	3 cr	S	(BUAD 352)
482 Project Management	3 cr	S	

#### BUSINESS ANALYTICS MAJOR with SUPPLY CHAIN EMPHASIS: 12 CREDITS IN ADDITION TO THE CORE CURRICULUM

##### Business Analytics w/ Supply Chain Required Courses:

461 Lean Six Sigma Toolkit	3 cr	F	(BUAD 350)
463 Supply Chain Analytics	3 cr	F	(BUAD 350)
465 Supply Chain Management	3 cr	S	(BUAD 350)

##### Choose one Business Analytics w/ Supply Chain Elective:

460 Big Data Analytics w/ Machine Learning	3 cr	F	(BUAD 467)
462 Healthcare Informatics	3 cr	S	
466 Developing Business Intelligence	3 cr	F/S	(BUAD 350)
467 Predictive Analytics	3 cr	S	(BUAD 330)
468 Prescriptive Analytics	3 cr	F/S	(BUAD 352)
469 Advanced Modeling Techniques	3 cr	S	(BUAD 330)
482 Project Management	3 cr	S	

#### FINANCE MAJOR: 13 CREDITS IN ADDITION TO THE CORE CURRICULUM

##### Finance Required Courses:

327 Investments	3 cr	F/S	(BUAD 323)
329 Corporate Valuation & Credit Analysis	3 cr	F/S	(BUAD 323)
Choose two courses from the following:			
422 Applied Financial Concepts*	3 cr	S	(BUAD 323 & 329)
423 Corporate Financial Strategy	3 cr	F/S	(BUAD 323)
424 Derivatives & Risk Management	3 cr	F/S	(BUAD 323 & 327)
427 Advanced Investments	3 cr	F/S	(BUAD 323 & 327)
428 Behavioral Finance	3 cr	F	(ECON 101 & Stats)

##### Choose one experiential elective (1 – 3 credits course):

421 Student Managed Investment Fund*	3 cr	F/S	(BUAD 323)
426 Hedge Fund Management*	1 cr	S	(BUAD 323)
492 (ST) CFA Challenge* (1 cr F + 1 cr S)	2 cr	F/S	(BUAD 323)
492 (ST) Experiential Finance Topic only	1-3 cr	F/S	TBD

*\*Boehly Center Application Required (apply the semester before you plan to take the course)*

#### MARKETING MAJOR: 12 CREDITS IN ADDITION TO THE CORE CURRICULUM

##### Marketing Required Course:

452 Marketing Research	3 cr	F/S	(BUAD 311)
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##### Choose two courses from the following:

446 Consumer Behavior	3 cr	S	(BUAD 311)
448 Marketing Strategy	3 cr	S	(BUAD 311)
451 Customer Insights for Innovation	3 cr	F	(BUAD 311 or 340)

##### Choose one Marketing elective:

450 International Marketing	3 cr	S	(BUAD 311)
453 Sustainability Inspired Design	3 cr	S	(BUAD 311 or 340)
456 Advertising and Digital Marketing	3 cr	F	(BUAD 311)
492 (ST) Product Management	3 cr	S	(BUAD 311)

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### CONCENTRATIONS

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 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	F	(BUAD 203)
404 Auditing & Internal Controls	S	(BUAD 301)
405 Federal Taxation	F	(BUAD 203)
306 Financial Transparency and Global Markets	S	

#### BUSINESS ANALYTICS

##### Choose 2 courses (3 credits each)

460 Big Data Analytics w/ Machine Learning	F	(BUAD 467)
466 Developing Business Intelligence	F/S	(BUAD 350)
467 Predictive Analytics	S	(BUAD 330 & Stats)
468 Prescriptive Analytics	F/S	(BUAD 352)

#### CONSULTING

##### Choose 2 courses (3 credits each)

431 Management Consulting	F	(BUAD 317)
437 Change Mgmt & Org Transformation	S	(BUAD 317)
466 Developing Business Intelligence	F/S	(BUAD 350)
482 Project Management	S	

#### FINANCE

##### Choose 2 courses including 327 or 329 (3 credits each)

327 Investments	F/S	(BUAD 323)
329 Corporate Valuation	F/S	(BUAD 323)
421 Student Managed Investment Fund**	F/S	(BUAD 323)
422 Applied Financial Concepts**	S	(BUAD 323 & 329)
423 Corporate Financial Strategy	S	(BUAD 323)
424 Derivatives and Risk Management	F/S	(BUAD 323 & 327)
427 Advanced Investments	F/S	(BUAD 323 & 327)
428 Behavioral Finance	F	(ECON 101 & Stats)

\*\*Boehly Center Application Required (apply the semester before you plan to take the course)

#### SUSTAINABILITY

##### Choose 2 courses (3 credits each)

436 Business & Society	F	
453 Sustainability Inspired Innov & Design	S	(BUAD 311 or 340)
ENSP101 Intro to Env & Sustainability	F	

#### MANAGEMENT & ORGANIZATIONAL LEADERSHIP

##### Choose 2 courses (3 credits each)

435 Teams: Design, Selection, & Dev.	S	(BUAD 317)
436 Business & Society	F	(BUAD 317)
437 Change Mgmt & Org Transformation	S	(BUAD 317)
438 Leadership	S	(BUAD 317)
442 Psychology of Decision Making	F	(Statistics)

#### INNOVATION & ENTREPRENEURSHIP

##### Required Course (3 credits)

340 Introduction to Innovation and Entrepreneurship

##### Choose 2 courses (3 credits each)

451 Customer Insights for Innovation	F	(BUAD 311 or 340)
443 Entrepreneurial Ventures	F/S	(BUAD 311)
453 Sustainability Inspired Innov & Design	S	(BUAD 311 or 340)
457 Creative Problem Solving	S	
492 (ST) Product Management	S	

#### SUPPLY CHAIN ANALYTICS

##### Choose 2 courses (3 credits each)

461 Lean Six Sigma	F	(BUAD 350)
463 Supply Chain Analytics	F	(BUAD 350)
465 Supply Chain Management	S	(BUAD 350)

#### MARKETING

##### Choose 2 courses (3 credits each)

446 Consumer Behavior	S	(BUAD 311)
448 Marketing Strategy	S	(BUAD 311)
450 International Marketing	S	(BUAD 311)
451 Customer Insights for Innovation	F	(BUAD 311 or 340)
452 Marketing Research	F/S	(BUAD 311)
453 Sustainability Inspired Innov & Design	S	(BUAD 311 or 340)
456 Advertising & Digital Marketing	F	(BUAD 311)
492 (ST) Product Management	S	(BUAD 311)

### INTERNATIONAL EMPHASIS

The Business Program seeks to recognize the achievement of students who have incorporated international experiences in their Individual Program of Study (IPS). Students fulfilling the requirements will be described as completing an IPS with an International Emphasis (i.e., 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 (should be completed abroad), BUAD 412, BUAD 413, or three credits of the equivalent.
2. Elective with an international emphasis that is related to your major or concentration (i.e., 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).