Business Majors Curriculum Guide 2026-2027

WILLIAM & MARY

Raymond A. Mason School of Business

In planning course sequences business majors should follow the notations for semester course offerings below. Prerequisites are noted in parentheses for the upper-level courses.

PREREQUISITES FOR ADMISSION

ECON 101 Microeconomics	3 cr	BUAD 200 Essentials of Business (COLL 200)	3 cr
MATH 108, 111, or 131 Calculus	4 cr	BUAD 203 Accounting (Financial & Managerial)	3 cr
		BUAD 231/L Business Statistics	4 cr

BBA DEGREE REQUIREMENT

ECON 102 Macroeconomics	3 cr

CORE CURRICULUM

Required Integrated Foundation Semester:		**Required Upper-Level Core Courses:**	
311 Principles of Marketing	3 cr	317 Organizational Behavior & Mgmt	3 cr F/S
323 Financial Management	3 cr	357 Operations Management	3 cr F/S (BUAD 350)
350 Introduction to Business Analytics	3 cr	414 Global Strategic Management (COLL 400)	3 cr F/S *(Seniors Only)*

MAJOR CURRICULA

ACCOUNTING MAJOR: 15 CREDITS IN ADDITION TO THE CORE CURRICULUM

Accounting Required Courses:			**Accounting Elective Courses:**		
301 Financial Reporting & Analysis	3 cr	F/S (BUAD 203)	304 Not-for-Profit Acct & Analysis	3 cr	F (BUAD 203)
302 Adv. Financial Reporting & Analysis	3 cr	F/S (BUAD 301)	305 Accounting Info Systems	3 cr	S
303 Strategic Cost Management	3 cr	F (BUAD 203)	306 Financial Transparency and Global Markets (COLL 300)	3 cr	S28 (BUAD 203)
404 Auditing & Internal Controls	3 cr	F/S (BUAD 301)			
405 Federal Taxation	3 cr	F/S (BUAD 203)			

BUSINESS ANALYTICS MAJOR WITH DATA SCIENCE EMPHASIS: 12 CREDITS IN ADDITION TO THE CORE CURRICULUM

Business Analytics w/ Data Science Required Courses:			**Choose one Business Analytics w/ Data Science Elective:**		
466 Developing Business Intelligence	3 cr	F/S (BUAD 350)	460 Big Data Analytics w/ Machine Learning	3 cr	F (BUAD 467)
467 Predictive Analytics	3 cr	S (BUAD 350)	461 Lean Six Sigma Toolkit	3 cr	F (BUAD 350)
468 Prescriptive Analytics	3 cr	F (BUAD 350)	462 Healthcare Informatics	3 cr	S
			463 Supply Chain Analytics	3 cr	S28 (BUAD 350)
			465 Supply Chain Management	3 cr	S27 (BUAD 350)
			469 Advanced Modeling Technique	3 cr	S28 (BUAD 350)
			482 Project Management	3 cr	S

FINANCE MAJOR: 13 CREDITS IN ADDITION TO THE CORE CURRICULUM

Finance Required Courses:			**Choose one experiential elective (1-3 credits course):**		
327 Investments	3 cr	F/S (BUAD 323)	421 Student Managed Investment Fund	3 cr	F/S (BUAD 323)
329 Corporate Valuation & Credit Analysis	3 cr	F/S (BUAD 323)	426 Hedge Fund Management*	1 cr	S (BUAD 323)
Choose two courses from the following:			492 (ST) Experiential Finance Topic only	1-3cr	F/S (TBD)
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 & 329)			
427 Advanced Investments	3 cr	F/S (BUAD 323 & 327)			

**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 Courses:		
452 Marketing Research	3 cr	S (BUAD 311)
446 Consumer Behavior	3 cr	F (BUAD 311)
Choose two courses from the following:		
445 Product and Brand Management	3 cr	S (BUAD 311)
448 Marketing Strategy	3 cr	S (BUAD 311)
450 Global Marketing (COLL 300)	3 cr	S (BUAD 311)
451 Customer Insights for Innovation	3 cr	F (BUAD 311 or 340)
453 Sustainability Inspired Design	3 cr	S (BUAD 311 or 340)
456 Advertising and Digital Marketing	3 cr	F (BUAD 311)

(Revised September 2026) Course offerings are subject to change based on Faculty availability.
Check my.wm.edu for the most current course offerings.

Business Majors Curriculum Guide 2026-2027

WILLIAM & MARY

Raymond A. Mason School of Business

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 a concentration

ACCOUNTING

Choose 3 courses including 301 (3 credits each)

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

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 231/L)
468 Prescriptive Analytics	F	(BUAD 350)

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)
ENSP 101 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 (COLL 200)	F/S	

Choose 2 courses (3 credits each)

451 Customer Insights for Innovation	F	(BUAD 311 or 340)
443 Entrepreneurial Ventures	F	(BUAD 311 or 340))
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	S28	(BUAD 350)
465 Supply Chain Management	S27	(BUAD 350)

MARKETING

Choose 2 courses (3 credits each)

446 Consumer Behavior	F	(BUAD 311)
448 Marketing Strategy	S	(BUAD 311)
451 Customer Insights for Innovation	F	(BUAD 311 or 340)
452 Marketing Research	S	(BUAD 311)
453 Sustainability Inspired Innov & Design	S	(BUAD 311 or 340)
456 Advertising & Digital Marketing	F	(BUAD 311)
445 Product and Brand 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).

(Revised September 2026) Course offerings are subject to change based on Faculty availability.
Check my.wm.edu for the most current course offerings.

Business Majors Curriculum Guide 2026-2027

WILLIAM & MARY

Raymond A. Mason School of Business

For students who started at William & Mary prior to Fall 2026 and are using the old catalog.

In planning course sequences business majors should follow the notations for semester course offerings below. Prerequisites are noted in parentheses for the upper-level courses.

PREREQUISITES FOR ADMISSION

ECON 101 Microeconomics	3 cr	BUAD 203 Accounting (Financial & Managerial)	3 cr
ECON 102 Macroeconomics	3 cr	BUAD 231 Business Statistics*	3 cr
MATH 108, 111, or 131 Calculus	3 cr		

*or any of the following: MATH 351, ECON 307, PSYC 301, SOCL 353, KINE 394 or HHP 300

CORE CURRICULUM

Required Integrated Foundation Semester:

300 Business Perspectives & 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	2cr F/S
357 Operations Management	3 cr F/S (BUAD 350)
414 Global Strategic Management (COLL 400)	3 cr F/S (*Seniors Only)*

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	F/S	(BUAD 301)
303 Strategic Cost Management	3 cr	F	(BUAD 203)
404 Auditing & Internal Controls	3 cr	F/S	(BUAD 301)
405 Federal Taxation	3 cr	F/S	(BUAD 203)

Accounting Elective Courses:

304 Not-for-Profit Acct & Analysis	3 cr	F	(BUAD 203)
305 Accounting Info Systems	3 cr	S	
306 Financial Transparency and Global Markets (COLL 300)	3 cr	S28	(BUAD 203)

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 350)
468 Prescriptive Analytics	3 cr	F	(BUAD 350)

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	S28	(BUAD 350)
465 Supply Chain Management	3 cr	S27	(BUAD 350)
469 Advanced Modeling Technique	3 cr	S28	(BUAD 350)
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 & 329)
427 Advanced Investments	3 cr	F/S	(BUAD 323 & 327)

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) Experiential Finance Topic only	1-3cr	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 Courses:

452 Marketing Research	3 cr	S	(BUAD 311)
446 Consumer Behavior	3 cr	F	(BUAD 311)

Choose two courses from the following:

445 Product and Brand Management	3 cr	S	(BUAD 311)
448 Marketing Strategy	3 cr	S	(BUAD 311)
450 Global Marketing (COLL 300)	3 cr	S	(BUAD 311)
451 Customer Insights for Innovation	3 cr	F	(BUAD 311 or 340)
453 Sustainability Inspired Design	3 cr	S	(BUAD 311 or 340)
456 Advertising and Digital Marketing	3 cr	F	(BUAD 311)

Business Majors Curriculum Guide 2026-2027

WILLIAM & MARY

Raymond A. Mason School of Business

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 a concentration

ACCOUNTING

Choose 3 courses including 301 (3 credits each)

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

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	(BUAD 350)

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)
ENSP 101 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 (COLL 200)	F/S	

Choose 2 courses (3 credits each)

451 Customer Insights for Innovation	F	(BUAD 311 or 340)
443 Entrepreneurial Ventures	F	(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	S28	(BUAD 350)
465 Supply Chain Management	S27	(BUAD 350)

MARKETING

Choose 2 courses (3 credits each)

446 Consumer Behavior	F	(BUAD 311)
448 Marketing Strategy	S	(BUAD 311)
451 Customer Insights for Innovation	F	(BUAD 311 or 340)
452 Marketing Research	S	(BUAD 311)
453 Sustainability Inspired Innov & Design	S	(BUAD 311 or 340)
456 Advertising & Digital Marketing	F	(BUAD 311)
445 Product and Brand 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).

(Revised September 2026) Course offerings are subject to change based on Faculty availability.
Check my.wm.edu for the most current course offerings.