

Bachelor of Science (BS) in Business

<http://www.rochester.edu/college/bsb/>

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The goals of the BS business program are to build on the principles of statistics and economics and the other social sciences in order to:

Goals of the major:

- To provide students an analytical approach for addressing current as well as future opportunities and problems in either for-profit or not-for-profit organizations.
- To provide students with an understanding of business-related disciplines such as finance, accounting, marketing, operations management and organizational theory, while also providing an opportunity to study a business discipline in greater depth.
- To prepare students for graduate work that will heighten their preparation in specific disciplines.

Requirements for a Business major:

- Satisfactory completion of prerequisite in Mathematics (AP/IB Credit is fine and courses are not subject to the College's overlap policy)
- Core set of nine required courses.
- Six courses in the discipline selected for the track.
- The upper-level writing requirement is satisfied by the courses GBA 220W and GBA 221W.
- Completion of the upper-level writing requirement. Two courses must be taken for W credit.

Prerequisite: One Calculus sequence: MTH 141-143, or MTH 161-162, or MTH 171-172, or equivalent

Core Courses: (All 9 courses are required)

One Statistics course: ECO 230 (or equivalent STT 213/MTH 203) preferred as they are prerequisites for ECO 231 Econometrics; also acceptable STT 211, STT 212, STT 216, PSY/CSP 211, PSC 200 or PSC 201

ECO 108 Principles of Economics (If student receives AP or IB credit for ECO 108, must take one additional higher level ECO course) Fall/Spring

ECO 207 Intermediate Microeconomics (prerequisite: If student hasn't taken ECO 108 before taking ECO 207, one additional higher level ECO course is required) Fall/Spring

ACC 201 Financial Accounting Fall/Spring

FIN 205 Financial Management (prerequisite: ACC 201; ECO 207, or equivalent) Fall/Spring

GBA 220W Business Information Systems and Analytics (new course)

GBA 221W Operations and Strategy (new course)

MKT 203 Principles of Marketing (prerequisite: ECO 207, or equivalent) Fall/Spring

STR 203/ECO 214 Economic Theory of Organization (prerequisite: ACC201; MKT203 or FIN205) Spring

Tracks: Program of Study for Tracks in the BS Business Program

Business Finance/Accounting Track (6 courses)

Three required courses:

- **ACC 221 Managerial Accounting** (prerequisite: ACC 201) Spring
- **FIN 206 Investments** (prerequisite: MTH210 and FIN205) Spring
- **FIN 213 Corporate Finance** (prerequisite: FIN 205) Fall

Plus three courses selected from this list:

- **ACC 222 Financial Statement Analysis** (prerequisite: ACC 201) Fall
- **ACC 223 Taxes and Business Strategy** (new course)
- **ECO 209 Intermediate Macroeconomics** (prerequisite: ECO 207 recommended) Fall/Spring
- **FIN 233 Cases in Finance** (new course)
- **MTH 210 Introduction to Financial Mathematics** (prerequisite: MTH 201, ECO 230, or STT213) Fall

Marketing Track (6 courses)

At least 3 from the following list:

- **MKT 212 Marketing Research & Analytics** Fall
- **MKT 213 Marketing Projects & Cases** (prerequisite: MKT 203) Spring
- **MKT 233 Advertising & Social Media** (prerequisite: MKT 203) Fall
- **MKT 235 Product and Brand Strategy** (new course)
- **STR 241/ECO 241 Pricing Strategy** (prerequisites: ECO 207 and MKT 203) Fall

Plus remaining courses selected from this list to total 6 courses:

- **ECO 231W Econometrics** (prerequisite: ECO230, MTH203 or STT213) Fall/Spring
- **ECO 251 Industrial Organization** (prerequisite: ECO 207) Spring
- **PSY 264 Industrial and Organizational Psychology** Fall
- **STT 221W Sampling Design** (prerequisites: STT 211, STT 212, or STT 213, and STT 203 or equivalent) Fall

General Management Track with area specialties (6 courses)

Three courses from list below plus additional 3 in specialty area

- **ACC 221 Managerial Accounting** (prerequisite: ACC 201) Spring
- **ECO 251 Industrial Organization** (prerequisite: ECO 207) Spring
- **FIN 213 Corporate Finance** (prerequisite: FIN 205) Fall
- **LAW 205 Business Law** Fall/Spring
- **MKT 212 Marketing Research & Analytics** Fall
- **STR 241/ECO 241 Pricing Strategy** (prerequisites: ECO 207 and MKT 203) Fall

Three courses in specialty area

Entrepreneurship

- **ENT 223 Planning and Growing Business Ventures** Fall
- **ENT 225 Technical Entrepreneurship** Spring
- **ENT 227 Entrepreneurship for Not-for-Profits** Spring
- **PSC 244K Politics and Markets** Fall