BROAD CURRICULUM

DEGREE REQUIREMENTS

WRITING (4 credits)
- WRA 110-150 (4) Writing, Rhetoric, and American Cultures

INTEGRATIVE STUDIES (24 credits)
- ISB 200 level (3) Biological Science
- ISP 200 level (3) Physical Science
- IAH 201-210 (4) Arts and Humanities
- ISS 200 level (4) Social Sciences
- Diversity Requirement: Two different diversity designations (I, N, D) must be represented within the 4 IAH & ISS courses.

BUSINESS CORE
- MTH 103 (3) College Algebra
- MTH 124 (3) Survey of Calculus
- CSE 101 (3) Computing Concepts and Competencies *
- EC 201 (3) Introduction to Microeconomics *
- EC 202 (3) Introduction to Macroeconomics *
- ACC 201 (3) Principles of Financial Accounting *
- ACC 202 (3) Principles of Management Accounting *
- STT 315 (3) Introduction to Probability and Statistics for Business
- International Requirement (3)
- EC 340, MKT 310, ACC/FI/MGT/MKT/SCM 393 or an international business course approved by an Undergraduate Academic Services academic adviser
- GBL 295 (3) Business Law, Public Policy and Ethics **
- MGT 315 (3) Managing Human Resources and Organizational Behavior
- MKT 317 (3) Quantitative Business Research Methods
- FI 311 (3) Financial Management
- ITM 309 (3) Business Information Systems and Technology
- MKT 300 (3) Managerial Marketing
- SCM 303 (3) Introduction to Supply Chain Management
- MGT 409 (3) Business Policy and Strategic Management

MAJOR FIELD (Average 2.00 GPA Required) - (back of this page)

ELECTIVE CREDITS REQUIRED FOR GRADUATION
- Most Broad students need 20+ elective credits - exact amount varies per student; see a Broad academic advisor for your specific elective credit requirement.

* At least 9 of the total number of elective credits must be outside of Business, Mathematics and Statistics; ESL credits are not counted towards this portion of the elective credit requirement.

For students admitted to Broad through “Junior Admissions”
## ACCOUNTING

**Required Courses**

- ACC 250 (1) - Preparing for an Accounting Careers
- ACC 300 (3) - Intermediate Financial Accounting I
- ACC 301 (3) - Intermediate Financial Accounting II (W)
- ACC 321 (3) - Accounting Information Systems
- ACC 331 (3) - Federal Income Tax Accounting (W)
- ACC 341 (3) - Cost and Managerial Accounting
- ACC 411 (3) - Auditing

Optional:

- ACC 308 (1) - Governmental and Not-for-Profit Accounting (Required for Michigan CPA Exam)
- GBL 451 (1) - Law of Commerical Transactions

## FINANCE

**Required Courses**

- ACC 305 (3) - Intermediate Accounting for Finance Majors
- FI 312 (3) - Introduction to Investments
- FI 414 (3) - Advanced Business Finance (W)

Three of the following major selections:
- FI 413 (3) - Management of Financial Institutions
- FI 451 (3) - International Financial Management
- FI 455 (3) - Computer Applications for Financial Modeling
- FI 457 (3) - Security Analysis
- FI 473 (3) - Debt and Money Markets
- FI 478 (3) - Investment Strategies and Speculative Mrkts.
- FI 491 (3) - Topics in Finance

* Honors College students are required to take MTH 132 or MTH126 and encouraged to replace ACC305 with ACC 300 and ACC 301.

## GENERAL MANAGEMENT

**Required Course**

- MGT 460 (3) - Capstone for Management Majors (W)

Three of the following major selections with adviser approval:

- 300-400 level courses in the areas of ACC, EC, FI, GBL, ITM, MGT, MKT, or SCM. Two areas other than MGT must be represented.

## HUMAN RESOURCE MANAGEMENT

**Required Course**

- MGT 460 (3) - Capstone for Management Majors (W)

Four of the following major selections:
- MGT 411 (3) - Organizational Staffing
- MGT 412 (3) - Compensation and Reward Systems
- MGT 413 (3) - Personnel Training and Development
- MGT 414 (3) - Diversity in the Workplace
- MGT 418 (3) - Labor Management Relations
- MGT 475 (3) - Negotiation and Conflict Management
- MGT 476 (3) - Globalization and International Mgt.
- MGT 490 (3) - Independent Study
- MGT 491 (3) - Special Topics in Human Resource Mgt.

## MARKETING

**Required Courses**

- MKT 302 (3) - Consumer and Organizational Buyer Bhvr.
- MKT 319 (3) - Marketing Research
- MKT 460 (3) - Marketing Strategy (W)

Two of the following major selections:
- MKT 313 (3) - Personal Selling and Buying Processes
- MKT 351 (3) - Retail Management
- MKT 383 (3) - Sales Management
- MKT 410 (3) - Product Innovation and Management
- MKT 415 (3) - International Marketing Management
- MKT 420 (3) - New Product Design and Development
- MKT 490 (3) - Independent Study
- MKT 491 (3) - Topics in Marketing and Supply Chain Mgt.

* Honors College students are required to take MTH 132 or MTH126 and encouraged to replace ACC305 with ACC 300 and ACC 301.

## SUPPLY CHAIN MANAGEMENT

**Required Courses**

- SCM 371 (3) - Procurement and Supply Chain Mgt.
- SCM 372 (3) - Manufacturing Planning and Control
- SCM 373 (3) - Logistics and Transportation Management
- SCM 470 (2) - Supply Chain Application and Policy (W)

Two of the following major selections:
- SCM 474 (2) - Negotiations
- SCM 475 (2) - Decision Modeling in Supply Chain
- SCM 476 (2) - Transportation Management
- SCM 479 (2) - Advanced Topics in Supply Chain Mgt.