

BUSINESS MAJOR [B.A.]

MARKETING TRACK

2018-2019 CATALOG



Name: _____ Student ID: _____ Class Year: _____

Email: _____ Advisor: _____

Phone: _____ Term Declared: _____

44 credits & one internship

Dept	Number	Credits	Course Title	Cr Earned	Term Completed	Grade	Quality Points
BUS	100	4	Introduction to Business				
BUS	125	4	Accounting I				
BUS 222 Business Law or BUS 224 Ethical Leadership							
BUS		4					
BUS	474	4	Senior Seminar in Strategic Management				
ECON	157	4	Principles of Microeconomics				
ECON	158	4	Principles of Macroeconomics				
ECON	211	4	Research Methods in Economics				
BUS	228	4	Marketing				
BUS	322	4	E-commerce				
Two of the following, one must be BUS: BUS 252, BUS 260, COMM 244, COMM 322							
BUS		4					
		4					

INTERNSHIP - may be completed any term

BUS	399						
Total Credits				0	Total Points		0
						Major GPA	#DIV/0!

Additional courses in BUS - not required

BUS		4					
BUS		4					
BUS		4					
BUS		4					
Total Credits				0	Total Points		0
						Major GPA	#DIV/0!

HOLLINS UNIVERSITY
Education through Skills and Perspectives (ESP)
GENERAL EDUCATION REQUIREMENTS

Name _____ Major(s) _____ Advisor(s) _____

SKILLS COMPONENTS

SKILL	Dept	Number	Course Title	Term Completed
Expository Writing				
Additional Writing				
Basic QR				
Applied QR				
Oral Communication				
Applied Research				

PERSPECTIVES

Must represent at least seven different disciplines. Two perspectives may count toward major requirements.

PERSPECTIVE	Dept	Number	Course Title	Credits	Term Completed
Aesthetic Analysis				4	
Creative Expression				4	
Premodern Worlds				4	
Modern/Contemporary Worlds				4	
Scientific Inquiry				4-6	
Social and Cultural Diversity				4	
Global Systems				4	
Language Requirement				0-8	

PHYSICAL EDUCATION

PHED courses must be taken in separate semesters. One course must contain the physical well-being component.

PHED				0	
PHED				0	

SHORT TERMS COMPLETED

Short term credits are not included in semester credit total.

	Dept	Number	Course Title	Credits	Term Completed
Year 1					
Year 2					
Year 3					
Year 4					

CREDITS EARNED

Total credits for graduation: B.A. = 128 semester credits AND 4 short terms; B.S. = 140 credits AND 4 short terms;

B.A./B.F.A. = 150 credits AND 4 short terms

Required credits outside the department of major = 68 semester credits.

Term 1		Term 5	
Term 2		Term 6	
Term 3		Term 7	
Term 4		Term 8	