**SHARED UNDERGRADUATE BUSINESS CURRICULUM**

The following programs have certain elements that are shared among them.

- Accounting, Bachelor of Science (B.S.)
- Business, Bachelor of Science (B.S.), finance, human resource management, management (and sub-concentrations), risk management and insurance, and supply chain management and analytics concentrations
- Economics, Bachelor of Science (B.S.)
- Information Systems, Bachelor of Science (B.S.)
- Marketing, Bachelor of Science (B.S.), general marketing, integrated marketing communications, personal selling and business marketing, and product and brand management concentrations
- Real Estate, Bachelor of Science (B.S.)

**Learning goals**

The mission of the shared undergraduate business curriculum, in conjunction with universitywide general education requirements, is to provide students the knowledge, skills, opportunities and experiences needed as a framework for the various major programs of study.

The goals of the shared curriculum are:

- Effective communication
- A broad-based knowledge of business functions and processes
- Quantitative skills
- Critical-thinking and development of creative solutions to business problems
- A solid foundation for making responsible and ethical business decisions

**Learning outcomes**

Upon completing this program, students will know how to do the following:

- Communicate successfully in a variety of business situations
- Demonstrate understanding of the basic functions of business
- Use data to support decision-making
- Lead and work effectively in teams
- Apply creative problem-solving techniques to business problems
- Use ethical principles while making business decisions

**Special requirements**

The foundation program specifies course work required during the freshman and sophomore years. Students are eligible for admission into the advanced business program with a major in the School of Business upon meeting the minimum cumulative GPA requirement and successful completion of:

- A minimum of 54 credits in the foundation program
- ACCT 203 Introduction to Accounting I 6
- ACCT 204 Introduction to Accounting II
- BUSN 201 Foundations of Business 3
- BUSN 225 Winning Presentations 3

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 210</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 211</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>INFO 160</td>
<td>Digital Literacy: Computer Concepts, Internet, Digital Devices</td>
<td>1</td>
</tr>
<tr>
<td>INFO 161</td>
<td>Digital Literacy: Word Processing Skills</td>
<td>1</td>
</tr>
<tr>
<td>INFO 162</td>
<td>Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>SCMA 212</td>
<td>Differential Calculus and Optimization for Business</td>
<td>3</td>
</tr>
<tr>
<td>MATH 200</td>
<td>Calculus with Analytic Geometry</td>
<td></td>
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<tr>
<td>UNIV 111</td>
<td>Focused Inquiry I</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 112</td>
<td>Focused Inquiry II</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 200</td>
<td>Inquiry and the Craft of Argument (with a minimum grade of C)</td>
<td>3</td>
</tr>
</tbody>
</table>

The admission requirements for the School of Business (http://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies) detail the deadlines for students to be admitted to the advanced business program with a major in the school. At least 30 hours of the required business courses for the Bachelor of Science must be taken at VCU.

Students may need to take additional mathematics courses as prerequisites to SCMA 212 or MATH 200. These credits will count as electives in the foundation program. The sample curriculum outline includes SCMA 171 since many students will need to complete this course.

The INFO 160, INFO 161, INFO 162 and INFO 16X requirements may be waived upon successful completion of a knowledge equivalency test administered by the Undergraduate Studies Office. No more than two additional credits may be applied to the degree from the INFO 16x series.

No more than four credits in physical education courses may be applied to the degree.

Advanced business core flexible requirements are determined by the major program of study from the approved lists. See each program for specifics.

INTL 493 may not be counted toward a business degree.

**Degree requirements for Bachelor of Science degrees in accounting, business, economics, information systems, marketing and real estate**

**Business foundation (60 credits)**

**General education requirements**

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<td>Focused Inquiry I</td>
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- ACCT 204 Introduction to Accounting II
- BUSN 201 Foundations of Business 3
- BUSN 225 Winning Presentations 3
Approved humanities/fine arts 3
Approved natural/physical sciences 3-4
Approved quantitative literacy: 3-4
SCMA 212 Differential Calculus and Optimization for Business
or MATH 200 Calculus with Analytic Geometry
Approved social/behavioral sciences 3-4

Business general education requirement
ECON 210 Principles of Microeconomics 3
ECON 211 Principles of Macroeconomics 3
INFO 160 Digital Literacy: Computer Concepts, Internet, Digital Devices 1
INFO 161 Digital Literacy: Word Processing Skills 1
INFO 162 Digital Literacy: Spreadsheets Skills I 1
INFO 16X software course as specified by major 1
Business general education electives: Select credits from the approved list 3

Total Hours 34-37

Additional Business Foundation requirements
ACCT 203 Introduction to Accounting I 6
& ACCT 204 and Introduction to Accounting II
BUSN 201 Foundations of Business 3
BUSN 225 Winning Presentations 3
Electives 11-14
Total Hours 23-26

Advanced business program
Advanced business core – required for all majors
BUSN 325 Organizational Communication 3
FIRE 311 Financial Management 3
MGMT 303 Creativity and Ideation 3
MGMT 310 Managing People in Organizations 3
MGMT 434 Strategic Management (capstone) 3
MKTG 301 Marketing Principles 3
SCMA 301 Business Statistics I 3

Advanced business core – flexible by major
Business law and ethics, as specified by the major 3
Information systems, as specified by the major 3
Interpersonal skills, as specified by the major 3
Quantitative approaches to business, as specified by the major 6

Major requirements
Major requirements 24
Total Hours 60

Total minimum requirement 120 credits

Sample business draft curriculum outline

Freshman year
Fall semester
INFO 160 Digital Literacy: Computer Concepts, Internet, Digital Devices 1
INFO 162 Digital Literacy: Spreadsheets Skills I 1
SCMA 171 Mathematical Applications for Business 3

UNIV 111 Focused Inquiry I 3
Play course video for Focused Inquiry I
University Core Education Curriculum approved courses 6-8
Term Hours: 14-16

Spring semester
BUSN 225 Winning Presentations 3
INFO 161 Digital Literacy: Word Processing Skills 1
INFO 16X as specified by major 1
SCMA 212 or MATH 200 Differential Calculus and Optimization for Business or Calculus with Analytic Geometry 3-4
UNIV 112 Focused Inquiry II 3
Play course video for Focused Inquiry II
University Core Education Curriculum approved course 3-4
Term Hours: 14-16

Sophomore year
Fall semester
ACCT 203 Introduction to Accounting I 3
BUSN 201 Foundations of Business 3
ECON 210 Principles of Microeconomics 3
UNIV 200 Inquiry and the Craft of Argument 3
Business general education elective 3
Term Hours: 15

Spring semester
ACCT 204 Introduction to Accounting II 3
ECON 211 Principles of Macroeconomics 3
SCMA 301 Business Statistics I 3
Elective 0-3
Law and ethics, as specified by the major 3
Term Hours: 12-15

Junior year
Fall semester
BUSN 325 Organizational Communication 3
MGMT 303 Creativity and Ideation 3
MGMT 310 Managing People in Organizations 3
Major course 3
Quantitative approaches to business, as specified by the major 3
Term Hours: 15

Spring semester
FIRE 311 Financial Management 3
Elective 2-3
Information systems, as specified by the major 3
Interpersonal skills, as specified by the major 3
Major course 3
Term Hours: 14-15

Senior year
Fall semester
| Electives | 3 |
| Major courses | 9 |
| Quantitative approaches to business, as specified by the major | 3 |
| **Term Hours:** | 15 |

### Spring semester

| MGMT 434 | Strategic Management | 3 |
| Electives | 3 |
| Major courses | 9 |
| **Term Hours:** | 15 |
| **Total Hours:** | 114-122 |

#### Business general education electives

Additional University Core Education Curriculum approved courses

- Any AFAM, ANTH, ANTZ, ARTH, BIOL, BIOZ, CHEM, CHEZ, CRJS, DANC, ENGL, ENV, FSRC, FRSH, HIST, INNO, INSC, INTL (except INTL 493), MASC, MATH, PHIL, PHYS, PHYZ, POLI, PSYC (except PSYC 214), RELS, SOCS, SOCY, USRP or WRLD course
- Any foreign language course
- Any honors-designated course taught outside of the School of Business
- Any of the following UNIV courses:
  - UNIV 211 Food for Thought
  - UNIV 213 Play course video for The Truth About Lying
  - UNIV 217 Finding Your Voice in Contemporary Society
  - UNIV 222 Pseudoscience
  - UNIV 299 What’s the Big Idea?

#### Approved flexible advanced business core courses

**Business law and ethics**

- BUSN 323 Legal Environment of Business (unless as otherwise specified below)

Business major with risk management and insurance/corporate concentration:

- FIRE 459 Insurance Law

Business major with risk management and insurance/financial planning concentration:

- BUSN 323 Legal Environment of Business
- or FIRE 459 Insurance Law

Information systems major:

- INFO 323 Ethical, Social and Legal Issues in Information Systems

Real estate major:

- FIRE 325 Real Estate Law

#### Information systems

- INFO 360 Business Information Systems (unless as otherwise specified below)

#### Accounting major:

- ACCT 307 Accounting Systems
- INFO 361 Systems Analysis and Design

#### Interpersonal skills

- MGMT 319 Leadership (unless as otherwise specified below)

#### Accounting major:

- ACCT 409 Research and Communication for Accountants
- or BUSN 400 Principles of Consulting
- or BUSN 401 International Consulting Practicum
- or MGMT 319 Leadership

Business major with finance, risk management and insurance, or supply chain management and analytics concentrations:

- MGMT 319 Leadership
- or BUSN 329 Introduction to Intercultural Communication

Economics major:

- ECON 300 Contemporary Economic Issues

Information systems major:

- INFO 461 Information Systems Planning and Project Management

Marketing major with personal selling and business marketing concentration:

- MKTG 335 Introduction to Personal Selling

Real estate major:

- BUSN 329 Introduction to Intercultural Communication
- or MGMT 319 Leadership
- or MKTG 335 Introduction to Personal Selling

**Quantitative approaches to business**

- ECON 303 Managerial Economics
- & SCMA 320 and Production/Operations Management (unless otherwise specified)

Accounting majors select two of the following:

- ACCT 408 Accounting Decision Analytics
- ECON 303 Managerial Economics
- SCMA 302 Business Statistics II
- SCMA 320 Production/Operations Management

Business major with finance or risk management and insurance concentrations:

- FIRE 312 Financial Modeling
- & FIRE 317 Investments

Business major with human resource management or management concentrations:

- SCMA 302 Business Statistics II
- & SCMA 302 and Production/Operations Management

Economics major:

- ECON 403 Introduction to Mathematical Economics
- or SCMA 302 Business Statistics II
- or SCMA 302 Business Statistics II
- ECON 501 Introduction to Econometrics
Shared undergraduate business curriculum

<table>
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<tr>
<th>Major</th>
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<td>Information systems majors:</td>
<td>INFO 320 Business Intelligence and Data Mining</td>
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<tr>
<td></td>
<td>&amp; SCMA 302 Business Intelligence and Data Mining</td>
</tr>
<tr>
<td>Marketing major:</td>
<td>MKTG 310 Information for Marketing Decisions</td>
</tr>
<tr>
<td></td>
<td>SCMA 302 Business Statistics II</td>
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<tr>
<td></td>
<td>or SCMA 320 Production/Operations Management</td>
</tr>
<tr>
<td>Real estate major:</td>
<td>FIRE 312 Financial Modeling</td>
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<tr>
<td></td>
<td>&amp; SCMA 302 Financial Modeling</td>
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