

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, marketing communication and analytics, 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:

Course	Title	Hours
A minimum of 54 credits in the foundation program		54
ACCT 203 & ACCT 204	Introduction to Accounting I and Introduction to Accounting II	6
BUSN 201	Foundations of Business	3

BUSN 212 or MATH 200	Differential Calculus and Optimization for Business Calculus with Analytic Geometry I	3-4
BUSN 225	Winning Presentations	3
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
Another INFO 16X course		1
UNIV 111 Play course video for Focused Inquiry I	Focused Inquiry I	3
UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II (with a minimum grade of C)	3
UNIV 200	Inquiry and the Craft of Argument (with a minimum grade of C)	3

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.

All baccalaureate degree programs in the School of Business require successful completion of the business knowledge exam as administered in BUSN 499.

Students may need to take additional mathematics courses as prerequisites to BUSN 212 or MATH 200. These credits will count as electives in the foundation program. The sample curriculum outline provides an example in which BUSN 171 is used as a prerequisite for BUSN 212.

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.

Credit for SPCH 121 or SPCH 321 will substitute for BUSN 225, and no more than three credits of these courses may be applied toward a business degree. Credit for STAT 210 or STAT 212 will substitute for SCMA 301. Students who earned a minimum grade of B in ECON 203 at VCU may substitute that credit for ECON 210.

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

Business foundation (60 credits minimum)¹

General education requirements (34 credits minimum)²

Course	Title	Hours
University Core Education Curriculum		
UNIV 111 Play course video for Focused Inquiry I	Focused Inquiry I	3
UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II	3
UNIV 200	Inquiry and the Craft of Argument	3
Approved humanities/fine arts		3
Approved natural/physical sciences		3-4
Approved quantitative literacy:		
BUSN 212 or MATH 200	Differential Calculus and Optimization for Business Calculus with Analytic Geometry I	3-4
Approved social/behavioral sciences		3-4
Business general education requirements		
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

Course	Title	Hours
ACCT 203 & ACCT 204	Introduction to Accounting I and Introduction to Accounting II	6
BUSN 201	Foundations of Business	3
BUSN 225	Winning Presentations	3
Open electives		11-14
Total Hours		23-26

1

Students may complete additional course work (if needed) in electives to total 60 credit hours in business foundation.

2

Students who receive waivers to these required courses must complete additional business general education electives to reach the 34 credit minimum.

Advanced business program (60 credits minimum)

Course	Title	Hours
Advanced business core – required for all majors		
BUSN 325	Organizational Communication	3
BUSN 499	Business Knowledge Exam	0
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
Major requirements		
Advanced 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
Major-specific requirements		24
Quantitative approaches to business, as specified by the major		6
Total Hours		60

The minimum total of credit hours required for these degrees is 120.

Sample business curriculum outline

Freshman year

Fall semester		Hours
BUSN 171	Mathematical Applications for Business	3
INFO 160	Digital Literacy: Computer Concepts, Internet, Digital Devices	1
INFO 162	Digital Literacy: Spreadsheets Skills I	1
UNIV 111 Play course video for Focused Inquiry I	Focused Inquiry I	3
University Core Education Curriculum approved courses		6
Term Hours:		14
Spring semester		Hours
BUSN 212	Differential Calculus and Optimization for Business	3
BUSN 225	Winning Presentations	3
INFO 161	Digital Literacy: Word Processing Skills	1
UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II	3
Open elective		3
University Core Education Curriculum approved course		3
Term Hours:		16

Sophomore year

Fall semester		Hours
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
Open elective		3
Term Hours:		15

Spring semester

ACCT 204	Introduction to Accounting II	3
ECON 211	Principles of Macroeconomics	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3
Business law and ethics, as specified by the major		3
INFO 16x, as specified by major		1
Term Hours:		16

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
Information systems, as specified by the major		3
Interpersonal skills, as specified by the major		3
Major course		3
Open elective		3
Term Hours:		15

Senior year

Fall semester

BUSN 499	Business Knowledge Exam	0
Major courses		9
Open elective		2
Quantitative approaches to business, as specified by the major		3
Term Hours:		14

Spring semester

MGMT 434	Strategic Management	3
Major courses		9
Open elective		3
Term Hours:		15
Total Hours:		120

The minimum total of credit hours required for these degrees is 120.

Business general education electives

Course	Title	Hours
Additional University Core Education Curriculum approved courses		
Any AFAM, ANTH, ANTZ, ARTH, BIOL, BIOZ, CHEM, CHEZ, CRJS, DANC, ENGL, ENVS, FRSC, FRSZ, 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	The Truth About Lying
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

Course	Title	Hours
Business law and ethics		3

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

Business major with finance concentration		
BUSN 323	Legal Environment of Business	
or FIRE 325	Real Estate Law	
or FIRE 459	Insurance Law	

Business major with risk management and insurance concentration:

FIRE 459	Insurance Law
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Real estate major:

FIRE 325	Real Estate Law
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Course	Title	Hours
Information systems		3

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

Accounting major:		
ACCT 307	Accounting Systems	

Information systems major:

INFO 361	Systems Analysis and Design
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Course	Title	Hours
Interpersonal skills		3

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 or risk management and insurance concentrations:

BUSN 329	Introduction to Intercultural Communication
or MGMT 319	Leadership

Economics major:

ECON 300	Contemporary Economic Issues
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Information systems major:

INFO 461	Information Systems Planning and Project Management
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Marketing major with personal selling and business marketing concentration:

MKTG 335	Introduction to Personal Selling
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Course	Title	Hours
Quantitative approaches to business		6
ECON 303 & SCMA 320	Managerial Economics and Production/Operations Management (unless otherwise specified)	

Accounting majors select two of the following:

ACCT 408	Data Analytics for Accountants
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 & FIRE 317	Financial Modeling and Investments
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Business major with human resource management or management or supply chain management and analytics concentrations:

SCMA 302 & SCMA 320	Business Statistics II and Production/Operations Management
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Economics major:

ECON 403	Introduction to Mathematical Economics
or SCMA 320	Production/Operations Management
ECON 501	Introduction to Econometrics
or SCMA 302	Business Statistics II

Information systems majors:

INFO 320 & SCMA 302	Business Intelligence and Data Mining and Business Statistics II
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Marketing major:

MKTG 310	Information for Marketing Decisions
SCMA 320	Production/Operations Management

Real estate major:

FIRE 312 & SCMA 302	Financial Modeling and Business Statistics II
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