

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.), human resource management, management/business administration, management/entrepreneurship, management/international management, and supply chain management and analytics concentrations**
- **Finance, Bachelor of Science (B.S.), no concentration and risk management and insurance concentration**
- **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

Student 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 admission requirements for the School of Business (<https://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies/>) detail the deadlines and other requirements for students to be admitted to one of these major programs of study. The following courses must be completed before the student may declare a specific business major: ACCT 203, ACCT 204, BUSN 201 or BUSN 205, BUSN 212 or MATH 200, BUSN 225, ECON 210, ECON 211, UNIV 111, UNIV 112 and UNIV 200.

The School of Business has special academic policies (<http://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies/>), including policies on transfer credits, that apply to all undergraduate degrees.

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 open electives in the degree program.

No more than six credits from the BUSN 16X Digital Literacy courses may be applied to the degree.

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. Students who earned a minimum grade of B in either ECON 203 or ECON 205 at VCU may substitute that credit for ECON 210.

School of Business students cannot use the pass/fail grading policy for the following courses: ACCT 203, ACCT 204, BUSN 212, ECON 211, FIRE 311, INFO 360, MATH 200, MGMT 303, MGMT 310, MGMT 434, MKTG 301, SCMA 301, SCMA 320 or any course that counts toward the calculation of the major GPA. Students should check with their academic adviser before taking the pass/fail grading option.

Course	Title	Hours
General education (https://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 30 credits of general education courses in consultation with an adviser.		30
Major requirements		
Satisfy requirements of the chosen business major, which will be a minimum of 30 credit hours.		30
Ancillary requirements		
• Ancillary core requirements		
ACCT 203 & ACCT 204	Introduction to Accounting I and Introduction to Accounting II	6
BUSN 225	Winning Presentations	3
BUSN 301 or BUSN 501	Career and Professional Development or Advanced Career and Professional Development	1
BUSN 499	Business Knowledge Exam	0
ECON 210	Principles of Microeconomics (satisfies general education BOK for social/behavioral sciences and/or AOI for global perspectives)	3
ECON 211	Principles of Macroeconomics	3
FIRE 311	Financial Management	3
MGMT 303	Creativity and Ideation	3
MGMT 310	Managing People in Organizations	3
MGMT 434	Strategic Management	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3
SCMA 320	Production/Operations Management	3
• Additional ancillary requirements		

BUSN 201	Foundations of Business ¹	3
or BUSN 205	Introduction to the World of Business	
BUSN 212	Business Problem Solving and Analysis	4
or MATH 200	Calculus with Analytic Geometry I	
BUSN 323	Legal Environment of Business ²	3
or FIRE 325	Real Estate Law	
INFO 360	Business Information Systems ³	3
or ACCT 307	Accounting Systems	
Open electives		
Select any course. ⁴		17
Total Hours		120

1

BUSN 205 satisfies general education AOI for global perspectives.

2

The B.S. in Real Estate requires FIRE 325.

3

Accounting majors must take ACCT 307.

4

Students may choose electives to reach the minimum total of 120 credits.

Freshman year**Fall semester**

UNIV 111	Introduction to Focused Inquiry:	3
Play course	Investigation and Communication (satisfies	
video for	general education UNIV foundations)	
Introduction		
to Focused		
Inquiry:		
Investigation		
and		
Communication		
BUSN 212	Business Problem Solving and Analysis	4
or	(either satisfies general education	
MATH 200	quantitative foundations)	
	or Calculus with Analytic Geometry I	
General education course		3
General education course		3
General education course		3

Term Hours: 16**Spring semester**

BUSN 225	Winning Presentations	3
UNIV 112	Focused Inquiry II (satisfies general	3
Play course	education UNIV foundations)	
video for		
Focused		
Inquiry II		
General education course		3
Open electives		5

Term Hours: 14**Sophomore year****Fall semester**

ACCT 203	Introduction to Accounting I	3
BUSN 201	Foundations of Business	3
or	or Introduction to the World of Business	
BUSN 205		
ECON 210	Principles of Microeconomics (satisfies	3
	general education BOK for social/	
	behavioral sciences and/or AOI for global	
	perspectives)	
UNIV 200	Advanced Focused Inquiry: Literacies,	3
	Research and Communication (satisfies	
	general education UNIV foundations)	
General education course		3

Term Hours: 15**Spring semester**

ACCT 204	Introduction to Accounting II	3
BUSN 301	Career and Professional Development	1
or	or Advanced Career and Professional	
BUSN 501	Development	
BUSN 323	Legal Environment of Business	3
or	or Real Estate Law	
FIRE 325		
ECON 211	Principles of Macroeconomics	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3

Term Hours: 16**Junior year****Fall semester**

MGMT 303	Creativity and Ideation	3
MGMT 310	Managing People in Organizations	3
SCMA 320	Production/Operations Management	3
Major courses		6

Term Hours: 15**Spring semester**

INFO 360	Business Information Systems	3
or	or Accounting Systems	
ACCT 307		
FIRE 311	Financial Management	3
Major courses		6
Open elective		3

Term Hours: 15**Senior year****Fall semester**

BUSN 499	Business Knowledge Exam	0
Major courses		9
Open electives		5

Term Hours: 14**Spring semester**

MGMT 434	Strategic Management	3
Major courses		9
Open elective		3

Term Hours: 15**Total Hours: 120**