

_____	BS 415 Sales Management	3.0	_____	BA 172 Sales
_____	BS/CS413 Project Management	3.0	_____	
_____	BS414 Supply Chain Management	3.0	_____	BA 175 SUPPLY CHAIN MANAGEMENT
_____	BS442 Cases in Marketing Management	3.0	_____	
_____	BS455 International Finance	3.0	_____	
_____	BS456 Cases in International Business	3.0	_____	

OPTIONAL CONCENTRATIONS WHICH MAY BE ADDED TO THE MAJOR

Requirements: 15 semester hours. These are elective specializations and can only be declared with a Business, International Business or dual Business major. Courses taken in a concentration are considered as business electives in the context of the requirements of the B.S.B.A. Majors may declare either the marketing concentration or the marketing minor, but not both. A GPA of 2.0 must be maintained. Only courses with a grade of C- or better will count.

Marketing (15 credits)

Choose 4 courses from the following:

_____	BS 311 Advertising	3.0	_____	
_____	BS 316 International Marketing	3.0	_____	
_____	BS 342 Digital Marketing	3.0	_____	
_____	BS 357 Public Relations	3.0	_____	
_____	BS 360 Consumer Behavior	3.0	_____	
_____	BS 414 Supply Chain Management	3.0	_____	
_____	BS 415 Sales Management	3.0	_____	BA 172 Sales
_____	ES 311 Intermediate Microeconomics	3.0	_____	

Choose 1 capstone course from the following:

_____	BS 442 Cases in Marketing Management	3.0
_____	BS 483 Marketing Strategy	3.0

Human Resources (15 credits)

Choose 5 courses from the following:

_____	BS 321 Industrial Psychology	3.0	_____	
_____	BS 340 Public Administration	3.0	_____	
_____	BS 355 Organizational Behavior	3.0	_____	BA 282 Organizational Behavior
_____	BS 356 Organizational Leadership	3.0	_____	
_____	BS 362 Negotiations	3.0	_____	
_____	BS 372 Training and Development	3.0	_____	
_____	BS 410 Human Resource Management	3.0	_____	BA 284 Human Resources Management
_____	BS 496 Human Resource Practicum	3.0	_____	

International Business (15 credits)

_____	BS456 Cases in International Business	3.0	_____	
_____	Choose four (4) courses from the following:		_____	
_____	BS313 International Business	3.0	_____	BA 288 Introduction to International Business
_____	BS315 Culture in International Business	3.0	_____	
_____	BS316 International Marketing	3.0	_____	
_____	BS397 Field Experience in International/Global Business (min. 3 credits)	3 or more	_____	
_____	BS455 International Finance	3.0	_____	
_____	BS490 Study Away Business Experience	3.0	_____	
_____	ES342 International Economics	3.0	_____	

Please Note: Aquinas College reserves the right to change, modify or amend the above-stated requirements and/or courses in its sole discretion and without prior notice.

