

NAME: _____	RUID: _____	COMMENTS: _____				
<b>COURSE REQUIREMENT</b>		<b>COURSE NUMBER</b>	<b>CRDT</b>	<b>GRADE</b>	<b>TERM/YEAR</b>	<b>COMMENT/COURSE TITLE</b>
<b>MAJOR PREREQUISITES (30 CREDITS)</b>		<b>ALL COURSES COMPLETED WITH "C" OR BETTER</b>				
Microeconomic Principles (LQR)	50:220:102	_____	_____	_____	_____	
Macroeconomic Principles	50:220:103	_____	_____	_____	_____	
Calculus	50:640:118/121	_____	_____	_____	_____	
Introduction to Statistics I	50:960:283	_____	_____	_____	_____	
Introduction to Statistics II	50:960:284	_____	_____	_____	_____	
Introduction to Financial Accounting	52:010:101	_____	_____	_____	_____	
Management Accounting	52:010:202	_____	_____	_____	_____	
Business Essentials/Business Elective* (READ REVERSE)	52: _____ : _____	_____	_____	_____	_____	
Introduction to Business Computing	52:623:201	_____	_____	_____	_____	
Business Law I: Legal Environment	52:140:101	_____	_____	_____	_____	
<b>GENERAL EDUCATION THEMES (21 CREDITS)</b>		<b>(WAIVED IF NJSTA COMPLIANT)</b>		<b>NO MORE THAN ONE "D"</b>		
English Composition I	50:989:101	_____	_____	_____	_____	
English Composition II	50:989:102	_____	_____	_____	_____	
<a href="#">Arts &amp; Aesthetics (AAI)</a>	50: _____ : _____	_____	_____	_____	_____	
<a href="#">Global Communities (GCM)</a>	50: _____ : _____	_____	_____	_____	_____	
<a href="#">Heritages &amp; Civilizations (HAC)</a>	50: _____ : _____	_____	_____	_____	_____	
<a href="#">Physical &amp; Life Sciences (PLS)</a>	50: _____ : _____	_____	_____	_____	_____	
<a href="#">United States in The World (USW)</a>	50: _____ : _____	_____	_____	_____	_____	
<b>BUSINESS CORE (30 31 CREDITS)</b>		<b>MIN CUMULATIVE GPA 2.00</b>		<b>NO MORE THAN ONE "D"</b>		
Professional Skills Forum I (1 credit; <i>First-Years ONLY</i> )	52:135:202	_____	_____	_____	_____	
Professional Development Strategies (2 credits)	52:135:206	_____	_____	_____	_____	
Business Communications (WRI)	52:135:250	_____	_____	_____	_____	
Principles of Finance	52:390:301	_____	_____	_____	_____	
Excel Skills for Business (1 credit)	52:620:210	_____	_____	_____	_____	
RSBC Approved Ethics Requirement (EAV)	52:620:301	_____	_____	_____	_____	
Organizational Behavior (DIV)	52:620:303	_____	_____	_____	_____	
Optimization & Spreadsheet Modeling	52:620:321	_____	_____	_____	_____	
Operations Management	52:620:325	_____	_____	_____	_____	
IT & Project Management	52:623:302	_____	_____	_____	_____	
Principles of Marketing	52:630:201	_____	_____	_____	_____	
Business Policy & Strategy (senior capstone)**	52:620:450	_____	_____	_____	_____	
<b>MAJOR REQUIREMENTS (24 CREDITS)</b>		<b>NO MORE THAN 1 "D" GRADE IN ANY MAJOR COURSE</b>				
Digital Marketing Fundamentals	52:630:361	_____	_____	_____	_____	
Principles of Digital Analytics	52:630:362	_____	_____	_____	_____	
Social Media Marketing	52:630:363	_____	_____	_____	_____	
Digital Content Creation	52:630:364	_____	_____	_____	_____	
Marketing Research	52:630:385	_____	_____	_____	_____	
<a href="#">Approved Elective</a> (READ REVERSE)	_____ : _____ : _____	_____	_____	_____	_____	
<a href="#">Approved Elective</a> (READ REVERSE)	_____ : _____ : _____	_____	_____	_____	_____	
International Business Elective (READ REVERSE)	52: _____ : _____	_____	_____	_____	_____	
<b>FREE ELECTIVES (14 15 CREDITS)</b>		<b>MAY INCLUDE COURSES TOWARD MINOR; NO MORE THAN ONE "D"</b>				
Free Elective/Minor Option	_____ : _____ : _____	_____	_____	_____	_____	
Free Elective/Minor Option	_____ : _____ : _____	_____	_____	_____	_____	
Free Elective/Minor Option	_____ : _____ : _____	_____	_____	_____	_____	
Free Elective/Minor Option	_____ : _____ : _____	_____	_____	_____	_____	
Free Elective/Minor Option	_____ : _____ : _____	_____	_____	_____	_____	
<b>OPTIONAL – 2<sup>ND</sup> MAJOR</b>		<b>NON-REQUIRED SECTION</b>		<b>NO MORE THAN 1 "D" GRADE IN ANY MAJOR COURSE</b>		
Optional 2 <sup>nd</sup> Major/Free Elective	_____ : _____ : _____	_____	_____	_____	_____	
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Optional 2 <sup>nd</sup> Major/Free Elective	_____ : _____ : _____	_____	_____	_____	_____	
Optional 2 <sup>nd</sup> Major/Free Elective	_____ : _____ : _____	_____	_____	_____	_____	
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## GENERAL INFORMATION ABOUT THE CURRICULUM & PROGRAM

**ALL Business Students must complete a GRADUATION PLAN in her/his first term and a SENIOR REVIEW one-year prior to their expected graduation date. Schedule Advising Appointments Online via [RaptorConnect.Camden.Rutgers.edu](https://raptorconnect.camden.rutgers.edu).**

- ✓ All business students (and declared pre-business [006] with 30 or more credits) must meet with a business advisor each semester.
  - Contact the Academic Services Office: [acadvcs@camden.rutgers.edu](mailto:acadvcs@camden.rutgers.edu); [raptorconnect.camden.rutgers.edu](https://raptorconnect.camden.rutgers.edu); 856-225-6216.
- ✓ Students must complete **ALL prerequisites** for proper course sequencing. Courses are NOT listed in order of enrollment.
- ✓ Students are required to complete a **Senior Review** one-year prior to expected graduation—generally completion of 75-90 credits.
- ✓ Students must complete all degree requirements listed on the curriculum worksheet and earn a minimum of **120 degree credits** to be eligible for degree completion; <https://business.camden.rutgers.edu/academicervices/graduationinformation/>.
- ✓ **Major Declaration** is required by completion of 60 credits—see your academic advisor for details.
- ✓ **Double Major**: this consists of two majors within the same school or college; RSBC double majors must complete a minimum of **135 degree credits**. Accounting is always the primary major when double majoring with accounting.
- ✓ **Dual Undergraduate Majors**: this consists of two majors from two different schools or colleges (i.e. a student that majors in Psychology and Marketing); dual majors must complete at least **150 degree credits**, including all Major & Gen Ed requirements of each schools.
- ✓ **Business Minor**: RSBC students are eligible to complete a minor in a business area of study outside of their major; this requires completion of three (3) courses—nine (9) credits—in a secondary business area at or above the 300 level with grades of “C” or better. These courses may be applied to meet Free Electives only.
- ✓ **Non-Business Minor**: RSBC students are eligible to complete a minor in a non-business (CCAS) area, generally consisting of approximately 15-21 credits in a particular area of study; specific information is available via each department’s webpage.

### MAJOR PREREQUISITES (ALL GRADES OF “C” OR BETTER REQUIRED)

\***BUSINESS ESSENTIALS (52:135:101)**: Enrollment in this course is required for and restricted to first-time first-year students and transfer students with 12 or less transferable credits. Transfer students may satisfy this requirement with the combination of two introductory management or general business courses (see RSBC advisor for details) OR three (3) credits in a Business Elective (school 52).

### GENERAL EDUCATION THEMES (CONSIDERED “COMPLETED” FOR NJSTA ELIGIBLE STUDENTS)

- ✓ General Education course options are searchable via the online Schedule of Classes by keyword search (i.e. Heritages & Civilizations options are listed as "HAC" in the online Schedule of Classes).
- ✓ NJSTA refers to the New Jersey Statewide Transfer Agreement policy; the Office of New Student Programs (ONSP) determines eligibility. Contact ONSP at [new.students@camden.rutgers.edu](mailto:new.students@camden.rutgers.edu) or 856-225-6689 to discuss program eligibility.

### BUSINESS CORE

\*\***CAPSTONE REQUIREMENT: BUSINESS POLICY & STRATEGY 52:620:450** must be completed in the Senior Year at Rutgers-Camden; prerequisites include 90+ completed credits and completion of Principles of Finance 52:390:301, Organizational Behavior 52:620:303, Principles of Marketing 52:630:201 and Operations Management 52:620:325/Optimization 52:620:321.

### MAJOR-SPECIFIC ELECTIVE REQUIREMENTS

- ✓ **APPROVED ELECTIVES**: Students are required to complete six (6) credits from the following approved elective options:
  - 52: \_\_\_\_: \_\_\_\_ Any school 52 (subject code 010, 135, 390, 533, 620, 623, or 630) course at or above the 300 level
  - 50:830: \_\_\_\_ Any psychology (50:830) course at the 300 level or above
  - 52:960: \_\_\_\_ Any statistics (50:960) course at the 300 level or above
  - 50:220:308 Managerial Economics
  - 50:920:301 Methods and Techniques of Social Research
- ✓ **INTERNATIONAL BUSINESS ELECTIVE**: Students are required to complete three (3) credits chosen from the list below:
  - 52:630:371 International Marketing (Preferred Option)**
  - 52:390:350 Multinational Finance
  - 52:620:369 Multinational Business
  - 52: \_\_: \_\_ ANY RSBC Learning Abroad Course

### CAREER EXPLORATION TOOLS

- ✓ WHAT YOU CAN DO WITH A MARKETING MAJOR: <https://careercenter.camden.rutgers.edu/sites/careercenter/files/Marketing.pdf>
- ✓ BUSINESS-RELATED STUDENT ORGANIZATIONS: <https://engage.camden.rutgers.edu/organizations>
- ✓ GO FURTHER WITH A MASTERS DEGREE: <https://graduate.business.camden.rutgers.edu/>
- ✓ EXTERNAL CERTIFICATION OPTIONS: <https://www.ama.org/digital-marketing-certification/>