

**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 (33-34 CREDITS) ALL COURSES MUST BE COMPLETED WITH GRADE OF "C" OR BETTER IN THIS SECTION OF DEGREE PROGRAM</b>					
Microeconomic Principles (LQR)	50:220:102	_____	_____	_____	_____
Macroeconomic Principles	50:220:103	_____	_____	_____	_____
RSBC Quantitative Literacy Requirement	50:640:113/115/118/121	_____	_____	_____	_____
Introduction to Statistics I	50:960:283	_____	_____	_____	_____
Introduction to Statistics II	50:960:284	_____	_____	_____	_____
Fundamentals of Financial Accounting	52:010:101	_____	_____	_____	_____
Fundamentals of Managerial Accounting	52:010:202	_____	_____	_____	_____
Intro to Business (FY) / Business Elective (TR)*	52:____;_____	_____	_____	_____	_____
Professional Skills Forum I (1 credit; First-Years ONLY)	52:135:202	_____	_____	_____	_____
Professional Development Strategies (2 credits)	52:135:206	_____	_____	_____	_____
Business Law I: Legal Environment	52:140:101	_____	_____	_____	_____
Intro to Data Analysis with Excel (1 credit)	52:620:210	_____	_____	_____	_____
Introduction to Information Technology	52:623:201	_____	_____	_____	_____
<b>GENERAL EDUCATION THEMES (18 CREDITS) NO MORE THAN 1 "D" GRADE CAN BE APPLIED IN THIS SECTION OF DEGREE PROGRAM; WAIVED FOR NJCC AA/AS DEGREE</b>					
English Composition I	50:989:101	_____	_____	_____	_____
English Composition II	50:989:102	_____	_____	_____	_____
<a href="#">Arts &amp; Aesthetics (AAI)</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 CREDITS) NO MORE THAN 1 "D" GRADE CAN BE APPLIED IN THIS SECTION OF DEGREE PROGRAM</b>					
Business Communications (WRI)	52:135:250	_____	_____	_____	_____
Principles of Marketing	52:630:201	_____	_____	_____	_____
Principles of Finance	52:390:301	_____	_____	_____	_____
Corporate Social Responsibility (EAV)	52:620:301	_____	_____	_____	_____
Organizational Behavior (ECL)	52:620:303	_____	_____	_____	_____
Optimization & Spreadsheet Modeling	52:620:321	_____	_____	_____	_____
Operations Management	52:620:325	_____	_____	_____	_____
International Business (GCM)	52:620:369	_____	_____	_____	_____
IT & Project Management	52:623:302	_____	_____	_____	_____
Strategic Management (Senior Capstone)**	52:620:450	_____	_____	_____	_____
<b>MAJOR REQUIREMENTS (18 CREDITS) NO MORE THAN 1 "D" GRADE CAN BE APPLIED IN THIS SECTION OF DEGREE PROGRAM</b>					
Consumer Behavior	52:630:374	_____	_____	_____	_____
Marketing Research	52:630:385	_____	_____	_____	_____
Strategic Marketing	52:630:403	_____	_____	_____	_____
Marketing Elective (630:300+) or concentration 1*	52:630:_____	_____	_____	_____	_____
Marketing Elective (630:300+) or concentration 2*	52:630:_____	_____	_____	_____	_____
Marketing Elective (630:300+) or concentration 3*	52:630:_____	_____	_____	_____	_____
<b>REQUIRED ELECTIVES (20-21 CREDITS) NO MORE THAN 1 "D" GRADE CAN BE APPLIED IN THIS SECTION OF DEGREE PROGRAM</b>					
Business Elective (52:###:300+) or concentration 4*	52:____;_____	_____	_____	_____	_____
Business Elective (52:###:300+)	52:____;_____	_____	_____	_____	_____
Free Elective/Minor Option 1	____;_____	_____	_____	_____	_____
Free Elective/Minor Option 2	____;_____	_____	_____	_____	_____
Free Elective/Minor Option 3	____;_____	_____	_____	_____	_____
Free Elective/Minor Option 4	____;_____	_____	_____	_____	_____
Free Elective/Minor Option 5	____;_____	_____	_____	_____	_____
<b>OPTIONAL – 2<sup>ND</sup> MAJOR NON-REQUIRED SECTION 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	____;_____	_____	_____	_____	_____
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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://business.camden.rutgers.edu/academicservices/graduationinformation/)**

- ✓ 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: [acadsvcs@camden.rutgers.edu](mailto:acadsvcs@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.
- ✓ **Each section of your degree program has minimum grade requirements – please review carefully on previous page.**
- ✓ 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/academicservices/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** (15 additional 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 four (4) courses—twelve (12) 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)

\***INTRO TO BUSINESS (52:135:101)**: Enrollment in this course is required for and restricted to **first-time first-year business students** and transfer students with 24 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; Contact the Admissions Office at [admissions@camden.rutgers.edu](mailto:admissions@camden.rutgers.edu) or 856-225-6104 to confirm eligibility.
  - **English Composition II (50:989:102)** serves as a prerequisite for required courses in the Business Curriculum and is therefore a graduation requirement that must be completed at Rutgers if an equivalent course was not transferred.

### BUSINESS CORE

\*\***CAPSTONE REQUIREMENT: STRATEGIC MANAGEMENT 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

- ✓ **MARKETING ELECTIVES**: Students are required to complete nine (9) credits from the offerings of school 52, subject 630 courses at or above the 300 level. The Marketing Internship course 52:630:497, Independent Study, and Honors Thesis may be applied to meet only three (3) of the nine required marketing elective credits.
- ✓ **\*CONCENTRATION OPTION**: Students have the option to complete the **Digital Marketing** Concentration by taking the following four courses to fulfill the three Marketing Electives and one Business Elective.
  - 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)
- ✓ **BUSINESS ELECTIVES**: Students are required to complete six (6) credits from the following business elective options: 52: \_\_\_\_: \_\_\_\_ Any school 52 (subject code 010, 135, 390, 533, 620, 623, or 630) course at or above the 300 level. *Approved Business Internship, Business Independent Study/Honors Thesis and/or Business Minor courses may satisfy the Business Elective requirement.*
- ✓ **FREE ELECTIVES**: Students are required to complete fifteen (15) credits from either the School of Business-Camden (school 52) or Camden College of Arts and Sciences (school 50). Student can also apply a minor towards the free electives and should consult with an advisor.

### 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/>