

# APPLIED BUSINESS | BACHELOR OF SCIENCE IN BUSINESS EDUCATION (CORPORATE COMMUNICATIONS)

## Degree Maps

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
SGE050 - Social Behavioral Sciences Discipline Area		
SOC 376	Diversity in the United States <sup>1, GE</sup>	3
SGE010	English Discipline Area	3
SGE020	Communication Discipline Area	3
UNIV 101	Freshman Seminar	1
SGE060	Arts Humanities Discipline Area	3
SGE070 - Institutionally Designated Area: Personal and Professional Development		
FIN 205	Principles of Personal Finance <sup>1, GE</sup>	3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
SGE070 - Institutionally Designated Area: Critical Thinking		
SGE040	Natural Physical Science Discipline Area	4
SGE010	English Discipline Area	3
SGE060	Arts Humanities Discipline Area	3
SGE030 - Math Statistics Discipline Area		
MATH 250	Elements of Statistics <sup>1, GE</sup>	3
<b>Hours</b>		<b>16</b>
<b>Sophomore</b>		
<b>Fall</b>		
SGE050 - Social Behavioral Sciences Discipline Area		
ECON 201	Principles of Microeconomics <sup>1, GE</sup>	3
INF 250	Introduction to Web Development	3
or INF 322	or Topics in Informatics	
MGT 301	Management Principles	3
BCOM 210	Business Communication for Professional Development	3
Open Electives		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
BCOM 300	Spreadsheet Applications	3
BCOM 201	Introduction to Corporate Communication	3
MKT 301	Marketing Principles	3
INF 304	Management Information Systems	3
Open Electives		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BCOM 301	Strategic Business Communication	3
GBUS 204	Business Law I	3
LDRS 306	Leadership and Team Dynamics	3
Directed Choices		3
Open Electives		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
BCOM 310	Database Applications: MS Access	3
BCOM 350	Business Communication Applications	3

BCOM 400	Global Business Communication	3
MKT 603	Customer Service and Relationship Management	3
Open Electives		3
<b>Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
BCOM 601	Managerial Communication	3
BCOM 690	Advanced Professional Development	3
Directed Choices		3
Open Electives		6
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
BCOM 692	Managerial Reports and Presentations	3
BCOM 695	Corporate Communication Strategy	3
Open Electives		7
<b>Hours</b>		<b>13</b>
<b>Total Hours</b>		<b>120</b>

**Academic Degree Maps** are term-by-term sample course plans that specify milestones, courses, and special requirements that are necessary for facilitating on-time completion. Degree Maps are *examples* and are not prescriptive. Individualized choices such as concentration options, transfer credits, optional minors, advisory programs (certificates), etc. can alter the recommended coursework. Course offerings are subject to change. Students should consult with their academic advisors for additional guidance on course planning.

To determine courses to take in the directed choices (often listed as Program Elective Course) and directed elective course blocks see the overview tab for courses. To locate approved courses in General Education areas (Undergraduate Programs) see the general education section (<https://catalog.fhsu.edu/general-education/>) of the catalog.

The undergraduate course maps typically advise the most efficient route for students to complete the general education requirements. Courses that are required in the major may be listed as fulfilling relevant general education requirements. This will result in more open elective course hours in some maps than is listed on the degree overview page.