

ACCN & MKTG

NEWCOMB-TULANE CORE CURRICULUM

	HRS			HRS
Writing-English 1010	4		Fine Arts *	3
Foreign Language(Proficiency)	0/4		Social Science (See Below - ECON 1010/1030) *	---
Foreign Language	4		Social Science (See Below - ECON 1020/1040) *	---
Quantitative Reasoning (See Below MATH 115 or 121)	---		TIDES (See Below - TIDB 1010 or 1020 and 1110)	---
Science with Lab	4		Pub Service < 56 cr hrs (Offered in TIDB 1110)	1
Science without Lab (See Below - PSYC)	---		Pub Service > 56 cr hrs	1
Humanities *	3		Capstone (See Below - MGMT 4900)	---

Of these courses, at least one must be listed as a *Perspectives in the European Tradition* course and one must be listed as either a *Perspectives Outside the European Tradition* course or a *Comparative and Cultures International Perspectives* course in the Newcomb-Tulane Core Curriculum.

REQUIRED NONBUSINESS COURSES (RNBC)

	HRS			HRS
MATH 1150 or 1210 Calculus	3/4		PSYC 1000 or H1010	3/4
MATH 1140 Business Statistics	4		TIDB 1010 or 1020	1.5
ECON 1010 or 1030 Microeconomics	3/4		TIDB 1110	1.5
ECON 1020 or 1040 Macroeconomics	3/4		Newcomb-Tulane Core + RNBC (39-47)	

BUSINESS CORE REQUIREMENTS

	HRS			HRS
ACCN 2010 Financial Accounting	3		MKTG 3010 Consumer Behavior/Marketing	3
ACCN 3010 Managerial Accounting	3		MGMT 4010 Strategic Management	3
FINE 3010 Financial Management	3		MGMT 4900 Capstone	1
INFO 1010 Introduction to Business Computing	3		CDMA 1010	-
INFO 3010 Business Modeling	3		CDMA 2010	-
LGST 3010 Legal, Ethical, Regulatory Envir of Business	3		CDMA 3010	-
MGMT 3010 Organizational Behavior	3		CDMA 4010	-
MCOM 3010 Management Communication	3		Business Core Requirements	31

BUSINESS MAJOR REQUIREMENTS

	HRS			HRS
For Students Admitted Prior to Fall 2010				
Required Courses:				
ACCN 3100 Intermediate Financial Accounting I	3		MKTG 4220 Sales Force Management	
ACCN 4100 Auditing	3		MKTG 4230 International Marketing	
ACCN 4110 Intermediate Financial Accounting II	3		MKTG 4240 Relationship Marketing	
ACCN 4120 Advanced Financial Accounting	3		MKTG 4260 Advertising and Brand Promotion	
LGST 4100 Business Law	3		MKTG 4600 Cases in Marketing	
TAXN 4100 Business Taxation	3		MKTG 4610 Research Design	
Select five CBMA electives from:	15		Select one ACCN elective from:	3
MKTG 4100 Consumer Behavior			ACCN 4130 Financial Statement Analysis	
MKTG 4110 Marketing Research			ACCN 4140 Advanced Managerial Accounting	
MKTG 4120 Marketing Strategy			ACCN 4150 Accounting Information Systems	
For Students Admitted Fall 2010 and Later				
Required Courses:				
ACCN 3100 Intermediate Financial Accounting I	3		Select three MKTG electives from:	9
ACCN 4100 Auditing	3		MKTG 4220 Sales Force Management	
ACCN 4110 Intermediate Financial Accounting II	3		MKTG 4230 International Marketing	
ACCN 4120 Advanced Financial Accounting	3		MKTG 4240 Relationship Marketing	
LGST 4100 Business Law	3		MKTG 4260 Advertising and Brand Promotion	
TAXN 4100 Business Taxation	3		MKTG 4600 Cases in Marketing	
MKTG 4100 Consumer Behavior	3		MKTG 4610 Research Design	
MKTG 4110 Marketing Research	3		MGMT 4170 Negotiations	
MKTG 4120 Marketing Strategy	3			
Select one ACCN elective from:	3		Free Electives**	8-16
ACCN 4130 Financial Statement Analysis				
ACCN 4140 Advanced Managerial Accounting				
ACCN 4150 Accounting Information Systems				
MAJOR + Electives (44 - 52)				
TOTAL BSM (minimum 122 required)				

** Free electives may be from the Schools of Architecture, Business, Liberal Arts, Public Health and Tropical Medicine, or Science and Engineering. Up to 12 credits can be satisfied by ROTC courses. Up to nine credits may be fulfilled at the School of Continuing Studies and/or Social Work with the exception of courses that have the following prefixes: BSAC, BSBL, BSFN, BSMK, BSMT, CPST, Disney courses, and courses with a course number of 1200 or below. Undergraduate Law (LAWU) courses are also excluded.