



# Academic Map

## University Core

**Bachelor's Degree**

180 credits  
60 classes

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**University Core**

72 credits  
24 classes

+

**Major/Emphasis/Electives**

108 credits  
36 classes

### Theology

completed notes

4 Classes / 12 Credits

THEO111	Christian Experience I		
THEO112	Christian Experience II		
THEO113	Christian Experience III		
THEO205	New Testament		
THEO314	Christian Experience IV		Prereqs: THEO111, 112, 113

### Philosophy

completed notes

4 Classes / 12 Credits

PHIL101	Logic		
PHIL203	Philosophy of Nature		
PHIL204	Philosophy of Man		Prereqs: PHIL203
PHIL408	Philosophy of God		Prereqs: PHIL203, 204

### Humanities

completed notes

6 Classes / 18 Credits

HUMA111	Cultural Foundations I		
HUMA112	Cultural Foundations II		
HUMA113	Cultural Foundations III		
HUMA301	Global Cultures, History & Politics		
<b>Writing Requirement Part 1</b>			
HUMA122	College Writing I *		
or HUMA120	Culture Making		
<b>Writing Requirement Part 2</b>			
HUMA123	Advanced College Writing		Prereqs: HUMA120 OR HUMA122

College Writing I is required if the student has not satisfied the Writing Proficiency Requirement. Students who pass the exam take Culture Making instead.

### Math

completed notes

1 Class / 3 Credits

MATH202	Personal Finance & Success		
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### Science

completed notes

1 Class / 3 Credits

SCIN300	Science, Technology & Culture		
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### Business

completed notes

7 Classes / 21 Credits

BUSI106	Entrepreneurial Thinking		
BUSI193	Introduction to Marketing		
BUSI209	Building Blocks of Business		
BUSI300	Negotiation Skills		
BUSI393	Leadership and Management		
COMM200	Business Communications		
<b>Project Management Requirement</b>			
BUSI120	Project Management		Most Students take Project Management
ENTM203	The Producer		Film Students take The Producer instead



# Academic Map

## Business

### Business Core

completed notes

14 Classes / 42 Credits

BUSI100	Introduction to Products & Markets		
BUSI102	Excel & Statistics for Business		
BUSI104	Financial Accounting I		
BUSI203	Finance I		
BUSI212	Managerial Accounting I		
BUSI218	Microeconomics		
BUSI219	Macroeconomics		
BUSI231	Intro to Advertising		
BUSI330	Business Ethics		
BUSI418	Business Career Strategies		
BUSI420	Business Law		
BUSI431	Global Markets		
BUSI490	Business Launchpad I		
BUSM321	Building Brands		

### Emphases

completed

8 Classes / 24 Credits

<b>Marketing &amp; Advertising</b> 8 Courses			
BUSI220	Business Development		BUSI444 Strategic Marketing
BUSI329	Applied Market Research		BUSI481 Advertising Senior Project I
BUSI331	Digital Media Marketing Strategy		BUSI482 Advertising Senior Project II
BUSI432	Executing Advertising Campaigns		BUSI483 Advertising Senior Project III
<b>Leadership &amp; Management</b> 8 Courses			
BUSI222	Project Execution I		BUSI493 Overview of Deal Making
BUSI422	Project Execution II		BUSI487 Internship I
BUSI321	Competitive Strategies		BUSI488 Internship II
BUSI213	Small Business Principles		BUSI489 Internship III
<b>Creative Entrepreneurship</b> 8 Courses			
<i>Complete Leadership &amp; Management Emphasis with Launchpad II &amp; III replacing Internship II &amp; III</i>			
BUSI491	Launchpad II		
BUSI492	Launchpad III		

### Electives

completed

15–23 Classes / 45–69 Credits\*

Up to 13 electives may consist of non-business courses   Maximum 3 each of internships and independent Studies			
Course ID	Course Name	Course ID	Course Name
1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	

\* Elective units will vary depending on which/if any emphasis is complete. Needed units will be the remaining amount needed to reach 180 units.