### GENERAL EDUCATION REQUIREMENTS (46 PTS.)

- **Economics (8)**
  - V51.0001 (4) Economic Principles I
    - Recommended during Freshman Year. Prereq: Pre-calculus or equivalent.
  - V51.0002 (4) Economic Principles II
    - Freshman or above. Prereq: Pre-calculus or equivalent.

- **Communications as General Education (12)**
  - V40.0100 (4) Writing the Essay
    - Freshman Year. Prereq: Pre-calculus or equivalent.
  - V40.0115 & C40.0001(14) Advanced College Essay: Business and Its Publics
    - Freshman Year. (Spring Only) Prereq: V40.0100—Writing the Essay.
  - C40.0010 (0) Professional Skills Workshop
    - Sophomore Year.
  - C40.0011 (0) Creativity Workshop
    - Freshman Year.
  - C65.0001 (4) Organizational Communication
    - Sophomore Standing.

- **Mathematics (4)**
  - V63.0017 (4) Algebra and Calculus with Applications to Business and Economics
    - Recommended during Freshman Year. Prereq: Pre-calculus, or 3 yrs HS math.

- **Natural Science Requirement (4)**
  - Consult your Academic Adviser for course options.

- **Globalization General Education (4)**
  - V55.0400-599 (4) Conversations of the West
    - Recommended during Freshman Year.
  - V55.0500-599 (4) World Cultures
    - Recommended during Freshman Year.

- **Information Systems (4)**
  - C20.0001 (4) Computer Based Systems
    - No prereq. Recommended during Freshman Year.
  - C22.0103 (3) Statistics For Business Control and Regression/Forecasting Models
    - Prereq: Sophomore Standing.
  - C20.0001—Comp. Based, V63.0017—Alg. and Calc. Or, V63.0121—Calc. I.

### BUSINESS STUDIES REQUIREMENTS (38 PTS.)

- **Accounting (6)**
  - C10.0001 (4) Principles of Financial Accounting
    - Prereq: Sophomore Standing.
  - C10.0002 (2) Principles of Managerial Accounting

- **Management (4)**
  - C50.0001 (4) Management and Organizational Analysis
    - Prereq: Sophomore Standing.
  - C40.0012 (2) Professional Responsibility & Leadership
    - Prereq: Seniors Only.

- **Globalization Business (6)**
  - C45.0011 (3) Global Business Environment
    - Prereq: Juniors Standing, V31.0001—Econ. I, and V31.0002—Econ. II, and V55.0500-599—World Cultures; Fall semester only.
  - C45.0100 (3) International Study Project
    - Prereq: Junior Standing, C45.0011—Global Bus. Env; Spring Semester Only.

- **Marketing (4)**
  - C55.0001 (4) Introduction to Marketing

- **Finance (4)**
  - C15.0002 (4) Foundations of Financial Markets
    - Prereq: Sophomore Standing, V31.0001—Econ. Princ. II or V31.0004—Honors Econ. Princ. II, C10.0001—Fin. Acctg. (Co-requisite acceptable), and C22.0100—Stats.

- **Operations Management (4)**
  - C60.0001 (4) Competitive Advantage from Operations
    - Prereq: Seniors Only; C15.0002—Foundations of Financial Markets, C50.0001—MOA, and C55.0001—Intro. to Mktg.
  - OR
  - C40.0254 (4) New Venture Product Development

- **Integrated Business Experience (4)**
  - C40.0250 (4) Business Policy
    - OR
  - C40.0251 (4) Management Consulting Project

### FREE ELECTIVES (14 PTS.)

- **Business or Non-Business. Tisch: H courses, School of Ed.: E courses, CAS: V courses, and Stern: C courses.**

### MARKETING MAJOR--DEPARTMENT CORE (12 PTS.)

- C65.0002 (4) Consumer Behavior
  - Prereq: C55.0001—Intro to Marketing.
  - OR
  - C55.0009 (3) Marketing Research
  - Prereq: C55.0001—Intro to Mktg., and C22.0100—Stats.

- **(9) Advanced Marketing Electives**
  - Any combination of 3pt. or 1.5pt. advanced Mktg courses.

### WRITING PROFICIENCY EXAM (Required.)

To be taken: Passed

### Notes:

* Please Note: Courses in the School of Education and Tisch School of the Arts are limited to a total of 3 points combined. See bulletin for further description.

All students are required to acquaint themselves with the Student Code of Conduct in the Stern Bulletin. Depending on Major/Minor selection, you may exceed 128 pts. Federal and State Financial Aid will be cut for credits over 128 pts. ALL DEGREE CANDIDATES MUST COMPLETE 84 CONSECUTIVE POINTS (48 MUST BE IN “C” COURSES) IN RESIDENCE AT STERN.

Last edited: 12/16/02