

Arkansas State University - Beebe
Harding University

Curriculum Plan
Catalog Year: 2024-2025



AS: Business and BBA: Marketing

COURSES TO BE TAKEN AT ASU-BEEBE			COURSES TO BE TAKEN AT HARDING		
Hrs	Harding Course	ASUB Equivalent	Hrs	Harding Course	
HISTORICAL AND ITERARY PERSPECTIVE (9 hours)			REMAINING LIBERAL ARTS (14 hours)		
3	HIST 1010: American History to 1877 HIST 1020: American History Since 1877	HIST 2763: The US to 1876 HIST 2773: The US Since 1876	1	BUS 2510: Personal Finance for College Students	
			3	BOLD 3020: Old Testament Story and Vision	
3	HIST 2100: Western Civ to 1500 HIST 2110: Western Civ since 1500	HIST 1013: World Civ to 1660 HIST 1023: World Civ Since 1660	3	BNEW 3020: New Testament Story and Vision	
			2	BOLD/BNEW: Elective Textual Course	
3	ENG 2010: Wrld Lit: Acnt to Erly Modern ENG 2020: Wrld Lit: Enlght. to 21st Cent	ENG 2003: World Literature I ENG 2013: World Literature II	2	KINS 1010: Wellness	
LITERACY AND EXPRESSION (9 hours)			3	Global Perspective elective. Recommended courses are: IB 3450: International Business IB 3950: International Marketing	
3	ENG 1110: Intro to Univ Writing & Res	ENG 1003: Freshman English I			
3	ENG 2110: Critical Read, Thinking, & Writ	ENG 1013: Freshman English II	MAJOR SPECIFIC COURSES (51 hours)		
3	COMM 1010: Communication Principles	SPCH 1203: Oral Communications	3	BUS 4350: Christian Business Ethics	
INQUIRY, INVESTIGATION, AND REASONING (11 hours)			3	FIN 3430: Managerial Finance	
4	BIOL 1100: General Biology	BIOL 1004: Biology for General Educ	3	IS 2400: Data Management	
4	CHEM 1040: College Chemistry I PHS 1060: Physical Science PHS 1010: Earth Sciences PHYS 2010: General Physics I PHYS 2074: Engineering Physics I	CHEM 1014: General Chemistry I PHSC 1204: Physical Science PHSC 1304: Earth Sciences PHYS 2054: General Physics I PHYS 2074: University Physics I	3	IS 3000: Management Information Systems	
			3	MGT 3540: Production/Operations Management	
			3	MGT 3680: Management and Organizational Behavior	
			3	MGT 4300: Strategic Policy	
3	MATH 1330: College Algebra	MATH 1023: College Algebra	3	MKTG 2400: Principles of Marketing	
AESTHETICS AND THE CREATIVE SPIRIT (3 hours)			3	MKTG 3310: Consumer Behavior	
3	ART 1010: Art Appreciation MUS 1010: Music Appreciation THEA 1010: Theatre Appreciation	ART 2503: Fine Arts - Visual MUS 2503: Fine Arts - Musical THEA 2503: Fine Arts - Theatre	3	MKTG 3470: Promotional Strategies	
			3	MKTG 4000: Marketing Research	
			3	MKTG 4550: Marketing Strategy Seminar	
SELF AND SOCIETY (3 hours)			3	COBA elective numbered 3000-4999	
3	ECON 2010: Macroeconomics	ECON 2313: Prin of Macroeconomics	12	Area of concentration	
REMAINING DEGREE REQUIREMENTS (28 hours)			ADDITIONAL INFORMATION		
3	ACCT 2050: Financial Accounting	ACCT 2003: Princ of Accounting I	Transfer Hours Planned: 63		
3	ACCT 2060: Managerial Accounting	ACCT 2013: Princ of Accounting II	Harding Hours Planned: 65		
3	BUS 3170: Legal Environment of Bus	LAW 2023: Legal Environment of Bus	Total Hours: 128		
3	BUS 3265: Quantitative Bus Analysis	BUS 2113: Business Statistics	In order to graduate, students are required to complete a mimimum of 45 hours from Harding courses numbered 3000 - 4999.		
3	BUS 3500: Business Communication	BSYS 2563: Business Communications			
3	ECON 2020: Microeconomics	ECON 2323: Princ of Microeconomics			
3	IS 1001: Intro to Information Systems	CIS 1503: Microcomputer Appl I			
3	Math Elective	MATH 2143: Calculus with Business App			
3	SOC 2030: General Sociology	SOC 2213: Princ of Sociology			
1	UNIV 1500: Intro to University Studies	UNIV 1001: Prin of Academic Success I			

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