# MANAGEMENT, MARKETING or OPERATIONS MANAGEMENT - DOUBLE MAJOR

CURRICULUM: Suggested sequence for students admitted as of Fall 2016 – Present

## FRESHMAN YEAR

### First Semester
- Microeconomics, ECON 101*  
- Calculus I, MATH 221*  
- History & Cultural Change Breadth (HCC)*  
- Basics of Business, BUAD 110*  
- Natural Sciences & Technology Breadth  
  
### Second Semester
- Macroeconomics, ECON 103*  
- Seminar in Composition, ENGL 110*  
- Creative Arts & Humanities Breadth (CAH)*  
- General Psychology, PSYC 100  
- Natural Sciences & Technology Breadth w/ Lab  

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### WINTER OR SUMMER SESSION
- Social & Behavioral Sciences Breadth 5

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## SOPHOMORE YEAR

### First Semester
- Accounting I (Financial), ACCT 207*  
- Statistics I, MATH 201* or Basic Statistical Practice, STAT 200*  
- Business Computing, MISY 160  
- CAH, HCC or Foreign Language  
- Sociology course from breadth  

### Second Semester
- Accounting II (Managerial), ACCT 208*  
- Statistics II, MATH 202* or Fundamentals of Business Analytics, MISY 262*  
- Business Information Systems, MISY 261  
- Social & Behavioral Science Breadth  
- Oral Communication in Business, COMM 212 or Executive Presentations & Problem Solving, HOSP 230  

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### Credits
- First Semester: 15
- Second Semester: 15

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* - Grade of “C-” or better required in these courses.

1. Course satisfies the First-Year-Experience (FYE) requirement. Students that are exempt from the FYE requirement or completed an FYE at the University of Delaware prior to becoming a business major are not required to take BUAD 110.

2. Choose from the list of International Business courses on page 4.

3. Choose from BUAD 386, 420, 424, 426, 429, 444 or MISY 427.


5. Course satisfies the Capstone requirement.

6. Operations Management majors do not need to take this course during winter or summer sessions.

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**Rev. 9/19**
# REQUIREMENTS FOR MANAGEMENT, MARKETING or OPERATIONS MANAGEMENT
## DOUBLE MAJOR

### Management & Marketing

#### JUNIOR YEAR

<table>
<thead>
<tr>
<th>Second Semester</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Law &amp; Social Issues in Bus., ACCT 352</td>
<td>3</td>
</tr>
<tr>
<td>Human Res. Mgmt., BUAD 421*</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Research, BUAD 302*</td>
<td>3</td>
</tr>
<tr>
<td>International Course Requirement²</td>
<td>3</td>
</tr>
<tr>
<td>Management Major Course*³</td>
<td>3</td>
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</tbody>
</table>

#### Credits

**15**

### Management & Operations Management

#### JUNIOR YEAR

<table>
<thead>
<tr>
<th>Second Semester</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Law &amp; Social Issues in Bus., ACCT 352</td>
<td>3</td>
</tr>
<tr>
<td>Human Res. Mgmt., BUAD 421*</td>
<td>3</td>
</tr>
<tr>
<td>International Course Requirement²</td>
<td>3</td>
</tr>
<tr>
<td>Management Major Course*³</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Credits

**15**

### Marketing & Operations Management

#### JUNIOR YEAR

<table>
<thead>
<tr>
<th>Second Semester</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Law &amp; Social Issues in Bus., ACCT 352</td>
<td>3</td>
</tr>
<tr>
<td>Analytical Decision Making, BUAD 346*</td>
<td>3</td>
</tr>
<tr>
<td>International Course Requirement²</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Research, BUAD 302*</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Major Course*⁴</td>
<td>3</td>
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</tbody>
</table>

#### Credits

**15**

### SENIOR YEAR

#### First Semester

- **Management Analytics, BUAD 476* | 3**
- **Design Eff. Org., BUAD 422* | 3**
- **Marketing Major Course*⁴ | 3**
- **Neg. & Conflict Res., BUAD 423* | 3**
- **Advertising & Media Mgt., BUAD 471 or Consumer Behavior, BUAD 473* | 3**

#### Credits

**15**

- **Second Semester**

  - **Management Major Course*³ | 3**
  - **Strategic Management, BUAD 441*⁵ | 3**
  - **Consulting Practicum, BUAD 448* | 3**
  - **Business Process Anal., BUAD 449* | 3**
  - **Management Major Course*³ | 3**
  - Social & Behavioral Sciences Breadth | 3

#### Credits

**15**

### SENIOR YEAR

#### First Semester

- **Ops. & Supply Chains, BUAD 446* | 3**
- **Data Analy. Qly. Control, BUAD 447* | 3**
- **Marketing Analytics, BUAD 476* | 3**
- **Marketing Major Course*⁴ | 3**
- **Advertising & Media Mgt., BUAD 471 or Consumer Behavior, BUAD 473* | 3**

#### Credits

**15**

- **Second Semester**

  - **Strategic Management, BUAD 441*⁵ | 3**
  - **Consulting Practicum, BUAD 448* | 3**
  - **Business Process Anal., BUAD 449* | 3**
  - **Market Strategy/Firm, BUAD 479* | 3**
  - Network Science, BUAD 348* | 3

#### Credits

**15**

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*Grade of "C-" or better required in these courses.

1-Course satisfies the First-Year-Experience (FYE) requirement. Students that are exempt from the FYE requirement of completed an FYE at the University of Delaware prior to becoming a business major are not required to take BUAD 110.

2- Choose from the list of International Business courses on page 4.

3-Choose from BUAD 386, 420, 424, 426, 429, 444 or MISY 427.

4-Choose from BUAD 351, 470, 471, 472, 473, 474, 475, 477 or 478.

5-Course satisfies the Capstone requirement.

6-Operations Management majors do not need to take this course during winter or summer sessions.
REQUIREMENTS FOR MANAGEMENT, MARKETING or OPERATIONS MANAGEMENT
DOUBLE MAJOR

(All requirements except free electives must be taken for a letter grade. Pass/Fail status courses may only count in free electives)

University Requirements

- ENGL 110 – Seminar in Composition with a minimum grade of “C-” (3-credits).
- Multicultural Course (3-credits)
- Discovery Learning Experience (DLE) (3-credits). This could be a winter, summer or semester study abroad, an internship course, an independent study or an approved experiential learning course. See the DLE website for more information at udel.edu.gened.
- Capstone (1 to 3-credits). BUAD 441 fulfills this requirement.
- First-Year-Experience (FYE): BUAD 110 – Basics of Business. Students that are exempt from the FYE requirement or completed an FYE at the University of Delaware prior to becoming a business major are not required to take BUAD 110.
- University Breadth Requirements (12-credits) with a minimum grade of “C-”.

All students entering the University of Delaware as of fall 2010 are required to take a minimum of 12-credits of University breadth requirements, 3-credits each from courses designated as: Creative Arts and Humanities, History and Cultural Change, Social and Behavioral Sciences and Mathematics, Natural Sciences and Technology. Students must earn a minimum grade of “C-“ or better. Note that students must take breadth courses from four different areas (e.g., the four letter subject code ACCT, HIST, etc.). Students may not use a course that is cross-listed with a subject area that has already been used to satisfy a university breadth requirement. Students enrolled in a single major may not satisfy the breadth requirement with courses in the subject area of that major (e.g. chemistry majors may not use CHEM courses). Students who are enrolled in more than one major or degree are allowed to meet the University breadth requirement by taking approved breadth courses from within the subject areas of their majors. The requirements are subject to limitations above, however credit hours may be counted only once towards the credit hour minimum required for the degree. See the undergraduate catalog at catalog.udel.edu for the list of course options.

Degree Requirements

See the undergraduate catalog at catalog.udel.edu and then select “other content” under catalog search and search for “breadth requirements” for the specific list of courses.

CAH - Creative Arts & Humanities (3-credits) (C- minimum grade)

HCC - History and Cultural Change (3-credits) (C- minimum grade)

Additional CAH, HCC or Foreign Language (6-credits)

Social and Behavioral Sciences (12-credits)

- PSYC 100 and a SOCI course are required
- No more than 6-credits may be taken in the same department

Skills (15-credits)

- 3-credits of English - ENGL 110 (3-credits) (C- minimum grade)
- 3-credits of Mathematics - MATH 221 or MATH 241 (C- minimum grade)
- 6-credits of Statistics – MATH 201 or STAT 200 and MATH 202 or MISY 262 (C- minimum grade)
- 3-credits of Communications – COMM 212 or HOSP 230
REQUIREMENTS FOR MANAGEMENT, MARKETING or OPERATIONS MANAGEMENT
DOUBLE MAJOR
(All requirements except free electives must be taken for a letter grade. Pass/Fail status courses may only count in free electives)

Degree Requirements (cont’d)
Mathematics, Natural Sciences and Technology (7-credits)
Note: STAT, MATH and CISC courses may NOT apply. This requirement includes one associated laboratory credit.

International Courses (3-credits)
Choose one (1) course from the following:
- ACCT 383: Introduction to International Accounting
- ACCT 395: Seminar: International Accounting
- BUAD 383: Seminar on International Management
- BUAD 384: Global Business Environment
- BUAD 386: International Business Management
- BUAD 391: Seminar on International Management
- BUAD 393: Seminar on International Marketing Management
- BUAD 394: Seminar on International Operations Management
- BUAD 425: Current Issues in Global Business
- BUAD 475: International Marketing
- ECON 305: Comparative Economics Systems
- ECON 311: Economics of Developing Countries
- ECON 318: Economic History of France
- ECON 340: International Economics
- ECON 341: Environment of Multinational Corporations
- ECON 344: The Making of the European Economy
- ECON 348: Industrial Policies of France
- ECON 405: The Planned Economies
- ECON 411: Economic Theory of Developing Countries
- ECON 441: International Trade
- ECON 443: International Monetary Economics
- ECON 444: Economics of Environmental Management
- ECON 445: International Finance
- FINC 392: Seminar on International Financial Management
- ECON 301: Comparative Economics Systems
- MISY 395: Global Issues in Information Technology

Double Major Required Courses (75/78-credits)
• Students are required to earn a minimum grade of “C-” in the following courses: ECON 101 & 103; ACCT 207 & 208; BUAD 110, 301, 306, 309 & 441; FINC 311 as well as the courses noted in their respective major.
• ACCT 302, 350 & 351 do not count toward degree for majors. (ACCT 302 or MISY 225 may be substituted, however, for MISY 261 and ACCT 350 & 351 may be substituted for ACCT 352 if completing a double major with Accounting).
• BUAD 441, 446-449, 476 and 479 must be taken senior year.
• Students must fulfill the requirements for two (2) major areas among Management, Marketing or Operations Management.
• Students may take only one (1) of the required BUAD upper-level courses as specified under “Major Areas” at another institution.

ANY DEVIATION FROM THE ABOVE CURRICULUM REQUIRES APPROVAL OF THE UNDERGRADUATE PROGRAM ADVISOR FOR THE DEPARTMENT OF BUSINESS ADMINISTRATION.

“WHO’S MY ADVISOR?”
Please see my.lerner.udel.edu for a list of advisors by major.

Note: Many students take courses through the winter and summer sessions to reduce their regular semester course load. These special sessions normally offer only introductory level courses. If you want to take a course somewhere other than UD, be sure to get the course pre-approved by the department offering the equivalent course and your College’s Assistant Dean. You will need a copy of the course description and/or syllabus. The College or University must be AACSB accredited if the course is in business.

Rev. 9/19
# MANAGEMENT, MARKETING or OPERATIONS MANAGEMENT
## DOUBLE MAJOR CHECKSHEET
For students admitted to the University as of Fall 2016 – Present

<table>
<thead>
<tr>
<th>Name:</th>
<th>__________________________________________</th>
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### Course Credits Grade Semester

#### Creative Arts and Humanities (CAH)

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#### History and Cultural Change (HCC)

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#### Additional CAH, HCC or Foreign Language

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#### Social and Behavioral Sciences

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<th>PSYC 100</th>
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<tr>
<th>SOCI</th>
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#### Natural Sciences and Technology
(Note: MATH, STAT and CISC courses may not apply)

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</table>

#### Skills

*ENGL 110 3 | |

*MATH 221 3 | |

*MATH 201 or *STAT 200 3 | |

*MATH 202 or *MISY 262 3 | |

COMM 212 or HOSP 230 3 | |

#### International Course

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- *Grade of "C-" or better required in these courses
- *Course satisfies the FYE requirement
- 2Choose from the list of International Business courses list on page 4
- 3Choose from BUAD 386, 420, 424, 426, 429, 444 or MISY 427
- 4Choose from BUAD 351, 470, 471, 472, 473, 474, 475, 477 or 478
- 5Course satisfies the Capstone requirement

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**Total Credits: 124/121**

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UNIVERSITY REQUIREMENTS CHECK SHEET

University requirements may also fulfill major requirements; however, credit hours may be counted only once towards the credit hour minimum required for the degree.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
<th>Grade</th>
<th>Semester</th>
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<tbody>
<tr>
<td>1. First-year-Experience (FYE) Requirement – click on the link for a list of approved FYE courses: FYE Requirement</td>
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<td>Course: _________________________</td>
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<tr>
<td>2. Writing Requirement (&quot;C-&quot; minimum grade)</td>
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<tr>
<td>ENGL 110</td>
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<td>3. Multicultural Requirement (3-credits) – this course must be taken for standard grading</td>
<td>3</td>
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<td>Course: _________________________</td>
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<tr>
<td>4. Discovery Learning Experience (DLE) Requirement (3-credits) – Click on the link for a list of approved DLE courses: DLE Requirement</td>
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<td>Course: _________________________</td>
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<td>Course: _________________________</td>
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<tr>
<td>5. Capstone (1 to 3-credits) – this requirement applies to students that matriculated in 2017 fall and after</td>
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<td>Course: _________________________</td>
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<tr>
<td>6. University Breadth Requirements (12-credits) – “C-” minimum grade</td>
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<tr>
<td>All students entering the University of Delaware as of Fall 2010 are required to take a minimum of 12-credits of University breadth requirements: 3-credits each from courses designated as Creative Arts and Humanities, History and Cultural Change, Social and Behavioral Sciences and Mathematics, Natural Sciences and Technology. Students must pass these courses with a grade of “C-” or better. Note that students must take breadth courses from four different subject areas (e.g., the four letter subject code ACCT, HIST, etc.). Students may not use a course that is cross-listed with a subject area that has already been used to satisfy a university breadth requirement. Students enrolled in a single major may not satisfy the breadth requirement with courses in the subject area of that major (e.g. chemistry majors may not use CHEM courses). Students who are enrolled in more than one major or degree are allowed to meet the University breadth requirement by taking approved breadth courses from within the subject areas of their majors. The requirement may be fulfilled through a course or courses taken to complete other degree requirements, subject to the limitations above; however, credit hours may be counted only once towards the credit hour minimum required for the degree. See the undergraduate catalog at <a href="http://catalog.udel.edu/">http://catalog.udel.edu/</a> for the list of course options.</td>
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<tr>
<td>Creative Arts and Humanities (3-credits) – “C-” minimum grade</td>
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<td>Course: _________________________</td>
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<tr>
<td>History and Cultural Change (3-credits) – “C-” minimum grade</td>
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<td>Course: _________________________</td>
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<tr>
<td>Social and Behavioral Sciences (3-credits) – “C-” minimum grade</td>
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<td>Course: _________________________</td>
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<tr>
<td>Mathematics, Natural Sciences and Technology (3-credits) – “C-” minimum grade</td>
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<td>Course: _________________________</td>
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<tr>
<td>7. Residency Requirement (check one):</td>
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<tr>
<td>_____ The first 90 of 100 credits completed at UD</td>
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<tr>
<td>_____ The last 30 of 36 credits completed at UD</td>
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