

Worcester State University Bachelor of Science in Business Administration Teach-Out Plan

For Becker College Undergraduate Marketing Students

CURRENT BECKER COLLEGE FIRST-YEAR STUDENTS

Current first-year Becker College Marketing students who will achieve sophomore status by the end of the spring 2021 semester in good academic standing are guaranteed enrollment in the Worcester State University Business Administration program, concentration in Marketing, at the sophomore level. The following teach-out plan is specifically designed for current Becker College first-year students who will enter the Worcester State University Business Administration, concentration in Marketing, program at the sophomore level. Satisfactory completion of the Becker College first-year curriculum in Marketing will guarantee students 30 credits in transfer to Worcester State University. Students will then follow the following degree requirements and timeline to finish their degrees at Worcester State University.

Fall 2020 – Becker College: 15 credits

Global Econ.: Micro and Macro Perspective	ECON1200	3	WSU EC 1XX Econ. Elective
Managing Transitions: Change as a Norm	CORE1001	3	WSU TR 1XX
Composition and the Agile Mindset	COREENGL	3	WSU EN 190 Readings in Lit.
Applied Business Statistics	MATH2101	3	WSU EC 150 Statistics (QR)
Introduction to Business Models	MGMT1000	3	WSU TR 1XX

Spring 2021 – Becker College: 15 Credits

Marketing I - Creating, Marketing, Branding	MKTG2004	3	WSU BA 318 Prin. of Marketing
General Education Elective		3	WSU TR 1XX (LASC TBD)
Social Science Elective		3	WSU TR 1XX (LASC TBD)
Open Elective		3	WST TR 1XX (LASC TBD)
Open Elective		3	WSU TR 1XX

Summer I and II 2021 – Worcester State University: 6 credits

EN 101 Writing I		3
EN 102 Writing II		3

Fall 2021 – Worcester State University: 15 credits

BA 200 Principles of Management		3
EC 110 Intro. to Macro. Econ. (HSB) OR		3
EC 120 Intro. to Micro. Econ. (HSB)		
LASC (CON)		3
LASC (ICW)		3
LASC (USW)		3

Spring 2022 – Worcester State University: 15-16 credits

EC 110 Intro. to Macro. Econ. (HSB) OR EC 120 Intro. to Micro. Econ. (HSB)	3
EC 202 Intro. to Mathematical Economics OR MA 202 Bus. Calc.	3-4
BA 210 Financial Accounting I	3
BA 2XX+ 200+ Major Elective	3
LASC (DV)	3

Fall 2022 – Worcester State University: 13 credits

BA 220 Financial Accounting II	3
BA 250 Analytical Techniques in Business	3
EN 253 Business Communications	3
LASC (LAB)	4

Spring 2023 – Worcester State University: 15 Credits

BA 305 Organizational Behavior	3
BA 230 Managerial Accounting OR BA 374 Cost Accounting	3
BA 316 Financial Management	3
LASC (QR)	3
LASC (NSP)	3

Fall 2023 – Worcester State University: 15 Credits

BA 312 Operations Management I	3
BA 350 Business Information Systems and Applications	3
BA 320 Bus. Law OR BA 480 Legal Environment of Bus.	3
BA Marketing Concentration Elective	3
BA Marketing Concentration Elective	3

Spring 2024 – Worcester State University: 15 Credits

BA 490 Business Strategy and Policy	3
BA Marketing Concentration Elective	3
BA Marketing Concentration Elective	3
LASC (CA)	3
LASC (GP)	3

Becker College Total Credits:	30
Worcester State University Total Credits:	94-95
Total Degree Credits	124-125

Notes:

- All students will have their transcripts reviewed; as a result, individual students may be handled on a case-by-case basis.
- Please see the list of Business Administration, concentration in Marketing, major requirements at the end of this document.
- Please note that some students may be asked to complete summer courses to remain on track for timely program completion.
- Students are required to meet with their department advisors to review upcoming semester academic choices.
- A minimum of 120 credits is required for graduation.

Requirements for a Major in Business Administration, Concentration in Marketing

The Common Business Core together with four additional courses in the field of marketing chosen with the assistance of the advisor from the list that follows:

Course List

Code	Title	Credits
<i>Ancillary Courses</i>		(15-16 credits)
EC-110	Introduction to Microeconomics	3
EC-120	Introduction to Macroeconomics	3
EN-253	Business Communications	3
MA-150	Statistics I	3
or EC-150	Statistics	
MA-202	Business Calculus	3-4
or EC-202	Introduction to Mathematical Economics	
<i>Common Business Core</i>		(36 credits)
<i>Lower Division</i>		
BA-200	Principles of Management	3
BA-210	Financial Accounting I	3
BA-220	Financial Accounting II	3
BA-230	Managerial Accounting	3
BA-250	Analytical Techniques in Business	3
<i>Upper Division</i>		
BA-305	Organizational Behavior	3
BA-312	Operations Management I	3
BA-316	Financial Management	3
BA-318	Principles of Marketing	3
BA-350	Business Information Systems and Applications	3
BA-320	Business Law I	3
or BA-480	The Legal Environment of Business	
BA-490	Business Strategy and Policy	3
<i>Marketing Concentration Courses</i>		(12 credits)
<i>Select four of the following:</i>		12
BA-406	Trends in Marketing	
BA-420	Marketing Research	
BA-422	Retailing	
BA-424	Advertising Management	
BA-426	Consumer Behavior	
BA-428	Business to Business Marketing	
BA-429	Integrated Marketing Communications	

Course List

Code	Title	Credits
<u>BA-486</u>	Internship in Business Administration	
<u>BA-494</u>	International Marketing	
Total Credits		63-64