

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

For Becker College Undergraduate Marketing Students

CURRENT BECKER COLLEGE THIRD-YEAR STUDENTS

Current third-year Becker College Marketing students who will achieve senior status by the end of the spring 2021 semester in good academic standing are guaranteed enrollment in the Worcester State University Business Administration, concentration in Marketing, program at the senior level. The following teach-out plan is specifically designed for current Becker College third-year students who will enter the Worcester State University Business Administration, concentration in Marketing, program at the senior level. Satisfactory completion of the Becker College first-, second-, and third-year curricula in Marketing will guarantee students 91 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 2018 – Becker College: 15 credits

Global Econ.: Micro and Macro Perspective	ECON1200	3	WSU EC 1XX Economics 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 2019 – Becker College: 15 Credits

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

Fall 2019 – Becker College: 15 credits

Accounting and Finance I - Concepts and Tools	ACCT2100	3	WSU 210 Financial Accounting I
Supply Chains and Innovations	MGMT2400	3	WSU BA 2XX 200-Level Bus. Elec
Marketing II - Analyzing Marketing, Branding	MKTG3004	3	WSU BA 3XX 300-Level Bus. Elec
Developing an Entrepreneurial Mindset	CORE3100	3	WSU BA 2XX 200-Level Bus. Elec
Writing about Literature	ENGL1003	3	WSU EN 105 Intro. to Lit. (TLC)

Spring 2020 – Becker College: 16 credits

Business Career Exploration	MGMT2900	3	WSU TR 1XX General Elective
Accounting and Finance II	ACCT3100	3	WSU 220 Financial Accounting II
Advertising	MKTG2101	3	WSU BA 424 Advertising Mgmt.
Open Elective		3	WSU TR 1XX General Elective
Science Elective w/ Lab		4	LASC (LAB)

Fall 2020 – Becker College: 15 credits

Business Dec. Making: Law, Ethics and Strat.	MGMT3700	3	WSU BA 2XX Business Elective
Marketing and Product Management	MKTG3001	3	WSU BA 306 Human Res. Mgmt.
Consumer Behavior	MKTG3005	3	WSU BA 426 Consumer Behavior
Advanced Topics in Marketing	MKTG4400	3	WSU BA 482 Sel. Top. in Bus. Ad.
Business Analytics	INFO3300	3	WSU BA 250 An. Tech. in Bus.

Spring 2021 Becker College: 15 Credits

Marketing Management	MKTG3001	3	WSU BA 2XX Business Elective
Humanities and Fine Arts Elective		3	WSU LASC (TBD)
Open Elective		3	WSU TR 1XX (LASC TBD)
Open Elective		3	WSU TR 1XX (LASC TBD)
Open Elective		3	WSU TR 1XX (LASC TBD)

Summer I and II 2021 – Worcester State University: 9 credits

EN 101 Writing I		3
EN 102 Writing II		3
BA 200 Principles of Management		3

Fall 2021 – Worcester State University: 15 credits

EC 110 Intro. to Macro. Econ. (HBS) OR EC 120 Intro. to Micro. Econ. (HBS)		3
BA 230 Managerial Accounting OR BA 374 Cost Accounting		3
EN 253 Business Communications		3
BA 316 Financial Management		3
BA Marketing Concentration Elective		3

Spring 2022 – Worcester State University: 15-16 credits

EC 202 Intro. to Mathematical Economics OR MA 202 Bus. Calc.	3-4
EC 110 Intro. to Macro. Econ. (HBS) OR EC 120 Intro. to Micro. Econ. (HBS)	3
BA 320 Bus. Law OR BA 480 Legal Environment of Bus.	3
LASC (CA)	3
LASC (QR)	3

Fall 2022 – Worcester State University: 12 credits

BA 305 Organizational Behavior	3
BA 312 Operations Management I	3
BA 350 Business Information Systems and Applications	3
BA 490 Business Strategy and Policy	3

Becker College Total Credits:	91
Worcester State University Total Credits:	51-52
Total Degree Credits	142-143

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