BS in Strategic Management (326433) MAP Sheet

Business, Management

For students entering the degree program during the 2017-2018 curricular year.

This is a limited enrollment program requiring departmental admissions approval. Please see the college advisement center for information regarding requirements for admission to this emphasis.

<table>
<thead>
<tr>
<th>University Core and Graduation Requirements</th>
<th>Suggested Sequence of Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>University Core Requirements:</strong></td>
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<tr>
<td><strong>Requirements</strong></td>
<td><strong>FRESHMAN YEAR</strong></td>
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<tr>
<td><strong>#Classes</strong></td>
<td><strong>1st Semester</strong></td>
</tr>
<tr>
<td><strong>Hours</strong></td>
<td>First-year Writing or A HTG 100</td>
</tr>
<tr>
<td><strong>Classes</strong></td>
<td>3.0</td>
</tr>
<tr>
<td><strong>Religion Cornerstones</strong></td>
<td>BUS M 180</td>
</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>0.5</td>
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<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>IS 110</td>
</tr>
<tr>
<td>Foundations of the Restoration</td>
<td>1.0</td>
</tr>
<tr>
<td>The Eternal Family</td>
<td>MATH 110, if needed (FWSpSu)</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td>3.0</td>
</tr>
<tr>
<td><strong>The Individual and Society</strong></td>
<td>Religion Cornerstone course</td>
</tr>
<tr>
<td>American Heritage</td>
<td>2.0</td>
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<tr>
<td>Global and Cultural Awareness</td>
<td>General Education</td>
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<tr>
<td><strong>Skills</strong></td>
<td>6.0</td>
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<tr>
<td>First Year Writing</td>
<td><strong>Total Hours</strong></td>
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<tr>
<td>Advanced Written and Oral Communications</td>
<td>15.5</td>
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<tr>
<td>Quantitative Reasoning</td>
<td><strong>2nd Semester</strong></td>
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<tr>
<td>Languages of Learning (Math or Language)</td>
<td>First-year Writing or A HTG 100</td>
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<tr>
<td><strong>Total Hours</strong></td>
<td>3.0</td>
</tr>
<tr>
<td><strong>Arts, Letters, and Sciences</strong></td>
<td>STAT 121</td>
</tr>
<tr>
<td>Civilization 1</td>
<td>3.0</td>
</tr>
<tr>
<td>Civilization 2</td>
<td>ACC 200 (FWSpSu)</td>
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<tr>
<td>Arts</td>
<td>3.0</td>
</tr>
<tr>
<td>Letters</td>
<td>MATH 116 (FWSpSu)</td>
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<tr>
<td>Biological Science</td>
<td>1.0</td>
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<tr>
<td>Physical Science</td>
<td>BUS M 241 (FWSpSu)</td>
</tr>
<tr>
<td>Social Science</td>
<td>3.0</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td>Religion Cornerstone course</td>
</tr>
<tr>
<td><strong>Core Enrichment: Electives</strong></td>
<td>2.0</td>
</tr>
<tr>
<td>Religion Electives</td>
<td><strong>Total Hours</strong></td>
</tr>
<tr>
<td>Open Electives</td>
<td>15.0</td>
</tr>
<tr>
<td><strong>FOR UNIVERSITY CORE AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB</strong></td>
<td><strong>JUNIOR YEAR</strong></td>
</tr>
<tr>
<td><strong>Note:</strong> The sequence of courses suggested may not fit the circumstances of every student. Students should contact their advisement center for help in outlining an efficient schedule. Note: Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.</td>
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</tbody>
</table>

Graduation Requirements:
- Minimum residence hours required: 30.0
- Minimum hours needed to graduate: 120.0
**REQUIREMENT 1** Complete 4 courses  
**PREQUISITES:**  
- ACC 200 - Principles of Accounting 3.0  
- BUS M 241 - Marketing Management 3.0  
- *ECON 110 - Economic Principles and Problems 3.0  
- FIN 201 - Principles of Finance 3.0  

Apply and be formally accepted into the program.

**REQUIREMENT 2** Complete 1 course  
- MATH 112 - Calculus 1 4.0  
- MATH 116 - Essentials of Calculus 1.0

**REQUIREMENT 3** Complete 5 courses  
**COMPLETE THE FOLLOWING REQUIRED COURSES BEFORE THE**  
**MANAGEMENT CORE:**  
- IS 110 - Spreadsheet Skills and Business Analysis 1.0  
- IS 201 - Introduction to Management Information Systems 3.0  
- *M COM 320 - Communication in Organizational Settings 3.0  
- MATH 118 - Finite Mathematics 3.0  
- STAT 121 - Principles of Statistics 3.0  

**REQUIREMENT 4** Complete 1 course  
- BUS M 380 - Executive Lectures 1.0  
- BUS M 371R - Entrepreneurship Lecture Series 1.0

**REQUIREMENT 5** Complete 1 course  
- BUS M 241 - Business Law in the Environment 3.0  
- BUS M 277 - Legal Issues in Entrepreneurship 3.0

**REQUIREMENT 6** Complete 5 courses  
**STRATEGY CORE COURSES:**  
- BUS M 480 - Strategy 1 3.0  
- BUS M 481 - Strategy 2 3.0  
- BUS M 482 - Strategy Implementation 3.0  
- BUS M 487 - Strategy and Economics 3.0

**REQUIREMENT 7** Complete 4 courses  
**MANAGEMENT CORE:**  
- BUS M 200 - Introduction to Global Supply Chain Management 1.5  
- BUS M 300 - Introduction to Operations Management 1.5  
- BUS M 390 - Ethics for Management 3.0  
- ORG B 321 - Organizational Effectiveness 3.0

**REQUIREMENT 8** Complete 2 courses  
- BUS M 470 - Entrepreneurial Innovation 3.0  
- BUS M 471 - Creating New Ventures 3.0  
- BUS M 475 - Financing New Ventures 3.0

**FIN 402 - Managerial Finance for Non-Finance Majors 3.0**  
**FIN 425 - Private Equity and Venture Capital 3.0**  
**IS 515 - Spreadsheets for Business Analysis 3.0**  
**IS 520 - Business Programming and Spreadsheet Automation 3.0**

**REQUIREMENT 9** Complete 2 courses  
- ACC 310 - Principles of Accounting 2 3.0  
- BUS M 372 - Basic Entrepreneurship Skills 3.0  
- BUS M 375 - Social Innovation: Do Good Better 3.0  
- BUS M 430 - Introduction to International Business 3.0  
- BUS M 431 - International Marketing 3.0  
- BUS M 450 - Global Business Negotiations 3.0  
- BUS M 454 - Professional Selling and Sales Management 3.0  
- BUS M 456 - Retailing Management 3.0  
- BUS M 457 - Internet Marketing of Products and Services 3.0  
- BUS M 459 - Marketing Strategy 3.0  
- BUS M 461 - Operations Analytics 3.0  
- BUS M 462 - Customer Relationship Management 3.0  
- BUS M 469 - Global Supply Chain Strategy 3.0  
- BUS M 470 - Entrepreneurial Innovation 3.0  
- BUS M 471 - Creating New Ventures 3.0  
- BUS M 472 - Entrepreneurial Marketing 3.0  
- BUS M 474 - Managing New Ventures and Family Business 3.0  
- BUS M 475 - Financing New Ventures 3.0  
- BUS M 476 - New Venture LaunchPad 3.0  
- BUS M 478A - Innovation Practicum 3.0  
- BUS M 478B - Advanced Innovation Practicum 3.0  
- BUS M 488 - Agribusiness Management 1 3.0  
- BUS M 489 - Agribusiness Management 2 3.0  
- FIN 402 - Managerial Finance for Non-Finance Majors 3.0  
- FIN 412 - Investments Academy 3.0  
- FIN 418 - Financial Planning 3.0  
- FIN 425 - Private Equity and Venture Capital 3.0  
- IS 303 - Introduction to Computer Programming 3.0  
- IS 515 - Spreadsheets for Business Analysis 3.0  
- IS 520 - Business Programming and Spreadsheet Automation 3.0  
- ORG B 327 - Human Resource Management 3.0  
- ORG B 330 - Organizational Development and Change 3.0  
- ORG B 347 - Managerial Leadership Development 3.0  
- ORG B 429 - Compensation, Benefits, and Performance Management 3.0  

**REQUIREMENT 10**  
Complete Marriott School exit survey online.

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**THE DISCIPLINE**  
The Strategy emphasis is designed to help students learn to develop strategies for improving performance in business, families, and individual lives. As the business environment becomes more complex, firms increasingly rely on strategy consultants to remain competitive. Strategy consultants affect change by collecting, reviewing, and analyzing information to make recommendations to management. Consultants may propose ways to improve an organization’s structure, efficiency, or profits.

**CAREER OPPORTUNITIES**  
Strategy emphasis graduates often work in the following roles: consultant, research analyst, product manager, investment banker, and operations manager.

**GENERAL INFORMATION**  
Students are encouraged to apply to the Marriott School of Business at the end of their sophomore year, as soon as they have completed the prerequisite courses.

Marriott School majors are limited-enrollment programs and the application process is competitive. For assistance in preparing for the application process, it is highly recommended that students visit the Marriott School Advisement Center.

**REQUIREMENTS FOR APPLICATION**  
All new students entering the Marriott School commence their study at the beginning of fall semester. Admission into the Marriott School is based on consideration of the following:  
- Prerequisite GPA  
- 300-600 word essay  
- Resume  
- A review of the overall academic record Prerequisite courses must be completed before the application deadline.
Any application with a prerequisite GPA below a 3.0 will not be considered. When prerequisite GPA is calculated, repeated or transferred courses will be discounted. See the Marriott School Advisement Center for more information.

TRANSFER INFORMATION
Transfer equivalencies for the following courses will not be considered: Acc 310, Fin 201, IS 201, and M Com 320.

MAP DISCLAIMER
While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

ADVISEMENT CENTER INFORMATION
Marriott School of Business Advisement Center
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460 Tanner Building
Provo, UT 84602
(801) 422-4285
management@byu.edu