**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.

### University Core and Graduation Requirements

<table>
<thead>
<tr>
<th>University Core Requirements:</th>
<th>Suggested Sequence of Courses</th>
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<tr>
<td><strong>Core Enrichment: Electives</strong></td>
<td><strong>FRESHMAN YEAR</strong></td>
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<td>Religion Electives</td>
<td>1st Semester</td>
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<td>3-4 classes</td>
<td>First-year Writing or A HTG 100&lt;br&gt;3.0</td>
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<tr>
<td>Open Electives</td>
<td>BUS M 180</td>
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<td>IS 110</td>
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<td>MATH 110, if needed (FWSpSu)</td>
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<td></td>
<td>Religion Cornerstone course</td>
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<td>General Education</td>
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<td><strong>Total Hours</strong></td>
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<td><strong>2nd Semester</strong></td>
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<td>First-year Writing or A HTG 100&lt;br&gt;3.0</td>
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<td></td>
<td>STAT 121</td>
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<td>ACC 200 (FWSpSu)</td>
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<td>BUS M 241 (FWSpSu)</td>
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<td>Religion Cornerstone course</td>
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<td><strong>Total Hours</strong></td>
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<td><strong>3rd Semester</strong></td>
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<td>FIN 201 (FWSp)</td>
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<td>ECON 110</td>
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<td>Religion Cornerstone course</td>
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<td>General Education courses</td>
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<td></td>
<td>BUS M 371/380/362</td>
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<td>General Electives</td>
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<td><strong>Total Hours</strong></td>
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<td><strong>4th Semester</strong></td>
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<td>MATH 118</td>
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<td>IS 201 (FWSpSu)</td>
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<td>M COM 320</td>
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<td>Religion Cornerstone course</td>
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<td>General Education courses</td>
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<td>General Electives</td>
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<td><strong>Total Hours</strong></td>
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Most applicants apply to the Marriott School the summer before their junior year.

- **Deadline to apply for Fall is the last working day of June by 4:30 p.m. Each program starts at the beginning of a new academic year.**
- **Apply to Strategy Emphasis.**

**Graduation Requirements:**

- Minimum residence hours required: 30.0
- Minimum hours needed to graduate: 120.0

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*Note:* 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.
### REQUIREMENT 1 Complete 4 courses
**PREREQUISITES:**
- 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 I 4.0
- MATH 116 - Essentials of Calculus 1.0

### REQUIREMENT 3 Complete 5 courses
**COMPLETE THE FOLLOWING REQUIRED COURSES BEFORE THE PREREQUISITES:**
- BUS M 475
- BUS M 471
- BUS M 470
- ORG B 321
- BUS M 390
- BUS M 300
- BUS M 200
- BUS M 487
- BUS M 481
- BUS M 480
- BUS M 326
- ACC 241
- BUS M 371R - Entrepreneurship Lecture Series
- MATH 118
- BUS M 375
- BUS M 372
- ACC 310
- BUS M 457
- IS 110
- MATH 116
- MATH 112
- FIN 201
- *ECON 110
- BUS M 241
- ACC 200

- Introduction to Management Information Systems
- Spreadsheet Skills and Business Analysis
- Principles of Finance
- Principles of Statistics
- Essentials of Calculus
- Organization Effectiveness
- Financing New Ventures
- Creating New Ventures
- Entrepreneurial Innovation
- Ethics for Management
- Strategy and Economics
- Strategy Implementation
- Strategy 2
- Career Development and Student Mentoring
- Legal Issues in Entrepreneurship
- Executive Lectures
- Marketing Management
- Economic Principles and Problems
- Communication in Organizational Settings

Complete 2 courses
Complete 4 courses
Complete 5 courses
Complete 1 course
Complete 1 course
Complete 4 courses
Complete 1 course

### 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

### 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.

### 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
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 Provo, UT 84602
 (801) 422-4285
 management@byu.edu