# BS in Strategic Management (326433) MAP Sheet

## Business, Management

For students entering the degree program during the 2018-2019 curricular year.

BYU 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 BYU Marriott Undergraduate Advisement Center.

## University Core and Graduation Requirements

### University Core Requirements:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion Cornerstones</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>1</td>
<td>2.0</td>
<td>REL A 275</td>
</tr>
<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>1</td>
<td>2.0</td>
<td>REL A 250</td>
</tr>
<tr>
<td>Foundations of the Restoration</td>
<td>1</td>
<td>2.0</td>
<td>REL C 225</td>
</tr>
<tr>
<td>The Eternal Family</td>
<td>1</td>
<td>2.0</td>
<td>REL C 200</td>
</tr>
<tr>
<td>The Individual and Society</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Heritage</td>
<td>1-2</td>
<td>3-6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Global and Cultural Awareness</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Skills</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Year Writing</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Advanced Written and Oral Communications</td>
<td>1</td>
<td>3.0</td>
<td>M COM 320*</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>1</td>
<td>4.0</td>
<td>ACC 200*</td>
</tr>
<tr>
<td>Languages of Learning (Math or Language)</td>
<td>1</td>
<td>4.0</td>
<td>MATH 118* or STAT 121*</td>
</tr>
<tr>
<td>Arts, Letters, and Sciences</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civilization 1</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Civilization 2</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Letters</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Biological Science</td>
<td>1</td>
<td>3-4.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Physical Science</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Social Science</td>
<td>1</td>
<td>3.0</td>
<td>ECON 110*</td>
</tr>
</tbody>
</table>

### Core Enrichment: Electives

| Religion Electives | 3-4 | 6.0 | from approved list |
| Open Electives     | Variable | Variable | personal choice |

FOR UNIVERSITY CORE AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB

*THESE COURSES FILL BOTH GENERAL EDUCATION AND PROGRAM REQUIREMENTS (12 hours overlap)

## Graduation Requirements:

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

## Suggested Sequence of Courses

### FRESHMAN YEAR

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year Writing</td>
<td>ACC 200</td>
</tr>
<tr>
<td>MKTG 201</td>
<td>MATH 118</td>
</tr>
<tr>
<td>Religion Cornerstone</td>
<td>IS 110</td>
</tr>
<tr>
<td>General Education</td>
<td>Religion Cornerstone</td>
</tr>
<tr>
<td>Total Hours</td>
<td>Total Hours</td>
</tr>
</tbody>
</table>

### SOPHOMORE YEAR

<table>
<thead>
<tr>
<th>3rd Semester</th>
<th>4th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 201</td>
<td>ECON 110</td>
</tr>
<tr>
<td>STAT 121</td>
<td>IS 201</td>
</tr>
<tr>
<td>MATH 116</td>
<td>MSB 380 or MSB 381</td>
</tr>
<tr>
<td>Religion Cornerstone</td>
<td>Religion Cornerstone</td>
</tr>
<tr>
<td>General Education</td>
<td>General Education</td>
</tr>
<tr>
<td>Total Hours</td>
<td>Total Hours</td>
</tr>
</tbody>
</table>

### JUNIOR YEAR

<table>
<thead>
<tr>
<th>5th Semester</th>
<th>6th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRAT 401</td>
<td>STRAT 411</td>
</tr>
<tr>
<td>STRAT 421</td>
<td>STRAT 411</td>
</tr>
<tr>
<td>Business Elective</td>
<td>Religion Elective</td>
</tr>
<tr>
<td>Total Hours</td>
<td>Total Hours</td>
</tr>
</tbody>
</table>

### SENIOR YEAR

<table>
<thead>
<tr>
<th>7th Semester</th>
<th>8th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRAT 401</td>
<td>MSB 390</td>
</tr>
<tr>
<td>General Education</td>
<td>General Education</td>
</tr>
<tr>
<td>Total Hours</td>
<td>Total Hours</td>
</tr>
</tbody>
</table>

For the most recent and accurate information, please visit the BYU Marriott Undergraduate Advisement Center.

Most applicants apply to the BYU Marriott School of Business the summer after their sophomore year. Each program starts at the beginning of a new academic year.

- **Deadline to apply for Fall is the last working day of June by 4:30 p.m.**

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.

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.
BS in Strategic Management (326433)
2018-2019 Program Requirements (64 - 67 Credit Hours)

REQUIREMENT 1 Complete 4 courses

PREREQUISITES:
- *ACC 200 - Principles of Accounting 3.0
- *ECON 110 - Economic Principles and Problems 3.0
- FIN 201 - Principles of Finance 3.0
- MKTG 201 - Marketing Management 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 BUSINESS 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

ENT 381 - Entrepreneurship Lecture Series 1.0
ENT 382 - Technology Entrepreneurship Lecture Series 1.0
MSB 380 - Executive Lectures 1.0
MSB 38IR - Social Innovation Lecture Series 1.0

REQUIREMENT 5 Complete 1 course

ACC 241 - Business Law in the Environment 3.0
ENT 412 - Legal Issues in Entrepreneurship 3.0

REQUIREMENT 6 Complete 5 courses

STRATEGY CORE COURSES:
- STRAT 326 - Career Development and Student Mentoring 1.0
- STRAT 401 - Strategy 1 3.0
- STRAT 402 - Strategy Analytics 3.0
- STRAT 411 - Strategy 2 3.0
- STRAT 421 - Strategy Implementation 3.0

REQUIREMENT 7 Complete 4 courses

BUSINESS CORE:
- GSCM 200 - Introduction to Global Supply Chain Management 1.5
- GSCM 300 - Introduction to Operations Management 1.5
- HRM 391 - Organizational Effectiveness 3.0
- MSB 390 - Ethics for Management 3.0

REQUIREMENT 8 Complete 4 courses

ACC 310 - Principles of Accounting 2 3.0
ENT 401 - Entrepreneurial Innovation 3.0
ENT 411 - Creating New Ventures 3.0
ENT 421 - Financing New Ventures 3.0
ENT 422 - Managing New Ventures and Family Business 3.0
ENT 431 - Innovation Practicum 3.0
ENT 432 - Commercializing Innovation 3.0
ENT 434R - New Venture LaunchPad 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
GSCM 411 - Global Business Negotiations 3.0
GSCM 412 - Operations Analytics 3.0
GSCM 419 - Customer Relationship Management 3.0
GSCM 429 - Global Supply Chain Strategy 3.0
HRM 402 - Human Resource Management 3.0
HRM 411 - Organizational Development and Change 3.0
HRM 412 - Compensation, Benefits, and Performance Management 3.0
HRM 413 - Managerial Leadership Development 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
MKTG 412 - Professional Selling and Sales Management 3.0
MKTG 414 - Entrepreneurial Marketing 3.0
MKTG 415 - Internet Marketing of Products and Services 3.0
MKTG 416 - International Marketing 3.0
MKTG 429 - Marketing Strategy 3.0
MSB 375 - Social Innovation: Do Good Better 3.0
MSB 430 - Introduction to International Business 3.0

REQUIREMENT 9 Complete Marriott School exit survey online.

THE DISCIPLINE

Strategic management centers on a company’s strategy, a plan to gain and sustain competitive advantage. This plan reflects how company leaders think about what it takes to succeed in their market and offer unique value to customers. Strategic management is designed to teach students how to collect and analyze information about competitors, customers, and the resources and capabilities of the company; as well as how to use this analysis to make and implement recommendations to a company about where to invest and what actions to take, over time, to achieve superior performance.

CAREER OPPORTUNITIES

Specific positions that may be available with a degree in strategic management include: business managers, business analysts, consultants, and corporate strategists.

GENERAL INFORMATION

Students are encouraged to apply to strategic management the summer after their sophomore year, as soon as they have completed the prerequisite courses. BYU 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 BYU Marriott Undergraduate Advisement Center.

APPLICATION INFORMATION

All new students entering the BYU Marriott School commence their study at the beginning of fall semester. Admission is based on consideration of the following:
- Prerequisite GPA
- Essay
- Résumé
- Interview
- Professionalism
- Review of the overall academic record and evidence of knowledge of and engagement with strategic management (e.g., relevant coursework, work and internship experience, club involvement, etc.)

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. Visit the BYU Marriott Undergraduate 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 Undergraduate Advisement Center
Brigham Young University
460 Tanner Building
Provo, UT 84602
801-422-4285
msb_advisement@byu.edu