

Blue Ridge Community and Technical College and DeSales University

A.A.S. in Business (General Business Track) to B.S. in Marketing

(40 courses required)

**Courses to take at Blue Ridge CTC (DeSales equivalencies in parenthesis):**

**General Education Core (7 courses):**

BUSN 105 Business Communication (MG233)

BUSN 180 Personal Finance

BUSN 200 Business Ethics

CAS 111 Information Literacy (CS105)

COMM 202 Fundamentals of Speech

ENGL 101 Written English 1 (EN103) **OR**

ENGL 110 Technical Writing (EN103)

MATH 100, 105 or 154

**Business Core (7 courses):**

BUSN 101 Introduction to Business (MG100)

BUSN 103 Accounting 1

BUSN 170 Consumer Service Management

BUSN 212 Business Law (AB272)

BUSN230 Business Etiquette & Image

BUSN 275 Management & Leadership **OR**

BUSN 276 Teamwork & Managing Teams

BUSN 292 or BUSN 294

**General Business Track (6 courses):**

ECON 205 Macroeconomics (EC209)

ECON 206 Microeconomics (EC210)

BUSN 218 Principles of Management (MG201)

Select three electives in BUSN, CAS, ECON, ENTR, ENGL, IT, MDIA, CGEN 100, CGEN 120, PSCI 101, PSYC 203, SOCI 203, WORK 299, CLAN, FREN, or SPAN

**Electives (Optional, 0-5 courses):**

Select up to 5 additional courses as DeSales will accept up to 25 total transfer credits.

**Courses to take at DeSales:**

**General Education (4 Courses):**

Humanity 3, Art or Music History

Humanity 4, Great Works of Literature

Intermediate Theology

Values Seminar, MG 475 Ethics in the Workplace

**Major (11 courses):**

MG 211 Quantitative Business Analysis

MK 201 Principles of Marketing

AB 217 Financial Accounting

AB 219 Managerial Accounting

FN 331 Financial Management

MK 220 Consumer Behavior

MK 340 International Marketing

MK 410 Marketing Research

MK 452 Marketing Planning & Strategy

MK Elective

**Electives (1-6 courses)**

Select any on to six elective courses

**Total Courses at Blue Ridge: 20-25**

**Total Courses at DeSales: 15-20**

**Total Courses for Degree: 40**

**For more information contact:**

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