



### Segment One - General Education Requirements

30 Credit Hours - Each course is 6 credit hours

The general education requirements provide a broad foundation in the basic academic disciplines and offer students the opportunity to explore the breadth of the liberal arts and sciences. The following courses offered by Madison University meet the general education requirements for undergraduate students:

Course Number	Course Title
BIOL – EEC101	Biology
ENGL – EEC 101	English Composition I
HIS – EEC 101	Introduction to American History
MATH – EEC 101	Basic Principle of Mathematics
MATH – EEC 102	Introduction to Business Mathematics

### Segment Two - Concentration Requirements

30 Credit Hours - Each course is 6 credit hours

<b>BADM 30101 Introduction to Business</b>	
An overview to contemporary business in America today. A study of business and society, including forms of business organization and ownership, management problems and operation of commerce and industry in today's world.	
<b>Textbook:</b> Introduction to Business, 4th edition	
<b>ISBN#:</b> 0-53-869146-8	
<b>MATH 30103 Introduction to Statistics</b>	
A course designed to present the principles and fundamentals of modern statistics, including basic elements of descriptive inferential statistics underlying statistical methodology.	
<b>Textbook:</b> Elementary Statistics, 4th edition	
<b>ISBN#:</b> 007-240844-8	
<b>BMGT 30101 Business Management</b>	
An introduction to basic concepts of management, analytical techniques and organization theory. A functional approach to management, including cases and managerial excellence.	
<b>Textbook:</b> Management Fundamentals: Concepts, Applications, Skill Development	
<b>ISBN#:</b> 0-324-01337-X	
<b>BMKT 30101 Principles of Marketing</b>	
A broad perspective of marketing designed to offer the student a basic understanding of what marketing is and how it works, with an approach to marketing management.	
<b>Textbook:</b> Marketing: Principles & Perspectives, 3rd edition	
<b>ISBN#:</b> 0-072-46128-4	
<b>FIN 30101 Principles of Finance</b>	
This course provides an introduction to the mechanics of the accounting process, featuring economic issues and how they influence the relationships among capital providers, managers and auditors.	
<b>Textbook:</b> Principles of Financial Management: A Corporate Approach, 1st edition	
<b>ISBN#:</b> 0-13-037748-1	