

# PACE ONLINE FULL BBA IN BUSINESS STUDIES

Campus: NYC, Westchester

| Course               | Title  | Credits   |
|----------------------|--|-----------|
| <b>First Year</b>    |  |           |
| <b>Fall</b>          |  |           |
| AIT 103              | Online Seminar (All students are required to successfully complete this online seminar before regular classes begin. ) | 1         |
| BUS 101              | Contemporary Business Practice   | 3         |
| LAW 150              | Business Law I   | 3         |
| <b>Credits</b>       |  | <b>7</b>  |
| <b>Spring</b>        |  |           |
| ACC 203              | Financial Accounting   | 4         |
| MGT 150              | Managerial and Organizational Concepts   | 3         |
| <b>Credits</b>       |  | <b>7</b>  |
| <b>Summer</b>        |  |           |
| ACC 204              | Managerial Accounting  | 4         |
| MAT 117              | Elementary Statistics  | 4         |
| <b>Credits</b>       |  | <b>8</b>  |
| <b>Second Year</b>   |  |           |
| <b>Fall</b>          |  |           |
| MAR 201              | Principles of Marketing  | 3         |
| MGT 240              | International Management   | 3         |
| <b>Credits</b>       |  | <b>6</b>  |
| <b>Spring</b>        |  |           |
| MGT 226              | Business Analytics   | 3         |
| MAR 342              | Public Relations   | 3         |
| <b>Credits</b>       |  | <b>6</b>  |
| <b>Summer</b>        |  |           |
| MGT 222              | Organizational Behavior  | 3         |
| FIN 260              | Financial Management   | 3         |
| <b>Credits</b>       |  | <b>6</b>  |
| <b>Third Year</b>    |  |           |
| <b>Fall</b>          |  |           |
| MAR 349              | Strategic Digital Marketing  | 3         |
| MAR 331              | Managerial Marketing   | 3         |
| <b>Credits</b>       |  | <b>6</b>  |
| <b>Spring</b>        |  |           |
| MGT 490              | Business Strategy  | 3         |
| MAR/MGT              | Elective   | 3         |
| <b>Credits</b>       |  | <b>6</b>  |
| <b>Summer</b>        |  |           |
| MAR/MGT              | Elective   | 3         |
| MAR/MGT              | Elective   | 3         |
| <b>Credits</b>       |  | <b>6</b>  |
| <b>Total Credits</b> |  | <b>58</b> |