

Requirements for Business Management Fall 2024

Requirements for the Major

The major in Business Management leads to the Bachelor of Science degree. Completion of the major requires 55 credits.

Transfer Credit Policy

Students may apply a maximum of 21 transfer credits toward the Business Major. Of the total 21 credits, only 6 credits may be used to fulfill an area of specialization.

A. Core Courses

- [ACC 210](#) Financial Accounting
- [ACC 214](#) Managerial Cost Analysis and Applications
- [BUS 215](#) Introduction to Business Statistics
- [BUS 220](#) Introduction to Decision Sciences
- [BUS 301](#) Business Communications
- [BUS 326](#) Organizational Behavior
- [BUS 330](#) Principles of Finance
- [BUS 340](#) Information Systems in Management
- [BUS 346](#) Operations Management
- [BUS 348](#) Principles of Marketing
- [BUS 353](#) Entrepreneurship or [BUS 383](#) Social Entrepreneurship or [BUS 441](#) Business Strategy
- [BUS 446](#) Ethics: Critical Thinking through Film or [BUS 447](#) Business Ethics
- [ECO 108](#) Introduction to Economics
- [MAT 122](#) Overview of Calculus; or [MAT 123](#) Precalculus; or [MAT 119](#) Foundations for Precalculus and [MAT 123](#) Precalculus; or a higher level calculus course

B. Area of Specialization

One of the following specializations must be chosen at the start of the junior year. The details are available in the College of Business Office of Student Services.

Choose one specialization from the following areas:

1. Accounting

a. Required courses

- [ACC 310](#) Intermediate Accounting I
- [ACC 311](#) Federal Income Taxation I

b. Select two from the following:

- [ACC 313](#) Intermediate Accounting II
- [ACC 314](#) Federal Income Taxation II
- [ACC 400](#) External Auditing
- [BUS 488](#) Internship

Note: For business majors, successful completion of the accounting minor will satisfy the accounting specialization requirement. However, only the accounting minor will be reflected on the student's academic transcript.

2. Finance

a. Select four from the following:

- [BUS 317](#): Estate & Financial Planning
- [BUS 331](#) International Finance
- [BUS 332](#) Entrepreneurial Finance
- [BUS 336](#) Mergers and Acquisitions
- [BUS 355](#) Investment Analysis
- [BUS 356](#) Financial Analysis with Excel (formerly offered as [BUS 356](#) Financial Engineering)
- [BUS 365](#) Financial Management
- [BUS 366](#) Money and Financial Institutions or [ECO 360](#) Money and Banking
- [ECO 383](#) Public Finance
- [BUS 406](#) Real Estate Finance
- [BUS 488](#) Internship

3. Marketing

a. Required courses

- [BUS 358](#) Marketing Research
- [BUS 359](#) Consumer Behavior
- [BUS 448](#) Marketing Strategy

b. Select one from the following:

- [BUS 302](#) Social Media Marketing Strategy
- [BUS 334](#) Integrated Marketing Communications
- [BUS 335](#) Business Advertising and Promotion
- [BUS 357](#) Principles of Sales
- [BUS 360](#) Business Marketing
- [BUS 362](#) Principles of International Marketing
- [BUS 363](#) Brand Management
- [BUS 378](#) Marketing Ethics, Public Policy, and Social Change
- [BUS 449](#) Marketing in Action
- [BUS 488](#) Internship

4. Operations Management

a. Select four from the following:

- [BUS 370](#) Lean Practices in Operations
- [BUS 371](#) Supply Chain Management
- [BUS 372](#) Quality Management
- [BUS 375](#) Data Mining
- [BUS 393](#) Principles of Project Management
- [BUS 488](#) Internship

Note: [BUS 475](#), [BUS 476](#) Undergraduate Teaching Practicum I, II, and [BUS 487](#) Independent Research will count toward the total University credit requirement, but not toward the business major.

C. Upper-Division Writing Requirement

[BUS 301](#) contains the necessary writing components which satisfy the Upper Division Writing Requirement for the business major, and also satisfies the Stony Brook Curriculum learning objectives SPK and WRD. This course must be taken at Stony Brook.