



College of Business

2024-2025

Suggested Curriculum Guide for Corporate Communication & Technology Concentration

Freshman (1st Semester) 15 hrs

GSD 101 Foundations of Learning
BUS 101 Nature of Business
E-1A* ENG 101
E-2 MAT 112A/B, 114 Algebra & Applications or **MAT 211** Calculus
E-3A Arts

Sophomore (1st Semester) 16 hrs

BUS 200 (1) Professional Development Series
BUS 207 Fundamentals of Interpersonal Business Communication
BUS 209 Fundamentals of Financial & Managerial Accounting
ECO 230 Fundamentals of Microeconomics (Element 5B)
E-5A History
E-4 Natural Science

Junior (1st Semester) 16 hrs

BUS 300 (1) Professional Development Series
BUS 302 Essentials of Finance
BUS 303 Essentials of Organizational Behavior & HR
BUS 305 Essentials of Marketing
CCT 270 Entrepreneurship
E-6 Diversity

Senior (1st Semester) 13 hrs

BUS 400 (1) Professional Development Series
CCT 310 International Business Communication
CCT 550 Integrated Corporate Communication
MGT Upper Division Major Course (3 hrs)
Free Elective (3 hrs)

Freshman (2nd Semester) 15 hrs

BUS 206 Fundamentals of Problem Solving with Excel
E-1B* ENG 102
E-1C CMS 100 or 210
E-4 Natural Science
E-3B Humanities

Sophomore (2nd Semester) 15 hrs

BUS 204 Fundamentals of Business Law and Ethics
BUS 301 Essentials of Formal Business Communication
BUS 304 Essentials of Management Information Systems
ECO 231 Fundamentals of Macroeconomics
STA 260 Business Statistics

Junior (2nd Semester) 15 hrs

CCT 304S Applied Entrepreneurship and Service Learning
BUS 306 Essentials of Operations and Supply Chain
GBU 201 or MGT 318 MGT Issues in International Business
E-6 Diversity
Free Elective (3 hrs)

Senior (2nd Semester) 15 hrs

BUS 402 Integrated Business Management
CCT 570 Web Design for Offices
MGT 316 Organization Behavior
MKT Upper Division Course (3 hrs)
Free Elective (3 hrs)

*Course must be taken in semester indicated.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.