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| ECO 3150 Money, Banking and Financial Markets | 3 |
| ECO 3200 Global Economics and Finance | 3 |
| <i>Complete either* ECO 3310 or 3560:</i> | .3 |
| ECO 3310 Labor Economics | * |
| ECO 3560 Understanding Economic Evaluations in Healthcare | * |
| ECO 4010 Econometrics | 3 |
| BUS 4600 Business Internship † | 3 |
| BUS 4900 Capstone | 3 |
| <i>Complete three credits from one of the following disciplines** (3 credits):</i> | 3 |
| ACC/BUS/ECO/FIN/MKT 2000/3000-level electives | ** |
| Related Requirements (12 credits): | |
| CIS 1050 Computer Applications for Business | 3 |
| COM 2290 Experience in Corporate Communications | 3 |
| ETH 2570 Business Ethics | 3 |
| <i>Complete either*** MAT 1150B or MAT 2200:</i> | 3 |
| MAT 1150B Elementary Statistics for Business (MAT 1150A is equivalent if transferred or already completed) | *** |
| MAT 2200 Calculus for Science and Business | *** |
| Electives: Liberal Arts and Sciences (LAS) for a B.S. degree is met. FST 1000 counts towards Electives Requirement. | 39 |
| <i>(Adjust Electives needed for having a Minor(s), Remedials, ESL, Honors Programs, PED/FST waivers as needed, under consultation with advisor.)</i> | -- |
| Total: | 128 |

NOTE: The General Education requirement is 44, and has been adjusted to 35, because the following Related requirement will also satisfy the requirement: COM 2290, ETH 2570 and MAT 1150B.

†**BUS 4600:** Full-time working students will take any 2000, 3000, 4000 ACC/BUS/ECO/MKT/FIN course with the Program Director's approval.

FINANCE—B.S.

New York State Registered Program Code: 34116

HEGIS Code: 504.00 {Banking and Finance}

Molloy Program of Study Code: FINBS (Dual Degree)

Program Learning Outcomes

Students will be able to:

- Demonstrate advanced knowledge related to the discipline of finance.
- Analyze and evaluate information or a situation to form a judgment.
- Use written and oral communication skills effectively to deliver professional reports and presentations.
- Integrate ethical concepts as they apply to business decisions.
- Use quantitative and qualitative skills as they relate to the discipline of finance.

- Demonstrate knowledge of organizational theory as it applies to decision-making and leadership.

| | Credits |
|---|----------------|
| General Education Requirements: Acceptable courses listed under General Education Requirements — (35 credits needed) See NOTE | |
| <i>Arts and Fine Arts (1 out of 2 disciplines) (3 credits):</i> ART History/MUS History | 3 |
| <i>English, Languages and Literature (1 of each discipline) (9 credits):</i> ENG 1100; Languages; and Languages/Literature | 9 |
| <i>Social and Behavioral Sciences (3 out of 4 disciplines) (9 credits):</i> HIS/POL/PSY/SOC | 9 |
| <i>Math and Science (3 credits):</i> Science course | 3 |
| <i>Philosophy, Theology and Ethics (1 of each discipline) (6 credits):</i> PHI; THE | 6 |
| <i>Physical Education (1 credit):</i> PED | 1 |
| <i>Core Course (4 credits):</i> COR | 4 |
| Major Requirements (51 credits): | |
| BUS 1010 Introduction to Business | 3 |
| BUS 2010 Principles of Management | 3 |
| MKT 2300 Principles of Marketing | 3 |
| BLW 2400 Business Law I | 3 |
| ACC 2600 Accounting I | 3 |
| ACC 2610 Accounting II | 3 |
| BUS 3430 Quantitative Analysis for Business Applications | 3 |
| FIN 3500 Corporate Finance | 3 |
| ACC 3620 Intermediate Accounting I | 3 |
| FIN 3800 Investment Management | 3 |
| FIN 3810 Risk Management | 3 |
| <i>Choose one* of the following (3 credits):</i> | 3 |
| FIN 3840 Real Estate and Project Finance | * |
| FIN 3870 Global Financial Markets | * |
| FIN 3880 Fixed Income Markets and Valuation | * |
| FIN 4030 Corporate Treasury Management | * |
| FIN 3890 Fundamental Analysis and Company Valuation | 3 |
| <i>Complete two ACC/BUS/ECO/FIN/MKT 2000/3000-level electives (6 credits)</i> | 6 |
| BUS 4600 Business Internship I† | 3 |
| BUS 4900 Capstone | 3 |
| Related Requirements (32-33 credits): | |
| CIS 1050 Computer Application for Business | 3 |
| CIS 3600 Computer Information Systems in Business | 3 |
| COM 2290 Experience in Corporate Communication | 3 |
| COM 2390 Public Speaking for Business | 1 |

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| ECO 2510 Macroeconomics | 3 |
| ECO 2520 Microeconomics | 3 |
| ECO 3150 Money, Banking and Financial Markets | 3 |
| ECO 3200 Global Economics and Finance | 3 |
| ENG 2380 Techniques of Business Writing | 1 |
| ETH 2570 Business Ethics | 3 |
| MAT 1150B Elementary Statistics for Business (MAT 1150A is equivalent if transferred or already completed) | 3 |
| <i>Complete one* of the following:</i> | 3-4 |
| MAT 1160 College Algebra and Trigonometry | * |
| MAT 1180 Pre-Calculus | * |
| MAT 2210 Calculus I | * |
| Electives: Liberal Arts and Sciences (LAS) for a B.S. degree is met. FST 1000 counts as towards Electives Requirement. | 9-10 |

(Adjust Electives needed for having a Minor(s), Remedials, ESL, Honors Programs, PED/FST waivers as needed, under consultation with advisor.)

Total: 128

NOTE: The General Education requirement is 44, and has been adjusted to 35, because the following Related requirement will also satisfy the requirement: COM 2290, ETH 2570 and MAT 1150B.

†BUS 4600: Full-time working students will take any 2000, 3000, 4000 ACC/BUS/ECO/MKT/FIN course with the Program Director's approval.

MARKETING—B.S.

New York State Registered Program Code: 36275

HEGIS Code: 509.00 {Marketing and Purchasing}

Molloy Program of Study Code: MRKBS

Program Learning Outcomes

Students will be able to:

- Demonstrate advanced knowledge related to the discipline of marketing.
- Analyze and evaluate information or a situation to form a judgment.
- Use written and oral communication skills effectively to deliver professional reports and presentations.
- Integrate ethical concepts as they apply to business decisions.
- Use quantitative and qualitative skills as they relate to the discipline of marketing.
- Demonstrate knowledge of organizational theory as it applies to decision-making and leadership.

Credits

General Education Requirements: Acceptable courses listed under General Education Requirements — (35 credits needed) See **NOTE**

| | |
|---|---|
| Arts and Fine Arts (1 out of 2 disciplines) (3 credits): ART History/MUS History | 3 |
| English, Languages and Literature (1 of each discipline) (9 credits): ENG 1100; Languages; and Languages/Literature | 9 |

| | |
|--|---|
| Social and Behavioral Sciences (3 out of 4 disciplines) (9 credits): HIS/POL/PSY/SOC | 9 |
| Math and Science (3 credits): Science course | 3 |
| Philosophy, Theology/Religious Studies and Ethics (2 of two disciplines) (6 credits): PHI; TRS | 6 |
| Physical Education (1 credit): PED | 1 |
| Core Course (4 credits): COR | 4 |

Major Requirements (54 credits):

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|---|----|
| BUS 1010 Introduction to Business | 3 |
| BUS 2010 Principles of Management | 3 |
| MKT 2300 Principles of Marketing | 3 |
| MKT 2350 Consumer Behavior | 3 |
| BLW 2400 Business Law I | 3 |
| ACC 2600 Accounting I | 3 |
| ACC 2610 Accounting II | 3 |
| BUS 3040 Organizational Behavior | 3 |
| BUS 3340 International Business | 3 |
| MKT 3370 Marketing Strategy | 3 |
| MKT 3380 Marketing Research | 3 |
| BUS 3430 Quantitative Analysis for Business Applications | 3 |
| FIN 3500 Corporate Finance | 3 |
| BUS 4600 Business Internship I† | 3 |
| BUS 4900 Capstone | 3 |
| Complete three** management or marketing BUS/MKT electives (9 credits): | 9 |
| <i>May take MKT/COM 2550, MKT/COM 2590 or COM 3570:</i> | ** |

MKT/COM 2550 Public Relations

MKT/COM 2590 Introduction to Advertising

COM 3570 Digital Public Relations Campaigns

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| NMD 2260 Introduction to New Media | ** |
| MKT 3320 Sports Marketing | ** |
| MKT 3390 Marketing Analytics | ** |
| MKT 3400 International Marketing | ** |
| MKT 3410 Branding Strategies | ** |
| MKT 3420 Digital Media Marketing | ** |
| MKT 3440 Integrated Marketing Communications | ** |

Related Requirements (26-28 credits):

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|---|-----|
| CIS 1050 Computer Applications for Business | 3 |
| CIS 3600 Computer Information Systems in Business | 3 |
| COM 2290 Experience in Corporate Communications | 3 |
| <i>Complete either* COM 2100 or COM 2390:</i> | 1-3 |
| COM 2100 Public Speaking | * |