

Effective Fall 2021

ZICKLIN ADMISSION REQUIREMENTS: Students have three possible paths for admission into the Zicklin School of Business to pursue the Bachelors of Business Administration (BBA) degree. (Detailed info, <https://zicklin.baruch.cuny.edu/ug-eligibility-admission-criteria/>)

Path 1 – Direct Admission: Students who have been admitted to the following programs at Baruch and declared an intended BBA plan are eligible to be admitted into the Zicklin BBA program.
This includes Macaulay honors, Baruch scholars, Provost scholars (transfer students and current Baruch students), inquiry scholars, and Dean's Scholars.

Path 2 – Early Entry: Students need to satisfy the following criteria:
1. Completion of 4 pre-business courses (ACC 2101, ECO 1001, ECO 1002, STA 2000) with a minimum average GPA of 2.25 GPA or higher in the 4 courses
2. Completion of at least 30 credits with an overall Baruch GPA of 2.25 or higher

Path 3 – Regular Entry: Students need to satisfy the following criteria:
1. Completion of COM 2020 and ENG 2150
2. Completion of 7 pre-business courses (ACC 2101, CIS 2200, ECO 1001, ECO 1002, ENG 2100, LAW 1101, STA 2000) with a minimum average GPA of 2.25 GPA or higher in the 7 courses
3. Completion of at least 45 credits with an overall Baruch GPA of 2.25 or higher

Liberal Arts – 57 Credits

REQUIRED CORE (9-12 credits)

English Composition (both required) 6 Credits	<ul style="list-style-type: none"> * ENG 2100: Writing I * ENG 2150: Writing II 	Mathematical and Quantitative Reasoning (one required) 3 Credits	<ul style="list-style-type: none"> MTH 2003: Pre-calculus and Elements of Calculus MTH 2009: Pre-calculus <p>Statistics and Quantitative Modeling majors are required to complete one of the calculus courses: (MTH 2205/MTH 2207/MTH 2610).</p>
Life and Physical Sciences (one required) 3 Credits	<ul style="list-style-type: none"> BIO 1012: Fundamentals of Biology: Human Biology Laboratory BIO 1016: Fundamentals of Biology: Laboratory Research in Genetics, Evolution, and Ecology CHE 1004: Fundamentals of Chemical Laboratory Techniques ENV 1004: Fundamentals of Ecological Research PHY 2001: Fundamentals of Experimental Physics 	<ul style="list-style-type: none"> BIO 2010: Principles of Biology I CHM 2003: General Chemistry I PHY 2003: General Physics I PHY 3010: Quantitative Physics I 	

FLEXIBLE CORE (18 credits)

Flexible Core is made up of six liberal arts and sciences courses, with at least one course from each of the following five areas and no more than two courses from any one department, discipline, or interdisciplinary field. Please note that some departments offer courses in more than one area.

<i>World Cultures and Global Issues</i>	<i>U.S. Experience in Its Diversity</i>	<i>Creative Expression</i>
<i>Scientific World</i>	<i>The Individual and Society</i>	<i>(1 Additional Course from the 5 categories)</i>

Read information about the Flexible Core courses here at the Baruch Website: <https://www.baruch.cuny.edu/genedreqs/pathwaysatbaruch/flexiblecore.htm>

REQUIRED LIBERAL ARTS PRE-BUSINESS COURSES (13.5 credits)

* COM 2020: Introduction to Business Communication	
COM 3021: Professional Speech Communication	
* ECO 1001: Microeconomics	
* ECO 1002: Macroeconomics	
* STA 2000: Business Statistics I	

COLLEGE OPTION / LIBERAL ARTS MINOR (12 credits)

• Course 1: ENG/CMP 2800/2850: Great Works of Literature
• Course 2: 4000-level CIC "capstone" course for one of the liberal arts minors
• Course 3: 2 nd 3000-level liberal arts course towards the same liberal arts minor
• Course 4: 1 st 3000-level liberal arts course towards the same liberal arts minor
* 2 nd degree students are waived from the college options/liberal arts minor requirement.
* Transfer students from a CUNY 4-year college with 12 college option credits already completed are waived from the college options/liberal arts minor requirement.

LIBERAL ARTS ELECTIVES & FREE ELECTIVES

1.5 Liberal arts elective credits to fulfill 57 credit liberal arts requirement and 2.5 free elective credits to fulfill graduation requirement of 124 credits.

All candidates for the BBA degree must complete 4 communication-intensive courses (12-15 credits), including 1 in the major field of study.

Business – 58.5 Credits

REQUIRED BUSINESS COURSES (34.5 credits)

* ACC 2101	Principles of Accounting
ACC 2203	Principles of Managerial Accounting (required for non-Accounting majors)
BPL 5100	Business Policy (graduating senior course)
BUS 2000	Business Fundamentals: The Contemporary Business Landscape
* CIS 2200	Introduction to Information Systems and Technologies
FIN 2000	Principles of Financial Planning and Individual Investing
FIN 3000	Principles of Finance
* LAW 1101	Fundamentals of Business Law
MGT 3120	Fundamentals of Management
MKT 3000	Marketing Foundations
OPM 3000	Service Operations Management
* QNT 2020	Foundations of Predictive Analytics and Decision Modeling

* Admitted Zicklin students must complete these 10 courses to take 4000-level business courses.
Note: COM 3021, FIN 2000 and BUS 2000 will be added to this list from Spring 2022, pending the Board of Trustees approval

REQUIRED IN MAJOR (30 credits)

For a major in International Business, students are required to take 21 credits of international-related courses (four core and three electives), a three-course minor in either Finance or Marketing, and a liberal arts minor in a language. Students are also expected to spend a semester studying abroad in the fall semester of the final year.

Required Courses (12 Credits)

MKT 3400	International Business Principles
IBS 4200	Foreign Markets, Cultures, and Institutions
MGT 4880	Management of Multinational Corporations
IBS 5750	International Competitiveness

Elective Courses (9 credits)

Choose from the following:

COM 3069	Intercultural Communications
IBS 3000	Innovation, Technology and the Global Enterprise
IBS 4093	Special Topics in International Business (3 credits)
IBS 4094	Special Topics in International Business (1.5 credits)
IBS 5000	Independent Study
LAW 3111	Law and International Business
MKT 4401	International Trade Financing
MKT 4410	International Trade Operations
MKT 4460	International Supply Chain Management
POL 3103	Political Economy
POL 3344	The United Nations in World Politics

Language Requirement

The International Business major requires students to study a foreign language. Students will take 2 courses at the 3000 level and 1 course at the 4000 level (i.e., capstone class) in a foreign language. However, students who demonstrate proficiency in a second language via a test would not be required to study a second language.

Students who entered Baruch prior to Fall 2013 have the choice to opt-in to Pathways or to complete the set of general education requirements that is currently in place at the college (the Baruch Common Core). Under this latter set of requirements, students would pursue three foreign language courses (i.e., 2 at the 3000 level and one 4000 level course) as liberal arts minor, unless they successfully complete a language proficiency test.

Minor in a Functional Area:

Marketing (9 Credits)

MKT 3605	Consumer Behavior
MKT 4420	International Marketing
MKT 5750	Marketing Strategy

Finance (9 Credits)

ECO 3250	International Economics
FIN 3610	Corporate Finance
FIN 3710	Investments