

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 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)

<ul style="list-style-type: none"> 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: 2nd 3000-level liberal arts course towards the same liberal arts minor Course 4: 1st 3000-level liberal arts course towards the same liberal arts minor <p>* 2nd 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.</p>

LIBERAL ARTS ELECTIVES & FREE ELECTIVES

1.5 Liberal arts elective credits to fulfill 57 credit liberal arts requirement and 8.5 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
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

REQUIRED COURSES IN MAJOR (12 credits)

MKT 3520	Advertising and Marketing Communications
MKT 3600	Marketing Research
MKT 3605	Consumer Behavior
MKT 5750	Marketing Strategy

ELECTIVE COURSES IN MAJOR (12 credits)

Choose any four courses from the following:

MKT 4120	Media Planning
MKT 4123	Marketing Web Analytics and Intelligence
MKT 4131	Persuasive Communication Techniques & Strategies
MKT 4151	Direct and Interactive Marketing
MKT 4160	Advertising account Management
MKT 4171	Public Relations
MKT 4493*	Special Topics in Advertising and Marketing Communications
MKT 4540	Branding
MKT 4555	Internet Marketing
MKT 4557	Digital Advertising
MKT 4561	Marketing Analytics
MKT 4876	Advertising Account Planning
MKT 4966	Social Media Marketing and New Ventures
MKT 5150	Advertising Campaigns I: Ad Competition
MKT 5151	Advertising Campaigns II: Ad Competition
MKT 5200	Marketing Consulting Practicum

* 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

* May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.

The following courses do not count towards fulfilling the requirements for the Advertising track or the marketing major. However, students interested in advertising may wish to consider taking one or more of the following:

ART 2050	Basic Graphic Communication: Design and Advertising Layout
ART 3050	Intermediate Graphic Communication: Layout and Pub Design