

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)**

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

**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"> <li>Course 1: ENG/CMP 2800/2850: Great Works of Literature</li> <li>Course 2: 4000-level CIC "capstone" course for one of the liberal arts minors</li> <li>Course 3: 2<sup>nd</sup> 3000-level liberal arts course towards the same liberal arts minor</li> <li>Course 4: 1<sup>st</sup> 3000-level liberal arts course towards the same liberal arts minor</li> </ul> <p>* 2<sup>nd</sup> 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>
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**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

\* 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 COURSES IN MAJOR (15 credits)**

- MKT 3600 Marketing Research
- MKT 3605 Consumer Behavior
- MKT 4123 Marketing Web Analytics and Intelligence
- MKT 4555 Internet Marketing
- MKT 5750 Marketing Strategy

**ELECTIVE COURSES (9 credits)**

Choose three (3) courses (9 credits) from the following, two of which must be marketing (MKT) or international business (IBS) courses.

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| MKT 3140 Interaction Design: Designing Innovative Digital Products and Services | MKT 4630 Marketing Analytics with Big Data                     |
| MKT 4151 Direct and Interactive Marketing                                       | MKT 4966 Social Media Marketing and New Ventures               |
| MKT 4171 Public Relations   | MKT 5200 Marketing Consulting Practicum                        |
| MKT 4200 Search Marketing   | CIS 3444 e-Business technologies                               |
| MKT 4460 International Supply Chain Management                                  | CIS 3630 Principles of Web Design                              |
| MKT 4557 Digital Advertising  | IBS 3000 Innovation, Technology and the Global Enterprise      |
| MKT 4561 Marketing Analytics  | LAW 3108 Law and the Internet                                  |
| MKT 4593 Special Topics in Digital Marketing                                    | LAW 3118 Law of Unfair Competition and Intellectual Property   |
| MKT 4620 Text Analytics for Marketing   | MGT 4967 Technology, Innovation and Design in Entrepreneurship |