

Kogod School of Business

Undergraduate Programs

The undergraduate business program provides students with a sound understanding of the major functional areas of business while focusing on the communication, teamwork, and real world problem solving skills needed for successful professional careers. KSB undergraduate programs include the Bachelor of Science in Business Administration (B.S.B.A), the Bachelor of Science in Business Administration and Language and Culture Studies (B.L.C.), and the Bachelor of Science in Business and Music (B.A.M.), as well as minors in business administration, finance, information systems and technology, international business, marketing, and real estate.

The first two years of study focus on the five curricular areas of the General Education Program and additional course work to develop the necessary background knowledge, skills, and competency that apply to the study of business. The foundation work includes courses in college writing, mathematics (applied calculus and statistics), economics, and cross cultural communication. The business core courses emphasize broad business functions, global perspectives on commerce, and the essential role of technology in the marketplace. It also provides background in the production and marketing of goods, the financing of products and organizations, and the management of people and enterprise. During the first semester, freshmen take the Kogod gateway course, KSB-100 Business 1.0., which provides a unique, hands-on, and fun introduction to the study of business. Business 1.0 uses a variety of different learning tools including small group discussions, team presentations, and lectures. In later semesters, students study accounting concepts along with the legal and ethical dimensions of decision-making that impact contemporary organizations. The program also features coursework in organizational behavior, business finance, international business, operations management, and business strategy.

The undergraduate business programs have a liberal arts-based curriculum with a business core that provides a broad knowledge of business functions while emphasizing the global business environment. In addition to the business core, Kogod students have the option to choose a specialization and/or design a double major, minor, or interdisciplinary curriculum.

The objectives of the business core are:

- develop students' intellectual curiosity and the ability to think creatively, reason logically and respect diverse ideas and people;
- a global perspective on business operations and economics;
- an understanding of how goods and services are produced and marketed;
- a foundation in the concepts and applications of accounting, financial analysis, and business finance;

- an understanding of basic management theory and organizational dynamics of the contemporary business enterprise;
- an appreciation of the legal, ethical, and societal dimensions of business decision-making; and,
- an ability to integrate learning across academic disciplines and to develop strategic decision-making skills.

In addition, each student is expected to:

- demonstrate professional competence in oral, written, and interpersonal communication skills in a business setting;
- to understand how to use technology and analytical tools to improve efficiency, productivity, problem solving, and communication; and,
- to understand the nature of group dynamics and how teams of diverse individuals work together to analyze and solve business problems.

Several features of the program are important to these goals and distinguish it, including:

- an emphasis on the development of an individual career strategy and the development of professional skill sets;
- an integrated set of courses and co-curricular activities that develop managerial decision making skills;
- extensive opportunities for study abroad, internships (domestic and international), and interaction with international and national agencies that affect domestic and international business practices; and,
- a learning environment composed of skilled faculty and students from all over the world.

Internship Program

Qualified business majors are encouraged to participate in the Internship Program, which provides field experience in jobs related to their academic programs and career goals. The program enables students to make career decisions and prepare for the professional job market while earning degree credit. Positions may be with businesses, local, state, or federal governments or community, social service, or not-for-profit organizations. To earn academic credit, undergraduate students must have completed 12 credit hours in business including the 300-level core course in the relevant Kogod department. The credit earned in an internship course can be used only for a free business elective course, and cannot replace a core or area of specialization course.

Bachelor of Science in Business Administration (B.S.B.A.)

Admission to the Program

Freshman applicants should have demonstrated above average performance in their college preparatory courses in secondary school. Scores on the SAT or ACT should indicate that the applicant has the potential for success in a rigorous university degree program. Due to the quantitative emphasis of the business administration curriculum, it is strongly recommended that applicants take the SAT II Math test for placement purposes.

In addition to university requirements for transfer admission, transfer applicants to KSB should have a minimum grade point average of 2.50 (on a 4.00 scale). This also applies to students transferring from nondegree status at American University. All B.S.B.A. transfer students are required to take MGMT-458 and at least 18 upper-level credit hours toward their major requirements in residence. Transfer credits for 300-level and above business courses are subject to validation by the appropriate department chair and may be conditional on successful completion of a more advanced course at American University.

University Requirements

- A total of 120 credit hours
- 6 credit hours of college writing
- 3 credit hours of college mathematics or the equivalent by examination

General Education Requirements

- A total of ten courses, consisting of one foundation course and one second-level course in an approved sequence from each of the five curricular areas
- No more than 6 credit hours may be taken in the same discipline
Curricular Area 4 should be fulfilled by ECON-100 Macroeconomics and ECON-200 Microeconomics.

Major Requirements

- A total of 120 credit hours with a cumulative grade point average of 2.00 or higher
- Non-business prerequisite and required courses: 60 credit hours
Accreditation standards for business programs require that students complete 50 percent of their total course work outside the Kogod School of Business.
IBUS-200 and FIN-200 are considered business courses and may not count toward the non-business course requirement even if they are taken for General Education credit.
Students may take more than 60 credit hours of business courses as long as 50 percent of their total credit hours is in non-business course work.
- Business core courses: 33 credit hours with grades of C or better (pass/fail grades are not permitted)
- Students must maintain a minimum cumulative grade point average of 2.0 to be eligible to enroll in business courses

- Area of specialization: a minimum of 12 credit hours with grades of C or better (pass/fail grades are not permitted)
Students should declare an area of specialization before the end of their junior year. All areas of specialization must be approved in advance by the Office of Academic Programs. Students must meet the following minimum standards of performance prior to approval:
minimum grade of C in MATH-211 Applied Calculus I and STAT-202 Basic Statistics
minimum grade of C in ECON-100 Macroeconomics and ECON-200 Microeconomics
- Free electives: 15 credit hours
- At least 50 percent of the business credit hours required for the B.S.B.A. must be earned at American University

Course Requirements

Students are responsible for fulfilling university and school requirements following a prescribed sequence. The academic advisors in the Kogod School's Office of Academic Programs must be consulted for counseling and advice when preparing class schedules. However, it is the student's responsibility to consult course descriptions to identify course prerequisites and when courses are offered.

Non-Business Requirements

- ECON-100 Macroeconomics 4:1 (3)
- ECON-200 Microeconomics 4:2 (3)
- MATH-211 Applied Calculus I (4)
or
MATH-221 Calculus I (4)
Students needing to strengthen their quantitative skills should begin with MATH-157 Finite Mathematics: Business.
- STAT-202 Basic Statistics (4)
- 6 credit hours in foreign language or approved international or cross-cultural courses from the following:
Courses from the School of International Service (SIS)
Courses from the Department of Language and Foreign Studies, College of Arts and Sciences (CAS)
Curricular Area 3 (Global and Multicultural Perspectives) courses may be used to meet this requirement, but the 6 credit hours must be in addition to those taken to fulfill the General Education Requirement
AU Abroad courses (if not used to fulfill another requirement), international internships, or other approved study abroad programs

Business Core Courses (33 credit hours)

- ACCT-240 Principles of Financial Accounting (3)
- ACCT-241 Principles of Managerial Accounting (AT) (3)
- FIN-365 Business Finance (AT) (3)
- IBUS-300 Fundamentals of International Business (C/W) (3)
- ITEC-200 The Edge of Information Technology (AT) (3)
- ITEC-355 Production/Operations Management (AT/C) (3)
- KSB-100 Business 1.0 (3)
(students not taking KSB-100 in their freshman year take a 300- or 400-level business course in its place)
- MGMT-201 Global Corporate Citizenship (O) (3)
- MGMT-353 Principles of Organizational Theory, Behavior and Management (T) (3)
- MGMT-458 Business Policy and Strategy (C/O/T/W) (3)
- MKTG-300 Principles of Marketing (W) (3)

AT = analytical tool emphasis; provides a strong foundation in business analytical software

C = case analysis emphasis; provides growth opportunities for students to evaluate cases

O = oral communication emphasis; assists in the development of oral presentation skills

T = teamwork emphasis; focuses on teamwork and the importance of interpersonal relationships and communication

W = written communication emphasis; develops business writing skills, written assignments account for a significant part of the course grade

Area of Specialization

Business majors select a specialization from the approved specializations listed below or design a custom or interdisciplinary specialization with the approval of their Kogod advisor. Specializations must include a minimum of 12 credit hours at the 300 level or above. Students who choose a second area of specialization must also take a minimum of 12 credit hours in the second specialization.

Students who choose a specialization in International Business, International Finance, International Management, or International Marketing must satisfy a global experience requirement. This can be met either through completion of an approved study abroad program, an international internship, or successful completion of a comparable American University global immersion course. Exceptions to this requirement may be granted on a case by case basis by the Department of International Business. International students are exempt from this requirement.

Accounting (12 credit hours)

- ACCT-340 Intermediate Accounting I (3)
- ACCT-341 Intermediate Accounting II (3)
- ACCT-345 Cost Accounting and Strategic Cost Management (3)
- ACCT-443 Federal Income Taxation of Individuals and Businesses (3)

Finance (12 credit hours)

- 12 credit hours from the following:
FIN-464 Financial Markets and Institutions (3)
FIN-465 Derivative Securities (3)
FIN-468 Intermediate Corporate Finance (3)
FIN-469 Investment Analysis (3)
FIN-474 Real Estate Finance and Economics (3)
IBUS-302 International Finance (3)

Information Systems and Technology (12 credit hours)

- ITEC-455 Requirements Analysis (3)
- ITEC-470 Databases, Data Mining, and Knowledge Management (3)
- 6 credit hours from the following:
ITEC-333 Topics in Information Technology (3)
ITEC-334 Computer Programming in the Web Era (3)
ITEC-350 Corporate Information Strategy and Management (3)
ITEC-454 Fundamentals of Electronic Commerce (3)

International Business (12 credit hours)

- IBUS-301 International Marketing (3)
- IBUS-302 International Finance (3)
- IBUS-402 International Human Resources Management (3)
- IBUS-404 International Accounting and Financial Consulting (3)

International Finance (12 credit hours)

- FIN-464 Financial Markets and Institutions (3)
- FIN-468 Intermediate Corporate Finance (3)
- IBUS-302 International Finance (3)
- IBUS-404 International Accounting and Financial Consulting (3)

International Management (12 credit hours)

- IBUS-401 Cultural Environment of International Business (3)
- IBUS-402 International Human Resource Management (3)
- ITEC-454 Fundamentals of Electronic Commerce (3)
- MGMT-386 Entrepreneurship (3)

International Marketing (12 credit hours)

- IBUS-301 International Marketing (3)
 - IBUS-408 Export/Import Management (3)
 - MKTG-301 Consumer Behavior (3)
 - MKTG-302 Marketing Research (3)
- Management (12 credit hours)**
- MGMT-381 Managing Human Capital (3)
 - MGMT-409 Leading High Performance Teams (3)
 - 6 credit hours from the following:
MGMT-386 Entrepreneurship (3)
MGMT-423 Managing Change and Innovation (3)
MGMT-465 Negotiation (3)
MGMT-484 Consulting and Project Management (3)

Marketing (12 credit hours)

- MKTG-301 Consumer Behavior (3)
- MKTG-302 Marketing Research (3)
- 6 credit hours from the following:
IBUS-301 International Marketing (3)
MKTG-311 Internet Marketing (3)
MKTG-402 Marketing Strategy (3)
MKTG-411 Advertising and Marketing Communications Management (3)
MKTG-412 Advertising and Promotion Campaigns (3)
MKTG-421 Brand Management (3)
MKTG-431 Direct Response Marketing (3)

Real Estate (12 credit hours)

- 6 credit hours from the following:
FIN-373 Real Estate Principles and Transactions (3)
FIN-474 Real Estate Finance and Economics (3)
FIN-475 Real Estate Management and Development (3)
- 6 credit hours from the following:
FIN-464 Financial Markets and Institutions (3)
FIN-465 Derivative Securities (3)
FIN-469 Investment Analysis (3)

University Honors Program

All University Honors students must complete at least 12 credit hours of advanced-level (300-level and above) Honors courses including a 3 to 6 credit hour Honors Senior Capstone Project. Students may graduate with University Honors in the major if they complete at least 12 advanced-level Honors courses including the Senior Capstone Project in the department. Each department has three levels of University Honors requirements: Level I Options (100-200-level Honors classes); Level II Options (300-level and above Honors classes); and Level III Options (Honors Senior Capstone). The department Honors coordinator advises students in the University Honors Program regarding departmental options. For more information, go to www.american.edu/academic.depts/honors/.

Bachelor of Science in Business Administration and Language and Culture Studies (B.L.C.)

The B. S. in Business Administration and Language and Culture Studies (B.L.C) is designed for students with a passion for business and a complementary enthusiasm for a foreign language. Students choose one of four language tracks (French, German, Russian, or Spanish) when entering the program, complete the business core, and spend one semester abroad taking courses in their language track. Upon completion of this interdisciplinary program, students will be prepared to take the American Council on the Teaching of a Foreign Language (ACTFL) oral proficiency interview and qualify for a regional fluency certificate (i.e. French Chamber of Commerce Certificate). Students with a solid academic foundation in business and a strong proficiency in a foreign language will be highly competitive in the global marketplace.

Admission to the Program

Freshman applicants should have demonstrated above average performance in their college preparatory courses in secondary school. Scores on the SAT or ACT should indicate that the applicant has the potential for success in a rigorous university degree program. Due to the quantitative emphasis of the business administration curriculum, it is strongly recommended that applicants take the SATII Math test for placement purposes.

In addition to university requirements for transfer admission, transfer applicants to KSB should have a minimum grade point average of 2.50 (on a 4.00 scale). This also applies to students transferring from nondegree status at American University. All B.L.C. transfer students are required to take MGMT-458 and at least 18 upper-level credit hours toward their major requirements in residence. Transfer credits for 300-level and above business courses are subject to validation by the appropriate department chair and may be conditional on successful completion of a more advanced course at American University.

University Requirements

- A total of 120 credit hours
- 6 credit hours of college writing
- 3 credit hours of college mathematics or the equivalent by examination

General Education Requirements

- A total of ten courses, consisting of one foundation course and one second-level course in an approved sequence from each of the five curricular areas
- No more than 6 credit hours may be taken in the same discipline
Curricular Area 1 should be fulfilled by ANTH-225 Language and Human Experience with grades of C or better (pass/fail grades are not permitted) and an appropriately corresponding foundation course.

Curricular Area 4 should be fulfilled by ECON-100 Macroeconomics and ECON-200 Microeconomics with grades of C or better (pass/fail grades are not permitted).

Language Tracks

French, German, Russian, or Spanish

Major Requirements

- A total of 120 credit hours with a cumulative grade point average of 2.00 or higher

Students must complete 45 of the last 60 credit hours on campus, with a minimum of 15 credit hours of upper-level courses

- A total of 82 credit hours with grades of C or better for the major requirements

To comply with AACSB accreditation standards, Kogod students must complete at least 50 percent of their course work outside of the business school. (IBUS-200 and FIN-200 are considered business courses and may not count toward non-business course requirements even if they are taken for General Education credit) Students may take more than 60 credit hours of business courses as long as 50 percent of their total credit hours is in non-business course work.

- Business core courses: 33 credit hours with grades of C or better (pass/fail grades are not permitted)
- 32 foreign language credit hours with grades of C or better (pass/fail grades are not permitted). Students declare a language track (French, German, Spanish or Russian) upon entering the program.

24 credit hours in the major language at the 300 level or above

At least 6 credits taken at AU or abroad must be business topics in the foreign language, all business courses in a language must be taken at an AACSB institution or Kogod approved institution

At least 12 credits must be taken abroad in the foreign language

- Students must maintain a minimum cumulative grade point average of 2.0 to be eligible to enroll in business or language courses
- At least 50 percent of the business credit hours required for the B.L.C must be earned at American University.
- Study Abroad Requirement: every B.L.C. student must study abroad and take a minimum of 12 credits in their language track. Students should consult the AU Abroad website and work closely with their advisor to identify suitable options and timelines for their abroad experience.

Course Requirements

Students are responsible for fulfilling university and school requirements following a prescribed sequence. Students work closely with their academic advisor in Kogod and their faculty advisor in the Department of Language and Foreign Studies in the College of Arts and Sciences to ensure appropriate course sequencing. However, it is the student's responsibility to consult course descriptions to identify course prerequisites and when courses are offered.

General Requirements (17 credit hours)

Students must complete the following courses with a grade of C or better:

- ANTH-225 Language and Human Experience (3)
- ECON-100 Macroeconomics (3)
- ECON-200 Microeconomics (3)
- MATH-211 Applied Calculus I (4)

or

- MATH 221 Calculus I (4)
- STAT-202 Basic Statistics (4)

Business Core Courses (33 credit hours)

- ACCT-240 Principles of Financial Accounting (3)
- ACCT-241 Principles of Managerial Accounting (AT) (3)
- FIN-365 Business Finance (AT) (3)
- IBUS-300 Fundamentals of International Business (C/W) (3)
- ITEC-200 The Edge of Information Technology (AT) (3)
- ITEC-355 Production/Operations Management (AT/C) (3)
- KSB-100 Business 1.0 (3)
(students not taking KSB-100 in their freshman year take a 300- or 400-level course in its place)
- MGMT-201 Global Corporate Citizenship (O) (3)
- MGMT-353 Principles of Organizational Theory, Behavior and Management (T) (3)
- MGMT-458 Business Policy and Strategy (C/O/T/W) (3)
- MKTG-300 Principles of Marketing (W) (3)

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O = oral communication emphasis; assists in the development of oral presentation skills

T = teamwork emphasis; focuses on teamwork and the importance of interpersonal relationships and communication

W = written communication emphasis; develops business writing skills, written assignments account for a significant part of the course grade

Language Core Requirements (32 credit hours)

- 24 credit hours in the major language (French, German, Russian, or Spanish) at the 300 level or above
- At least 6 credits taken at AU or abroad must be business topics in the foreign language (all business courses in a language must be taken at an AACSB institution or Kogod approved institution).
- At least 12 credits must be taken abroad in the foreign language

French

- FREN-322 Advanced French I (3) (may be replaced by other 300- or 500-level courses if warranted by language proficiency)
- FREN-323 Advanced French II (3) (may be replaced by other 300- or 500-level courses if warranted by language proficiency)
- FREN-324 Civilisation Francaise I (3)
- FREN-325 Civilisation Francaise II (3)
- Remaining credit hours at the 300 level or above in French studies

German

- GERM-332 German Conversation and Composition I (3) (may be replaced by other 300- or 400-level courses if warranted by language proficiency)
- GERM-333 German Conversation and Composition II (3) (may be replaced by other 300- or 400-level courses if warranted by language proficiency)
- GERM-438 German Civilization I (3)
- GERM-439 German Civilization II (3)
- Remaining credit hours at the 300-400-level independent study projects, internships, and topic courses in German studies

Russian

- RUSS-342 Russian Conversation and Composition I (3)
- RUSS-343 Russian Conversation and Composition II (3)
- RUSS-441 Russian Media and Political Translation (3)
- Remaining credit hours at the 300-400-level independent study projects, internships, and topic courses in Russian studies

Spanish

- SPAN-352 Spanish Conversation and Composition I (3) (may be replaced by other 300- or 400- level courses if warranted by language proficiency)
- SPAN-353 Spanish Conversation and Composition II (3) (may be replaced by other 300- or 400- level courses if warranted by language proficiency)
- SPAN-357 Introduction to Latin American Literature (3)
- SPAN-450 Spanish Civilization I: Spain (3)
- SPAN-491 Internship: Spanish (2-6)
- Remaining credit hours chosen from Spanish topics colloquium, and literature courses

University Honors Program

All University Honors students must complete at least 12 credit hours of advanced-level (300-level and above) Honors courses including a 3 to 6 credit hour Honors Senior Capstone Project. Students may graduate with University Honors in the major if they complete at least 12 advanced-level Honors courses including the Senior Capstone Project in the department. Each department has three levels of University Honors requirements: Level I Options (100-200-level Honors classes); Level II Options (300-level and above Honors classes); and Level III Options (Honors Senior Capstone). The department Honors coordinator advises students in the University Honors Program regarding departmental options. For more information, go to www.american.edu/academic.depts/honors/.

Bachelor of Science in Business and Music (B.A.M.)

The B. S. in Business and Music (B.A.M.) is designed for students with a passion for music and a complementary enthusiasm for business. Students complete the AACSB-accredited core business program together with the NASM-accredited core music program under the guidance of Department of Performing Arts faculty in the College of Arts and Sciences. Students leverage their academic experience in a series of internships and on completion of the program are candidates for positions in the for-profit music industry.

Admission to the Program

Freshman applicants should have demonstrated above average performance in their college preparatory courses in secondary school. Scores on the SAT or ACT should indicate that the applicant has the potential for success in a rigorous university degree program. Due to the quantitative emphasis of the business administration curriculum, it is strongly recommended that applicants take the SATII Math test for placement purposes.

In addition to university requirements for transfer admission, transfer applicants to KSB should have a minimum grade point average of 2.50 (on a 4.00 scale). This also applies to students transferring from nondegree status at American University. All B.A.M. transfer students are required to take MGMT-458 and at least 18 upper-level credit hours toward their major requirements in residence. Transfer credits for 300-level and above business courses are subject to validation by the appropriate department chair and may be conditional on successful completion of a more advanced course at American University.

University Requirements

- A total of 120 credit hours
- 6 credit hours of college writing
- 3 credit hours of college mathematics or the equivalent by examination

General Education Requirements

- A total of ten courses, consisting of one foundation course and one second-level course in an approved sequence from each of the five curricular areas
- No more than 6 credit hours may be taken in the same discipline
Curricular Area 4 should be fulfilled by ECON-100 Macroeconomics and ECON-200 Microeconomics with grades of C or better (pass/fail grades are not permitted).

Major Requirements

- A total of 120 credit hours with a cumulative grade point average of 2.00 or higher
Students must complete 45 of the last 60 credit hours on campus, with a minimum of 15 credit hours of upper-level courses
- A total of 86 credit hours with grades of C or better for the major requirements
To comply with AACSB accreditation standards, Kogod students must complete at least 50 percent of their course work outside of the business school. (IBUS-200 and FIN-200 are considered business courses and may not count toward non-business course requirements even if they are taken for General Education credit) Students may take more than 60 credit hours of business courses as long as 50 percent of their total credit hours is in non-business course work.
- 36 credit hours in business with grades of C or better (pass/fail grades are not permitted) including 33 business core courses and 3 credit hours of career development (KSB-298) and internship (MGMT-391)
- 36 credit hours in music with grades of C or better (pass/fail grades are not permitted)
- Students must maintain a minimum cumulative grade point average of 2.0 to be eligible to enroll in business or music courses
- At least 50 percent of the business credit hours required for the B.A.M. must be earned at American University.

Course Requirements

Students are responsible for fulfilling university and school requirements following a prescribed sequence. Students work closely with their academic advisor in Kogod and their Music Program faculty advisor in the Department of Performing Arts to ensure appropriate course sequencing. However, it is the student's responsibility to consult course descriptions to identify course prerequisites and when courses are offered.

General Requirements (14 credit hours)

Students must complete the following courses with a grade of C or better:

- ECON-100 Macroeconomics (3)
- ECON-200 Microeconomics (3)
- MATH-211 Applied Calculus I (4)
or
MATH 221 Calculus I (4)
- STAT-202 Basic Statistics (4)

Business Core Courses (36 credit hours)

- ACCT-240 Principles of Financial Accounting (3)
- ACCT-241 Principles of Managerial Accounting (AT) (3)
- FIN-365 Business Finance (AT) (3)
- IBUS-300 Fundamentals of International Business (C/W) (3)
- ITEC-200 The Edge of Information Technology (AT) (3)
- ITEC-355 Production/Operations Management (AT/C) (3)
- KSB-100 Business 1.0 (3)
(students not taking KSB-100 in their freshman year take a 300- or 400-level course in its place)
- KSB-200 Basic Career Exploration and Development (1)
- MGMT-201 Global Corporate Citizenship (O) (3)
- MGMT-353 Principles of Organizational Theory, Behavior and Management (T) (3)
- MGMT-458 Business Policy and Strategy (C/O/T/W) (3)
- MGMT-391 Internship (2)
- MKTG-300 Principles of Marketing (W) (3)

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T = teamwork emphasis; focuses on teamwork and the importance of interpersonal relationships and communication

W = written communication emphasis; develops business writing skills, written assignments account for a significant part of the course grade

Music Core Requirements (36 credit hours)

- PERF-124 Harmony I (3)
- PERF-125 Harmony II (3)
- PERF-227 Musicianship I (3)
- PERF-228 Musicianship II (3)
- PERF-320 History of Rock Music (3)
- PERF-321 Evolution of Jazz and Blues (3)
- PERF-322 History of Music I: From Antiquity to 1700 (3)
- PERF-323 History of Music II: From 1700 to the Present (3)
- PERF-444 Business and Music Capstone (2)
- PERF-491 Internship (1)
- 9 credit hours in approved applied music and ensemble courses

University Honors Program

All University Honors students must complete at least 12 credit hours of advanced-level (300-level and above) Honors courses including a 3 to 6 credit hour Honors Senior Capstone Project. Students may graduate with University Honors in the major if they complete at least 12 advanced-level Honors courses including the Senior Capstone Project in the department. Each department has three levels of University Honors requirements: Level I Options (100-200-level Honors classes); Level II Options (300-level and above Honors classes); and Level III Options (Honors Senior Capstone). The department Honors coordinator advises students in the University Honors Program regarding departmental options. For more information, go to www.american.edu/academic.depts/honors/.

Minor in Business Administration

The minor is designed to provide coverage of the common body of knowledge in business administration for non-business majors.

Minor Requirements

- 18 credit hours with grades of C or better, a minimum of 9 credit hours at the 300-level or above, and at least 12 credit hours unique to the minor

Course Requirements

- ACCT-240 Principles of Financial Accounting (3)
- FIN-365 Business Finance (3) (prerequisite: ACCT-240, ECON-200 Microeconomics and STAT-202 Basic Statistics)
- MGMT-353 Principles of Organizational Theory, Behavior and Management (3)
- MKTG-250 Fundamentals of Marketing and Business for Communications (3)
or
MKTG-300 Principles of Marketing (3) (prerequisite: ECON-200 Microeconomics)
- 6 credit hours from the following:
ACCT-241 Principles of Managerial Accounting (3)
IBUS-300 Fundamentals of International Business (3)
ITEC-355 Production/Operations Management (3)
(prerequisite: ACCT-241, ECON-200 Microeconomics, MATH-211 Applied Calculus I or MATH-221 Calculus I, and STAT-202 Basic Statistics)
MGMT-201 Global Corporate Citizenship (3)

Minor in Finance

The minor in finance provides non-business majors with an understanding of key finance concepts. Through case studies and company projects, students learn how to apply these concepts to real-life situations. Students also gain insight on financial markets and their wide-ranging impacts.

Minor Requirements

- 19–22 credit hours with grades of C or better, a minimum of 9 credit hours at the 300-level or above, and at least 12 credit hours unique to the minor

Course Requirements

- ACCT-240 Principles of Financial Accounting (3)
- ECON-100 Macroeconomics 4:1 (3) *and*
ECON-200 Microeconomics 4:2 (3)
or
an approved economics course covering the fundamentals of business economics (3)
- FIN-365 Business Finance (3)

- STAT-202 Basic Statistics (4)
- 6 credit hours from the following:
FIN-464 Financial Markets and Institutions (3)
FIN-465 Derivative Securities (3)
FIN-469 Investment Analysis (3)
IBUS-302 International Finance (3)

Minor in Information Systems and Technology

- 18 credit hours with grades of C or better, a minimum of 9 credit hours at the 300-level or above, and at least 12 credit hours unique to the minor

Course Requirements

- 18 credit hours from the following:
ITEC-200 The Edge of Information Technology (3)
ITEC-333 Topics in Information Technology (3)
ITEC-334 Computer Programming in the Web Era (3)
ITEC-350 Corporate Information Strategy and Management (3)
ITEC-454 Fundamentals of Electronic Commerce (3)
ITEC-455 Requirements Analysis (3)
ITEC-470 Databases, Data Mining, and Knowledge Management (3)

Minor in International Business

- 18 credit hours with grades of C or better, a minimum of 9 credit hours at the 300-level or above, and at least 12 credit hours unique to the minor

Course Requirements

- IBUS-300 Fundamentals of International Business (3)
- IBUS-303 Learning from Global Enterprise Failure (3)
- IBUS-401 Cultural Environment of International Business (3)
- MKTG-250 Fundamentals of Marketing and Business for Communications (3)
- 6 credit hours chosen from the following:
ECON-361 - Economic Development (3)
ECON-370 - International Economics (3)
IBUS-301 - International Marketing (3)
IBUS-402 - International Human Resource Management (3)
IBUS-408 - Export/Import Management (3)
MGMT-201 - Global Corporate Citizenship (3)

Minor in Marketing

The minor in marketing provides non-business majors with a thorough understanding of the fundamental concepts of marketing and how to apply these concepts through case studies and company and non-profit organization projects. Students also gain an understanding of consumer behavior, along with the knowledge and tools needed to coordinate marketing elements into integrated campaigns.

Minor Requirements

- 18 credit hours with grades of C or better, a minimum of 9 credit hours at the 300-level or above, and at least 12 credit hours unique to the minor

Course Requirements

- MKTG-250 Fundamentals of Marketing and Business for Communications (3)
or
MKTG-300 Principles of Marketing (3)
- 15 credit hours from the following:
MKTG-301 Consumer Behavior (3)
MKTG-302 Marketing Research (3)
MKTG-311 Internet Marketing (3)
MKTG-391 Internship in Marketing (3)
MKTG-411 Advertising and Marketing Communications Management (3)
MKTG-412 Advertising and Promotion Campaigns (3)
MKTG-421 Brand Management (3)
MKTG-431 Direct Response Marketing (3)

Minor in Real Estate

The real estate minor is designed to provide non-business majors with a thorough understanding of real estate principles and enable them to apply them to actual circumstances using case studies and company projects, as well as to understand real estate markets and the factors influencing their behavior.

Minor Requirements

- 18 credit hours with grades of C or better, a minimum of 9 credit hours at the 300-level or above, and at least 12 credit hours unique to the minor

Course Requirements

- ACCT-240 Principles of Financial Accounting (3)
- ECON-100 Macroeconomics 4:1 (3)
or
ECON-200 Microeconomics 4:2 (3)
- FIN-365 Business Finance (3)
- 6 credit hours from the following:
FIN-373 Real Estate Principles and Transactions (3)
FIN-474 Real Estate Finance and Economics (3)
FIN-475 Real Estate Management and Development (3)
- 3 credit hours from the following:
FIN-464 Financial Markets and Institutions (3)
FIN-465 Derivative Securities (3)
FIN-469 Investment Analysis (3)