

COLLEGE OF BUSINESS

Students in the College of Business are exposed to the principles of human behavior in business, economic, social and organizational contexts. The College promotes scholarship and a deep appreciation for life-long learning, with thoughtful awareness of the roles individuals play in business affairs and the global economy. The role capitalism has played in the human condition is explored, as students are developed into distinctive leaders in industry and higher education and in roles of professional and public service. Faculty members pride themselves on their commitment to, and engagement with, the College's undergraduate students.

The College includes the School of Accountancy, the John Walker Department of Economics, and the departments of Aerospace Studies, Graphic Communications, Finance, Management, Marketing, and Military Leadership.

All College of Business majors, and other non-majors taking 3000- and 4000-level courses offered by the College, are required to pay a major and course fee to fund significant infrastructure and program enhancements. Additional information about this fee and the benefits derived from it is available at www.clemson.edu/cob/academics/fee.

Modern Language Requirement

A number of Clemson University degree programs require the completion of a modern language through a specific course level. Modern languages taught at Clemson University or accepted for transfer credit include American Sign Language, Arabic, Chinese, French, German, Italian, Japanese, Latin, Portuguese, Russian and Spanish. While many degree programs accept any of these modern languages for the requirement, certain programs may have specific modern language requirements. Students should consult their program's curriculum map for details.

BUSINESS AND PROFESSIONAL PROGRAMS

Bachelor of Science degrees are offered in Accounting, Economics, Financial Management, Graphic Communications, Management, and Marketing. With the exception of Graphic Communications, these programs share a common curriculum during the first year, allowing the student maximum flexibility in choosing an appropriate major. The Business programs in Accounting, Financial Management, Management, and Marketing are accredited by AACSB International (Association to Advance Collegiate Schools of Business). The Accounting program has earned additional accounting accreditation by AACSB International. All business and professional curricula prepare students for a variety of careers and furnish an education that recognizes the need for an understanding of the basic principles of science, appreciation for the nature of human interaction, and the comprehension of the economic, political, and social environment.

Pre-Business Program

The Pre-Business program provides students planning to earn Bachelor of Science degrees in Accounting, Economics, Financial Management, Management, and Marketing with a sound academic preparation for these degrees. All Pre-Business students complete a common curriculum during the freshman year. All new Business students (including transfer students) are admitted into the Pre-Business program until the following core classes are satisfactorily completed and the grade-point average requirement is met: BUS 1010, ECON 2110, 2120, MATH 1020, 2070 or acceptable sequence, ENGL 1030, and a natural science with laboratory requirement.

Change of Major into Pre-Business

Students who change majors into Pre-Business must have completed at least 12 credit hours at Clemson and must have a 2.0 minimum cumulative grade-point average.

Freshman Curriculum

First Semester

- 1 - BUS 1010 Business Foundations¹
- 3 - ECON 2110 Principles of Microeconomics¹
- 3 - MATH 1020 Business Calculus I^{1,2} or
 - 4 - MATH 1060 Calculus of One Variable I^{1,2}
- 3 - PSYC 2010 Introduction to Psychology or
 - 3 - SOC 2010 Introduction to Sociology
- 4 - Natural Science Requirement^{1,3}
- 1 - Elective
- 15

Second Semester

- 3 - COMM 1500 Intro. to Human Comm. or
 - 3 - COMM 2500 Public Speaking
- 3 - ECON 2120 Principles of Macroeconomics¹
- 3 - ENGL 1030 Composition and Rhetoric¹
- 3 - MATH 2070 Business Calculus II^{1,2} or
 - 4 - MATH 1080 Calculus of One Variable II^{1,2}
- 3 - Science and Tech. in Society Requirement³
- 15

¹Freshman core curriculum class. Students must complete core classes before submitting a change-of-major request from Pre-Business to a business major.

²The following sequences are acceptable: MATH 1020/2070, 1060/1080, 1060/2070. For each of the four-credit-hour courses taken, one credit will be applied toward the elective credit-hour requirement. Students considering a graduate degree in Economics or related fields should take MATH 1060/1080.

³See General Education Requirements.

Admission to Business Degree Programs

To be eligible for admission into the Bachelor of Science degree programs in Accounting, Economics, Financial Management, or Management, students must have completed the courses outlined in the freshman core curriculum and have a cumulative grade-point average of 2.0 or higher. Students wishing to enter the Marketing Program must have completed the freshman core curriculum and have a Clemson/Bridge cumulative grade-point average of 3.0 or higher.

Students should initiate a Request to Change Academic Program form with the College of Business Academic Advising Center in G-02 Sistine Hall after completing the freshman core curriculum. Students who fail to meet the requirements for admission to a degree-granting business program may remain in

Pre-Business until those requirements are met, but only until 64 semester hours of coursework have been completed. Students who exceed 64 credit hours and still do not meet the requirements for admission into a degree program must declare another major.

Transfer Credit Policy

For upper level undergraduates business courses (3000- and 4000-level courses with the rubrics of ACCT, BUS, ELE, FIN, LAW, MGT and MKT) transfer credits will only be accepted from AACSB International and/or EQUIS accredited institutions. Transfer credits from non-US institutions that do not hold either accreditation may be evaluated on a case-by-case basis.

ROTC PROGRAMS

Aerospace Studies (AFROTC)

Air Force Reserve Officer Training Corps (AFROTC) is designed to "develop quality leaders for the Air Force." Students can earn a minor in Aerospace Studies and a commission as Second Lieutenants while pursuing a bachelor's degree. Clemson's program has won numerous local and national awards for excellence. The program includes courses in foundations of the Air Force, air power history, leadership and management, and national security affairs. In addition to courses, students participate in a weekly leadership laboratory. "Lead Lab" provides students a training environment to practice leadership principles in a cadet-led Air Force wing. Throughout the program, cadets hone their communication skills through various leadership positions, briefings, and papers. The first year of the program, *Foundations of the United States Air Force*, introduces students to the Air Force and AFROTC. It provides an overview of the basic characteristics, missions, and organization of the Air Force. The second year, *The Evolution of USAF Air and Space Power*, features topics on Air Force heritage and leaders; and introduces air and space power through examination of distinct capabilities and functions. The third year, *Air Force Leadership Studies*, teaches cadets advanced skills and knowledge in management and leadership. Special emphasis is placed on enhancing leadership skills. Cadets have an opportunity to try out these leadership and management techniques in a supervised environment as juniors and seniors. The fourth year, *National Security Affairs and Preparation for Active Duty*, is designed for college seniors and gives them the foundation to understand their role as military officers in American society. It is an overview of complex social and political issues facing the military profession and requires a measure of sophistication commensurate with the senior college level. Seniors are also prepared to enter active duty as they transition from student to Air Force Officer. For additional information, contact the Department of Aerospace Studies.

Military Leadership (Army ROTC)

Army Reserve Officer Training Corps (Army ROTC) is all about leadership. Students that complete the entire program may earn a commission as a Lieutenant in the Army Reserve, National Guard, or Active Army. The first two years of the program are open to all students. During the freshman year, the focus is on learning individual leadership skills such as time management, character, values, setting goals, and conducting meetings. The sophomore year emphasizes

teamwork, team leading, communication/briefings, decision making, team values, and organizational culture and vision. Juniors primarily learn how to plan and conduct training for large groups and are evaluated in leadership positions. Seniors focus on organizational leadership as they plan and run the organization, conduct individual counseling, and evaluate the juniors' performance in leadership positions. This prepares them for their career as an Army Officer once they graduate. A minor in Military Leadership can be earned by completing the program. Enrollment requires no military obligation until the sophomore year for those on an Army scholarship or the junior year for those without a scholarship. Additional information is available from the Military Leadership Department.

ACCOUNTING

Bachelor of Science

The program leading to the Bachelor of Science degree in Accounting prepares students for careers as professional accountants. Students completing this program are well prepared to begin professional careers in corporate accounting or internal auditing or to continue study at the graduate level.

Students planning to become Certified Public Accountants should note that the requirements for certification in South Carolina include 150 hours of collegiate education and completion of a bachelor's degree. Other states have similar requirements. The faculty of the School of Accountancy believes these requirements are best met with a bachelor's degree in Accounting and completion of the Master of Professional Accountancy (MPAcc) degree program. The MPAcc program also enhances the preparation of students pursuing accounting careers in areas of specialization such as assurance services and taxation.

Admission to the MPAcc program is separate from admission to the undergraduate program. It is based on the student's undergraduate record and score on the Graduate Management Admissions Test (GMAT). For information, contact the School of Accountancy, 300 Sarrine Hall.

In addition to accounting and business courses, the Bachelor of Science curriculum is devoted to English, public speaking, mathematics, natural and social sciences, and the humanities. Thus, students in the accounting program obtain a broad-based education that not only gives them accounting expertise but also contributes to their proficiency in analytical, communication, and interpersonal skills. Along with the general business accreditation held by the College, the Accounting degree programs offered by the School of Accountancy are separately accredited by AACSB International, the only accrediting agency for accounting programs. Students wishing to change majors into the accounting program must have a 2.0 or higher Clemson/Bridge cumulative grade-point average.

Sophomore Year

First Semester

- 3 - ACCT 2010 Financial Accounting Concepts
 - 3 - CPSC 2200 Microcomputer Applications *or*
3 - MGT 2180 Management Personal Computer Applications
 - 3 - STAT 3090 Introductory Business Statistics
 - 3 - Arts and Humanities (Non-Lit.) Requirement¹
 - 3 - Fine Arts Requirement²
-
- 15

Second Semester

- 3 - ACCT 3110 Intermediate Financial Acct. I
 - 3 - MGT 2010 Principles of Management
 - 3 - MGT 3100 Intermediate Business Statistics
 - 3 - MKT 3010 Principles of Marketing
 - 3 - Arts and Humanities (Literature) Requirement¹
 - 1 - Elective
-
- 16

Junior Year

First Semester

- 3 - ACCT 3120 Intermediate Financial Acct. II
 - 3 - ACCT 3220 Accounting Information Systems
 - 3 - ENGL 3040 Business Writing
 - 3 - FIN 3110 Financial Management I
 - 3 - Cross-Cultural Awareness Requirement¹
-
- 15

Second Semester

- 3 - ACCT 3130 Intermediate Financial Acct. III
 - 3 - ACCT 4150 Auditing
 - 3 - FIN 3120 Financial Management II
 - 3 - LAW 3220 Legal Environment of Business
 - 4 - Elective
-
- 16

Senior Year

First Semester

- 3 - ACCT 3030 Cost Accounting
 - 3 - ACCT 4040 Individual Taxation³ *or*
3 - ACCT 4060 Business Taxation³
 - 3 - Business Requirement⁴
 - 3 - International Business Requirement⁵
 - 3 - Elective
-
- 15

Second Semester

- 3 - ACCT 3990 Internship in Accounting⁶ *or*
3 - Business Requirement⁴
 - 3 - ACCT 4100 Contemporary Reporting and Management Control Systems
 - 3 - MGT 4150 Business Strategy⁷
 - 3 - Business Requirement⁴
 - 3 - Elective
-
- 15

122 Total Semester Hours

¹See General Education Requirements. Note: Cross-Cultural Awareness Requirement may also be satisfied by some of these courses.

²ART 2100, MUSC 2100, or THEA 2100

³Students planning to pursue the Master of Professional Accountancy degree program should take ACCT 4040.

⁴Any three-credit 3000-, 4000- or 8000-level course in ACCT or any three-credit 3000- or 4000-level course in ECON, FIN, LAW or MGT.

⁵ECON 3100, FIN 4110, LAW 4200, MGT 4230, or MKT 4270

⁶Internship completed in the summer between the junior and senior years may be completed for academic credit with prior approval.

⁷MGT 4150 must be taken at Clemson University.

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

ECONOMICS

A bachelor's degree in Economics provides a thorough understanding of business, society, and public policy and prepares students for a wide range of careers. By combining general education courses and a strong course of study in economics, students can prepare for graduate studies in business, law, or any of the social sciences, as well as for careers in business and government.

The Department of Economics offers two undergraduate degree paths. The Bachelor of Arts degree emphasizes modern language skills and offers students maximum freedom to tailor their course of study to their specific interests and career goals. A broad choice of minors is available for this program. The Bachelor of Arts program requires 30 credit hours in economics, which should be satisfied by completing ECON 2110, 2120, and 24 credits of coursework above the sophomore level. Bachelor of Arts majors must complete ECON 3140 and 3150. ECON 4050 is strongly recommended but not required.

The Bachelor of Science program emphasizes business applications. It requires 31 credit hours in economics, which should be satisfied by completing ECON 2110, 2120, and 25 credits of coursework above the sophomore level. Bachelor of Science majors must complete ECON 4050 in addition to 3140 and 3150. Students wishing to change majors into the Bachelor of Science program in Economics must have a 2.0 or higher Clemson/Bridge cumulative grade-point average.

Minors

A minor field is required of students in both the Bachelor of Arts and the Bachelor of Science degree programs. Economics majors may choose, in consultation with their advisors, any College-approved minor (see page 100).

Students who wish to combine the curriculum in Economics with secondary-school teaching should take the degree in Education with a teaching area in Economics. The courses taken will be those required for teaching certification as specified by the South Carolina Department of Education, as well as those required for an Economics major.

Combined Bachelor's/Master's Plan

The Department of Economics allows students to count up to 12 hours of graduate credit (8000-level courses) toward both the bachelor's and master's degrees. Students participating in this program must have a minimum grade-point average of 3.4 and be admitted to the Graduate School prior to registering for graduate courses. Details of the suggested curriculum and program information are available from the Department of Economics.

Dual Degree Program with Université Catholique de Louvain in Belgium

The Economics Department has a dual degree program with the Université Catholique de Louvain in Belgium. Students spend one semester taking courses at the University of Maastricht in The Netherlands and two semesters at UCL in Louvain la Neuve, Belgium. The instruction at Maastricht is in English, and the instruction at UCL is in French. After returning to Clemson to complete their studies, students will earn bachelor degrees from both Clemson and UCL. Students must be proficient in French to participate in the program. Interested students should contact the Department of Economics for information.

Change of Major into Bachelor of Arts in Economics

Students who change majors into Bachelor of Arts in Economics must have a 2.0 minimum Clemson/Bridge cumulative grade-point average.

Bachelor of Arts

Freshman Year

First Semester

3 - ECON 2110 Principles of Microeconomics
3 - MATH 1020 Business Calculus I¹
3 - Modern Language Requirement²
4 - Natural Science Requirement³
2 - Elective
15

Second Semester

3 - ECON 2120 Principles of Macroeconomics
3 - ENGL 1030 Composition and Rhetoric
3 - MATH 2070 Business Calculus II¹
3 - Modern Language Requirement²
3 - Science and Tech. in Society Requirement⁴
15

Sophomore Year

First Semester

3 - ECON 3140 Intermediate Microeconomics
3 - MATH 3020 Stats. for Science and Engineering⁵ or
3 - STAT 3090 Introductory Business Statistics
3 - Arts and Humanities (Literature) Requirement³
3 - Arts and Humanities (Non-Lit.) Requirement³
3 - Elective
15

Second Semester

3 - ECON 3150 Intermediate Macroeconomics
3 - HIST 1730 The West and the World II⁶
3 - Major Requirement⁷
3 - Minor Requirement
3 - Elective
15

Junior Year

First Semester

3 - COMM 1500 Intro. to Human Comm. or
3 - COMM 2500 Public Speaking
3 - Major Requirement⁷
3 - Minor Requirement
6 - Elective
15

Second Semester

6 - Major Requirement⁷
3 - Minor Requirement
6 - Elective
15

Senior Year

First Semester

3 - Major Requirement⁷
3 - Minor Requirement
9 - Elective
15

Second Semester

3 - Major Requirement⁷
3 - Minor Requirement
9 - Elective
15

120 Total Semester Hours

¹The following sequences are also acceptable: MATH 1060/1080; and MATH 1060/2070. Students considering a graduate degree in Economics should begin with MATH 1060.

²Students must complete through 2020 in a modern language. See Modern Languages Requirement at Clemson University statement on page 27.

³See General Education Requirements.

⁴See General Education Requirements. This requirement may be satisfied by other courses in the curriculum. In this case, elective hours must be substituted.

⁵Students considering a graduate degree in Economics or related fields should take MATH 3020.

⁶This course satisfies the cross-cultural requirement.

⁷Three credit hours must be selected from ECON 3440, 3500, 3600, 4020, 4040, 4100, 4240, 4260, 4350, 4550. Note: Only ECON courses numbered 3160 and above may be used to satisfy the Major Requirement.

ECONOMICS

Bachelor of Science

Sophomore Year

First Semester

3 - ACCT 2010 Financial Accounting Concepts¹
3 - ECON 3140 Intermediate Microeconomics
3 - MATH 3020 Stats. for Science and Engineering² or
3 - STAT 3090 Introductory Business Statistics
3 - MGT 2010 Principles of Management
3 - Elective
15

Second Semester

3 - ACCT 2020 Managerial Accounting Concepts
3 - ECON 3150 Intermediate Macroeconomics
3 - Arts and Humanities (Literature) Requirement³
3 - Arts and Humanities (Non-Lit.) Requirement³
3 - Cross-Cultural Awareness Requirement³
15

Junior Year

First Semester

4 - ECON 4050 Introduction to Econometrics
3 - FIN 3060 Corporation Finance^{1,4}
3 - Major Requirement²
3 - Minor Requirement
3 - Elective
16

Second Semester

3 - Major Requirement⁵
6 - Minor Requirement
6 - Elective
15

Senior Year

First Semester

3 - Major Requirement⁵
3 - Minor Requirement
9 - Elective
15

Second Semester

6 - Major Requirement⁵
3 - Minor Requirement
5 - Elective
14

120 Total Semester Hours

¹Students who complete a minor in Accounting or Financial Management must complete three hours of electives to replace the ACCT 2010 or FIN 3060 requirement in the Economics major.

²Students considering a graduate degree in Economics or related fields should take MATH 3020.

³See General Education Requirements. Note: Cross-Cultural Awareness Requirement may be satisfied by other General Education courses, by the International Studies Requirement, or through the use of elective hours.

⁴FIN 3110 is recommended for Students minoring in Financial Management.

⁵Three credit hours must be selected from ECON 3440, 3500, 3600, 4020, 4040, 4100, 4240, 4260, 4350, 4550. Note: Only ECON courses numbered 3160 and above may be used to satisfy the Major Requirement.

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

FINANCIAL MANAGEMENT

Bachelor of Science

The Bachelor of Science in Financial Management covers how to plan for and manage monetary resources based on expectations about the future. Finance deals with how to price assets, how to make investment and project decisions, and how financial markets work. The curriculum prepares students for careers in such areas as corporate finance, banking, investments, financial planning, insurance, and real estate. The curriculum also provides excellent preparation for students interested in graduate studies, including law school, accounting or business administration.

The core of the curriculum provides a broad overview of the major fields of finance, including corporate finance, investments, real estate, and financial markets and institutions. Students then have the ability to tailor courses by choosing an emphasis area that focuses on a specific area of finance. Students who complete the Financial Planning emphasis area are eligible to sit for the Certified Financial Planner (CFP®) examination.

Students wishing to change majors into the Financial Management program must have a 2.0 or higher Clemson/Bridge cumulative grade-point average.

Sophomore Year

First Semester

3 - ACCT 2010 Financial Accounting Concepts
3 - CPSC 2200 Microcomputer Applications or
3 - MGT 2180 Mgt. Personal Computer Appl.
3 - MGT 2010 Principles of Management
3 - STAT 3090 Introductory Business Statistics
3 - Arts and Humanities (Non-Lit.) Requirement¹
15

Second Semester

- 3 - MGT 3100 Intermediate Business Statistics
 - 3 - MKT 3010 Principles of Marketing
 - 3 - Arts and Humanities (Literature) Requirement¹
 - 3 - Cross-Cultural Awareness Requirement²
 - 4 - Elective
-

Junior Year**First Semester**

- 3 - ACCT 3110 Intermediate Financial Acct. I
 - 3 - ENGL 3040 Business Writing
 - 3 - FIN 3110 Financial Management I
 - 3 - LAW 3220 Legal Environment of Business
 - 3 - Elective
-

Second Semester

- 3 - ACCT 3120 Intermediate Financial Acct. II
 - 3 - FIN 3050 Investment Analysis
 - 3 - FIN 3070 Principles of Real Estate
 - 3 - FIN 3120 Financial Management II
 - 3 - Emphasis Area Requirement³
-

Senior Year**First Semester**

- 3 - ACCT 3030 Cost Accounting
 - 3 - ACCT 3130 Intermediate Financial Acct. III
 - 3 - FIN 3080 Financial Institutions and Markets
 - 6 - Emphasis Area Requirement³
-

Second Semester

- 3 - MGT 4150 Business Strategy⁴
 - 6 - Emphasis Area Requirement³
 - 6 - Elective
-

121 Total Semester Hours

¹See General Education Requirements. *Note:* Cross-Cultural Awareness Requirement may also be satisfied by some of these courses.

²If this requirement is met through the completion of another General Education requirement, students will have three additional elective hours. Students must complete 121 hours total.

³Fifteen credit hours from one of the following emphasis areas are required. Emphasis area should be selected before the end of the junior year in consultation with the advisor (not all courses are offered every semester):

Corporate Finance—FIN 4110; and two courses selected from FIN 4010, 4020, 4030, 4040; and two courses selected from FIN 3040, 3990, or any 4000-level FIN course, or any 3000-4000-level ACCT course. Credit will only be given for only one of FIN 4030 or 4040. Only one 3000-4000-level ACCT course may count toward the emphasis area.

Financial Planning—ACCT 4040 (should be taken spring of Junior year), 4080, FIN 3040, 4050, 4090. Due to CFP Board requirements, no substitutions are allowed.

Financial Services—FIN 4050, 4060, 4080, 4110; and one course selected from FIN 3040, 3990, or any 4000-level FIN course, or any 3000-4000-level ACCT course.

Real Estate—FIN 4150, 4160, 4170, LAW 3330; and one course from selected CRP 4010, ECON 3060, 3400, or FIN 3990, or any 4000-level FIN course, or any 3000-4000-level ACCT course.

⁴MGT 4150 must be taken at Clemson University.

Notes:

1. Financial Management majors are required to have a minimum grade-point average of 2.0 in all FIN-designated courses to graduate. Only the last grade for courses that are repeated is used in computing this grade-point average.

2. At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.
3. Three credits of the same variable credit course, such as FIN 4980, are required to be used to satisfy emphasis area requirements.
4. No ACCT course already required by the major (ACCT 3030, 3110, 3120, 3130) may be used to fulfill an emphasis area requirement.

GRAPHIC COMMUNICATIONS

Bachelor of Science

The Bachelor of Science degree in Graphic Communications prepares students for professional careers in printing, publishing, packaging, and related industries. The core curriculum assures graduates of having the skills and knowledge required by most entry-level jobs. The major requirements allow each student to select courses that enhance career preparation in specific segments of graphic communications. Coursework is heavily oriented around individual laboratory performance, which stresses the development of problem-solving skills in a broad cross-section of manufacturing areas. Applications include all major processes and a variety of industry segments, including commercial printing, publishing, package production, specialty printing, and industrial applications of printing technology beyond communications. The most common career opportunities are in printing management, production planning and supervision, and commercial and technical sales.

The Graphic Communications program is designed to be completed in four years (eight semesters and one or two summers). While students must take one internship during a fall or spring semester, one or two summers are typically used to make up for that semester. The department schedules courses in summers for that purpose. Taking a reduced load per term or other circumstances could extend the time needed to meet graduation requirements.

Policy on Advancement in Graphic Communications

Graphic Communications majors must earn a C or better in prerequisite GC courses before enrolling in the next level GC course. Registration priority is given to those students for whom the course is a requirement.

Change of Major into Graphic Communications

Students who change majors into Graphic Communications must have completed at least 12 credit hours at Clemson, must have a 2.0 minimum cumulative grade-point average, and must have earned a B or better in GC 1020.

Freshman Year**First Semester**

- 1 - GC 1010 Orientation to Graphic Comm.
 - 4 - GC 1020 Foundations in Graphic Comm.
 - 3 - PSYC 2010 Introduction to Psychology
 - 4 - Approved Laboratory Science Requirement¹
 - 3 - Major Requirement²
-

15

Second Semester

- 3 - ENGL 1030 Composition and Rhetoric
 - 4 - GC 1040 Graphic Communications I
 - 3 - STAT 2300 Statistical Methods I³ *or*
 - 3 - STAT 3090 Intro. Business Statistics *or*
 - 3 - STAT 3300 Statistical Methods II
 - 4 - Approved Laboratory Science Requirement¹
 - 1 - Elective
-

Sophomore Year**First Semester**

- 3 - ACCT 2010 Financial Accounting Concepts
 - 4 - GC 2070 Graphic Communications II
 - 3 - MGT 2010 Principles of Management
 - 2 - PKGS 1020 Intro. to Packaging Science
 - 3 - Arts and Humanities (Literature) Requirement⁴
-

Second Semester

- 3 - ACCT 2020 Managerial Accounting Concepts
 - 3 - ECON 2000 Economic Concepts *or*
 - 3 - ECON 2110 Principles of Microeconomics
 - 3 - ENSP 2000 Intro. to Environmental Science
 - 4 - GC 3400 Digital Imaging and eMedia
 - 3 - GC 3460 Ink and Substrates
-

Summer

- 0 - COOP 2010 Cooperative Education⁵
 - 1 - GC 3500 Graphic Comm. Internship I⁵
-

Junior Year**First Semester**

- 3 - COMM 1500 Intro. to Human Comm. *or*
 - 3 - COMM 2500 Public Speaking
 - 4 - GC 4060 Package and Specialty Printing
 - 3 - MKT 3010 Principles of Marketing
 - 6 - Major Requirement²
-

Second Semester

- 3 - ENGL 3140 Technical Writing
 - 4 - GC 4400 Commercial Printing
 - 3 - Arts and Humanities (Non-Lit.) Requirement⁶
 - 3 - Major Requirement²
 - 3 - Elective
-

Summer

- 0 - COOP 2020 Cooperative Education⁵
 - 1 - GC 4500 Graphic Comm. Internship II⁵
-

Senior Year**First Semester**

- 4 - GC 4440 Current Dev. and Trends in GC
 - 3 - MGT 3070 Human Resource Management *or*
 - 3 - PSYC 3640 Industrial Psychology *or*
 - 3 - PSYC 3680 Organizational Psychology
 - 3 - Graphic Communication Technical Req.⁷
 - 3 - Major Requirement²
 - 2 - Elective
-

15

Second Semester

- 3 - GC 4480 Planning and Controlling Printing Functions
- 2 - GC 4800 Senior Seminar in Graphic Comm.
- 3 - Major Requirement²
- 4 - Elective

12

122 Total Semester Hours

¹Must include four credit hours in chemistry (CH 1010 or 1050) and four credit hours in physics (PHYS 1220/1240 or 2070/2090).

²Must be approved prior to registration. A total of 18 credits selected from any BIOL, CH, or PHYS courses that satisfy the General Education Mathematics or Natural Science Requirement, the Natural Science with Laboratory Requirement, or the Science and Technology in Society Requirement; or AGRB 3510, ART 1030, 2110, 2130, 2150, 3110, 3130, 3150, 4110, 4130, 4150, AS 1090, 1100, 1100, ASL 1010, 1020, CHIN 1010, 1020, COMM 3030, 3050, 3220, 3300, 3480, 3500, 3610, 3640, 3700, 3710, 3720, 3730, 3740, 3750, 3760, CPSC 2200, 2310, 4620, DPA 3070, 4000, 4010, 4020, 4030, ECON 2120, 3010, 3020, 3060, 3070, 3090, 3100, 3140, 3190, 3210, 4020, ELE 3010, 3210, 3560, 4010, 4020, 4990, ENGL 4900, 4950, ENGR 1300, 1410, 2080, 2090, ENSP 4000, 4720, FIN 3010, 3060, FR 1010, 1020, GC 1990, 2400, 2990, 3990, 4070, 4450, 4510, 4550, 4900, 4990, GER 1010, 1020, IE 2010, 2100, 3840, 3860, 4600, 4620, 4870, ITAL 1010, 1020, JAPN 1010, 1020, LAW 3220, 4200, any LS course, MATH 2060, 2070, MGT 3060, 3070, 3100, 3120, 3150, 3170, 3180, 3900, 4000, 4020, 4040, 4080, 4110, 4120, 4150, 4160, 4220, 4230, 4240, 4270, 4310, 4350, 4550, 4560, MKT 3020, 3140, 3210, 3310, 4200, 4230, 4240, 4250, 4260, 4270, 4280, 4290, 4300, 4310, 4330, 4340, 4430, 4500, ML 1010, 1020, MSE 2100, PHIL 3440, PKSC 2020, 2040, 2060, 3200, 3680, 4220, 4300, 4540, PRMT 4450, PSYC 3300, 3680, 3690, RUSS 1010, 1020, SOC 2010, 2350, 3300, 3560, 4300, SPAN 1010, 1020, 1040, STAT 3300, 4110. NOTE: A maximum of four credits of BIOL, CH and PHYS courses, a maximum of one credit of LS courses, a maximum of six credits of ECON courses, and a maximum of three credits of PSYC courses may be used to satisfy this requirement.

³Students who wish to minor in Business Administration may not select STAT 2300.

⁴Select any ENGL course from General Education Arts and Humanities (Literature) Requirement.

⁵One internship must be in a fall or spring semester (summer—at least 12 weeks; fall/spring—at least 15 weeks). GC 4550 will not substitute for 4500.

⁶See General Education Requirements. This course or three elective credit hours must also satisfy the Cross-Cultural Awareness Requirement.

⁷Select from GC 1990, 2400, 2990, 3990, 4070, 4450, 4510, 4900, 4990

MANAGEMENT**Bachelor of Science**

The Bachelor of Science degree in Management prepares students for careers as professional managers in corporations, governmental organizations, and small businesses. In addition, the program provides a foundation for graduates who wish to pursue advanced degrees in business and public administration, law, and the social sciences.

The curriculum gives students a broad exposure to the functional areas of business and allows each to select an emphasis area in a subject that is germane to individual career interests. The Management curriculum provides an examination of the social, legal, political, and economic environments in which organizations must operate; an understanding of the functional areas of business and their interrelationships; and a knowledge of behavioral science, applied statistics, and mathematics as they relate to organizational problem solving. The program is accredited by AACSB International.

Students wishing to change majors into the management program must have a 2.0 or higher Clemson/Bridge cumulative grade-point average.

**Combined Bachelor of Science/
Master of Science Degree Program**

Under this plan, students may reduce the time necessary to earn both degrees by applying graduate credits to both undergraduate and graduate program requirements. Students may apply up to 12 hours of graduate credits to both the BS and MS degrees. To be eligible for this program, students must have a 3.4 or higher grade-point average, have completed at least 90 credits of coursework and have been admitted to the Graduate School prior to registering for graduate courses. Students in this program are conditionally accepted to the graduate program until they have completed all BS degree requirements.

Sophomore Year**First Semester**

- 3 - ACCT 2010 Financial Accounting Concepts
- 3 - MGT 2010 Principles of Management¹
- 3 - CPSC 2200 Microcomputer Applications¹ or
3 - MGT 2180 Mgt. Personal Computer Appl.¹
- 3 - STAT 3090 Introductory Business Statistics
- 3 - Arts and Humanities (Non-Lit.) Requirement²

15

Second Semester

- 3 - ACCT 2020 Managerial Accounting Concepts
- 3 - MGT 3100 Intermediate Business Statistics¹
- 3 - Arts and Humanities (Literature) Requirement²
- 3 - Cross Cultural Awareness Requirement²
- 3 - Elective

15

Junior Year**First Semester**

- 3 - MGT 3070 Human Resource Management¹ or
3 - MGT 4000 Mgt. of Organizational Behavior¹
- 3 - MGT 3180 Management of Info. Systems¹
- 3 - MGT 3900 Operations Management¹
- 3 - MKT 3010 Principles of Marketing
- 3 - Support Area Requirement³

15

Second Semester

- 3 - LAW 3220 Legal Environment of Business
- 3 - MGT 3120 Decision Models for Management¹
- 6 - Emphasis Area Requirement^{1,4}
- 3 - Support Area Requirement³

15

Senior Year**First Semester**

- 3 - FIN 3060 Corporation Finance or
3 - FIN 3110 Financial Management I
- 3 - Emphasis Area Requirement^{1,4}
- 6 - Support Area Requirement³
- 3 - Elective

15

Second Semester

- 3 - MGT 4150 Business Strategy^{1,5}
- 3 - MGT 4230 International Business Management¹
- 3 - Emphasis Area Requirement^{1,4}
- 3 - Support Area Requirement³
- 3 - Elective

15

120 Total Semester Hours

¹Grade of C or better in this course is required for graduation.

²See General Education Requirements. If this requirement is met through the completion of another General Education requirement, students will have three additional elective hours. Students must complete 120 total hours. Note: Cross-Cultural Awareness Requirement may also be satisfied by some of these courses.

³Management majors must complete a support area consisting of fifteen hours beyond the coursework required by the management curriculum and the management emphasis area requirement. Students should choose ONE of the following two ways to satisfy this requirement: (1) Declare and complete a minor requiring AT LEAST 15 hours of additional coursework; or (2) Complete 15 hours of coursework selected from the following: Any 3000- or 4000-level ACCT, ECON, ELE, FIN, LAW, MGT or MKT course; any 2000-level or higher ARAB, CHIN, FR, GER, ITAL, JAPN, RUSS, or SPAN course; any course selected from the following list: AGRB 4210, BUS 3990, 4990, COMM 3610, 3640, 4640, 4800, CPSC 4620, NPL 3000, PHIL 3440, POSC 3610, 3620, 4290, PSYC 3640, 3680, 3690, 4350, 4710, SOC 3560, 4300.

⁴Management majors must complete an emphasis area consisting of twelve hours beyond the coursework required by the management curriculum and the support area requirement. Students should choose ONE of the following ways to satisfy this requirement:

Business Analytics—MGT 3500, 3510, 4500, and 4540

Entrepreneurship—ELE 3010 plus three courses selected from ECON (ELE) 3210, ELE 3020, 3030, 4010, 4020, 4030, 4990, MGT 4220, 4400, 4970, MKT 4200, 4250, 4260, 4270, 4280, 4290, 4300, SOC (ELE), PSYC 3560.

Human Resource Management—Any four of the following courses, including at least two management courses not already taken in the basic curriculum: MGT 3070, 4000, 4160, 4250, 4310, 4350, 4360, 4400, PSYC 3640, 3680, 3690, 4350, 4710.

International Management—Any four of the following courses: ECON 3100, FIN 4110, LAW 4200, MGT 4240, 4440, 4680, MKT 4270, POSC 3610, 3620, 4290, and any international business courses approved in advance and taken as part of a study abroad experience.

Management Information Systems—MGT 4110, 4520; and two courses from CPSC 4620, MGT 4300 (topic must be approved in advance by advisor), 4540, 4550, 4560.

Operations Management—MGT 4020; and two courses from MGT 4080, 4110, 4270; and one course from MGT 4040, 4120, 4440.

Supply Chain Management—MGT 4120, 4240; and two courses from MGT 3050, 3170, 4020, 4080, 4270, 4440, MKT 4260.

General Management—Any four 3000- or 4000-level management courses.

⁵MGT 4150 must be taken at Clemson University.

Note: At least 50 percent of the total credits taken in ACCT, ECON, ELE, FIN, LAW, MGT, and MKT must be taken at Clemson University.

MARKETING**Bachelor of Science**

The Bachelor of Science degree program in Marketing develops an understanding of various aspects of marketing. The curriculum prepares students for professional marketing careers in industry, government, or the nonprofit sector. Graduates are also well prepared for entrance into the Master of Business Administration, law, or other graduate programs. For students who want a general perspective of marketing, the curriculum provides a broad range of subjects with the flexibility to tailor courses by choosing areas that enhance career preparation in various areas of marketing. Subjects include promotional strategy, professional selling, sales management, public and nonprofit marketing, entrepreneurship, marketing research, product management, marketing management, and international marketing. The Marketing curriculum provides the conceptual, quantitative, and analytical skills necessary to function in a dynamic business environment. The Marketing degree is accredited by AACSB International.

Students wishing to change majors into the Marketing program must have a Clemson/Bridge cumulative grade-point average of 3.0 or higher. Students must also have completed the Pre-Business Program.

Sophomore Year

First Semester

- 3 - ACCT 2010 Financial Accounting Concepts
 - 3 - MGT 2010 Principles of Management
 - 3 - MKT 3010 Principles of Marketing
 - 3 - STAT 3090 Introductory Business Statistics
 - 3 - Arts and Humanities (Non-Lit.) Requirement¹
- 15

Second Semester

- 3 - ACCT 2020 Managerial Acct. Concepts *or*
3 - ACCT 3030 Cost Accounting
 - 3 - MKT 3310 Marketing Metrics and Analytics
 - 3 - Arts and Humanities (Literature) Requirement¹
 - 3 - Cross-Cultural Awareness Requirement¹
 - 3 - Professional Development Requirement²
- 15

Junior Year

First Semester

- 3 - ENGL 3040 Business Writing
 - 3 - LAW 3220 Legal Environment of Business
 - 3 - MKT 3020 Consumer Behavior
 - 3 - MKT 4310 Marketing Research³
 - 3 - Support Course Requirement⁴
- 15

Second Semester

- 3 - FIN 3060 Corporation Finance *or*
3 - FIN 3110 Financial Management I
 - 3 - MKT 4200 Professional Selling
 - 3 - Marketing Requirement⁵
 - 3 - Support Course Requirement⁴
 - 4 - Elective
- 16

Senior Year

First Semester

- 3 - MGT 4150 Business Strategy³
 - 3 - MKT 4270 International Marketing
 - 3 - Marketing Requirement⁵
 - 3 - Support Course Requirement⁴
 - 3 - Elective
- 15

Second Semester

- 3 - MKT 4500 Strategic Marketing Management³
 - 3 - Marketing Requirement⁵
 - 6 - Support Course Requirement⁴
 - 3 - Elective
- 15

121 Total Semester Hours

¹See General Education Requirements. Note: Cross-Cultural Awareness Requirement may also be satisfied by other General Education courses.

²Select from COOP 1010, 2010, CPSC 2200, GC 1990, INT 1010, 1510, 2010, 2510, 3010, MGT 2180, MKT 3980, 3990, 4980, or 4990, or other professional development courses approved by a department advisor. Courses cannot count toward both Support Course Requirement and Professional Development Requirement. Students meeting the Professional Development Requirement with a zero-credit COOP or INT course will need three additional elective credits to meet the 121 total credits requirement for the major.

³Must be taken at Clemson University.

⁴Selected by the student and the advisor from ARCH 1010, ART 1030, 1510, 1520, AUD 2790, AVS 1500, 1510, 2000, 2010, 2030, 2040, 2060, 2090, BIOL 2050, 2060, 2110, 2220, 2230, CE 2060, 2080, 2550, COMM 2010, CPSC 2120, CTE 3100, DSGN 3700, ENGL 2310, FDSC 2140, FOR 2050, 2060, GC 1040, 1990, HCG 3330, HLTH 2980, HORT 2710, IPM 4010, MKT 2980, MSE 2500, MUSC 2420, 2430, 2510, 2520, PES 2020, PHYS 2210, 2220, PKSC 2020, 2040, 2060, PLPH 3400, PRM 2700, PSYC 2750, or any course in AS, or any 2000-level course in EES or HON, or any 2000-3000-level course in ART, or any 2000-4000-level course in AGM, CH, CHE, ECE, ENGR, ENSP, GC, or ME, or any 3000-level course in PLPH, or any 3000-4000-level course in AAH, ACCT, AGED, AGR, AGRB, ANTH, ARCH ASL, ASTR, AUD, AVS, BCHM, BE, BIOE, BIOL, CE, CHIN, COMM, CPSC, CRD, CSM, CVT, DPA, ECON, EDEC, EDEL, EDF, EDSP, EDSC, ELE, ENGL, ENR, ENT, FDSC, FIN, FOR, FR, GW, GEN, GEOG, GEOL, GER, HIST, HLTH, HORT, HUM, IE, ITAL, JAPN, LANG, LARC, LAW, MATH, MGT, MICR, MKT, ML, MSE, MUSC, NPL, NURS, NUTR, PAS, PES, PHIL, PHYS, PKSC, PLPA, POSC, PRM, PSYC, REL, RS, RUSS, SOC, SPAN, STS, THEA, WFB, or WS, or any 4000-level course in AGM, BMOL, CRP, EDL, EDLT, EES, ETOX, FNR, HP, or STAT. Certain minors may be used to satisfy the Support Courses Requirement. A maximum of six hours can be from MKT 2980, 3980, 3990, 4980, and 4990.

⁵Select from any MKT 3000- and 4000-level content courses except for MKT 3980, 3990, 4980, or 4990.

Note: At least 50 percent of the total credits taken in ACCT, ECON, FIN, LAW, MGT, and MKT must be taken at Clemson University.

MINORS

Following are minors acceptable for students in the College of Business. Students cannot major and minor in the same field or acquire a minor that is not allowed by the degree program.

Accounting	History
Adult/Extension Education	Horticulture
Aerospace Studies	Human Resources Management— <i>not open to Management majors</i>
Agricultural Business Management	Italian Studies
Agricultural Mechanization and Business	Japanese Studies
American Sign Language Studies	Legal Studies
Animal and Veterinary Sciences	Management
Anthropology	Management Information Systems— <i>not open to Management Majors</i>
Architecture	Mathematical Sciences
Art	Microbiology
Athletic Leadership— <i>not open to Marketing majors</i>	Middle Eastern Studies
Biochemistry	Military Leadership
Biological Sciences	Music
Brand Communications	Natural Resource Economics
British and Irish Studies	Nonprofit Leadership
Business Administration— <i>not open to Accounting, BS Economics (except students pursuing a second degree in a business related field), Financial Management, Management, or Marketing majors</i>	Nuclear Engineering and Radiological Sciences
Chemistry	Packaging Science
Chinese Studies	Pan African Studies
Cluster	Park and Protected Area Management
Communication Studies	Philosophy
Computer Science	Physics
Creative Writing	Plant Pathology
Crop and Soil Environmental Science	Political and Legal Theory
Digital Production Arts	Political Science
East Asian Studies	Precision Agriculture
Economics	Psychology
English	Public Policy
Entomology	Race, Ethnicity and Migration
Entrepreneurship— <i>not open to Accounting, BS Economics, Financial Management, Management, or Marketing majors</i>	Religious Studies
Environmental Science and Policy	Russian Area Studies
Equine Industry	Science and Technology in Society
Film Studies	Screenwriting
Financial Management	Sociology
Food Science	Spanish Studies
Forest Products	Spanish-American Area Studies
Forest Resource Management	Sustainability
French Studies	Theatre
Gender, Sexuality, and Women's Studies	Travel and Tourism
Genetics	Turfgrass
Geography	Urban Forestry
Geology	Wildlife and Fisheries Biology
German Studies	Women's Leadership
Global Politics	Writing
Great Works	Youth Development Studies

See Minors section for details.