



COLEGIO DE ADMINISTRACIÓN DE EMPRESAS

University of Puerto Rico – Mayaguez Campus



Office of Student's Affairs

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

MARKETING			
<i>FIRST SEMESTER</i>	<i>CRS</i>	<i>SECOND SEMESTER</i>	<i>CRS</i>
FIRST YEAR			
MATE 3171-PRECALCULUS I	3	MATE 3049-MATHEMATICAL ANALYSIS FOR MANAGEMENT SCIENCES (MATE 3171)	3
INGL ___ - FIRST YEAR COURSE IN ENGLISH	3	INGL ___ - FIRST YEAR COURSE IN ENGLISH	3
ESPA 3101-BASIC COURSE IN SPANISH I	3	ESPA 3102-BASIC COURSE IN SPANISH II (ESPA 3101)	3
ADMI 3010-COMPUTER COMPETENCE FOR MANAGERIAL DECISION MAKING	2	ADMI 3009-INTRODUCTION TO BUSINESS, MANAGEMENT AND ETHICS	4
ECON 3021-PRINCIPLES OF ECONOMICS: MICROECONOMICS	3	ECON 3022-PRINCIPLES OF ECONOMY: MACROECONOMICS	3
EDFI ___ - PHYSICAL EDUCATION ELECTIVE	1	EDFI ___ - PHYSICAL EDUCATION ELECTIVE	1
TOTAL	15	TOTAL	17
SECOND YEAR			
INGL ___ - SECOND YEAR COURSE IN ENGLISH	3	INGL ___ - SECOND YEAR COURSE IN ENGLISH	3
ESTA 3001-BUSINESS STATISTICS I (MATE 3049)	3	ESTA 3002-BUSINESS STATISTICS II (ESTA 3001)	3
ESPA 3215-EXPRESSION AND COMMUNICATION (ESPA 3102)	3	ADMI 3017-INTRODUCTION TO ENTERPRISE DEVELOPMENT	2
*MERC 3115-PRINCIPLES OF MARKETING	3	GERH 4008-HUMAN RESOURCES MANAGEMENT (ADMI 3009)	3
CONT 3011-FINANCIAL ACCOUNTING PRINCIPLES I	3	CONT 3012-FINANCIAL ACCOUNTING PRINCIPLES II (CONT 3011)	3
ELECTIVE IN NATURAL SCIENCES	3	GERH 4025-ORGANIZATIONAL BEHAVIOR (ADMI 3009)	3
TOTAL	18	TOTAL	17
THIRD YEAR			
**MERC 4217-CONSUMER BEHAVIOR (MERC 3115)	3	**MERC 4230-INTEGRATED MARKETING COMMUNICATIONS (MERC 4217)	3
ADMI 4001-INTRODUCTION TO LAW	3	ADMI 4002-BUSINESS LAW (ADMI 4001)	3
GERE 4046-OPERATIONS MANAGEMENT (ESTA 3001 y ADMI 3009)	4	ADMI 4085-FUNDAMENTALS OF PROJECT MANAGEMENT	3
FINA 3016-ANÁLISIS DE NEGOCIOS UTILIZANDO INFORMES FINANCIEROS (CONT 3012 y ADMI 3009)	4	FINA 3017-MONEY, BANKING, AND ECONOMIC CONDITIONS (ECON 3022)	3
SOCIO-HUMANISTIC ELECTIVE	3	SOCIO-HUMANISTIC ELECTIVE	3
		FREE ELECTIVE	3
TOTAL	17	TOTAL	18
FOURTH YEAR			
**MERC 4236-SERVICES MARKETING (MERC 3115)	3	**MERC 4065-GLOBAL MARKETING STRATEGIES (MERC 3115 y ECON 3022)	3
ADMI 4039-BUSINESS RESEARCH METHODS (ESTA 3002)	3	**ADMI 4056-SEMINAR (ADMI 4039 y MERC 4230 y 4236)	2
ECON 3085-ECONOMIC AND SOCIAL DEVELOPMENT OF PUERTO RICO	3	ADMI 4018-STRATEGIC MANAGEMENT (MERC 4230 y 4236)	3
SOCIO-HUMANISTIC ELECTIVE	3	*PROFESSIONAL ELECTIVE^	3
*PROFESSIONAL ELECTIVE^	3	FREE ELECTIVE	3
FREE ELECTIVE	3	FREE ELECTIVE	3
TOTAL	18	TOTAL	17

TOTAL: 137 CREDITS

*MUST BE APPROVED WITH A "C" OR MORE.

**MUST BE APPROVED WITH A "C" OR MORE. IT WILL BE USED IN THE COMPUTATION OF THE SPECIALTY INDEX.

^PROFESSIONAL ELECTIVES MUST BE SELECTED FROM AN ESTABLISHED LIST.

SPECIALTY COURSES ARE OFFERED IN THE SEMESTER INDICATED IN THIS CURRICULUM.