

Associate Degree Plan of Study: Business Management/Entrepreneurship, AAS

Business Management/Entrepreneurship, AAS		
COURSE #	COURSE TITLE	CREDITS
Elective	Entrepreneurship Elective	3
ACC 1100 or 1210	ACC Small Business Accounting or Introduction to Financial Accounting	3
BIS 1120	Introduction to Software Applications	3
BIS 1400	Customer Service	3
COM 2211 or COM 2225 or COM 2286	Effective Public Speaking or Small Group Communication or Public Relations Principles	3
ENG 1101	English Composition I	3
ENG 1131	Business Writing	3
ENG 2140	Small Business Finance	3
ENG 2160	Business Plan Development	3
LAW 1101	Business Law	3
MAN 1107	Foundations of Business	3
MAN 2101	Introduction to Supervision	3
MAN 2144	Negotiation Techniques	3
MAN 2150	Management & Organizational Behavior	3
MAN 2159	Supply Chain Management Concepts & Applications	3
MAT 1120 or OT36 XXXX	Business Mathematics or Mathematics Elective	3
MRK 2100 or MRK 2101 or MRK 2135	Foundations of Marketing or Principles of Marketing Management or Digital Marketing ¹	3
MARK 2220	Small Business Marketing	3
OT XXXX	Arts & Humanities Elective	3
ECO 2180	Principles of Microeconomics	3
	¹ To complete core course below, IWU suggests MRK 2100	
Total Credits		60

IWU General Education Requirements (May be taken at IWU or any regionally accredited institution).

IWU Gen. Ed. Requirements	May Be Satisfied By:	Credits Satisfied
3 credits in Biblical Studies	Met with any Biblical Studies Course	0
3 credits in Philosophy, Biblical Studies, or Religion	Met with any Philosophy, Biblical Studies, or Religion Course	0
3 credits in English Written Communication	Met with ENG 1101	3
3 credits in English Written Communication	Met with ENG 1131	3
3 credits in English Oral Communication	Met with COM 2211 or COM 2225 or COM 2286	3
3 credits in Mathematics	Met with MAT 1120 or OT36 Mathematics Elective	3
3 credits in Natural Science	Met with any Natural Sciences Course	0
3 credits in Social or Behavioral Science	Met with ECO 2180	3
3 credits in Social or Behavioral Science	Met with any Social or Behavioral Science Course	0
3 credits in Arts and Humanities	Met with OT36 Arts & Humanities Elective	3
Total Required: 30		18

• Credit is granted for undergraduate course work with a satisfactory grade (“C” or above) in a 100-level or higher course, or for graduate course work with a satisfactory grade (“B” or above) in a 500-level course or higher, taken at a college or university that is accredited by an accrediting agency recognized by both the U.S. Department of Education (ED) and the Council for Higher Education Accreditation (CHEA). This transfer guide is for National & Global courses of study only and is not meant to be used for purposes for IWU-Marion. *

IWU Bachelor Completion Plan of Study

B.S., Marketing - Digital Media Business Strategies Specialization				
COURSE #	COURSE TITLE	CREDITS	EQUIVALENT COURSES	CREDITS SATISFIED IN ASSOCIATE DEGREE
	Major Courses			
MKG 421	Foundations of Marketing	3	MRK 2100	3
ECO 310	Economic Principles for Managers	3		
MGT 445	Ethical and Legal Business Concepts	3		
FIN 310	Financial Decisions for Managers	3		
MKG 361	Social Media and Consumer Behavior	3		
MKG 350	Information Technology for Marketers	3		
STA 351	Statistics for Marketers	3		
ADM 435	Management and Leadership Perspectives	3		
	Digital Media Courses			
MKG 359	Social Media Business Strategies	3		
MKG 435	Digital Branding	3		
MKG 465	Digital Advertising	3		
MKG 358	Digital Promotions	3		
	Business Electives			
XXX XXX	12 credits of Business-related electives (Business, Economics, Finance, Accounting, Administration, Management, and Marketing)	12	ECO 2180, ENT 2160, MAN 1107, MAN 2101, MAN 2144, MAN 2150, MAN 2159, or MRK 2220	12
Total Core Credits		48		15

Your Pathway to an IWU Bachelor Degree

IWU Bachelor Degrees (120 cr hrs)

Associate Degree Credits:	60
B.S. Core Credits Remaining:	33
Gen. Ed. Credits Remaining	12
<i>Additional Credits Needed to Reach 120:</i>	<i>15</i>

To Speak with an Enrollment Counselor Contact:
Toll Free 866-498-4968
iwuenroll@indwes.edu
www.indwes.edu/admissions/online/online-transfer

• Transfer pathways are produced as a service to associate degree students. Every effort is made to maintain up-to-date and accurate information; however, this information is subject to change. Such changes take precedence over the information on this guide. Students should work with their current advisor and an IWU advisor. Responsibility for complying with all applicable requirements ultimately rests with the student.

• Transfer pathways are intended as general guides and do not guarantee the transferability of credits. Official credit evaluations will be completed upon admission and receipt of official transcripts.