

URI College of Business
Academic Map for IBP Marketing & Chinese - 2018

First Year

Course	Description	Credit	Grade
URI 101	Traditions and Transformations	1	
BUS 110	Business Computing	3	
BUS 111 (B3)	Business Analysis	3	
ECN 201 (A2)	Micro-Economics	3	
ECN 202 (A2, C1)	Macro-Economics	3	
CHN Elective (placement based) (A3, C2)	Chinese	3	
CHN Elective (A3, C2)	Chinese	3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	

Second Year

Course	Description	Credit	Grade
BUS 201	Financial Accounting	3	
BUS 202	Managerial Accounting	3	
BUS 210	Managerial Statistics	3	
BUS 211	Managerial Decision Support Systems	3	
WRT 227 (B1, B2)	Business Communications	3	
CHN Elective	Chinese	3	
CHN Elective	Chinese	3	
Choice: HIS 171, HIS 374, PHL 331, PSC 377, RLS 131, THE 382	Required elective for language degree	3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	

Third Year

Course	Description	Credit	Grade
BUS 315	Legal Environment of Business	3	
BUS 320	Financial Management	3	
BUS 341	Organizational Behavior	3	
BUS 345	Business in Society	3	
BUS 355	Operations & Supply Chain Management	3	
BUS 365	Marketing Principles	3	
BUS 366	Consumer Behavior	3	
BUS 367	Marketing Research	3	
BUS 390	Junior Career Passport Program	1	
CHN Elective	Chinese	3	
CHN Elective	Chinese	3	

Fourth Year

Suggested Study Abroad (semester/year of study OR semester of study & possible semester internship)

Course	Description	Credit	Grade
CHN Elective	Chinese	3	
CHN Elective	Chinese	3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	
<i>Possible Internship:</i>			
BUS 491		3	
BUS 492		3	
CHN 497		3	
CHN 498		3	

Fifth Year

Course	Description	Credit	Grade
BUS 475	Social Media Marketing	3	
BUS 445 (D1)	Strategic Management	3	
BUS 460	Global Supply Chain Management	3	
BUS 465	Marketing Communications	3	
BUS 467	Customer Relationship Management	3	
BUS 468	Global Marketing	3	
BUS 470	Strategic Marketing Management	3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	
Gen Ed or Elective		3	

General Education Requirements: 40 credits

Requirement	Course	Credit
A1		
A2	ECN 201	3
A3	Language	3
A4		
B1	HIS 374	3
B2	WRT 227	3
B3	BUS 111	3
B4		
C1	ECN 202	
C2	Language	3
C3		
D1	BUS 445	
G		

The following courses cannot be used for the Chinese major: CHN 101, 102, 111.

30 credits of CHN, at least 6 above 400 level and 6 in Chinese Lit. & Civ. (3 of those above 400), are required for graduation.

This plan is not intended to be prescriptive. It is a sample to demonstrate one way the dual degree program, including study abroad and a possible internship, may be completed in 10 semesters. Transfer credits, summer and/or J-term courses may result in deviations from these recommendations.

Be sure to touch base with both your business and Chinese advisor regularly.