## I. General Education Requirement: 55-60 S.H.

### A. Foundations Requirements: 13-16 S.H.
- GE 1000 Transition to Kean 1 S.H.
- ENG 1030 College Composition 3
- MATH 1000 Algebra for Coll. Students 3
- COMM 1402 Speech Comm. As Crit. Cit. 3
- GE 2021 Research & Technology 3

### B. Disciplinary/Interdisciplinary Distribution Requirements:

#### 1. Humanities 9 S.H.
- *ENG 2403 World Literature 3*
  - (Select two courses from different areas:)
  - Fine Arts or Art History 3
  - Philosophy or Religion 3
  - Foreign Languages 3
  - Music or Theater 3
  - ID 1300 or ID 3230 3

#### 2. Social Sciences 9 S.H.
- *HIST 1000 Hist of Civ. Socty. In Am_3*
  - (Select TWO courses from different areas, see approved Distribution Course List:)
  - Psychology 3
  - Political Science 3
  - Sociology or Anthropology 3
  - ID 2415 3

- *CPS 1031 Intro to Computers 3*
  - (Select TWO from the approved GE Distribution Course List. At least ONE must be a 4 credit lab course)
  - Biology, Chemistry, or Physics 3-4
  - ASTR, GEOLOGY, METR, or ES 3-4
  - MATH 1054 3
  - ID 1400 3

#### 4. Health/Physical Education 2 or 3 S.H.
- ID 1225 Issues Contemporary Health 3
  - OR
  - Physical Education 1
  - Physical Education 1

#### 5. Concentration 6 S.H.
- ECO 1020 Principles of Eco I 3
- ECO 1021 Principles of Eco II 3

#### 6. Additional Requirement 3 S.H.
- CPS 1032 Micro. Applications 3

### II. Major Requirements 54 S.H.

#### A. Business Core Requirements 27 S.H.
- MGS 2110 Quant. Meth. 3
- MGS 2120 Business Stats. 3
- MGS 2030 Org. & Mgt. 3
- ACC 2200 Princ. Acct. I 3
- ACC 2205 Managerial Acct. 3
- MGS 3051 Bus. Law I 3
- FIN 3310 Corp. Fin. I 3
- MKT 3410 Principles of Marketing 3
- MGS 4010 Operations Management 3

#### B. Marketing Major Course Requirements 9 S.H.
- MKT 3451 Consumer Behavior 3
- MKT 3470 International Mktg. 3
- MKT 4410 Marketing Research 3

#### C. Major Electives 9 S.H.
- (Select 3 Additional MKT Classes)
  - MKT 3
  - MKT 3
  - MKT 3

### III. Free Electives: 19-24 S.H.
(at least 50% of free electives must be taken at the 3000-4000 level; no MGS except Co-op, MKT, ACC or FIN in this area; ECO is acceptable)

### Transfer Institutions (X) Credits

<table>
<thead>
<tr>
<th>Institution</th>
<th>Credits</th>
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<tr>
<td>Kean University</td>
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### Additional Major Information and Requirements

Cooperative Education may be taken for three or six credits and used only in the free elective area.
GENERAL EDUCATION INFORMATION AND REQUIREMENTS
Testing and Placement
Incoming freshmen and transfer students may be placed in specific GE Foundations, Developmental or ESL courses as a result of testing prior to registration. Students may be exempt from testing due to SAT scores or prior college work.

Prerequisites and Equivalencies for GE Foundations Courses

ENG 1030
Prereq: Placement testing
Equiv: ENG 1031/32; 1033/34; 1430; ENG 1020; 1400

MATH 1000
Prereq: Placement testing
Equiv: MATH 1001/02; 1003/04; 1051

COMM 1402
Prereq: CS 0411 or 0412 if required by placement testing
ENG 1031/32; 1033/34
May be taken concurrently with ENG 1030
Equiv: COMM 1400

GE 2021-2024 Research and Technology is offered as college-based course
GE 2021 College of BPA
GE 2022 College of ED
GE 2023 College of AHSS
GE 2024 College of NAHS
Prereq: ENG 1030 or equivalent
MATH 1000 or equivalent
Equiv: GE 2020

Course Paired with Reading
Must be taken concurrently with CS 0412 if required by placement testing.

GE Distribution Courses
All courses taken under the General Education Disciplinary/Interdisciplinary Distribution requirements must be selected from the Approved General Education Distribution Course List, printed in Registration Bulletin. These courses are designated as GEHO, GESS, GESM, GEHPE or GECP.

GEHU Humanities
GESS Social Sciences
GESM Science and Mathematics
GEHPE Health and Approved Physical Education
GECP Approved GE Concentration Pairs:

Special Disciplinary Pairs and Pairs Across Disciplines

Required GE Distribution Courses
ENG 2403 is a required Humanities Distribution course with an emphasis on diversity.
HIST 1000 is a required Social Sciences Distribution course with an emphasis on diversity
MATH 1010, 1016, CPS 1031, 1032 or 1231 may be used to satisfy the Science and Mathematics Distribution requirement.

Foreign Language Credit
The three credits for a foreign language that may satisfy the GE Disciplinary/Interdisciplinary Distribution Requirement are awarded only upon successful completion of two semesters of study at the introductory or intermediate level.

GE Concentration Sequences
A concentration is a two-course sequence in the Liberal Arts and Sciences, outside the major, that builds upon an introductory GE Distribution course. Three different options for satisfying the concentration exist:

1) two courses in the same discipline at the two thousand level or above;
2) two courses from different disciplines at the two thousand level or above that cover a similar topic or theme (students taking this second option must obtain approval from the GE office prior to registration);
3) a pre-approved pair of courses at the 1000 level or above that is published in the University Bulletin under GECP Distribution courses.

Major/GE Capstone Course
A Capstone course is a major course that satisfies three credits of GE requirements. Each major guide sheet will count three credits for the Capstone as either GE credits or major credits, but not both.

UNIVERSITY REQUIREMENT
Writing-Emphasis Requirement
All students are required to complete one “Writing-Emphasis” course. The “W-E” course must be within the major portion of your program. Consult your major program advisor for specific information.
Footnotes
1 Required of all Freshmen and Transfers with fewer than 10 credits.
2 See prerequisites and equivalencies on page 3.
3 Additional 3 credit course paired with Reading may be required by placement testing.
4 Composition requires a minimum grade of C.
5 All major courses, including the Capstone, require a grade of C or better.
* Required Distribution Course.

Comments:
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Evaluator’s Signature ____________________________________________ Date __________

Advisor’s Signature ____________________________________________ Date __________

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Advisor’s Signature ____________________________________________ Date __________

Advisor’s Signature ____________________________________________ Date __________

Your major department is located in Willis Hall, Room W-408A.
The phone number is: (908) 737-4190

YOU MUST BRING THIS EVALUATION AND YOUR KEAN UNIVERSITY TRANSCRIPT
TO ALL ADVISING/REGISTRATION SESSIONS.