

**KEAN UNIVERSITY – COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT**  
**(MGMT/BUSA) B.S. Management-Business Analytics Option 120 S.H.**

|                                                                                                                     |            |                                                                                                                                       |                   |
|---------------------------------------------------------------------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <b>GENERAL EDUCATION: 31-32 S.H.</b>                                                                                |            | <b>ACADEMIC MAJOR</b>                                                                                                                 | <b>54 S.H.</b>    |
| <b>Essential Learning Courses*: 16-17 S.H.</b>                                                                      |            | <b>Major Required Courses:</b>                                                                                                        |                   |
| <b>Critical Reading &amp; Academic Study Skills</b>                                                                 | <b>4</b>   | <b>Required: Business Core</b>                                                                                                        | <b>27 S.H.</b>    |
| <i>All students must take 1 credit in Academic Study Skills: either GE*1000 or GE*3000</i>                          | 1          | ACCT 2201 Principles of Financial Accounting                                                                                          | 3                 |
| <i>All students must take 3 credits in Critical Reading from the GE PLO Course List.</i>                            | 3          | ACCT 2205 Principles of Managerial Accounting                                                                                         | 3                 |
| <b>Written Communication**</b>                                                                                      | <b>3</b>   | BLAW 2051 Business Law                                                                                                                | 3                 |
| <i>All students must take 3 credits in Written Communication from the GE PLO Course List.</i>                       |            | FIN 3310 Corporate Finance                                                                                                            | 3                 |
| <b>Speech Communication</b>                                                                                         | <b>3</b>   | MGS 2030 Principles of Management                                                                                                     | 3                 |
| <i>All students must take 3 credits in Speech Communication from the GE PLO Course List.</i>                        |            | MKT 2500 Principles of Marketing                                                                                                      | 3                 |
| <b>Quantitative &amp; Scientific Reasoning</b>                                                                      | <b>6-7</b> | MGS 3040 Management Information Systems                                                                                               | 3                 |
| <i>All students must take either MATH*1016 or MATH*1054 (3 credits each).</i>                                       | 3          | MGS 3100 Operations Management                                                                                                        | 3                 |
| <i>All students must take 3 or 4 credits in Scientific Reasoning from the GE PLO course list.</i>                   | 3-4        | MGS 3520 Business Ethics & Corp. Social Responsibility or<br>ACCT 3520 Ethical and Professional Standards for Accounting and Finance* | 3                 |
| <b>Core Competency Courses: 12 S.H.</b>                                                                             |            | <b>Required: Management Core</b>                                                                                                      | <b>9 S.H.</b>     |
| <b>Intercultural Knowledge &amp; Understanding</b>                                                                  | <b>3</b>   | MGS 3015 AI for Business                                                                                                              | 3                 |
| <i>All students must take 3 credits in Intercultural Knowledge &amp; Understanding from the GE PLO Course List.</i> |            | MGS 3032 Organizational Behavior                                                                                                      | 3                 |
| <b>Critical &amp; Creative Thinking</b>                                                                             | <b>3</b>   | MGS 3090 Data Driven Business Decisions                                                                                               | 3                 |
| <i>All students must take 3 credits in the Critical &amp; Creative Thinking from the GE PLO Course List.</i>        |            | <b>Major required</b>                                                                                                                 | <b>9 S.H.</b>     |
| <b>Ethical Reasoning</b>                                                                                            | <b>3</b>   | MGS 3001 Python Programming for Business                                                                                              | 3                 |
| <i>All students must take 3 credits in Ethical Reasoning from the GE PLO Course List.</i>                           |            | MGS 3101 Foundations of Business Analytics                                                                                            | 3                 |
| <b>Wellness</b>                                                                                                     | <b>3</b>   | MGS 3701 Data Mining in Business                                                                                                      | 3                 |
| <i>All students must take 3 credits in Wellness from the GE PLO Course List.</i>                                    |            | <b>Major elective</b>                                                                                                                 | <b>6 S.H.</b>     |
| <b>Inquiry &amp; Analysis Passion Project 3 S.H.</b>                                                                | <b>3</b>   | Select 2 Classes from the following list:                                                                                             |                   |
| <i>All students must take 3 credits in Inquiry &amp; Analysis from the GE PLO Course List.</i>                      |            | MGS 3501 Database in Business Analytics                                                                                               | 3                 |
|                                                                                                                     |            | MGS 4041 BPM and Info Systems                                                                                                         | 3                 |
| <b>Additional Required Courses 9-15 S.H.</b>                                                                        |            | MGS 4701 Integrative Applications of Business Analytics                                                                               | 3                 |
| ECON 1010 and ECON 1030 <sup>1</sup>                                                                                | 3-6        | MATH 4710 Data Visualization                                                                                                          | 3                 |
| ENG 3090 or COMM 3590                                                                                               | 3          | MKT 3550 Marketing Research                                                                                                           | 3                 |
| BLA 3299: Braven                                                                                                    | 3          | <b>Major Capstone Course</b>                                                                                                          | <b>3 S.H.</b>     |
| MATH 1044/1054 <sup>2</sup>                                                                                         | 0-3        | MGS 4999 Integrative Business Strategy (WE)                                                                                           | 3                 |
| *For all prerequisites and equivalencies, see page 2.<br>**Requires a minimum grade of C or higher                  |            | <b>Free Electives</b><br>(At least 50% must be 3000/4000 level. MGS 3291-3293 Internship/Co-op is strongly recommended)               | <b>19-26 S.H.</b> |
| *recommended for Accounting and Finance                                                                             |            | MGS 3291-3293 (Internship)                                                                                                            | 1-3               |

PROGRAM REVISION DATE (Spring 2026)

## GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS

<sup>1</sup> One of these may be taken to fulfill a GE Requirement.

<sup>2</sup> If students complete MATH1054 to satisfy the GE requirement under the Quantitative Reasoning PLO, then they do not need to take MATH1044 and would need to take a free elective of equal credit value to ensure they meet the 120-credit requirement for graduation.

## GENERAL EDUCATION INFORMATION AND REQUIREMENTS

### Testing and Placement

Incoming freshmen and transfer students may be placed in specific GE Essential Learning, 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 Essential Learning Courses

#### **GE\*1000**

Required of all freshmen & transfers entering with 0-29 credits  
Pre-requisite: None  
Equivalency: ID\*1001

#### **GE\*3000**

Required of transfers entering with 30 credits or more  
Pre-requisite: 30 credits and ENG\*1030 (or equivalent)

#### **ENG\*1030**

Pre-requisite: Placement testing or exemption from placement testing  
Equivalency: ENG\*1031/1032, ENG\*1033/1034, ENG\*1430, ENG\*1620, ENG\*1020, ENG\*1400

#### **MATH\*1016**

Pre-requisite: MATH\*0901 if required by placement testing  
Co-requisite: MATH\*0902 should be taken concurrently with Math\*1016 if required by placement testing

#### **MATH\*1054**

Pre-requisite: MATH\*0901 if required by placement testing and MATH\*1000

#### **COMM\*1402**

Pre-requisite: ENG\*1031/1032 or ENG\*1033/1034 if required by placement testing; May be taken concurrently with ENG\*1030  
Equivalency: COMM\*1400

### Inquiry & Analysis PLO

**GE 2021- 2026:** *Research and Technology* is offered as a college-based course.

Pre-requisite: CS\*0412 if required by placement testing; Written Communication course  
Equivalency: GE\*2020

GE\*2021: College of Business and Public Management  
GE\*2022: College of Education & College Health Professions and Human Services  
GE\*2023: College of Liberal Arts  
GE\*2024: College of Science, Mathematics, and Technology & College Health Professions and Human Services  
GE\*2025: Departments of Fine Arts, Music, and Theatre & Michael Graves College  
GE\*2026: Undecided Majors and other special populations

## GE PLO Courses

### Approved GE PLO Course List

All courses taken under the General Education Essential Learning and Core Competency requirements must be selected from the Approved General Education PLO Course List.

### Foreign Language Credit

The three credits for a foreign language that may satisfy the GE Intercultural Knowledge & Understanding requirement are awarded only upon successful completion of the second of two semesters of study at the introductory or intermediate level. Credit for the first semester may be used as an elective.

## UNIVERSITY REQUIREMENTS

### GE 1000/3000 Requirement

All undergraduate students must satisfy this University Requirement for Graduation by successfully completing one of the following courses at Kean University: GE 1000 Transition to Kean (all freshmen and transfers entering with 0-29 credits) or GE 3000 Transfer Transitions (transfers entering with 30 credits or more).

### Writing-Emphasis Requirement

To graduate, all students are required to complete at least one "Writing Emphasis" course within their major. Such courses are designed to provide students with an opportunity to explore writing as it is done in their chosen field. Typically, Writing Emphasis courses are taken in the junior or senior year, after the student's initial composition courses are completed. Students should consult their major program advisor for specific information about the Writing Emphasis course requirement.