General Education Requirements for College of Liberal Arts and Sciences and School of Business

**Content Area One: Arts and Humanities**  Five courses, including one from each of the areas A-D and a fifth course from any area A-E (courses must be from at least four different academic units).

| Area A (Arts) (Choose one) must be a subject other than GERM, HIST or PHIL: ART/AIDS/INDS 3375; AFRA/FINA 1100; AFRA/DRAM 3132; ART 1000; ARTH 1128, 1137, 1138, 1141, 1162; CHIN 3250W*, 3270; CLCS 1002, 1110, 3211; DRAM 1101, 1110, 1811, 2134; FINA/MUSI 1001/1006; FREN 1171, 3261W, 3264W; I LCS 1149, 3258W, 3260W; MUSI 1001, 1002, 1003, 1004, 1005, 1021, 1022, 1112; SPAN 1010, 1020, 3250; WGSS 1104 |
| Area B (Literature): GERM 3255W |
| Area C (History)/Business Arts and Humanities (Choose one): ECON 2102; HIST 1201, 1400, 1501, 1502, 1800, 3705, or 1600/LLAS 1190 (if students take ECON 2102 they must also take a History course) |
| Area D (Philosophy & Ethical Analysis)/Business Philosophy (Choose one): PHIL 1101, 1102, 1103, 1104, 1105, 1106, 1107, or 1175 |
| Area E (World Cultures): GERM 3251* |

**Content Area Two: Social Sciences**

| Business Communication: COMM 1000 (If students take COMM 1100 instead of COMM 1000, they must account for a second CA2 course) |
| Business Critical Course: ECON 1201 (complete within first four terms) |
| Business Critical Course: ECON 1202 (complete within first four terms) |

**Content Area Three: Science and Technology**

| Business Psychology: PSYC 1100 |
| Laboratory Science (Choose one): list of BIOL/Chem/Geog/GSci/Marn/Phys in catalog: catalog.uconn.edu/general-education/ |

**Content Area Four: Diversity and Multiculturalism**

| Business International (Choose one): ANTH 1000; ANTH/HRTS 3153; CLCS 2201; GEOG 1700, 2000; HRTS 1007; NRE 2600; PHIL 1106; POLS 1202, 1207; or WGSS 1124/2124 |
| Business Diversity (or an additional course from the Business International list) (Choose one): AFRA/ANTH 3152; AFRA/POLS 3642; AMST 1201/ENGL 1201/HIST 1503; INTD 2245; PHIL 1107; or SOCI 1501 |

**Quantitative Competency**

| Business Critical Course: MATH 1070Q (complete within first four terms) |
| Business Critical Course: MATH 1071Q or 1131Q (complete within first four terms) |
| Business Critical Course: STAT 1000Q, 1100Q, or 91100 (complete within first four terms) |

**Writing Competency**

| Business Critical Course: ENGL 1010, 1011, or 2011 (complete within first four terms) |
| BUSN 3003W |
| GERM W course (students are highly recommended to take GERM 3255W) |

**Second Language Requirement**

Students who have not completed at least three years of a single language in high school are required to pass the Intermediate level II course of a language (generally requiring four semesters of language courses.) German Studies majors who have not completed this requirement in high school must pass GERM 1131, GERM 1132, GERM 1133, and GERM 1134.

**Important Notes Regarding German Studies Major Requirements**

- *GERM 3258 is not recommended in place of GERM 3251 for this dual degree.
- Important To Know: Other approved math sequences include 1131Q & 1132Q, 1131Q & 1070Q, 1151Q & 1152Q, and 1151Q & 1070Q. See the undergraduate catalog for the full list.
- Students who place into ENGL 1003/1004 as a prerequisite for ENGL 1010/1011 (based on SAT or TOEFIL score: http://placement.uconn.edu/english-placement/) can use the ENGL 1003/1004 credits towards elective credits. Honors Scholars take ENGL 2011 (required for Soph. Honors if no AP credit, see http://honors.uconn.edu/) in place of ENGL 1010/1011.
- MAJOR 2.0 GPA RULE FOR GRADUATION: DMA majors are required to achieve a cumulative 2.0 grade point average for the total of all Marketing courses for which they have been registered at the University of Connecticut, excluding grades and credits for independent studies and internships.
- Please see http://catalog.uconn.edu/school-of-business/#Sch for all School of Business Scholastic Standing (GPA) requirements.
- Honors scholars take their thesis course in senior year.

**Residence Requirements**

- School of Business: At least 24 credits in 3000/4000 level courses including MGMT 4902 and BUSN 3003W must be earned in residence at the University, including no more than three independent study credits and three field study internship credits. At least 50% of the business credit hours required for the business degree must be earned while a student at the University of Connecticut. Education Abroad courses may not be used to meet this requirement. In addition to the School of Business residence requirements for all majors, a Digital Marketing & Analytics major must complete MKTG 3661, MKTG 3665, and MKTG 3208 or MKTG 3260 in residence at the University of Connecticut. Study Abroad courses do not count as in residence for the School of Business.
- College of Liberal Arts and Sciences: Students must earn a minimum of 30 credits in residence toward a degree at the University (study abroad courses count as in residence for CLAS). Students desiring to transfer credits should be aware of residence requirements in the individual schools and colleges, and should request necessary permissions in advance. Students seeking exceptions to any additional residence requirements of a school or college must petition the dean or director of the appropriate program from which they will earn their degree.

**Dual Degree Requirements**

- Both CLAS and Business require a minimum of 120 credits to earn a bachelor’s degree. To obtain the dual degree, students must complete at least 30 credits in addition to the 120.
**German Studies Major Required Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>GERM 3233</td>
<td>(fall only)</td>
</tr>
<tr>
<td>GERM 3234</td>
<td>(taken abroad)</td>
</tr>
<tr>
<td>GERM 3251</td>
<td>(taken abroad)</td>
</tr>
<tr>
<td>GERM 4246</td>
<td>(spring only)</td>
</tr>
</tbody>
</table>

Choose three: GERM 3200, 3231, 3245, 3261W, 3264W, 3265, 3292, 3293 (on a non-literary topic), and 3294 (on a non-literary topic) and 3295 (on a non-literary topic) (9)

Students are highly recommended to use GERM 3292 (Internship taken abroad), GERM 3231 (3), and GERM 3232 (3) to fulfill this requirement.

Choose one: GERM 3254W, 3255W, 3293 (on a literary topic), 3294 (on a literary topic), or 3295 (on a literary topic) (3)

Students are highly recommended to use GERM 3255W (Fall only) to fulfill this requirement.

**12 Total Required Major-Related Credits**

- Related Course (3) (fulfilled by Business requirements)
- Related Course (3) (fulfilled by Business requirements)
- Related Course (3) (fulfilled by Business requirements)
- Related Course (3) (fulfilled by Business requirements)

**16 More Credits**

**Digital Marketing & Analytics Major Required Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2001</td>
<td>(Business Critical Course) (complete within first four terms)</td>
</tr>
<tr>
<td>ACCT 2101</td>
<td>(Business Core)</td>
</tr>
<tr>
<td>BLAW 3175</td>
<td>(Business Core)</td>
</tr>
<tr>
<td>BUSN 3003W</td>
<td>(Business Core)</td>
</tr>
<tr>
<td>BUSN 3005</td>
<td>(Business Core)</td>
</tr>
<tr>
<td>FNCE 3101</td>
<td>(Business Core, Related Course for German Studies)</td>
</tr>
<tr>
<td>MGMT 3101</td>
<td>(Business Core)</td>
</tr>
<tr>
<td>MKTG 4902</td>
<td>(Business Core, Related Course for German Studies)</td>
</tr>
<tr>
<td>OPIM 3104</td>
<td>(Business Core)</td>
</tr>
<tr>
<td>MKTG 3661</td>
<td>(3)</td>
</tr>
<tr>
<td>MKTG 3665</td>
<td>(3)</td>
</tr>
<tr>
<td>MKTG 3208</td>
<td>or 3260 (3)</td>
</tr>
</tbody>
</table>

Choose three additional 3-credit courses: MKTG 3208 (3), MKTG 3260 (3), MKTG 3452 (3), MKTG 3625 (3), MKTG 3757 (3), MKTG 4891 (3), OPIM 3510 (3), OPIM 3511 (3), and/or or 3000/4000-level Business course

**49 Total Required Major Credits**

No DMA major may count more than 22 marketing credits beyond MKTG 3101 toward those credits presented for degree requirements.

All DMA majors are encouraged to complete both MKTG 3208 and MKTG 3260.

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**Sample Sequence**

**First Semester/Fall**

- ENGL 1010, 1011, or 201 (4)*
- ECON 1202 (CA2) (3)*
- GERM 1131 (4)
- STAT 1000Q or 1100Q (4)*
- UNIV 1800 or 1810 (1)

16 credits

**Second Semester/Spring**

- MATH 1070Q (3)*
- ECON 1201 (3)*
- GERM 1132 (4)
- Business History (CA1C) (3)
- PSYC 1100 (3)

16 credits

**Summer Session Option**

GERM 1131 and 1132 online (8)

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**Third Semester/Fall**

- ACCT 2001 (3)*
- Lab Science (4)
- GERM 1133 (4)
- Business Philosophy (CA1D) (3)
- MATH 1071Q (3)*

17 credits

Apply to School of Business (If applicable)**

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**Fourth Semester/Spring**

- ACCT 2101 (3)
- Business Core (3)
- Business Core (3)
- CA1A (Cannot be PHIL, HIST, or GERM) (3)
- GERM 1134 (4)
- COMM 1000 (3)

19 credits

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**Fifth Semester/Fall**

- Business Core (3)
- BUSN 3005 (1)
- MKTG 3101 (3)
- GERM 3233 (3) Fall only
- GERM 3231 (3) Online
- Business International (CA4) (3)
- Business Diversity (CA4) (3)

19 credits

**Sixth Semester/Spring**

- (In Germany)
- Elective (3)
- Elective (3)
- GERM 3251 (CA1E) (3)
- GERM 3234 (3)
- GERM 3292 (Internship) (6)

18 credits

March—August

**Seventh Semester/Fall**

- BUSN 3003W (3)
- Business Core (3)
- MKTG 3661 (3)
- MKTG 3665 (3)
- GERM 3255W (CA 1B) (3)
- GERM 3232 (3)

18 credits

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**Eight Semester/Spring**

- MKTG 3208 or 3260 (3)
- MKTG (3)
- MKTG (3)
- MKTG (3)
- MGMT 4902 (3)
- GERM 4246 (Capstone) (3) Spring only

18 credits

**Total Credits in Sample Sequence:** 144

Note: The University Requires 150 credits for dual degree. Students will need to determine how to best fulfill the additional elective credits needed to reach 150. Students may choose to spread out the degree requirements over 10 terms in place of the 8 term plan provided above.

Note: If a student has already completed through Intermediate German II prior to his/her first semester, he/she must account for 16 more credits.

*Students seeking admission to the School of Business must complete or be enrolled in these courses when applying. Please see undergrad.business.uconn.edu/applying for other details regarding admissions and minimum requirements.

**Students who are seeking to graduate in four years should aim to complete 40 credits by the start of their third term.

This document is intended as a guide for general advising purposes. Students are encouraged to use this plan of study as a supplement to academic advising appointments. Students are ultimately held responsible for meeting all University and degree requirements.

Eurobiz.uconn.edu