

# A Business Degree in the FCB

As a student in The W. A. Franke College of Business (FCB), you will spend approximately the first two years of your business program completing the requirements for the Business Professional Program (BPP). During this time, you must complete all of the lower-division business core as well as your English and math foundation requirements. You will also enroll for liberal studies (LS) and diversity courses.

The following represents a typical progression plan for freshman and sophomores in business:

## Suggested Program of Study

FIRST SEMESTER		
<b>MAT 114</b>	<b>Quantitative Reasoning</b>	3
<b>ACC 205</b>	<b>Legal Environment of Business</b>	3
<b>NAU 100</b>	<b>NAU 100</b>	1
	LS	3
	Diversity	3
General Elective or	<b>MGT 101</b>	<u>3</u>
<b>Total Units</b>		<b>16</b>

SECOND SEMESTER		
<b>ENG 105<sup>1</sup></b>	<b>English Composition</b>	4
<b>MAT 119</b>	<b>Finite Math</b>	3
<b>CIS 120</b>	<b>Intro to Computer Info Systems</b>	3
	LS	3
	Diversity	<u>3</u>
<b>Total Units</b>		<b>16</b>

THIRD SEMESTER <sup>2</sup>		
<b>ACC 255</b>	<b>Financial Accounting</b>	3
<b>ECO 201</b>	<b>Intro to Business Statistics</b>	3
<b>ECO 284</b>	<b>Economics-Micro</b>	3
	LS	3
	LS	<u>3</u>
<b>Total Units</b>		<b>15</b>

FOURTH SEMESTER <sup>2</sup>		
<b>ACC 256</b>	<b>Managerial Accounting</b>	3
<b>ECO 285</b>	<b>Economics-Macro</b>	3
	LS	3
	LS: Lab Science	4
	LS	<u>3</u>
<b>Total Units</b>		<b>16</b>

<sup>1</sup> ENG 105 should be completed in your first year.

<sup>2</sup> Students pursuing the CIS major or certificates should take CIS 220 and CIS 310 (Programming Principles and Database Analysis) during their third and fourth terms.

## Majors

- BS in Accountancy
- BSBA in Business Economics
- BSBA in Computer Information Systems
- BSBA in Finance
- BSBA in Management
- BSBA in Marketing

## Business Certificates

- Accounting
- Business Economics
- Enterprise Systems
- Finance: Investments
- Finance: Corporate Financial Management
- Hospitality Accounting
- Hospitality for Business Majors
- Hospitality Marketing and Sales
- International Business Studies
- Marketing: Promotion & Communication
- Marketing: Customer Service

For more information on our majors, please refer to our website at: [franke.nau.edu/Degrees](http://franke.nau.edu/Degrees)

## The BPP Entrance Requirements

The following criteria must be met before you can apply to the BPP and enroll in restricted upper-division business courses:

- 2.0 Cumulative GPA
- 2.75 GPA & a minimum grade of C in ENG 105, MAT 114, 119, CIS 120, ACC 205, 255, 256, ECO 201, 284 and 285.
- 56 units
- Completion of six Pathways Activities

Accounting majors must also pass an Accounting Skills Assessment Exam. Exam information: <http://franke.nau.edu/oas/current-students/professional-program-in-accountancy>

## Also Available, a 3-Year Plan

See website for more information:  
[franke.nau.edu/oas/current\\_students/3\\_year\\_plan](http://franke.nau.edu/oas/current_students/3_year_plan)

# Exploring the FCB Business Majors

## Professional Program in Accounting (PPA)

Accounting is recognized as one of the world's leading professions, offering many opportunities for a rewarding career. Our Professional Program in Accounting (PPA) offers students the flexibility to personalize their studies, while providing the technical, analytical and other skills desired by today's employers. The PPA is a five-year program that includes both the B.S. Accountancy and MBA-ACC degrees.

### *B.S. Accountancy Degree:*

Provides a foundation to prepare students for a variety of accounting careers in government, industry and public accounting. In a traditional four-year program, students complete 120 credits, including a 39-credit business core, and a 24-credit upper-division accounting core.

### *MBA-ACC Degree:*

Enables students to complete Arizona's 150-hour Certified Public Accountant (CPA) education requirements, while providing the broad graduate-level business background necessary for successful careers in Accounting and Business. The Accelerated MBA Program is offered in two full-time formats: 10-months for students with an undergraduate business degree and a similar accelerated format for students with a non-business degree. Note, the MBA-ACC is a graduate degree with competitive entry requirements.

## Computer Information Systems (CIS)

### *B.S.B.A. in Computer Information Systems*

A degree in Computer Information Systems equips the graduate with state-of-the-art knowledge of software development tools and techniques required to qualify for that first job out of college and to adapt in a dynamic information systems and business environment.

## Economics (ECO)

### *B.S.B.A. in Economics*

An economics degree equips the graduate with state-of-the-art analytical tools and knowledge-based skills. The graduates are employable in both the private and public sectors where critical organizational decisions depend upon an understanding of domestic and global economic environments.

## Finance (FIN)

### *B.S.B.A. in Finance*

Corporate financial managers raise necessary capital for their firms and allocate it profitably; they also perform financial analysis, planning and budgeting to position their firms to be competitive in a global market. Investment professionals design securities and help sell them to investors; they also analyze securities for investors and help build portfolios. Banking professionals provide critical business services like credit analyses and loans, checking accounts, wire transfers, and credit card processing. By pursuing a degree in finance, you will develop the analytical, technical, and interpersonal skills needed in these professions. You also will study the theory and practice of financial decision-making and analysis, and develop critical oral and written communication skills.

## Management (MGT)

### *B.S.B.A. in Management*

The management degree prepares students for a career in general management. Courses emphasize teamwork, leadership and problem-solving in organizational settings. Ethical and international dimensions of behavior in organizations are also covered to help prepare students for the challenging business environment of today and in the future. This major emphasis deepens an understanding of management in a changing business world. Group projects expand the ability to deal effectively with others and provide with opportunities for leadership. Students learn how to bring multiple skills together to create meaningful solutions to business problems.

## Marketing (MKT)

### *B.S.B.A. in Marketing*

A marketing degree prepares students for a career in any industry by providing the student with an understanding of the most important element of business: how to identify and focus on the needs of the customer. The marketing program helps the student understand how to create products and services to satisfy customers, how to communicate with customers about products and services, issues relating to pricing products and services to create value for the customer; alternatives for making the product accessible to the customer, and applications of marketing strategies in domestic and global markets.