

Business Administration (A.S. Degree) *

Marketing Option

FALL 2025-SPRING 2026

Footnotes:

¹ Students with English Proficiency Index (EPI) of 0-49 enroll in corequisite course ENG 100. Students with EPI of 50-64 enroll in corequisite course ENG 110. Students with EPI of at least 65 (or other English proficiency qualification) enroll in ENG 111. Students with ESL need should take appropriate ESL course(s) (Sequence: ESL 01->02->03->09) before enrolling in ENG 110.

² Students are eligible to enroll in MTH 28 if they have successfully completed an elementary algebra math intervention at a CUNY college (e.g., Math Proficiency Workshop, CUNY Start Math, Math Start, or MTH 5), or if they are CUNY Math proficient AND have the appropriate math background in high school. See the Mathematics Course Placement page in the [College Catalog](#).

³ Students not eligible for MTH 28 or higher courses will enroll in corequisite course MTH 28.5. However, note that students with Math Proficiency Index of 39 or lower are strongly encouraged to enroll in Math Start/CUNY Start.

⁴ Students may select either a 4-credit or a 3-credit science course. Students selecting a 3-credit course must also complete an additional 1-credit lab course to fulfill graduation requirements.

⁵ In an effort to select courses which can be accepted as transfer credits at Senior Colleges and give students the breadth of knowledge required nationally of Business Majors, students are strongly recommended to complete HIS 10 or HIS 11 and/or COMM 34 to fulfill Flexible Core A; ECO 12 fulfill Flexible Core B; and COMM 11 and/or ECO 11 to fulfill Flexible Core D. Students wishing to participate in Baruch College Business Academy for early entry/acceptance into Zicklin BBA program must complete ECO 12 in Flexible Core A and ECO 11 in Flexible Core D to be eligible.

⁶ In order to comply with transfer requirements at Senior Colleges, students are required to complete MTH 28/28.5 College Algebra and Elementary Trigonometry in Required Core B and MTH 30 Pre-calculus to fulfill Flexible Core E. Students who place out of MTH 28 should complete MTH30 in Required Core B and may select another course to fulfill Flexible Core E.

⁷ Students wishing to participate in Baruch College Business Academy for early entry/acceptance into Zicklin's BBA program must complete BUS 110 in place of BUS 51.

⁸ Students must take FYS 11 prior to earning 24 degree or equated credits. Students who have earned 24 or more degree or equated credits are permitted to use the one credit as a free elective. It is highly recommended that students take FYS 11 in their first or second semester. This requirement will be waived for students who have earned 24 or more degree or equated credits at BCC or another college and transfer into this program. Students receiving FYS 11 waivers will be required to take one free elective to complete 60 credits to graduate.

⁹ Students applying to Baruch College Business Academy must take ACC 112 and COM 31 in lieu of two of these courses, and must choose only one course from MKT 18, MKT 36, and MKT 43.

*Note:

In order to apply for [graduation](#), students must complete all required courses with appropriate grades, complete two writing intensive courses and have a minimum GPA of 2.0.

REQUIRED COMMON CORE

<input type="checkbox"/> A <input type="checkbox"/> A	English Composition ¹ I & II ENG 100 ¹ OR ENG 110 ¹ OR ENG 111 ¹ ; AND ENG 112 OR ENG 113 OR ENG 114 OR ENG 115 OR ENG 116	6
<input type="checkbox"/> B	Mathematical and Quantitative Reasoning ² MTH 28 ² College Algebra and Elementary Trigonometry OR MTH 28.5 ³ (Corequisite)	3
<input type="checkbox"/> C	Life and Physical Sciences ⁴	3-4
Subtotal:		12-13

FLEXIBLE COMMON CORE

Students can complete no more than two courses from any one discipline or interdisciplinary field.		
<input type="checkbox"/> A World Cultures and Global Issues ⁵		3
<input type="checkbox"/> B US Experience in its Diversity ⁵		3
<input type="checkbox"/> C Creative Expression		3
<input type="checkbox"/> D Individual and Society ⁵		3
<input type="checkbox"/> E Scientific World ⁶ MTH 30 Pre-Calculus Mathematics		4
<input type="checkbox"/> A-E Select an additional course from Flexible Core A-E		3
Subtotal:		19

MAJOR REQUIREMENTS (See Degree map at: <http://www.bcc.cuny.edu/academics/academic-advising/degree-maps/> for semester-by-semester sequence)

<input type="checkbox"/> ACC 111	Principles of Accounting I	3
<input type="checkbox"/> BUS 41	Business Statistics	3
<input type="checkbox"/> BUS 51 ⁷	Principles of Management ⁷	3
<input type="checkbox"/> DAT 10	Computer Fundamentals and Applications	3
<input type="checkbox"/> FYS 11 ⁸	First Year Seminar ⁸	1
<input type="checkbox"/> LAW 41	Business Law	3
<input type="checkbox"/> LAB ⁴	Lab science credit ⁴	0-1

Marketing Option Requirements

<input type="checkbox"/> MKT 11	Principles of Marketing	3
Choose THREE⁹ of the following five courses:		
<input type="checkbox"/> BUS 21	Small Business Management	3
<input type="checkbox"/> MKT 18 ⁹	Consumer Behavior ⁹	3
<input type="checkbox"/> MKT 36 ⁹	Digital Marketing and Analysis ⁹	3
<input type="checkbox"/> MKT 43 ⁹	Principles of Advertising ⁹	3
<input type="checkbox"/> MKT 48	Marketing Management	3
Subtotal:		28-30
TOTAL:		60