



University of Hawai'i at Hilo – Four-Year Academic Plan 2017-2018
College of Business and Economics
Bachelor of Business Administration (BBA) - General Business
Marketing Concentration

This is a sample academic plan. Students should meet with an academic advisor prior to registration to formulate their own plan.

Year 1		Year 2		Year 3		Year 4	
Fall		Fall		Fall		Fall	
BUS 110	3	ACC 201	3	ECON 300 or 340	3	MGT 423	3
GE SOC SCI I (PSY, SOC, ANTH)	3	QBA 260** (GE NAT SCI II)	3	MGT 300	3	QBA 362	3
MATH 125, 135 or 205* (GE QR I)	3	BUS 240	3	MKT 310	3	MKT 315	3
GE WC I	3	GE HUM AREA II	3	QBA 300	3	Marketing Elective or TOUR 317	3
GE NAT SCI I	3	ENG 287 WI (GE LA) or 209 WI	3	General Elective	3	General Elective	3
Credits	15	Credits	15	Credits	15	Credits	15
Spring		Spring		Spring		Spring	
ECON 130 (GE SOC SCI I)	3	ACC 202 **	3	MGT 333 (GE HPP)	3	MGT 490 WI	3
GE HUM AREA I	3	BUS 290	3	FIN 320	3	MKT 319	3
ENG 100 (GE COMP)	3	ECON 131 (GE QR II)	3	MKT 311	3	Business Elective 2***	3
GE WC II	3	GE LANG ARTS	3	Business Elective 1***	3	GE GCC	3
GE NAT SCI + LAB	4	General Elective	3	General Elective	3	General Elective	3
Credits	16	Credits	15	Credits	15	Credits	15
Summer		Summer		Summer		Summer	
Credits	0	Credits	0	Credits	0	Credits	0
Total Credits	31	Total Credits	61	Total Credits	91	Total Credits	121

Notes:

1. No more than 60 semester hours in business topics may be applied to any BBA degree.
2. At least 24 credits of Business Administration coursework at the 300- or 400- level applied to any BBA degree must be earned at UH Hilo.

* Math placement test must be taken before registering for any MATH class - the test url is http://hilo.hawaii.edu/math_placement/

** All upper division business courses (300-400 level) and some lower division (100-200 level) have prerequisites - courses which must be taken before registering for the course.

In order to ensure timely progress through the BBA program be sure to check the catalog to determine which courses have prerequisites.

*** Business Elective 1: are courses within the alphas of: ACC, BUS, FIN, MGT, MKT, QBA, TOUR

Business Elective 2: are courses within the alphas of: ACC, BUS, ECON, FIN, MGT, MKT, QBA, TOUR