

B.S.B.A. in Retail Management

The Prince Program in Retail Management

Academic Planning Worksheet 2023-2024

Simmons University

Office of Undergraduate Advising

Curriculum Notes

- Students are required to complete 68 credit hours for the major (includes pre-requisite, required, elective, capstone and internship courses).
- Simmons requires that all undergraduates complete a minimum of 128 credits of coursework, fulfill PLAN and major/program requirements, and submit a Senior Audit form to graduate.
- You must declare a major prior to earning 80 credits.

Prerequisites

Course #	Course Title	Credits	Completed
ECON 100	Principles of Microeconomics	4	
STAT 118	Introductory Statistics	4	

Core Requirements

Complete the following core courses. Take note of which are offered in Fall or Spring semesters.

Course #	Course Title	Credits	Completed
BUS 100	Introduction to Business and Management	4	
ACCT 110	Financial Accounting	4	
ACCT 120	Managerial Accounting (prereq: ACCT 110)	4	
BUS 234	Organizational Communication and Behavior	4	
BUS 250	Principles of Marketing	4	
BUS 260	Financial Management (prereq: ACCT 110)	4	
BUS 270	Business Analytics (prereq: STAT 118)	4	
BUS 325	Operations Management (prereqs: STAT 118 and BUS 234)	4	
BUS 370A	Internship and Career Strategies	2	
Internship		0	
BUS 370B	Learning from Internship Experience	2	

Retail Management Major Courses

Complete the following major courses.

Course #	Course Title	Credits	Completed
BUS 236	Retail Management	4	
BUS 222	Human Resource Management	4	

Electives

Students must take THREE electives from the following list.

Course #	Course Title	Credits	Completed
		4	
		4	

		4	
BUS 137	Entrepreneurial Mindset		
BUS 180	Business Law		
BUS 214	International Business		
BUS 229	CSR: People, Planet, and Profits		
BUS 230	Why We Buy		
BUS 231	Brand Management		
BUS 251	Digital Marketing		
BUS 286	Introduction to Advertising Practice and Branding		
BUS 335	Marketing Research		

Capstone

Students must fulfill 4 semester hours in BUS 340. Intended for School of Business majors in their senior year with the following prereqs: BUS 100, BUS 234, BUS 250, BUS 260, BUS 270, and BUS 325. Senior standing is required.

Course #	Course Title	Credits	Completed
BUS 340	Strategic Management	4	

PLAN Requirements

The Simmons PLAN is the undergraduate general education program. Some PLAN courses will be fulfilled with courses required for this major, as indicated below. Additional PLAN requirements may be fulfilled through electives, courses in minors, or other course offerings. Work closely with your advisor(s) to choose courses.

Year/ Semester	PLAN Course Requirements	Completed	
One/ Summer	Math: 1) Prior to first year, pass Math Placement Exam or 2) In first year, enroll in MATH 101 (4 credits)		
One/ Fall	BOS 101: The Boston Course (4 credits)		
	SIM 101: The Simmons Course: Explore (2 credits)		
One/ Spring	LDR 101: The Leadership Course (4 credits)		
Two	Integrative Learning Course (4 credits)		
	SIM 201: The Simmons Course: Experience (1 credit)		
Three	SIM 301: The Simmons Course: Excel (1 credit)		
Other PLAN Requirements		Courses Used to Fulfill	Completed
Language: (8 credits) Successful completion of the 102 level in any modern language or the equivalent determined through approved channels as outlined below. - Complete the 102 level in any modern language at Simmons University or another accredited academic institution with pre-approval from the Department of Modern Languages and Literatures. - Place above the 102 level on the placement exam administered by Simmons University. - Received a 3 or above on an AP modern language exam. If students have taken or wish to take other equivalent exams, they should consult with the MLL Department.			
Quantitative Literacy (QL)		STAT118 or higher	

Key Content Areas (KCAs): May be met by major, minor or Integrative Learning courses.	Aesthetic, Literary and Artistic (ALA)		
	Global Cultural (GC)		
	Scientific Inquiry (SCI)		
	Social and Historical (SH)	ECON100	