

B.Sc. BUSINESS ADMINISTRATION & MANAGEMENT (US DEGREE) valid from Spring 2011



Course Code	Course Title	Pre-requisites & Co-requisites	39-44 US Credits*	LIB. ARTS	
CORE REQUIREMENTS					
GSMG 001	Developmental Math	<i>By placement</i>	0		By placement
GLLG 110	Introduction to College Writing	<i>By placement or exemption</i>	4		By placement
GLLG 121	College Writing I	<i>GLLG 110 or by placement</i>	4		Required
GLLG 122	College Writing II	<i>GLLG 121 or by placement</i>	4		Required
GLLG 202	Introduction to American Literature	<i>GLLG 122</i>	3		Required
GLLG 232	Multicultural American Literature	<i>GLLG 122</i>	3		Required
GSMG 130	College Mathematics & Workshop	<i>GSMG 001 or by placement</i>	4		Required
GHSG 106	History of the United States 1877-Present		3		Required
POLG 101	The American Political System		3		Required
GJSG 124	Modern Jewish History 1750-Present		3		Required
GJSG 262	History of the Holocaust		3		Required
GCAG 101	Public Speaking		3		Required
GCOG 120	Fund. of Computers w/ Micro. App.		3		Required
BIOG/GSSG	Natural Science		3-4		Required
TOTAL					

*Depending on Placement Exam Scores! Students placed directly into College Writing 1 are required to make up for 4 credits with a more advanced course in the General Electives area.

BUSINESS ADMINISTRATION & MANAGEMENT MAJOR COURSES			54 US Credits	LIB. ARTS	
BUSINESS BASE (27 US Credits)					
GBAG 101	Principles of Accounting I	<i>GSMG 130</i>	3		Required
GBAG 102	Principles of Accounting II	<i>GBAG 101</i>	3		Required
GBEG 101	Principles of Macroeconomics		3		Required
GBEG 102	Principles of Microeconomics		3		Required
GBFG 101	Principles of Finance	<i>Co-requisite: GBEG 101 or GBEG 102</i>	3		Required
GBMG 101	Principles of Management		3		Required
GBMG 213	Business Law I	<i>GBMG 101</i>	3		Required
GBMG 493	Business Policy	<i>Senior standing</i>	3		Required
MATG 518	Statistics for Business	<i>GSMG 130</i>	3		Required
TOTAL					

IF YOU CHOOSE TO STUDY THE FINANCE CONCENTRATION (18 US Credits):					
GBEG 204	Money and Banking	<i>GBEG 101 and GBEG 102</i>	3		Required
GBFG 210	Investment Principles	<i>GBFG 101</i>	3		Required
GBFG 220	Corporate Finance	<i>GBFG 101</i>	3		Required
GBFG 321	Portfolio Analysis	<i>GBFG 210</i>	3		Required
GBFG 338	International Financial Markets	<i>GBFG 101</i>	3		Required
GBKG 101	Principles of Marketing		3		Required
THREE OF THE FOLLOWING ELECTIVES (9 US Credits):					
GBAG 209	Financial Statement Analysis	<i>GBAG 102</i>	3		Elective
GBEG 408	International Trade & Monetary Systems	<i>GBEG 101, GBEG 102, GBFG 101</i>	3		Elective
GBFG 400	Selected Topics in Finance	<i>GBFG 210 and GBFG 220</i>	3		Elective
GBFG 498	Internship in Finance	<i>Senior standing, major GPA of 2.5</i>	3		Elective
GCOG 162	Advanced Survey of Business PC Apps.	<i>GCOG 130 and GBMG 101</i>	3		Elective
GPHG 230	Business Ethics		3		Elective
TOTAL					

IF YOU CHOOSE TO STUDY THE MANAGEMENT CONCENTRATION (18 US Credits):						
GBFG 220	Corporate Finance	<i>GBFG 101</i>	3			Required
GBKG 101	Principles of Marketing		3			Required
GBKG 204	Marketing Management	<i>GBKG 101</i>	3			Required
GBMG 202	Organizational Theory & Behavior	<i>GBMG 101</i>	3			Required
GBMG 224	Human Resources Management	<i>GBMG 101</i>	3			Required
GBMG 320	Entrepreneurship & Mgmt of Small Business	<i>GBMG 101</i>	3			Required
THREE OF THE FOLLOWING ELECTIVES (9 US Credits):						
GBAG 209	Financial Statement Analysis	<i>GBAG 102</i>	3			Elective
GBEG 408	International Trade & Monetary Systems	<i>GBEG 101, GBEG 102, GBFG 101</i>	3			Elective
GBKG 202	Marketing Research	<i>GBKG 101, co-requisite MATG 518</i>	3			Elective
GBMG 310	Multinational Business Management	<i>GBMG 101 and GBKG 101</i>	3			Elective
GBMG 400	Topics in Management	<i>GBEG 101</i>	3			Elective
GBMG 498	Internship in Management	<i>Senior standing, major GPA of 2.5</i>	3			Elective
GCOG 162	Advanced Survey of Business PC Apps.	<i>GCOG 130 and GBMG 101</i>	3			Elective
GPHG 230	Business Ethics		3			Elective
			TOTAL			

IF YOU CHOOSE TO STUDY THE MARKETING CONCENTRATION (18 US Credits):						
GBKG 101	Principles of Marketing		3			Required
GBKG 201	Consumer Behavior	<i>GBKG 101</i>	3			Required
GBKG 204	Marketing Management	<i>GBKG 101</i>	3			Required
GBKG 340	International Marketing Management	<i>GBKG 101</i>	3			Required
GBKG 400	Topics in Marketing		3			Required
GBKG 408	Strategic Marketing Management	<i>GBKG 202 and senior standing</i>	3			Required
THREE OF THE FOLLOWING ELECTIVES (9 US Credits):						
GBAG 209	Financial Statement Analysis	<i>GBAG 102</i>	3			Elective
GBKG 202	Marketing Research	<i>GBKG 101, co-requisite MATG 518</i>	3			Elective
GBKG 315	Advertising and Promotion Management	<i>GBKG 101</i>	3			Elective
GBKG 351	Direct Marketing	<i>GBKG 101</i>	3			Elective
GBKG 498	Internship in Marketing	<i>Senior standing, major GPA of 2.5</i>	3			Elective
GBMG 320	Entrepreneurship	<i>GBMG 101</i>	3			Elective
GCOG 162	Advanced Survey of Business PC Apps.	<i>GCOG 130 and GBMG 101</i>	3			Elective
GPHG 230	Business Ethics		3			Elective
			TOTAL			

GENERAL ELECTIVES			22-27 US Credits	LIB. ARTS	
			3		Elective
			3		Elective
			3		Elective
			3		Elective
			3		Elective
			3		Elective
			3		Elective
			3		Elective
			3		Elective
			TOTAL		

TOTAL US CREDITS REQUIRED IN DEGREE PROGRAM	120	
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MIN. TOURO COLLEGE CREDITS REQUIRED IN PROGRAM¹	45	
MIN. TOURO COLLEGE CREDITS REQUIRED IN MAJOR²	27	
MIN. TOURO COLLEGE BERLIN CAMPUS CREDITS REQUIRED IN PROGRAM³	30	
MIN. LIBERAL ARTS CREDITS REQUIRED IN PROGRAM⁴	60	

STUDENTS ARE ALLOWED TO TAKE A MAXIMUM OF 2 ONLINE COURSES DURING THEIR ENTIRE COURSE OF STUDY.

1. TCB students must take 45 credits of In-Residence courses (any Touro campus).
2. 50% of the Major course requirements must be In-Residence courses (any Touro campus).
3. TCB students must take 30 credits of courses offered on the TC Berlin campus.
4. TCB Business Administration & Management students must take 60 credits of Liberal Arts courses.