



College of Business

2025-2026

Suggested Curriculum Guide for Strategic Corporate Communication Concentration

Freshman (1st Semester) 15 hrs

GSD 101 Foundations of Learning
BUS 101 Nature of Business
E-1A* ENG 101
E-2 MAT 112A/B, 114 Algebra & Applications or **MAT 211** Calculus
E-3A Arts

Sophomore (1st Semester) 16 hrs

BUS 200 (1) Professional Development Series
BUS 207 Fundamentals of Interpersonal Business Communication
BUS 209 Fundamentals of Financial & Managerial Accounting
ECO 230 Fundamentals of Microeconomics (Element 5B)
E-5A History
E-4 Natural Science

Junior (1st Semester) 16 hrs

BUS 300 (1) Professional Development Series
BUS 302 Essentials of Finance
BUS 303 Essentials of Organizational Behavior and HR
BUS 305 Essentials of Marketing
MGT 454 International Business Communication
Free Elective (3 hrs)

Senior (1st Semester) 13 hrs

BUS 400* (1) Professional Development series
MGT 312 Organizational Behavior
MGT 316 Organization Behavior
MGT 456 Emerging Technologies in Business Team
Approved Business Elective (3 hrs)

Freshman (2nd Semester) 15 hrs

BUS 206 Fundamentals of Problem Solving with Excel
E-1B* ENG 102
E-1C CMS 100 or 210
E-4 Natural Science
E-3B Humanities

Sophomore (2nd Semester) 15 hrs

BUS 204 Fundamentals of Business Law and Ethics
BUS 301 Essentials of Formal Business Communication
BUS 304 Essentials of Management Information Systems
ECO 231 Fundamentals of Macroeconomics (Element 5B)
STA 260 Business Statistics

Junior (2nd Semester) 15 hrs

BUS 306 Essentials of Operations and Supply Chain
MGT 318 MGT Issues in International Business
Approved Business Elective (3 hrs)
MGT 452 Online Managerial Communication
E-3B Humanities

Senior (2nd Semester) 15 hrs

BUS 402 Integrated Strategic Management
MGT 316 Organizational Behavior
MGT 320 Human Resource Management
MGT 458 Integrated Corporate Communication Organizational Culture & Change Initiatives
Free Elective (3 hrs)

*Course must be taken in semester indicated.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements