# University Core Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th># Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion Cornerstones</td>
<td>3</td>
<td>6.0</td>
<td>REL 275</td>
</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>1</td>
<td>2.0</td>
<td>REL A 275</td>
</tr>
<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>1</td>
<td>2.0</td>
<td>REL C 250</td>
</tr>
<tr>
<td>Foundations of the Restoration</td>
<td>1</td>
<td>2.0</td>
<td>REL C 225</td>
</tr>
<tr>
<td>The Eternal Family</td>
<td>1</td>
<td>2.0</td>
<td>REL C 200</td>
</tr>
<tr>
<td>The Individual and Society</td>
<td>2</td>
<td>6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>American Heritage</td>
<td>2</td>
<td>6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Global and Cultural Awareness</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
</tbody>
</table>

## Skills

### First Year Writing
- 1.0

### Advanced Written and Oral Communications
- 1.0

### Quantitative Reasoning
- 1.0

### Languages of Learning (Math or Language)
- 1.0

### Arts, Letters, and Sciences

<table>
<thead>
<tr>
<th>Requirements</th>
<th># Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civilization 1</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Civilization 2</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Letters</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Biological Science</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Physical Science</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Social Science</td>
<td>1</td>
<td>3.0</td>
<td>ECON 110*</td>
</tr>
</tbody>
</table>

### Core Enrichment: Electives

<table>
<thead>
<tr>
<th>Requirements</th>
<th># Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion Electives</td>
<td>3</td>
<td>6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Open Electives</td>
<td>Variable</td>
<td>Variable</td>
<td>personal choice</td>
</tr>
</tbody>
</table>

FOR UNIVERSITY CORE AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB

*THESE COURSES FILL BOTH GENERAL EDUCATION AND PROGRAM REQUIREMENTS (12 hours overlap)

## Graduation Requirements:

- Minimum residence hours required: 30.0
- Minimum hours needed to graduate: 120.0

## Suggested Sequence of Courses

### Freshman Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Semester</td>
<td>STRAT 326</td>
</tr>
<tr>
<td>2nd Semester</td>
<td>STRAT 402</td>
</tr>
</tbody>
</table>

### Sophomore Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd Semester</td>
<td>STRAT 431</td>
</tr>
<tr>
<td>4th Semester</td>
<td>STRAT 412</td>
</tr>
</tbody>
</table>

### Junior Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th Semester</td>
<td>STRAT 432</td>
</tr>
<tr>
<td>6th Semester</td>
<td>STRAT 411</td>
</tr>
</tbody>
</table>

### Senior Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>7th Semester</td>
<td>STRAT 421</td>
</tr>
<tr>
<td>8th Semester</td>
<td>STRAT 433</td>
</tr>
</tbody>
</table>

Most applicants apply to the BYU Marriott School of Business the summer after their sophomore year. Each program starts at the beginning of a new academic year.

- Deadline to apply for Fall is the last working day of June by 4:30 p.m.

The sequence of courses suggested may not fit the circumstances of every student. Students should contact their advisement center for help in outlining an efficient schedule.

Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.
**BS in Strategic Management (326433)**

**2020-2021 Program Requirements (64 Credit Hours)**

**REQUIREMENT 1 Complete 2 options**

**OPTION 1.1 Complete 2 courses**
- *ACC 200 - Principles of Accounting* 3.0
- IS 201 - Introduction to Management Information Systems 3.0

**OPTION 1.2 Complete 3.0 hours from the following course(s)**
- ACC 310 - Principles of Accounting 2 3.0
- *ECON 110 - Economic Principles and Problems* 3.0
- FIN 201 - Principles of Finance 3.0
- GSMC 305 - Introduction to Global Supply Chain Management 1.5
- GSMC 310 - Supply Chain Management in International Business 1.5
- IS 303 - Introduction to Computer Programming 3.0
- MKTG 201 - Marketing Management 3.0
- STAT 121 - Principles of Statistics 3.0

Apply and be formally accepted into the program.

**REQUIREMENT 2 Complete 6 courses**

**COMPLETE THE FOLLOWING REQUIRED COURSES BEFORE THE BUSINESS CORE:**
- *ECON 110 - Economic Principles and Problems* 3.0
- FIN 201 - Principles of Finance 3.0
- IS 110 - Spreadsheet Skills and Business Analysis 1.0
- *MCOM 320 - Communication in Organizational Settings* 3.0
- MKTG 201 - Marketing Management 3.0
- STAT 121 - Principles of Statistics 3.0

**REQUIREMENT 3 Complete 1 course**
- ENT 381 - Entrepreneurship Lecture Series 1.0
- ENT 382 - Technology Entrepreneurship Lecture Series 1.0
- MSB 380 - Executive Lectures 1.0
- MSB 381R - Social Innovation Lecture Series 1.0

**REQUIREMENT 4 Complete 1 course**
- ACC 241 - Business Law in the Environment 3.0
- ENT 302 - Legal Issues in Entrepreneurship 3.0

**REQUIREMENT 5 Complete 9 courses**

**STRATEGY CORE COURSES:**
- STRAT 326 - Career Development and Student Mentoring 1.0
- STRAT 401 - Strategy 1 3.0
- STRAT 402 - Strategy Analytics 1 3.0
- STRAT 411 - Strategy 2 3.0
- STRAT 412 - Strategy Analytics 2 3.0
- STRAT 421 - Strategy Implementation 3.0
- STRAT 431 - Strategic Thinking 1 1.5
- STRAT 432 - Strategic Thinking 2 1.5
- STRAT 433 - Strategic Thinking 3 1.0

**REQUIREMENT 6 Complete 4 courses**

**BUSINESS CORE:**
- GSMC 305 - Introduction to Global Supply Chain Management 1.5
- GSMC 310 - Supply Chain Management in International Business 1.5
- HRM 391 - Organizational Effectiveness 3.0
- MSB 390 - Ethics for Management 3.0

**REQUIREMENT 7 Complete 3 courses**
- ACC 310 - Principles of Accounting 2 3.0
- ENT 401 - Entrepreneurial Innovation 3.0
- ENT 411 - Creating New Ventures 3.0
- ENT 421 - Financing New Ventures 3.0
- ENT 422 - Managing New Ventures and Family Business 3.0
- ENT 431 - Innovation Practicum 3.0
- ENT 432 - Commercializing Innovation 3.0
- ENT 434R - New Venture LaunchPad 3.0
- FIN 402 - Managerial Finance for Non-Finance Majors 3.0
- FIN 412 - Investments Academy 3.0
- FIN 418 - Financial Planning 3.0
- FIN 425 - Private Equity and Venture Capital 3.0
- GSMC 411 - Global Business Negotiations 3.0
- GSMC 412 - Operations Analytics 3.0
- GSMC 419 - Customer Relationship Management 3.0
- GSMC 429 - Global Supply Chain Strategy 3.0
- HRM 402 - Human Resource Management 3.0
- HRM 411 - Organizational Development and Change 3.0
- HRM 412 - Compensation, Benefits, and Performance Management 3.0
- HRM 413 - Managerial Leadership Development 3.0
- IS 303 - Introduction to Computer Programming 3.0
- IS 515 - Spreadsheets for Business Analysis 3.0
- IS 520 - Business Programming and Spreadsheet Automation 3.0
- MKTG 412 - Professional Selling and Sales Management 3.0
- MKTG 414 - Entrepreneurial Marketing 3.0
- MKTG 415 - Digital Marketing 3.0
- MKTG 416 - International Marketing 3.0
- MKTG 429 - Marketing Strategy 3.0
- MSB 375 - Social Innovation: Do Good Better 3.0
- MSB 430 - Introduction to International Business 3.0
- STRAT 325 - Introduction to Management Consulting 3.0
- STRAT 427 - Consulting Project Management 3.0
- STRAT 435 - Introduction to Coding for Technology Managers and Entrepreneurs 3.0

**REQUIREMENT 8 Complete Marriott School exit survey online.**

**THE DISCIPLINE**

Strategic management centers on a company’s strategy, a plan to gain and sustain competitive advantage. This plan reflects how company leaders think about what it takes to succeed in their market and offer unique value to customers. Strategic management is designed to teach students how to collect and analyze information about competitors, customers, and the resources and capabilities of the company; as well as how to use this analysis to make and implement recommendations to a company about where to invest and what actions to take, over time, to achieve superior performance.

**CAREER OPPORTUNITIES**

Specific positions that may be available with a degree in strategic management include: business managers, business analysts, consultants, and corporate strategists.

**GENERAL INFORMATION**

Students are encouraged to apply to strategic management the summer after their sophomore year, as soon as they have completed the prerequisite courses. BYU Marriott School majors are limited-enrollment programs and the application process is competitive. For assistance in preparing for the application process, it is highly recommended that students visit the BYU Marriott Undergraduate Advisement Center.

**APPLICATION INFORMATION**

All new students entering the BYU Marriott School commence their study at the beginning of fall semester. Admission is based on consideration of the following:

- Prerequisite GPA
- Essay
• Résumé
• Interview
• Professionalism
• Review of the overall academic record and evidence of knowledge of and engagement with strategic management (e.g., relevant coursework, work and internship experience, club involvement, etc.)

Prerequisite courses must be completed before the application deadline. Applicants with at least a 3.0 in the prerequisite courses are preferred. When prerequisite GPA is calculated, repeated or transferred courses will be discounted. Visit the BYU Marriott Undergraduate Advisement Center for more information.

TRANSFER INFORMATION

Transfer equivalencies for the following courses will not be considered: ACC 310, FIN 201, IS 201, and M COM 320.

MAP DISCLAIMER

While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

ADVICEMENT CENTER INFORMATION

Marriott School of Business Undergraduate Advisement Center
Brigham Young University
460 Tanner Building
Provo, UT 84602
801-422-4285
msb_advisement@byu.edu