

NGEE ANN POLYTECHNIC - DIPLOMA IN BUSINESS STUDIES	WICHITA STATE UNIVERSITY
Accounting I AND Accounting Applications AND Cost and Managerial Accounting	ACCT 210: Financial Accounting I AND ACCT 220: Managerial Accounting I
Advertising and Sales Promotion	MKT 607: Promotion Management
Business Communication	Communications elective
Business Computing AND Computing and Information Processing	C S 105: An Introduction to Computers and their Applications
Business Finance	FIN 340: Financial Management
Business Law	Business elective
Business Marketing	MKT 609: Marketing Programs
Business Organisation	MGMT 360: Management and Organizational Behavior
Competitive Business Management	MGMT 681: Strategic Management
Computerised Database Systems	Free elective
Consumer Behavior and Marketing Research	MKT 403: Marketing Research
Executive Development Skills	Business elective
Human Resource Management	H R M 466: Fundamentals of Human Resource Management
Interactive Business Skills	Business elective
International Business Environment	Marketing elective

International Marketing	MKT 601: International Marketing
Macroeconomics	ECON 201: Principles of Macroeconomics
Microeconomics	ECON 202: Principles of Microeconomics
Monetary and International Economics	ECON 672: International Economics and Business
Operations Management	D S 350: Production and Operations Management
Organisations Behavior	MGMT 362: Managing People in Organizations
Principles of Marketing	MKT 300: Marketing
Productivity and Quality Studies	Business elective
Public Relations	Marketing elective
Report Writing and Oral Presentation	No credit
Retail Management	MKT 404: Retail Management
Sales Management	MKT 608: Selling and Sales Force Management
Written Business Communication	ENGL 210: Composition: Business, Professional, and Technical Writing

Last Updated: September 5, 2003