This roadmap is a recommended semester-by-semester plan of study for this major. However, courses and milestones designed as critical (!) must be completed in the semester listed to ensure a timely graduation.

Critical	Course Subject and Title	Credit Hours	Min. Grade	Major GPA	Attribute	Notes
Semester One [17 Credits]						
!	**ACTT 11000 Accounting I - Financial**	**4**		■		
!	**BMRT 11000 Introduction to Business**	**3**		■		
	COMT 11000 Introduction to Computer Systems (3) *or* COMT 12000 Personal Productivity Software (3) *or* COMT 21010 Workgroup Productivity Software (3)	3		■		
	UC 10097 Destination Kent State: First Year Experience [1]	1				
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Two [18 Credits]						
!	**BMRT 11009 Introduction to Management Technology**	**3**		■		
	COMM 15000 Introduction to Human Communication	3			KAD	
	ECON 22060 Principles of Microeconomics	3			KSS	
	Kent Core Requirement	3				
	Kent Core Requirement	3				
	Kent Core Requirement	3				
Semester Three [15 Credits]						
!	**BMRT 21008 Case Studies in Management Technology**	**3**		■		
!	**BMRT 21011 Fundamentals of Financial Management**	**3**		■		
!	**BMRT 21050 Fundamentals of Marketing Technology**	**3**		■		
	BMRT 21000 Business Law and Ethics I	3				
	Business Retail Electives [2]	3		■		
Semester Four [15 Credits]						
!	**BMRT 21052 Professional Selling Techniques**	**3**		■		
!	**BMRT 31006 Human Resources Management**	**3**		■		
!	**BMRT 31009 Seminar in Management Technology**	**3**		■		
	ENG 20002 Introduction to Technical Writing (3) [3] *or* ENG 30063 Professional Writing (3) [3] *or* ITAP 26638 Business Communications (3) [3]	3		■		
	Business Retail Electives [2]	3		■		

Graduation Requirements Summary

Minimum Total Hours	Minimum	
	Major GPA	**Overall GPA**
65	2.000	2.000

1. UC 10097 is not required of transfer students with 25 credits (excluding College Credit Plus) or students age 21+ at time of admission.
2. Business Retail Electives (6 credit hours)

Choose from the following:	
BMRT 21051 Fundamentals of Retailing (3)	BMRT 21056 Principles of Visual Display (3)
BMRT 21053 Advertising in Business (3)	BMRT 36415 Customer Service (3)
BMRT 21055 Retail Merchandising (3)	

3. Students who have successfully completed BUS 30061 and ENG 30061 may use these courses to satisfy the Business Communications Elective.

University Requirements: Applied and technical associate degree-seeking students must fulfill selected Kent Core (general education requirements). For more information about this requirement, please read the following section in the University Catalog: Kent Core – www.kent.edu/catalog/kent-core.

Attribute Legend: **DD** Diversity–Domestic; **DG** Diversity–Global; **ELR** Experiential Learning; **KAD** Kent Core Additional; **KBS** Kent Core Basic Sciences; **KCM** Kent Core Composition; **KFA** Kent Core Fine Arts: **KHU** Kent Core Humanities; **KMC** Kent Core Mathematics and Critical Reasoning; **KSS** Kent Core Social Sciences; **WIC** Writing Intensive