

Terry College of Business

Foundations First Business Core

Beginning Fall 2010, the Terry College of Business will implement a Foundations First approach to its business core. This approach will require students entering the Terry College to enroll in and complete the business foundation core within their first two semesters in Terry. The revised business core will consist of principles courses from the areas of Finance, Management, Marketing, and Business Statistics, in addition to two new Foundations for Business Leadership courses that will be added to the school's core curriculum. These new courses will expose students to a variety of issues key to business success, such as globalization, diversity, ethics, and effective communication, as well as issues related to professional and career development. This Foundations First approach will provide a platform for a fully integrated business core, as well as a *common base of knowledge* that students can draw from in completing their upper level courses, regardless of their major area of study.

Here is How it Works: Upon entering the Terry College, students will be automatically assigned to one of two cohorts (Cohort Red or Cohort Black) depending on the major in which they have been accepted. Under the Foundations First approach, a student will be placed in the cohort containing his or her major's core principles course in his/her first semester. This will allow the student to move into upper level major courses in his/her second semester in Terry, while also completing the remainder of the business core.

Cohort Black*

Majors: Accounting, Finance, Management

Required First Semester in Terry College			Required Second Semester in Terry College		
Financial Management (FINA 3000)	Principles of Management (MGMT 3000)	Foundations for Business Leadership I (MGMT 3010)	Principles of Marketing (MARK 3000)	Statistical Analysis for Business (MSIT 3000)	Foundations for Business Leadership II (MGMT 4010)

Cohort Red*

Majors: Marketing, Management Information Systems, Economics, Real Estate, Risk Management and Insurance

Required First Semester in Terry College			Required Second Semester in Terry College		
Principles of Marketing (MARK 3000)	Statistical Analysis for Business (MSIT 3000)	Foundations for Business Leadership I (MGMT 3020)	Financial Management (FINA 3000)	Principles of Management (MGMT 3000)	Foundations for Business Leadership II (MGMT 4020)

* International Business co-majors will be assigned to the cohort which contains their primary Terry major.

The Faculty of the Terry College believes the **Foundations First Business Core** will allow students to achieve a better understanding of the integration of the functional areas of business and serve as a platform for increased academic rigor in all business courses.