BS in Strategic Management (326433) MAP Sheet
Business, Management
For students entering the degree program during the 2022-2023 curricular year.

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.

University Core and Graduation Requirements
University Core Requirements:
Requirements#ClassesHoursClasses
Religion Cornerstones
Teachings and Doctrine of The Book of Mormon12.0REL A 275
Jesus Christ and the Everlasting Gospel12.0REL A 250
Foundations of the Restoration12.0REL C 225
The Eternal Family12.0REL C 200
The Individual and Society
American Heritage1-23.0-6.0from approved list
Global and Cultural Awareness13.0from approved list
Skills
First Year Writing13.0from approved list
Advanced Written and Oral Communications13.0M COM 320*
Quantitative Reasoning14.0ACC 200*
Languages of Learning (Math or Language)13.0STAT 121*
Arts, Letters, and Sciences
Civilization 113.0from approved list
Civilization 213.0from approved list
Arts13.0from approved list
Letters13.0from approved list
Biological Science13.4.0from approved list
Physical Science1-23.0from approved list
Social Science13.0ECON 110*
Core Enrichment: Electives
Religion Electives36.0from approved list
Open ElectivesVariableVariableVariablepersonal choice
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 required30.0
Minimum hours needed to graduate120.0
Suggested Sequence of Courses
Freshman Year
1st Semester
First Year Writing3.0
MSB 180 (recommended)1.0
IS 1101.0
MKTG 2013.0
Religion Cornerstone2.0
General Education/Open Elective(s)5.0
Total Hours 15.0
2nd Semester
ACC 200 3.0
IS 201 3.0
Religion Cornerstone 2.0
General Education 6.0
Open Elective 1.0
Total Hours 15.0

Sophomore Year
3rd Semester
FIN 201 3.0
STAT 121 3.0
General Education/Open Elective(s) 7.0
Religion Cornerstone 2.0
Total Hours 15.0

4th Semester
ECON 110 3.0
Required Lecture Series 1.0
Religion Cornerstone 2.0
General Education 6.0
Open Elective(s) 3.0
Total Hours 15.0

Students are encouraged to apply to the strategic management program when they have completed the prerequisites for admission, after their freshman or sophomore year.

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

Junior Year
5th Semester
STRAT 326 1.0
STRAT 401 3.0
STRAT 402 3.0
STRAT 431 1.5
M COM 320 3.0
GSCM 201 1.5
Religion Elective 2.0
Total Hours 15.0

6th Semester
STRAT 411 3.0
STRAT 412 3.0
STRAT 432 1.5
HRM 391 3.0
GSCM 211 1.5
Religion Elective 2.0
Open Elective 2.0
Total Hours 15.0

Senior Year
7th Semester
STRAT 421 3.0
STRAT 433 1.0
Business Elective 3.0  
Business Elective 3.0  
ACC 241 or ENT 3023.0  
Religion Elective 2.0  
Total Hours 15.0  
8th Semester  
MSB 3903.0  
Business Elective 3.0  
General Education 3.0  
Open Elective(s) 6.0  
Total Hours 15.0  
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)  
2022-2023 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  
GSCM 201 - Introduction to Global Supply Chain Management 1.5  
GSCM 211 - Introduction to 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  
*M COM 320 - Management Communication 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 381 - Entrepreneurship Lecture Series 1.0  
ENT 382 - Technology Entrepreneurship Lecture Series 1.0  
MSB 380 - Executive Lectures 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:
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRAT 326</td>
<td>Career Development and Student Mentoring</td>
<td>1.0</td>
</tr>
<tr>
<td>STRAT 401</td>
<td>Strategy 1</td>
<td>3.0</td>
</tr>
<tr>
<td>STRAT 402</td>
<td>Strategy Analytics 1</td>
<td>3.0</td>
</tr>
<tr>
<td>STRAT 411</td>
<td>Strategy 2</td>
<td>3.0</td>
</tr>
<tr>
<td>STRAT 412</td>
<td>Strategy Analytics 2</td>
<td>3.0</td>
</tr>
<tr>
<td>STRAT 421</td>
<td>Strategy Implementation</td>
<td>3.0</td>
</tr>
<tr>
<td>STRAT 431</td>
<td>Strategic Thinking 1</td>
<td>1.5</td>
</tr>
<tr>
<td>STRAT 432</td>
<td>Strategic Thinking 2</td>
<td>1.5</td>
</tr>
<tr>
<td>STRAT 433</td>
<td>Strategic Thinking 3</td>
<td>1.0</td>
</tr>
</tbody>
</table>

**requirement 6** Complete 4 courses

**Business Core:**

- GSCM 201 - Introduction to Global Supply Chain Management 1.5
- GSCM 211 - Introduction to 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
- GSCM 411 - Global Business Negotiations 3.0
- GSCM 412 - Operations Analytics 3.0
- GSCM 419 - Customer Relationship Management 3.0
- GSCM 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 - Advanced Spreadsheets for Business Analysis 3.0
- IS 520 - Business Programming and Spreadsheet Automation 3.0
- MKTG 412 - Professional Selling 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 Impact: 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, product managers, business analysts, consultants, and corporate strategists.

GENERAL INFORMATION
Students are encouraged to apply to strategic management when they have completed the prerequisites for admission, after their freshman or sophomore year.

For more information about the strategic management program, visit https://marriottschool.byu.edu/strat/

APPLICATION INFORMATION
All new students entering BYU Marriott commence their study at the beginning of fall semester. Admission is based on 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.)

BS in Strategic Management (326433) 2022-2023

Prerequisite courses must be completed before the application deadline. Applicants with at least a 3.0 in prerequisite courses are preferred. When prerequisite GPA is calculated, repeated or transferred courses will be discounted.

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.

ADVISEMENT 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