## 2018–2019 ICE & Concentration Planning Guide for the B.S. in Commerce

### CREDIT REQUIREMENTS

**48 Commerce Credits**
- 9 Prerequisite Credits
- 24 ICE & COMM Law Credits
- 9-12 Concentration Credits
- 3-6 COMM Elective Credits

**+ 57 Non-Commerce Credits**

**+ 15 Commerce OR Non-Commerce**

**120 Total Credits** (60 credits must be taken at UVA)

**Third Year:** Must be enrolled in a minimum of 15 graded credits each semester
**Fourth Year:** Must be enrolled full time in a minimum of 27 graded credits

### THIRD-YEAR INTEGRATED CORE EXPERIENCE (ICE)

The Integrated Core Experience is a two-semester core program composed of 12 credit hours in the fall semester and 9 credit hours in the spring semester.

**Fall**
- Comm 3010 (4 hrs): Strategy and Systems
- Comm 3020 (4 hrs): Behavioral Issues in Marketing and Management
- Comm 3030 (4 hrs): Quantitative and Financial Analysis

**Spring**
- Comm 3040 (4.5 hrs): Strategic Value Creation
- Comm 3050 (4.5 hrs): Managerial Decision Making

**Fall or Spring**
- Comm 3410 (3 hrs): Commercial Law I*

*Comm 3410 – Commercial Law I (3 hrs) is offered both semesters and may be taken prior to enrollment in the McIntire School or during third or fourth year, and will be included in students’ 39 Commerce hours if taken at the University of Virginia.

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**Track Color Code**
- Advertising and Digital Media | Business Analytics | Entrepreneurship | Global Commerce | Quantitative Finance | Real Estate

### CONCENTRATION REQUIREMENTS

Students must complete at least one, but no more than two, concentration(s) of choice.

#### Accounting – (12 credits)

<table>
<thead>
<tr>
<th>Third Year - Required</th>
<th>Fourth Year</th>
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</thead>
<tbody>
<tr>
<td>Comm 3110 (F) Intermediate Accounting</td>
<td>Comm 4150 (S) Introductory Auditing</td>
</tr>
<tr>
<td>Comm 3120 (S) Intermediate Accounting II</td>
<td>Comm 4450 (F) Federal Taxation</td>
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**OR**

**Choose to substitute any of the following courses:**
- Comm 5110 (S) Financial Statement Analysis
- Comm 5130 (F) Advanced Financial Accounting
- Comm 5140 (F) Strategic Cost Management
- Comm 5460 (S) Taxes and Business Strategy
- Comm 5510 (S) GCI: Accounting, Finance & Financial Management in Europe
- Comm 5559 (S) Gov’t & Non-Profit Accounting (1.5 credits)

McIntire students may apply to the M.S. in Accounting program in their fourth year. Grades, letters of recommendation, and other application materials will be reviewed. The GMAT is not required for Commerce student applicants. To learn more, contact Cathy Fox, Director of Graduate Admissions and Financial Aid, at cj33@virginia.edu.

Students planning to sit for the CPA Exam should plan to take 30 credits of accounting classes. Most states require 150 credits, of which 30 credits need to be Accounting courses.

#### Finance – (13.5 Credits)

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<th>Fourth Year</th>
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<tbody>
<tr>
<td>Comm 3110 (F) Intermediate Accounting I</td>
<td>Comm 4710 (F) Intermediate Investments</td>
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<tr>
<td>Comm 3720 (S) Intermediate Corporate Finance</td>
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<tr>
<td>Comm 3721 (S) Quantitative Finance (1.5 credits)</td>
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<tr>
<td>Comm 4710 (S) Intermediate Investments (Students interested in the QF track or asset management or sales &amp; trading)</td>
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**AND**

**Only one course from the following list:**
- Comm 4720 (F/S) Adv. Corporate Finance: Valuation & Restructuring
- Comm 4721 (S) Adv. Corporate Finance: Investment Banking
- Comm 4730 (F) Adv. Investments: Derivatives & Fixed Income
- Comm 4732 (S) Adv. Investments: Quantitative Equity Portfolio Management
**Information Technology** — (9 Credits)

<table>
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<tr>
<th>Third Year - Required</th>
<th>Third Year Spring or Fourth Year You may select (3 credits)</th>
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<tbody>
<tr>
<td>Comm 3200* (F/S)</td>
<td>Database Management Systems &amp; Business Intelligence</td>
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**Fourth Year**

You may select an additional 3-6 credits from the following list:

- Comm 4230 (S) Information Technology in Finance
- Comm 4250 (S) Digital Innovation
- Comm 4251 (S) Digital Safari (1.5 credits)
- Comm 4260 (F/S) Business Analytics
- Comm 4293 (J) GCI: IT Project Practicum in Argentina
- Comm 4529 (S) GCI: Technology Innovation and Entrepreneurship
- Comm 4559 (F) Digital Business & Web Analytics (1.5 credits)
- Comm 4559 (F) Business Analytics with R
- Comm 4559 (S) Text Analytics (1.5 credits)

**Management** — (9 Credits)

<table>
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<th>Fourth Year – Required</th>
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<tr>
<td>Comm 4559/4620 (F) Strategic Leadership</td>
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Select one or two courses from this list (3-6 credits):

- Comm 4621 (S) Work Motivation & Strategic Performance Management
- Comm 4650 (F) Business, Politics & Culture in the European Union
- Comm 4660 (F/S) The Advice Business: The Basics of Strategic Consulting (3rd Years may take in the spring semester)
- Comm 4680 (F) Entrepreneurship
- Comm 4681 (S) Entrepreneurship Track Capstone
- Comm 4690 (F/S) Global Management

You may select up to one course from this list (3 credits):

- Comm 4300* (F/S) Project and Product Management
- Comm 4430 (F/S) Negotiating for Value
- Comm 4569 (M) GCI: Sustainable Practices in France and Denmark: Local Solutions to Global Challenges
- Comm 4821 (F) Managing Sustainable Development

You may select up to one course from this list (3 credits):

- Comm 4559 (S) Corporate Resilience & Sustainability in Changing Times
- Comm 4641 (S) Public Speaking & Persuasion
- Comm 4643 (F/S) Advanced Business Speaking

**Marketing** — (9 Credits)

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<tr>
<td>Comm 3330 (S) Marketing Research Techniques</td>
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**Fourth Year**

Must complete an additional 6 credits, which may include:

- Comm 4310 (F/S) Global Marketing
- Comm 4320 (F) Entertainment Marketing
- Comm 4330 (F/S) Negotiating for Value
- Comm 4350 (S) Customer Analytics & Brand Strategy
- Comm 4370 (S) Social Media Marketing Strategy & Analytics
- Comm 4371*** (F) Advertising & Promotional Aspects of Marketing
- Comm 4372*** (S) Integrated Marketing Communications Campaigns
- Comm 4373*** (F) Advertising & Promotional Aspects of Marketing: Media Lab (1.5 credits)
- Comm 4374*** (S) Integrated Marketing Communications Campaigns: Media Lab (1.5 credits)
- Comm 4380 (F) Consumer Behavior & Marketing Strategy
- Comm 4381 (S) Developing & Managing Innovative Products
- Comm 4539 (S) GCI: Digital Marketing & Analytics in the UK & Ireland

**NOTES:**

- Course offerings are subject to change.
- Courses may not double-count to satisfy more than one concentration.
- All courses are 3 credits except where noted.
- Students who participate in a Mcintire Third-Year Core Abroad Program in the spring of their third year may complete third-year requirements in the Fourth year.

*Recommended in third year; may be taken in fourth year
**You may use only one GCI course per concentration
***Restricted to the Advertising & Digital Media Track

Revised 10/9/18