CREDIT REQUIREMENTS

1. Students must earn 120 credits (60 credit hours must be taken in residency at UVA) for the Bachelor of Science in Commerce. Of these:
   - 48 credits must be in Commerce courses
   - 57 credits must be in non-Commerce courses, including 6 credits of Humanities
   - 15 credits may be in either Commerce or non-Commerce courses

2. Students must earn the following minimum graded credits after enrollment at McIntire:
   - 57 total credits
     - 39 credits in Commerce, including 24 credits of core courses (see below)
     - 9-12 credits of courses in a concentration
       (see back for options and requirements)
     - 3-6 elective credits
     - 27 credits must be completed in the fourth year

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.

<table>
<thead>
<tr>
<th>Fall</th>
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<tbody>
<tr>
<td>Comm 3010</td>
<td>(4 hrs)</td>
<td>Strategy and Systems</td>
</tr>
<tr>
<td>Comm 3020</td>
<td>(4 hrs)</td>
<td>Behavioral Issues in Marketing and Management</td>
</tr>
<tr>
<td>Comm 3030</td>
<td>(4 hrs)</td>
<td>Quantitative and Financial Analysis</td>
</tr>
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<tr>
<th>Spring</th>
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<tbody>
<tr>
<td>Comm 3040</td>
<td>(4.5 hrs)</td>
<td>Strategic Value Creation</td>
</tr>
<tr>
<td>Comm 3050</td>
<td>(4.5 hrs)</td>
<td>Managerial Decision Making</td>
</tr>
</tbody>
</table>

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.

For a complete list of the degree requirements and course descriptions, refer to the University of Virginia Undergraduate Record online at http://records.ureg.virginia.edu/

For more information, please contact the Student Services and Academic Operations Office at the address and phone number below or send an email to Tracey Doriel, Registrar and Assistant Director of Academic Operations, at tst6e@comm.virginia.edu
CONCENTRATION REQUIREMENTS

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

**Accounting**

**Third Year**
Comm 3110 (F) Intermediate Accounting I
Comm 3120 (S) Intermediate Accounting II

**Fourth Year**

Two courses from the following list:
Comm 5110 (S) Financial Statement Analysis
Comm 5130 (F) Advanced Financial Accounting
Comm 5140 (F) Strategic Cost Management
Comm 5150 (S) Introductory Auditing
Comm 5450 (F) Federal Taxation I
Comm 5460 (S) Federal Taxation II

University of Virginia students who have been admitted to the Commerce School may apply for acceptance to the McIntire M.S. in Accounting Program after having completed two semesters of study as a Commerce student, earned good grades, submitted acceptable letters of recommendation, and GMAT score.

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

**Finance**

**Third Year**
Comm 3110 (F) Intermediate Accounting I
Comm 3720 (S) Intermediate Corporate Finance
Comm 3721 (S) Quantitative Finance (1.5 credits)

**Fourth Year**
Comm 4710 (F) Intermediate Investments

**AND**

Only one course from the following list:
Comm 4720 (F/S) Advanced Corporate Finance: Valuation & Restructuring
Comm 4721 (S) Advanced Corporate Finance: Investment Banking
Comm 4730 (F) Advanced Investments: Derivatives & Fixed Income
Comm 4731 (F/S) Advanced Investments: Principles of Security Trading
Comm 4732 (S) Advanced Investments: Quantitative Equity Portfolio Management

**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.

**Information Technology**

**Third Year**
Comm 3200* (F/S) Project Management

**Fourth Year**

Must complete an additional 6 credits from the following list:
Comm 3220* (F/S) Database Management Systems & Business Intelligence
Comm 4230 (S) Information Technology in Finance
Comm 4240 (S) Electronic Commerce & Web Analytics (4.5 credits)
Comm 4250 (S) Digital Innovation
Comm 4251 (S) Digital Safari (1.5 credits)
Comm 4260 (F/S) Business Analytics
Comm 4261 (S) Big Data (1.5 credits) (Must take Comm 3220 first)
Comm 4293 (J) GCI: IT Project Practicum in Argentina
Comm 4529 (J) GCI: Strategy & Systems in Australia
Comm 4529 (J) GCI: Innovation & Consumption in India & the UAE

**Management**

**Fourth Year**

Three 46XX-level Management courses, no more than one of which can be a 464X “Communication” course, and/or maximum of one from the following list:
Comm 3200* (F/S) Project Management
Comm 4311 (S) Manufacturing in the Global Economy
Comm 4330 (F/S) Negotiating for Value
Comm 4569 (M) GCI: Sustainable Practices in Denmark & Sweden
Comm 4821 (F/S) Managing Sustainable Development

**Marketing**

**Third Year**
Comm 3330 (S) Marketing Research Techniques

**Fourth Year**

Must complete an additional 6 credits of 43XX-level Marketing courses, which may include:
Comm 4310 (F/S) Global Marketing
Comm 4311 (S) Manufacturing in the Global Economy
Comm 4320 (F) Entertainment Marketing
Comm 4330 (F/S) Negotiating for Value
Comm 4350 (S) Customer Analytics & Brand Strategy
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 4539 (J) GCI: Market Insights in Morocco & Ghana
Comm 4539 (S) GCI: Global Digital Marketing in UK & Ireland
Comm 4559 (S) Social Media Marketing Strategy & Analytics

*Recommended in third year; may be taken in fourth year.
**You may use only one GCI course to satisfy the Information Technology and Marketing concentration requirements.

Revised 10/19/16