

# PROFESSIONAL SALES (B.B.A.)

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## Recommended

- A Global Learning (GL) experience (<http://catalog.walsh.edu/undergraduate/academic-services/#globallearning>)

## Required

- General Education Requirements (<http://catalog.walsh.edu/undergraduate/general-education-curriculum/>)
- Internship
- Business Core Program (48 sem. hrs.)
- Professional Sales Requirements (27 sem. hrs.)

## Business Core Program (48 hours)

*An adult learner enrolled in the DSoB Degree Completion Program and matriculating through the Digital Campus is exempt from BUS 001 and BUS 002 .*

Code	Title	Hours
BUS 001	Business Power Skills 1	0
BUS 002	Business Power Skills 2	0
BUS 106	Introduction to Excel	3
BUS 207	Financial Accounting	3
BUS 208	Managerial Accounting	3
BUS 209	Corporate Financial Mgmt	3
BUS 231	Business Law	3
BUS 232	FD: Business Statistics	3
BUS 233	Principles of Marketing	3
BUS 234	TH1:CIT: Principles of Mgmt	3
BUS 350	Intermediate Excel	3
BUS 360	H1:GL:DV:Cross-Cultural Mgmt	3
BUS 362	Management Information Sys	3
BUS 364	Business Research & Analytics	3
BUS 417	Operations Management	3
BUS 465	H3:GL:CIT:StrategicMgmtCapston	3
ECON 203	FD:T1:Global Microeconomics	3
ECON 204	FD: Global Macroeconomics	3
Professional Sales Major Courses (From Walsh)		18
BUS 309	DM:DV: Consumer Behavior	
BUS 311	Marketing Research	
BUS 385	DV:Business Internship	
BUS 416	DM: Marketing Strategy	
BUS 426	Sales Management	
BUS 430	Digital Marketing	
LCMC Consortium Courses:		9
PSL 229	Negotiations in Bus & Sales	
PSL 403	Sales and Leadership	
PSL 404	Adv Relat-Driven Prof Selling	
<b>Total Hours</b>		<b>75</b>