



College Document # _____
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CATALOG YEAR 2006-2008
(Please use separate form for each add/change)

COLLEGE/SCHOOL : COBA

Current Catalog Page(s) Affected 143; 148; 152; 154; 369

Course: MKT 4320 Add: _____ Delete: _____
 (check all that apply) Change: Number _____ Title _____ SCH _____
 Description _____ Prerequisite X – p. 369

If new, provide Course Prefix, Number, Title, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

Program: Add: _____ Change: XX – pps. 148; 152; 154 Attach new/changed Program of Study description and 4-year plan. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

Minor: Add: _____ Delete: _____ Change: _____ Attach new/changed minor. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

Faculty: Add: _____ Delete: _____ Change: _____ Attach new/changed faculty entry. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

College Introductory Pages: Add information: _____ Change information: XX – p. 143 Attach new/changed information. If in current catalog, copy and paste the text from the on-line catalog and indicate changes in red.

Approvals:	Signature	Date
Chair Department Curriculum Committee	_____	_____
Chair Department	<u>A. J. [Signature]</u>	_____
Chair College Curriculum Committee	<u>[Signature]</u>	<u>1/04/06</u>
Dean	<u>[Signature]</u>	<u>1/04/06</u>

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BACHELOR OF BUSINESS ADMINISTRATION MAJOR IN MANAGEMENT INFORMATION SYSTEMS

Following is **one** suggested four-year degree plan. Students are encouraged to see their advisor each semester for help with program decisions and enrollment. Students are responsible for reviewing the **Program of Study Requirements**.

*See the University Core Curriculum Requirements in [Appendix A](#) for approved list of course options.

FALL	HOURS	SPRING	HOURS
FRESHMAN YEAR		FRESHMAN YEAR	
ENGL 1301	3	ENGL 1302	3
HIST 1301	3	HIST 1302	3
MAT H 1324	3	MATH 1325	3
	3		3
	4		4
	1	EDFS	1
Total	17		17
SOPHOMORE YEAR		SOPHOMORE YEAR	
ECO 2301	3	ECO 2302	3
ACC 2301	3	ACC 2302	3
DS 2310	3	PSCI 2306	3
PSCI 2305	3	SPCH 1311	3
MIS 2350	3	ENGL	3
Total	15	MIS 3310 Management Info Sys	15
JUNIOR YEAR		JUNIOR YEAR	
BA 3301	3	BA 3310	3
MIS 3310	3	MIS 3330	3
MIS 3320	3	MIS 3350	3
MIS 3340	3	ECO 3320	3
BA 3320	3	MIS	3
Total	15		15
SENIOR YEAR		SENIOR YEAR	
FIN 3310	3	MKT 3310	3
MGT 3310	3	POM 3310	3

		General Elective¹	3	MIS	4390	Info Resource Mgmt	3
MIS	4310	Info System Design&Implementation	3			Adv Business Elective	3
		Adv Business Elective	3				
Total			15				12

TOTAL SEMESTER CREDIT HOURS: 121

¹Select from ANTH/GEOG/GENU/HIST/PHIL/PSYC/SOCI/MATH/SPCH/SCIENCE

BACHELOR OF BUSINESS ADMINISTRATION CONCENTRATION IN INTERNATIONAL ECONOMICS

Following is one suggested four-year degree plan. Students are encouraged to see their advisor each semester for help with program decisions and enrollment. Students are responsible for reviewing the Program of Study Requirements.

*See the University Core Curriculum Requirements in [Appendix A](#) for approved list of course options.

FALL	HOURS	SPRING	HOURS
FRESHMAN YEAR		FRESHMAN YEAR	
ENGL 1301	3	ENGL 1302	3
HIST 1301	3	HIST 1302	3
MATH 1324	3	MATH 1325	3
	3	SPCH 1311	3
	4		4
	1	EDFS	1
Total	17		17
SOPHOMORE YEAR		SOPHOMORE YEAR	
ENGL	3	ECO 2302	3
ECO 2301	3	ACC 2302	3
ACC 2301	3	PSCI 2306	3
DS 2310	3		3
PSCI 2305	3		
Total	15		12
JUNIOR YEAR		JUNIOR YEAR	
BA 3301	3	BA 3310	3
ECO 4310	3	MGT 3310	3
MIS 3310	3	FIN 3310	3
ECO 4340	3	ECO 3320	3
BA 3320	3	MKT 3310	3
Total	15		15
SENIOR YEAR		SENIOR YEAR	
ECO 4370	3	BA 4390	3
FIN 4380	3	ECO 4390	3

General Elective ¹	3	POM	3310	Prod Operations Mgmt	3
Restricted Elective ²	3			Advanced Business Elec	3
Restricted Elective ²	3	FIN		Restricted Elective ²	3
Total	15				15

TOTAL SEMESTER CREDIT HOURS: 121

¹Select from ANTH/GEOG/GENU/HIST/PHIL/PSYC/SOCI/MATH/SPCH/FOREIGN LANGUAGE/SCIENCE

²Select from [BA 4198-4398](#), ECO [3310](#), [3325](#), [4350](#), [4360](#), [4199-4399](#), FIN [3320](#), [3330](#), PSCI [3340](#), [4335](#) or SOCI [3371](#).

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Degree Requirements for the BBA with a Concentration in International Economics

1. **Hours Required:** A minimum of **121** semester credit hours (SCH): 45 hours must be advanced, with fulfillment of degree requirements as specified in the [Requirements for Graduation](#) section of this catalog and the COBA Academic Requirements at the beginning of this section.
2. **University Core Curriculum:** **42** SCH as outlined in the suggested plans and as specified in the [Requirements for Graduation](#).
3. **Math:** **3** SCH designated as Math [1325](#).
4. **Microeconomics Elective:** **3** SCH designated as ECO [2302](#).
5. **General Electives:** **7** SCH including one SCH of activity based EDFS and six SCH selected from ANTH/GEOG/GENU/HIST/PHIL/PSYC/SOCI/MATH/SPCH/any SCIENCE.
6. **Communication:** **3** SCH designated as BA [3301](#).
7. **Business Foundation:** **9** SCH including ACC [2301](#), [2302](#) and DS [2310](#).
8. **Common Body of Knowledge:** **24** SCH including BA [3310](#), [3320](#), MIS [3310](#), ECO [3320](#), FIN [3310](#), MGT [3310](#), MKT [3310](#), and POM [3310](#).
9. **Concentration:** **27** SCH including required courses of BA [4390](#)*, ECO [4310](#), [4340](#), [4370](#), 4380 and FIN [4390](#) and 9 SCH selected from BA [4198-4398](#), ECO [3310](#), [3325](#), [4350](#), [4360](#), [4199-4399](#), FIN [3320](#), [3330](#), PSCI [3340](#), [4335](#) or SOCI [3371](#). *BA [4390](#) must be taken during the final semester prior to graduation
10. **Business Elective:** **3** SCH of any 3000-4000 level course offered by the College of Business not used above.

GENERAL REQUIREMENTS FOR UNDERGRADUATE DEGREES:

See Academic Regulations - Undergraduate for TAMIU regulations. Specific academic regulations for the COBA are as follows:

1. *Character of Undergraduate Work:* A candidate for the degree of Bachelor of Business Administration will be required to complete courses listed under the requirements for the degree of his/her choice. Written and oral communications are important components of each course. A minimum of 50% of both the business SCH and the major/concentration SCH must be taken at TAMIU.
2. *Grades Required:* To be in good standing, a student must have a satisfactory grade-point average on his/her cumulative record as well as on his/her current semester or term record. For a student with 60 hours or more of work passed at the beginning of a semester or term, the minimum cumulative, or overall, grade point average for good standing is 2.0 (C).
3. *S/U (Satisfactory/Unsatisfactory):* This grade can be given for only predesignated courses and may be used to satisfy degree requirements (e.g., business internships). For undergraduate students, a grade of "S" indicates achievement of 70 percent or greater for the course requirements. This grading criteria applies only to courses in the College of Business Administration.
4. *Correspondence Work:* In no case will courses taken by correspondence be accepted for undergraduate credit.
5. *Workload Regulations:* The maximum number of semester credit hours (SCH) that an undergraduate student can take is:

Regular semester	17 18 SCH
Each summer session	7 SCH

Any SCH load in excess of the above must be approved by the Dean of the College Business Administration.

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MKT 4320

Marketing Research

Three semester hours.

Study of the scientific methods in marketing research with emphasis on collection, analysis, and interpretation of data as applied to the solution of marketing problems. Prerequisites: MKT 3310 and ~~DS 2320~~ DS 2310.