



College Document # _____

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(Please use separate form for each add/change)

COLLEGE/SCHOOL : College of Business Administration

Current Catalog Page(s) Affected p. 152 in 2006-2008 catalog

Course: Add: _____ Delete: _____
(Check all that apply) Change: Number _____ Title _____ SCH _____
Description _____ Prerequisite _____

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: x 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.

Description of Program Change and Rationale for Change: The proposed changes apply to the following degrees:

- BBA with a major in Accounting
- BBA with a concentration in International Economics
- BBA with a concentration in Finance
- BBA with a concentration in Marketing

BBA with a major in Accounting:

The proposed changes are: (1) add a one semester credit hour (sch) ACC 3100 Intermediate Accounting Lab to increase students' understanding of and ability to apply key accounting principles and concepts; (2) remove a 1 sch activity Fitness and Sports course as an elective. These changes will result in a 121 sch degree.

Below are the **current** and **proposed** Degree Requirements for the BBA with major in Accounting and the Four-Year cycle, respectively.

PROGRAMS OF STUDY BACHELOR OF BUSINESS ADMINISTRATION

Current Degree Requirements for the BBA with a major in Accounting

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 Elective:** **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. **Major:** **27** SCH including: ACC [3310](#), [3320](#), [3340](#), [3350](#), [3370](#), [4370](#) and 9 SCH of 3000-4000 level ACC electives.
10. **Business Elective:** **3** SCH of any 3000-4000 level course offered by the College of Business not used above.

Proposed Degree Requirements for the BBA with a major in Accounting

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 Elective:** **3** SCH designated as MATH [1325](#).
4. **Microeconomics Elective:** **3** SCH designated as ECO [2302](#).
5. **General Electives:** **6** 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. **Major:** **28** SCH including: ACC [3100](#), ACC [3310](#), [3320](#), [3340](#), [3350](#), [3370](#), [4370](#) and 9 SCH of 3000-4000 level ACC electives.
10. **Business Elective:** **3** SCH of any 3000-4000 level course offered by the College of Business not used above.

Current 4-Year Plan for BBA with a major in Accounting:

BACHELOR OF BUSINESS ADMINISTRATION MAJOR IN ACCOUNTING

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		3
DS 2310	3	PSCI 2306	3
PSCI 2305	3	MIS 3310	3
Total	15		15
JUNIOR YEAR		JUNIOR YEAR	
ACC 3310	3	ACC 3320	3
ACC	3	ACC 3340	3
ACC 3370	3	BA 3310	3
BA 3301	3	MGT 3310	3
FIN 3310	3	MKT 3310	3
Total	15		15
SENIOR YEAR		SENIOR YEAR	
ACC 3350	3	ACC 4370	3
ACC	3	BA 3320	3
ACC	3	POM 3310	3

ECO	3320	Managerial Economics	3	General Elective ¹	<u>3</u>
		Advanced Business Elec	<u>3</u>		
Total			15		12

TOTAL SEMESTER CREDIT HOURS: 121

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

²Select 9 SCH from any 3000-4000 level ACC courses.

*Actual degree plans may vary depending on availability of courses in a given semester.
Some courses may require prerequisites not listed.*

Proposed Four-Year Plan

BACHELOR OF BUSINESS ADMINISTRATION MAJOR IN ACCOUNTING

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				SPRING			
FRESHMAN YEAR				FRESHMAN YEAR			
			HOURS				HOURS
ENGL	1301	English Composition I	3	ENGL	1302	English Composition II	3
HIST	1301	The U.S. to 1877	3	HIST	1302	The U.S. Since 1877	3
MATH	1324	Business Math I	3	MATH	1325	Business Math II	3
		Visual/Performing Arts*	3	SPCH	1311	Fundamentals of Speech	3
		Natural Science*	4			Natural Science*	4
		Activity or Wellness*	<u>1</u>	EDFS	-	Activity-Based	±
Total			17				16
SOPHOMORE YEAR				SOPHOMORE YEAR			
ENGL		Survey of Literature*	3	ECO	2302	Prins of Microeconomics	3
ECO	2301	Prins of Macroeconomics	3	ACC	2302	Intro to Managerial Acc	3
ACC	2301	Intro to Fin Acc	3			General Elective ¹	3
DS	2310	Business Statistics I	3	PSCI	2306	American State Govt	3
PSCI	2305	American National Govt	<u>3</u>	MIS	3310	Management Info Systems	<u>3</u>
Total			15				15

JUNIOR YEAR

ACC	3310	Intermediate Acc I	3
ACC		Adv Accounting Elective ²	3
ACC	3370	Intro to Acc Systems	3
BA	3301	Prof Written Comm	3
FIN	3310	Introduction to Finance	<u>3</u>
ACC	3100	Intermediate Acct lab	<u>1</u>
Total			16

JUNIOR YEAR

ACC	3320	Intermediate Acc II	3
ACC	3340	Adv Managerial Accounting	3
BA	3310	Legal Environ of Business	3
MGT	3310	Principles of Management & Org Beh	3
MKT	3310	Principles of Marketing	<u>3</u>
Total			15

SENIOR YEAR

ACC	3350	Intro to Taxation	3
ACC		Adv Accounting Elective ²	3
ACC		Adv Accounting Elective ²	3
ECO	3320	Managerial Economics	3
		Advanced Business Elec	<u>3</u>
Total			15

SENIOR YEAR

ACC	4370	Auditing and Systems	3
BA	3320	International Business	3
POM	3310	Prod Operations Mgmt	3
		General Elective ¹	<u>3</u>
Total			12

TOTAL SEMESTER CREDIT HOURS: 121

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

²Select 9 SCH from any 3000-4000 level ACC courses.

Actual degree plans may vary depending on availability of courses in a given semester.

Some courses may require prerequisites not listed.

The following proposed change applies to the following degrees:

- BBA with a concentration in International Economics
- BBA with a concentration in Finance
- BBA with a concentration in Marketing

Proposed Change and Rationale: Remove 1 sch activity-based Fitness and Sports course requirement from the General Electives component and reduce the total number of hours for the degree from 121 to 120 to comply with the 120 sch guideline issued by the Texas Higher Education Coordinating Board.

This change is reflected in the degree requirements and the four-year sequence provided below for each of these degrees.

BBA with a concentration in International Economics

Current 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 [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.

Proposed Degree Requirements for the BBA with a Concentration in International Economics

1. **Hours Required:** A minimum of **120 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:** 6 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 [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.

Current Four-Year Cycle

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	English Composition I	3	ENGL	1302	English Composition II	3
HIST	1301	The U.S. to 1877	3	HIST	1302	The U.S. since 1877	3
MATH	1324	Business Math I	3	MATH	1325	Business Math II	3
		Visual/Performing Arts*	3	SPCH	1311	Fundamentals of Speech	3
		Natural Science*	4			Natural Science*	4
		Activity or Wellness*	1	EDFS		Activity EDFS	1

Total **17** **17**

SOPHOMORE YEAR

ENGL		Survey of Literature*	3
ECO	2301	Prins of Macroeconomics	3
ACC	2301	Intro to Fin Acc	3
DS	2310	Business Statistics I	3
PSCI	2305	American National Govt	<u>3</u>

Total **15**

SOPHOMORE YEAR

ECO	2302	Prins of Microeconomics	3
ACC	2302	Intro to Managerial Acc	3
PSCI	2306	American State Govt	3
		General Elective¹	<u>3</u>

12

JUNIOR YEAR

BA	3301	Prof Written Comm	3
ECO	4310	Inter Macroeconomics	3
MIS	3310	Management Info Systems	3
ECO	4340	International Economics	3
BA	3320	International Business	<u>3</u>

Total **15**

JUNIOR YEAR

BA	3310	Legal Environ of Business	3
MGT	3310	Prin of Mgt&Org Beh	3
FIN	3310	Introduction to Finance	3
ECO	3320	Managerial Economics	3
MKT	3310	Principles of Marketing	<u>3</u>

15

SENIOR YEAR

ECO	4370	Regional Eco Integration	3
FIN	4380	International Finance	3
		General Elective¹	3
		Restricted Elective²	3
		Restricted Elective²	<u>3</u>

Total **15**

SENIOR YEAR

BA	4390	Business Strategy	3
ECO	4390	Intnl Eco Policy & Strat	3
POM	3310	Prod Operations Mgmt	3
		Advanced Business Elec	3
FIN		Restricted Elective²	<u>3</u>

15

TOTAL SEMESTER CREDIT HOURS: 121

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

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

*Actual degree plans may vary depending on availability of courses in a given semester.
Some courses may require prerequisites not listed.*

Proposed Four-Year Cycle

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 - Activity	1
Total	17		16
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		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	<u>3</u>	FIN		Restricted Elective ²	<u>3</u>
Total		15				15

TOTAL SEMESTER CREDIT HOURS: 120

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

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

*Actual degree plans may vary depending on availability of courses in a given semester.
Some courses may require prerequisites not listed.*

BBA with a concentration in Finance

Current Degree Requirements for the BBA with a Concentration in Finance

- 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.
- University Core Curriculum:** **42** SCH as outlined in the suggested plans and as specified in the [Requirements for Graduation](#).
- Math:** **3** SCH designated as Math [1325](#).
- Microeconomics Elective:** **3** SCH designated as ECO [2302](#).
- 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.
- Communication:** **3** SCH designated as BA [3301](#).
- Business Foundation:** **9** SCH including ACC [2301](#), [2302](#) and DS [2310](#).
- Common Body of Knowledge:** **24** SCH including BA [3310](#), [3320](#), MIS [3310](#), ECO [3320](#), FIN [3310](#), MGT [3310](#), MKT [3310](#), and POM [3310](#).
- Concentration:** **27** SCH including required courses of BA [4390*](#), FIN [3320](#), [3330](#), [3360](#), [4380](#) and [4390](#); 6 SCH selected from FIN [3311](#), [3331](#), [3355](#) and [4370](#); and 3 SCH selected from ACC [3310](#), [3320](#), [3340](#), [4399](#), BA [4398](#), MIS [3320](#) or ECO [3310](#). *BA [4390](#) must be taken during the final semester prior to graduation.
- Business Electives:** **3** SCH of any 3000-4000 level course offered by the College of Business not previously used.

Proposed Degree Requirements for the BBA with a Concentration in Finance

- Hours Required:** A minimum of **120** 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.
- University Core Curriculum:** **42** SCH as outlined in the suggested plans and as specified in the [Requirements for Graduation](#).
- Math:** **3** SCH designated as Math [1325](#).
- Microeconomics Elective:** **3** SCH designated as ECO [2302](#).

5. **General Electives:** 6 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](#)*, FIN [3320](#), [3330](#), [3360](#), [4380](#) and [4390](#); 6 SCH selected from FIN [3311](#), [3331](#), [3355](#) and [4370](#); and 3 SCH selected from ACC [3310](#), [3320](#), [3340](#), [4399](#), BA [4398](#), MIS [3320](#) or ECO [3310](#). *BA [4390](#) must be taken during the final semester prior to graduation.
10. **Business Electives:** 3 SCH of any 3000-4000 level course offered by the College of Business not previously used.

Current Four-Year Cycle

BACHELOR OF BUSINESS ADMINISTRATION CONCENTRATION IN FINANCE

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		3
Total	15		15
JUNIOR YEAR		JUNIOR YEAR	
BA 3301	3	BA 3310	3

FIN	3310	Introduction to Finance	3	FIN	3320	Financial Inst&Markets	3
MIS	3310	Management Info Systems	3	MKT	3310	Principles of Marketing	3
MGT	3310	Prins of Mgt&Org Beh	3	ECO	3320	Managerial Economics	3
BA	3320	International Business	<u>3</u>	FIN	3360	Managerial Finance	<u>3</u>
Total			15				15

SENIOR YEAR

FIN	3330	Investments	3
FIN	4380	International Finance	3
FIN		Restricted Elective²	3
FIN		Restricted Elective²	3
POM	3310	Prod Operations Mgmt	<u>3</u>
Total			15

SENIOR YEAR

FIN	4390	Strategic Fin Management	3
BA	4390	Business Strategy	3
		Advanced Business Elec	3
		Restricted Elective²	<u>3</u>
Total			12

TOTAL SEMESTER CREDIT HOURS: 121

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

²Select 6 SCH from FIN [3311](#), FIN [3331](#), FIN [3355](#), FIN [4370](#); and 3 SCH selected from ACC [3310](#), ACC [3320](#), ACC [3340](#), ACC [4399](#), BA [4398](#), MIS [3320](#), or ECO [3310](#).

*Actual degree plans may vary depending on availability of courses in a given semester.
Some courses may require prerequisites not listed.*

Proposed Four-Year Cycle

BACHELOR OF BUSINESS ADMINISTRATION CONCENTRATION IN FINANCE

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	English Composition I	3	ENGL	1302	English Composition II	3
HIST	1301	The U.S. to 1877	3	HIST	1302	The U.S. Since 1877	3
MATH	1324	Business Math I	3	MATH	1325	Business Math II	3
		Visual/Performing Arts*	3	SPCH	1311	Fundamentals of Speech	3
		Natural Science*	4			Natural Science*	4
		Activity or Wellness*	<u>1</u>	EDFS	-	Activity-Based-	1
Total			17				16

SOPHOMORE YEAR

ENGL		Survey of Literature*	3
ECO	2301	Prins of Macroeconomics	3
ACC	2301	Intro to Fin Acc	3
DS	2310	Business Statistics I	3
PSCI	2305	American National Govt	<u>3</u>
Total			15

SOPHOMORE YEAR

ECO	2302	Prins of Microeconomics	3
ACC	2302	Intro to Managerial Acc	3
PSCI	2306	American State Govt	3
		General Elective¹	3
		General Elective¹	<u>3</u>
Total			15

JUNIOR YEAR

BA	3301	Prof Written Comm	3
FIN	3310	Introduction to Finance	3
MIS	3310	Management Info Systems	3
MGT	3310	Prins of Mgt&Org Beh	3
BA	3320	International Business	<u>3</u>
Total			15

JUNIOR YEAR

BA	3310	Legal Environ of Business	3
FIN	3320	Financial Inst&Markets	3
MKT	3310	Principles of Marketing	3
ECO	3320	Managerial Economics	3
FIN	3360	Managerial Finance	<u>3</u>
Total			15

SENIOR YEAR

FIN	3330	Investments	3
FIN	4380	International Finance	3
FIN		Restricted Elective²	3
FIN		Restricted Elective²	3
POM	3310	Prod Operations Mgmt	<u>3</u>
Total			15

SENIOR YEAR

FIN	4390	Strategic Fin Management	3
BA	4390	Business Strategy	3
		Advanced Business Elec	3
		Restricted Elective²	<u>3</u>
Total			12

TOTAL SEMESTER CREDIT HOURS: 120

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

²Select 6 SCH from FIN [3311](#), FIN [3331](#), FIN [3355](#), FIN [4370](#); and 3 SCH selected from ACC [3310](#), ACC [3320](#), ACC [3340](#), ACC [4399](#), BA [4398](#), MIS [3320](#), or ECO [3310](#).

Actual degree plans may vary depending on availability of courses in a given semester.

Some courses may require prerequisites not listed.

BBA with a concentration in Marketing

Current Degree Requirements for the BBA with a Concentration in Marketing

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:** **21** SCH including: MKT [3320](#), [3330](#), [4310](#), [4320](#), [4330](#), [4390](#)* and TIL [3340](#).
*MKT [4390](#) must be taken during final semester prior to graduation.
10. **Business Elective:** **9** SCH of any 3000-4000 level course offered by the College of Business not previously used.

Proposed Degree Requirements for the BBA with a Concentration in Marketing

1. **Hours Required:** A minimum of **120** 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:** **6** 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:** **21** SCH including: MKT [3320](#), [3330](#), [4310](#), [4320](#), [4330](#), [4390](#)* and TIL [3340](#).
*MKT [4390](#) must be taken during final semester prior to graduation.

10. **Business Elective: 9** SCH of any 3000-4000 level course offered by the College of Business not previously used.

Current Four-Year Cycle

BACHELOR OF BUSINESS ADMINISTRATION CONCENTRATION IN MARKETING

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	MIS 3310	3
PSCI 2305	3		3
Total	15		15
JUNIOR YEAR		JUNIOR YEAR	
BA 3301	3	FIN 3310	3
BA 3310	3	MKT 3330	3
MKT 3310	3	MGT 3310	3
ECO 3320	3	POM 3310	3
BA 3320	3		3
Total	15		15

JUNIOR YEAR				JUNIOR YEAR			
BA	3301	Prof Written Comm	3	FIN	3310	Introduction to Finance	3
BA	3310	Legal Environ Business	3	MKT	3330	Advertising&Promotion	3
MKT	3310	Principles of Marketing	3	MGT	3310	Principles of Mgt&Org Beh	3
ECO	3320	Managerial Economics	3	POM	3310	Prod Operations Mgmt	3
BA	3320	International Business	<u>3</u>			Advanced Business Elec	<u>3</u>
Total			15				15

SENIOR YEAR				SENIOR YEAR			
MKT	3320	Buyer Behavior	3	MKT	4390	Marketing Probs&Pols	3
TIL	3340	Business Logistics Mgmt	3	MKT	4310	International Marketing	3
MKT	4320	Marketing Research	3	MKT	4330	Marketing management	3
		Advanced Business Elec	<u>3</u>			Advanced Business Elec	3
						General Elective ¹	<u>3</u>
Total			12				15

TOTAL SEMESTER CREDIT HOURS: 120

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

*Actual degree plans may vary depending on availability of courses in a given semester.
Some courses may require prerequisites not listed.*

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: _____
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	_____	
Chair College Curriculum Committee	_____	

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