COLLEGE/SCHOOL/SECTION: A.R. Sanchez, Jr., School of Business

Course: Add: **XX** (see attached) Delete: ___
(check all that apply) Change: Number ___ Title ___ SCH ___ Description ___ Prerequisite ___
Response Required: New course will be part of major ___ minor ___ as a required ___
or elective ___ course
Response Required: New course will introduce ___, reinforce ___, or apply **XX** concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

Program: Delete: ___ Add: ___ Change: ___ Attach new/changed Program of Study
description and 4-year plan. If in current online catalog, provide change and attach text with changes in red.


Minor: Add: ___ Delete: ___ Change: ___ Attach new/changed minor. If in current
online catalog, provide change and attach text with changes in red.

College Introductory Pages: Add information: ___ Change information: ___
Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Other: Add information: ___ Change information: ___ Attach new/changed information. If in
current online catalog, provide change and attach text with changes in red.

Approvals:
Chair
Department Curriculum Committee
Signature: **Jacqueline Mayfield** Date: **March 7, 2013**

Chair
Department
Signature: **J. Ramirez** Date: **3/8/12**

Chair
College Curriculum Committee
Signature: **Jacqueline Mayfield** Date: **March 7, 2013**

Dean
Signature: **R. Stephen Sears** Date: **3/11/2013**
BA 5203 – Concepts in Management and Marketing. Two semester hours.

This course provides the foundation in Management and Marketing necessary for admission to the MBA program. Grading for the course is on P/F basis.

Learning outcomes:

1. At the completion of the course the student will have mastered the concepts in Management and operations management techniques that are necessary for entry into the MBA program.

2. At the completion of the course the student will have mastered the concepts in Marketing that are necessary for entry into the MBA program.