



College Document # _____

UCC Document # 246

Review Type: Edit Exp Full

CATALOG YEAR 2013-2014

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

Course: Add: (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 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.

Program Learning Outcomes: Add: Change: Attach listing of program learning outcomes.

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:	Signature	Date
Chair Department Curriculum Committee	<u>Jacqueline Mayfield</u>	<u>March 7, 2013</u>
Chair Department	<u>I. Srinivasan</u>	<u>3/8/13</u>
Chair College Curriculum Committee	<u>Jacqueline Mayfield</u>	<u>March 7, 2013</u>
Dean	<u>R. Stephen Sears</u>	<u>3/11/2013</u>

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.