



College Document # _____

UCC Document # 47 _____

Review Type: Edit Exp Full

CATALOG YEAR 2013-2014

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

Course: **Details as enclosed. The changes approved will result in a single capstone course (BA 4390) in the Undergraduate curriculum** Add: 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

Division of International Banking and Finance Studies

10/15/12

Chair

Division of International Business and Technology Studies

10/15/2012

Chair

College Undergraduate Studies Curriculum and Assessment Committee

10/15/2012

Dean

10/15/2012

02/2012

2013-2014 CATALOG CHANGES

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; responsible for reviewing the **Program of Study Requirements**; and must meet **foreign language** and **writing intensive course** requirements for graduation. See [Academic Regulations-Undergraduate](#).

**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	COMM 1311	3
	4		4
	1		
Total	17		16
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 3370	3	ACC 3340	3

MGT	3310	<u>Principles of Managt & Org Beh</u>	3	BA	3310	<u>Legal Environ of Business</u>	3
BA	3301	<u>Prof Written Comm</u>	3	MKT	3310	<u>Principles of Marketing</u>	3
FIN	3310	<u>Introduction to Finance</u>	<u>3</u>			<u>General Elective¹</u>	<u>3</u>
Total			15				15

SENIOR YEAR

ACC	3330	<u>Intermediate Acc III</u>	3
ACC	3350	<u>Intro to Taxation</u>	3
BA	3320	<u>International Business</u>	3
ECO	3320	<u>Managerial Economics</u>	3
		Advanced Business Elec	<u>3</u>
Total			15

SENIOR YEAR

ACC	4370	<u>Auditing and Systems</u>	3
ACC		<u>Adv Accounting Elective²</u>	3
ACC		<u>Adv Accounting Elective²</u>	3
BA	4390	Business Strategy	
POM	3310	<u>Prod Operations Mgmt</u>	<u>3</u>

TOTAL SEMESTER CREDIT HOURS: 120

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

²Select **6 3** 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.*

Degree Requirements for the BBA with a major in Accounting

1. **Hours Required: 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 General Requirements for Undergraduate degrees 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/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](#), [3330](#), [3340](#), [3350](#), [3370](#), [4370](#) **and 6 3** SCH of **any** 3000-4000 level ACC electives **and BA [4390](#), which must be taken during the final semester prior to graduation.**
10. **Business Elective: 3** SCH of any 3000-4000 level course offered by the A. R. Sanchez, Jr. School of Business not used above.

COURSE DESCRIPTION

ACC 4370

Auditing and Systems

Three semester hours. (SP)

This course covers topics in financial auditing, internal controls, and advanced accounting systems design. This **is the capstone course in accounting and** must be taken during the final 12 semester hours of the degree program.

Prerequisite: ACC [3320](#) and ACC [3370](#), both with a grade of "C" or better.

2013-2014 CATALOG CHANGES

BACHELOR OF BUSINESS ADMINISTRATION CONCENTRATION IN BUSINESS ADMINISTRATION

Following is **one** suggested four-year degree plan. Students are encouraged to see their advisor each semester for help with program decisions and enrollment; responsible for reviewing the **Program of Study Requirements**; and must meet **foreign language** and **writing intensive course** requirements for graduation. See [Academic Regulations-Undergraduate](#).

**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	COMM 1311	3
	4		4
	1		
Total	17		16
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

BA	3301	<u>Prof Written Comm</u>	3
FIN	3310	<u>Introduction to Finance</u>	3
MGT	3310	<u>Prins of Mgt&Org Beh</u>	3
ECO	3320	<u>Managerial Economics</u>	3
BA	3320	<u>International Business</u>	<u>3</u>
Total			15

JUNIOR YEAR

BA	3310	<u>Legal Environ of Business</u>	3
ACC		Advanced Elective	3
MKT	3310	<u>Principles of Marketing</u>	3
FIN		Advanced Elective	3
POM	3310	<u>Prod Operations Mgmt</u>	<u>3</u>
Total			15

SENIOR YEAR

FIN		Advanced Elective	3
MKT/TIL		Advanced Elective	3
ACC		Advanced Elective	3
MGT/ POM**		Advanced Elective	<u>3</u>
Total			12

SENIOR YEAR

MGT/ PO		Advanced Elective	3
ECO		Advanced Elective	3
MKT/TIL		Advanced Elective	3
BA	4390	<u>Business Strategy</u>	3
		<u>General Elective</u> ¹	<u>3</u>
Total			15

TOTAL SEMESTER CREDIT HOURS: 120

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

****ARSSB does not offer any POM advanced electives**

2013-2014 CATALOG CHANGES

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; responsible for reviewing the **Program of Study Requirements**; and must meet **foreign language** and **writing intensive course** requirements for graduation. See [Academic Regulations-Undergraduate](#).

**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	ENGL 1302	English Composition II
	3		3
HIST 1301	The U.S. to 1877	HIST 1302	The U.S. Since 1877
	3		3
MATH 1324	Business Math I	MATH 1325	Business Math II
	3		3
	Visual/Performing Arts*	COMM 1311	Funds of Communications
	3		3
	Natural Science*		Natural Science*
	4		4
	Activity or Wellness*		1
	1		
Total	17		16

SOPHOMORE YEAR	HOURS	SOPHOMORE YEAR	HOURS
ENGL	Survey of Literature*	ECO 2302	Prins of Microeconomics
	3		3
ECO 2301	Prins of Macroeconomics	ACC 2302	Intro to Managerial Acc
	3		3
ACC 2301	Intro to Fin Acc	PSCI 2306	American State Govt
	3		3
DS 2310	Business Statistics I		General Elective¹
	3		3
PSCI 2305	American National Govt		General Elective¹
	3		3
Total	15		15

JUNIOR YEAR	HOURS	JUNIOR YEAR	HOURS
BA 3301	Prof Written Comm	BA 3310	Legal Environ of Business
	3		3
FIN 3310	Introduction to	FIN 3320	Financial
	3		3

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

SENIOR YEAR

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

SENIOR YEAR

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

TOTAL SEMESTER CREDIT HOURS: 120

¹Select from ANTH/GEOG/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.*

Degree Requirements for the BBA with a Concentration in Finance

1. **Hours Required: 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 General Requirements for Undergraduate degrees 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/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 4385](#); 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 A. R. Sanchez, Jr. School of Business not previously used.

Disregard 4385. No number change made.

COURSE DESCRIPTION

FIN 4390

Strategic Financial Management

Three semester hours. (SP)

An applied course on the use of financial tools for business financial decision-making and strategy formulation. This **is a capstone** course **in which cases** will be used to illustrate short-term as well as long-term effective financial decision-making. Prerequisite: FIN [3320](#), FIN [3330](#), and FIN [3360](#), or consent of instructor.

2013-2014 CATALOG CHANGES

**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; responsible for reviewing the **Program of Study Requirements**; and must meet **foreign language** and **writing intensive course** requirements for graduation. See [Academic Regulations-Undergraduate](#).

**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
MAT H	1324	Business Math I	3	MATH	1325	Business Math II	3
		Visual/Performing Arts*	3	COMM	1311	Funds of Communications	3
		Natural Science*	4			Natural Science*	4
		Activity or Wellness*	1				
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	PSCI	2306	American State Govt	3
DS	2310	Business Statistics I	3			General Elective¹	3
PSCI	2305	American National Govt	3				
Total			15				12

JUNIOR YEAR

JUNIOR YEAR

BA	3301	Prof Written Comm	3	BA	3310	Legal Environ of Business	3
ECO	4310	Inter Macroeconomics	3	MGT	3310	Prin of Mgt&Org Beh	3
MIS	3310	Management Info Systems	3	FIN	3310	Introduction to Finance	3
ECO	4340	International Economics	3	ECO	3320	Managerial Economics	3
BA	3320	International Business	<u>3</u>	MKT	3310	Principles of Marketing	<u>3</u>
Total			15				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	Intl Eco Policy & Strat	3
ECO	3310	Money & Banking	
POM	3310	Prod Operations Mgmt	3
		Advanced Business Elec	3
		Restricted Elective²	<u>3</u>
Total			15

TOTAL SEMESTER CREDIT HOURS: 120

¹Select from ANTH/GEOG/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](#).

Degree Requirements for the BBA with a Concentration in International Economics

1. **Hours Required: 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 General Requirements for Undergraduate degrees 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/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 [3310](#), [4310](#), [4340](#), [4370](#), [4390](#) and FIN [4380](#) and 9 SCH selected from BA [4398](#), ECO [3310](#), [3325](#), [4350](#), [4360](#), [4199-4399](#), FIN [3320](#), [3330](#), PSCI [3340](#), [4335](#). *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 A. R. Sanchez, Jr. School of Business not used above.

COURSE DESCRIPTION

~~ECO-4390~~ **DELETE FROM CATALOG**

International Economic Policy and Strategy.

Three semester hours. (SP-Even)

An integrative capstone course designed to prepare the student to make planning, policy formulation and implementation decisions as it relates to the topics of international economics. Case studies and simulations are analyzed using tools developed from previous course work. Written and/or oral presentations will be required. This class must be taken in the final semester before graduation.

FIN 4390

Strategic Financial Management

Three semester hours. (SP)

An applied course on the use of financial tools for business financial decision-making and strategy formulation. This **is a capstone** course **in which cases** will be used to illustrate short-term as well as long-term effective financial decision-making. Prerequisite: FIN [3320](#), FIN [3330](#), and FIN [3360](#), or consent of instructor.

2013-2014 CATALOG CHANGES

**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; responsible for reviewing the **Program of Study Requirements**; and must meet **foreign language** and **writing intensive course** requirements for graduation. See [Academic Regulations-Undergraduate](#).

**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	U.S. to 1877	3	HIST	1302	U.S. Since 1877	3
MATH	1324	Business Math I	3	MATH	1325	Business Math II	3
		Visual/Performing Arts*	3			General Elective¹	3
		Natural Science*	4			Natural Science*	4
		Activity/Wellness*	1				
Total			17				16
SOPHOMORE YEAR				SOPHOMORE YEAR			
ECO	2301	Prins of Macroeconomics	3	ECO	2302	Prins of Microeconomics	3
ACC	2301	Intro to Fin Acc	3	ACC	2302	Intro to Managerial Acc	3
DS	2310	Business Statistics I	3	PSCI	2306	American State Govt	3
PSCI	2305	American National Govt	3	COMM	1311	Funds of Communications	3
MIS	2350	Intro to Programming	3	ENGL		Survey of Literature*	3
				MIS	3310	Management Info Systems	3
Total			15				18
JUNIOR YEAR				JUNIOR YEAR			
BA	3301	Prof Written Comm	3	BA	3310	Legal Environ of Business	3
MIS	3320	Info Systems Analysis	3	MIS	3330	Database Des&Impl	3
MIS	3340	Data Comm&Networking	3	MIS	3350	Adv Programming Concepts	3

BA	3320	International Business	3	ECO	3320	Managerial Economics	3
				MIS		Advanced MIS Elective	3
Total			12				15

SENIOR YEAR

FIN	3310	Introduction to Finance	3
MGT	3310	Principles of Mgt&Org Behavior	3
		General Elective¹	3
MIS	4310	Info System Design & Implementation	3
		Adv Business Elective	3
Total			15

SENIOR YEAR

MKT	3310	Principles of Marketing	3
POM	3310	Prod Operations Mgmt	3
MIS	4390	Info Resource Mgmt	3
		Adv Business Elective	3
BA	4390	Business Strategy	3
Total			12

TOTAL SEMESTER CREDIT HOURS: 120

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

Degree Requirements for the BBA with a major in Management Information Systems

1. **Hours Required: 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 General Requirements for Undergraduate degrees 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/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: 24** SCH including: MIS [2350](#), [3320](#), [3330](#), [3340](#), [3350](#), [4310](#), [4390](#), **BA 4390 which must be taken during the final semester prior to graduation, and** any advanced MIS elective.
10. **Business Elective: 3** SCH of any 3000-4000 level course offered by the A. R. Sanchez, Jr. School of Business not used above.

2013-2014 CATALOG CHANGES - MINOR IN MANAGEMENT INFORMATION SYSTEMS (MIS)

(For students with majors outside the A. R. Sanchez, Jr. School of Business)

MINOR CURRICULUM - MANAGEMENT INFORMATION SYSTEMS

18 SCH

MIS	2350	Introduction to Programming
MIS	3310	Management Information Systems

Four courses chosen from:

MIS	3320	Information Systems Analysis
MIS	3330	Database Design & Implementation
MIS	3340	Data Communication & Networking
MIS	3350	Advanced Programming Concepts
MIS	3399	Topics in Information Systems **
MIS	4399	Issues in Information Systems

or any approved elective

**** MIS 3399 was deleted from the 12-13 catalog**

COURSE DESCRIPTION

MIS 4390

Information Resource Management

Three semester hours. (SP)

~~A capstone course in information systems.~~ An overview of the information systems management function. Emphasizes techniques and issues specific to the development, implementation, and operation of computer information systems. Covers topics such as management of an information systems department, legal and societal issues, and the planning and management of computer acquisitions. Prerequisite: MIS [4310](#) or concurrent enrollment.

2013-2014 CATALOG CHANGES

**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; responsible for reviewing the **Program of Study Requirements**; and must meet **foreign language** and **writing intensive course** requirements for graduation. See [Academic Regulations-Undergraduate](#).

**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	U.S. to 1877	3	HIST 1302 U.S. since 1877
			3
MATH 1324	Business Math I	3	MATH 1325 Business Math II
			3
	Visual/Performing Arts*	3	COMM 1311 Funds of Communications
			3
	Natural Science*	4	Natural Science*
			<u>4</u>
	Activity or Wellness*	<u>1</u>	
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	PSCI 2306 American State Govt
			3
DS 2310	Business Statistics I	3	MIS 3310 Management Info Systems
			3
PSCI 2305	American National Govt	<u>3</u>	General Elective¹
			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

MKT	3320	Buyer Behavior	3
TIL	3340	Business Logistics Mgmt	3
MKT	4320	Marketing Research	3
		Advanced Business Elec	<u>3</u>
Total			12

SENIOR YEAR

MKT	4390	Marketing Probs&Pols	3
BA	4390	Business Strategy	3
MKT	4310	International Marketing	3
MKT	4330	Marketing management	3
		Advanced Business Elec	3
		General Elective¹	<u>3</u>
Total			15

TOTAL SEMESTER CREDIT HOURS: 120

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

Degree Requirements for the BBA with a Concentration in Marketing

1. **Hours Required: 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 General Requirements for Undergraduate degrees 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/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: **BA 4390***, MKT [3320](#), [3330](#), [4310](#), [4320](#), [4330](#), **4390*** and TIL [3340](#). ***BA 4390 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 A. R. Sanchez, Jr. School of Business not previously used

DELETE FROM CATALOG

MKT-4390

Marketing Problems and Policies

Three semester hours.

Capstone course in marketing. Integration of major marketing decisions in industrial and consumer organizations. Must be taken the final semester prior to graduation.

2013-2014 CATALOG CHANGES

MINOR IN MANAGEMENT

(For students outside the A. R. Sanchez, Jr. School of Business)

MINOR CURRICULUM - MANAGEMENT

**18
SCH**

Required courses:

MGT	3310	<u>Principles of Management&Organizational Behavior</u>
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Fifteen semester hours chosen from:

MGT	3340	<u>Business Ethics</u>
MGT	3370	<u>Human Resources Management</u>
MGT	4330	<u>Industrial Relations</u>
MGT	4350	<u>Business, Government, and Society</u>
MGT	4351	<u>Comparative Management Systems</u> **
MGT	4360	<u>Entrepreneurship and Management of Innovation</u>
MGT	4380	<u>Organizational Theory</u>
MGT	4199-4399	<u>Issues in Management</u>

**** MKT 4351 was deleted from 12-13 catalog**