Bachelor of Science in Business Administration (BSBA) **126 Hours**
THIS FORM VALID FOR 2012-2013 CATALOG
Pre-Business, University Core, and General Education Electives (page 1)
Catalog Year:

Name:	Date:	Hours:
ID:	Multicultural: ☐	GPA:
Major:	Minor:	2nd Major:

Pre-Business Core (36 hours)	Hours	Grade	Notes and Substitutions
MATH 2053 Finite Math			
ECON 2013 Macroeconomics			
ECON 2023 Microeconomics			
MATH 2043 Survey of Calculus			
COMM 1313 Public Speaking			
WCOB 1120 Computer Comp Requirement			
WCOB 1111 Business Connections			
WCOB 1012 Legal Environment of Business			
WCOB 1023 Business Foundations			
WCOB 1033 Data Analysis			
WCOB 2013 Markets & Consumers			
WCOB 2023 Goods & Services			
WCOB 2033 Human Capital			
WCOB 2043 Financial Resources			*Pre or Co-Requisite: ACCT 2013

PBUS GPA = To be eligible to enroll in upper division business courses in the Walton College students must:
1. Have at least a 2.50 overall GPA. 2. Have at least a 2.50 pre-business GPA. 3. Have grades of "C" or better in all pre-business courses.
Italics indicate University Core class.

University Core (29 hr block)	Classes	Hours	Grade	Notes and Substitutions
ENGL 1013 Composition I				
ENGL 1023 Composition II				
Natural Science Lecture				
Matching Natural Science Lab				
Natural Science Lecture				
Matching Natural Science Lab				
University Social Science				
Business Social Science				
Fine Arts (Group 1)				
Humanities (Group 2)				
US History & Government				

General Education Electives (16 hours)
Any class outside WCOB, no remedial classes, no more than 6 hours PEAC or DEAC, no more than 5 hours of CHLP 2101

	Hours	Grade	Notes

UNIVERSITY OF ARKANSAS
SAM M. WALTON COLLEGE OF BUSINESS

Bachelor of Science in Business Administration (BSBA) **126 Hours**
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Upper Level Business and Major Classes
Retail: General (page 2)

Name:	Date:	Hours:
ID:	Multicultural: ☐	GPA:
Major:	Minor:	2nd Major:

Junior Senior Business Electives (15 hours) No more than 27 hours total in MKTG courses and no more than 6 hours toward any business minor may be used in the major.

Classes	Hours	Grades	Notes

Senior Capstone Course (6 hours)

WCOB 3016 Business Strategy & Planning			

Retail Major (24 hours)	**Hours**	**Grades**	**Notes and Substitutions**
MKTG 3433 Intro to Marketing Strategy*			*MKTG 3433 is a pre-requisite to ALL other MKTG classes.
MKTG 3553 Consumer Behavior			
MKTG 4433 Retail Strategy			
MKTG 4443 Retail Buying and Merchandise			

***General Retail Concentration*: Select 1 class from four different concentrations (12 hours)**

Accounting	Hours	Grades	**Economics**	Hours	Grades
ACCT 2013 Accounting Principles			ECON 3033 Microeconomic Theory		
			ECON 3133 Macroeconomic Theory		
			ECON 4333 Economics of Organizations		
			ECON 4633 International Trade		
			ECON 4643 Intern Macro and Finance		
Finance	Hours	Grades	**Information Systems**	Hours	Grades
FINN 3013 Financial Analysis and Valuation			ISYS 2263 Intro to Information Systems		
FINN 3053 Financial Markets and Institutions			ISYS 4243 Current Topics in Comp Info		
FINN 3603 Corporate Finance			WCOB 4213 ERP Fundamentals		
FINN 3623 Risk Management					
FINN 3703 International Finance					
FINN 3933 Real Estate Principles					
FINN 4833 Property/Casualty Ins. I					
Marketing	Hours	Grades	**Management**	Hours	Grades
MKTG 3633 Marketing Research			MGMT 4243 Ethics & Corporate Responsibility		
MKTG 4233 Integrated Marketing Communications			MGMT 4253 Leadership		
MKTG 4343 Selling and Sales Management			MGMT 4263 Org Change & Dev		
MKTG 4633 Global Marketing			MGMT 4433 Small Enterprise Management		
			MGMT 4953 Org Rewards & Compensation		
			MGMT 4943 Organizational Staffing		
Supply Chain Management	Hours	Grades		Hours	Grades
SPCM 3443 Principles of Transportation					
SPCM 3613 Business Logistics					

COMMENTS: