



Bachelor of Science in Business Administration (BSBA) 126 Hours
 THIS FORM VALID FOR 2012-2013 CATALOG
Upper Level Business and Major Classes
Retail with Single Concentration (page 2)

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

Select twelve hours from a single concentration:

Accounting Concentration (12 hrs)	Hours	Grades	Economics Concentration (12 hrs)	Hours	Grades
ACCT 2013 Accounting Principles			ECON 3033 Microeconomic Theory		
ACCT 3613 Managerial Use of Accounting Info			ECON 3133 Macroeconomic Theory		
ACCT 3723 Intermediate Accounting I			ECON 4333 Economics of Organizations		
ACCT 4673 Product, Project and Service Costing			ECON 4633 International Trade		
			ECON 4643 International Macro and Finance		
Finance Concentration (12 hrs)	Hours	Grades	Information Systems Concentration (12 hrs)	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			ISYS 4293 Business Intelligence		
FINN Elective – Plus select 3 hours from:			WCOB 4213 ERP Fundamentals		
FINN 3623 Risk Management					
FINN 3703 International Finance					
FINN 3933 Real Estate Principles					
International Concentration (12 hrs)	Hours	Grades	Management Concentration (12 hrs)	Hours	Grades
ECON 3853 Emerging Markets			MGMT 3933 Entrep and New Venture Dev		
ECON 4633 International Trade			MGMT 4243 Ethics & Corporate Responsibility		
ECON 4643 International Macroeconomics and Finance			MGMT 4253 Leadership		
FINN 3703 International Finance			MGMT 4263 Org Change & Development		
MGMT 4583 International Management			MGMT 4433 Small Enterprise Management		
MKTG 4633 Global Marketing			MGMT 4583 International Management		
SPCM 3643 International Transportation and Logistics			MGMT 4943 Organizational Staffing		
			MGMT 4953 Org Rewards & Compensation		
Marketing Concentration (12 hrs)	Hours	Grades	Supply Chain Mgmt Concentration (12 hrs)	Hours	Grades
MKTG 3633 Marketing Research			SPCM 3443 Principles of Transportation		
MKTG 4003H Marketing Honors Colloquium			SPCM 3613 Business Logistics		
MKTG 4103 Marketing Topics			SPCM 3623 Purchasing and Inventory Systems		
MKTG 4233 Integrated Marketing Communications			SPCM 3643 International Trans and Logistics		
MKTG 4343 Selling and Sales Management			SPCM 4633 Transportation Carrier Management		
MKTG 4633 Global Marketing					
MKTG 4853 Marketing Management					