

WALTON

Bachelor of Science in Business Administration (BSBA) 120 hours
 This form is valid for the 2023-2024 catalog.
 Page 1: Pre-Business Core, Business Core, State Minimum Core, and General Electives
 Page 2: Junior Senior Business Electives and Major Courses

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

Learning Outcomes for General Education Requirements (not required for new transfer students):

1.1	1.2	2.1	3.1
3.2	3.3	3.4	4.1
4.2	5.1	6.1	<i>New Transfer Student - Learning Outcomes Not Required</i>

Pre-Business Core (34 hours)	Hours	Grade	Notes and Substitutions
<i>Courses in italics also fulfill state minimum core requirements.</i>			
<i>ENGL 1013 Composition I</i>			
<i>ENGL 1023 Composition II or ENGL 1033 Technical Composition II</i>			
<i>MATH 2053 Finite Mathematics</i>			
<i>ECON 2013 Principles of Macroeconomics</i>			
<i>ECON 2023 Principles of Microeconomics</i>			
MATH 2043 Survey of Calculus			
COMM 1313 Public Speaking			
ISYS 1123 Business Application Knowledge			
BUSI 1111 Freshman Business Connection			
BUSI 1033 Data Analysis and Interpretation			
ACCT 2013 Accounting I (B or better for ACCT major or minor)			
ACCT 2023 Accounting II* or SEVI 2053 Business Foundations			

Pre-business requirement: These 34 hours must be completed with a GPA of 2.5 (including transfer), an overall GPA of 2.5 (including transfer), and a grade of "C" or better in each course before a student is allowed to take upper-level business courses. The pre-business GPA is not used to meet any UA requirements.

*Students pursuing a major or minor in accounting or finance must complete ACCT 2023.

At least 50% of business and economics must be taken in residence at University of Arkansas. For graduation, students must earn a 2.00 cumulative GPA in each of the following areas: all work completed at University of Arkansas, courses specifically designed for the major, and all required business core and economics courses.

Business Core (21 hours)	Hours	Grade	Notes and Substitutions
<i>SEVI 3013 requires a "C" or better in all other business core courses.</i>			
BLAW 2013 The Legal Environment of Business			
ISYS 2103 Business Information Systems			
SCMT 2103 Integrated Supply Chain Management			
MGMT 2103 Managing People and Organizations			
FINN 2043 Principles of Finance			
MKTG 3433 Introduction to Marketing			
SEVI 3013 Strategic Management			

State Minimum Core (20 hours)	Hours	Grade	Notes and Substitutions
<i>Science Lecture</i>			
<i>Matching Science Lab</i>			
<i>Science Lecture</i>			
<i>Matching Science Lab</i>			
<i>Social Science</i>			
<i>Fine Arts</i>			
<i>Humanities</i>			
<i>U.S. History or Government</i>			

General Electives (9 hours)	Hours	Grade	Notes and Substitutions
<i>Max 6 hours of business courses and 3 hours of PEAC or DANC courses</i>			

Name:	ID:
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Junior/Senior Business Electives (15 hours)			
Maximum of 27 hours of MKTG courses (major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor.			
Classes	Hours	Grades	Notes and Substitutions
A junior/senior business elective is any 3000 or 4000 level business course (ACCT, BLAW, ECON, FINN, ISYS, MGMT, MKTG, SCMT, SEVI, BUSI) except ECON 3053, ECON 3063, and MGMT 3563.			

Marketing Major (21 hours)	Hours	Grades	Notes and Substitutions
Students may not use more than six hours of major courses toward minor requirements.			
MKTG 3553 Consumer Behavior			
MKTG 3633 Marketing Research			
MKTG 4853 Marketing Management			
Select four courses from the following options:			
MKTG 3653 Category Management Topics			
MKTG 3833 Digital Marketing			
MKTG 4103 Marketing Topics*			
MKTG 4233 Integrated Marketing Communications			
MKTG 4343 Selling and Sales Mgmt.			
MKTG 4353 Advanced Professional Selling			
MKTG 4433 Retail Strategy			
MKTG 4443 Retail Buying & Merchandise			
MKTG 4453 New Product Development (Fall)			
MKTG 4513 Nonprofit Marketing			
MKTG 4633 Global Marketing			
MKTG 4733 Social Media and Marketing			
MKTG 4933 Search Marketing			
MKTG 3000/4000			

*MKTG 4103 can be taken for up to 6 hours in the major but the topics must be different.