

HSU SCHOOL OF BUSINESS

Bachelor of Business Administration

MARKETING

(2018-2019)

Catalog)

This is a suggested program of courses. It does **not** substitute for the HSU catalog.

Version 2018/5/24

PR = pre-requisite. Students are responsible for successfully completing all course pre-requisites before taking the course.

FRESHMAN

FALL

ENG 1463	Freshman English A C or better required	3	
GBU 1311	Business Professional Skills – Part 1	1	
HIS	Civilization (Note # 1, Group A)	3	
HPR 1011 (or) HPR	Life Fit. Concepts (or) PE Activity	1	
MTH 1243	College Algebra	3	
	Natural Science (Note # 2, Group A)	4	
	TOTAL	15	

SPRING

COM 2013	Oral Communications	3	
ENG 1473	Freshman English B C or better required. PR: ENG 1463	3	
GBU 1321	Business Professional Skills – Part 2	1	
MIS 2073	Fundamentals of Info. Systems	3	
	Humanities-Fine Arts (Note # 3, Group A)	3	
	US History / American Govt. (Note # 1, Group B)	3	
	TOTAL	16	

SOPHOMORE

FALL

ACC 2013	Principles of Accounting A C or better required	3	
ECO 2013	Macroeconomics	3	
GBU 2013	Quant Analysis for Bus Decisions PR: MTH 1243 or 1273 & computer proficiency	3	
GBU 2143	Legal Environment of Business	3	
GBU 2331	Business Professional Image	1	
	Humanities-Literature (Note # 3, Group B)	3	
	TOTAL	16	

SPRING

ACC 2023	Principles of Accounting B C or better required PR: ACC 2013;	3	
ECO 2023	Microeconomics	3	
GBU 2341	Business Career Readiness PR: GBU 2331	1	
MGM 3113	Management OB (WI) PR: 45 earned credit hours	3	
MIS 3103	Information Systems in Business PR: MIS 2073 & ACC 2013	3	
MGM 3013	Management Com. (WI)	3	
	TOTAL	16	

JUNIOR

FALL

FIN 3043	Business Finance PR: ACC 2013, ECO 2023, 2023, & GBU 2013	3	
MKT 3013	Fundamentals of Marketing C or better required PR: ACC 2013 & ECO 2023;	3	
	Natural Science (Note # 2, Group B)	4	
	Non-Western Cultures (Note # 4)	3	
	Free Elective	3	
	TOTAL	16	

SPRING

GBU 3133	Descriptive Analytics PR: GBU 2013	3	
MKT	Advanced Marketing Elective (Note # 6) C or better required	3	
	Advanced Business Elective (Note # 6) C or better required	3	
	Writing Across the Curriculum (Note #5) C or better required	3	
	Free Elective	3	
	TOTAL	15	

SENIOR

FALL

MGM 4073	Operations Management PR: GBU 3133; & MGM 3113 or equivalent	3	
MGM 4193	International Business C or better required PR: FIN 3043, MGM 3113, & MKT 3013	3	
MKT 4113	Marketing Research (Fall Only) C or better required PR: GBU 3133, MKT 3013;	3	
	Free Elective	3	
	Free Elective	3	
	TOTAL	15	

SPRING

MGM 4133	Strategic Management PR: FIN 3043, MGM 3013, 3113, 4073, MKT 3013; take within 18 hours of graduation	3	
MKT 4163	Consumer Behavior (Spring Only) C or better required PR: MKT 3013	3	
MKT	Advanced Marketing Elective (Note # 6) C or better required	3	
	Free Elective	2	
	TOTAL	**11	See note

BBA Graduation Requirements

Overall GPA – 2.00 or higher	At least 42 Junior/Senior Hours	One Writing Intensive (WI) courses taken	BAT taken
All courses in major must be "C" or better	At least 50 Hours" in Business must be "C" or better	At least 50% of Business at HSU	At least 120 Total Hours Earned

**** Students are responsible for adding additional courses if necessary to meet total hours required to maintain financial aid.**

LIBERAL ARTS CORE

Note 1. Social Sciences: (6 hours plus ECO 2013 & ECO 2023)

Group A (3 hours) – Must take at least one.

HIS 1013 Civ. to 1660
HIS 1023 Civ. since 1660
HIS 1043 Civ. since 1660 *Honors*

Group B (3 hours) – Must take at least one.

HIS 2053 US History to 1877
HIS 2063 US History since 1877
PSC 1013 Am National Gov.
PSC 1263 Am National Gov. *Honors*

Note 2. Natural Science Requirements: (8 hours)

Group A (3 hours) – Must take at least one.

CHM 1004 Introduction to Chemistry
CHM 1014 University Chemistry I
CHM 1034 Gen. Chemistry - Non-Majors
CHM 1044 Gen. Organic & Biochemistry
CHM 1234 Intro to Forensic Science
PHY 1024 Intro To Astronomy
PHY 2034 Gen. Physics I
PHY 2234 University Physics I
PHY 3154 Physical Science for Teachers

Group B (3 hours) – Must take at least one.

BIO 1013 & 1021 Intro to Biology & Lab
BIO 2104 General Botany
BIO 2114 General Zoology

Note 3. Fine Arts & Humanities: (6 hours)

Group A (4 hours) – Must take at least one.

ENG 2013 World Literature I
ENG 2023 World Literature II
ENG 2053 Studies in Literature
ENG 2793 Masters of Western Lit *Honors*

Group B (4 hours) – Must take at least one.

ART 2033 Humanities-Art
ART 2603 Humanities-Art Studio
HUM 2093 Fine Arts *Honors*
MUS 2033 Humanities-Music
THA 2033 Humanities-Theater Arts
COM/MMC/THA 3423 Movies App & Enjoyment
PHY 4293 Non-Western Cosmology
PSC 4233 Comp Politics/Mid-East
PSC 4243 Comp Politics/Africa
PSC 4253 South Asian Politics
PSY 3043 Cross-Cultural Psychology
PSY 3053 Multicultural Mental Health
SOC 4063 World Cultures
THA 3483 Theatre of Nonwestern World

Note 4. Non-Western Culture (3 hours)

ANT 3043 North Am Indians
ANT 4053 World Cultures
ART 4103 Art of Non-Western World (WI)
BIO 4044 Neotropical Ecology
EDU 4543 Teaching People of Other Cultures
ENG 3043 Non-Western Lit
GEN 4083 Study Abroad: Non-West. travel
GEO 3173 Geog of Pacific

HIS 4673 Asian Civ
HIS 4683 Modern Mid-East
HIS 4693 African History
HPR 3937 Hist/Phil of Nonwest Leisure, Culture, Wellness, Sport
MUS 3473 Survey of Non-Western Music
NSG 3643 Trans-cultural Health Care
PHI 3023 Religions of the World

Note 5. Writing Across the Curriculum Requirement: (3 hours) (Must pass with a grade of "C" or better) (Select One)

ENG 3313 University Writing
ENG 4453 Advanced Composition (WI)
HIS 3383 Writing History

**ENG 3613 Technical Writing -
RECOMMENDED FOR ALL BUSINESS
STUDENTS**

MMC 4223 Magazine & Feature Writing (WI)
MMC 4293 Creative Nonfiction
NSG 3603 Healthcare Res for Evid Based Prac

Note 6. Advanced Business Elective & Advanced Marketing Elective

Advanced business electives include any Junior (3000 level) or Senior (4000 level) course with a prefix of ACC, BIS, ECO, FIN, GBU, MGM, or MKT. When possible, marketing students are strongly encouraged to take marketing courses for their advanced business elective. Advanced marketing electives include any Junior (3000 level) or Senior (4000 level) course with a prefix of MKT. When planning schedules, be aware that MKT 4113, Marketing Research, is only taught in the fall semester. **Advisor input is strongly recommended**

Note 7. General BBA Requirements

- Remedial courses must be completed with a grade of "C" or better before any upper division courses are taken.
- Students must have completed a minimum of 120 semester hours. Note: Remedial courses do not count in this total.
- A minimum GPA of 2.00 is required.
- In addition to the Liberal Arts Core, BBA candidates must complete a minimum of 50 semester hours of business courses with a grade of "C" or higher. No more than 7 hours of "D" may be earned in the Liberal Arts Core.
- **Students may not graduate with a grade of "D" or lower in any course used to meet the requirements listed in the major field of study or area of concentration. CSC courses are included in this calculation for BIS majors.**
- Students who enter Henderson on the 2006-2008 catalog or later must complete **at least one writing intensive (WI)** courses.
- Students must complete at least 42 junior-senior hours, those courses whose numbers begin with a 3 or 4.
- Free electives should be chosen to enrich the student's college program and may include business courses. **Advisor input is important when selecting these courses.**
- No freshman (1000 level) course may be taken for credit after the student has completed 90 hours (unless it is a required course).
- Business majors may, but are not required to, minor in any of several non-business fields.