

A deleted record cannot be edited

Program Deactivation Proposal

Date Submitted: 06/21/23 2:45 pm

Viewing: **RETLBS : Retail, Bachelor of Science in Business**

Administration

Last approved: 03/22/23 8:17 am

Last edit: 06/23/23 2:51 pm

Changes proposed by: aellstra

Catalog Pages Using
this Program

[Retail B.S.B.A.](#)

[Retail \(RETL\)](#)

End Catalog Fall 2024

No new students
admitted after:

[Fall 2023](#)

Allow students in
program to complete
through:

[Spring 2026](#)

Number of students
still enrolled:

5

Courses Deleted as a
result of this action:

How will students in
the deleted program
be accommodated?

Current Retail Majors will be accommodated by either having the option to complete the Retail degree program or they will be advised to change to the closely related Marketing, Bachelor of Science in Business Administration degree. Other degree programs that may be of interest to students include Organizational Management and Leadership and Apparel Merchandising and Product Development.

How will funds from
the deleted program
be reallocated?

In Workflow

1. WCOB Dean Initial
2. Provost Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. MKTG Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. Undergraduate Council
13. Faculty Senate
14. Provost Final
15. Provost's Office-- Documentation sent to System Office
16. Higher Learning Commission
17. Board of Trustees
18. ADHE Final
19. Provost's Office-- Notification of Approval
20. Registrar Final
21. Catalog Editor Final

Approval Path

1. 06/21/23 2:46 pm
Alan Ellstrand
(aellstra): Approved for WCOB Dean Initial
2. 06/21/23 2:48 pm
Jim Gigantino

The Retail, Bachelor of Science in Business Administration degree program is closely related to the Marketing, Bachelor of Science in Business Administration program. There are no faculty dedicated to the Retail program and retail courses will still be available to support the Marketing, Bachelor of Science in Business Administration program.

Deactivation
attachments

- (jgiganti): Approved for Provost Initial
3. 07/18/23 5:48 pm
Lisa Kulczak
(lkulcza): Approved for Director of Curriculum Review and Program Assessment
 4. 07/19/23 7:28 am
Gina Daugherty
(gdaugher): Approved for Registrar Initial
 5. 07/19/23 10:47 am
Doug Miles
(dmiles): Approved for Institutional Research
 6. 07/19/23 1:52 pm
Judith Garretson
Folse (jagfolse): Approved for MKTG Chair
 7. 07/19/23 2:00 pm
Alan Ellstrand
(aellstra): Approved for WCOB Curriculum Committee
 8. 07/19/23 2:00 pm
Alan Ellstrand
(aellstra): Approved for WCOB Faculty
 9. 07/19/23 2:01 pm
Alan Ellstrand
(aellstra): Approved for WCOB Dean
 10. 07/19/23 2:13 pm
Suzanne Kenner
(skenner): Approved for Global Campus
 11. 07/19/23 2:14 pm
Jim Gigantino
(jgiganti): Approved for Provost Review
 12. 08/07/23 10:40 am
Lisa Kulczak

(Ikulcza): Approved
for Undergraduate
Council

History

1. Aug 15, 2014 by
Leepfrog
Administrator
(clhelp)
2. Feb 2, 2015 by
Karen Boston
(kboston)
3. Mar 16, 2015 by
Charlie Alison
(calison)
4. Mar 16, 2015 by
Charlie Alison
(calison)
5. Mar 23, 2015 by
Charlie Alison
(calison)
6. Jun 10, 2015 by
Charlie Alison
(calison)
7. Jul 24, 2015 by
Charlie Alison
(calison)
8. May 25, 2017 by
Lisa Kulczak (Ikulcza)
9. Mar 20, 2018 by
Karen Boston
(kboston)
10. May 18, 2020 by
Karen Boston
(kboston)
11. Jun 18, 2020 by Lisa
Kulczak (Ikulcza)
12. May 19, 2021 by
Karen Boston
(kboston)
13. Mar 21, 2022 by
Gina Daugherty
(gdaugher)
14. Mar 22, 2023 by
Alan Ellstrand
(aellstra)

[RETLBS - Deletion - Ltr of Notification.pdf](#)

Justification for this request

The Retail, Bachelor of Science in Business Administration degree was never very popular with our students. Between 2020 and 2022 we awarded an average of 2.3 Retail, Bachelor of Science in Business Administration degrees annually. Students with a Retail Major have declined from 23 in 2020 to five today. Attempts have been made to generate greater interest in the Retail, Bachelor of Science in Business Administration degree, but these efforts have not been successful. The Retail, Bachelor of Science in Business Administration degree appeared on the ADHE program viability list in fall 2022. As a result, we are proposing to delete the Retail, Bachelor of Science in Business Administration degree program.

Submitter: User ID: aellstra Phone: 575-6145

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

Are you adding a concentration? No

Are you adding or modifying a track? No

Are you adding or modifying a focused study? No

Effective Catalog Year Fall 2024

College/School Code Walton College of Business (WCOB)

Department Code Department of Marketing (MKTG)

Program Code RETLBS

Degree Bachelor of Science in Business Administration

CIP Code 52.0212 - Retail Management.

Program Title

Retail, Bachelor of Science in Business Administration

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program? 120

Program Requirements and Description

Requirements

Retail Major Requirements

The retail major requires 24 hours of major courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a retail major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

Major Course Requirements

<u>MKTG 3553</u>	Consumer Behavior	3
<u>MKTG 4433</u>	Retail Strategy	3
<u>MKTG 4443</u>	Retail Buying and Merchandise	3
<u>MKTG 4343</u>	Selling and Sales Management	3
<u>MKTG 4353</u>	Advanced Professional Selling	3
<u>ISYS 4193</u>	Business Analytics and Visualization	3
<u>MKTG 3013</u>	Retail Internship ¹	3
Select three hours from the following:		3
<u>MKTG 3653</u>	Category Management Topics	
<u>MKTG 3633</u>	Marketing Research	
<u>MKTG 3833</u>	Digital Marketing	
<u>MKTG 4233</u>	Integrated Marketing Communications	
<u>MKTG 4853</u>	Marketing Management	
<u>FINN 3013</u>	Financial Analysis	
<u>SCMT 3613</u>	SOURCE: Procurement and Supply Management	
<u>SCMT 3623</u>	PLAN: Inventory and Forecasting Analytics	
<u>SCMT 3653</u>	Project Management: Supply Chain New Product Planning and Launch	

Total Hours 24

¹

Alternative industry-based experiential coursework is available on an exception basis with departmental approval.

8-Semester Plan

Retail B.S.B.A. Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see the [Eight-Semester Degree Policy](#) for university requirements of the program.

Courses in **BOLD** must be taken in the designated semester. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units
	FallSpring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) ³	3
MATH 2053 Finite Mathematics (Satisfies General Education Outcome 2.1) ^{1, 3}	3
BUSI 1111 Freshman Business Connection ³	1
SCMT 2103 Integrated Supply Chain Management ²	3
MGMT 2103 Managing People and Organizations ²	3
ISYS 1123 Business Application Knowledge - Computer Competency ³	3
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003) ²	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) ³	3
ACCT 2013 Accounting Principles ³	3
BUSI 1033 Data Analysis and Interpretation ³	3
Satisfies General Education Outcome 3.3:	
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) ³	3
or ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)	
Year Total:	16 15
Second Year	Units
	FallSpring
ACCT 2023 Accounting Principles II ³	3
or SEVI 2053 Business Foundations	
MKTG 3433 Introduction to Marketing ²	3
Satisfies General Education Outcome 3.3:	
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) ³	3
or ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) ³	3
Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{5, 6}	3
Social Sciences - State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1 , as well as the Social Issues, Multicultural Environment and Demographic Diversity Requirement) ⁴	3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) ³	3
3 hours general education elective	3
ISYS 2103 Business Information Systems ²	3
Science State Minimum Core (Satisfies General Education Outcome 3.4)	4
ALL pre-business requirements should be met by end of term	
Year Total:	15 16
Third Year	Units
	FallSpring
ISYS 2103 Business Information Systems ²	3
or FINN 2043 Principles of Finance	
Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{5, 6}	3

ISYS 4193 Business Analytics and Visualization	3
Junior Senior Business Electives	6
MKTG 3553 Consumer Behavior	3
MKTG 4433 Retail Strategy	3
MKTG 3013 Retail Internship (Satisfies General Education Outcome 6.1)	3
Retail Major Elective	3
Science - State Minimum Core (Satisfies General Education Outcome 3.4)	4
Year Total:	15 16
Fourth Year	
	Units FallSpring
MKTG 4443 Retail Buying and Merchandise	3
MKTG 4343 Selling and Sales Management	3
Junior Senior Business Elective	3
General Education Electives	3
MKTG 4353 Advanced Professional Selling	3
Junior Senior Business Elective	3
General Education Electives	3
U.S. History or Government State Minimum Core (Satisfies General Education Outcome 4.2)	3
SEVI 3013 Strategic Management	3
Year Total:	12 15
Total Units in Sequence:	120
1	
Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 2053 .	
2	
Must be completed prior to SEVI 3013 .	
3	
Must be completed prior to taking any 3000 or 4000 level business electives.	
4	
The Social Sciences Elective courses which satisfy General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity requirement	
include: ANTH 1023 , HIST 1113 , HIST 1113H , HIST 1123 , HIST 1123H , SOC 2013 , SOC 2013H , or SOC 2033 .	
5	
The Fine Arts Elective courses which satisfy General Education Outcome 3.1	
include: ARCH 1003 , ARHS 1003 , COMM 1003 , DANC 1003 , LARC 1003 , MLIT 1003 , MLIT 1003H , MLIT 1013 , MLIT 1013H , MLIT 1333 , THTR 1003 , THTR 1013 , or THTR 1013H .	
6	
The Humanities Elective courses which satisfy General Education Outcome 3.2 include:	
AAST 2023 , ANTH 1033 , ARCH 1013 , CLST 1003 , CLST 1003H , CLST 1013 , COMM 1233 , DANC 1003 , ENGL 1213 , GNST 2003 , HIST 1113 , HIST 1113H , HIST 1123 , HIST 1123H , HIST 2003 , HIST 2013 , HUMN 1124H , HUMN 2213 , LALS 2013 , MRST 2013 , MUSY 2003 , MUSY 2003H , PHIL 2003C , PHIL 2003H , PHIL 2103 , PHIL 2103C , PHIL 2303 , THTR 1003 , THTR 1013 , THTR 1013H , WLIT 1113 , WLIT 1123 , or intermediate-level world language (usually 2003-level).	

Are Similar Programs available in the area?

No

Estimated Student 40

Demand for Program

Scheduled Program 2021-2022

Review Date

Program Goals and Objectives

Program Goals and Objectives

See BSBA

Learning Outcomes

Learning Outcomes

See BSBA

Upload attachments

Reviewer Comments **Lisa Kulczak (lkulcza) (06/22/23 10:31 am):** Inserted anticipated approval dates, revised degree code and renamed document to match BOT naming convention.
Lisa Kulczak (lkulcza) (06/23/23 2:51 pm): Per email conversation with Alan Ellstrand, updated last term students can complete through field to spring 2026.