

Date Submitted: 01/16/20 6:08 pm

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

Last approved: 03/20/18 3:38 pm

Last edit: 01/21/20 12:41 pm

Changes proposed by: kboston

Catalog Pages Using
this Program

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

[Retail \(RETL\)](#)

Submitter: User ID: crsleaf1 Phone:
5-7631

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

Select a reason for this modification

Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding/changing Focused Study or Track)

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 2020

College/School Code

Walton College of Business (WCOB)

In Workflow

1. **WCOB Dean Initial**
2. **Director of Program Assessment and Review**
3. **Registrar Initial**
4. **Institutional Research**
5. **MKTG Chair**
6. **WCOB Curriculum Committee**
7. **WCOB Faculty**
8. **WCOB Dean**
9. **Global Campus**
10. **Provost Review**
11. **University Course and Program Committee**
12. Faculty Senate
13. Provost Final
14. Provost's Office-- Notification of Approval
15. Registrar Final
16. Catalog Editor Final

Approval Path

1. 01/17/20 9:29 am
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 01/21/20 12:42 pm
Alice Griffin (agriffin): Approved for Director of Program

Department Code

Department of Marketing (MKTG)

Program Code

RETLBS

Degree

Bachelor of Science in Business Administration

CIP Code

Assessment and
Review3. 01/22/20 5:38 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial4. 01/23/20 8:16 am
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research5. 01/23/20 9:54 am
Ronn Smith (rjs002):
Approved for MKTG
Chair6. 01/23/20 4:55 pm
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee7. 01/23/20 4:56 pm
Karen Boston
(kboston):
Approved for WCOB
Faculty8. 01/23/20 4:56 pm
Karen Boston
(kboston):
Approved for WCOB
Dean9. 01/24/20 1:50 pm
Suzanne Kenner
(skenner): Approved
for Global Campus10. 02/02/20 9:26 am
Terry Martin
(tmartin): Approved
for Provost Review

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 (lkulcza)
9. Mar 20, 2018 by
Karen Boston
(kboston)

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 and collateral 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 in All Concentrations

| | | |
|--|-------------------------------|----|
| <u>MKTG 3553</u> | Consumer Behavior | 3 |
| <u>MKTG 3633</u> | Marketing Research | 3 |
| <u>MKTG 4433</u> | Retail Strategy | 3 |
| <u>MKTG 4443</u> | Retail Buying and Merchandise | 3 |
| Select four from a single concentration: | | 12 |

Accounting Concentration

| | |
|----------------------------------|--------------------------------------|
| <u>ACCT 3723</u> | Intermediate Accounting I |
| <u>ACCT 3753</u> | Intermediate Accounting II |
| <u>ACCT 4673</u> | Product, Project and Service Costing |

ACCT 4753

Economics Concentration

| | |
|----------------------------------|--|
| <u>ECON 3033</u> | Microeconomic Theory |
| <u>ECON 3133</u> | Macroeconomic Theory |
| <u>ECON 4333</u> | Economics of Organizations |
| <u>ECON 4633</u> | International Trade |
| <u>ECON 4643</u> | International Macroeconomics and Finance |

Finance Concentration

| | |
|----------------------------------|------------------------------------|
| <u>FINN 3013</u> | Financial Analysis |
| <u>FINN 3053</u> | Financial Markets and Institutions |
| <u>FINN 3603</u> | Corporate Finance |

And select one of the following:

| | |
|----------------------------------|-----------------|
| <u>FINN 3623</u> | Risk Management |
|----------------------------------|-----------------|

[FINN 3703](#) International Finance

[FINN 3933](#) Real Estate Principles

Information Systems Concentration

[ISYS 2263](#) Principles of Information Systems

[ISYS 4213](#) ERP Fundamentals

[ISYS 4243](#) Current Topics in Computer Information

[ISYS 4293](#) Business Intelligence

Management Concentration

[MGMT 3933](#) Entrepreneurship and New Venture Development

[MGMT 4243](#) Ethics and Corporate Responsibility

[MGMT 4253](#) Leadership

[MGMT 4263](#) Organizational Change and Development

[MGMT 4433](#) Small Enterprise Management

[MGMT 4583](#) International Management

[MGMT 4943](#) Organizational Staffing

[MGMT 4953](#) Organizational Rewards and Compensation

Marketing Concentration

[MKTG 3653](#) Category Management Topics

[MKTG 4003H](#) Honors Marketing and Transportation Colloquium

[MKTG 4103](#) Marketing Topics

[MKTG 4233](#) Integrated Marketing Communications

[MKTG 4343](#) Selling and Sales Management

[MKTG 4513](#) Nonprofit Marketing

[MKTG 4633](#) Global Marketing

[MKTG 4853](#) Marketing Management

Supply Chain Management Concentration

[SCMT 3443](#) DELIVER: Transportation and Distribution Management

[SCMT 3613](#) SOURCE: Procurement and Supply Management

[SCMT 3653](#) Project Management: Supply Chain New Product Planning and Launch

Any 3000/4000 level SCMT

General Retail Concentration

Select one from four different areas:

Economics

[ACCT 3723](#) Intermediate Accounting I

[ECON 3033](#) Microeconomic Theory

[ECON 3133](#) Macroeconomic Theory

[ECON 4333](#) Economics of Organizations

[ECON 4633](#) International Trade

[ECON 4643](#) International Macroeconomics and Finance

Finance

| | |
|----------------------------------|------------------------------------|
| <u>FINN 3013</u> | Financial Analysis |
| <u>FINN 3053</u> | Financial Markets and Institutions |
| <u>FINN 3603</u> | Corporate Finance |
| <u>FINN 3623</u> | Risk Management |
| <u>FINN 3703</u> | International Finance |
| <u>FINN 3933</u> | Real Estate Principles |
| <u>FINN 4833</u> | Property and Casualty Insurance I |

Information Systems

| | |
|----------------------------------|--|
| <u>ISYS 2263</u> | Principles of Information Systems |
| <u>ISYS 4243</u> | Current Topics in Computer Information |
| <u>ISYS 4213</u> | ERP Fundamentals |

Management

| | |
|----------------------------------|---|
| <u>MGMT 4243</u> | Ethics and Corporate Responsibility |
| <u>MGMT 4253</u> | Leadership |
| <u>MGMT 4263</u> | Organizational Change and Development |
| <u>MGMT 4943</u> | Organizational Staffing |
| <u>MGMT 4953</u> | Organizational Rewards and Compensation |
| <u>MGMT 4433</u> | Small Enterprise Management |

Marketing

| | |
|----------------------------------|-------------------------------------|
| <u>MKTG 3633</u> | Marketing Research |
| <u>MKTG 3653</u> | Category Management Topics |
| <u>MKTG 4233</u> | Integrated Marketing Communications |
| <u>MKTG 4343</u> | Selling and Sales Management |
| <u>MKTG 4633</u> | Global Marketing |

Supply Chain Management

| | |
|----------------------------------|--|
| <u>SCMT 3443</u> | DELIVER: Transportation and Distribution Management |
| <u>SCMT 3613</u> | SOURCE: Procurement and Supply Management |
| <u>SCMT 3653</u> | Project Management: Supply Chain New Product Planning and Launch |

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

Junior/Senior Business Electives

12

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. Courses in *ITALIC* may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year

Units

| First Year | Units |
|--|----------------|
| | FallSpring |
| ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) | 3 |
| MATH 2053 Finite Mathematics | 3 |
| COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)1 | 3 |
| WCOB 1111 Freshman Business Connection | 1 |
| BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)13 | 13 |
| ISYS 1120 Computer Competency Requirement | 0 - |
| U.S. History or Political Science—University Core | 3 - |
| ISYS 1123 Business Application Knowledge - Computer Competency | 3 |
| ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) | 3 |
| ACCT 2013 Accounting Principles | 3 |
| WCOB 1033 Data Analysis and Interpretation | 3 |
| ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) | 3 |
| Natural Science – University Core | 4 |
| Year Total: | 16 16 |

| Second Year | Units |
|--|------------|
| | FallSpring |
| MGMT 2053 Business Foundations | 3 |
| or ACCT 2023 Accounting Principles II | |
| ISYS 2103 Business Information Systems1 | 3 |
| MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)2 | 3 |
| Social Science – University Core | 3 |
| Fine Art/Humanities – University Core | 3 |
| SCMT 2103 Integrated Supply Chain Management1 | 3 |
| MGMT 2103 Managing People and Organizations1 | 3 |
| ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)2 | 3 |
| Fine Art/Humanities – University Core | 3 |
| Natural Science – University Core | 4 |
| ALL pre-business requirements should be met by end of term | |
| Year Total: | 15 16 |

| Third Year | Units |
|--|--------------|
| | FallSpring |
| MKTG 3433 Introduction to Marketing1 | 3 |
| FINN 3043 Principles of Finance1 | 3 |
| Retail Concentration | 3 |
| Junior Senior Business Electives | 6 |
| MKTG 3553 Consumer Behavior | 3 |
| MKTG 4433 Retail Strategy | 3 |
| MKTG 3313 Business Law | 3 |

| | |
|---|------------|
| MGMT 3013 Strategic Management | 3 |
| Retail Concentration | 6 |
| Year Total: | 15 15 |
| Fourth Year | Units |
| | FallSpring |
| MKTG 4443 Retail Buying and Merchandise | 3 |
| Junior Senior Business Elective | 6 |
| General Education Electives | 3 |
| Retail Concentration | 3 |
| Junior Senior Business Elective | 3 |
| General Education Electives | 6 |
| U.S.History or Political Science - University Core | 3 |
| Year Total: | 12 15 |
| Total Units in Sequence: | 120 |

- 1 Must be completed prior to **MGMT 3013**.
- 2 Must be completed prior to taking any 3000 or 4000 level business electives.

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

n/a

Learning Outcomes

Learning Outcomes

n/a

Description and justification of the request

| | |
|---------------------------------------|--------------------------------------|
| Description of specific change | Justification for this change |
|---------------------------------------|--------------------------------------|

| Description of specific change | Justification for this change |
|---|---|
| <ul style="list-style-type: none"> - Add ISYS 1123, Business Application Knowledge to first year, fall semester, 8 semester plan - Delete ISYS 1120, Computer Competency Requirement from first year, fall semester, 8 semester plan - Delete 3 hours of general education elective from fourth year, spring semester, 8 semester plan - Add US History or Political Science - University Core to fourth year, spring semester, 8 semester plan | <p>Pre-assessment exam scores for incoming freshmen over the past several years have been consistently indicating that only 4% of incoming freshmen have sufficient IT competency (coming out of their High School program) for Walton College courses. Therefore, most incoming Walton freshmen are required to take ISYS 1123, Business Application Knowledge in lieu of ISYS 1120, Computer Competency Requirement which currently does not count toward their degree. This change deletes ISYS 1120 as a pre-business requirement and incorporates ISYS 1123 as a pre-business and degree requirement. Additionally, reducing the total number of General Education Electives from 12 hours to 9 hours.</p> |

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (01/21/20 12:41 pm): Switched course to comment for the US Hist/PLSC University Core requirement. This action removed the red box error. Also, changed language in the description to match the requirements in the eight semester plan, third year to fourth year and fall to spring semester.

Key: 122