

Date Submitted: 10/27/20 3:11 pm

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

Last approved: 06/18/20 3:43 pm

Last edit: 11/05/20 12:14 pm

Changes proposed by: kboston

Catalog Pages Using
this Program

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

[Retail \(RETL\)](#)

Submitter: User ID: **kboston Kuleza** Phone:
4622 7456

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

Select a reason for this modification

Revising Curriculum of an Existing Certificate or Degree Program--(LON)

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 2021

College/School Code

Walton College of Business (WCOB)

Department Code

Department of Marketing (MKTG)

In Workflow

1. WCOB Dean Initial
2. Provost Initial
3. Director of Program Assessment and Review
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. University Course and Program Committee
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. 10/27/20 3:28 pm
Karen Boston

Program Code RETLBS
 Degree Bachelor of Science in Business Administration
 CIP Code

- (kboston):
 Approved for WCOB
 Dean Initial
2. 11/02/20 9:16 am
 Terry Martin
 (tmartin): Approved
 for Provost Initial
 3. 11/02/20 3:47 pm
 Alice Griffin
 (agriffin): Approved
 for Director of
 Program
 Assessment and
 Review
 4. 11/05/20 12:14 pm
 Lisa Kulczak
 (lkulcza): Approved
 for Registrar Initial
 5. 11/05/20 1:21 pm
 Gary Gunderman
 (ggunderm):
 Approved for
 Institutional
 Research
 6. 11/11/20 4:28 pm
 Brent Williams
 (bdw013):
 Approved for MKTG
 Chair
 7. 11/11/20 4:28 pm
 Karen Boston
 (kboston):
 Approved for WCOB
 Curriculum
 Committee
 8. 11/11/20 4:28 pm
 Karen Boston
 (kboston):
 Approved for WCOB
 Faculty

9. 11/11/20 4:29 pm
Karen Boston
(kboston):
Approved for WCOB
Dean
10. 11/11/20 4:36 pm
Suzanne Kenner
(skenner): Approved
for Global Campus
11. 11/12/20 7:53 am
Terry Martin
(tmartin): Approved
for Provost Review
12. 11/20/20 4:31 pm
Myrlinda Soedjede
(myrlinda):
Approved for
University Course
and Program
Committee

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)
10. May 18, 2020 by
Karen Boston
(kboston)
11. Jun 18, 2020 by Lisa
Kulczak (lkulcza)

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 120
hours needed to
complete the
program?

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

<u>MKTG 3553</u>	Consumer Behavior	3
MKTG 3633	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		
ACCT 3723	Intermediate Accounting I	
ACCT 3753	Intermediate Accounting II	
ACCT 4673	Product, Project and Service Costing	
ACCT 4753	Intermediate Accounting III	
Economics Concentration		
ECON 3033	Microeconomic Theory	
ECON 3133	Macroeconomic Theory	
ECON 4333	Economics of Organizations	
ECON 4633	International Trade	
ECON 4643	International Macroeconomics and Finance	
Finance Concentration		
<u>MKTG 4343</u>	Selling and Sales Management	3
MKTG 4513	Nonprofit Marketing	
MKTG 4633	Global Marketing	
<u>MKTG 4353</u>	Advanced Professional Selling	3
<u>ISYS 4193</u>	Business Analytics and Visualization	3
<u>MKTG 3013 RETAIL INTERNSHIP</u>	<u>Course MKTG 3013 RETAIL INTERNSHIP Not Found</u>	1
Select three hours from the following:		3
<u>MKTG 3653</u>	Category Management Topics	
MKTG 4003H	Honors Marketing and Transportation Colloquium	
MKTG 4103	Marketing Topics	
<u>MKTG 3633</u>	Marketing Research	
MKTG 3653	Category Management Topics	
MKTG 4233	Integrated Marketing Communications	
MKTG 4343	Selling and Sales Management	
MKTG 4633	Global Marketing	
Supply Chain Management		
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
<u>MKTG 3833</u>	Digital Marketing
<u>MKTG 4233</u>	Integrated Marketing Communications
<u>MKTG 4853</u>	Marketing Management

~~Supply Chain Management Concentration~~

SCMT 3443	DELIVER: Transportation and Distribution Management
<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
<u>FINN 3703</u>	International Finance
<u>FINN 3933</u>	Real Estate Principles

~~Information Systems Concentration~~

<u>ISYS 2263</u>	Principles of Information Systems
<u>ISYS 4213</u>	ERP Fundamentals
<u>ISYS 4243</u>	Current Topics in Computer Information
<u>ISYS 4293</u>	Business Intelligence

~~Management Concentration~~

<u>MGMT 3933</u>	Entrepreneurship and New Venture Development
<u>MGMT 4243</u>	Ethics and Corporate Responsibility
<u>MGMT 4253</u>	Leadership
<u>MGMT 4263</u>	Organizational Change and Development
<u>MGMT 4433</u>	Small Enterprise Management
<u>MGMT 4583</u>	International Management
<u>MGMT 4943</u>	Organizational Staffing
<u>MGMT 4953</u>	Organizational Rewards and Compensation

~~Marketing Concentration~~

<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

Any 3000/4000-level SCMT

~~General Retail Concentration~~

Select one from four different areas:

~~Economics~~

<u>ACCT 3723</u>	Intermediate Accounting I
<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

ECON 4643	International Macroeconomics and Finance	
Finance		
FINN 3013	Financial Analysis	
FINN 3053	Financial Markets and Institutions	
FINN 3603	Corporate Finance	
FINN 3623	Risk Management	
FINN 3703	International Finance	
FINN 3933	Real Estate Principles	
FINN 4833	Property and Casualty Insurance I	
Information Systems		
ISYS 2263	Principles of Information Systems	
ISYS 4243	Current Topics in Computer Information	
ISYS 4213	ERP Fundamentals	
Management		
MGMT 4243	Ethics and Corporate Responsibility	
MGMT 4253	Leadership	
MGMT 4263	Organizational Change and Development	
MGMT 4943	Organizational Staffing	
MGMT 4953	Organizational Rewards and Compensation	
MGMT 4433	Small Enterprise Management	
Marketing		
Junior/Senior Business Electives		12
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. 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
	Fall Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)	3
MATH 2053 Finite Mathematics (Satisfies General Education Outcome 2.1)	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1, 2, and 5.1)	3

Outcomes 1.2 and 3.1)1

WCOB 1111 Freshman Business Connection	1
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)1	3
ISYS 1123 Business Application Knowledge - Computer Competency	3
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)	3
ACCT 2013 Accounting Principles	3
WCOB 1033 Data Analysis and Interpretation	3
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) (Satisfies General Education Outcome 3.3)	3
Natural Science State Minimum Core (Satisfies General Education Outcome 3.4)	4
Year Total:	16 16

Second Year

Units
FallSpring

MGMT 2053 Business Foundations or ACCT 2023 Accounting Principles II	3
ISYS 2103 Business Information Systems1	3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)2	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)	3
Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)	3
SCMT 2103 Integrated Supply Chain Management1	3
MGMT 2103 Managing People and Organizations1	3
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) (Satisfies General Education Outcome 3.3)2	3
Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2)	3
Natural 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

MKTG 3433 Introduction to Marketing1	3
FINN 3043 Principles of Finance1	3
Retail Concentration	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 Course MKTG 3013 RETAIL INTERNSHIP Not Found	3

Retail Major Elective	3
MGMT 3013 Strategic Management (Satisfies General Education Outcome 6.1)	3
Retail Concentration	- 6
Year Total:	15 15
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	6
U.S. History or Political Science - University Core	- 3
U.S. History or Government State Minimum Core (Satisfies General Education Outcome 4.2)	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 [MGMT 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](#), [SOCI 2013](#), [SOCI 2013H](#), or [SOCI 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 2003](#), [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 Demand for Program 40
 Scheduled Program Review Date 2021-2022

Program Goals and Objectives

Program Goals and Objectives
See BSBA n/a

Learning Outcomes

Learning Outcomes
See BSBA n/a

Description and justification of the request

Description of specific change	Justification for this change
<ul style="list-style-type: none"> - Delete MKTG 3633 Marketing Research from the required core. - Add MKTG 4343 Selling and Sales Management, MKTG 4353 Advanced Professional Selling and ISYS 4193 Business Analytics and Visualization to the required core. - Add new, MKTG 3013 Retail Internship to the required core. - Delete all concentrations - Modify 8 semester plan to reflect new requirements 	<p>Despite the partnerships and employment opportunities with business and industry in Northwest Arkansas, the state and nationally, the Retail Major has continued to have a low number of graduates - 4 graduates in 2019; 5 graduates in 2018 and 7 graduates in 2017. Therefore, based on feedback from our Retail Advisory Board, students, alumni and faculty, we modified the program to increase the focus on sales and analytics and included an internship requirement.</p>
<p>Revised formatting of the eight semester degree plan. Inserted the General Education language.</p> <p>Also added footnotes and hyper-linked courses for access to course details. AG</p>	<p>To provide consistency with the General Education curriculum language.</p> <p>Footnotes provides list of courses that specifically meets each General Education Outcome on behalf of the college. AG</p>

Upload attachments

- [RETLBS - Curriculum Revision - Curriculum.docx](#)
- [RETLBS - Curriculum Revision - Ltr of Notification.pdf](#)

Reviewer Comments

Alice Griffin (agriffin) (11/02/20 2:44 pm): Replaced course title for MKTG 3013 Retail Internship (Alternative Industry-Based Experiential Coursework is available on an exception basis with departmental approval) with MKTG 3013 Retail Internship. Took parenthetical comments and made them a footnote. Added credit hours to course field in order for program requirements to total 24 hours.

Alice Griffin (agriffin) (11/02/20 2:45 pm): Course in red (MKTG 3013) is currently pending UCPC approval.

Alice Griffin (agriffin) (11/02/20 3:10 pm): Completed minor revisions to LON and Curriculum. Renamed documents to match BOT naming convention.

Lisa Kulczak (lkulcza) (11/05/20 12:14 pm): Per conversation with Karen Boston, proposal also includes deletion of all concentrations within the major.

Key: 122