

## Program Change Request

Date Submitted: 07/24/17 4:58 pm

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

### Administration

Last approved: 05/25/17 11:41 am

Last edit: 09/04/17 11:54 am

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 Focused Study)				
Are you adding a concentration?	No			
Are you adding a track?	No			
Are you adding a focused study?	No			
Effective Catalog Year	Fall 2018			
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?			
	<b>No</b>			

#### In Workflow

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

#### Approval Path

1. 07/24/17 4:59 pm  
Karen Boston (kboston): Approved for WCOB Dean Initial
2. 09/04/17 11:55 am  
Alice Griffin (agriffin): Approved for Director of Program Assessment and Review
3. 09/06/17 8:51 pm  
Lisa Kulczak (lkulcza): Approved for Registrar Initial
4. 09/08/17 10:21 am  
Jeff Murray (jmurray): Approved for MKTG Chair
5. 09/08/17 10:36 am  
Karen Boston (kboston):

<p>What are the total hours needed to complete the program? <b>120</b></p>	<p>Approved for WCOB Curriculum Committee 6. 10/02/17 5:05 pm Karen Boston</p>
<p><b>Program Requirements and Description</b></p> <hr/> <p>Requirements</p> <p><b>Retail Major Requirements</b></p>	<p>(kboston): Approved for WCOB Faculty 7. 10/02/17 5:13 pm Karen Boston (kboston): Approved for WCOB Dean</p>
<p>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.</p>	<p>8. 10/04/17 5:25 pm Kiersten Bible (kbible): Approved for Global Campus 9. 10/05/17 3:53 pm Terry Martin (tmartin): Approved for Provost Review</p>
<p>Major Course Requirements in All Concentrations</p> <p><a href="#">MKTG 3553</a> Consumer Behavior (Sp, Fa) 3</p> <p><a href="#">MKTG 3633</a> Marketing Research (Sp, Fa) 3</p>	<p><b>History</b></p> <ol style="list-style-type: none"> <li>1. Aug 15, 2014 by Leepfrog Administrator (clhelp)</li> <li>2. Feb 2, 2015 by Karen Boston (kboston)</li> <li>3. Mar 16, 2015 by Charlie Alison (calison)</li> <li>4. Mar 16, 2015 by Charlie Alison (calison)</li> <li>5. Mar 23, 2015 by Charlie Alison (calison)</li> <li>6. Jun 10, 2015 by Charlie Alison (calison)</li> <li>7. Jul 24, 2015 by Charlie Alison (calison)</li> <li>8. May 25, 2017 by Lisa Kulczak (lkulcza)</li> </ol>

<a href="#">MKTG 4433</a>	Retail Strategy (Sp, Fa)	3
<a href="#">MKTG 4443</a>	Retail Buying and Merchandise (Sp, Fa)	3
Select four from a single concentration:		12
Accounting Concentration		
<a href="#">ACCT 3723</a>	Intermediate Accounting I (Sp, Fa)	
<a href="#">ACCT 3753</a>	Intermediate Accounting II (Sp)	
<a href="#">ACCT 4673</a>	Product, Project and Service Costing (Fa)	
<a href="#">ACCT 4753</a>		
Economics Concentration		
<a href="#">ECON 3033</a>	Microeconomic Theory (Sp, Su, Fa)	
<a href="#">ECON 3133</a>	Macroeconomic Theory (Sp, Fa)	
<a href="#">ECON 4333</a>	Economics of Organizations (Fa)	
<a href="#">ECON 4633</a>	International Trade (Sp, Fa)	
<a href="#">ECON 4643</a>	International Macroeconomics and Finance (Sp, Fa)	
Finance Concentration		
<a href="#">FINN 3013</a>	Financial Analysis (Sp, Su, Fa)	
<a href="#">FINN 3053</a>	Financial Markets and Institutions (Sp, Su, Fa)	
<a href="#">FINN 3603</a>	Corporate Finance (Sp, Su, Fa)	
And select one of the following:		
<a href="#">FINN 3623</a>	Risk Management (Sp, Fa)	
<a href="#">FINN 3703</a>	International Finance (Sp, Su, Fa)	
<a href="#">FINN 3933</a>	Real Estate Principles (Sp, Fa)	
Information Systems Concentration		
<a href="#">ISYS 2263</a>	Principles of Information Systems (Sp, Fa)	
<a href="#">ISYS 4213</a>	ERP Fundamentals (Sp, Fa)	
<a href="#">ISYS 4243</a>	Current Topics in Computer Information (Irregular)	
<a href="#">ISYS 4293</a>	Business Intelligence (Sp)	
Management Concentration		
<a href="#">MGMT 3933</a>	Entrepreneurship and New Venture Development (Sp, Fa)	
<a href="#">MGMT 4243</a>	Ethics and Corporate Responsibility (Sp, Fa)	
<a href="#">MGMT 4253</a>	Leadership (Sp, Fa)	
<a href="#">MGMT 4263</a>	Organizational Change and Development (Sp, Fa)	
<a href="#">MGMT 4433</a>	Small Enterprise Management (Sp)	
<a href="#">MGMT 4583</a>	International Management (Sp, Fa)	
<a href="#">MGMT 4943</a>	Organizational Staffing (Sp, Fa)	
<a href="#">MGMT 4953</a>	Organizational Rewards and Compensation (Sp, Fa)	
Marketing Concentration		
<a href="#">MKTG 3653</a>	Category Management Topics (Irregular)	
<a href="#">MKTG 4003H</a>	Honors Marketing and Transportation Colloquium (Fa)	
<a href="#">MKTG 4103</a>	Marketing Topics (Irregular)	
<a href="#">MKTG 4233</a>	Integrated Marketing Communications (Sp, Fa)	
<a href="#">MKTG 4343</a>	Selling and Sales Management (Sp, Fa)	
<a href="#">MKTG 4513</a>	Nonprofit Marketing (Sp, Fa)	
<a href="#">MKTG 4633</a>	Global Marketing (Sp, Fa)	
<a href="#">MKTG 4853</a>	Marketing Management (Sp, Fa)	
Supply Chain Management Concentration		
<a href="#">SCMT 3443</a>	Transportation and Distribution Management (Sp, Fa)	
<a href="#">SCMT 3613</a>	Supply Management (Sp, Fa)	
<a href="#">SCMT 3623</a>	<del>Advanced Inventory Management and Forecasting (Sp, Fa)</del>	
<a href="#">SCMT 3643</a>	<del>International Transportation and Logistics (Sp, Fa)</del>	
<a href="#">SCMT 4633</a>	<del>Logistics Provider and Carrier Management (Sp, Fa)</del>	
<a href="#">SCMT 3653</a>	<b>Retail Supply Chain Analysis (Sp, Fa)</b>	

Select three hours from the following:

**3 hours of 3000/4000 level SCMT**

General Retail Concentration

Select one from four different areas:

Economics

<a href="#"><u>ACCT 3723</u></a>	Intermediate Accounting I (Sp, Fa)
<a href="#"><u>ECON 3033</u></a>	Microeconomic Theory (Sp, Su, Fa)
<a href="#"><u>ECON 3133</u></a>	Macroeconomic Theory (Sp, Fa)
<a href="#"><u>ECON 4333</u></a>	Economics of Organizations (Fa)
<a href="#"><u>ECON 4633</u></a>	International Trade (Sp, Fa)
<a href="#"><u>ECON 4643</u></a>	International Macroeconomics and Finance (Sp, Fa)

Finance

<a href="#"><u>FINN 3013</u></a>	Financial Analysis (Sp, Su, Fa)
<a href="#"><u>FINN 3053</u></a>	Financial Markets and Institutions (Sp, Su, Fa)
<a href="#"><u>FINN 3603</u></a>	Corporate Finance (Sp, Su, Fa)
<a href="#"><u>FINN 3623</u></a>	Risk Management (Sp, Fa)
<a href="#"><u>FINN 3703</u></a>	International Finance (Sp, Su, Fa)
<a href="#"><u>FINN 3933</u></a>	Real Estate Principles (Sp, Fa)
<a href="#"><u>FINN 4833</u></a>	Property and Casualty Insurance I (Sp)

Information Systems

<a href="#"><u>ISYS 2263</u></a>	Principles of Information Systems (Sp, Fa)
<a href="#"><u>ISYS 4243</u></a>	Current Topics in Computer Information (Irregular)
<a href="#"><u>ISYS 4213</u></a>	ERP Fundamentals (Sp, Fa)

Management

<a href="#"><u>MGMT 4243</u></a>	Ethics and Corporate Responsibility (Sp, Fa)
<a href="#"><u>MGMT 4253</u></a>	Leadership (Sp, Fa)
<a href="#"><u>MGMT 4263</u></a>	Organizational Change and Development (Sp, Fa)
<a href="#"><u>MGMT 4943</u></a>	Organizational Staffing (Sp, Fa)
<a href="#"><u>MGMT 4953</u></a>	Organizational Rewards and Compensation (Sp, Fa)
<a href="#"><u>MGMT 4433</u></a>	Small Enterprise Management (Sp)

Marketing

<a href="#"><u>MKTG 3633</u></a>	Marketing Research (Sp, Fa)
<a href="#"><u>MKTG 3653</u></a>	Category Management Topics (Irregular)
<a href="#"><u>MKTG 4233</u></a>	Integrated Marketing Communications (Sp, Fa)
<a href="#"><u>MKTG 4343</u></a>	Selling and Sales Management (Sp, Fa)
<a href="#"><u>MKTG 4633</u></a>	Global Marketing (Sp, Fa)

Supply Chain Management

<a href="#"><u>SCMT 3443</u></a>	Transportation and Distribution Management (Sp, Fa)
<a href="#"><u>SCMT 3613</u></a>	Supply Management (Sp, Fa)
<a href="#"><u>SCMT 3653</u></a>	<b>Retail Supply Chain Analysis (Sp, Fa)</b>

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

	Fall	Spring
<a href="#">ENGL 1013</a> Composition I (ACTS Equivalency = ENGL 1013) (Sp, Su, Fa)	3	
<a href="#">MATH 2053</a> Finite Mathematics (Sp, Su, Fa)	3	
<a href="#">COMM 1313</a> Public Speaking (ACTS Equivalency = SPCH 1003) (Sp, Su, Fa)1	3	
<a href="#">WCOB 1111</a> Freshman Business Connection (Fa)	1	
<a href="#">BLAW 2013</a> The Legal Environment of Business (ACTS Equivalency = BLAW 2003) (Sp, Su, Fa)13		3
<a href="#">ISYS 1120</a> Computer Competency Requirement (Sp, Su, Fa)	0	
U.S. History or Political Science— University Core	3	
<a href="#">ENGL 1023</a> Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)		3
<a href="#">ACCT 2013</a> Accounting Principles (Sp, Su, Fa)		3
<a href="#">WCOB 1033</a> Data Analysis and Interpretation (Sp, Su, Fa)		3
<a href="#">ECON 2023</a> Principles of Microeconomics (ACTS Equivalency = ECON 2203) (Sp, Su, Fa)		3
Natural Science – University Core		4
Year Total:	16	16

## Second Year

Units

	Fall	Spring
<a href="#">MGMT 2053</a> Business Foundations (Sp, Su, Fa)	3	
or <a href="#">ACCT 2023</a> Accounting Principles II (Sp, Su, Fa)		
<a href="#">ISYS 2103</a> Business Information Systems (Sp, Su, Fa)1	3	
<a href="#">MATH 2043</a> Survey of Calculus (ACTS Equivalency = MATH 2203) (Sp, Su, Fa)2	3	
Social Science – University Core	3	
Fine Art/Humanities – University Core	3	
<a href="#">SCMT 2103</a> Introduction to Supply Chain Management (Sp, Fa)1		3
<a href="#">MGMT 2103</a> Managing People and Organizations (Sp, Su, Fa)1		3
<a href="#">ECON 2013</a> Principles of Macroeconomics (ACTS Equivalency = ECON 2103) (Sp, Su, Fa)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

	Fall	Spring
<a href="#">MKTG 3433</a> Introduction to Marketing (Sp, Su, Fa)1	3	
<a href="#">FINN 3043</a> Principles of Finance (Sp, Su, Fa)1	3	
Retail Concentration	3	
Junior Senior Business Electives	6	
<a href="#">MKTG 3553</a> Consumer Behavior (Sp, Fa)		3
<a href="#">MKTG 4433</a> Retail Strategy (Sp, Fa)		3
<a href="#">MGMT 3013</a> Strategic Management (Sp, Su, Fa)		3
Retail Concentration		6
Year Total:	15	15

## Fourth Year

Units

	Fall	Spring
<a href="#">MKTG 4443</a> Retail Buying and Merchandise (Sp, Fa)	3	
Junior Senior Business Elective	6	
General Education Electives	3	
Retail Concentration		3
Junior Senior Business Elective		3
General Education Electives		9
Year Total:	12	15

Total Units in Sequence:	120
1 Must be completed prior to <a href="#">MGMT 3013</a> .	
2 Must be completed prior to taking any 3000 or 4000 level business electives.	

Are Similar Programs available in the area?	
No	
Estimated Student Demand for Program	40
Scheduled Program Review Date	2021-2022 <del>n/a</del>
Program Goals and Objectives	
<b>Program Goals and Objectives</b>	
n/a	
Learning Outcomes	
<b>Learning Outcomes</b>	
n/a	

Description and justification of the request

Description of specific change	Justification for this change
Changing required courses of SCMT 3623, 3643, or SCMT 4633 to SCMT 3653 and three hours from 3000/4000 level SCMT courses.	Expand course options to fulfill requirements for supply chain management course requirements within the Retail Major concentrations.

Upload attachments

Reviewer Comments **Alice Griffin (agriffin) (09/04/17 11:54 am):** Inserted 120 to total hours field. Inserted program review date. Moved description to justification field and created description. College is encouraged to review and edit as appropriate.

Key: 122