

Date Submitted: 02/27/18 9:42 am

Viewing: **INTBBB-IBRT : International Business:**
~~International Business~~-Retail Concentration

Last approved: 05/25/17 12:02 pm

Last edit: 04/02/18 10:01 am

Changes proposed by: kboston

Catalog Pages Using

this Program

[International Business B.S.I.B. with Retail Concentration](#)[B.S.I.B. Requirements](#)

Submitter: User ID: crsleaf1 Phone:
575-6731

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 2019

College/School Code

Walton College of Business(WCOB)

Department Code

In Workflow

1. WCOB Dean Initial
2. Director of Program Assessment and Review
3. Registrar Initial
4. ECON 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. 02/27/18 9:49 am
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 02/27/18 11:17 am
Alice Griffin (agriffin): Approved for Director of Program Assessment and Review

Department of Economics(ECON)

Program Code INTBBB-IBRT
 Degree Bachelor of Science in International Business
 CIP Code

3. 06/27/18 9:34 am
Karen Turner
(kjvestal): Approved
for Registrar Initial
4. 06/27/18 10:10 am
Bill Curington
(bcecon): Approved
for ECON Chair
5. 10/08/18 9:05 am
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee
6. 10/08/18 9:15 am
Karen Boston
(kboston):
Approved for WCOB
Faculty
7. 10/08/18 1:36 pm
Karen Boston
(kboston):
Approved for WCOB
Dean
8. 10/08/18 4:20 pm
Miran Kang (kang):
Approved for Global
Campus
9. 10/10/18 7:16 am
Terry Martin
(tmartin): Approved
for Provost Review

History

1. Aug 27, 2014 by
Leepfrog
Administrator
(clhelp)
2. Jun 10, 2015 by
Charlie Alison

(calison)

3. May 25, 2017 by

Lisa Kulczak (lkulcza)

4. May 25, 2017 by

Lisa Kulczak (lkulcza)

52.1101 - International Business/Trade/Commerce.

Program Title

International Business: ~~International Business~~-Retail Concentration

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 Concentration

MKTG 3553	Consumer Behavior	3
MKTG 3633	Marketing Research	3
MKTG 4433	Retail Strategy	3
MKTG 4443	Retail Buying and Merchandise	3
Select three courses from the following:		9
MKTG 4103	Marketing Topics	
MKTG 4233	Integrated Marketing Communications	
MKTG 4453 New Product Development	Course MKTG 4453 New Product Development Not Found	
MKTG 4633	Global Marketing	
SCMT 3443	Transportation and Distribution Management	

8-Semester Plan

International Business B.S.I.B. with Retail Concentration**Eight-Semester Degree Program**

Students who wish to pursue the eight-semester degree program should see the Eight-Semester Degree Policy for requirements of the program.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)	3	
MATH 2053 Finite Mathematics	3	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)*	3	
WCOB 1111 Freshman Business Connection	1	
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)**	3	
ISYS 1120 Computer Competency Requirement	0	
Intermediate World Language (2003/2013 level or higher)	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
Foreign Language (3000 level or higher)		3
Year Total:	16	15
Second Year	Units	
	Fall	Spring
MGMT 2053 Business Foundations or ACCT 2023 Accounting Principles II	3	
ISYS 2103 Business Information Systems**	3	
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)***	3	
U.S. History or Political Science (University Core)	3	
Foreign Language (3000 level or higher)	3	
SCMT 2103 Introduction to Supply Chain Management**		3
MGMT 2103 Managing People and Organizations**		3
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)***		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
FINN 3043 Principles of Finance**	3
MKTG 3433 Introduction to Marketing**	3
ECON 4633 International Trade	3
International Business and Collateral Elective	3
Social Science (University Core)	3
MKTG 3553 Consumer Behavior	3
MKTG 3633 Marketing Research	3
MGMT 3013 Strategic Management	3
International Business and Collateral Elective	3
Area Studies Course	3
Year Total:	15 15

Fourth Year	Units
	FallSpring
MKTG 4443 Retail Buying and Merchandise	3
3 hour specified MKTG or SCMT course	3
ECON 4643 International Macroeconomics and Finance	3
Area Studies Course	3
Natural Science (University Core)	4
MKTG 4433 Retail Strategy	3
3 hour specified MKTG or SCMT course	3
3 hour specified MKTG or SCMT course	3
International Business and Collateral Elective	3
Year Total:	16 12

Total Units in Sequence: 120

* Must be completed prior to [WCOB 1033](#).

** Must be completed prior to [MGMT 3013](#).

*** Must be completed prior to taking any 3000 or 4000 level business courses.

Are Similar Programs available in the area?

No

Estimated Student NA

Demand for Program

Scheduled Program **2021-2022 NA**

Review Date

Program Goals and Objectives

Program Goals and Objectives

NA

Learning Outcomes

Learning Outcomes

NA

Description and justification of the request

Description of specific change	Justification for this change
Adding MKTG 4453 New Product Development (new course) to course options in the Retail concentration in BSIB.	Provide more options for students to meet Retail concentration requirement in BSIB.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (02/27/18 11:15 am): Changed proposal type from minor to major field of study. Changed effective date from fall 2018 to 2019. Updated program review date.

Key: 519