

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

## 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

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### Requirements

### Retail Major Requirements

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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

<a href="#">MKTG 3553</a>	Consumer Behavior	3
<a href="#">MKTG 3633</a>	<del>Marketing Research</del>	<del>3</del>

<u>MKTG 4433</u>	Retail Strategy	3
<u>MKTG 4443</u>	Retail Buying and Merchandise	3
<b>Select four from a single concentration:</b>		<b>12</b>
<b>Accounting Concentration</b>		
<del>ACCT-3723</del>	<del>Intermediate Accounting I</del>	
<del>ACCT-3753</del>	<del>Intermediate Accounting II</del>	
<del>ACCT-4673</del>	<del>Product, Project and Service Costing</del>	
<del>ACCT-4753</del>	<del>Intermediate Accounting III</del>	
<b>Economics Concentration</b>		
<del>ECON-3033</del>	<del>Microeconomic Theory</del>	
<del>ECON-3133</del>	<del>Macroeconomic Theory</del>	
<del>ECON-4333</del>	<del>Economics of Organizations</del>	
<del>ECON-4633</del>	<del>International Trade</del>	
<del>ECON-4643</del>	<del>International Macroeconomics and Finance</del>	
<b>Finance Concentration</b>		
<u>MKTG 4343</u>	Selling and Sales Management	3
<del>MKTG-4513</del>	<del>Nonprofit Marketing</del>	
<del>MKTG-4633</del>	<del>Global Marketing</del>	
<b><u>MKTG 4353</u></b>	<b>Advanced Professional Selling</b>	<b>3</b>
<b><u>ISYS 4193</u></b>	<b>Business Analytics and Visualization</b>	<b>3</b>
<b><u>MKTG 3013 RETAIL INTERNSHIP</u></b>	<b>Course MKTG 3013 RETAIL INTERNSHIP Not Found</b>	<b>1</b>
<b>Select three hours from the following:</b>		<b>3</b>
<u>MKTG 3653</u>	Category Management Topics	
<del>MKTG-4003H</del>	<del>Honors Marketing and Transportation Colloquium</del>	
<del>MKTG-4103</del>	<del>Marketing Topics</del>	
<u>MKTG 3633</u>	Marketing Research	
<del>MKTG-3653</del>	<del>Category Management Topics</del>	
<del>MKTG-4233</del>	<del>Integrated Marketing Communications</del>	
<del>MKTG-4343</del>	<del>Selling and Sales Management</del>	
<del>MKTG-4633</del>	<del>Global Marketing</del>	
<b>Supply Chain Management</b>		
<del>SCMT-3443</del>	<del>DELIVER: Transportation and Distribution Management</del>	
<del>SCMT-3613</del>	<del>SOURCE: Procurement and Supply Management</del>	
<del>SCMT-3653</del>	<del>Project Management: Supply Chain New Product Planning and Launch</del>	
<b><u>MKTG 3833</u></b>	<b>Digital Marketing</b>	
<u>MKTG 4233</u>	Integrated Marketing Communications	
<u>MKTG 4853</u>	Marketing Management	
<b>Supply Chain Management Concentration</b>		
<del>SCMT-3443</del>	<del>DELIVER: Transportation and Distribution Management</del>	
<u>FINN 3013</u>	Financial Analysis	

FINN 3053 Financial Markets and Institutions

FINN 3603 Corporate Finance

And select one of the following:

FINN 3623 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

SCMT 3613 SOURCE: Procurement and Supply Management

**SCMT 3623 PLAN: Inventory and Forecasting Analytics**

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

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
<b>ENGL 1013</b> Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)	3
<b>MATH 2053</b> Finite Mathematics (Satisfies General Education Outcome 2.1)	3
<b>COMM 1313</b> Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) <sup>1</sup>	3
<b>WCOB 1111</b> Freshman Business Connection	1
<b>BLAW 2013</b> The Legal Environment of Business (ACTS Equivalency = BLAW 2003) <sup>1</sup>	3
<b>ISYS 1123</b> Business Application Knowledge - Computer Competency	3
<b>ENGL 1023</b> Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)	3
<b>ACCT 2013</b> Accounting Principles	3
<b>WCOB 1023</b> Data Analysis and Interpretation	3

<u>WCOB 1033</u> Data Analysis and Interpretation	3
<u>ECON 2023</u> 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
<u>MGMT 2053</u> Business Foundations	3
or <u>ACCT 2023</u> Accounting Principles II	
<u>ISYS 2103</u> Business Information Systems1	3
<u>MATH 2043</u> 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
<u>SCMT 2103</u> Integrated Supply Chain Management1	3
<u>MGMT 2103</u> Managing People and Organizations1	3
<u>ECON 2013</u> 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
<u>MKTG 3433</u> Introduction to Marketing1	3
<u>FINN 3043</u> Principles of Finance1	3
<del>Retail Concentration</del>	<del>3</del> -
<b><u>ISYS 4193 Business Analytics and Visualization</u></b>	<b>3</b>
Junior Senior Business Electives	6
<u>MKTG 3553</u> Consumer Behavior	3
<u>MKTG 4433</u> Retail Strategy	3
<b><u>MKTG 3013 RETAIL INTERNSHIP</u></b> <b>Course MKTG 3013 RETAIL INTERNSHIP Not Found</b>	<b>3</b>
<b>Retail Major Elective</b>	<b>3</b>
<u>MGMT 3013</u> Strategic Management (Satisfies General Education Outcome 6.1)	3
<del>Retail Concentration</del>	- <del>6</del>
Year Total:	15 15
Fourth Year	
	Units
	FallSpring



<del>MKTG 4443</del> Retail Buying and Merchandise	3
<b>MKTG 4343 Selling and Sales Management</b>	<b>3</b>
Junior Senior Business Elective	3
General Education Electives	3
<b>MKTG 4353 Advanced Professional Selling</b>	<b>3</b>
Junior Senior Business Elective	3
General Education Electives	6
<del>U.S. History or Political Science--University Core</del>	<del>- 3</del>
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 40

Demand for Program

Scheduled Program 2021-2022

Review Date

Program Goals and

Objectives

**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

<b>Description of specific change</b>	<b>Justification for this change</b>
<ul style="list-style-type: none"> <li>- Delete MKTG 3633 Marketing Research from the required core.</li> <li>- Add MKTG 4343 Selling and Sales Management, MKTG 4353 Advanced Professional Selling and ISYS 4193 Business Analytics and Visualization to the required core.</li> <li>- Add new, MKTG 3013 Retail Internship to the required core.</li> <li>- Delete all concentrations</li> <li>- Modify 8 semester plan to reflect new requirements</li> </ul>	<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.