

**ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES**

Complete this form consistent with the instructions in Academic Policy 1622.20. Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

**SECTION I: Approvals**

Department / Program Chair _____	Date Submitted _____	Graduate Council Chair _____	Date _____
College Dean _____	Date _____	Faculty Senate Chair _____	Date _____
Honors College Dean _____	Date _____	Provost _____	Date _____
Core Curriculum Committee _____	Date _____	Board of Trustees Approval/Notification Date _____	
University Course and Programs Committee _____	Date _____	Arkansas Higher Education Coordinating Board Approval/Notification Date _____	

**SECTION II: Profile Data - Required Information and Name Change Information**

Academic Unit:  Major/Field of Study  Minor  Other Unit \_\_\_\_\_  Policy  
 Level:  Undergraduate  Graduate  Law Effective Catalog Year 2013

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name **BSBA, Retail**

College, School, Division **WCOB**

Department Code **MKTG**

Current Code (6 digit Alpha) **RETLBS**

Proposed Code (6 digit Alpha) \_\_\_\_\_  
 Prior approval from the Office of the Registrar is required.

Interdisciplinary Program

CIP Code **52.0212**  
 Prior assignment from Office of Institutional Research is required.

Proposed Name \_\_\_\_\_

When a program name is changed, enrollment of current students reflects the new name.

**SECTION III: Add a New Program/Unit**

For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE  
<http://www.arkansashighered.com/pdfs/BookAppNewProgramCriteriaandProceduresRevised2005.pdf>.

Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

**SECTION IV: Eliminate an Existing Program/Unit**

Code/Name \_\_\_\_\_ Effective Catalog Year \_\_\_\_\_

No new students admitted to program after Term: \_\_\_\_ Year: \_\_\_\_

Allow students in program to complete under this program until Term: \_\_\_\_ Year: \_\_\_\_

**SECTION V: Proposed Changes to an Existing Program or Program Policies**

Insert here a statement of the exact changes to be made: **Modify major and course requirements for BSBA with a major in Retail.**

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except "Proposed Name" in II, section III, and section IV.)
- Change in Program Policies

**SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**To incorporate changes in the pre-business and business core and incorporate changes for ACT 747 to reduce the BSBA to 120 hours.**

**SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.
- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

**Retail Major**

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 WCOB 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.

The major in retail is designed to prepare students for careers in retailing or in companies that manufacture, sell, and distribute consumer goods to retailers. In addition to a broad view of the business and retail environments students can select to concentrate their retail studies in accounting, economics, finance, information systems, international retail, management, marketing, or supply chain management. A general retail concentration is also available.

**Retail Major Requirements**

Complete the requirements for a B.S.B.A. degree as listed on page 204.	Hours
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Total General Education	<del>6047</del>
Walton College Core Requirements (See page 205)	<del>3337</del>
Course Requirements in All Concentrations	<del>2412</del>
<del>MKTG 3433 Introduction to Marketing Strategy</del>	<del>3</del>
MKTG 3553 Consumer Behavior	3
<del>MKTG 3633 Marketing Research</del>	<del>3</del>
MKTG 4433 Retail Strategy	3
MKTG 4443 Retail Buying and Merchandise	3

Select twelve hours from a single concentration:

Accounting Concentration (12 hours)

~~ACCT 2013 Accounting Principles~~

~~ACCT 3613 Managerial Use of Accounting Info~~

ACCT 3723 Intermediate Accounting I

~~ACCT 3753 Intermediate Accounting II~~

~~ACCT 4753 Intermediate Accounting III~~

ACCT 4673 Product, Project and Service Costing

Economics Concentration (12 hours)

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 (12 hours)

FINN 3013 Financial Analysis and Valuation

FINN 3053 Financial Markets and Institutions

FINN 3603 Corporate Finance

FINN Elective —select 3 hours from the following:

FINN 3623 Risk Management

FINN 3703 International Finance

FINN 3933 Real Estate Principles

Information Systems Concentration (12 hours)

ISYS 2263 Introduction to Information Systems

WCOB 4213 ERP Fundamentals

ISYS 4243 Current Topics in Computer Information

ISYS 4293 Business Intelligence

International Concentration (12 hours)

ECON 3853 Emerging Markets

ECON 4633 International Trade

ECON 4643 International Macroeconomics and Finance

FINN 3703 International Finance

MGMT 4583 International Management

MKTG 4633 Global Marketing

~~FLG-SCMT 3643 International Transportation and Logistics~~

Management Concentration (12 hours)

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 (12 hours)

MKTG 3633 Marketing Research  
MKTG 4003H Marketing Honors Colloquium  
MKTG 4103 Marketing Topics  
MKTG 4233 Integrated Marketing Communications  
MKTG 4343 Selling and Sales Management  
MKTG 4633 Global Marketing  
MKTG 4853 Marketing Management

Supply Chain Management Concentration (12 hours)

~~FLOG-SCMT~~ 3443 Principles of Transportation  
~~FLOG-SCMT~~ 3613 Business Logistics  
~~FLOG-SCMT~~ 3623 ~~Purchasing and Inventory Systems~~ Advanced Logistics Operations  
~~FLOG-SCMT~~ 3643 International Transportation and Logistics  
~~FLOG-SCMT~~ 4633 Transportation and Carrier Management

General Retail Concentration (12 hours)

Select 1 course from each of 4 different areas

Accounting

ACCT ~~2013 Accounting Principles~~ 3723 Intermediate Accounting I

Economics

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 and Valuation  
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/Casualty Ins. I

Information Systems

ISYS 2263 Introduction to Information Systems  
ISYS 4243 Current Topics in Computer Information  
WCOB 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

MKTG 3633 Marketing Research  
MKTG 4233 Integrated Marketing Communications  
MKTG 4343 Selling and Sales Management  
MKTG 4633 Global Marketing  
~~Transportation and Logistics~~ Supply Chain Management  
~~FLOG-SCMT~~ 3613 Business Logistics  
~~FLOG-SCMT~~ 3443 Principles of Transportation

Junior-senior-level electives within Walton College	15
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.	
Total Walton College Requirements	60
Total Degree Requirements	126/120

<b>Retail B.S.B.A.</b>	
<b>Eight-Semester Degree Program</b>	
Students wishing to follow the eight-semester degree plan should see page 40 in the Academic Regulations chapter 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 <u>strongly preferred</u> .	
<b>Fall Semester Year 1</b>	
3	<i>ENGL 1013 Composition I</i> – University Core
3	<b>MATH 2053 Finite Math</b> – University Core
3	<i>COMM 1313 Public Speaking</i>
1	<b>WCOB 1111 Freshman Business Connections</b>
2	<del>WCOB 10123 BLAW 2013 The Legal Environment of Business *</del>
0	<b>WCOB 1120 Computer Competency Requirement</b>
3	<i>U.S. History or Political Science</i> – University Core
<b>15</b>	<b>Semester Hours</b>
<b>Spring Semester Year 1</b>	
3	<i>ENGL 1023 Composition II</i> – University Core
3	<del>WCOB 1023 Business Foundations</del> <b>ACCT 2013 Accounting Principles I</b>
3	<b>WCOB 1033 Data Analysis and Interpretation</b>
3	<b>ECON 2023 Microeconomics</b> – University Core
4	<i>Natural Science</i> – University Core
<b>16</b>	<b>Semester Hours</b>
<b>Fall Semester Year 2</b>	
<b>3</b>	<del>WCOB 2053 Business Foundations or ACCT 2023 Accounting Principles II</del>
3	<b>ISYS 2103 Business Information Systems</b>
3	<b>MATH 2043 Survey of Calculus **</b>
3	<del>ECON 2013 Macroeconomics **</del> – University Core
6	Select TWO of the following:
	<del>WCOB 2013 Markets and Consumers</del>
	<del>WCOB 2023 Production and Delivery of Goods and Services</del>
	<del>WCOB 2033 Acquiring and Managing Human Capital</del>
	<del>WCOB 2043 Acquiring and Managing Financial Resources</del>
3	<i>Social Science</i> – University Core
3	<i>Fine Art/Humanities</i> – University Core
<b>15</b>	<b>Semester Hours</b>
<b>Spring Semester Year 2</b>	
<b>3</b>	<del>SCMT 2103 Introduction to Supply Chain Management</del>
3	<b>MGMT 2103 Managing People and Organizations</b>
3	<i>Fine Art/Humanities</i> – University Core
4	<i>Natural Science</i> – University Core
3	<del>ECON 2013 Macroeconomics * -</del> University Core
2	<del>Business Social Science</del>
6	Select TWO of the following not completed in previous semester:
	<del>WCOB 2013 Markets and Consumers</del>
	<del>WCOB 2023 Production and Delivery of Goods and Services</del>
	<del>WCOB 2033 Acquiring and Managing Human Capital</del>
	<del>WCOB 2043 Acquiring and Managing Financial Resources</del>
<b>16</b>	<b>Semester Hours</b>
ALL pre-business requirements should be met by end of term	
<b>Fall Semester Year 3</b>	
3	<b>MKTG 3433 Introduction to Marketing Strategy</b>

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3	FINN 3043 Principles of Finance *
<del>6</del>	<del>WCOB 2016 Business Strategy and Planning</del>
3	Retail Concentration
<del>3</del>	<del>Junior Senior Business Electives</del>
<del>15</del>	<del>Semester hours</del>
<b>Spring Semester Year 3</b>	
3	<i>MGMT 3103 Strategic Management</i>
3	MKTG 3553 Consumer Behavior
3	MKTG 4433 Retail Strategy
6	Retail Concentration
<del>3</del>	<del>General Education Elective</del>
15	Semester hours
<b>Fall Semester Year 4</b>	
3	MKTG 4443 Retail Buying and Merchandise
6	Junior Senior Business Elective
<del>7</del>	<del>General Education Electives</del>
<del>15</del>	<del>Semester hours</del>
<b>Spring Semester Year 4</b>	
3	Retail Concentration
<del>6</del>	<del>Junior Senior Business Elective</del>
<del>6</del>	<del>General Education Electives</del>
15	Semester hours
<del>126</del>	<del>Total hours</del>
* Must be taken prior to <del>fall semester of sophomore year</del> <i>MGMT 3013 Strategic Management</i>	
<del>** Must be taken prior to fall semester of junior year</del>	

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**SECTION VIII: Action Recorded by Registrar's Office**

PROGRAM INVENTORY/DARS

PGRM \_\_\_\_\_ SUBJ \_\_\_\_\_ CIP \_\_\_\_\_ CRTS \_\_\_\_\_  
 DGRE \_\_\_\_\_ PGCT \_\_\_\_\_ OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_ REQ. DEF. \_\_\_\_\_  
 Initials \_\_\_\_\_ Date \_\_\_\_\_

**Distribution**

Notification to:  
 (1) College (2) Department (3) Admissions (4) Institutional Research (5) Continuing Education (6) Graduate School  
 (7) Treasurer (8) Undergraduate Program Committee