



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

Insert here a statement of the exact changes to be made: **Add Retail Concentration (IBRT) in the Bachelor of Science in International Business (BSIB).**

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.)*

**The current BSIB offers concentrations in all of the major fields of study in the Walton College: Accounting, Business Economics, Finance, General Business, Information Systems, Marketing, Management and Supply Chain Management. The Retail major was established in Fall 2011 but not yet a concentration in the BSIB. Adding the retail concentration would provide students the opportunity to choose a concentration from any of the major areas of study.**

## 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.**

**List between Marketing and Supply Chain Management in the Graduation Requirements for the BSIB Degree.**

**Retail**

**Required courses (12 hours):**

MKTG 3553, Consumer Behavior  
MKTG 3633, Marketing Research  
MKTG 4433, Retail Strategy  
MKTG 4443, Retail Buying and Merchandise

**Select three courses from the following (9 hours):**

MKTG 4103, Marketing Topics  
MKTG 4233, Integrated Marketing Concepts  
MKTG 4633, Global Marketing  
SCMT 3443, Principles of Transportation

List within the Bachelor of Science in International Business Eight-Semester Degree Program (list between Marketing and Supply Chain Management):

Retail B.S.I.B.

Eight-Semester Degree Program

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

First Year

Fall

ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Sp, Su, Fa)

MATH 2053 Finite Mathematics (Sp, Su, Fa)

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Sp, Su, Fa)\*

WCOB 1111 Freshman Business Connection (Fa)

BLAW 2013 The Legal Environment of Business (Sp, Su, Fa)\*\*

WCOB 1120 Computer Competency Requirement (Sp, Su, Fa)

Intermediate World Language (2003/2013 level or higher)

Total: 16 hours

Spring

ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)

ACCT 2013 Accounting Principles I (Sp, Fa)

WCOB 1033 Data Analysis and Interpretation (Sp, Su, Fa)

ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) (Sp, Su, Fa)

Foreign Language (3000 level or higher)

Total: 15 hours

Second Year

Fall

WCOB 2053 Business Foundations (Sp, Su, Fa)

or ACCT 2023 Accounting Principles II (Sp, Su, Fa)

ISYS 2103 Business Information Systems (Sp, Su,

Fa)\*\*

MATH 2043 Survey of Calculus (ACTS  
Equivalency = MATH 2203) (Sp, Su, Fa)\*\*\*  
U.S. History or Political Science (University Core)  
Foreign Language (3000 level or higher)  
Total: 15 hours

Spring

SCMT 2103 Introduction to Supply Chain  
Management (Sp, Su, Fa)\*\*  
MGMT 2103 Managing People and Organizations  
(Sp, Su, Fa)\*\*  
ECON 2013 Principles of Macroeconomics (ACTS  
Equivalency = ECON 2103) (Sp, Su, Fa)\*\*\*  
Fine Art/Humanities (University Core)  
Natural Science (University Core)  
ALL pre-business requirements should be met by  
end of term  
Total: 16 hours

Third Year

Fall

FINN 3043 Principles of Finance (Sp, Su, Fa)\*\*  
MKTG 3433 Introduction to Marketing (Sp, Su,  
Fa)\*\*  
ECON 4633 International Trade (Sp, Fa)  
International Business and Collateral Elective  
Social Science - University Core  
Total: 15 hours

Spring

MKTG 3553 Consumer Behavior (Fa)  
MKTG 3633 Marketing Research (Sp)  
MGMT 3013 Strategic Management (Sp, Su, Fa)  
International Business and Collateral Elective  
Area Studies Course  
Total: 15 hours

Fourth Year

Fall

MKTG 4443, Retail Buying and Merchandise  
3 hour specified MKTG or SCMT course  
ECON 4643 International Macroeconomics and  
Finance (Sp, Fa)  
Area Studies Course  
Natural Science – University Core  
Total: 16 hours

Spring

MKTG 4433 Retail Strategy (Sp, Fa)  
3 hour specified MKTG or SCMT course  
3 hour specified MKTG or SCMT course  
International Business and Collateral Elective

Total: 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.

**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

8/19/13