**Retail, Bachelor of Science in Business Administration   
Before and After**

**Current Requirements**

**Retail Major**

**Requirements in all Concentrations (24 hours)**

**Courses Required for All Concentrations:**

MKTG 3553 Consumer Behavior

MKTG 3633 Marketing Research

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandise

Select 12 hours from a single concentration:

**Concentration I: Accounting**

ACCT 3723 Intermediate Accounting I

ACCT 3753 Intermediate Accounting II

ACCT 4753 Intermediate Accounting III – no longer offered

ACCT 4673 Product, Project and Service Costing

**Concentration II: Economics**

ECON 3033 Microeconomic Theory

ECON 3133 Macroeconomic Theory

ECON 4333 Economics of Organizations

ECON 4633 International Trade

ECON 4643 International Macro and Finance

**Concentration III: Finance**

FINN 3013 Financial Analysis

FINN 3053 Financial Markets and Institutions

FINN 3603 Corporate Finance

FINN elective—select one of the following:

FINN 3623 Risk Management

FINN 3703 International Finance

FINN 3933 Real Estate Principles

**Concentration IV: Information Systems**

ISYS 2263 Intro to Information Systems

ISYS 4243 Current Topics in Computer Information

ISYS 4293 Business Intelligence

ISYS 4213 ERP Fundamentals

**Concentration V: Management**

MGMT 3933 Entrepreneurship & New Venture Dev.

MGMT 4243 Ethics and Corp. Responsibility

MGMT 4253 Leadership

MGMT 4263 Organizational Change and Develop.

MGMT 4433 Small Enterprise Management

MGMT 4583 International Management

MGMT 4943 Organizational Staffing

MGMT 4953 Organizational Rewards and Comp.

**Concentration VI: Marketing**

MKTG 3653 Category Management  
MKTG 4003H Marketing Honors Colloquium

MKTG 4103 Marketing Topics

MKTG 4233 Integrated Marketing Communications

MKTG 4343 Selling and Sales Management  
MKTG 4513 Nonprofit Marketing

MKTG 4633 Global Marketing

MKTG 4853 Marketing Management

**Concentration VII: Supply Chain Management**

SCMT 3443 Principles of Transportation

SCMT 3613 Business Logistics

SCMT 3653 Project Management: Supply Chain New Product Planning and Launch

Any 3000/4000 level SCMT course

**Concentration VIII: General Retail**

**Select 1 course from each of 4 different areas:**

**Accounting**

ACCT 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 Macro 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/Casualty Ins. I

**Information Systems**

ISYS 2263 Intro to Information Systems

ISYS 4243 Current Topics in Computer Info.

ISYS 4213 ERP Fundamentals

**Management**

MGMT 4243 Ethics and Corp. Responsibility

MGMT 4253 Leadership

MGMT 4263 Organizational Change and Develop.

MGMT 4433 Small Enterprise Management

MGMT 4943 Organizational Staffing

MGMT 4953 Organizational Rewards and Comp.

**Marketing**

MKTG 3633 Marketing Research

MKTG 3653 Category Management Topics   
MKTG 4233 Integrated Mktg. Communications

MKTG 4343 Selling and Sales Management

MKTG 4633 Global Marketing

**Supply Chain Management**

SCMT 3443 Principles of Transportation

SCMT 3613 Business Logistics

SCMT 3653 Project Management: Supply Chain New Product Planning and Launch

**First Year Fall**

ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)   
MATH 2053 Finite Mathematics

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)

WCOB 1111 Freshman Business Connection

BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)1ISYS 1123 Business Application Knowledge - Computer Competency

**First Year Spring**

ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)

ACCT 2013 Accounting Principles

WCOB 1033 Data Analysis and Interpretation

ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) Natural Science state minimum core

Year Total: 16 16

**Second Year Fall**

MGMT 2053 Business Foundations or ACCT 2023 Accounting Principles II  
ISYS 2103 Business Information Systems1

MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)2

Social Science state minimum core

Fine Art/Humanities state minimum core

**Second Year Spring**

SCMT 2103 Integrated Supply Chain Management1

MGMT 2103 Managing People and Organizations1

ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)2

Fine Art/Humanities state minimum core

Natural Science state minimum core

ALL pre-business requirements should be met by end of term

Year Total: 15 16

**Third Year Fall**MKTG 3433 Introduction to Marketing  
FINN 3043 Principles of Finance  
Retail Concentration Course (3 hours)  
Junior Senior Business Electives (6 hours)

**Third Year Spring**  
MKTG 3553 Consumer Behavior  
MKTG 4433 Retail Strategy  
MGMT 3013 Strategic Management  
Retail Concentration Courses (6 hours)

Year Total: 15 15

**Fourth Year Fall**  
MKTG 4443 Retail Buying and Merchandise

MKTG 4343 Selling and Sales Management  
Junior Senior Business Elective (3 hours)

General Education Elective (3 hours)

**Fourth Year Spring**

Retail Concentration (3 hours)

Junior Senior Business Elective (3 hours)  
General Education Electives (6 hours)

U.S. History or American National Government  
Year Total: 12 15

**Proposed Requirements**

**Retail Major**

**(24 hours)**

**Required Courses:**

MKTG 3553 Consumer Behavior

MKTG 4433 Retail Strategy

MKTG 4443 Retail Buying and Merchandise

MKTG 4343 Selling and Sales Management  
MKTG 4353 Advanced Professional Selling

MKTG 3013 Retail Internship\*  
ISYS 4193 Business Analytics and Visualization

Choose 3 hours from the following:

MKTG 3653 Category Management Topics  
MKTG 3633 Marketing Research  
MKTG 3833 Digital Marketing  
MKTG 4233 Integrated Marketing Communications  
MKTG 4853 Marketing Management  
FINN 3013 Financial Analysis  
SCMT 3613 SOURCE: Procurement and Supply Management  
SCMT 3623 Inventory and Forecasting Analytics   
SCMT 3653 Retail Supply Chain Analysis

\*Alternative industry-based experiential coursework is available on an exception basis with departmental approval.

**First Year Fall**

ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)   
MATH 2053 Finite Mathematics

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)

WCOB 1111 Freshman Business Connection

BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)1ISYS 1123 Business Application Knowledge - Computer Competency

**First Year Spring**

ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)

ACCT 2013 Accounting Principles

WCOB 1033 Data Analysis and Interpretation

ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) Natural Science state minimum core

Year Total: 16 16

**Second Year Fall**

MGMT 2053 Business Foundations or ACCT 2023 Accounting Principles II  
ISYS 2103 Business Information Systems1

MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)2

Social Sciences state minimum core

Fine Art/Humanities state minimum core

**Second Year Spring**

SCMT 2103 Integrated Supply Chain Management1

MGMT 2103 Managing People and Organizations1

ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)2

Fine Art/Humanities state minimum core

Science state minimum core

ALL pre-business requirements should be met by end of term

Year Total: 15 16

**Third Year Fall**MKTG 3433 Introduction to Marketing  
FINN 3043 Principles of Finance  
ISYS 4193 Business Analytics and Visualization  
Junior Senior Business Electives (6 hours)

**Third Year Spring**  
MKTG 3553 Consumer Behavior  
MKTG 4433 Retail Strategy  
MKTG 3013 Retail Internship  
MGMT 3013 Strategic Management  
Retail Major Elective (3 hours)

Year Total: 15 15

**Fourth Year Fall**  
MKTG 4443 Retail Buying and Merchandise

MKTG 4343 Selling and Sales Management  
Junior Senior Business Elective (3 hours)

General Education Elective (3 hours)

**Fourth Year Spring**

MKTG 4353 Advanced Professional Selling

Junior Senior Business Elective (3 hours)  
General Education Electives (6 hours)

U.S. History or Government state minimum core  
Year Total: 12 15