**NEW PROGRAM PROPOSAL FORM**

Name of Institution: Coastal Carolina University

Name of Program (include degree designation and all concentrations, options, or tracks):

Bachelor of Science in Business Administration (B.S.B.A.) Online Degree Completion Program in General Business

Program Designation:

| | |
|---|---|
| ☐ Associate's Degree | ☐ Master's Degree |
| ☒ Bachelor's Degree: 4 Year | ☐ Specialist |
| ☐ Bachelor's Degree: 5 Year | ☐ Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |

☐ Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

==REACH Act Compliance:== As part of their graduation requirements, all students must complete either *HIST 201* or *POLI 201*, which are both REACH Act compliant. Sample syllabi are available upon request.

Consider the program for supplemental Palmetto Fellows and LIFE Scholarship awards?

☐ Yes
☒ No

Proposed Date of Implementation: Fall 2025

CIP Code: 520101

Delivery Site(s): 85750

Delivery Mode:

| | |
|---|---|
| ☐ Traditional/face-to-face | ☒ Distance Education |
| *select if less than 25% online | ☒ 100% online |
| | ☐ Blended/hybrid (50% or more online) |
| | ☐ Blended/hybrid (25-49% online) |
| | ☐ Other distance education (explain if selected) |

Program Contact Information (name, title, telephone number, and email address)
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Institutional Approvals and Dates of Approval (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

| Department | 9/7/2023 | CCU Faculty Senate | 2/9/2024 |
|---|---|---|---|
| WCOB Curriculum Committee | 9/8/2023 | CCU Provost/Chief Academic Officer | 2/13/2024 |
| WCOB Faculty | 12/1/2023 | CCU President | 2/19/2024 |
| CCU Academic Affairs Committee | 12/12/2023 | CCU Board of Trustees | 2/28/2024 |

## Background Information

The Wall College of Business wishes to introduce an online degree completion program in "General Business." This program seeks to serve two audiences: (1) AA/AS degree holders; and (2) returning learners with earned college credit without degree completion. This program would not be available for first time freshmen or students who had not met the minimum admission requirements outlined below. Students admitted to the program will complete the "business core curriculum" that is common to all Bachelor of Science in Business Administration (B.S.B.A.) degree programs offered in the Wall College, and then they will self-select the focus of their studies by completing at least 18 additional credits in business at the 300-400 level. Given an online option, many of these learners can return to school online at Coastal Carolina University to complete their bachelor's degrees in general business in a program that offers flexibility to meet their varied interests, online availability of courses, and the ability to concurrently manage school, work, and family commitments. This program reinforces the University mission to prepare productive, responsible, healthy citizens with a global perspective. It addresses the Learning Pillar of the University's strategic plan, which prioritizes innovative curricular pathways to advance student success.[1] As described below, this program is designed to provide a path for adult learners return to school to complete a four-year degree, potentially allowing them more career options and greater earning potential.

## Assessment of Need

According to the National Student Clearinghouse, over 40 million Americans have earned college credit but did not complete their degree programs as of July 2021, which was up 3.6% over the prior year.[2] This figure includes over 488,000 South Carolinians.[3] The vast majority of this population are adult learners, over age 25.[4] The targeted audiences for the proposed program are adult learners in this group (some college no credential) as well as students who have completed a two-year associate's degree. Many of these individuals may have entered career paths that differ from their intended career paths when they started their undergraduate studies. Many are place-bound and cannot attend in-person classes at pre-determined days and times. They need the flexibility of online education and the ability to self-select their field of study to reach their goal of undergraduate degree completion. We want to provide a path to an AACSB-accredited business degree for these returning learners. Given an online option, many of these learners can return to school online at Coastal Carolina University to complete their bachelor's degree in general business while concurrently managing school, work, and family commitments.

To exemplify one category of the target audience for this degree program, we examined data on students who began a college education at Coastal Carolina University but did not complete their degree. Between 1996 and 2023 there have been 4,638 students who began a business degree program at Coastal Carolina University and completed some college credit but never earned a degree. These students represent all business majors and they are at varying levels of degree completion. For example, 48.5% have earned 40 or more credits; 26.4% have earned 65 or more credits; and 12.5% have earned 90 or more credits. This population (i.e., adults with some earned college credits but no degree) is just one segment of the target audience for the proposed program, with AA and AS degree holders being another. Further, this data is only from our own university; other colleges and universities have similar data, contributing to the aforementioned 40 million Americans with some earned credit but no credential. The flexibility of the proposed degree program will allow returning learners from any business major to maximize the credits they have already earned toward a Bachelor of Science in Business Administration.

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[1] https://www.coastal.edu/aboutccu/leadership/strategicplan/
[2] https://nscresearchcenter.org/some-college-no-credential/
[3] https://nscresearchcenter.org/some-college-no-credential-dashboard/
[4] https://nscresearchcenter.org/some-college-no-credential-dashboard/

The proposed program aligns with the South Carolina Commission on Higher Education's Ascend 60x30[5] strategic plan to increase higher education attainment in South Carolina, which aims to "increase the proportion of South Carolinians with high-quality postsecondary credentials to 60 percent by 2030." One of the stated activities in the plan is to engage near completers. We believe this program will be an initiative that supports the needs of adult learners in this group.

## Transfer and Articulation

At this time, there are no special articulation agreements for this online degree completion program. We do introduce targeted admissions criteria to this program, such as the completion of the CCU Core Curriculum. Transfer students with an earned Associate of Science (AS), an Associate of Arts (AA), a Bachelor of Science or Bachelor of Arts degree from a regionally accredited college/university have the core waived as per CCU policy, and AA and AS holders are guaranteed 60 hours of college credit. As such, we will likely pursue future articulation agreements with members of the SC Technical College System, notably our neighbors at Horry-Georgetown Technical College, Florence-Darlington Technical College, and others. See page 9 for a sample degree plan for a transfer student with a 2-year degree to complete in two additional years.

## Employment Opportunities

The targeted audiences for this program are adult learners who are juggling the demands of work and family. Projecting employment opportunities for these returning learners is not an easy task. It is expected that participants in this online degree completion program are already active members of the labor force. The completion of this program may open promotional paths for them that are blocked by their lack of an earned bachelor's degree. These prospective students have been working and gaining industry-specific knowledge in retail, hospitality, healthcare, public utilities, administrative services, and other industries. According to the U.S. Bureau of Labor Statistics[6], employment in business and financial occupations and in management occupations is expected to grow faster than the average growth for all occupations from 2022-2032, and the median wage for jobs in these occupations was significantly higher than the median wage for all occupations as of May of 2023. The U.S. Department of Labor also indicates that many of the positions in these occupation groups, including those listed below, are classified as Job Zone Four occupations, meaning that the typical entry-level education required is a bachelor's degree. According to a recent survey by National Association of Colleges and Employers (NACE), employers reported that on average 68% of their entry level positions require a college degree (2023 NACE Recruiting Benchmarks Report; October 2023). Students completing this program will not likely be new additions to the labor force; rather, these newly credentialed workers will put themselves in a position to advance in their careers with their current or a different employer.

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[5] https://che.sc.gov/about-commission-higher-education/strategy-policy
[6] https://www.bls.gov/ooh/business-and-financial/home.htm

**Supporting Evidence of Anticipated Employment Opportunities**

| Occupation | State | | National | | Data Type and Source |
| --- | --- | --- | --- | --- | --- |
| | Expected Number of Jobs | Employment Projection | Expected Number of Jobs | Employment Projection | |
| Advertising and Promotions Managers | 12 | 17% (Annually) | 389,000 | 6% (2022-32) | SC Works Online; US Bureau of Labor Statistics |
| Financial Managers | 649 | 24% (Annually) | 792,600 | 16% (2022-32) | SC Works Online; US Bureau of Labor Statistics |
| General and Operations Managers | 3192 | 14% (Annually) | N/A | N/A | SC Works Online |
| Human Resource Managers | 176 | 14% (Annually) | 191,600 | 5% (2022-32) | SC Works Online; US Bureau of Labor Statistics |
| Public Relations Managers | N/A | N/A | 105,700 | 6% (2022-32) | US Bureau of Labor Statistics |
| Marketing Managers | 229 | 15% (Annually) | N/A | N/A | SC Works Online |
| Medical and Health Services Managers | 793 | 28% (Annually) | 509,500 | 28% (2022-32) | SC Works Online; US Bureau of Labor Statistics |
| Sales Managers | 369 | 12% (Annually) | 554,700 | 4% (2022-32) | US Bureau of Labor Statistics |
| Lodging Managers | 98 | 11% (Annually) | 50,800 | 7% (2022-32) | SC Works Online; US Bureau of Labor Statistics |
| Property, Real Estate, and Community Managers | 270 | 7% (Annually) | 23,400 | 5% (2022-23) | SC Works Online; US Bureau of Labor Statistics |
| Construction Managers | 535 | 14% (Annually) | 22,900 | 5% (2022-23) | SC Works Online; US Bureau of Labor Statistics |

## Description of the Program

This online degree completion program seeks to serve two audiences: (1) AA/AS degree holders; and (2) learners with earned college credit without degree completion (e.g., some college, no degree or SC-ND). AA/AS degree holders qualify for a waiver of the university core curriculum. Furthermore, many SC-ND students have completed some (or most) their university core curriculum but are unable to return to in-person classes on our Conway campus. We wish to welcome such students back to the university and to provide them with a clear path to their degrees via an online degree completion program.

Students enrolled in the online degree completion program in General Business will complete all courses required of all business students, which includes a set of Business Foundations courses and Business Core Courses. "General Business" becomes a major with its own major requirements. General Business students will self-select the focus of their studies by completing at least 18 credits in business at the 300-400 level, across any of the business disciplines. The 18-credit major requirement is consistent with current expectations for Economics, Management, and Marketing majors in the Wall College

| Projected Enrollment | | | |
|---|---|---|---|
| | Fall Headcount | Spring Headcount | Summer Headcount |
| Year | Total | Total | Total |
| 2023-2024 | 5 | 9 | 0 |
| 2024-2025 | 13 | 16 | 0 |
| 2025-2026 | 19 | 22 | 0 |
| 2026-2027 | 24 | 26 | 0 |
| 2027-2028 | 26 | 26 | 0 |

The table is based on enrollment of 5 new students each fall and 5 new students each spring. Years one through four total headcounts based on 90% returning fall to spring and 90% returning spring to fall. Year five headcount additionally based on 40% graduation rate of returning students.

Besides the general institutional admission requirements, are there any separate or additional admission requirements for the proposed program? If yes, explain.

☒ Yes
☐ No

The targeted admission criteria for the online degree completion are listed below:

- Minimum **2.0 GPA** (on a scale of 4.0)
- Completion of the **CCU Core Curriculum** or equivalent; transfer students can satisfy this requirement with an earned Associate of Science (AS), an Associate of Arts (AA), a Bachelor of Science or Bachelor of Arts degree from a regionally accredited college/university. NOTE: Applicants who have earned an Associate in Applied Sciences (AAS) degree do *not* qualify for the Core Curriculum waiver.
- **Veterans/Active-Duty Military** and **Returning Learners** are exempt from the requirement of having the Core Curriculum completed prior to enrollment and may apply to the program with 40 credit hours of college-level coursework as long as they meet all other admission requirements. **Returning Learners are** defined as being inactive for 4 major semesters, where the student has taken no college courses at any institution.

The Wall College of Business has committed to ensure online availability of its required business courses and select courses in major fields of study. However, at the time of this submission, Coastal Carolina University cannot promise the online availability of all of its general education program (e.g., CCU Core Curriculum). For this reason, applicants should have completed the CCU Core Curriculum or have their core waived. Special consideration is given to **Veterans/Active-Duty Military** and **Returning Learners** who are exempt from the requirement of having the Core Curriculum completed prior to enrollment and may apply to the program with 40 credit hours of college-level coursework.

**Curriculum**

**B.S.B.A. Online Degree Completion in General Business Curriculum**
The Bachelor of Science in Business Administration (B.S.B.A.) online degree completion program in General Business consists of 45 or more credits in business foundation and business core curriculum courses, combined with an additional 18 credits of 300- and 400-level courses in any business discipline. Consequently, this degree program offers students who have completed some college credit an opportunity to complete a four-year degree in an online modality, preparing them with a broad business curriculum.  Course descriptions for all courses are found in Appendix A.

| B.S.B.A. Online Degree Completion in General Business (120 credits) | Credits |
|---|---|
| **I. CORE CURRICULUM (36-40 credits)** | 36–40 |
| **II. GRADUATION REQUIREMENTS (3-6 credits)†** | 3-6 |
| **III. BUSINESS FOUNDATION REQUIREMENTS (6-13 credits)*** | |
| *Minimum grade of 'C' is required in business foundation courses.* | |
| PHIL 318 Business Ethics | 3 |
| Choose one course from the following: | 3-4 |
| MATH 132 Calculus for Business and Social Science (3 credits)* | |
| MATH 138 Mathematics with Applications in Business (3 credits)* | |
| MATH 160 Calculus I (4 credits)* | |
| Choose one course from the following: | 3 |
| CBAD 290 Integrated Business Communication (3 credits) | |
| ENGL 290 Introduction to Business Communication (3 credits) | |
| Choose one course from the following: | 3 |
| CSCI 110 Enterprise Business Applications (3 credits) | |
| CSCI 120 Introduction to Web Interface Development (3 credits)* | |
| CSCI 135 Introduction to Programming (3 credits) | |
| DCD 102 Information Design (3 credits) | |
| DCD 201 Coding for Humanists (3 credits) | |
| GEOG 204 Introduction to Geographic Information Systems GIS (3 credits) | |
| **IV. BUSINESS CORE REQUIREMENTS (39-45 credits)** | |
| *Minimum grade of 'C' is required in business core courses.* | |
| *Lower Level Business Core* | |
| CBAD 120 Introduction to the Global Culture of Business* | 3 |
| CBAD 201 Financial Accounting | 3 |
| CBAD 202 Managerial Accounting | 3 |
| CBAD 291 Business Statistics | 3 |
| CBAD 292 Decision Analysis | 3 |
| ECON 201 Macroeconomics* | 3 |
| ECON 202 Microeconomics* | 3 |
| *Upper Level Business Core* | |
| CBAD 301 Management and Organizations | 3 |
| CBAD 344 Legal Environment of Business | 3 |
| CBAD 350 Marketing | 3 |
| CBAD 363 Business Finance | 3 |
| CBAD 364 Operations Management | 3 |
| CBAD 373 Business Integration and Application | 3 |
| CBAD 393 Management Information Systems | 3 |

| | |
|---|---|
| CBAD 478 Strategic Management | 3 |
| **V. MAJOR REQUIREMENTS – GENERAL BUSINESS (18 credits)** | |
| *Minimum grade of 'C' is required in major courses.* | |
| Complete an additional 18 credit hours in business at the 300-400 level with courses selected from the following prefixes: ACCT, CBAD, ECON, FIN, HRTM, MGMT, and MKTG | 18 |
| **VI. Electives** | 0-10 |
| **Total Credits** | **120** |

<sup>†</sup>**REACH Act Compliance:** As part of their graduation requirements, all students at CCU must complete either *HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction*, or *POLI 201 - Introduction to American Government*, which are both REACH Act compliant.

*Course credit hours only count once toward the total university graduation credit hour requirements. Click on Credit Sharing for more information.

**New Courses**

There are no new courses needed to support the proposed program.

**General Degree Plan*** Total Credit Hours Required: **120**

| Course Name | Credit Hours | Course Name | Credit Hours | Course Name | Credit Hours |
|---|---|---|---|---|---|
| Curriculum by Year | | | | | |
| Year 1 | | | | | |
| Fall | | Spring | | Summer | |
| UNIV 110B First Year Experience or UNIV 220 Transfer Success Seminar | 3 | Business Technology Selection | 3 | | |
| ENGL 101 Composition (CORE) | 4 | ENGL 102 Comp. & Critical Think. (CORE) | 4 | | |
| Humanistic Thought (CORE) | 3 | CBAD 120 Global Business | 3 | | |
| Math Selection | 3 | Humanistic Thought (CORE) | 3 | | |
| Artistic Expression (CORE) | 3 | Human & Social Behavior (CORE) | 3 | | |
| Total Semester Hours | 16 | Total Semester Hours | 16 | | |
| Year 2 | | | | | |
| Fall | | Spring | | Summer | |
| CBAD 201 Financial Accounting | 3 | CBAD 202 Managerial Accounting | 3 | | |
| ECON 201 Macroeconomics | 3 | ECON 202 Microeconomics | 3 | | |
| ENGL/CBAD 290 Business Comm. Selection | 3 | CBAD 350 Marketing | 3 | | |
| Scientific Concepts (CORE) | 4 | Comm. Across Cultures (CORE) | 5 | | |
| General Elective | 3 | | | | |
| Total Semester Hours | 16 | Total Semester Hours | 14 | | |
| Year 3 | | | | | |
| Fall | | Spring | | Summer | |
| CBAD 291 Business Statistics | 3 | CBAD 292 Decision Analysis | 3 | | |
| CBAD 301 Mgt. & Organizations | 3 | CBAD 363 Business Finance | 3 | | |
| CBAD 344 Legal Envt. of Business | 3 | CBAD 393 Mgt. Info. Systems | 3 | | |
| Business Major Course Selection | 3 | Business Major Course Selection | 3 | | |
| HIST 201/POLI 201 American Govt† | 3 | General Elective | 3 | | |
| Total Semester Hours | 15 | Total Semester Hours | 15 | | |
| Year 4 | | | | | |
| Fall | | Spring | | Summer | |
| Business Major Course Selection | 3 | CBAD 478 Strategic Mgt. | 3 | | |
| Business Major Course Selection | 3 | Business Major Course Selection | 3 | | |
| CBAD 364 Operations Mgt. | 3 | Business Major Course Selection | 3 | | |
| CBAD 373 Business Integration | 3 | PHIL 318 Business Ethics | 3 | | |
| General Elective | 3 | General Elective (if needed) | 1 | | |
| Total Semester Hours | 15 | Total Semester Hours | 13 | | |

†**REACH Act Compliance:** As part of their graduation requirements, all students at CCU must complete either *HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction*, or *POLI 201 - Introduction to American Government*, which are both REACH Act compliant.

* Admission to this program requires completion of the University Core Curriculum or a completed AA/AS or BA/BS degree that includes a waiver of the university core curriculum and 60 credits transferred. Returning learners and veteran/active duty military applicants have a lower transfer credit admission requirement. Accordingly, each student program will differ. This plan shows all required credits, recognizing that some will be accomplished through transfer credits.

**Waived Core Curriculum Degree Plan***

Total Credit Hours Required: **120**

**Assumption:** University Core Curriculum Waiver via AA/AS or BA/BS degree and 60 credits transferred

| Curriculum by Year | | | | | |
|---|---|---|---|---|---|
| Course Name | Credit Hours | Course Name | Credit Hours | Course Name | Credit Hours |
| Year 1 | | | | | |
| Fall | | Spring | | Summer | |
| CBAD 120 Global Business | 3 | CBAD 201 Financial Accounting | 3 | | |
| ENGL/CBAD 290 Business Comm. Selection | 3 | CBAD 291 Business Statistics | 3 | | |
| PHIL 318 Business Ethics | 3 | CBAD 301 Mgt. & Organizations | 3 | | |
| Math Selection | 3 | ECON 201 Macroeconomics | 3 | | |
| Business Technology Selection | 3 | HIST 201/POLI 201 American Govt[†] | 3 | | |
| Total Semester Hours | 15 | Total Semester Hours | 15 | | |
| Year 2 | | | | | |
| Fall | | Spring | | Summer | |
| CBAD 202 Managerial Accounting | 3 | CBAD 363 Business Finance | 3 | | |
| CBAD 292 Decision Analysis | 3 | CBAD 364 Operations Mgt. | 3 | | |
| CBAD 350 Marketing | 3 | CBAD 373 Business Integration | 3 | | |
| ECON 202 Microeconomics | 3 | Business Major Course Selection | 3 | | |
| Business Major Course Selection | 3 | Business Major Course Selection | 3 | | |
| Business Major Course Selection | 3 | | | | |
| Total Semester Hours | 18 | Total Semester Hours | 15 | | |
| Year 3 | | | | | |
| Fall | | Spring | | Summer | |
| CBAD 344 Legal Envt. of Business | 3 | | | | |
| CBAD 393 Mgt. Info. Systems | 3 | | | | |
| CBAD 478 Strategic Mgt. | 3 | | | | |
| Business Major Course Selection | 3 | | | | |
| Business Major Course Selection | 3 | | | | |
| Total Semester Hours | 15 | Total Semester Hours | | | |

[†]**REACH Act Compliance:** As part of their graduation requirements, all students at CCU must complete either *HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction*, or *POLI 201 - Introduction to American Government*, which are both REACH Act compliant.

* Admission to this program requires completion of the University Core Curriculum or a completed AA/AS or BA/BS degree that includes a waiver of the university core curriculum and 60 credits transferred. This plan shows only required credits for the B.S.B.A in general business for students who have completed a degree that waives the University core curriculum. Depending on courses taken in the student's prior degree program, some of these courses may be accomplished through transfer credits.

**2-Year Degree Plan\***

Total Credit Hours Required: **120**

**Assumptions:**

1. University Core Curriculum Waiver via AA/AS or BA/BS degree and 60 credits transferred
2. Two-year degree program includes completion of the following course equivalencies: MATH 132 or higher, CBAD 201, CBAD 202, ECON 201, ECON 202

| Curriculum by Year | | | | | |
|---|---|---|---|---|---|
| Course Name | Credit Hours | Course Name | Credit Hours | Course Name | Credit Hours |
| Year 1 | | | | | |
| Fall | | Spring | | Summer | |
| Business Technology Selection | 3 | CBAD 292 Decision Analysis | 3 | | |
| CBAD 120 Global Business | 3 | CBAD 301 Mgt. & Organizations | 3 | | |
| CBAD 291 Business Statistics | 3 | CBAD 350 Marketing | 3 | | |
| ENGL/CBAD 290 Business Comm. Selection * | 3 | CBAD 363 Business Finance | 3 | | |
| HIST 201/POLI 201 American Govt[†] | 3 | PHIL 318 Business Ethics | 3 | | |
| Total Semester Hours | 15 | Total Semester Hours | 15 | | |
| Year 2 | | | | | |
| Fall | | Spring | | Summer | |
| CBAD 344 Legal Envt. of Business | 3 | CBAD 364 Operations Mgt. | 3 | | |
| CBAD 373 Business Integration & Application | 3 | CBAD 478 Strategic Mgt. | 3 | | |
| CBAD 393 Mgt. Info. Systems | 3 | Business Major Course Selection | 3 | | |
| Business Major Course Selection | 3 | Business Major Course Selection | 3 | | |
| Business Major Course Selection | 3 | Business Major Course Selection | 3 | | |
| Business Major Course Selection | 3 | | | | |
| Total Semester Hours | 18 | Total Semester Hours | 15 | | |

**[†]REACH Act Compliance:**  As part of their graduation requirements, all students at CCU must complete either *HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction*, or *POLI 201 - Introduction to American Government*, which are both REACH Act compliant.

\* This plan assumes transfer of an AA/AS or BA/BS degree with a pre-business pathway that includes a waiver of the university core curriculum and 60 credits transferred, as well as the completion of certain business core and foundation courses, including MATH 132 or higher, CBAD 201, CBAD 202, ECON 201, and ECON 202.

**Similar Programs in South Carolina offered by Public and Independent Institutions**

| Program Name and Designation | Total Credit Hours | Institution | Similarities | Differences |
|---|---|---|---|---|
| Bachelor of Science (BS) in Business Administration – Business Administration | 120 | The Citadel (public)<br>• **AACSB-Accredited** | • Online Degree Completion Program to attract returning learners<br>• Students complete a business core required of all business students<br>• Students must complete 21 credits of upper-level Business Electives (of their choice) | • Special program only listed in Catalog for Online and Evening Students. |
| Bachelor of Science (BS) in Business Administration | 120 | College of Charleston (public)<br>• **AACSB-Accredited** | • Students complete a business core required of all business students<br>• Students complete 18 credits of GEN BUS. However, there must be at least 3 disciplines included. | • Program not available online.<br>• Not a Degree Completion Program<br>• Less Student Choice in GEN BUS MAJOR: Students complete 18 credit hours at the 300 or 400-level from the School of Business --- with a maximum of 6 credit hours in any one subject area. This ensures at least 3 disciplines are included |
| Bachelor of Business Administration (BBA) degree in General Business | 120 | Francis Marion University (public)<br>• **AACSB-Accredited** | • Students complete all required business core and foundation courses.<br>• Students complete 18 credits in general business topics. | • Program not available online.<br>• Limited student choice in courses<br>• Students must select at least one course in Management, Marketing, Economics, and Finance |
| Bachelor of Applied Science (BAS) degree in Business Administration | 120 | Lander University (public)<br>• **AACSB-Accredited** | • Online Degree Completion Program<br>• Students self-select courses in General Business major | • Less depth of business content (39 versus 69 credits in Business)<br>• AAS degree holders can transfer up to 54 elective credits |
| Bachelor of Applied Science (BAS) degree in Business Administration | 120 | USC Upstate (public)<br>• **AACSB-Accredited** | • Students complete BUS CORE<br>• Students self-select courses in General Business major | • Program not available online.<br>• AAS degree holders can transfer up to 26 credit hours of business courses<br>• No business law course<br>• Students choose between OB (MGMT) and CB (MKT), meaning not every student takes MGMT. |

| Program Name and Designation | Total Credit Hours | Institution | Similarities | Differences |
|---|---|---|---|---|
| Bachelor of Business Administration (BBA) - Business Administration (Post-Traditional) | 121 | Anderson University (Independent) | • Students complete a business core required of all business students<br>• 18 of 24 general business credits are required to be 300- or 400-level courses<br>• BUS ADMIN is BBA option, as are traditional majors<br>• Online program | • Program labeled as "Post-Traditional", which appears to have flexibility for the returning learner<br>• Students complete 24 hours of Business electives and 6 hours of a Math Cognate<br>• Students must complete an internship and pass an exit exam<br>• Non-AACSB school |
| Bachelor of Science in Business Administration (BSBA) - General | 120 | Bob Jones University (Independent) | • Students complete a business core required of all business students<br>• BUS ADMIN is BSBA option, as are traditional majors<br>• General business courses are required to be 300- or 400-level | • Students choose 12 hours of Business Electives (small major)<br>• Students must complete an internship<br>• Program is not available online<br>• Non-AACSB school |
| Bachelor of Science in Business Administration (BSBA) (with a required non-business minor) | 126 | Claflin University (independent) | • Students complete a business core required of all business students<br>• Students must complete 24 credits of upper-level Business Electives (of their choice) | • Students must complete a non-business minor.<br>• Program is not available online<br>• Non-AACSB school |
| Bachelor of Science in Business Administration (BSBA) – Specialized Business Concentration | 120 | Coker University (independent) | • Students complete a business core required of all business students | • Use the term "Specialized Concentration in Business" and not "General Business" or "Business Administration"<br>• The Specialized Concentration has two components: (1) 9 credits of upper-level BUS, and (2) 9 credits of upper-level NON-BUS Courses<br>• Students must complete an internship<br>• Program is not available online<br>• Non-AACSB school |
| Bachelor of Arts (BA) in Business Administration – General Business | 120 | Columbia College (independent) | • Can be completed online<br>• Students complete a business core required of all business students<br>• BUS ADMIN is BA option, as are traditional majors | • Student take 24 credits of GEN BUS electives, all must be above the 200-level with at least 9 credits at 300-level or higher (which is less than CCU's required 18 credits of GEN BUS above 300-level)<br>• Non-AACSB school |

| Program Name and Designation | Total Credit Hours | Institution | Similarities | Differences |
|---|---|---|---|---|
| Bachelor of Science (BS) in Business Administration (Online). | 120 | Columbia International University (independent) | • Program can be completed online. | • Students complete a 45-credit hour block of pre-chosen business courses. There is no selection option for students<br>• Students can complete 27 general elective hours, making the program flexible for returning learners<br>• There is an in-person option which requires students to complete an 18-credit non-business minor<br>• Non-AACSB school |
| Bachelor of Applied Science (BAS) degree in Business Administration | 120 | Limestone University (independent) | • Online Degree Completion Program | • Less depth of business content (39 versus 69 credits in Business)<br>• Non-AACSB school |
| Bachelor of Science (BS) degree in Business Administration - General | 120 | Limestone University (independent) | • Online Degree Completion Program<br>• Students self-select courses in General Business major | • Less depth of business content (51 versus 69 credits in Business)<br>• Non-AACSB school |
| Bachelor of Business Administration (BBA) degree in General Business | 126 | North Greenville University (independent) | • Students complete all required business core and foundation courses. | • Program not available online<br>• Program requires COBE approval for admission<br>• Students pair 12 credits from 1 discipline with 12 credits of general business studies<br>• Non-AACSB school |
| Bachelor of Science (BS) in Business and Leadership | 126 | North Greenville University (independent) | • Online Degree Program<br>• Students complete 18 credits in general business topics.<br>• Students self-select courses in General Business major | • Requires 12 credits of Directed Internships<br>• Non-AACSB school |
| Bachelor of Science in Business Administration (BSBA) – General Business | 120 | Southern Wesleyan University (Independent) | • Can be completed online<br>• Students complete a business core required of all business students<br>• BUS ADMIN is BSBA option, as are traditional majors | • Students can choose 12 hours of Business Electives (small major)<br>• GEN BUS courses not required to be 300- or 400-level courses<br>• Students must complete an internship<br>• Non-AACSB school |

| Program Name and Designation | Total Credit Hours | Institution | Similarities | Differences |
|---|---|---|---|---|
| Bachelor of Business Administration (BBA) | 180 | South University (independent) | • Online Degree Program<br>• Students complete all required business core and foundation courses. | • Course are 4-credits<br>• Students have limited choice in general business (choose 8 courses from a list of 9 courses)<br>• Non-AACSB school |
| Bachelor of Science (BS) in Business Administration – General Business | 124 | Vorhees University (independent) | • Students complete a business core required of all business students<br>• Students must complete 18 credits of upper-level Business Electives. | • Student complete 12 pre-selected credits in GEN BUS. They then choose 1 of 2 options for the 5th GEN BUS course. Finally, students select a GEN BUS Elective (any level, no 300-400 level requirement)<br>• Students must complete an internship<br>• Program is not available online<br>• Non-AACSB school |

# Faculty

Students enrolled in the General Business online degree completion program will self-select 18 credits at the 300-400 level with courses selected from the following prefixes: ACCT; CBAD; ECON; FIN; HRTM; MGMT; and MKTG.

| Rank and Full- or Part-Time<br><br>FT = Full-Time<br>PT = Part-Time | Courses Taught for the Program | Academic Degrees and Coursework Relevant to Courses Taught, Including Institution and Major | Other Qualifications and Relevant Professional Experience (e.g., licensures, certifications, years in industry, etc.) |
|---|---|---|---|
| Teach Assoc (PT) | • CBAD 401 Int Bus<br>• MGMT 362 Global Leader Development<br>• MGMT 461 Cross-Cultural Mgt | MIBS (1979)<br>Univ of South Carolina | 20 years of experience in the global pharmaceutical industry<br><br>20+ years of experience in investment and land management |
| Teach Assoc (PT) | • MKTG 452 Social Media Marketing | MBA (2007)<br>Temple University | 20 years of experience in corporate communications and planning<br><br>Six Sigma Green Belt Certification, 2006 |
| Professor (FT) | • MKTG 351 Consumer Market Analysis | PhD in Marketing (2000)<br>Oklahoma State | |
| Professor (FT) | • MKTG 454 Int Mkt<br>• MKTG 458 Mkt Strategy | PhD in Marketing (2001)<br>Univ of Memphis | |
| Asst Prof (FT) | • MGMT 462 Competing in Foreign Mkts | PhD in Management (2021)<br>Univ Texas Rio Grande | |
| Professor (FT) | • MKTG 357 Marketing Research<br>• MKTG 455 Personal Selling | PhD in Marketing (2011)<br>Florida Atlantic | Google Analytics Certification by Google Partners, 2017<br><br>Google Digital Garage Certification, 2017<br><br>Inbound Certified - Hubspot Academy, 2016<br><br>Hootsuite Professional Certified, 2015 |
| Professor (FT) | • HRTM 385 Current Issues in HRTM<br>• HRTM 387 Convention and Events Mgt | PhD in Hotel Admin (2005)<br>Univ Nevada Las Vegas | Certification in Hotel Industry Analytics, 2014 |
| Assoc Prof (FT) | • HRTM 388 Service Experience | PhD in Hospitality (2017)<br>Univ of Tennessee | |
| Assoc Prof (FT) | • MGMT 308 Managing Human Capital | PhD in Hum Res (2003)<br>Virginia Tech | Senior Certified Professional by the Society for Human Resource Management (SHRM-SCP), 2022<br><br>SHRM-SCP, 2015 |

| | | | |
|---|---|---|---|
| Assoc Prof (FT) | • MGMT 421 New Bus Enterprise<br>• MGMT 424 Commercializing Innov Ideas | PhD in Management (1997)<br>Univ of Illinois | Blue Belt in Innovation Engineering, 2016, Eureka Ranch |
| Professor (FT) | • HRTM 385 Current Issues in HRTM<br>• MKTG 451 Retailing Management | DBA in Marketing (1993)<br>Miss State University | |
| Lecturer (FT) | • MGMT 320 Entrepreneur Leadership<br>• MGMT 324 Gen Innov Ideas | MBA (2008)<br>Coastal Carolina Univ | Senior Business Consultant, South Carolina Small Business Development Center (SBDC) (2014 -2022), Conway, South Carolina.<br><br>Blue Belt Certification in Innovation Engineering from Eureka Ranch, 2022 |
| Asst Prof. (FT) | • FIN 404 Bus & Fin Analysis | PhD in Finance (2020)<br>Texas Tech Univ | Accredited Financial Counselor®, 2022<br><br>Certified Financial Planner™, 2014 |
| Teach Assoc (PT) | • FIN 463 Risk Mgt & Insurance | MBA (1997)<br>New York University | Self-Employed Financial Consultant (2007-present) |
| New Assistant Professor (FT) | • MGT 309 Leading High Performance Teams | TBD | TBD |

FTE's Needed to Support Proposed Program: 3.04
Faculty: 2.77
Staff: 0.13
Administration: 0.14

**Faculty, Staff, and Administrative Personnel**

The courses in this program are already being offered to support other B.S.B.A. degree programs. Courses in the Business Core and Business Foundation are already being offered in support of our existing online B.S.B.A. programs. Therefore, no additional faculty, staff, or administrative personnel are needed to begin the program. When enrollment surpasses 25 students, the program will need an additional faculty slot. We expect this to be in Year 5, based on projected enrollment.

<div align="center">**Resources**</div>

**Library and Learning Resources**

Coastal Carolina University Libraries have holdings of approximately 1.1 million items in all formats, including more than 375,000 eBooks provided by PASCAL, a statewide consortium. The Libraries currently subscribe to approximately 230,000 periodicals, including magazines, newspapers, scholarly journals and proceedings in print and online formats. CCU Libraries provide access to its print holdings, as well as hundreds of online citation, full-text, and reference resources, via the library website at www.coastal.edu/library. All electronic resources, including books, articles and videos, are available to Coastal students, faculty, and staff from off-campus.

Course-integrated library instruction sessions are available to all academic departments; the library also offers one-credit information literacy courses. Librarians offer appointments for in-depth research help. CCU Libraries are open 98 hours per week during the fall and spring semesters; during that time, library staff members are available to assist students via phone, chat, or in-person at the help desk.

Teaching faculty provide input regarding selection of library resources, including both print and electronic resources. The Wall School of Business has a designated library liaison who takes order requests and communicates with faculty when new resources are available.

Library holdings are as follows:

**Monographs**

Subject areas for Business were identified for this program. CCU Libraries currently has access to more than 35,800 eBook or print titles with Business or related areas (marketing, accountancy, etc.) as a subject.

**Audiovisual**

CCU Libraries provides access to streaming videos in support of the Wall School of Business curriculum, and currently has access to more than 7900 such films.

**Serials and Subscriptions**

CCU Libraries currently provides access to over 2100 journals pertaining to related subjects in Business. Some selected titles include:

- Academy of Management Journal
- Academy of Management Review
- Accounting, Organizations and Society
- Accounting Review
- Harvard Business Review
- Journal of Management
- Review of Economic Studies
- Strategic Entrepreneurship Journal

Current access points for English and education journals include, but are not limited to:

- Business Source Complete
- Academic Search Complete
- WRDS: Wharton Research Data Services (S&P Compustat & CRSP)
- S&P Global NetAdvantage
- IBISWorld Industry Intelligence
- Westlaw Campus Research

**Student Support Services**

Student services in the Wall College of Business are divided between the Wall Center for Advising and Wall Center for Career Services to demonstrate our explicit commitment to student outcomes post-graduation.

Wall Center for Advising: The advising center closely interacts with a centralized Advising Office in the Office of the Provost. All students majoring in General Business will be assigned a professional staff advisor. As students matriculate through the program, they will be transferred to a faculty advisor who will assist them through graduation. The Director of Student Success coordinates tutoring for Wall College courses, including the development of online tutoring services.

Wall Center for Career Services: The Wall Center for Career Services is instrumental in helping students cultivate and develop the skills they need when entering into the workforce, such as resume writing and fine-tuning interview skills, or helping place them in an internship that corresponds with their career choice and/or major. All services are provided online to support all students, especially those students enrolled in distance learning programs.  The College's required Professional Development Activities (PDAs) are also available online.

The staff and infrastructure are already in place to ensure online delivery of student services to support the proposed General Business online degree completion program.

**Physical Resources/Facilities**

The courses in this program are already being offered to support other B.S.B.A. degree programs. Courses in the Business Core and Business Foundation are already being offered in support of our existing online B.S.B.A. programs. Therefore, there are no new or transformed facility spaces needed to support the proposed General Business major.

**Equipment**

Faculty in the Wall College of Business have amassed broad-based experiences in delivering distance education programs, including the collective knowledge that we developed and shared during the COVID global pandemic. Given our coastal location, we must be prepared for periodic weather-related disruptions, particularly during the Fall hurricane season. This need for flexibility in course delivery has enhanced both our distance learning and in-person courses.

Given our experiences in distance learning, there is no new instructional equipment needed to support the proposed General Business major. We have strong, rapid-response IT support in the Wall College of Business. CCU's Center for Professional Development and Academic Technology provides a wide variety of training opportunities and teaching resources for faculty including resources for online teaching such

as course design, engagement, collaboration and academic integrity. CCU is a NC-SARA institution. The National Council for State Authorization Reciprocity Agreements (NC-SARA) is a private nonprofit organization [501(c)(3)] that helps expand students' access to educational opportunities and ensure more efficient, consistent, and effective regulation of distance education programs.

**Impact on Existing Programs**

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain.

☐Yes

☒ No

| Sources of Financing for the Program by Year | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1st | | 2nd | | 3rd | | 4th | | 5th | | Grand Total | |
| Category | New | Total | New | Total | New | Total | New | Total | New | Total | New | Total |
| Tuition Funding | $97,350 | $147,612 | $99,297 | $313,001 | $101,283 | $457,424 | $103,309 | $585,602 | $105,375 | $613,349 | $506,613 | $2,116,989 |
| Program-Specific Fees | | | | | | | | | | | $0 | $0 |
| Special State Appropriation | | | | | | | | | | | $0 | $0 |
| Reallocation of Existing Funds | | | | | | | | | | | $0 | $0 |
| Federal, Grant or Other Funding | | | | | | | | | | | $0 | $0 |
| Total | $97,350 | $147,612 | $99,297 | $313,001 | $101,283 | $457,424 | $103,309 | $585,602 | $105,375 | $613,349 | $506,613 | $2,116,989 |

| Estimated Costs Associated with Implementing the Program by Year | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1st | | 2nd | | 3rd | | 4th | | 5th | | Grand Total | |
| Category | New | Total | New | Total | New | Total | New | Total | New | Total | New | Total |
| Program Administration and Faculty/Staff Salaries | | $56,438 | | $96,304 | | $129,840 | | $156,619 | $46,366 | $211,599 | $46,366 | $650,801 |
| Facilities, Equipment, Supplies, and Materials | | $0 | | $0 | | $0 | | $0 | | $0 | $0 | $0 |
| Library Resources | | $0 | | $0 | | $0 | | $0 | | $0 | $0 | $0 |
| Other (specify) | | | | | | | | | | | | |
| Total | $0 | $56,438 | $0 | $96,304 | $0 | $129,840 | $0 | $156,619 | $46,366 | $211,599 | $46,366 | $650,801 |
| Net Total (Sources of Financing Minus Estimated Costs) | $97,350 | $91,174 | $99,297 | $216,697 | $101,283 | $327,584 | $103,309 | $428,983 | $59,008 | $401,751 | $460,247 | $1,466,189 |

Note: New costs - costs incurred solely as a result of implementing this program. Total costs - new costs; program's share of costs of existing resources used to support the program; and any other costs redirected to the program.

**Budget Justification**

Provide a brief explanation for all of the costs and sources of financing identified in the Financial Support table.

Program cost-effectiveness and return-on-investment are evaluated institutionally using an induced revenue/expense model.  As shown in the Financial Support table, tuition revenues are based on a 15-credit course load for each student projected to enroll in the program.  These revenues represent course revenues derived from all courses taken by the student, including both departmental-fielded courses and cross-department electives. The expenses shown in the Financial Support table represent only direct expenses necessary for delivering program courses and administration. The beginning program administration and faculty/staff salaries total are determined by using average faculty and administration salaries of faculty and staff supporting the program based on FTEs for the program. The expenses for new faculty or administration salaries are determined by using a proportion of the CUPA salary averages based on FTE for new positions in the year being hired. The university uses a 50% gross academic margin assessment to ensure that new undergraduate and certificate programs will provide sufficient revenues to support their expense impact on institutional operations.

To derive gross academic margin, total induced revenue ($2,116,989 for the period) is calculated minus total direct expenses ($650,801 for the period) divided by total induced revenue ($2,116,989 for the period). [(Revenue-Expenses)/Revenue]

For a program to be considered cost-effective, the University looks for undergraduate and certificate programs to produce a gross academic margin of 50% or better. This program's gross academic margin is 69.26% for the period, which indicates that this program has a high likelihood of producing sustainable revenues.

## Evaluation and Assessment

| Program Objectives | Student Learning Outcomes Aligned to Program Objectives | Methods of Assessment |
|---|---|---|
| Knowledge of Business Core | Demonstrate competence in the core subjects of business administration: accounting, finance, management, marketing, economics, legal and social business issues, and quantitative analysis. | Student performance on Wall Assessment of Learning and Knowledge (WALK) in Business.

WALK Exam is administered in CBAD 478. |
| Critical Thinking | Demonstrate competence in solving complex problems by identifying and analyzing an issue, gathering, analyzing, and interpreting relevant information, and proposing solutions or evaluating impacts | Student performance on a case study included in CBAD 478.

Case study rubric is used to evaluate the student's work. |
| Written Communications | Effectively express knowledge and ideas through written communication. | Student performance on a case study included in CBAD 478.

Written communication skills rubric will be use to evaluate the student's work. |

The Wall College of Business is an AACSB-accredited business school.  An important component of AACSB accreditation is assurance of learning (**2020 Standard 5: Assurance of Learning**). Schools are expected to use well-documented systems processes to ensure the quality of all degree programs. Furthermore, the results of the school's work should lead to curricular and process improvements over time.

The three Student Learning Outcomes (SLOs) outlined above are used to evaluate all Wall College students. This will allow us to compare our new General Business students to our overall student population. Typically, we measure each SLO at least three times in a five-year accreditation review cycle. This longitudinal analysis allows us to track performance over time and to intervene (in curriculum or process) where appropriate.

Programmatic student learning outcome assessment is completed yearly, and is reviewed and evaluated at the college level by a college assessment committee. The college assessment committee makes recommendations for improvement to the department concerning both the structure of the assessment plan, and the outcomes of the assessment. At the University level, completion of yearly assessment is monitored by the University-Wide Assessment Committee – Educational Programs (UWAC-EP) Subcommittee. In addition, every three years, each program completes a three-year summary of their assessment outcomes, including an evaluation of the degree to which the program is meeting its student learning outcomes, and plans for improvements based on these outcomes. The three-year summaries are evaluated by the UWAC-EP, who also provides feedback and suggestions for improvement. In this way, the University ensures that yearly program assessment is completed, and also that programs close the loop leading to learning improvements.

Finally, the Wall College of Business monitors student placement via an alumni employment survey, administered by the University nine months after a student's graduation. This employment data allows the college to report college-level post-graduation employment and salary information. Additionally, the Wall College conducts an exit survey of all students in the capstone course taken by all business majors. This survey helps to provide an early (i.e. during a student's final semester) indictor of a student's employment status as they approach graduation.

## Accreditation and Licensure/Certification

Will the institution seek program-specific accreditation (e.g., CAEP, ABET, NASM, etc.)? If yes, describe the institution's plans to seek accreditation, including the expected timeline.

☐ Yes
☒ No

The Wall College will report to AACSB the introduction of a new business major. This will expand the scope of our accreditation review. At this writing, we are currently in year two of a five-year AACSB review cycle. We anticipate our next on-site AACSB review to occur in Fall 2027.

Will the proposed program lead to licensure or certification? If yes, identify the licensure or certification.

☐ Yes
☒ No

Explain how the program will prepare students for this licensure or certification.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

☐ Yes
☒ No

**Appendix A:  Course descriptions**

**Course descriptions for Core Curriculum courses:**
[Core Curriculum (36-40 Total Credit Hours)](#)

To view the course descriptions for courses in the core curriculum, click the link above, or copy and paste:

[https://catalog.coastal.edu/preview_program.php?catoid=29&poid=5192](https://catalog.coastal.edu/preview_program.php?catoid=29&poid=5192)

into your browser. Scroll down to view the required areas in the core curriculum; under each area, the course choices are listed. Click on the course title to view the course description.

**Course descriptions for the Graduation Requirement Courses:**
[Graduation Requirements (3 to 6 credits)](#)

To view the course descriptions for courses in the graduation requirements, click the link above, or copy and paste:

[https://catalog.coastal.edu/preview_program.php?catoid=29&poid=5356](https://catalog.coastal.edu/preview_program.php?catoid=29&poid=5356)

into your browser. Scroll down to view the required areas in the graduation requirements; under each area, the course choices are listed. Click on the course title to view the course description.

***All other Courses:***
**MATH 132 Calculus for Business and Social Science - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in MATH 130 or MATH 130B or MATH 130I or MATH 135 or Mathematics Placement
Limits, derivatives of algebraic, exponential, and logarithmic functions, curve sketching, applications to optimization, and anti-differentiation.

**MATH 138 Mathematics with Applications in Business - 3 credits**
Topics covered include properties of functions, sets and probability, counting, mathematics of finance, and an introduction to statistics. Modeling and interpretation will be emphasized.

**MATH 160 Calculus I - 4 credits**
**Prerequisite(s):** A grade of 'C' or better in MATH 131 or MATH 135, or by Mathematics Placement
Limits, continuity, differentiation and integration of algebraic and transcendental functions, applications of the derivative to curve sketching, optimization and related rates.

**CSCI 110 Enterprise Business Applications - 3 credits**
**Prerequisite(s):** Business or Computer Science majors, or permission of the instructor
A survey course designed for Business or Computer Science majors. The course focuses on business applications involving beginning and intermediate spreadsheets and presentation software.

**CSCI 120 Introduction to Web Interface Development - 3 credits**
An introduction to the design and development of interactive Web 2.0 user interfaces using client-side programming languages. Topics include layout and design for multiple screen sizes, form creation and validation, client-side DOM manipulation, coding frameworks, and interaction design best practices.

**CSCI 135 Introduction to Programming - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in MATH 130 or MATH 130B or MATH 130I
(Students are required to have a personal notebook computer for this course) This course provides an introduction to computer programming using a dynamically typed language. Topics include algorithm development, input/output, conditional statements, loops, functions, and use of basic data structures.

**DCD 102 Information Design - 3 credits**
An introductory course that provides students with an overview of the concepts and methods of information design, the process of presenting information in a clear and effective way. This course focuses on information design in the humanities, and covers topics ranging from an introduction to the basic principles of visual information representation to hands-on applications of those concepts in creating digital documents. Students will explore a wide variety of free and professional software applications used in information design, including online mapping applications such as Google Maps and ArcGIS Online, infographics applications such as Piktochart, and interactive presentation applications such as Prezi.

**DCD 201 Coding for Humanists - 3 credits**
This course provides a basic knowledge of how computers operate and are operated, as well as the computational and procedural logics, media, and languages employed in the Digital Humanities. Students will also achieve a basic understanding of the principles of coding. The course also serves as an introduction to modes of collaboration between those who work conceptually with the Digital Humanities and those who are assigned the tasks of implementing the technical side of such projects.

**GEOG 204 Introduction to Geographic Information Systems GIS - 3 credits**
A survey course that provides an introduction to the display, manipulation and management of geographic information systems. Topics include geographical data input, storage, maintenance, analysis and retrieval.

**CBAD 290 Integrated Business Communication - 3 credits**
with key stakeholders and provides practical applications for written, oral, and interpersonal communications.

**ENGL 290 Introduction to Business Communication - 3 credits**
Students will gain valuable experience with some of the most important types of written and oral communication required in a business and professional context.

**PHIL 318 Business Ethics - 3 credits**
**Prerequisite(s):** Sophomore standing or higher, or permission of the instructor
Ethical theory is presented and applied to business cases involving individual, corporate, and governmental rights and responsibilities.

Business Core Requirements (39-45 Credits) *
**CBAD 120 Q Introduction to the Global Culture of Business - 3 credits**
This course provides a foundation of basic business concepts in the context of current issues and trends in a global organizational setting. All content areas of the College of Business are surveyed with an emphasis on the impacts of cultural differences on finance, accounting, management, and marketing practices. Differences in cultural norms and values are considered along with basic global social and economic institutions and the global economic and legal systems in which businesses operate. This course emphasizes thinking critically about ethics and sustainability as applied to global problems and communicating about these issues both in written and oral formats.

**CBAD 201 Financial Accounting - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in UNIV 110 Q
The financial accounting cycle with emphasis on using financial statements and budgets to initiate and assess business operation, preparation of financial statements, budgets, and business plan for a service and manufacturing company.

**CBAD 202 Managerial Accounting - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in CBAD 201
Continuation of CBAD 201. Accounting for and reporting revenue and expense cycles; accounting for operations in a corporate environment, including job-order and standard costing of inventories; accounting for noncurrent assets, capital expenditure decisions, long-term debt, and capital stock.

**CBAD 291 Business Statistics - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in UNIV 110 Q, and a grade of 'C' or better in one of the following: MATH 138, MATH 130, MATH 130B, MATH 132, or MATH 160 or MATH 160B
Basic methods of descriptive statistics and statistical inference; probability, hypothesis testing, and linear regression with an emphasis on decision making in business. Students who complete CBAD 291 may not receive credit for PSYC 225 or STAT 201.

**CBAD 292 Decision Analysis - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in CBAD 291
Emphasis on logical/rational decision-making using Microsoft Excel to implement decision support models and techniques to solve real world problems. Topics include modeling of risk and uncertainty, forecasting, and constrained resource optimization.

**ECON 201 Q* Macroeconomics - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in UNIV 110 Q or HONR 101; a grade of 'C' or better in one of the following: MATH 130, MATH 130B, MATH 132, MATH 138, MATH 160 or MATH 160B
A study of macroeconomic analysis, basic economic definitions and concepts, supply and demand, fundamentals of American capitalism, national income, income and employment theory, and monetary and fiscal policy.

**ECON 202 Microeconomics - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in UNIV 110 Q or HONR 101; a grade of 'C' or better in one of the following: MATH 130, MATH 130B, MATH 132, MATH 138, MATH 160 or MATH 160B
Microeconomic analysis, theory of the firm, cost and output determination, marketing pricing, income distribution, and international economics.

Upper Level Business Core
Complete the following courses:
**CBAD 301 Q* Management and Organizations - 3 credits**
Survey of the basic principles of management with emphasis on social and behavioral issues, provides the basis for thinking about complex business situations in the framework of the management process.

**CBAD 344 Legal Environment of Business - 3 credits**
The legal and judicial system, the law and business (tort, contracts, agency, business organizations), government and regulations, and government protection.

**CBAD 350 Q* Marketing - 3 credits**
A study of the marketing of goods and services, including legal, social, economic, and technological considerations; consumer behavior and target markets; product; pricing; promotion; channels of distribution, and development of marketing strategy.

**CBAD 363 Business Finance - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in CBAD 201, CBAD 291 or STAT 201, ECON 101 or ECON 201 Q*, and a grade of 'C' or better in one of the following: MATH 130, MATH 130B, MATH 132, MATH 138, or MATH 160 or MATH 160B
Theoretical foundation of optimal financial policy with an emphasis on working capital, capital budgeting, financing, and dividend decisions and how they affect the valuation of the firm.

**CBAD 364 Q* Operations Management - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in CBAD 292
**Prereq/Corequisite(s):** CBAD 301 Q*
An introduction to the design, operation, and improvement of service, manufacturing, and distribution processes. The integration of operations management with other organizational functions to achieve strategic goals is discussed throughout the course.

**CBAD 373 Q* Business Integration and Application - 3 credits**
**Prerequisite(s):** ECON 202 and CBAD 202
**Prereq/Corequisite(s):** CBAD 292, CBAD 301 Q*, CBAD 350 Q*, and CBAD 363
This course reviews key concepts from the pre-core courses in financial and managerial accounting, micro and macroeconomics, and expands understanding of core courses in marketing, finance, and management. This course provides an appreciation for how accounting, finance, management, and marketing principles work together in a business environment. In this course we emphasize thinking critically and ethically about complex problems and effective oral and written communication.

**CBAD 393 Management Information Systems - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in CBAD 301 Q*
A study of the use of information systems in business, emphasis is on the identification of practical, managerial, and ethical dilemmas related to the development, implementation, and use of information systems.

**CBAD 478 Q Strategic Management - 3 credits**
**Prerequisite(s):** A grade of 'C' or better in CBAD 301 Q*, CBAD 350 Q*, CBAD 363, and CBAD 373 Q*
This course focuses on how firms can create and sustain competitive advantage through strategic fit between the firm and its external environment. Particular attention will be paid to integrating the functional areas of the firm to engender a general management perspective.