

HSU SCHOOL OF BUSINESS
Bachelor of Business Administration
MARKETING

(2021-2022 Catalog)

This is a suggested program of courses. It does **not** substitute for the HSU catalog.

Version 2021/07/01

PR = pre-requisite. Students are responsible for successfully completing all course pre-requisites before taking the course.

FRESHMAN

FALL

ENG 1463	Freshman English A C or better required	3	
GBU 1311	Business Professional Skills – Part 1	1	
HIS	Civilization (Note # 1, Group A)	3	
HPR 1011 (or) HPR	Life Fit. Concepts (or) PE Activity	1	
MTH 1243	College Algebra	3	
	Natural Science (Note # 2, Group A)	4	
TOTAL		15	

SPRING

COM 2013	Oral Communications	3	
DSC 2073	Applications for Business Info Systems	3	
ENG 1473	Freshman English B C or better required. PR: ENG 1463	3	
GBU 1321	Business Professional Skills – Part 2	1	
	Humanities-Fine Arts (Note # 3, Group A)	3	
	US History / American Govt. (Note # 1, Group B)	3	
TOTAL		16	

SOPHOMORE

FALL

ACC 2013	Principles of Accounting A	3	
ECO 2023	Microeconomics	3	
GBU 2013	Quant Analysis for Bus Decisions PR: MTH 1243 or 1273 & computer proficiency	3	
GBU 2143	Legal Environment of Business	3	
GBU 2331	Business Professional Image PR: 24 earned hours	1	
	Humanities-Literature (Note # 3, Group B)	3	
TOTAL		16	

SPRING

ACC 2023	Principles of Accounting B PR: ACC 2013	3	
DSC 2103	Programming for Business Applications PR: DSC 2073 & MTH 1243 (or higher MTH) with a C or better & computer proficiency OR instructor's consent.	3	
ECO 2013	Macroeconomics	3	
GBU 2341	Business Career Readiness PR: GBU 2331	1	
MGM 3013	Management Com. (WI)	3	
MGM 3113	Principles of Management (WI) PR: 45 earned credit hours	3	
TOTAL		16	

JUNIOR

FALL

FIN 3043	Business Finance PR: ACC 2023, ECO 2013, 2023, & GBU 2013	3	
MKT 3013	Fundamentals of Marketing PR: ECO 2023	3	
	Natural Science (Note # 2, Group B)	4	
	Non-Western Cultures (Note # 4)	3	
	Free Elective	3	
TOTAL		16	

SPRING

GBU 3133	Descriptive Analytics PR: GBU 2013	3	
MKT	Advanced Marketing Elective (Note # 6) C or better required	3	
MKT 4163	Consumer Behavior (Spring Only) C or better required PR: MKT 3013	3	
	Communicating Across the Curriculum (Note #5) C or better required	3	
	Free Elective	3	
TOTAL		15	

SENIOR

FALL

MGM 4073	Operations Management PR: GBU 3133; & MGM 3113 or equivalent	3	
MGM 4193	International Business C or better required PR: FIN 3043, MGM 3113, & MKT 3013	3	
MKT 4113	Marketing Research (Fall Only) C or better required PR: GBU 3133, MKT 3013;	3	
MKT	Advanced Marketing Elective (Note # 6) C or better required	3	
	Free Elective	3	
TOTAL		15	

SPRING

MGM 4133	Strategic Management PR: FIN 3043, MGM 3013, 3113, 4073, MKT 3013; take within 18 hours of graduation	3	
	Advanced Business Elective (Note # 6) C or better required	3	
	Free Electives	5	
	Free Elective	2	
TOTAL		**11	See Note

BBA Graduation Requirements

Overall GPA – 2.00 or higher	At least 42 Junior/Senior Hours	One Writing Intensive (WI) courses taken	BAT taken
All courses in major must be "C" or better	At least 50 Hours" in Business must be "C" or better	At least 50% of Business at HSU	At least 120 Total Hours Earned

** Students are responsible for adding additional courses if necessary, to meet total hours required to maintain financial aid.

LIBERAL ARTS CORE

Note 1. Social Sciences: (6 hours plus ECO 2013 & ECO 2023)

Group A (3 hours) – Must take at least one.
HIS 1013 Civ. to 1660
HIS 1023 Civ. since 1660
HIS 1043 Civ. since 1660 *Honors*

Group B (3 hours) – Must take at least one.
HIS 2053 US History to 1877
HIS 2063 US History since 1877
PSC 1013 Am National Gov.
PSC 1263 Am National Gov. *Honors*

Note 2. Natural Science Requirements: (8 hours)

Group A (4 hours) – Must take at least one.
CHM 1004 Introduction to Chemistry
CHM 1014 University Chemistry I
CHM 1034 Gen. Chemistry - Non-Majors
CHM 1044 Gen. Organic & Biochemistry
CHM 1234 Intro to Forensic Science
PHY 1024 Intro To Astronomy
PHY 2034 Gen. Physics I
PHY 2234 University Physics I
PHY 3154 Physical Science for Teachers

Group B (4 hours) – Must take at least one.
BIO 1013 & 1021 Intro to Biology & Lab
BIO 2104 General Botany
BIO 2114 General Zoology

Note 3. Fine Arts & Humanities: (6 hours)

Group A (3 hours) – Must take at least one.
ART 2033 Humanities-Art
ART 2603 Humanities-Art Studio
HUM 2093 Fine Arts *Honors*
MUS 2033 Humanities-Music
THA 2033 Humanities-Theater Arts
COM/MMC/THA 3423 Movies App & Enjoyment

Group B (3 hours) – Must take at least one.
ENG 2013 World Literature I
ENG 2023 World Literature II
ENG 2053 Studies in Literature
ENG 2793 Masters of Western Lit *Honors*

Note 4. Non-Western Culture (3 hours)

ANT 3043 North Am Indians	HIS 4673 Asian Civ	PHY 4293 Non-Western Cosmology
ANT 4053 World Cultures	HIS 4683 Modern Mid-East	PSC 4233 Comp Politics/Mid-East
ART 4103 Art of Non-Western World (WI)	HIS 4693 African History	PSC 4243 Comp Politics/Africa
BIO 4044 Neotropical Ecology	HPR 3937 Hist/Phil of Nonwest Leisure, Culture, Wellness, Sport	PSC 4253 South Asian Politics
EDU 4543 Teaching People of Other Cultures	MUS 3473 Survey of Non-Western Music	PSY 3043 Cross-Cultural Psychology
ENG 3043 Non-Western Lit	NSG 3643 Trans-cultural Health Care	PSY 3053 Multicultural Mental Health
GEN 4083 Study Abroad: Non-West. travel	PHI 3023 Religions of the World	SOC 4063 World Cultures
GEO 3173 Geog of Pacific		THA 3483 Theatre of Nonwestern World

Note 5. Communicating Across the Curriculum Requirement: (3 hours) (Must pass with a grade of "C" or better) (Select One)

ENG 3313 University Writing
ENG 4453 Advanced Composition (WI)
HIS 3383 Writing History

**ENG 3613 Technical Writing -
RECOMMENDED for ALL BUSINESS
STUDENTS**

MMC 4223 Magazine & Feature Writing (WI)
MMC 4293 Creative Nonfiction
NSG 3603 Healthcare Res for Evid Based Prac

Note 6. Advanced Business Elective & Advanced Marketing Elective

Advanced business electives include any Junior (3000 level) or Senior (4000 level) course with a prefix of ACC, BIS, ECO, FIN, GBU, MGM, or MKT. When possible, marketing students are strongly encouraged to take marketing courses for their advanced business elective. Advanced marketing electives include any Junior (3000 level) or Senior (4000 level) course with a prefix of MKT. When planning schedules, be aware that MKT 4113, Marketing Research, is only taught in the fall semester. **Advisor input is strongly recommended**

Note 7. General BBA Requirements

- Remedial courses must be completed with a grade of "C" or better before any upper division courses are taken.
- Students must have completed a minimum of 120 semester hours. Note: Remedial courses do not count in this total.
- A minimum GPA of 2.00 is required.
- In addition to the Liberal Arts Core, BBA candidates must complete a minimum of 50 semester hours of business courses with a grade of "C" or higher. No more than 7 hours of "D" may be earned in the Liberal Arts Core.
- **Students may not graduate with a grade of "D" or lower in any course used to meet the requirements listed in the major field of study or area of concentration. CSC courses are included in this calculation for BIS majors.**
- Students who enter Henderson on the 2006-2008 catalog or later must complete **at least one writing intensive (WI)** courses.
- Students must complete at least 42 junior-senior hours, those courses whose numbers begin with a 3 or 4.
- Free electives should be chosen to enrich the student's college program and may include business courses. **Advisor input is important when selecting these courses.**
- No freshman course (1000 level) may be taken for credit after the student has completed 90 hours (unless it is a required course).
- Business majors may, but are not required to, minor in any of several non-business fields.