

 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPC Approval <u>2/27/23</u> UFS Approval _____ Banner _____ Catalog _____
	Department This is an across-department program administered by the Dean's Office College Business		
Program Name BA in General Business	<input checked="" type="checkbox"/> New Program* <input type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Fall 2023	
Please explain the requested change(s) and offer rationale below or on an attachment. <p>Attached are the required Pre-Proposal and Request to Offer a New Degree Program Proposal. The proposed program is similar to the recently approved program in Professional Studies in the sense that it is intended for students interested in a baccalaureate degree but not a specific major, for example in this case, any of the majors offered by the College of Business. The proposed program is also similar to programs offered by Colleges of Business in other SUS institutions (i.e., UF, FSU, USF, UCF, and UWF). Each of these institutions have different strategic procedures for offering their programs. We believe that our proposed program will be of interest to some of the transfer students interested in a degree in business, and for students who are older, have work experience, and believe that a baccalaureate degree in business will provide an important opportunity for moving ahead in their careers. The proposed curriculum includes the requisite IFP courses, pre-professional courses similar to, but slightly different from, those required of all business students, a select set of required business core courses, and courses selected by the student from among five thematic groups. All of the courses are already offered by the college; no new courses are anticipated. Because the proposed program includes courses offered across all departments of the college, the program will be administered by the Dean's Office, similar to the way the MBA has been administered over many years.</p>			
<small>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</small>			
Faculty Contact/Email/Phone Paul Hart / hart@fau.edu / 7-3674		Consult and list departments that may be affected by the change(s) and attach documentation No departments have been consulted.	
Approved by			Date
Department Chair _____ <i>N/A</i>			_____
College Curriculum Chair _____ <i>Ethlyn Williams</i>			_____ <i>2/28/23</i>
College Dean _____ <i>Paul Hart</i>			_____ <i>2/28/23</i>
UUPC Chair _____ <i>Ethlyn Williams</i>			_____ <i>2/28/23</i>
Undergraduate Studies Dean _____ <i>Dan Meeroff</i>			_____ <i>2/27/23</i>
UFS President _____			_____
Provost _____			_____

Email this form and attachments to mianning@fau.edu seven business days before the UUPC meeting.

Degree - Bachelors of Arts

Major - General Business

Approved, as amended, by the COB Faculty Assembly 10/25/2021

Intellectual Foundations Program (IFP) (required for FAU and SUS – 36 credit hours)

Intellectual Foundations Program *required* courses for General Business:

ECO 2013 – Macroeconomics Principles (also a Pre-professional required course)
ECO 2023 – Microeconomics Principles (also a Pre-professional required course)
STA 2023 – Introductory Statistics (also a Pre-professional required course)

One of the following:

MAC 1105 – College Algebra (also a Pre-professional alternative course)
MAC 2233 – Methods of Calculus (also a Pre-professional alternative course)

Pre-professional Courses – C or better required (9-21 credit hours – varies, based on IFP courses taken)

ACG 2021 – Principles of Accounting
ACG 2071 – Principles of Accounting II
ECO 2013 – Macroeconomic Principles (also an Intellectual Foundations Program course)
ECO 2023 – Microeconomic Principles (also an Intellectual Foundations Program course)
ISM 2000 – Information Systems Fundamentals

Math – two of the following courses:

MAC 1105 – College Algebra (also an Intellectual Foundations Program course)
MAC 2233 – Methods of Calculus (also an Intellectual Foundations Program course)
STA 2023 – Introductory Statistics (also an Intellectual Foundations Program course)

General Business Required Core Courses - C or better required (15 credit hours)

BUL 4421 – Business Law I
FIN 3403 – Principles of Financial Management
GEB 3213 – Introduction to Business Communication
MAN 3025 – Introduction to Management and Organizational Behavior
MAR 3023 – Marketing Management

Thematic Groups - C or better required (one course required from each – 15 credit hours)

Group 1 – Financial Systems and Practice

ECO 4423 – Money and Banking
FIN 3140 – Personal Finance
HSA 4710 – Healthcare Financial Management
RMI 4116 – Insurance and Financial Planning

Group 2 – Technology and Data Applications

ISM 3011 – Management Information Systems
ISM 3007 – Social Media Innovation
ISM 4041 – Contemporary Issues of Digital Management
ISM 4421 – Artificial Intelligence and Digital Transformation for Business
ISM 4451 – Blockchain: Business Implications
QMB 3302 – Data Management and Analysis with Excel

Group 3 – Management, Operations, and Leadership

ENT 4024 – Entrepreneurship
HFT 4253 – Hotel and Resort Management
MAN 4029 – Service Operations
MAN 4046 – Leadership, Supervisory Skills, and Team Development
MAN 4301 – Human Resource Management
MAN 4583 – Project Management

Group 4 – Marketing and Promotion

HFT 4503 – Hospitality Marketing and Revenue Management
MAR 3326 – Principles of Advertising
MAR 4231 – Retail Management
MAR 4400 – Personal Selling
MAR 4503 – Consumer Behavior

Group 5 – International Business

BUL 4461 – Law of International Trade
ECO 3703 – International Economics
MAN 3442 – International Business Negotiations
MAN 3600 – International Business
MAR 4156 – International Marketing
GEB 4956, MAN 4680, MAN 4690, or MAN 4956 – or other approved Study Abroad Courses

Undergraduate Business Study Abroad classes (GEB 4956 or alternate study abroad courses) related to each group's disciplinary areas may be substituted for group 1-4 courses

Additional Requirements - (33 credit hours)

12 upper-level credits from the College of Business
8 credits of foreign language (the same language, in sequence - required for Bachelor of Arts degrees) or alternative FAU Foreign Language Exit (FLEX) requirement completion method
6 upper-level credits from **outside** the College of Business

7 credits of electives (depending on IFP courses taken, more electives may be required to reach 120 credits)