MEMORANDUM

TO: Undergraduate Curriculum Committee
FROM: Alexander R. Vamosi, Associate Dean COB
DATE: Thursday, August 23, 2012
SUBJECT: BSBA Options

The College of Business seeks approval to replace a number of BS major programs with a B.S. in Business Administration that includes six options. The B.S. in Business Administration is a 121 credit program that can be completed in four years. Options include Accounting, Marketing, Information Technology Management, Sport Management, Global Business Management and Finance, and Leadership and Social Responsibility. The curriculum is comprised of general education requirements, core business requirements, and five designated courses in the option (15 credit hours.) An attachment lists the courses for each option.

The following table lists the programs that we will discontinue and teach out and the proposed BSBA options.

<table>
<thead>
<tr>
<th>Discontinue and Teach Out</th>
<th>BS Business Administration – Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS – Accounting (7267)</td>
<td>Accounting</td>
</tr>
<tr>
<td>BS – Marketing (7667)</td>
<td>Marketing</td>
</tr>
<tr>
<td>BS – Sports Management (7569)</td>
<td>Sport Management</td>
</tr>
<tr>
<td>BS – International Business (7867)</td>
<td>Global Management &amp; Finance</td>
</tr>
<tr>
<td></td>
<td>Information Technology Management</td>
</tr>
<tr>
<td></td>
<td>Leadership &amp; Social Responsibility</td>
</tr>
</tbody>
</table>
Justification

- Better aligns academic programs with vision and core values, which focus on Innovation, Diversity, Ethics and Leadership.
- Better utilization of existing faculty resources. Achieved by creating uniformity in general education and core business requirements, and by limiting the number of required option courses to five across programs.
- Perception of outside consultants (IACBE mentor and roundtable panel of local entrepreneurs and business leaders) is that our major degree programs are a single degree in Business Administration with multiple specializations.
- Fosters inter-disciplinary studies: option courses in global business management and finance, leadership and ethics, and sport management include many non-business elective courses.
- Model is consistent with approach used in our online programs, which has a B.A. in Business Administration with five options.
- Model aligns better with SACS and IACBE accreditation efforts.
Florida Institute of Technology

ADDING A NEW MAJOR OR MINOR TO THE CURRICULUM

Please provide the following information when requesting a new major or minor (program or option) to be added to the curriculum.

Only new majors, minors and options are assigned a new code and print on the diploma.

The code will be assigned by the Office of the Registrar and a copy of this form will be sent to the appropriate department.

COLLEGE: Nathan M. Bisk College of Business
DELIVERY MODE(S): Classroom
(DELIVERY MODE(S): classroom, online)

DEPARTMENT: College of Business
CAMPUS/SITE(S): main campus

PROGRAM TO BE ADDED: ☒ Major ☐ Minor ☐ Option for Business Administration (existing degree program)

NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Option for new program name to appear with existing degree name.

☐ Associate of Arts (A.A.) ☐ Master of Arts in Teaching (M.A.T.) ☐ Master of Science in Aviation (M.S.A.)
☐ Associate of Science (A.S.) ☐ Master of Business Administration (M.B.A.) ☐ Educational Specialist (Ed.S.)
☐ Bachelor of Arts (B.A.) ☐ Master of Education (M.Ed.) ☐ Doctor of Philosophy (Ph.D.)
☐ Bachelor of Science (B.S.) ☐ Master of Public Administration (M.P.A.) ☐ Doctor of Psychology (Psy.D.)
☐ Master of Arts (M.A.) ☐ Master of Science (M.S.) ☐ Graduate Certificate

OTHER ADDITION TO THE CURRICULUM (NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Concentration or Specialization if the new program represents less than a full degree curriculum.)

☐ Concentration or ☐ Specialization for _______________________________ (existing degree program)

PROGRAM TITLE: Restricted to 30 characters, including spaces
Leadership and Social Responsibility

TERM TO BE INITIATED: Spring 2013
ADVISER FOR NEW PROGRAM: John Patton
(Date program to be initiated must be no sooner than the next term for which registration has not begun)

ROUTING APPROVALS: 1) Department head/program chair and college dean approve and sign form. 2) The vice president for academic affairs approves business plan of the program in terms of financial viability and Impact on the university mission and signs form. 3) Undergraduate Curriculum Committee or Graduate Council approves academics and signs form. 4) The vice president for academic affairs gives final approval of program, signs form and forwards to Office of the Registrar.

1) __________________________ Date 3) Chair, Graduate Council Date
Department Head/Program Chair
Dean or Associate Dean

2) __________________________ Date 4) Chair, Undergraduate Curriculum Committee Date
Vice President for Academic Affairs

REGISTRAR’S USE ONLY

STVMA/JR-------------------------------SOACURR-----------------------------SMAPLFL
SOAXREF-------------------------------GWSDAX-----------------------------CIPC Code
FSA ATLAS-------------------------------Major Code Assigned

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R88-91501
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ADDING A NEW MAJOR OR MINOR TO THE CURRICULUM

Please provide the following information when requesting a new major or minor (program or option) to be added to the curriculum.
Only new majors, minors and options are assigned a new code and print on the diploma.
The code will be assigned by the Office of the Registrar and a copy of this form will be sent to the appropriate department.

COLLEGE: Nathan M. Bisk College of Business
DELIVERY MODE(S): classroom (classroom, online)

DEPARTMENT: College of Business
CAMPUSSITE(S): main campus

PROGRAM TO BE ADDED: ☒ Major ☐ Minor ☐ Option for Business Administration (existing degree program)

NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Option for new program name to appear with existing degree name.

☐ Associate of Arts (A.A.) ☐ Master of Arts in Teaching (M.A.T.) ☐ Master of Science in Aviation (M.S.A.)
☐ Associate of Science (A.S.) ☐ Master of Business Administration (M.B.A.) ☐ Educational Specialist (Ed.S.)
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☒ Bachelor of Science (B.S.) ☐ Master of Public Administration (M.P.A.) ☐ Doctor of Psychology (Psy.D.)
☐ Master of Arts (M.A.) ☐ Master of Science (M.S.) ☐ Graduate Certificate

OTHER ADDITION TO THE CURRICULUM (NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Concentration or Specialization if the new program represents less than a full degree curriculum.)

☐ Concentration or ☐ Specialization for ____________________________________________ (existing degree program)

PROGRAM TITLE: Restricted to 30 characters, including spaces

Global Business Management and Finance

TERM TO BE INITIATED: Spring 2013

ADVISER FOR NEW PROGRAM: Joan Wiggerhorn

(Date program to be initiated must be no sooner than the next term for which registration has not begun)

ROUTING APPROVALS: 1) Department head/program chair and college dean approve and sign form. 2) The vice president for academic affairs approves business plan of the program in terms of financial viability and impact on the university mission and signs form. 3) Undergraduate Curriculum Committee or Graduate Council approves academics and signs form. 4) The vice president for academic affairs gives final approval of program, signs form and forwards to Office of the Registrar.

1) ___________ 8/12/12 Date
Department Head/Program Chair

2) ___________ 8/12/12 Date
Dean or Associate Dean

3) ___________ Date
Chair, Graduate Council

OR

4) ___________ Date
Chair, Undergraduate Curriculum Committee

Vice President for Academic Affairs

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FSA ATRAS
SOAXREF
SMAPPLE
STVMAJR
SOACURR
Major Code Assigned
GWVSDAX
CIPC Code
Operator Initials/Date

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R88-101-511
Please provide the following information when requesting a new major or minor (program or option) to be added to the curriculum. Only new majors, minors, and options are assigned a new code and print on the diploma. The code will be assigned by the Office of the Registrar and a copy of this form will be sent to the appropriate department.

COLLEGE: Nathan M. Bisk College of Business
DELIVERY MODE(S): Classroom (classroom, online)
DEPARTMENT: College of Business
CAMPUSSITE(S): Main campus

PROGRAM TO BE ADDED: ☑ Major ☐ Minor ☑ Option for Business Administration (existing degree program)

☐ Associate of Arts (A.A.) ☐ Master of Arts in Teaching (M.A.T.) ☐ Master of Science in Aviation (M.S.A.)
☐ Associate of Science (A.S.) ☐ Master of Business Administration (M.B.A.) ☐ Educational Specialist (Ed.S.)
☐ Bachelor of Arts (B.A.) ☐ Master of Education (M.Ed.) ☐ Doctor of Philosophy (Ph.D.)
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☐ Master of Arts (M.A.) ☐ Master of Science (M.S.) ☐ Graduate Certificate

OTHER ADDITION TO THE CURRICULUM: (Note: Only Majors, Minors, and Options receive new codes and print on the diploma; use Concentration or Specialization if the new program represents less than a full degree curriculum.)
☐ Concentration or ☐ Specialization for Information Technology Management (existing degree program)

PROGRAM TITLE: Restricted to 30 characters, including spaces

TERM TO BE INITIATED: Spring 2013
ADVISER FOR NEW PROGRAM: Debbie Carstens
(Date program to be initiated must be no sooner than the next term for which registration has not begun)

ROUTING APPROVALS: 1) Department head/program chair and college dean approve and sign form.
2) The vice president for academic affairs approves business plan of the program in terms of financial viability and impact on the university mission and signs form.
3) Undergraduate Curriculum Committee or Graduate Council approves academics and signs form.
4) The vice president for academic affairs gives final approval of program, signs form and forwards to Office of the Registrar.

1) Department Head/Program Chair Date 8/24/12
2) Dean or Associate Dean Date 8/21/12
3) Chair, Graduate Council Date
4) Vice President for Academic Affairs Date

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STVMAJR SOARCURR Major Code Assigned
GWSDAX CPC Code Operator Initials/Date

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ADDING A NEW MAJOR OR MINOR TO THE CURRICULUM

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COLLEGE: Nathan M. Bisk College of Business
DEPARTMENT: College of Business
DELIVERY MODE(S): Classroom (classroom, online)
CAMPUS/SITE(S): Main campus

PROGRAM TO BE ADDED: ☑ Major ☐ Minor ☑ Option for Business Administration (existing degree program)

NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Option for new program name to appear with existing degree name.

☐ Associate of Arts (A.A.) ☐ Master of Arts in Teaching (M.A.T.) ☐ Master of Science in Aviation (M.S.A.)
☐ Associate of Science (A.S.) ☐ Master of Business Administration (M.B.A.) ☐ Educational Specialist (Ed.S.)
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OTHER ADDITION TO THE CURRICULUM (NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Concentration or Specialization if the new program represents less than a full degree curriculum.)

☐ Concentration ☐ Specialization for _____________________________________________ (existing degree program)

PROGRAM TITLE: Restricted to 30 characters, including spaces
Sport Management

TERM TO BE INITIATED: Spring 2013
ADVISER FOR NEW PROGRAM: Steve Salaga
(Date program to be initiated must be no sooner than the next term for which registration has not begun)

ROUTING APPROVALS: 1) Department head/program chair and college dean approve and sign form. 2) The vice president for academic affairs approves business plan of the program in terms of financial viability and impact on the university mission and signs form. 3) Undergraduate Curriculum Committee or Graduate Council approves academics and signs form. 4) The vice president for academic affairs gives final approval of program, signs form and forwards to Office of the Registrar.

1) ____________________________ 2) ____________________________ 3) ____________________________ 4) ____________________________
Department Head/Program Chair Dean of Associate Dean Vice President for Academic Affairs Chair, Graduate Council Chair, Undergraduate Curriculum Committee Vice President for Academic Affairs

Date Date Date Date Date

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STVMAUR SOACURR Major Code Assigned
GWYSDAX CIPC Code Operator Initials

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COLLEGE: Nathan M. Bisk College of Business

DEPARTMENT: College of Business

DELIVERY MODE(S): Classroom

CAMPUSSITE(S): Main campus

PROGRAM TO BE ADDED:

☐ Major

☐ Minor

☒ Option for Business Administration (existing degree program)

NOTE: Only Majors, Minors and Options receive new codes and print on the diploma; use Option for new program name to appear with existing degree name.

☐ Associate of Arts (A.A.)

☐ Master of Arts in Teaching (M.A.T.)

☐ Master of Science in Aviation (M.S.A.)

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☐ Master of Business Administration (M.B.A.)

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☐ Bachelor of Arts (B.A.)

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☐ Concentration or ☐ Specialization for ___________________________ (existing degree program)

PROGRAM TITLE: Restricted to 30 characters, including spaces

Marketing

TERM TO BE INITIATED: Spring 2013

ADVISER FOR NEW PROGRAM: Andrew Cudmore

(Date program to be initiated must be no sooner than the next term for which registration has not begun)

ROUTING APPROVALS: 1) Department head/program chair and college dean approve and sign form. 2) The vice president for academic affairs approves business plan of the program in terms of financial viability and impact on the university mission and signs form. 3) Undergraduate Curriculum Committee or Graduate Council approves academic and signs form. 4) The vice president for academic affairs gives final approval of program, signs form and forwards to Office of the Registrar.

1) ____________________________ Date 8/24/17

Department Head/Program Chair

2) ____________________________ Date

Dean or Associate Dean

3) ____________________________ Date

Chair, Graduate Council

OR

4) ____________________________ Date

Chair, Undergraduate Curriculum Committee

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STVMAIR ____________________________ SOACURR ____________________________ Major Code Assigned ____________________________

GWSDAX ____________________________ CPC Code ____________________________ Operator Initials/Date ____________________________

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COLLEGE Nathan M. Bisk College of Business DELIVERY MODE(S) classroom

DEPARTMENT College of Business (classroom, online)

CAMPUS/SITE(S) main campus

PROGRAM TO BE ADDED ☑ Major ☐ Minor ☑ Option for Business Administration (existing degree program)

☐ Associate of Arts (A.A.) ☐ Master of Arts In Teaching (M.A.T.) ☐ Master of Science In Aviation (M.S.A.)

☐ Associate of Science (A.S.) ☐ Master of Business Administration (M.B.A.) ☐ Educational Specialist (Ed.S.)

☐ Bachelor of Arts (B.A.) ☐ Master of Education (M.Ed.) ☐ Doctor of Philosophy (Ph.D.)

☒ Bachelor of Science (B.S.) ☐ Master of Public Administration (M.P.A.) ☐ Doctor of Psychology (Psy.D.)

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☐ Concentration or ☐ Specialization for ______________________________ (existing degree program)

PROGRAM TITLE Restricted to 30 characters, including spaces

Accounting

TERM TO BE INITIATED Spring 2013 ADVISER FOR NEW PROGRAM LuAnn Been

(Date program to be initiated must be no sooner than the next term for which registration has not begun)

ROUTING APPROVALS: 1) Department head/program chair and college dean approve and sign form. 2) The vice president for academic affairs approves business plan of the program in terms of financial viability and impact on the university mission and signs form. 3) Undergraduate Curriculum Committee or Graduate Council approves academics and signs form. 4) The vice president for academic affairs gives final approval of program, signs form and forwards to Office of the Registrar.

1) ________________________________ 3) ________________________________
Department/Program Chair Date Chair, Graduate Council Date

2) ________________________________
Vice President for Academic Affairs Date

OR

4) ________________________________
Vice President for Academic Affairs Date

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STVMAJR SOACURR Major Code Assigned

GWSDOAS CIPC Code Operator Initials/Date

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B.S. in Business Administration
Program Options

Accounting
1. BUS 3211 Intermediate 1
2. BUS 3212 Intermediate 2
3. BUS 3213 Cost/Managerial
4. BUS 4211 Internal Audit
5. BUS 4220 Tax Management and Strategy (new course)

Marketing
1. BUS 3605 Consumer Behavior
2. BUS 4601 Marketing Analysis and Strategy
3. Three electives:
   a. At least one from the following list:
      i. BUS 4605 Retail Management
      ii. BUS 4607 Brand Management and Marketing
      iii. BUS 4686 International Marketing
      iv. BUS 4606 Special Topics in Marketing (new course)
   b. No more than two from the following list:
      i. BUS 3603 Advertising and Promotion Management
      ii. BUS 3607 Marketing Research
      iii. BUS 3611 Entertainment and Sports Marketing
      iv. BUS 3612 Hospitality and Tourism Marketing

Information Technology Management
1. BUS 3511 Systems Analysis and Design
2. BUS 3521 Intro to Database Management
3. Three electives from the following list:
   i. BUS 3500 Human Computer Interactions
   ii. BUS 3514 Introduction to Operating Systems and Networks
   iii. BUS 3517 Information Assurance and Security
   iv. BUS 4508 Web-Based Technology
   v. BUS 4511 Project Management for Information Technology (new course)
   vi. BUS 4516 Global Strategic Management of Technology
   vii. BUS 4521 Advanced Database Systems
   viii. BUS 4522 Database Administration
Sport Management

1. BUS 3509 Intro to Sport Management
2. BUS 3611 Entertainment and Sports Marketing
3. BUS 36xx Sports Economics (new course)
4. BUS 46xx Sports Finance (new course)
5. One elective from the following list:
   a. PSY 2446 Sport Psychology
   b. COM 3440 Public Relations

Global Business Management & Finance

1. BUS 3801 Cross Cultural Management
2. BUS 3802 Global Macroeconomics or BUS 3805 Emerging Market Strategies
3. BUS 4803 Global Financial Management
4. Two electives from the following list:
   i. BUS 4801 International Trade
   ii. BUS 4804 Business in the Western Hemisphere
   iii. PSY 2444 Cross-Cultural and Ethnic Psychology
   iv. COM 4130 Global Communications
   v. LNG 2xxx Intermediate Language 1
   vi. LNG 2xxx Intermediate Language 2

Leadership & Social Responsibility

1. BUS 4520 Leadership Theory and Practice
2. BUS 4219 Globalization and Corporate Social Responsibility
3. Three electives:
   a. At least one BUS elective
      i. Cross-Cultural Mgt
      ii. BUS 4503 Business Ethics
   b. At least one COM/HUM elective
      i. COM 4130 Global Communications
      ii. COM 4424 Advanced Business and Professional Communication
      iii. HUM 3401 Constitutional Law 1
      iv. HUM 3402 Constitutional Law 2
# B.S. Business Administration - Option Name (121 hrs)

## Flow Chart (7XXX)

### FRESHMAN YEAR - Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Course Title</th>
<th>Grade</th>
<th>Credits</th>
<th>Semester</th>
<th>Substitute</th>
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<td>BUS 1801</td>
<td>Global Business Perspectives</td>
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<td>Macroeconomics</td>
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<td>COM 1101</td>
<td>Composition and Rhetoric</td>
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<td>College Algebra</td>
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<td>Restricted Elective (Science)</td>
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### Spring

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<th>Course Title</th>
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<td>Computer Apps for Business</td>
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**EXTRA:**


### SOPHOMORE YEAR - Fall

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<th>Grade</th>
<th>Credits</th>
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<td>BUS 2211</td>
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<td>Legal &amp; Soc Env of Bus</td>
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<td>BUS 3801</td>
<td>Management Principles</td>
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<td>COM 2222/23 or COM 0225</td>
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### Spring

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<th>Course</th>
<th>Course Title</th>
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<th>Credits</th>
<th>Semester</th>
<th>Substitute</th>
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<td>BUS 2703</td>
<td>Statistics For Business</td>
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<td>BUS 3504</td>
<td>MIS Information Systems</td>
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**HUM CORE**

HUM 2052 Gv2; HUM 2142 World Art History 2
HUM 2212/23 English/American Lit 1 or 2
HUM 2333/32 American History 1 or 2

### JUNIOR YEAR - Fall

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**EXTRA:**


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**Faculty Adviser**

Signature  Date

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**Associate Dean**

Signature  Date

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Catalog Year 2013-14

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8/23/2012 12:48 PM