

CURRICULUM PROPOSAL

APPROVAL PAGE

Proposal Title: Degree Plan Change - General Business Major

College: Business Administration

Department: Marketing and Management

DEPARTMENT CHAIR- Dr. John Hadjimarcou

I have read the enclosed proposal and approve this proposal on behalf of the department.

John Hadjimarcou Digitally signed by John Hadjimarcou
Date: 2021.04.22 12:24:33 -06'00'

04/22/2021

Signature

Date

COLLEGE CURRICULUM COMMITTEE CHAIR – Dr. Feixue Xie

I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.



4/27/2021

Signature

Date

COLLEGE DEAN – Dr. James Payne

I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.



4/27/21

Signature

Date

UNDERGRADUATE CURRICULUM CHANGE MEMO

Date: 04/15/2021

From: Dr. John Hadjimarcou, Department of Marketing and Management

John
Hadjimarcou
Digitally signed by
John Hadjimarcou
Date: 2021.04.22
12:24:20 -06'00'

Through: Dr. John Hadjimarcou, Department of Marketing and Management

Through: Dr. James Payne, Dean, College of Business Administration

To: Dr. Art Duval, Chair, Undergraduate Curriculum Committee

Proposal Title: Degree Plan Change – General Business Major

The Department of Marketing and Management is seeking a change in the degree plan for the General Business major. Currently, students have the option to take six hours of non-business upper division courses and 24 hours of business courses as part of their major. We would like to remove the requirement of six hours of upper division non-business courses. This will address the issue of hidden prerequisites for such courses and, importantly, allow students to take more business courses, especially those courses with lab courses as co-requisites. We are also asking a change in terms of allowing students to take up to nine hours in one particular area of business, which will lead to greater specialization and marketability of the degree from the perspective of potential employers. These changes are expected to lead to a more attractive general business major and shorten time to graduation.

General Business Degree Plan

Code	Title	Hours
Business Designated Core (All courses require a C or better.)		
Complete the Business Designated Core requirements.		
University Core Curriculum		
Complete the University Core Curriculum requirements.		42
Business Foundation (All courses require a grade of C or better.)		
Required Courses:		
ACCT 2301	Principles of Accounting I	3
ACCT 2302	Principles of Accounting II	3
ECON 2303	Principles of Economics	3
ECON 2304	Principles of Economics	3
QMB 2301	Fundamentals of Bus Statistics	3
Math Elective:		
Select one of the following:		3-4
MATH 1411	Calculus I	
MATH 2301	Math for Social Sciences II	
Business Core		
Required Courses:		
BLAW 3301	Legal Environment of Business	3
BUSN 3304 or BUSN 3305	Global Business Environment Global Busn Environ-Study Away	3
CIS 3345	Management Information Systems	3

Code	Title	Hours
ECON 3310	Managerial Economics	3
FIN 3310	Business Finance	3
MGMT 3303	Intro-Mgmt/Organizational Beha	3
MGMT 4300	Strategic Management	3
MKT 3300	Principles of Marketing	3
OSCM 3321	Production/Operations Mgmt	3
QMB 3301	Quantitative Methods in Bus	3
Concentration		
Complete one of the following concentrations		30
Total Hours		120-121

Course List

Concentration in General Business

Code	Title	Hours
General Business Concentration		
	Select 24 <u>30</u> hours of upper division Business courses, with no more than six <u>nine</u> hours in any one area	24
	Select six hours of upper division Non-Business courses	6
Total Hours		30

Course List

Upper Division Business Courses

Code	Title	Hours
ACCT 3320	Accounting Systems	3
ACCT 3321	Intermediate Accounting I	3

Code	Title	Hours
<u>ACCT 3322</u>	Intermediate Accounting II	3
<u>ACCT 3323</u>	Cost Accounting	3
<u>ACCT 3327</u>	Fed Income Tax - Individuals	3
<u>ACCT 4304</u>	Auditing Principles/Procedures	3
<u>ACCT 4396</u>	Internship	3
<u>ACCT 4398</u>	Independent Study in Acct	3
<u>ACCT 4399</u>	Current Concepts in Accounting	3
<u>BLAW 3301</u>	Legal Environment of Business	3
<u>BLAW 4391</u>	Business Law	3
<u>BUSN 3304</u>	Global Business Environment	3
<u>BUSN 4394</u>	Spec Top in Intnat'l Business	3
<u>CIS 3301</u>	Intro to Data Process & Prog	3
<u>CIS 3325</u>	Adv Microcomp Bus Applications	3
<u>CIS 3340</u>	Org Impact-Information Tech	3
<u>CIS 3345</u>	Management Information Systems	3
<u>CIS 3350</u>	Systems Analysis and Design	3
<u>CIS 4320</u>	Advanced Programming	3
<u>CIS 4330</u>	Expert Sys & Decision Sup Sys	3
<u>CIS 4365</u>	Database Management	3
<u>CIS 4368</u>	Advanced Database Management	3
<u>CIS 4370</u>	Business Data Communications	3
<u>CIS 4375</u>	Intro to Electronic Commerce	3
<u>CIS 4385</u>	Info Security Systems	3

Code	Title	Hours
CIS 4396	Internship in CIS	3
CIS 4398	Independent Study (CIS)	3
CIS 4399	Current Topics	3
ECON 3302	Intermed Macroeconomic Theory	3
ECON 3303	Intermed Microeconomic Theory	3
ECON 3310	Managerial Economics	3
ECON 3320	Money and Banking	3
ECON 3325	Public Choice	3
ECON 3334	Regional Economics	3
ECON 3335	Urban Economics	3
ECON 3351	Industrial Organ & Govern Pol	3
ECON 3366	Economics of Latin America	3
ECON 3367	Economic Development	3
ECON 3372	Mathematical Economics	3
ECON 3373	Introduction to Econometrics	3
ECON 3380	History of Economic Thought	3
ECON 4312	Current Issues in Banking	3
ECON 4325	International Economics	3
ECON 4330	Public Sector Economics	3
ECON 4335	Economics & Law	3
ECON 4340	Economics of Labor	3
ECON 4368	Economy of Mexico	3
ECON 4398	Independent Study in Economics	3

Code	Title	Hours
ECON 4399	Current Topics in Econ	3
FIN 3310	Business Finance	3
FIN 3315	Investments	3
FIN 3317	Principles of Insurance	3
FIN 3321	Real Estate Finance & Investmt	3
FIN 3325	Money & Capital Markets	3
FIN 3330	Finance for Entrepreneurs	3
FIN 3350	Personal Financial Planning	3
FIN 4310	Managerial Finance	3
FIN 4311	Commercial Bank Management	3
FIN 4312	Current Issues in Banking	3
FIN 4315	Portfolio Analysis	3
FIN 4316	Analysis of Derivatives	3
FIN 4318	Fin Anal of Firm & Valuation	3
FIN 4325	International Finance	3
FIN 4328	Central Banking	3
FIN 4396	Internship in Finance	3
FIN 4398	Independent Study In Finance	3
FIN 4399	Current Topics in Finance	3
MGMT 3303	Intro-Mgmt/Organizational Beha	3
MGMT 3304	Organization Development	3
MGMT 3306	Entrepreneurship	3
MGMT 3310	Creativity and Innovation	3

Code	Title	Hours
<u>MGMT 3311</u>	Intro to Human Resource Mgmt	3
<u>MGMT 3315</u>	Employee and Labor Relations	3
<u>MGMT 3320</u>	Small Business Management	3
<u>MGMT 4300</u>	Strategic Management	3
<u>MGMT 4304</u>	Human Resource Training/Develop	3
<u>MGMT 4306</u>	Franchising	3
<u>MGMT 4315</u>	Human Resource Staffing/Plan	3
<u>MGMT 4320</u>	Corporate Entrepreneurship	3
<u>MGMT 4325</u>	International Management	3
<u>MGMT 4337</u>	Compensation/Employee Benefits	3
<u>MGMT 4396</u>	Internship in Management	3
<u>MGMT 4398</u>	Independent Study in Managemen	3
<u>MGMT 4399</u>	Current Topics in Management	3
<u>MKT 3300</u>	Principles of Marketing	3
<u>MKT 3302</u>	Consumer Behavior	3
<u>MKT 3320</u>	Advertising & Sales Promotion	3
<u>MKT 4301</u>	Marketing Research	3
<u>MKT 4304</u>	Electronic Marketing	3
<u>MKT 4305</u>	Selling and Sales Management	3
<u>MKT 4307</u>	Multi-Cultural Marketing	3
<u>MKT 4310</u>	Principles of Retailing	3
<u>MKT 4325</u>	International Marketing	3
<u>MKT 4391</u>	Services Marketing	3

Code	Title	Hours
MKT 4395	Strategic Marketing Management	3
MKT 4396	Marketing Internship	3
MKT 4398	Independent Study In Marketing	3
MKT 4399	Current Topics In Marketing	3
OSCM 3321	Production/Operations Mgmt	3
OSCM 3322	Adv Production/Operations Mgmt	3
OSCM 3331	Service Operations Management	3
OSCM 3333	Production Planning & Control	3
OSCM 3335	Project Management	3
OSCM 3336	Inventory Management	3
OSCM 3337	Logistics Management	3
OSCM 3339	Quality Planning and Control	3
OSCM 3390	Internship-Prod/Oper Mgmt	3
OSCM 4315	Purchasing & Supply Management	3
OSCM 4371	Trans & Warehsing Systems	3
OSCM 4375	Oper Mdl for Supply Chain Mgmt	3
OSCM 4398	Independent Study in POM	3
QMB 3301	Quantitative Methods in Bus	3

Course List

Business Designated Core

Although the UTEP choice is larger, these choices satisfy the requirements of both the core and the major.

All courses listed within this degree require a grade of C or better for successful completion.

Code	Title	Hours
Mathematics		
Select one of the following:		
MATH 1411	Calculus I	
MATH 1320	Math for Social Sciences I	
MATH 1508	Precalculus	
Behavioral and Social Sciences		
Required:		
ECON 2303	Principles of Economics	3
The following additional courses are also recommended:		
COMM 1302	Business/Profession Comm	
MATH 1320	Math for Social Sciences I	
PHIL 2306	Ethics	
Course List		