

TO: Jeanette F. Morales, Assistant Director,
Office of Academic Program Management

FROM: Frank Kelley, Associate Dean for Undergraduate Business
Programs

DATE: December 13, 2010

RE: Proposal for changes to the catalog necessitated by two new
courses INTB 3354 and 3355 (accelerated versions of
INTB 3350, 3351, 3352, and 3353) on Upper-Level
Business Course Requirements; Sample BBA Degree
Plan; GEM-PP and GEM Track Requirements; Global
Business Minor Requirements; and IAS Minor
Requirements

334 Melcher Hall
Houston, TX 77204-6021

713-743-4900 Phone
713-743-4942 FAX

bba@uh.edu

www.bauer.uh.edu

The Bauer College of Business proposes to Undergraduate Council the following changes to the catalog necessitated by the two new courses INTB 3354 and 3355 (accelerated versions of INTB 3350, 3351, 3352, and 3353) on Upper-Level Business Course Requirements; Sample BBA Degree Plan; GEM-PP and GEM Track Requirements; Global Business Minor Requirements; and IAS Minor Requirements, as described below.

Justification:

The new accelerated courses, INTB 3354 and INTB 3355 (sent to Undergraduate Council this Fall 2010), are designed for honors students. Allowing honors students to substitute these courses for INTB 3350, 3351, 3352, and 3352 will give these students intensive training in interdisciplinary approaches to international business and economic problems. It also will compress the time students spend assimilating foundational information on those subjects, allowing them more flexibility to apply AP credits or fit a research course or senior honors thesis into their degree plan. In this way, these accelerated courses can contribute to UH's Quality Enhancement Plan (QEP) to promote undergraduate research. This proposal also incorporates the new HON 4395 Global Studies and Research course being proposed by the Honors College as an option for an advanced business elective since business students in that course will focus on the business aspects of globalization. Changes to the GEM-PP and GEM track in Finance have been made to reflect the accelerated course offerings, along with new energy related course options for these programs.

1: Current Catalog copy regarding Upper-Level Business Required Courses

Upper-Level Business Required Courses

Regardless of the major in business students are required to complete the following courses:

Courses	Hours
Decision and Information Sciences <u>SCM 3301</u> and <u>STAT 3331</u>	6
Finance <u>FINA 3332</u>	3
<u>INTB 3350</u>	3
Management <u>MANA 3335</u>	3
Marketing <u>MARK 3336</u>	3
Business and Professional Communication <u>COMM 3356</u> or <u>MARK 3337</u> Students taking <u>MARK 3337</u> to satisfy this requirement may not also use it to satisfy an advanced business elective requirement or for the marketing major or sales minor (additional marketing electives are required to meet the minimum hours for the marketing major or sales minor).	3
Global Studies Sequence <u>INTB 3351</u> , <u>3352</u> , and <u>3353</u>	9
<u>GENB 4350</u> Business Law and Ethics	3

<p>Approved Advanced (3000-4000) electives in Business Any 3000-4000 level business courses may count as advanced business electives.</p> <p>Business majors who declare and complete an IAS minor, a nonbusiness minor, or second nonbusiness major, or who complete coursework as part of a study abroad program are allowed to substitute up to six semester credit hours of 3000-4000 level nonbusiness coursework or 3000-4000 level study abroad courses for advanced business electives required by the B.B.A.</p> <p>Business majors are not required to have a minor, but are allowed to minor in any of the business functional areas: accounting, finance, global energy management, management, management information systems, marketing, risk management and insurance, sales, or supply chain management as well as any of the international area studies minors or non-business minors, but not business administration or the global business minor. Students may count these minor courses toward advanced business elective requirements of their major.</p> <p>Students who double major in business are allowed to count business courses from the first major toward the advanced business elective requirements of the second major, and the business courses of the second major toward the advanced business electives of the first major.</p> <p>In departments with limited course offerings, enrollment (registration) priority may be given to business majors signing up for the 4000-level business electives required in their major for graduation over other business majors and minors.</p>	6
Total	39

Proposed Catalog copy regarding Upper-Level Business Required Courses

Upper-Level Business Required Courses

Regardless of the major in business students are required to complete the following courses:

Courses	Hours
Decision and Information Sciences <u>SCM 3301</u> and <u>STAT 3331</u>	6
Finance <u>FINA 3332</u>	3
Management <u>MANA 3335</u>	3
Marketing <u>MARK 3336</u>	3
Business and Professional Communication <u>COMM 3356</u> or <u>MARK 3337</u> Students taking <u>MARK 3337</u> to satisfy this requirement may not also use it to satisfy an advanced business elective requirement or for the marketing major or sales minor (additional marketing electives are required to meet the minimum hours for the marketing major or sales minor).	3
International Business and Global Studies <u>INTB 3350</u> and <u>3351</u> ; or <u>INTB 3354</u> and 3 semester credit hours of General Electives. and <u>INTB 3352</u> and <u>3353</u> ; or <u>INTB 3355</u> and 3 semester credit hours of General Electives.	12
<u>GENB 4350</u> Business Law and Ethics	3
Approved Advanced (3000-4000) electives in Business Any 3000-4000 level business courses and HON 43xx "Global Studies and Research" may count as advanced business electives.	6

Business majors who declare and complete an IAS minor, a nonbusiness minor, or second nonbusiness major, or who complete coursework as part of a study abroad program are allowed to substitute up to six semester credit hours of 3000-4000 level nonbusiness coursework, or 3000-4000 level study abroad courses for advanced business electives required by the B.B.A.

Business majors are not required to have a minor, but are allowed to minor in any of the business functional areas: accounting, finance, global energy management, management, management information systems, marketing, risk management and insurance, sales, or supply chain management as well as any of the international area studies minors or non-business minors, but not business administration or the global business minor. Students may count these minor courses toward advanced business elective requirements of their major.

Students who double major in business are allowed to count business courses from the first major toward the advanced business elective requirements of the second major, and the business courses of the second major toward the advanced business electives of the first major.

In departments with limited course offerings, enrollment (registration) priority may be given to business majors signing up for the 4000-level business electives required in their major for graduation over other business majors and minors.

Total	39

2: Sample BBA Degree Plan Changes

Current Catalog copy regarding Sample BBA Degree Plan

THIRD and FOURTH YEAR

Junior Business Courses	Hours
Required of all business majors (Sequencing depends upon major and prerequisites)	
<u>SCM 3301</u> . Service and Manufacturing Operations	3
<u>STAT 3331</u> . Statistical Analysis for Business Applications	3
<u>MANA 3335</u> . Introduction to Organizational Behavior and Management	3
<u>MARK 3336</u> . Elements of Marketing Administration	3
<u>MARK 3337</u> . Professional Selling; or <u>COMM 3356</u> . Business and Professional Speech	3
<u>FINA 3332</u> . Principles of Financial Management	3
<u>INTB 3350</u> . International Business	3
<u>INTB 3351</u> . History of Globalization	3
<u>INTB 3352</u> . Economics of Globalization	3
<u>INTB 3353</u> . Politics of Globalization	3
<u>GENB 4350</u> . Business Law and Ethics	3
6 hours of Advanced Business Electives (any 3000-4000 level business courses, or, 3000-4000 level courses for an IAS minor, a non-business major or minor, or 3000-4000 study abroad courses)	6

Total	39
--------------	-----------

Proposed Catalog copy regarding Sample BBA Degree Plan

THIRD and FOURTH YEAR

Junior Business Courses	Hours
Required of all business majors (Sequencing depends upon major and prerequisites)	
<u>SCM 3301</u> . Service and Manufacturing Operations	3
<u>STAT 3331</u> . Statistical Analysis for Business Applications	3
<u>MANA 3335</u> . Introduction to Organizational Behavior and Management	3
<u>MARK 3336</u> . Elements of Marketing Administration	3
<u>MARK 3337</u> . Professional Selling; or <u>COMM 3356</u> . Business and Professional Speech	3
<u>FINA 3332</u> . Principles of Financial Management	3
<u>INTB 3350</u> . International Business and <u>INTB 3351</u> . History of Globalization; or <u>INTB 3354</u> The History of Globalization and International Business and 3 semester credit hours of General Electives	6
<u>INTB 3352</u> . Economics of Globalization and <u>INTB 3353</u> . Politics of Globalization; or <u>INTB 3355</u> The Political Economy of Globalization and 3 semester credit hours of General Electives	6
<u>GENB 4350</u> . Business Law and Ethics	3
6 hours of Advanced Business Electives (any 3000-4000 level business courses, or, 3000-4000 level courses for an IAS minor, a non-business major or minor, or 3000-4000 study abroad courses)	6
Total	39

3: GEM-PP and GEM Track Changes

Current Catalog copy regarding Global Energy Management Professional Program and GEM Track

Global Energy Management Professional Program

Finance majors pursuing the Global Energy Management Professional Program (GEM-PP) have more rigorous requirements in math, science, and economics at the freshman-sophomore level, and more specified coursework at the junior-senior level (see the Office of Undergraduate Business Programs for a complete listing of degree requirements).

In addition to UH core courses students will take the following courses:

Freshman-Sophomore

GENB 2301, PSYC 1300 or SOC 1300, MATH 1431, 1432, 2331, 2433, ACCT 2331, 2332, PHYS 1321 and one of two options to meet the natural science core: CHEM 1111, 1112, 1331 and 1332, or 6 hours from CHEM 1301, GEOL 1330 or PHYS 3378 (also GEOL 3378).

Junior-Senior

MIS 3300, SCM 3301, STAT 3331, ECON 3332 and 3334, MANA 3335, MARK 3336 and 3337, INTB 3351, 3352, and 3353, GENB 4350, and FINA 3332.

Major and Business Elective Courses:

1. Complete FINA 4320 and 4330.
2. Select four advanced finance electives from 4350, 4351, 4360, 4375, or other energy related finance courses at the 4000-level (consult the finance advisor for an approved list).
3. Select six semester hours of approved advanced electives in business from ACCT 3367 and 4378, SCM 4390, or other energy related business courses at the 4000 level (consult the finance advisor for an approved list).

Global Energy Management Track

Finance majors interested in course work related to energy but not in the GEM-PP may pursue a Global Energy Management track in finance by meeting the following requirements within the finance major:

- Complete FINA 4320, and 4330.
- Select 12 semester hours from FINA 4350, 4351, 4360, 4375, or approved energy-related finance courses at the 4000-level (consult the finance advisor for an approved list).
- Select 6 hours of approved advanced electives in business.

Proposed Catalog copy regarding Global Energy Management Professional Program and GEM Track

Global Energy Management Professional Program

Finance majors pursuing the Global Energy Management Professional Program (GEM-PP) have more rigorous requirements in math, science, and economics at the freshman-sophomore level, and more specified coursework at the junior-senior level (see the Office of Undergraduate Business Programs for a complete listing of degree requirements).

In addition to UH core courses students will take the following courses:

Freshman-Sophomore

GENB 2301, PSYC 1300 or SOC 1300, MATH 1431, 1432, 2331, 2433, ACCT 2331, 2332, PHYS 1321 and one of two options to meet the natural science core: CHEM 1111, 1112, 1331 and 1332, or 6 hours from CHEM 1301, GEOL 1330 or PHYS 3378 (also GEOL 3378).

Junior-Senior

MIS 3300, SCM 3301, STAT 3331, ECON 3332 and 3334, MANA 3335, MARK 3336 and 3337, INTB 3351 or 3354, 3352-3353 or 3355, GENB 4350, and FINA 3332.

Major and Business Elective Courses:

1. Complete FINA 4320 and 4330.
2. Select four advanced finance electives from 4350, 4351, 4359, 4360, 4370, 4371, 4372, 4373, 4375, or other energy related finance

- courses at the 4000-level (consult the finance advisor for an approved list).
3. Select six semester hours of approved advanced electives from ACCT 3366, 3367, and 4378, SCM 4390, or other energy related business or related discipline courses at the 3000-4000 level (consult the finance advisor for an approved list).

Global Energy Management Track

Finance majors interested in course work related to energy but not in the GEM-PP may pursue a Global Energy Management track in finance by meeting the following requirements within the finance major:

- Complete FINA 4320, and 4330.
- Select 12 semester hours from FINA 4350, 4351, 4359, 4360, 4370, 4371, 4372, 4373, 4375, or approved energy-related finance courses at the 4000-level (consult the finance advisor for an approved list).
- Select 6 hours of approved advanced electives in business or any energy courses in related disciplines at the 3000-4000 level (consult the finance advisor for an approved list).

4: Global Business Minor Changes

Current Catalog copy regarding Global Business Minor

Minor in Global Business (for nonbusiness majors only)

The Global Business minor provides nonbusiness majors with a broad understanding of the business process, both for corporate and entrepreneurial business, along with an understanding of the historical, political, and economic context within which business operates.

Prerequisites: Junior standing; 2.00 minimum cumulative GPA on all courses attempted at UH.

Required courses: INTB 3351, 3352, 3353; ENTR 3310, 3312.

Nonbusiness majors are limited to five business courses at the 3000-4000 level in the Global Business minor unless they

1. have officially declared a business minor or,

2. have a secondary major in business or,
3. have been admitted into a business-related program such as the computer science-business-option, the professional selling program or exchange programs, and who are taking business courses to meet specific requirement for these business related programs.

Students may not count INTB 3351, 3352 or 3353 toward both the Global Business Minor and the International Area Studies minors.

Nine of the 15 hours must be taken in residence at UH.

Students must earn a 2.00 minimum cumulative grade point average on courses attempted in the minor at UH.

Proposed Catalog copy regarding Global Business Minor

Minor in Global Business (for nonbusiness majors only)

The Global Business minor provides nonbusiness majors with a broad understanding of the business process, both for corporate and entrepreneurial business, along with an understanding of the historical, political, and economic context within which business operates.

Prerequisites: Junior standing; 2.00 minimum cumulative GPA on all courses attempted at UH.

Required courses: 15 semester hours from INTB 3351, 3352, and 3353; or INTB 3354, 3355, and an approved 3 semester credit hour 3000-4000 level elective related to Global Studies; and ENTR 3310, 3312.

Nonbusiness majors are limited to five business courses at the 3000-4000 level in the Global Business minor unless they

4. have officially declared a business minor or,
5. have a secondary major in business or,
6. have been admitted into a business-related program such as the computer science-business-option, the professional selling program or exchange programs, and who are taking business courses to meet specific requirement for these business related programs.

Students may not count INTB 3351, 3352, 3353, 3354, or 3355 toward both the Global Business Minor and the International Area Studies minors.

Nine of the 15 hours must be taken in residence at UH.

Students must earn a 2.00 minimum cumulative grade point average on courses attempted in the minor at UH.

5: IAS Minor Changes

Current Catalog copy regarding IAS Minor

Minors in International Area Studies

The Bauer College of Business offers five minors in International Area Studies, each focusing on one region of the world.

This minor is not required of business majors, but is an option for business and non-business majors who would like more breadth in the historical, economic, political, social and cultural environment of business.

These minors require 15 hours of coursework, 9 hours of which include the following courses approved for all regions:

- INTB 3351. The History of Globalization
- INTB 3352. The Politics of Globalization
- INTB 3353. The Economics of Globalization
- and 6 additional semester credit hours of 3000-4000 level nonbusiness courses relevant and specific to one of the following five regions: Africa, Asia, Europe, Latin America, or the Middle East.

Nine of the 15 hours must be taken in residence at UH.

Students must earn a 2.00 minimum cumulative grade point average on courses attempted in the minor at UH.

Courses that are on the approved lists for UH Core Humanities or Social Science or Writing in the Disciplines may also count toward the IAS minors as long as the minimum total hours for the degree are met. Business majors with an IAS minor may waive up to six semester credit hours of 3000-4000 level nonbusiness coursework or 3000-4000 level courses approved for the IAS minor. Nonbusiness majors must get approval from the college of their major to use courses toward the

major to also count toward the IAS minor. Students may not minor in more than one IAS region or in both IAS and the Global Business minor.

Students interested in a minor in one of the International Area Studies should contact the Office of Undergraduate Business Programs in the Bauer College of Business. Petitions for waivers and/or substitutions must be approved by the director of Global Studies in the Bauer College of Business.

For a current listing of courses approved for the International Area Studies minors, consult the Office of Undergraduate Business Programs, 262 Melcher Hall.

Proposed Catalog copy regarding IAS Minor

Minors in International Area Studies

The Bauer College of Business offers five minors in International Area Studies, each focusing on one region of the world.

This minor is not required of business majors, but is an option for business and non-business majors who would like more breadth in the historical, economic, political, social and cultural environment of business.

These minors require 15 hours of coursework, 9 hours of which include the following courses approved for all regions:

- INTB 3351. The History of Globalization
- INTB 3352. The Politics of Globalization
- INTB 3353. The Economics of Globalization
- and 6 additional semester credit hours of 3000-4000 level nonbusiness courses relevant and specific to one of the following five regions: Africa, Asia, Europe, Latin America, or the Middle East.

Or, an Accelerated Option designed primarily for Honors students:

- INTB 3354. The History of Globalization and International Business
- INTB 3355. The Political Economy of Globalization
- and 9 semester credit hours of INTB (excluding INTB 3350, 3351, 3352, or 3353), Study Abroad courses, nonbusiness courses relevant and specific to one of the following five regions: Africa,

Asia, Europe, Latin America, or the Middle East, or other approved 3000-4000 electives relevant to the minor.

Nine of the 15 hours must be taken in residence at UH.

Students must earn a 2.00 minimum cumulative grade point average on courses attempted in the minor at UH.

Courses that are on the approved lists for UH Core Humanities or Social Science or Writing in the Disciplines may also count toward the IAS minors as long as the minimum total hours for the degree are met. Business majors with an IAS minor may waive up to nine semester credit hours of 3000-4000 level nonbusiness coursework or 3000-4000 level courses approved for the IAS minor. Nonbusiness majors must get approval from the college of their major to use courses toward the major to also count toward the IAS minor. Students may not minor in more than one IAS region or in both IAS and the Global Business minor.

Students interested in a minor in one of the International Area Studies should contact the Office of Undergraduate Business Programs in the Bauer College of Business. Petitions for waivers and/or substitutions must be approved by the director of Global Studies in the Bauer College of Business.

For a current listing of courses approved for the International Area Studies minors, consult the Office of Undergraduate Business Programs, 262 Melcher Hall.