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U N I V E R S I T Y of H O U S T O N

C. T. BAUER COLLEGE OF BUSINESS
OFFICE OF UNDERGRADUATE BUSINESS PROGRAMS

APPROX DEC 05 2012

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

FROM: Frank Kelley, Associate Dean for Undergraduate Business Programs

DATE: October 11, 2012

RECEIVED OCT 12 2012

RE: Proposal for changes to the requirements for the BBA degree

The Bauer College of Business proposes to the UH Undergraduate Committee the following changes to the requirements for the BBA degree:

Proposal Summary

The proposal below would reduce the required INTB courses for the BBA from four to two INTB courses, with the six hours freed up to be met by General Electives, following the current catalog model allowed for Bauer Honors students. In addition, the current six hours of advanced business electives required for the BBA would be changed to allow any advanced electives, business or non-business. These proposed changes would provide more flexibility for departments and students for coursework that would add value for employment and professional purposes and would improve graduation rates in a revenue-neutral way.

Current Catalog

Upper-Level Business Required Courses

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

Upper-Level Business Required Courses

Courses	Hours
Decision and Information Sciences SCM 3301 and STAT 3331	6
Finance FINA 3332	3
INTB 3350	3

Upper-Level Business Required Courses

Courses	Hours
Management MANA 3335	3
Marketing MARK 3336	3
Business and Professional Communication COMM 3356 or MARK 3337 Students taking MARK 3337 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 INTB 3350 and 3351; or INTB 3354 and 3 semester credit hours of General Electives.	9
and	
International Business and Global Studies INTB 3352 and 3353; or INTB 3355 and 3 semester credit hours of General Electives.	
GENB 4350 Business Law and Ethics	3
Approved Advanced (3000-4000) electives in Business Any 3000-4000 level business courses may count as advanced business electives.	6
<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>	

Upper-Level Business Required Courses

Courses	Hours
<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>	
Total	39

Proposed Catalog Language

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 SCM 3301 and STAT 3331	6
Finance FINA 3332	3
Management MANA 3335	3
Marketing MARK 3336	3
Business and Professional Communication COMM 3356 or MARK 3337	3

Students taking MARK 3337 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

Upper-Level Business Required Courses

Courses	Hours
electives are required to meet the minimum hours for the marketing major or sales minor).	
International Business and Global Studies INTB 3354 and 3 semester credit hours of General Electives.	12
(Students who have completed either INTB 3350 or 3351 may substitute that course for INTB 3354.) INTB 3355 and 3 semester credit hours of General Electives.	
(Students who have completed either INTB 3352 or 3353 may substitute that course for INTB 3355.)	
Students may take any 1000-4000 level business or non-business courses as General Electives. Students are limited to no more than 66 semester credit hours of lower level (1000-2000) level transfer coursework to count toward the degree.	
GENB 4350 Business Law and Ethics	3
Advanced (3000-4000) electives Any 3000-4000 level courses may count as advanced electives.	6
Total	39

Justification

The proposed changes provide more flexibility for departments and students for coursework that would add value for employment and professional purposes and would improve graduation rates in a revenue-neutral way.

Flexibility for Departments: Departments with special programs would have greater flexibility to customize those programs to meet the requirements for the CPA, recommendations of accrediting bodies, and trends in the marketplace.

Flexibility for Students: Students would have greater opportunities to take courses across departments and in other colleges relevant to their career and professional goals such as energy-related courses, foreign language, and study abroad. Such flexibility would attract more honors students with AP and IB credit or additional required honors coursework. It would also allow students to pursue a double major (and for ACCT and MIS majors to have a business minor) without adding coursework beyond the requirements for the BBA.

Improve Graduation Rates: A recent university study indicated that transfer students are losing a number of credit hours when they transfer to the business program because of requirements for the associate degree. Students who start in another major and change to business lose credits. Students who are in special university programs such as ROTC or Honors have unused courses. More flexibility in the degree plan would allow a significant number of students to graduate more quickly and with less debt, and improve graduation rates for the college and university.

Revenue-neutral: Beginning Fall 2012 the university will migrate from a course-based tuition and fee model to a consolidated bill based on the student's major. Therefore, allowing business majors to take non-business courses would not affect billing or college, department, and program revenue formerly based on designated differential tuition (DDT) and a course fee structure.

Impact on Global Studies: Reducing the number of required mass sections of INTB courses would allow Global Studies faculty to offer other specialized electives and study abroad programs. A companion proposal is being submitted to replace the Global Business minor and the International Area Studies minors with a Business Foundations minor that incorporates the two INTB courses (3354 and 3355) as elective options.