

Bachelor of Science in Business Administration - U-MAR-BSBA02 : Global Marketing																		
2024-2025																		
BSBA Common Prerequisites, Common Core																		
			<i>BSBA Graduates will be able to:</i>															
			Content	Critical Thinking				Communication			Integrity/Values							
			1.1 Correctly use terminology and concepts in the major areas of business: Information Technology; Management; Accounting; Marketing; Economics; Finance	2.1 Identify and analyze key elements that comprise business problems/opportunities	2.2 Select and apply appropriate discipline frameworks to address business problems/opportunities	2.3 Select and apply appropriate problem solving techniques to address business problem	2.4 Integrate knowledge across business disciplines to formulate defensible strategic business decisions	3.1 Create and deliver effective oral presentations	3.2 Develop effective written presentations	3.3 Contribute effectively to group discussions	4.1 Recognize legal and ethical problems that occur in business contexts	4.2 Select and defend an appropriate ethical and legal course of action						
INSTRUCTION/ASSESSMENT CODES																		
I = Instruction																		
CA = Course level assessment																		
PA = Program level assessment																		
Course	Title	CH																
BUSINESS CORE																		
BUL 3130	Legal and Ethical Environment of Business	3	I, CA	I	I	I	I										I, CA, PA	I, CA, PA
FIN 3403	Managerial Finance	3	I, CA	I, CA	I, CA	I, CA												
GEB 3213	Writing for Bus: Theory & Practice	3	I, CA	I, CA	I, CA	I, CA				I, CA, PA	I, CA, PA	I, CA, PA						
GEB 4361	International Business	3	PA (COB Core Assessment)	I, CA,	CA	I, CA												
ISM 3011	e-Bus Systems Fundamentals	3	I, CA	I, CA	I, CA	I, CA												
ISM 3116	Introduction to Business Analytics	3	I, CA	I	I, CA	I	I			I	I	I						
MAN 3025	Management Fundamentals	3	I, CA	I, CA	I, CA	CA												
MAN 3504	Operations Management	3	I, CA	I, CA	I													
MAN 4720	Strategic Management	3	I, CA	I, CA, PA	I, CA, PA	PA	PA											
MAR 3023	Marketing Fundamentals	3	I, CA	I, CA	I, CA	I												
			Bachelor of Science in Business Administration - U-MAR-BSBA02 : Global Marketing Content Student Learning Outcomes															
Course	Title	CH	Content															
			1.2 Create, develop, and evaluate theory-drive, data-based, and ethical marketing strategy appropriate for a given environment															
MAR 3503	Consumer Behavior +	3	I, CA															
MAR 4156	Seminar in International Marketing +	3																
MAR 4613	Marketing Research +	3	I,CA															
MAR 4803	Marketing Strategy +	3	PA															
	Three advisor-approved marketing courses taken at a UWF partner University abroad +	9																
	3000/4000 level Marketing (MAR) elective +	3																
	Total Hours	24																
	3000/4000 level advisor-approved courses +	6																
	Total Hours	6																

Approved April 2024