

Bachelor of Science in Business Administration - U-MAR-BSBA03 : Sales Management																					
2024-2025																					
BSBA Common Prerequisites, Common Core																					
				BSBA Graduates will be able to:																	
				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, 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													
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Course	Title	CH	Content																		
			1.2 Create, develop, and evaluate theory-drive, data-based, and ethical marketing strategy appropriate for a given environment																		
MAR 3202	Supply Chain Logistics Management +	3																			
MAR 3370	Information Sources for Business Decisions +	3																			
MAR 3503	Consumer Behavior +	3	I, CA																		
MAR 4403	Sales Management +	3																			
MAR 4412	Professional Selling Methods +	3																			
MAR 4613	Marketing Research +	3	I, CA																		
MAR 4803	Marketing Strategy +	3	PA																		
3000/4000 level Marketing elective +		3																			
Total Hours		24																			
3000/4000 level advisor-approved courses +		6																			
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Approved April 2024