



NORTHERN ARIZONA UNIVERSITY

UCC/UGC/ECCC

Proposal for New Academic Plan, Plan Change, or Plan Deletion

FAST TRACK (Select if this will be a fast track item. Refer to UCC or UGC Fast Track Policy for eligibility)

If this is a new plan proposal and the plan is not listed in the current NAU academic program inventory, then you must complete the "Proposal to establish a New Degree" form.

If this proposal represents changes to the intent of the plan or its integral components, review by the college dean, graduate dean (for graduate items) and/or the provost may be required prior to college curricular submission.

1. Effective beginning **Fall:** 2013
See effective dates calendar

Business and Administration

2. College: NAU-YUMA 3. Academic Unit: _____

4. Academic Plan Name: Bachelors of Business Administration 5. Emphasis: Marketing

6. Plan proposal: New Plan* Plan Change** Plan Deletion
 New Emphasis Emphasis Change Emphasis Deletion

**** UCC plan or sub plan proposals must include an updated 8-term plan.**

**** UGC plan or sub plan proposals must include an updated program of study.**

All Plans with NCATE designation, or plans seeking NCATE designation, must include a letter of approval from the NAU NCATE administrator prior to college curricular submission.

7. NCATE designation, if applicable:

- Initial Plan Advanced Plan Remove Designation
- Change from Initial to Advanced Plan Change from Advanced to Initial Plan

8. Current / New* catalog plan text in this column. Cut and paste, in its entirety, from the current on-line academic catalog: (<http://www4.nau.edu/aio/AcademicCatalog/academiccatalogs.htm>)

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Extended Campuses: Yuma—Business and Admin

The Bachelor of Business Administration (B.B.A.) is available with three Emphasis options. Required courses for each Emphasis are described further below:

Global Business	Management	Entrepreneurship and Small Business
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PRE-REQUISITES FOR ADMISSION TO THE PROFESSIONAL PROGRAM

To earn this degree, complete at least 120 units of course work, which we describe in the sections that follow:

- at least 35 units of liberal studies requirements. Be aware that you may not use courses with a BBA prefix to satisfy these liberal studies requirements.
- at least 33 units of BBA core requirements
- at least 23 units of emphasis requirements
- elective courses, if needed, to reach an overall total of at least 120 units

Be aware that some courses required for your degree may have pre-requisites that you must

Show the proposed changes in this column. **Bold** the changes, to differentiate from what is not changing, and change font to ~~**Bold-Red**~~ ~~with strikethrough~~ for what is being deleted.

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Logistics and Supply Chain Management		
Marketing		

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also take. Check the courses in the appropriate subject. (You may be able to count these pre-requisites toward your liberal studies or general elective credit.)

Please note that you must complete Northern Arizona University's diversity requirements by taking two 3-unit courses, one in U.S. ethnic diversity and one in global diversity awareness. These courses may be used to meet other requirements within your academic plan if you choose them carefully. Click here for [list of the available diversity courses](#).

Also be aware that Northern Arizona University requires that at least 30 units of the courses you take for your degree must be upper-division courses (those numbered 300 and above).

Finally, please note that you may be able to use some courses to meet more than one requirement; however, you must still meet the total of at least 120 units to graduate. Contact your advisor for details.

You must meet the following requirements to enter our professional program:

- Complete the following courses with a grade of "C" or better in each course:
 - - First-Year Composition
 - Accounting:
 - Principles of Financial Accounting
 - Principles of Managerial Accounting
 - Quantitative Methods:
 - College Algebra OR Finite Mathematics

Be aware that some courses required for your degree may have pre-requisites that you must also take. Check the courses in the appropriate subject. (You may be able to count these pre-requisites toward your liberal studies or general elective credit.)

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 - Principles of Financial Accounting
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 - Quantitative Methods:
 - College Algebra OR Finite

- Topics in Calculus
- Economics:
 -
 - Principles of Microeconomics
 - Principles of Macroeconomics
- Business Statistics
- Legal Environment of Business
- Intro to Computer Information Systems

TRANSFER STUDENTS

Students transferring into the program may meet admission requirements by completing an ABUS degree from an Arizona Community College. The ABUS includes the AGECE-B, which satisfies the Northern Arizona University liberal studies requirement.

Students transferring into the program from California may meet the Northern Arizona University liberal studies requirement by completing an IGETC at a California community college.

All students must complete the Northern Arizona University ethnic and global diversity requirements. These requirements may be met by completing courses at Northern Arizona University or at other institutions.

**BACHELOR OF BUSINESS ADMINISTRATION
CORE CURRICULUM (33 UNITS)**

All students must complete the following 33-unit Core Curriculum. Each of these courses is three units.

- BBA 300 Principles of Management in a Global Economy
- BBA 305W Effective Business Communications

- Mathematics
- Topics in Calculus
 - Economics:
 -
 - Principles of Microeconomics
 - Principles of Macroeconomics
 - Business Statistics
 - Legal Environment of Business
 - Intro to Computer Information Systems

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- BBA 300 Principles of Management in a Global Economy
- BBA 305W Effective Business Communications

- BBA 310 Principles of Marketing in a Global Economy
- BBA 320 Managerial Finance
- BBA 330 Supply Chain and Operations Management
- BBA 340 Management Information Systems
- BBA 360 Teams and Project Management
- BBA 440 Human Resource Management
- BBA 450 Leadership
- BBA 480 Business Plan Development
- BBA 490C Strategic Management

EMPHASES

Students select one of the following three emphases to complete the degree requirements

GLOBAL BUSINESS EMPHASIS (23 TO 33 UNITS)

For this emphasis, students select one region of the world to use as a focus for all projects and like-kind assignments across the curriculum.

- BBA 400 Advanced Global Management (3 units)
- BBA 410 Advanced Global Marketing (3 units)
- BBA 420 Global Finance and Financial Analysis (3 units)
- BBA 408 Fieldwork Experience* (3 units)
- Language: Two semesters of a foreign language or study abroad (8-15 units)
 - Recommended courses are:
 - BBA 307 Beginning Spanish for Business

- BBA 310 Principles of Marketing in a Global Economy
- BBA 320 Managerial Finance
- BBA 330 Supply Chain and Operations Management
- BBA 340 Management Information Systems
- BBA 360 Teams and Project Management
- BBA 440 Human Resource Management
- BBA 450 Leadership
- BBA 480 Business Plan Development
- BBA 490C Strategic Management

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 - Recommended courses are:
 - BBA 307 Beginning Spanish for Business
 - BBA 387 Intermediate

- BBA 387 Intermediate Spanish for Business
- BBA 407 Advanced Spanish for Business
- One or two electives—with a regional international focus recommended.
 - Courses used to satisfy the foreign language requirement may not be used to satisfy this recommendation.
 - This requirement may also be satisfied by a study abroad (3-6 units)

MANAGEMENT EMPHASIS (24 UNITS)

- BBA 380 Management for Environmental Sustainability and Durable Competitive Advantage (3 units)
- BBA 400 Advanced Global Management (3 units)
- BBA 420 Global Finance and Financial Analysis (3 units)
- Upper-division Business Elective (3 units)
- Four electives (internship recommended) (12 units)

ENTREPRENEURSHIP AND SMALL BUSINESS EMPHASIS (24 UNITS)

- BBA 405 Entrepreneurship and Small Business Management (3 units)
- BBA 415 Entrepreneurial and Small Business Marketing (3 units)
- BBA 425 Entrepreneurial and Small Business Finance (3 units)
- BBA 408 Fieldwork Experience* (3 units)

- Spanish for Business
 - BBA 407 Advanced Spanish for Business
- One or two electives—with a regional international focus recommended.
 - Courses used to satisfy the foreign language requirement may not be used to satisfy this recommendation.
 - This requirement may also be satisfied by a study abroad (3-6 units)

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- BBA 380 Management for Environmental Sustainability and Durable Competitive Advantage (3 units)
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- Upper-division Business Elective (3 units)
- Four electives (internship recommended) (12 units)

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- BBA 408 Fieldwork Experience* (3 units)
- Four electives (12 units)

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*Students who are unable to complete an internship due to work/life circumstances may do an intensive guided study project on a specific industry and region under the guidance of a faculty member. A proposal for the project must be approved in advance by a B.B.A. full-time faculty member.

The foreign language requirement may be met by successfully completing a CLEP test for the appropriate number of units.

Click here for more information about [BBA courses](#).

Logistics and Supply Chain Management (24 units)

- o BBA 292: Fundamentals of Logistics (3 units)
- o BBA 380: Management for Environmental Sustainability and Durable Competitive Advantage (3 units)
- o BBA 400: Advanced Global Management (3 units)
- o BBA 430: Advanced Logistics and Supply Chain Management (3 units)
- o BBA 435C: Strategic Logistics and Supply Chain Management (3 units)
- o Upper Division Business Elective (3 units)
- o Two electives (internship recommended) (6 units)

Marketing Emphasis (24 units)

- o **BBA313 Personal Selling (3 units)**
- o **BBA315 Services Marketing (3 units)**
- o **BBA 317 Consumer Behavior (3 units)**
- o **BBA413 eMarketing (3 units)**
- o **BBA417 Marketing Research (3 units)**
- o **One elective (3 units)**

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	<p>time faculty member.</p> <p>The foreign language requirement may be met by successfully completing a CLEP test for the appropriate number of units.</p> <p>Click here for more information about <u>BBA courses</u>.</p>

9. Please list the Learning Outcomes of the Plan/Emphasis (see degree major assessment webpage <http://www4.nau.edu/assessment/main/degree/degree.htm>), if applicable to the proposal.

1. Analyze an organization's strengths, weaknesses, opportunities, and threats from a marketing perspective.
2. Design effective marketing strategies.
3. Use marketing information to make informed decisions about marketing planning.
4. Employ marketing research processes.
5. Apply an ethical understanding and perspective to marketing situations.
6. Demonstrate effective oral and written communication skills.
7. Use critical thinking skills in marketing situations.

10. Will this proposal affect other plans, sub plans, or course offerings, etc.? Yes No
 If yes, describe the impact and attach written responses from the affected academic units prior to college curriculum submission.

11. Does this proposal have the support of the Dean's office, including sufficient resources to administer the plan? Yes No

12. Is this plan currently offered at the same academic level by any other academic unit at NAU? Yes No

If yes, list the plan(s) with duplicate material. If the duplication is great than 20%, explain why NAU should establish the plan.

13. Justification for plan proposal.

The proposed marketing emphasis is designed to meet the demand for able marketing professionals in today's diverse business climate. The marketing emphasis will help prepare students to meet this

marketplace demand. Students will learn the necessary skills to lead advertising, promotion, sales, and public relations activities to help organizations achieve competitive advantages. Specifically, students will gain this knowledge through courses in marketing research, eMarketing, services marketing, and personal selling.

Answer 14 for UCC/YCC only:

14. Will this requirement be a Student Individualized Plan? Yes No
(Due to the flexible nature of Student Individualized Plans, selecting yes will require the requesting academic unit to submit an exception for every student in this plan. These exceptions outline the approved individual requirements for encoding by Degree Progress staff in the system).

Reviewed by Curriculum Process Associate Date

Approvals:
 10-11-12
 Department Chair/ Unit Head (if appropriate) Date

 10-11-12
 Chair of college curriculum committee *YCC* Date

 10/16/12
 Dean of college Date

For Committee use only:

Charles Balce Charles Balce 10-11-12
UCC/UGC/YCC Approval Eccc Date

Approved as submitted: Yes No

Approved as modified: Yes No