



# B.B.A. Degree 2022/2023 Catalog

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2023. If the student defers admission to fall 2023 or after, the student must contact the adviser to be changed to the subsequent catalog.

Women's College students must complete the GOLD Program Curriculum. The number of courses required will be based on the number of hours of transfer credit accepted for a maximum of 30 W-course hours.

Student Name \_\_\_\_\_

Id No \_\_\_\_\_

Previous Degree: \_\_\_\_ A.A. \_\_\_\_ A.S. \_\_\_\_ Bachelor's

Where/term degree earned \_\_\_\_\_

If the student transfers fewer than 24 post-secondary school hours to Brenau, one of the following courses is required to graduate:

AS 100W 1<sup>ST</sup> Year Experience/or AS 110 1<sup>st</sup> Year Seminar \_\_\_\_\_

## Liberal Education:

The Liberal Education program is divided into four portals. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. **If the student earned a previous degree (must be A.A., A.S., or Bachelor's Degree) from a regionally accredited institution, the Liberal Education section of the student's program is considered complete.**

| <b>World Understanding</b>  | <b>Term</b>                           | <b>Grade</b> | <b>Course Number &amp; Title</b>  |
|---|---------------------------------------|--------------|-----------------------------------|
| Historical Perspective (3 hrs)  | _____                                 | _____        | _____                             |
| Global Awareness (3 hrs)  | _____                                 | _____        | _____                             |
| Civic Engagement (3 hrs)  | _____                                 | _____        | _____                             |
| <b>Scientific &amp; Analytic Curiosity</b>  |                                       |              |                                   |
| Mathematics (3 hrs)   | Satisfied by major foundation course. |              |                                   |
| Science (7-8 hrs)   | _____                                 | _____        | _____                             |
| <small>(Must include at least one 4 hour lab science.)</small>  | _____                                 | _____        | _____                             |
| Reasoning (3-4 hrs)   | Satisfied by major foundation course. |              |                                   |
| <b>Artistic &amp; Creative Imagination</b>  |                                       |              |                                   |
| Fine Arts (3 hrs)   | _____                                 | _____        | _____                             |
| Literature (3 hrs)  | _____                                 | _____        | _____                             |
| Lifetime Fitness (3 hrs)  | _____                                 | _____        | HL _____ Title: _____             |
| <small>(Undergraduate students not enrolled in the Women's College may take HS 105 (3 hours) to satisfy this requirement.)</small>  | _____                                 | _____        | DA/LS/or LF _____ Title: _____    |
|   | _____                                 | _____        | DA/LS/LF/or HL _____ Title: _____ |
| <small>Note: For Lifetime Fitness, Women's College students must take the three, one-hour courses as outlined above. LF 199 can count as either activity (LF) or classroom (HL) p.e.</small>  |                                       |              |                                   |
| <b>Communication &amp; Language Fluency</b>   |                                       |              |                                   |
| Writing (6 hrs)   | Satisfied by major foundation course. |              |                                   |
|   | _____                                 | _____        | EH 102 Reading & Research Writing |
| Speaking (3 hrs)  | _____                                 | _____        | _____                             |
| Modern Language (0-3 hrs)   | _____                                 | _____        | FH/or SH 102/ (or higher)         |
| <small>Must complete language through the high beginner level (102 or equivalent. If 101 &amp; 102 are taken, 101 can be applied toward the Communication requirement or used as a general elective. May be placed into 102 via WebCape or exempted by competency exam (BYU FLAT test or CLEP).</small> |                                       |              |                                   |
| Communication (3 hrs)   | Satisfied by major course.            |              |                                   |

Comments:  
\_\_\_\_\_  
\_\_\_\_\_

Program Plan Revised by: \_\_\_\_\_  
Date \_\_\_\_\_

\_\_\_\_ Needs English placement exam.

# B.B.A. Degree – 2022/2023

Major: \_\_\_\_\_

## Foundation Courses:

Term      Grade      Crs # & Title

\_\_\_\_\_      \_\_\_\_\_      EH 101 Written Communication <sup>LE</sup>  
\_\_\_\_\_      \_\_\_\_\_      MS 100/101/111/ or 210 <sup>LE</sup>  
\_\_\_\_\_      \_\_\_\_\_      MS 205 Statistics <sup>LE</sup>

To ensure proper course rotation, the department recommends that foundation courses are taken by the end of the sophomore year.

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## HOSPITALITY MANAGEMENT MAJOR: (18 HRS)

\_\_\_\_\_      \_\_\_\_\_      HM 200 Introduction to Hospitality Mgmt  
\_\_\_\_\_      \_\_\_\_\_      HM 300 Sales and Revenue Management  
\_\_\_\_\_      \_\_\_\_\_      HM 400 Building Guest and Team Loyalty  
\_\_\_\_\_      \_\_\_\_\_      MG 425 Supply Chain Management  
\_\_\_\_\_      \_\_\_\_\_      MK 457 Social and Mobile Marketing  
\_\_\_\_\_      \_\_\_\_\_      MM 425 Event Planning

## HRM Major: (18 HRS) (Must take HR 333 prior to major coursework.)

\_\_\_\_\_      \_\_\_\_\_      HR 301 Research Methods in Org.  
\_\_\_\_\_      \_\_\_\_\_      HR 312 Recruiting and Selection  
\_\_\_\_\_      \_\_\_\_\_      BA 330 Cult Div in the Bus Envir  
\_\_\_\_\_      \_\_\_\_\_      HR 401 Benefits and Compensations  
\_\_\_\_\_      \_\_\_\_\_      HR 414 Designing Training Programs  
\_\_\_\_\_      \_\_\_\_\_      HR 422 HR Strategic Planning  
\_\_\_\_\_      \_\_\_\_\_      HR 428 Measurement of HR Management

## Logistics & Supply Chain Mgmt Major: (18 HRS)

(Must take BA 303 & BA 470 prior to major coursework.)

\_\_\_\_\_      \_\_\_\_\_      MG 400 Quality Management  
\_\_\_\_\_      \_\_\_\_\_      MG 415 Service Operations Management  
\_\_\_\_\_      \_\_\_\_\_      MG 420 Principles of Project Management  
\_\_\_\_\_      \_\_\_\_\_      MG 425 Supply Chain Management  
\_\_\_\_\_      \_\_\_\_\_      MG 430 Logistics Management  
\_\_\_\_\_      \_\_\_\_\_      MG 440 Modes of Transportation

## MARKETING MAJOR: (18 HRS) (Must take MK 315 prior to major coursework.)

Choose six of the seven courses listed below

\_\_\_\_\_      \_\_\_\_\_      MK 311 Advertising Management  
\_\_\_\_\_      \_\_\_\_\_      MK 412 Sales Management  
\_\_\_\_\_      \_\_\_\_\_      MK 414 Consumer Behavior  
\_\_\_\_\_      \_\_\_\_\_      MK 418 Marketing Research  
\_\_\_\_\_      \_\_\_\_\_      MK 457 Social Media & Mobile Marketing  
\_\_\_\_\_      \_\_\_\_\_      MK 462 Marketing Analytics  
\_\_\_\_\_      \_\_\_\_\_      MK 473 Marketing Management

**Electives:** Electives are not listed on the program plan by the Admissions Office, however all courses are posted to the student's transcript. Electives needed for graduation can be calculated simply by:

Adding

The total number of hours on the student's transcript  
(available in CampusWEB)

- hours earned for courses taken at the developmental level  
+ courses currently registered for  
+ courses still outstanding.

A minimum of 120 semester hours is required to graduate from Brenau University. After completing liberal education and major requirements, if the total number of hours on the student's transcript is not at 120, then the student must take enough general elective hours to reach a cumulative total of 120 hours. If a course is repeated, it is the student's responsibility to contact the Registrar's Office to adjust the earned hours on their transcript so that they are not short hours at graduation. Due to placement, a student may graduate with more than 120 semester hours.

Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.

<sup>LE</sup> –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

## Residency requirement:

A residency requirement of 30 semester hours is required to graduate from Brenau University. This includes a major residency of 21 semester hours. Nine of those hours must be in the area of major concentration.

**Note: This program plan is not an official document. It is a tool to assist the student and adviser in schedule planning.**

This program plan was prepared by the Registrar's Office.  
Revised 03/2022

Note: Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50. In addition, students must earn a minimum grade of C in all major courses and major foundation courses.

All courses are 3 hours unless otherwise noted. ( )

Term      Grade      Crs # & Title

Recommend that the student take  
BA 185 their 1<sup>st</sup> semester.

## MAJOR CORE: (53 HRS)

\_\_\_\_\_      \_\_\_\_\_      BA 185 Skills for Professional Transition (2)  
\_\_\_\_\_      \_\_\_\_\_      AC 201 Accounting Prin I (Financial)  
\_\_\_\_\_      \_\_\_\_\_      AC 202 Accounting Prin II (Managerial)  
\_\_\_\_\_      \_\_\_\_\_      BA 206 Microeconomics  
\_\_\_\_\_      \_\_\_\_\_      BA 207 Macroeconomics  
\_\_\_\_\_      \_\_\_\_\_      BA 208 Business Communications <sup>LE</sup>  
\_\_\_\_\_      \_\_\_\_\_      MG 301 Management Principles  
\_\_\_\_\_      \_\_\_\_\_      BA 303 Business Statistics  
\_\_\_\_\_      \_\_\_\_\_      MK 315 Marketing Principles  
\_\_\_\_\_      \_\_\_\_\_      BA 316 Legal Environment of Business  
\_\_\_\_\_      \_\_\_\_\_      MG 318 Organizational Behavior  
\_\_\_\_\_      \_\_\_\_\_      BA 327 Managerial Finance  
\_\_\_\_\_      \_\_\_\_\_      HR 333 Human Resources Management  
\_\_\_\_\_      \_\_\_\_\_      BA 340 Creativity, Innovation, and Strategic Thinking  
\_\_\_\_\_      \_\_\_\_\_      BA 417 Business Ethics  
\_\_\_\_\_      \_\_\_\_\_      BA 447 International Business  
\_\_\_\_\_      \_\_\_\_\_      BA 470 Value Chain Management  
\_\_\_\_\_      \_\_\_\_\_      BA 499 Business Capstone

## ACCOUNTING MAJOR: (19 HRS) (Must take AC 201/202 prior to accounting coursework.)

\_\_\_\_\_      \_\_\_\_\_      AC 320 Quickbooks Lab (1)  
\_\_\_\_\_      \_\_\_\_\_      AC 321 Intermediate Accounting I  
\_\_\_\_\_      \_\_\_\_\_      AC 322 Intermediate Accounting II  
\_\_\_\_\_      \_\_\_\_\_      AC 323 Individual Taxation  
\_\_\_\_\_      \_\_\_\_\_      AC 325 Cost Accounting  
\_\_\_\_\_      \_\_\_\_\_      AC 439 Auditing & Assurance Services  
\_\_\_\_\_      \_\_\_\_\_      AC 440 Fraud Examination

## FINANCE MAJOR: (18 HRS) (Must take BA 327 prior to business major coursework.)

\_\_\_\_\_      \_\_\_\_\_      FI 401 Money, Banking and Financial Market  
\_\_\_\_\_      \_\_\_\_\_      FI 402 Econometrics  
\_\_\_\_\_      \_\_\_\_\_      FI 403 Corporate Financial Policy  
\_\_\_\_\_      \_\_\_\_\_      FI 405 Investment Analysis & Portfolio Mgmt  
\_\_\_\_\_      \_\_\_\_\_      FI 406 Financial Risk Management  
\_\_\_\_\_      \_\_\_\_\_      FI 407 Treasury Management

## GENERAL BUSINESS MAJOR: (18 HRS) (Must take MG 301 prior to major coursework.)

\_\_\_\_\_      \_\_\_\_\_      MG 302 Small Bus Mgmt/ MG 400 Quality Mgmt / or  
\_\_\_\_\_      \_\_\_\_\_      MG 420 Prin of Project Mgmt  
\_\_\_\_\_      \_\_\_\_\_      BA 330 Cult Div in Bus Environ  
\_\_\_\_\_      \_\_\_\_\_      OL 403 Leadership and Group Dynamics  
\_\_\_\_\_      \_\_\_\_\_      MK 412 Sales Mgmt/ MK 414 Consumer Behav/ or  
\_\_\_\_\_      \_\_\_\_\_      MK 457 Soc Media/Mobile Marketing  
\_\_\_\_\_      \_\_\_\_\_      Upp Div (300/400) Bus Elective  
\_\_\_\_\_      \_\_\_\_\_      Upp Div (300/400) Bus Elective