WAYLAND BAPTIST UNIVERSITY

# Bachelor of Business Administration
## Specialization in Management/Marketing
**Catalog: 2021-22**

**Name:** **Updated:**
**Student ID:** **Audited:**
**Advisor:**

### UNIVERSITY GENERAL EDUCATION CORE - 44 hrs

| | Inst. | Hours | Grade |
|---|---|---|---|
| Choose one: COMS 1301, 1303, 2302 or 2303 - 3 hrs | | | |
| ENGL 1301 - 3 hrs | | | |
| ENGL 1302 - 3 hrs | | | |
| ENGL Literature Elective - 3 hrs | | | |
| Choose one: EDUC 2307, GEOG 1301, GEOG 1302, PHIL 1301, PSYC 1301 or SOCI 1301 - 3 hrs | | | |
| Choose one: ART. 1301, ART. 2301, ART. Studio Course, MUSI 1303, 3305, 3306, 3307, Performing Ensembles, THEA 1303, THEA 3308, ENGL 3330, or HUMA 2300 - 3 hrs | | | |
| MATH 1304 or higher - 3 hrs | | | |
| Laboratory Science - 4 hrs (Life or Physical) | | | |
| Choose one set: HIST 1301 or HIST 1303 - 3 hrs AND HIST 1302 or HIST 1304 - 3 hrs, OR HIST 2301 and HIST 2302 - 6 hrs | | | |
| RLGN 1301 - 3 hrs | | | |
| RLGN 1302 - 3 hrs | | | |
| POLS 2301 - 3 hrs | | | |
| EXSS Activity - 1 hr | | | |
| EXSS Activity - 1 hr | | | |
| BASC 1200/1201 - 2 hrs | | | |
| GRAD 0001 - 0 hrs | | | |

### DEGREE SPECIFIC GENERAL EDUCATION - 11 hrs

| | Inst. | Hours | Grade |
|---|---|---|---|
| BUAD 2335 - 3 hrs | | | |
| COSC 2311 - 3 hrs | | | |
| EXSS 1112 - 1 hr | | | |
| Laboratory Science - 4 hrs (from area not fulfilled in Univ. Core) | | | |

| | Req. | Have | Need |
|---|---|---|---|
| Total Hours in General Education | 55 | 0 | 55 |

**Notes:**

***BUAD 4360 can be substituted for one specialization course.**

**^Tentative course placement, dependent upon course grades:**

### COMPOSITE MAJOR - 39 hrs

| Business Core | Inst. | Hours | Grade |
|---|---|---|---|
| ACCT 2305 - 3 hrs | | | |
| ACCT 2306 - 3 hrs | | | |
| BUAD 3318 - 3 hrs | | | |
| BUAD 4330 - 3 hrs (capstone course taken during final year) | | | |
| BUAD 4334 - 3 hrs | | | |
| BUAD 4335 - 3 hrs | | | |
| ECON 2307 - 3 hrs | | | |
| ECON 2308 - 3 hrs | | | |
| FINA 3309 - 3 hrs | | | |
| MGMT 3304 - 3 hrs | | | |
| MGMT 3310 - 3 hrs | | | |
| MISM 3303 - 3 hrs | | | |
| MKTG 3312 - 3 hrs | | | |

| | Req. | Have | Need |
|---|---|---|---|
| Total Hours in Business Core | 39 | 0 | 39 |

### COMPOSITE MAJOR (cont'd) - 24 hrs

| Specialization - Management/Marketing | Inst. | Hours | Grade |
|---|---|---|---|
| **Twelve hours from:** | | | |
| MGMT 3324 | | | |
| MGMT 3330 | | | |
| MGMT 3339 | | | |
| MGMT 4303 | | | |
| MGMT 4306 | | | |
| MGMT 4313 | | | |
| MGMT 4320 | | | |
| MGMT 4321 | | | |
| **Twelve hours from:** | | | |
| MKTG 3316 | | | |
| MKTG 3317 | | | |
| MKTG 3332 | | | |
| MKTG 4316 | | | |
| MKTG 4330 | | | |
| MKTG 4344 | | | |

| | Req. | Have | Need |
|---|---|---|---|
| Total Hours in Specialization | 24 | 0 | 24 |
| Minimum GPA Required in Composite Major | 2.00 | | |
| Upper-Level Hours in Composite Major | 51 | 0 | 51 |

### ELECTIVES - 6 hrs

| | Inst. | Hours | Grade |
|---|---|---|---|
| Elective - 3 hrs | | | |
| Elective - 3 hrs | | | |

| | Req. | Have | Need |
|---|---|---|---|
| Total Hours in Electives | 6 | 0 | 6 |
| Upper-Level Hours Required in Electives | N/A | | |

| GRADUATION REQUIREMENTS: | Req. | Have | Need |
|---|---|---|---|
| General Education | 55 | 0 | 55 |
| Composite Major - Business Core | 39 | 0 | 39 |
| Composite Major (cont'd) - Specialization | 24 | 0 | 24 |
| Electives | 6 | 0 | 6 |
| Additional Electives/Major/Minor (Optional) | 0 | 0 | 0 |
| Additional Electives/Major/Minor (Optional) | 0 | 0 | 0 |
| Less Dual-Counted Hours | 0 | 0 | 0 |
| **Total Hours Required (Minimum 124)** | **124** | **0** | **124** |
| Wayland Residency Hours Required | 31 | 0 | 31 |
| Cumulative Upper-Level Hours Required | 42 | 0 | 42 |
| Exam Hours (Maximum 30) | 30 | 0 | |

| INSTITUTIONAL HOUR BREAKDOWN: | Hours | *+AH* |
|---|---|---|
| WBU - WAYLAND BAPTIST UNIVERSITY | 0 | *0* |
| | **0** | ***0*** |

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*http://catalog.wbu.edu*

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**PRELIMINARY**