**U-ECO-BSBA01 :**

**Curriculum Review--UWF Academic Learning Compact SLOs**

**BSBA Common Prerequisites, Common Core**

**Version: 2024 - 2025 Catalog Year**

***BSBA Graduates will be able to:***

**INSTRUCTION/ASSESSMENT CODES**
**I = Instruction**
**CA = Course level assessment**
**PA = Program level assessment**

| Course | Title | CH | 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 |
| **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 | | | | | | |

**U-ECO-BSBA01 : Comprehensive Economics**

| Course | Title | CH | Content | Content |
|---|---|---|---|---|
| | | | 1.2 Recognize the impact of external economic environmental context and forces on the operation of the firm in domestic and global markets (Content) | 1.3 Recommend appropriate business strategies for firms in diverse market conditions (Content) |
| ECO 3101 | Intermediate Microeconomics + | 3 | I, CA | I, CA |
| ECO 3203 | Intermediate Macroeconomics + | 3 | PA | PA |
| Six 3000/4000 Economics (ECO or ECP) level electives + | | 18 | | |
| ECO 3223 | Money and Banking | | | |
| ECO 4401 | Introduction to Mathematical Economics | | | |
| ECO 4431 | Business and Economic Forecasting | | | |
| ECO 4704 | International Trade and Commercial Policy | | | |
| ECO 4941 | Economics Internship | | | |
| ECP 4302 | Environmental Economics and Policy | | | |
| ECP 4314 | Natural Resources Economics | | | |
| ECP 4413 | Industrial Economics | | | |
| ECP 4613 | Urban and Regional Economic Development | | | |
| MAR 3714 | Sports Markets | | | |
| **Total Hours** | | **24** | | |
| **Major-Related** | | | | |
| Two 3000/4000 level advisor-approved electives + | | 6 | | |
| **Total Hours** | | **6** | | |