



**2018-2019 PROGRAM REQUIREMENTS**  
**Degree: Bachelor of Business Administration**  
**Major: Business Administration**  
**Concentration: Business Analytics**

**About This Major . . .**

The Bachelor of Business Administration (BBA) is designed to prepare students for the challenges of today's organizations, as well as the business world of tomorrow. The program provides students with the knowledge, skills, and abilities to compete in both local and global business environments. Additionally, the program allows for an emphasis in a specialized area such as management, marketing, finance, economics, entrepreneurship, insurance, energy management and hospitality management.

The BBA is a very versatile, flexible and valuable degree. Colorado Mesa BBA graduates have great success stories in the business world as well as the ability to earn advanced degrees in business such as the Master of Business Administration – one of the most sought after degrees by employers in today's job market.

Graduates assist businesses with creating, obtaining, and maintaining computer information systems that solve problems and assist in facilitating routine business events. As businesses increasingly rely on technology to provide efficiency, employees with an understanding of both business concepts and computer systems are a necessity.

For more information on what you can do with this major, go to <http://www.coloradomesa.edu/career/whatmajor.html>.

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning. In addition to these campus-wide student learning outcomes, students in this major complete a plan of study that fulfills our department mission and requires demonstrated comprehension of program specific learning outcomes. These are as follows:

**Mission:** As a student-focused teaching and research department, Colorado Mesa University's Business Department prepares students to be sound decision makers and serves businesses in the Rocky Mountain region, the nation, and the world. We strive to develop prepared students who demonstrate strong ethical principles, superior critical thinking, effective communication, and robust business acumen.

**Student Learning Outcomes**

**SLO #1: Critical Thinking/Problem Solving Skills:**

- 1.1 - Apply business knowledge and skills in appropriate business contexts (Critical Thinking)
- 1.2 - Transfer knowledge and skills to new business situations. (Critical Thinking)
- 1.3 - Analyze business data critically, reason logically, and apply quantitative analysis methods correctly to develop appropriate business conclusions. (Quantitative Fluency)
- 1.4 - Analyze business data critically, reason logically, and apply qualitative analysis methods correctly to develop appropriate business conclusions. (Critical Thinking)

**SLO #2: Effective Communication Skills:**

- 2.1 - Communicate clearly, appropriately, and persuasively to the audience in writing. (Communication Fluency)
- 2.2 - Communicate clearly, appropriately, and persuasively to the audience orally (Communication Fluency)

**SLO #3: Teamwork:**

- 3.1 - Demonstrate an understanding of the role of teams in organizations (Specialized Knowledge/Applied Learning)
- 3.2 - Demonstrate behaviors consistent with effective teamwork (Specialized Knowledge/Applied Learning)

**SLO #4: Ethical Awareness:**

- 4.1 – Analyze an issue within an ethical framework (Specialized Knowledge/Applied Learning)
- 4.2 – Recommend a solution based on an ethical framework (Specialized Knowledge/Applied Learning)

**Advising Process and DegreeWorks**

This document is intended for informational purposes to help determine what courses and associated requirements are needed to earn a degree. The suggested course sequencing outlines how students could finish degree requirements. Some courses are critical

to complete in specific semesters, while others may be moved around. Meeting with an academic advisor is essential in planning courses and altering the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for her/his intended degree(s).

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a degree and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

### **Graduation Process**

Students must complete the following in the first two months of the semester prior to completing their degree requirements:

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.
- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found at <http://www.coloradomesa.edu/registrar/graduation.html>.

If a student's petition for graduation is denied, it will be her/his responsibility to consult the Registrar's Office regarding next steps.

### **INSTITUTIONAL DEGREE REQUIREMENTS**

The following institutional degree requirements apply to all CMU baccalaureate degrees. Specific programs may have different requirements that must be met in addition to institutional requirements.

- 120 semester hours minimum.
- Students must complete a minimum of 30 of the last 60 hours of credit at CMU, with at least 15 semester hours in major discipline courses numbered 300 or higher.
- 40 upper-division credits (an alternative credit limit applies to the Bachelor of Applied Science degree).
- 2.00 cumulative GPA or higher in all CMU coursework.
- A course may only be used to fulfill one requirement for each degree/certificate.
- No more than six semester hours of independent study courses can be used toward the degree.
- Non-traditional credit, such as advanced placement, credit by examination, credit for prior learning, cooperative education and internships, cannot exceed 30 semester credit hours for a baccalaureate degree; A maximum of 15 of the 30 credits may be for cooperative education, internships, and practica.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Degree Requirements.
- The Catalog Year determines which program sheet and degree requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

### **PROGRAM-SPECIFIC DEGREE REQUIREMENTS**

- To be admitted to the Bachelor of Business Administration program, certain prerequisites must be satisfied. Please see the Department Head of Business for complete requirements and application form.
- 2.0 cumulative GPA or higher in coursework toward the major content area.

### **ESSENTIAL LEARNING REQUIREMENTS** (31 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

**English** (6 semester hours, must receive a grade of "C" or better and must be completed by the time the student has 60 semester hours.)

- ENGL 111 - English Composition (3)
- ENGL 112 - English Composition (3)

**Mathematics** (3 semester hours, must receive a grade of "C" or better, must be completed by the time the student has 60 semester hours.)

- MATH 113 - College Algebra (4)  
(3 credits apply to the Essential Learning requirements and 1 credit applies to elective credit.)

**Humanities** (3 semester hours)

- Select one Humanities course (3)

**Social and Behavioral Sciences** (6 semester hours)

- Select one Social and Behavioral Sciences course (3)
- Select one Social and Behavioral Sciences course (3)

**Natural Sciences** (7 semester hours, one course must include a lab)

- Select one Natural Sciences course (3)
- Select one Natural Sciences course with a lab (4)

**History** (3 semester hours)

- Select one History course (3)

**Fine Arts** (3 semester hours)

- Select one Fine Arts course (3)

### **OTHER LOWER-DIVISION REQUIREMENTS**

**Wellness Requirement** (2 semester hours)

- KINE 100 - Health and Wellness (1)
- Select one Activity course (1)

**Essential Learning Capstone** (4 semester hours)

Essential Learning Capstone must be taken after completion of the Essential Learning English and Mathematics requirements, and when a student has earned between 45 and 75 hours.

- ESSL 290 - Maverick Milestone (3)
- ESSL 200 - Essential Speech (1)

**FOUNDATION COURSES** (21 semester hours. These courses plus Essential Learning Math & English requirements must be completed within the student's first 60 hours.)

- ACCT 201 - Principles of Financial Accounting (3)
- ACCT 202 - Principles of Managerial Accounting (3)
- BUGB 211 - Business Communications (3)
- BUGB 231 - Survey of Business Law (3)
- One of the following courses:
  - CISB 241 - Introduction to Business Analysis (3)
  - STAT 241 - Introduction to Business Analysis (3)
- ECON 201 - Principles of Macroeconomics (3)
- ECON 202 - Principles of Microeconomics (3)

**BBA: BUSINESS ADMINISTRATION, BUSINESS ANALYTICS REQUIREMENTS** (48 semester hours)

**Business Administration Core** (30 semester hours)

- BUGB 401 - International Business (3)
- CISB 210 - Fundamentals of Information Systems (3)
- FINA 301 - Managerial Finance (3)
- HRMA 371 - Human Resource Management (3)
- MANG 201 - Principles of Management (3)
- MANG 301 - Organizational Behavior (3)
- MANG 471 - Operations Management (3)
- MANG 491 - Business Strategy (3)
- MARK 231 - Principles of Marketing (3)
- One of the following courses:
  - CISB 341 - Quantitative Decision Making (3)
  - MARK 350 - Marketing Research (3)

**Business Analytics Nucleus** (18 semester hours)

- CISB 205 - Advanced Business Software (3)
- CISB 305 - Solving Problems Using Spreadsheets (3)
- CISB 306 - Solving Problems Using Databases (3)
- CISB 342 - Data Mining and Visualization (3)
- CISB 343 - Big Data Analytics(3)
- ECON 415 - Econometrics (3)

**GENERAL ELECTIVES** (14 semester hours) It is strongly recommended to meet with a Business Advisor to choose electives that complement the nucleus or choose the nucleus of a second concentration. At least four hours must be upper division. Also include all college level courses appearing on your final transcript, not listed above that will bring your total semester hours to 120 hours.

- MATH 113 - College Algebra (1)
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## SUGGESTED COURSE SEQUENCING

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### Freshman Year, Fall Semester: 16 credits

- CISB 205 – Advanced Business Software (3)
- ENGL 111 - English Composition (3)
- Essential Learning - Fine Arts (3)
- Essential Learning - Social/Behavioral Science (3)
- MATH 113 - College Algebra (4)

### Freshman Year, Spring Semester: 15 credits

- CISB 210 - Fundamentals of Information Systems (3)
  - CISB 241 or STAT 241 - Introduction to Business Analysis (3)
  - ENGL 112 - English Composition (3)
  - Essential Learning - Natural Science with Lab (4)
  - KINA Activity (1)
  - KINE 100 - Health and Wellness (1)
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### Sophomore Year, Fall Semester: 15 credits

- ACCT 201 - Principles of Financial Accounting (3)
- BUGB 211 - Business Communications (3)
- BUGB 231 – Survey of Business Law (3)
- ECON 201 - Principles of Macroeconomics (3)
- Essential Learning - History (3)

### Sophomore Year, Spring Semester: 16 credits

- ACCT 202 - Principles of Managerial Accounting (3)
  - ECON 202 - Principles of Microeconomics (3)
  - ESSL 290 - Maverick Milestone (3)
  - ESSL 200 - Essential Speech (1)
  - Essential Learning - Humanities (3)
  - MANG 201 - Principles of Management (3)
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### Junior Year, Fall Semester: 15 credits

- CISB 305 - Solving Problems Using Spreadsheets (3)
- CISB 341 - Quantitative Decision Making (3) or MARK 350 - Marketing Research (3)
- Essential Learning - Social/Behavioral Science (3)
- Essential Learning - Natural Science (3)
- MARK 231 - Principles of Marketing (3)

### Junior Year, Spring Semester: 15 credits

- CISB 306 - Solving Problems Using Databases (3)
- FINA 301 - Managerial Finance (3)
- General Elective (3)
- HRMA 371 - Human Resource Management (3)
- MANG 301 - Organizational Behavior (3)

### Senior Year, Fall Semester: 15 credits

- CISB 342 - Data Mining and Visualization (3)
- BUGB 401 - International Business (3)
- CISB 343 - Big Data Analytics (3)
- General Elective (3)
- MANG 471 - Operations Management (3)

### Senior Year, Spring Semester: 13 credits

- ECON 415 - Econometrics (3)
  - General Electives (2-3 courses) (7)
  - MANG 491 - Business Strategy (3)
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