REAL Curriculum Program Alignment Proposal

	Enter dept/school name: Department of		
Department or School: Accounting, Finance, and Business Law – Davis Date: 7/15/2020			
	College of Business & Economics		
Degree type: ☐BS	5 □BA ⊠BBA □BSN □BM □BFA □BSW □Minor □Certificate		
Program: Back	nelor of Business Administration in Accounting		
REAL Area Program	Designation Sought (check all that apply): \square R \square E \square A \square L		
Dept/School Contact	Douglas Brinckman (Department Chair) dbrinckm@radford.edu or Angela		
Depty serioor contact	Stanton (Associate Dean) astanton@radford.edu		
BS/BA Requirements	: Not Applicable		

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	D. E. Brincknan	Date: 7/29/2020
Depty Jonoon Signature	W. C. Wincknes	Date: 7/23/2020

Official Program Description:

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

Bachelor of Business Administration in Accounting

General Education

The Bachelor of Business Administration degree program in Accounting will satisfy the R, A and L areas of the university's general education. Students must satisfy the E area with other programs of study in order to graduate from Radford University.

Pre-Business Required Courses (18-19 Credits)

- MATH 125 Finite Mathematics for Business and Economics
 Alternatively, students may also receive credit for MATH 126: Business Calculus
 OR MATH 138: Precalculus OR MATH 169: Calculus I with Integrated Precalculus
 II OR MATH 171: Calculus and Analytic Geometry I (formerly MATH 151)
- STAT 200 Introduction to Statistics (R Area)
- ECON 105: Principles of Macroeconomics (A Area)
- ECON 106: Principles of Microeconomics (A Area)
- ACTG 211: Fundamentals of Financial Accounting (L Area)
- ACTG 212 Fundamentals of Managerial Accounting (L Area)

Business Core Courses (27 Credits)

All students pursuing a B.B.A. degree are required to take the following nine courses:

- ITEC 281 Data Management and Analysis with Spreadsheets (L Area)
- BLAW 203 Legal Environment of Business (L Area)

The following courses may be taken only after completion of all pre-business courses and admission to a business major:

- ECON 340 Global Economy and Business (A Area)
- MGNT 322 Organizational Behavior (A Area)
- MGNT 333 Business Analytics for Decision Making (R Area)
- MGNT 357 Operations Management (R Area)
- FINC 331 Introduction to Business Finance
- MKTG 340 Principles of Marketing (A Area)
- MGNT 428 Global Business Strategy (L Area)

Required Courses (21 Credits)

- ACTG 311 Cost Accounting
- ACTG 312 Accounting Information Systems
- ACTG 313 Intermediate Accounting I
- ACTG 314 Intermediate Accounting II

- ACTG 411 Federal Taxation
- ACTG 414 Auditing
- ACTG 416 Governmental and Not-For-Profit Accounting

Choose three courses from: (9 credits)*

(At least two courses must have ACTG prefix)

- ACTG 401 International Accounting
- ACTG 412 Advanced Taxation
- ACTG 413 Advanced Financial Topics
- ACTG 415 Accounting Theory
- BLAW 304 Business Law I
- FINC 332 Intermediate Business Finance
- FINC 361 Financial Innovation: Features and Applications

Note:

*To meet the innovation requirement of the College of Business and Economics, Accounting majors will be required to complete either ACTG 412, ACTG 415, or FINC 361.

Graduation Requirements:

Students must have an overall grade point average GPA of at least 2.0 in all courses taken at Radford to graduate with the B.B.A. degree. In addition, students must have at least a 2.25 major GPA. For the purpose of computing the major GPA, the major is defined as all prebusiness and business core courses and the 18 to 30 hours prescribed for the major by the department. In addition, at least 50 percent of the business courses required for the B.B.A. degree must be taken at Radford University. Business courses are defined as those having the prefix ACTG, BLAW, ECON, FINC, MGNT, or MKTG. Students earning a business minor must earn a GPA of at least 2.00 in the courses comprising the minor. Courses in a minor are defined under each category. At least 50 percent of the business courses required for a minor must be taken at Radford University.

SCIENTIFIC AND QUANTITATIVE REASONING

R Area:	Is this course required or an elective for your degree program? ☒ Required ☐ Elective		
Course Prefix: STAT	Is this course offered within your dept/school? ☐ Yes ☒ No		
Course Number: 200	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Introduction to			
Statistics	Course Rotation:	☑ Fall ☑ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes No	Intended Frequency:	X Every academic year □ Every semester □ Every other year	
Revised course: ☐ Yes		☐ At least once every three years ☐ Other	
Projected enrollment need per academic year: 250	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: See attached email for approval from the Chair of the Department of Mathematics and Statistics		
R Area:	Is this course required	l or an elective for your degree program? ⊠ Required □ Elective	
Course Prefix: MGNT	Is this course offered v	within your dept/school? ⊠ Yes □ No	
Course Number: 333	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.	
Course Title: Business Analytics			
for Decision Making	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes	Intended Frequency:	X Every academic year X Every semester □ Every other year	
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other	
	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:		
Projected enrollment need per academic year: 260	_		
academic year: 260	not offered in dept/sc	hool:	
academic year: 260 R Area:	not offered in dept/sc Is this course required	hool: I or an elective for your degree program? ⊠ Required □ Elective	
academic year: 260 R Area: Course Prefix: MGNT	not offered in dept/sc Is this course required Is this course offered	hool:	
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357	not offered in dept/sc Is this course required Is this course offered	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No	
academic year: 260 R Area: Course Prefix: MGNT	not offered in dept/sc Is this course required Is this course offered	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No	
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/	hool: If or an elective for your degree program? ☑ Required ☐ Elective within your dept/school? ☑ Yes ☐ No (school must also complete the remaining elements, and must sign below.	
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academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc	hool: d or an elective for your degree program? ☒ Required ☐ Elective within your dept/school? ☒ Yes ☐ No (school must also complete the remaining elements, and must sign below. ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other ting chair/director indicating acknowledgement for inclusion and designation if hool:	
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academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: I and MGNT 357 (R)	not offered in dept/sc Is this course required Is this course offered of If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc Each student in the	hool: d or an elective for your degree program? ☒ Required ☐ Elective within your dept/school? ☒ Yes ☐ No (school must also complete the remaining elements, and must sign below. ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other ting chair/director indicating acknowledgement for inclusion and designation if hool:	
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R Area:

Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.

Describe assessment plan:

Learning Outcome 1:	Description of learning outcome assessment plan:
Students apply scientific and	
quantitative information to test problems and draw	Assessment will take place through new university approved universal
conclusions.	assessment measure.
Learning Outcome 2:	Description of learning outcome assessment plan:
Students evaluate the	
quality of data, methods, or inferences used to generate	Assessment will take place through new university approved universal
scientific and quantitative	assessment measure.
knowledge.	

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: ECON	Is this course offered within your dept/school? ⊠ Yes □ No		
Course Number: 105	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Principles of			
Macroeconomics	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year	
Revised course: ⊠ Yes □ No		☐ At least once every three years ☐ Other	
		, ,	
Projected enrollment need per	Signature of collaborati	ing chair/director indicating acknowledgement for inclusion and designation if	
academic year: 225	not offered in dept/school:		
A Area:		or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: ECON	· ·	rithin your dept/school? ⊠ Yes □ No	
Course Number: 106		chool must also complete the remaining elements, and must sign below.	
Course Title: Principles of	in no, conaborating acpty st	enoor must also complete the remaining elements, and must sign below.	
Microeconomics	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3	Course Notation.	⊠ fair ⊠ Spring ⊠ intersession □ Other (Explain below)	
	Intended Fraguency	X Every academic year X Every semester □ Every other year	
New course: ☐ Yes ☒ No			
Revised course: ⊠ Yes ☐ No		☐ At least once every three years ☐ Other	
	C:===+:= = f == = = ==+:	ing chair/director indicating acknowledgement for inclusion and designation if	
Projected enrollment need per	not offered in dept/sch		
academic year: 225			
A Area:		or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: ECON		rithin your dept/school? ⊠ Yes □ No	
Course Number: 340	If no, collaborating dept/so	chool must also complete the remaining elements, and must sign below.	
Course Title: Global Economy			
and Business	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes	Intended Frequency:	X Every academic year X Every semester 🗆 Every other year	
Revised course: ☐ Yes 🗵 No		☐ At least once every three years ☐ Other	
Projected enrollment need per	Signature of collaborati	ing chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/sch	ool:	
A Area:	Is this course required of	or an elective for your degree program? ⊠ Required □ Elective	
Course Prefix: MGNT	· ·	rithin your dept/school? ⊠ Yes □ No	
Course Number: 322		chool must also complete the remaining elements, and must sign below.	
Course Title: Organizational			
Behavior	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year	
Revised course: \square Yes \boxtimes No	l	☐ At least once every three years ☐ Other	
Nevised Course. Hes No	'	and relative once every times years a other	
Projected enrollment need per	Signature of collaborati	ing chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/sch		
·			
A Area:		or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: MKTG		ithin your dept/school? ⊠ Yes □ No	
Course Number: 340	If no, collaborating dept/so	chool must also complete the remaining elements, and must sign below.	
Course Title: Principles of			
Marketing	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3		v ·	
New course: ☐ Yes No		X Every academic year X Every semester □ Every other year	
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other	
Projected enrollment need per		ing chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/sch	ool:	

Real Area (A) Coverage: Each student in the program is required to take ECON 105 (A) – formerly ECON 205, ECON 106 (A) – formerly ECON 206, ECON 340 (A), MGNT 322 (A), MKTG 340 (A)

A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ECON 105, ECON 106

A Area:

Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s). Describe assessment plan:

Learning Outcome 1:	Description of learning outcome assessment plan:
Students describe	
behaviors, beliefs, cultures,	Assessment will take place through new university approved universal
social institutions, and/or	, , , ,
environments.	assessment measure.
Learning Outcome 2:	Description of learning outcome assessment plan:
Students analyze the	
interactions of behaviors,	Assessment will take place through new university enpreyed universal
beliefs, cultures, social	Assessment will take place through new university approved universal
institutions, and/or	assessment measure.
environments.	

APPLIED LEARNING

L Area:	Is this course required or an elective for your degree program? ☑ Required ☐ Elective		
Course Prefix: ACTG	Is this course offered within your dept/school? ☑ Yes ☐ No		
Course Number: 211	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Fundamentals of			
Financial Accounting	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3		Ve l Ve l De l	
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester Every other year	
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other	
Projected enrollment need per	1	ating chair/director indicating acknowledgement for inclusion and designation if	
academic year: 250	not offered in dept/school:		
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective	
Course Prefix: ACTG		within your dept/school? ⊠ Yes □ No	
Course Number: 212	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.	
Course Title: Fundamentals of	Carrier Datation	M. F. H. M. Continue M. Laterra and an O. Others (Freeligh Indian)	
Managerial Accounting Credit Hours: 3	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
New course: ☐ Yes No	Intended Frequency:	X Every academic year X Every semester □ Every other year	
Revised course: ☐ Yes No		\square At least once every three years \square Other	
	Cignoture of collabora	ting shair/disperturing dispering asknowledgement for inclusion and designation if	
Projected enrollment need per	not offered in dept/sc	nting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 250	· ·	d or an elective for your degree program? ⊠ Required □ Elective	
L Area: Course Prefix: BLAW		within your dept/school? ⊠ Yes □ No	
Course Number: 203		/school must also complete the remaining elements, and must sign below.	
Course Title: Legal Environment	, , ,	, , ,	
of Business	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes No	Intended Frequency:	X Every academic year X Every semester □ Every other year	
Revised course: ☐ Yes		\square At least once every three years \square Other	
	Cignoture of collabora	ting shair/disperturing dispering asknowledgement for inclusion and designation if	
Projected enrollment need per academic year: 250	not offered in dept/sc	nting chair/director indicating acknowledgement for inclusion and designation if shool:	
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective	
Course Prefix: FINC		within your dept/school? ⊠ Yes □ No	
Course Number: 331	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Introduction to			
Business Finance	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3	Intended Frequency:	X Every academic year X Every semester □ Every other year	
New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No	interiaca i requericy.	☐ At least once every three years ☐ Other	
Revised course: 🗆 Yes 🖾 No		The least office every times years in other	
Projected enrollment need per		ating chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/sc	chool:	
L Area:	Is this course required	d or an elective for your degree program? 🗵 Required 🛚 Elective	
Course Prefix: ITEC		within your dept/school? □ Yes ⊠ No	
Course Number: 281	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.	
Course Title: Data Management			
& Analysis with Spreadsheets	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3	Indianala di Fuanzione ai i	V Francisco de unico venera V Francisco de la Francisco de la consensa de la Compansista de la consensa de la consens	
New course: ☐ Yes ☒ No	initeriaea Frequency:	X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other	
Revised course: ☐ Yes ☒ No		Acticast office every tiffee years in Other	
Projected enrollment need per	Signature of collabora	ating chair/director indicating acknowledgement for inclusion and designation if	
academic year: 250	1	chool: See attached email for approval from the Chair of the Department of	
, ===	Information Science &		

L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: MGNT	Is this course offered within your dept/school? $oximes$ Yes $oximes$ No		
Course Number: 428	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Global Business			
Strategy	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3	Intended Fraguency, V Fuery and aminuter V Fuery competer II Fuery other year		
New course: ☐ Yes ☒ No	Intended Frequency: X Every academic year X Every semester ☐ Every other year		
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other		
Projected enrollment need per academic year: 300	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:		
	Each student in the program is required to take ACTG 211 (A), ACTG 212 (A),		
, ,	(A), ITEC 281 (A), and MGNT 428 (A).		
J	(, , , , , , , , , , , , , , , , , , ,		
I Designated Course Rec	quired within the Program of Study Approved for Inclusion in the General		
Education Coursework: I	, , , ,		
Education Coursework. I	IEC 201		
Ι Δ			
L Area:			
Learning Goal: To explor	e professional practice through the application of knowledge, skills, and		
critical reflection.			
Describe assessment pla	n·		
beschibe assessment plan.			
The Dragger plane to 11th	iliaa tha waiyayaity wida aaaaamaant waaayyaa faytha ayaa . Tha aaaaanaant		
,	ilize the university-wide assessment measures for the area. The assessment		
results of all BBA majors will be reviewed by the Davis College Assurance of Learning Committee who			
will provide their evaluation of the assessment results to the Davis College Undergraduate			
Curriculum Committee (UCC). The UCC will provide feedback to the departments and faculty to			
ensure continual improv			
Tensure continual improv	ement.		
Learning Outcome 1:	Description of learning outcome accessors when		
Students apply acquired	Description of learning outcome assessment plan:		
knowledge and skills to			
develop professional	Assessment will take place through new university approved universal		
identity or professional	assessment measure.		
practice.			
Learning Outcome 2:	Description of learning outcome assessment plan:		
Students critically reflect on	besomption of rearring outcome assessment plant		
their learning, abilities,			
experiences, or role within	Assessment will take place through new university approved universal		
professional contexts.	assessment measure.		

Are existing material resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional material resources would be needed?
Are existing space resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional space resources would be needed?
Are existing human resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature: D. E. Brinckna	Date: 7/29/2020
Chair/Dean on Behalf of Dept/School:	Signature: D. E. Brinchman	Date: 7/29/2020
College Curriculum Committee Approval:	Signature:	Date: 7/30/2020
Dean/AVP Approval:	Signature: Jayendu Bladuny.	Date: 7/30/2020
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date:

REAL Curriculum Program Alignment Proposal

Department or Schoo	Enter dept/school name: Department of l: Economics, Davis College of Business & Date: 1/8/2020 Economics		
Degree type: ☐BS	□BA ⊠BBA □BSN □BM □BFA □BSW □Minor □Certificate		
Program: Bachelor of Business Administration with a major in Economics			
REAL Area Program Designation Sought (check all that apply): 🛮 🖾 R 🔲 E 🖾 A 🖾 L			
Dept/School Contact:	Thomas Duncan (Curriculum Chair) tduncan13@radford.edu; Angela Stanton (Associate Dean) astanton@radford.edu		
BS/BA Requirements:	Not Applicable		

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature		Date: 4/3/2020
	K. Auh	

Official Program Description:

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

Bachelor of Business Administration in Economics

General Education

The Bachelor of Business Administration in Economics degree program will satisfy the R, A and L areas of the university's general education. Students must satisfy the E area with other programs of study in order to graduate from Radford University.

Pre-Business Required Courses (18-19 Credits)

MATH 125: Finite Mathematics for Business and Economics

Alternatively, students may also receive credit for MATH 126: Business Calculus OR MATH 138: Precalculus OR MATH 169: Calculus I with Integrated Precalculus II OR MATH 171: Calculus and Analytic Geometry I (formerly MATH 151)

STAT 200: Introduction to Statistics (R Area)

ECON 205: Principles of Macroeconomics (A Area)

ECON 206: Principles of Microeconomics (A Area)

ACTG 211: Fundamentals of Financial Accounting (L Area)

ACTG 212 Fundamentals of Managerial Accounting (L Area)

Business Core Courses (27 Credits)

After completion of all pre-business courses, students pursuing a B.B.A. degree are required to take the following courses:

ITEC 281 - Data Management and Analysis with Spreadsheets

BLAW 203 - Legal Environment of Business (L Area)

ECON 340 - Global Economy and Business (A Area)

MGNT 322 - Organizational Behavior (A Area)

MGNT 333 - Business Analytics for Decision Making (R Area)

MGNT 357 - Operations Management (R Area)

FINC 331 - Introduction to Business Finance (L Area)

MKTG 340 - Principles of Marketing (A Area)

MGNT 428 - Global Business Strategy (L Area)

Major Requirements (21-22 Credits)

MATH 126 - Business Calculus OR MATH 151 - Calculus and Analytic Geometry I OR MATH 169 — Calculus I with Integrated Precalculus II OR MATH 171 — Calculus I

ECON 230 – History of Innovation and Economic Growth

ECON 305 - Intermediate Macroeconomic Theory

ECON 306 - Intermediate Microeconomic Theory

ECON 330 - Money and Banking

ECON 495 - Current Topics in Economics

ECON Electives

Graduation Requirements:

Students must have an overall grade point average GPA of at least 2.0 in all courses taken at Radford to graduate with the B.B.A. degree. In addition, students must have at least a 2.25 major GPA. For the purpose of computing the major GPA, the major is defined as all pre-business and business core courses and the 18 to 30 hours prescribed for the major by the department. In addition, at least 50 percent of the business courses required for the B.B.A. degree must be taken at Radford University. Business courses are defined as those having the prefix ACTG, BLAW, FINC, MGNT, or MKTG. Students earning a business minor must earn a GPA of at least 2.00 in the courses comprising the minor. Courses in a minor are defined under each category. At least 50 percent of the business courses required for a minor must be taken at Radford University.

SCIENTIFIC AND QUANTITATIVE REASONING

R Area:	Is this course required or an elective for your degree program? ☒ Required ☐ Elective		
Course Prefix: STAT	Is this course offered within your dept/school? ☐ Yes ☑ No		
Course Number: 200	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Introduction to			
Statistics	Course Rotation:	☑ Fall ☑ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year □ Every semester □ Every other year	
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other	
Revised Course: 🗆 Yes 🖾 No		☐ At least office every times years ☐ other	
Projected enrollment need per	Signature of collaborat	ing chair/director indicating acknowledgement for inclusion and designation if	
academic year: 250		nool: See attached email for approval from the Chair of the Department of	
academic year. 250	Mathematics and Statis		
D Area.		or an elective for your degree program? ⊠ Required ☐ Elective	
R Area:			
Course Prefix: MGNT		rithin your dept/school? ⊠ Yes □ No chool must also complete the remaining elements, and must sign below.	
Course Number: 333	ii iio, collaboratilig dept/s	chool must also complete the remaining elements, and must sign below.	
Course Title: Business Analytics			
for Decision Making	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester 🗆 Every other year	
Revised course: ☐ Yes No		☐ At least once every three years ☐ Other	
Projected enrollment need per	_	ing chair/director indicating acknowledgement for inclusion and designation if	
Projected enrollment need per academic year: 260	Signature of collaborat not offered in dept/sch		
academic year: 260	not offered in dept/sch		
academic year: 260 R Area:	not offered in dept/sch Is this course required	or an elective for your degree program? 🗵 Required 🛚 Elective	
academic year: 260 R Area: Course Prefix: MGNT	not offered in dept/sch Is this course required Is this course offered w	nool:	
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R Area:

Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.

Describe assessment plan:

Learning Outcome 1:	Description of learning outcome assessment plan:
Students apply scientific and	
quantitative information to test problems and draw	Assessment will take place through new university approved universal
conclusions.	assessment measure.
Learning Outcome 2:	Description of learning outcome assessment plan:
Students evaluate the	
quality of data, methods, or inferences used to generate	Assessment will take place through new university approved universal
scientific and quantitative	assessment measure.
knowledge.	

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: ECON	Is this course offered within your dept/school? ☑ Yes ☐ No		
Course Number: 105	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Principles of			
Macroeconomics	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year	
Revised course: ⊠ Yes □ No	. ,	☐ At least once every three years ☐ Other	
Projected enrollment need per	Signature of collaborat	ting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 225	not offered in dept/school:		
A Area:	Is this course required	or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: ECON		within your dept/school? ⊠ Yes □ No	
Course Number: 106		school must also complete the remaining elements, and must sign below.	
Course Title: Principles of	in no, conaborating acpty.	scribor must also complete the remaining elements, and must sign below.	
Microeconomics	Course Rotation:	□ Fall Spring Intersession Other (Explain below)	
Credit Hours: 3	Course Notation.	Z Tall Z Spring Z intersession D other (Explain below)	
	Intended Fraguency	X Every academic year X Every semester □ Every other year	
New course: ☐ Yes ☒ No	intended Frequency.		
Revised course: ⊠ Yes ☐ No		☐ At least once every three years ☐ Other	
	Cianatura af aallah ana		
Projected enrollment need per		ting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 225	not offered in dept/sch		
A Area:		or an elective for your degree program? $oximes$ Required $oximes$ Elective	
Course Prefix: ECON		within your dept/school? ⊠ Yes □ No	
Course Number: 340	If no, collaborating dept/s	school must also complete the remaining elements, and must sign below.	
Course Title: Global Economy			
and Business	Course Rotation:	□ Fall □ Spring □ Intersession □ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes No	Intended Frequency:	X Every academic year X Every semester \square Every other year	
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other	
Projected enrollment need per	Signature of collaborat	ting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/sch	hool:	
A Area:	Is this course required	or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: MGNT		within your dept/school? ⊠ Yes □ No	
Course Number: 322		school must also complete the remaining elements, and must sign below.	
Course Title: Organizational			
Behavior	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency	X Every academic year X Every semester □ Every other year	
	Interface Frequency.	☐ At least once every three years ☐ Other	
Revised course: ☐ Yes ☒ No		At least once every times years in other	
Projected enrollment need per	Signature of collaborat	ting chair/director indicating acknowledgement for inclusion and designation if	
-	not offered in dept/sch		
academic year: 260			
A Area:		or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: MKTG		within your dept/school? ⊠ Yes □ No	
Course Number: 340	If no, collaborating dept/s	school must also complete the remaining elements, and must sign below.	
Course Title: Principles of			
Marketing	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes No	Intended Frequency:	X Every academic year X Every semester \square Every other year	
Revised course: ☐ Yes		☐ At least once every three years ☐ Other	
Projected enrollment need per	Signature of collaborat	ting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/sch	hool:	

Real Area (A) Coverage: Each student in the program is required to take ECON 105 (A) – formerly ECON 205, ECON 106 (A) – formerly ECON 206, ECON 340 (A), MGNT 322 (A), MKTG 340 (A)

A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ECON 105, ECON 106

A Area:

Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s). Describe assessment plan:

Learning Outcome 1:	Description of learning outcome assessment plan:
Students describe	
behaviors, beliefs, cultures,	Assessment will take place through new university approved universal
social institutions, and/or	, , , ,
environments.	assessment measure.
Learning Outcome 2:	Description of learning outcome assessment plan:
Students analyze the	
interactions of behaviors,	Assessment will take place through new university approved universal
beliefs, cultures, social	Assessment will take place through new university approved universal
institutions, and/or	assessment measure.
environments.	

APPLIED LEARNING

L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: ACTG		within your dept/school? ⊠ Yes □ No
Course Number: 211	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.
Course Title: Fundamentals of		
Financial Accounting	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)
Credit Hours: 3		
New course: ☐ Yes	Intended Frequency:	X Every academic year X Every semester \square Every other year
Revised course: ☐ Yes 🗵 No		\square At least once every three years \square Other
Projected enrollment need per		ating chair/director indicating acknowledgement for inclusion and designation if
academic year: 250	not offered in dept/sc	chool:
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: ACTG	Is this course offered	within your dept/school? ⊠ Yes □ No
Course Number: 212	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.
Course Title: Fundamentals of		
Managerial Accounting	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3		
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other
		, ,
Projected enrollment need per	Signature of collabora	ating chair/director indicating acknowledgement for inclusion and designation if
academic year: 250	not offered in dept/so	chool:
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: BLAW		within your dept/school? ⊠ Yes □ No
Course Number: 203		/school must also complete the remaining elements, and must sign below.
Course Title: Legal Environment		
of Business	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)
Credit Hours: 3		
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes ☒ No	, ,	☐ At least once every three years ☐ Other
Nevisea course. El res Za No		, ,
Projected enrollment need per	Signature of collabora	ating chair/director indicating acknowledgement for inclusion and designation if
academic year: 250	not offered in dept/so	chool:
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: FINC	·	within your dept/school? ⊠ Yes □ No
Course Number: 331		/school must also complete the remaining elements, and must sign below.
Course Title: Introduction to		
Business Finance	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)
Credit Hours: 3		
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other
Nevised course. El res Z No		, ,
Projected enrollment need per	Signature of collabora	ating chair/director indicating acknowledgement for inclusion and designation if
academic year: 260	not offered in dept/so	
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: ITEC		within your dept/school? ☐ Yes ☐ No
Course Number: 281		/school must also complete the remaining elements, and must sign below.
Course Title: Data Management	in they comazer atmig depty	solver made also complete the remaining elements) and made sign solver.
& Analysis with Spreadsheets	Course Rotation:	□ Fall □ Spring □ Intersession □ Other (Explain below)
Credit Hours: 3		
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year
	terraca i requerity.	☐ At least once every three years ☐ Other
Revised course: ☐ Yes ☒ No		The least office every times years in outlet
Projected enrollment need per	Signature of collabora	ating chair/director indicating acknowledgement for inclusion and designation if
academic year: 250		chool: See attached email for approval from the Chair of the Department of
academic year. 250	Information Science 8	
		

L Area: Course Prefix: MGNT Course Number: 428 Course Title: Global Business Strategy Credit Hours: 3 New course: □ Yes ☒ No	Is this course required or an elective for your degree program? ☑ Required ☐ Elective Is this course offered within your dept/school? ☑ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other		
Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 300	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:		
BLAW 203 (A), FINC 331	Real Area (L) Coverage: Each student in the program is required to take ACTG 211 (A), ACTG 212 (A), BLAW 203 (A), FINC 331 (A), ITEC 281 (A), and MGNT 428 (A).		
Education Coursework: I	Juired within the Program of Study Approved for Inclusion in the General TEC 281		
L Area:			
Learning Goal: To explor critical reflection. Describe assessment pla The Program plans to utiresults of all BBA majors will provide their evaluation.	lize the university-wide assessment measures for the area. The assessment will be reviewed by the Davis College Assurance of Learning Committee who tion of the assessment results to the Davis College Undergraduate UCC). The UCC will provide feedback to the departments and faculty to		
Learning Outcome 1:	Description of learning outcome assessment plan:		
Students apply acquired knowledge and skills to develop professional identity or professional practice.	Assessment will take place through new university approved universal assessment measure.		
Learning Outcome 2: Students critically reflect on	Description of learning outcome assessment plan:		
their learning, abilities, experiences, or role within professional contexts.	Assessment will take place through new university approved universal assessment measure.		

Are existing material resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional material resources would be needed?
Are existing space resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional space resources would be needed?
Are existing human resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Themas & Dimean Signature:	Date: 4.3.2020
Chair/Dean on Behalf of Dept/School:	Signature: K Arm	Date: 4/3/2020
College Curriculum Committee Approval:	Signature:	Date: 7/30/2020
Dean/AVP Approval:	Signature: Jayendu Bladuny.	Date: 7/30/2020
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date:

REAL Curriculum Program Alignment Proposal

	Enter dept/school name: Department of
Department or Scho	ool: Accounting, Finance, and Business Law – Davis Date: 7/15/2020 College of Business & Economics
Degree type: □B	S □BA 図BBA □BSN □BM □BFA □BSW □Minor □Certificate
Program: Bac	helor of Business Administration in Finance
REAL Area Program	n Designation Sought (check all that apply): 🛮 🖾 R 🗀 E 🖾 A 🖾 L
Dept/School Contac	t: Douglas Brinckman (Department Chair) dbrinckm@radford.edu or Angela Stanton (Associate Dean) astanton@radford.edu
BS/BA Requirement	s: Not Applicable

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	D. E. Brincknan	Date: 7/29/2020
		i

Official Program Description:

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

Bachelor of Business Administration in Finance

General Education

The Bachelor of Business Administration degree program in Finance will satisfy the R, A and L areas of the university's general education. Students must satisfy the E area with other programs of study in order to graduate from Radford University.

Pre-Business Required Courses (18-19 Credits)

- MATH 125 Finite Mathematics for Business and Economics
 Alternatively, students may also receive credit for MATH 126: Business Calculus
 OR MATH 138: Precalculus OR MATH 169: Calculus I with Integrated Precalculus
 II OR MATH 171: Calculus and Analytic Geometry I (formerly MATH 151)
- STAT 200 Introduction to Statistics (R Area)
- ECON 105: Principles of Macroeconomics (A Area)
- ECON 106: Principles of Microeconomics (A Area)
- ACTG 211: Fundamentals of Financial Accounting (L Area)
- ACTG 212 Fundamentals of Managerial Accounting (L Area)

Business Core Courses (27 Credits)

All students pursuing a B.B.A. degree are required to take the following nine courses:

- ITEC 281 Data Management and Analysis with Spreadsheets (L Area)
- BLAW 203 Legal Environment of Business (L Area)

The following courses may be taken only after completion of all pre-business courses and admission to a business major:

- ECON 340 Global Economy and Business (A Area)
- MGNT 322 Organizational Behavior (A Area)
- MGNT 333 Business Analytics for Decision Making (R Area)
- MGNT 357 Operations Management (R Area)
- FINC 331 Introduction to Business Finance
- MKTG 340 Principles of Marketing (A Area)
- MGNT 428 Global Business Strategy (L Area)

Finance Core Courses (18 Credits)

- FINC 332 Intermediate Business Finance
- FINC 335 Financial Markets and Institutions
- FINC 361 Financial Innovation: Features and Applications
- FINC 381 Investment Analysis

- FINC 438 Financial Decision Making
- FINC 439 International Finance

Choose three courses from: (9 credits)

(At least one must have the FINC prefix)

- ACTG 311 Cost Accounting
- ACTG 313 Intermediate Accounting I
- ACTG 401 International Accounting
- ACTG 411 Federal Taxation
- BLAW 304 Business Law I
- FINC 333 Financial Modeling
- FINC 336 Principles of Real Estate
- FINC 341 Insurance I
- FINC 351 Personal Financial Planning
- FINC 434 Bank Management
- FINC 436 Real Estate Finance
- FINC 441 Individual and Business Insurance Planning
- FINC 481 Portfolio Wealth Management

Graduation Requirements:

Students must have an overall grade point average GPA of at least 2.0 in all courses taken at Radford to graduate with the B.B.A. degree. In addition, students must have at least a 2.25 major GPA. For the purpose of computing the major GPA, the major is defined as all prebusiness and business core courses and the 18 to 30 hours prescribed for the major by the department. In addition, at least 50 percent of the business courses required for the B.B.A. degree must be taken at Radford University. Business courses are defined as those having the prefix ACTG, BLAW, ECON, FINC, MGNT, or MKTG. Students earning a business minor must earn a GPA of at least 2.00 in the courses comprising the minor. Courses in a minor are defined under each category. At least 50 percent of the business courses required for a minor must be taken at Radford University.

Insurance and Real Estate Concentration

Pre-Business Required Courses (18-19 Credits)

- MATH 125 Finite Mathematics for Business and Economics
 Alternatively, students may also receive credit for MATH 126: Business Calculus
 OR MATH 138: Precalculus OR MATH 169: Calculus I with Integrated Precalculus
 II OR MATH 171: Calculus and Analytic Geometry I (formerly MATH 151)
- STAT 200 Introduction to Statistics (R Area)
- ECON 105: Principles of Macroeconomics (A Area)
- ECON 106: Principles of Microeconomics (A Area)
- ACTG 211: Fundamentals of Financial Accounting (L Area)
- ACTG 212 Fundamentals of Managerial Accounting (L Area)

Business Core Courses (27 Credits)

After completion of all pre-business courses, students pursuing a B.B.A. degree are required to take the following courses:

- ITEC 281 Data Management and Analysis with Spreadsheets (L Area)
- BLAW 203 Legal Environment of Business (L Area)
- ECON 340 Global Economy and Business (A Area)
- MGNT 322 Organizational Behavior (A Area)
- MGNT 333 Business Analytics for Decision Making (R Area)
- MGNT 357 Operations Management (R Area)
- FINC 331 Introduction to Business Finance
- MKTG 340 Principles of Marketing (A Area)
- MGNT 428 Global Business Strategy (L Area)

Finance Core Courses (18 Credits)

- FINC 332 Intermediate Business Finance
- FINC 335 Financial Markets and Institutions
- FINC 361 Financial Innovation: Features and Applications
- FINC 381 Investment Analysis
- FINC 438 Financial Decision Making
- FINC 439 International Finance

Insurance and Real Estate Courses: (12 credits)

- FINC 336 Principles of Real Estate
- FINC 341 Insurance I
- FINC 436 Real Estate Finance
- FINC 441 Individual and Business Insurance Planning

SCIENTIFIC AND QUANTITATIVE REASONING

R Area:	Is this course required or an elective for your degree program? ☒ Required ☐ Elective		
Course Prefix: STAT	Is this course offered within your dept/school? ☐ Yes ☑ No		
Course Number: 200	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Introduction to			
Statistics	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3			
New course: ☐ Yes No	Intended Frequency: X Every academic year □ Every semester □ Every other year		
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other		
Nevised course. Li res Zi No			
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
academic year: 250	not offered in dept/school: See attached email for approval from the Chair of the Department of		
academic year. 250	Mathematics and Statistics		
R Area:	Is this course required or an elective for your degree program? ☒ Required ☐ Elective		
	Is this course offered within your dept/school? ⊠ Yes ☐ No		
Course Prefix: MGNT	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Number: 333	in the composition of the complete the remaining elements, and must sign below.		
Course Title: Business Analytics	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
for Decision Making Credit Hours: 3	Course Notation:		
	Intended Frequency: X Every academic year X Every semester □ Every other year		
New course: ☐ Yes ☒ No			
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other		
	 Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
Projected enrollment need per	I Signature of collaborating chair/unector indicating acknowledgement for inclusion and designation in		
academic year: 260	not offered in dept/school:		
	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective		
academic year: 260	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No		
academic year: 260 R Area:	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective		
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academic year: 260 R Area: Course Prefix: MGNT Course Number: 357	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No		
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
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academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:		
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage:	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
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academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: ☐ and MGNT 357 (R) R Designated Course Rec	not offered in dept/school: Is this course required or an elective for your degree program? ☑ Required ☐ Elective Is this course offered within your dept/school? ☑ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: Each student in the program is required to take STAT 200 (R), MGNT 333 (R), Quired within the Program of Study Approved for Inclusion in the General		
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: ☐ and MGNT 357 (R)	not offered in dept/school: Is this course required or an elective for your degree program? ☑ Required ☐ Elective Is this course offered within your dept/school? ☑ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: Each student in the program is required to take STAT 200 (R), MGNT 333 (R), Quired within the Program of Study Approved for Inclusion in the General		

R Area:

Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.

Describe assessment plan:

Learning Outcome 1: Students apply scientific and	Description of learning outcome assessment plan:
quantitative information to test problems and draw conclusions.	Assessment will take place through new university approved universal assessment measure.
Learning Outcome 2: Students evaluate the	Description of learning outcome assessment plan:
quality of data, methods, or inferences used to generate scientific and quantitative knowledge.	Assessment will take place through new university approved universal assessment measure.

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: ECON	Is this course offered wit	thin your dept/school? ⊠ Yes □ No	
Course Number: 105	If no, collaborating dept/sch	hool must also complete the remaining elements, and must sign below.	
Course Title: Principles of			
Macroeconomics	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency: X	CEVERY academic year XEVERY semester ☐ Every other year	
Revised course: ⊠ Yes □ No		☐ At least once every three years ☐ Other	
		•	
Projected enrollment need per	Signature of collaboratin	ng chair/director indicating acknowledgement for inclusion and designation if	
academic year: 225	not offered in dept/scho	ool:	
A Area:	Is this course required or	r an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: ECON	· ·	thin your dept/school? ⊠ Yes □ No	
Course Number: 106		hool must also complete the remaining elements, and must sign below.	
Course Title: Principles of		need made also complete the remaining elements) and made sign zero m	
Microeconomics	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3	eodise Notation.	2 run 2 spring 2 meersession 2 outer (Explain below)	
New course: ☐ Yes ☒ No	Intended Frequency: X	CEVERY academic year XEVERY semester □ EVERY other year	
Revised course: 🛛 Yes 🔲 No		☐ At least once every three years ☐ Other	
Revised course: A res Lino	_	d At least office every tiffee years in Other	
Due in the district of the continue and the continue of the co	Signature of collaboratin	ng chair/director indicating acknowledgement for inclusion and designation if	
Projected enrollment need per	not offered in dept/scho		
academic year: 225			
A Area:	· ·	r an elective for your degree program? ⊠ Required □ Elective	
Course Prefix: ECON		thin your dept/school? 🛮 Yes 🔲 No	
Course Number: 340	if no, collaborating dept/scr	hool must also complete the remaining elements, and must sign below.	
Course Title: Global Economy			
and Business	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes 🗵 No		K Every academic year X Every semester \square Every other year	
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other	
Projected enrollment need per		ng chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/scho		
A Area:	Is this course required or	r an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: MGNT		thin your dept/school? ⊠ Yes □ No	
Course Number: 322	If no, collaborating dept/sch	hool must also complete the remaining elements, and must sign below.	
Course Title: Organizational			
Behavior	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes 🗵 No	Intended Frequency: X	K Every academic year X Every semester □ Every other year	
Revised course: ☐ Yes 🗵 No		☐ At least once every three years ☐ Other	
Projected enrollment need per	Signature of collaboratin	ng chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/scho	pol:	
A Area:	Is this course required or	r an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: MKTG	· ·	thin your dept/school? 🛛 Yes 🗆 No	
Course Number: 340		hool must also complete the remaining elements, and must sign below.	
Course Title: Principles of	, , , , , , ,		
Marketing	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency: X	K Every academic year X Every semester □ Every other year	
		At least once every three years Other	
Revised course: ☐ Yes ☒ No	_	The least office every times years in other	
Projected enrollment need per	Signature of collaboration	ng chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/scho		
academic year. 200	onerea in acpt/scrio	··	

Real Area (A) Coverage: Each student in the program is required to take ECON 105 (A) – formerly ECON 205, ECON 106 (A) – formerly ECON 206, ECON 340 (A), MGNT 322 (A), MKTG 340 (A)

A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ECON 105, ECON 106

A Area:

Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s). Describe assessment plan:

Learning Outcome 1:	Description of learning outcome assessment plan:
Students describe	
behaviors, beliefs, cultures,	Assessment will take place through new university approved universal
social institutions, and/or	, , , ,
environments.	assessment measure.
Learning Outcome 2:	Description of learning outcome assessment plan:
Students analyze the	
interactions of behaviors,	Assessment will take place through new university approved universal
beliefs, cultures, social	Assessment will take place through new university approved universal
institutions, and/or	assessment measure.
environments.	

APPLIED LEARNING

L Area:	Is this course required	or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix: ACTG	Is this course offered within your dept/school? ⊠ Yes ☐ No		
Course Number: 211	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Fundamentals of			
Financial Accounting	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3		Ve l Ve l De il	
New course: ☐ Yes ☐ No	Intended Frequency:	X Every academic year X Every semester Every other year	
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other	
Projected enrollment need per	Signature of collabora	ting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 250	not offered in dept/sc	hool:	
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective	
Course Prefix: ACTG	Is this course offered within your dept/school? ⊠ Yes □ No		
Course Number: 212	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.	
Course Title: Fundamentals of			
Managerial Accounting Credit Hours: 3	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year	
Revised course: ☐ Yes No		\square At least once every three years \square Other	
	Cian akuma af aallah ana		
Projected enrollment need per		ting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 250	not offered in dept/school:		
L Area:		d or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No	
Course Prefix: BLAW Course Number: 203		school must also complete the remaining elements, and must sign below.	
Course Title: Legal Environment		,	
of Business	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)	
Credit Hours: 3			
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year	
Revised course: ☐ Yes ☒ No		\square At least once every three years \square Other	
	Cianatana af a llabana	the and at the state of the sta	
Projected enrollment need per academic year: 250	not offered in dept/sc	iting chair/director indicating acknowledgement for inclusion and designation if shool:	
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective	
Course Prefix: FINC		within your dept/school? ⊠ Yes □ No	
Course Number: 331	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.	
Course Title: Introduction to			
Business Finance	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3	Intended Frequency:	X Every academic year X Every semester □ Every other year	
New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No	interfaca i requeriey.	☐ At least once every three years ☐ Other	
Nevised Course. Li res 🖾 No			
Projected enrollment need per		ting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 260	not offered in dept/sc	hool:	
L Area:	Is this course required	or an elective for your degree program? 🗵 Required 🛚 Elective	
Course Prefix: ITEC		within your dept/school? □ Yes ⊠ No	
Course Number: 281	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.	
Course Title: Data Management	Carrier Datation		
& Analysis with Spreadsheets	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours: 3	Intended Fraguency	V Every academic year V Every comester \square Every other year	
New course: ☐ Yes ☒ No	intenueu Prequency:	X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other	
Revised course: ☐ Yes ☒ No		Actions office every tiffee years in other	
Projected enrollment need per	Signature of collabora	ting chair/director indicating acknowledgement for inclusion and designation if	
academic year: 250	not offered in dept/sc	hool: See attached email for approval from the Chair of the Department of	
<u>'</u>	Information Science &	t Technology	

L Area: Course Prefix: MGNT Course Number: 428 Course Title: Global Business Strategy Credit Hours: 3 New course: ☐ Yes ☒ No	Is this course offered within If no, collaborating dept/school Course Rotation:	n elective for your degree program? ⊠ Required ☐ Elective n your dept/school? ⊠ Yes ☐ No I must also complete the remaining elements, and must sign below. all ☒ Spring ☒ Intersession ☐ Other (Explain below) ery academic year X Every semester ☐ Every other year t least once every three years ☐ Other		
Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 300	Signature of collaborating chot offered in dept/school:	hair/director indicating acknowledgement for inclusion and designation if		
BLAW 203 (A), FINC 331	Real Area (L) Coverage: Each student in the program is required to take ACTG 211 (A), ACTG 212 (A), BLAW 203 (A), FINC 331 (A), ITEC 281 (A), and MGNT 428 (A).			
Education Coursework: I		ram of Study Approved for Inclusion in the General		
L Area:				
Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection. Describe assessment plan: The Program plans to utilize the university-wide assessment measures for the area. The assessment results of all BBA majors will be reviewed by the Davis College Assurance of Learning Committee who				
will provide their evaluation of the assessment results to the Davis College Undergraduate Curriculum Committee (UCC). The UCC will provide feedback to the departments and faculty to ensure continual improvement.				
Students apply acquired knowledge and skills to develop professional	·	ng outcome assessment plan: place through new university approved universal		
Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within	·	ng outcome assessment plan: place through new university approved universal		

Are existing material resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional material resources would be needed?
Are existing space resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional space resources would be needed?
Are existing human resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature: D. E. Brincknan	Date: 7/29/2020
Chair/Dean on Behalf of Dept/School:	Signature: D. C. Brinckna	Date: 7/29/2020
College Curriculum Committee Approval:	Signature:	Date: 7/30/2020
Dean/AVP Approval:	Signature: Jayendu Bladuny.	Date: 7/30/2020
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date:

REAL Curriculum Program Alignment Proposal

Enter dept/school name: Department of			
Management – Davis College of Business & Date: 7/15/2020 Economics			
□BA ⊠BBA □BSN □BM □BFA □BSW □Minor □Certificate			
Program: Bachelor of Business Administration in Management			
REAL Area Program Designation Sought (check all that apply): 🛮 🖾 R 🖂 E 🖾 A 🖾 L			
lain Clelland (Department Chair) ijclellan@radford.edu or Angela Stanton (Associate Dean) astanton@radford.edu			
Not Applicable			

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.

By signing, the department/school acknowledges the above conditions and considerations:

	Jan A. Ollan	Date: 7/27/2020
Dept/School Signature		

Official Program Description:

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

Bachelor of Business Administration in Management

General Education

The Bachelor of Business Administration degree program in Management will satisfy the R, A and L areas of the university's general education. Students must satisfy the E area with other programs of study in order to graduate from Radford University.

Pre-Business Required Courses (18-19 Credits)

- MATH 125 Finite Mathematics for Business and Economics
 Alternatively, students may also receive credit for MATH 126: Business Calculus
 OR MATH 138: Precalculus OR MATH 169: Calculus I with Integrated Precalculus
 II OR MATH 171: Calculus and Analytic Geometry I (formerly MATH 151)
- STAT 200 Introduction to Statistics (R Area)
- ECON 105: Principles of Macroeconomics (A Area)
- ECON 106: Principles of Microeconomics (A Area)
- ACTG 211: Fundamentals of Financial Accounting (L Area)
- ACTG 212 Fundamentals of Managerial Accounting (L Area)

Business Core Courses (27 Credits)

All students pursuing a B.B.A. degree are required to take the following nine courses:

- ITEC 281 Data Management and Analysis with Spreadsheets (L Area)
- BLAW 203 Legal Environment of Business (L Area)

The following courses may be taken only after completion of all pre-business courses and admission to a business major:

- ECON 340 Global Economy and Business (A Area)
- MGNT 322 Organizational Behavior (A Area)
- MGNT 333 Business Analytics for Decision Making (R Area)
- MGNT 357 Operations Management (R Area)
- FINC 331 Introduction to Business Finance
- MKTG 340 Principles of Marketing (A Area)
- MGNT 428 Global Business Strategy (L Area)

Required Courses (9 Credits)

- MGNT 240 Social Entrepreneurship OR MGNT 250 Entrepreneurship and Innovation
- MGNT 323 Human Resource Management
- MGNT 421 Leadership and Motivation

Choose four courses from the following list: (12 credits)

- MGNT 271 Introductory Topics in Management
- MGNT 330 Managing Technology and Information Resources
- MGNT 350 Owning and Managing a Business
- MGNT 361 Managing Professional Communication and Negotiation
- MGNT 436 Cultural Diversity and International Management
- MGNT 440 Project & Event Management
- MGNT 450 Managing New Venture Creation
- MGNT 452 Business Consulting
- MGNT 457 Technology and Innovation Management
- MGNT 460 Business and Society
- MGNT 471 Special Topics in Management
- MGNT 481 Management Study Abroad
- MGNT 490 Management Internship

Entrepreneurship Concentration (2019-20 catalog)

Pre-Business Required Courses (18-19 Credits)

- MATH 125 Finite Mathematics for Business and Economics
 Alternatively, students may also receive credit for MATH 126: Business Calculus
 OR MATH 138: Precalculus OR MATH 169: Calculus I with Integrated Precalculus
 II OR MATH 171: Calculus and Analytic Geometry I (formerly MATH 151)
- STAT 200 Introduction to Statistics (R Area)
- ECON 105: Principles of Macroeconomics (A Area)
- ECON 106: Principles of Microeconomics (A Area)
- ACTG 211: Fundamentals of Financial Accounting (L Area)
- ACTG 212 Fundamentals of Managerial Accounting (L Area)

Business Core Courses (27 Credits)

After completion of all pre-business courses, students pursuing a B.B.A. degree are required to take the following courses:

- ITEC 281 Data Management and Analysis with Spreadsheets (L Area)
- BLAW 203 Legal Environment of Business (L Area)
- ECON 340 Global Economy and Business (A Area)
- MGNT 322 Organizational Behavior (A Area)
- MGNT 333 Business Analytics for Decision Making (R Area)
- MGNT 357 Operations Management (R Area)
- FINC 331 Introduction to Business Finance
- MKTG 340 Principles of Marketing (A Area)
- MGNT 428 Global Business Strategy (L Area)

Required Courses (15 Credits)

- MGNT 323 Human Resource Management
- MGNT 421 Leadership and Motivation
- MGNT 250 Entrepreneurship and Innovation
- MGNT 350 Owning and Managing a Business
- MGNT 450 Managing New Venture Creation

Choose two courses from the following list: (6 credits)

- ACTG 411 Federal Taxation
- ECON 301 The Economics of Entrepreneurship
- FINC 341 Insurance I
- MGNT 240 Social Entrepreneurship
- MGNT 271 Introductory Topics in Management
- MGNT 330 Managing Technology and Information Resources
- MGNT 436 Cultural Diversity and International Management
- MGNT 452 Business Consulting
- MKTG 360 Professional Selling
- MKTG 446 Marketing Research

Entrepreneurship Concentration (2020-21 catalog)

Pre-Business Required Courses (18-19 Credits)

- MATH 125 Finite Mathematics for Business and Economics
 Alternatively, students may also receive credit for MATH 126: Business Calculus
 OR MATH 138: Precalculus OR MATH 169: Calculus I with Integrated Precalculus
 II OR MATH 171: Calculus and Analytic Geometry I (formerly MATH 151)
- STAT 200 Introduction to Statistics (R Area)
- ECON 105: Principles of Macroeconomics (A Area)
- ECON 106: Principles of Microeconomics (A Area)
- ACTG 211: Fundamentals of Financial Accounting (L Area)
- ACTG 212 Fundamentals of Managerial Accounting (L Area)

Business Core Courses (27 Credits)

After completion of all pre-business courses, students pursuing a B.B.A. degree are required to take the following courses:

- ITEC 281 Data Management and Analysis with Spreadsheets (L Area)
- BLAW 203 Legal Environment of Business (L Area)
- ECON 340 Global Economy and Business (A Area)
- MGNT 322 Organizational Behavior (A Area)
- MGNT 333 Business Analytics for Decision Making (R Area)
- MGNT 357 Operations Management (R Area)
- FINC 331 Introduction to Business Finance
- MKTG 340 Principles of Marketing (A Area)
- MGNT 428 Global Business Strategy (L Area)

Required Courses (15 Credits)

- MGNT 323 Human Resource Management
- MGNT 421 Leadership and Motivation
- ENTR 250 Entrepreneurship and Innovation
- ENTR 350 Managing New Venture Creation
- ENTR 450 Owning and Managing a Business

Choose two courses from the following list: (6 credits)

- ACTG 411 Federal Taxation
- ECON 301 The Economics of Entrepreneurship
- FINC 341 Insurance I
- ENTR 240 Social Entrepreneurship (restricted from seniors)
- MGNT 271 Introductory Topics in Management
- MGNT 330 Managing Technology and Information Resources
- ENTR 425 Entrepreneurial Leadership
- MGNT 436 Cultural Diversity
- MGNT 452 Business Consulting
- MKTG 360 Professional Selling
- MKTG 446 Marketing Research

Graduation Requirements:

Students must have an overall grade point average GPA of at least 2.0 in all courses taken at Radford to graduate with the B.B.A. degree. In addition, students must have at least a 2.25 major GPA. For the purpose of computing the major GPA, the major is defined as all prebusiness and business core courses and the 18 to 30 hours prescribed for the major by the department. In addition, at least 50 percent of the business courses required for the B.B.A. degree must be taken at Radford University. Business courses are defined as those having the prefix ACTG, BLAW, ECON, FINC, MGNT, or MKTG. Students earning a business minor must earn a GPA of at least 2.00 in the courses comprising the minor. Courses in a minor are defined under each category. At least 50 percent of the business courses required for a minor must be taken at Radford University.

SCIENTIFIC AND QUANTITATIVE REASONING

R Area:	Is this course required or an elective for your degree program? ☒ Required ☐ Elective
Course Prefix: STAT	Is this course offered within your dept/school? ☐ Yes ☒ No
Course Number: 200	If no, collaborating dept/school must also complete the remaining elements, and must sign below.
Course Title: Introduction to	
Statistics	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	
New course: ☐ Yes ☒ No	Intended Frequency: X Every academic year □ Every semester □ Every other year
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other
_	
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
academic year: 250	not offered in dept/school: See attached email for approval from the Chair of the Department of
	Mathematics and Statistics
R Area:	Is this course required or an elective for your degree program? ☒ Required ☐ Elective
Course Prefix: MGNT	Is this course offered within your dept/school? ☑ Yes ☐ No
Course Number: 333	If no, collaborating dept/school must also complete the remaining elements, and must sign below.
Course Title: Business Analytics	
for Decision Making	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	
New course: ☐ Yes ☒ No	Intended Frequency: X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
Projected enrollment need per academic year: 260	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
-	
academic year: 260	not offered in dept/school:
academic year: 260 R Area:	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective
academic year: 260 R Area: Course Prefix: MGNT	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below.
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below.
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below)
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: □ Yes ☒ No	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: □ Yes ☒ No	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: Yes No Revised course: Yes No	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation in not offered in dept/school:
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage:	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation in not offered in dept/school:
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: and MGNT 357 (R)	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation in not offered in dept/school: Each student in the program is required to take STAT 200 (R), MGNT 333 (R),
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: and MGNT 357 (R)	not offered in dept/school: Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation in not offered in dept/school:
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: and MGNT 357 (R)	not offered in dept/school: Is this course required or an elective for your degree program? ☑ Required ☐ Elective Is this course offered within your dept/school? ☑ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school: Each student in the program is required to take STAT 200 (R), MGNT 333 (R), quired within the Program of Study Approved for Inclusion in the General

R Area:

Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.

Describe assessment plan:

Learning Outcome 1: Students apply scientific and	Description of learning outcome assessment plan:
quantitative information to test problems and draw conclusions.	Assessment will take place through new university approved universal assessment measure.
Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.	Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective
Course Prefix: ECON	Is this course offered within your dept/school? ⊠ Yes □ No
Course Number: 105	If no, collaborating dept/school must also complete the remaining elements, and must sign below.
Course Title: Principles of	
Macroeconomics	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	
New course: ☐ Yes ☒ No	Intended Frequency: X Every academic year X Every semester □ Every other year
Revised course: ⊠ Yes □ No	☐ At least once every three years ☐ Other
Nevisea course. El res El ve	, ,
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
academic year: 225	not offered in dept/school:
A Area:	Is this course required or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: ECON	Is this course offered within your dept/school? ⊠ Yes □ No
Course Number: 106	If no, collaborating dept/school must also complete the remaining elements, and must sign below.
	in the contabolitating depty serious mast also complete the remaining elements, and mast sign below.
Course Title: Principles of	Course Rotation: ☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)
Microeconomics Credit Hours: 3	Course Notation.
New course: ☐ Yes ☒ No	Intended Frequency: X Every academic year X Every semester □ Every other year
Revised course: ⊠ Yes ☐ No	☐ At least once every three years ☐ Other
	 Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
Projected enrollment need per	not offered in dept/school:
academic year: 225	·
A Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective
Course Prefix: ECON	Is this course offered within your dept/school? ☑ Yes ☐ No
Course Number: 340	If no, collaborating dept/school must also complete the remaining elements, and must sign below.
Course Title: Global Economy	
and Business	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	
New course: ☐ Yes ☒ No	Intended Frequency: X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes No	☐ At least once every three years ☐ Other
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
academic year: 260	not offered in dept/school:
A Area:	Is this course required or an elective for your degree program? $oximes$ Required $oxdot$ Elective
Course Prefix: MGNT	Is this course offered within your dept/school? ⊠ Yes □ No
Course Number: 322	If no, collaborating dept/school must also complete the remaining elements, and must sign below.
Course Title: Organizational	
Behavior	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	
New course: ☐ Yes No	Intended Frequency: X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
academic year: 260	not offered in dept/school:
A Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective
Course Prefix: MKTG	Is this course offered within your dept/school? ⊠ Yes □ No
Course Number: 340	If no, collaborating dept/school must also complete the remaining elements, and must sign below.
Course Title: Principles of	, 3 , , , , , , , , , , , , , , , , , ,
Marketing	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	2 - a 2 sp.m.g 2 measons a sure (explain selon)
New course: ☐ Yes ☒ No	Intended Frequency: X Every academic year X Every semester □ Every other year
	☐ At least once every three years ☐ Other
Revised course: ☐ Yes ☒ No	Access once every tillee years in Other
Drojected enrollment need	 Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
Projected enrollment need per academic year: 260	not offered in dept/school:
acaueiiiic year. 200	not offered in depty school.

Real Area (A) Coverage: Each student in the program is required to take ECON 105 (A) – formerly ECON 205, ECON 106 (A) – formerly ECON 206, ECON 340 (A), MGNT 322 (A), MKTG 340 (A)

A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ECON 105, ECON 106

A Area:

Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s). Describe assessment plan:

Learning Outcome 1:	Description of learning outcome assessment plan:
Students describe	
behaviors, beliefs, cultures, social institutions, and/or	Assessment will take place through new university approved universal
environments.	assessment measure.
Learning Outcome 2:	Description of learning outcome assessment plan:
Students analyze the	
interactions of behaviors,	Assessment will take place through new university approved universal
beliefs, cultures, social	, , , ,
institutions, and/or	assessment measure.
environments.	

APPLIED LEARNING

L Area:	Is this course required	d or an elective for your degree program? 🗵 Required 🛚 Elective
Course Prefix: ACTG		within your dept/school? ⊠ Yes □ No
Course Number: 211	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.
Course Title: Fundamentals of		
Financial Accounting Credit Hours: 3	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
New course: ☐ Yes ⊠ No	Intended Frequency:	X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other
Nevised course. Li res Zi No		
Projected enrollment need per academic year: 250	Signature of collabora not offered in dept/sc	ting chair/director indicating acknowledgement for inclusion and designation if hool:
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: ACTG		within your dept/school? ⊠ Yes □ No
Course Number: 212	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.
Course Title: Fundamentals of		
Managerial Accounting	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	Intended Fraguency	X Every academic year X Every semester □ Every other year
New course: ☐ Yes ☒ No	intended Frequency.	☐ At least once every three years ☐ Other
Revised course: ☐ Yes ☒ No		At least once every timee years in other
Projected enrollment need per	Signature of collabora	iting chair/director indicating acknowledgement for inclusion and designation if
academic year: 250	not offered in dept/so	
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: BLAW		within your dept/school? ⊠ Yes □ No
Course Number: 203	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.
Course Title: Legal Environment	D	
of Business	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	Intended Fraguency	X Every academic year X Every semester □ Every other year
New course: ☐ Yes ☒ No	intended Frequency.	☐ At least once every three years ☐ Other
Revised course: ☐ Yes ☒ No		At least once every timee years in other
Projected enrollment need per	Signature of collabora	iting chair/director indicating acknowledgement for inclusion and designation if
academic year: 250	not offered in dept/so	hool:
L Area:	Is this course required	or an elective for your degree program? 🗵 Required 🛚 Elective
Course Prefix: FINC		within your dept/school? ⊠ Yes □ No
Course Number: 331	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.
Course Title: Introduction to	Carras Datation	M Fall M Consider M Internation III Other (Foundain Indian)
Business Finance	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3 New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes ☒ No	,	☐ At least once every three years ☐ Other
Nevised codisc. El res 2 10		, ,
Projected enrollment need per		iting chair/director indicating acknowledgement for inclusion and designation if
academic year: 260	not offered in dept/so	
L Area:		d or an elective for your degree program? ⊠ Required ☐ Elective
Course Prefix: ITEC		within your dept/school? Yes No
Course Number: 281	ii no, collaborating dept/	school must also complete the remaining elements, and must sign below.
Course Title: Data Management	Course Rotation:	□ Fall Spring Intersession Other (Explain below)
& Analysis with Spreadsheets Credit Hours: 3	Course Notation.	2 run 2 spring 12 intersession 12 other (Explain below)
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other
Projected enrollment need per		ting chair/director indicating acknowledgement for inclusion and designation if
academic year: 250		chool: See attached email for approval from the Chair of the Department of
	Information Science 8	i ecnnology

	1
L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective
Course Prefix: MGNT	Is this course offered within your dept/school? ☑ Yes ☐ No
Course Number: 428	If no, collaborating dept/school must also complete the remaining elements, and must sign below.
Course Title: Global Business	
Strategy	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3	
New course: ☐ Yes No	Intended Frequency: X Every academic year X Every semester ☐ Every other year
Revised course: ☐ Yes 🗵 No	☐ At least once every three years ☐ Other
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if
academic year: 300	not offered in dept/school:
Real Area (L) Coverage: I	Each student in the program is required to take ACTG 211 (A), ACTG 212 (A),
\ ,	
BLAW 203 (A), FINC 331	(A), ITEC 281 (A), and MGNT 428 (A).
L Designated Course Red	quired within the Program of Study Approved for Inclusion in the General
Education Coursework: I	, , , ,
Eddeation Coursework.	TEC 201
Γ	-
L Area:	
Learning Goal: To explor	e professional practice through the application of knowledge, skills, and
critical reflection.	
Describe assessment pla	n:
The Program plans to ut	ilize the university-wide assessment measures for the area. The assessment
	•
· ·	will be reviewed by the Davis College Assurance of Learning Committee who
will provide their evalua	tion of the assessment results to the Davis College Undergraduate
Curriculum Committee (UCC). The UCC will provide feedback to the departments and faculty to
,	
ensure continual improv	ement.
Learning Outcome 1:	Description of learning outcome assessment plan:
Students apply acquired	
knowledge and skills to	A
develop professional	Assessment will take place through new university approved universal
identity or professional	assessment measure.
practice.	
Learning Outcome 2:	
_	Description of learning outcome assessment plan:
Students critically reflect on	
their learning, abilities,	Assessment will take place through new university approved universal
experiences, or role within	
professional contexts.	assessment measure.

Are existing material resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional material resources would be needed?
Are existing space resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional space resources would be needed?
Are existing human resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature: Jeny Kopf	Date: 7/22/2020
Chair/Dean on Behalf of Dept/School	Signature:	Date: 7/27/2020
College Curriculum Committee Approval:	Signature:	Date: 7/30/2020
Dean/AVP Approval:	Signature: Jayendu Bhaduny	Date: 7/30/2020
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	^e Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date:

REAL Curriculum Program Alignment Proposal

Department or School	Enter dept/school name: Department of ol: Marketing – Davis College of Business & Economics Date: 7/15/2020
Degree type: ☐BS	□BA ☑BBA □BSN □BM □BFA □BSW □Minor □Certificate
Program: Back	elor of Business Administration in Marketing
REAL Area Program	Designation Sought (check all that apply): \square R \square E \square A \square L
Dept/School Contact	James Lollar (Department Chair) jlollar@radford.edu or Angela Stanton (Associate Dean) astanton@radford.edu
BS/BA Requirements	Not Applicable

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	Faller	Date: 7/24/2020

Official Program Description:

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

Bachelor of Business Administration in Marketing

General Education

The Bachelor of Business Administration degree program in Marketing will satisfy the R, A and L areas of the university's general education. Students must satisfy the E area with other programs of study in order to graduate from Radford University.

Pre-Business Required Courses (18-19 Credits)

- MATH 125 Finite Mathematics for Business and Economics
 Alternatively, students may also receive credit for MATH 126: Business Calculus
 OR MATH 138: Precalculus OR MATH 169: Calculus I with Integrated Precalculus
 II OR MATH 171: Calculus and Analytic Geometry I (formerly MATH 151)
- STAT 200 Introduction to Statistics (R Area)
- ECON 105: Principles of Macroeconomics (A Area)
- ECON 106: Principles of Microeconomics (A Area)
- ACTG 211: Fundamentals of Financial Accounting (L Area)
- ACTG 212 Fundamentals of Managerial Accounting (L Area)

Business Core Courses (27 Credits)

All students pursuing a B.B.A. degree are required to take the following nine courses:

- ITEC 281 Data Management and Analysis with Spreadsheets (L Area)
- BLAW 203 Legal Environment of Business (L Area)

The following courses may be taken only after completion of all pre-business courses and admission to a business major:

- ECON 340 Global Economy and Business (A Area)
- MGNT 322 Organizational Behavior (A Area)
- MGNT 333 Business Analytics for Decision Making (R Area)
- MGNT 357 Operations Management (R Area)
- FINC 331 Introduction to Business Finance
- MKTG 340 Principles of Marketing (A Area)
- MGNT 428 Global Business Strategy (L Area)

Required Courses (12 Credits)

- MKTG 101 Creativity and Innovation
- MKTG 350 Consumer Behavior
- MKTG 445 Marketing Strategy
- MKTG 446 Marketing Research

Choose four courses from the following list: (12 credits)

- MKTG 341 Advertising Strategy
- MKTG 342 Internet Marketing
- MKTG 343 Retailing
- MKTG 344 Sales Management
- MKTG 345 Integrated Marketing Communication
- MKTG 360 Professional Selling
- MKTG 388 Social Media Marketing
- MKTG 440 Supply Chain Management
- MKTG 450 Marketing Analytics
- MKTG 452 International Marketing
- MKTG 471 Special Topics in Marketing
- MKTG 472 Independent Study
- MKTG 481 Marketing Study Abroad
- MKTG 488 Final Honors Project
- MKTG 490 Marketing Internship

Graduation Requirements:

Students must have an overall grade point average GPA of at least 2.0 in all courses taken at Radford to graduate with the B.B.A. degree. In addition, students must have at least a 2.25 major GPA. For the purpose of computing the major GPA, the major is defined as all prebusiness and business core courses and the 18 to 30 hours prescribed for the major by the department. In addition, at least 50 percent of the business courses required for the B.B.A. degree must be taken at Radford University. Business courses are defined as those having the prefix ACTG, BLAW, ECON, FINC, MGNT, or MKTG. Students earning a business minor must earn a GPA of at least 2.00 in the courses comprising the minor. Courses in a minor are defined under each category. At least 50 percent of the business courses required for a minor must be taken at Radford University.

SCIENTIFIC AND QUANTITATIVE REASONING

		_
R Area:	Is this course required	l or an elective for your degree program? ⊠ Required □ Elective
Course Prefix: STAT	Is this course offered v	within your dept/school? □ Yes ⊠ No
Course Number: 200	If no, collaborating dept/	school must also complete the remaining elements, and must sign below.
Course Title: Introduction to		
Statistics	Course Rotation:	☑ Fall ☑ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3		
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year □ Every semester □ Every other year
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other
Revised Course: 🗆 Yes 🖾 No		At least office every times years in other
Projected enrollment need per	Signature of collabora	ting chair/director indicating acknowledgement for inclusion and designation if
academic year: 250		hool: See attached email for approval from the Chair of the Department of
academic year. 250	Mathematics and Stat	
D Area.		l or an elective for your degree program? ⊠ Required ☐ Elective
R Area:		
Course Prefix: MGNT		within your dept/school? ⊠ Yes □ No school must also complete the remaining elements, and must sign below.
Course Number: 333	ii iio, collaboratilig dept/	school must also complete the remaining elements, and must sign below.
Course Title: Business Analytics		
for Decision Making	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)
Credit Hours: 3		
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year
Revised course: ☐ Yes No		☐ At least once every three years ☐ Other
Projected enrollment need per	_	ting chair/director indicating acknowledgement for inclusion and designation if
Projected enrollment need per academic year: 260	Signature of collabora not offered in dept/sc	
academic year: 260	not offered in dept/sc	
academic year: 260 R Area:	not offered in dept/sc Is this course required	hool: or an elective for your degree program? ⊠ Required □ Elective
academic year: 260 R Area: Course Prefix: MGNT	not offered in dept/sc Is this course required Is this course offered	hool: or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357	not offered in dept/sc Is this course required Is this course offered	hool: or an elective for your degree program? ⊠ Required □ Elective
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No School must also complete the remaining elements, and must sign below.
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academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation:	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No (school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below)
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: □ Yes ☒ No	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation:	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No (school must also complete the remaining elements, and must sign below. □ Fall □ Spring □ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year
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academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: □ Yes ☒ No Revised course: □ Yes ☒ No	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation: Intended Frequency:	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No (school must also complete the remaining elements, and must sign below. □ Fall □ Spring □ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year □ At least once every three years □ Other
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation: Intended Frequency:	hool: I or an elective for your degree program? ⊠ Required ☐ Elective within your dept/school? ⊠ Yes ☐ No (school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below) X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other ting chair/director indicating acknowledgement for inclusion and designation if
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year □ At least once every three years □ Other ting chair/director indicating acknowledgement for inclusion and designation if hool:
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc	hool: I or an elective for your degree program? ⊠ Required ☐ Elective within your dept/school? ⊠ Yes ☐ No (school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below) X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other ting chair/director indicating acknowledgement for inclusion and designation if
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: I	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year □ At least once every three years □ Other ting chair/director indicating acknowledgement for inclusion and designation if hool:
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260	not offered in dept/sc Is this course required Is this course offered If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year □ At least once every three years □ Other ting chair/director indicating acknowledgement for inclusion and designation if hool:
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: I and MGNT 357 (R)	not offered in dept/sc Is this course required Is this course offered of If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc Each student in the	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year □ At least once every three years □ Other ting chair/director indicating acknowledgement for inclusion and designation if hool: The program is required to take STAT 200 (R), MGNT 333 (R),
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: I and MGNT 357 (R)	not offered in dept/sc Is this course required Is this course offered of If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc Each student in the	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year □ At least once every three years □ Other ting chair/director indicating acknowledgement for inclusion and designation if hool:
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: I and MGNT 357 (R)	not offered in dept/sc Is this course required Is this course offered of If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc Each student in the	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year □ At least once every three years □ Other ting chair/director indicating acknowledgement for inclusion and designation if hool: The program is required to take STAT 200 (R), MGNT 333 (R),
academic year: 260 R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 260 Real Area (R) Coverage: I and MGNT 357 (R) R Designated Course Rec	not offered in dept/sc Is this course required Is this course offered of If no, collaborating dept/ Course Rotation: Intended Frequency: Signature of collabora not offered in dept/sc Each student in the	hool: I or an elective for your degree program? ⊠ Required □ Elective within your dept/school? ⊠ Yes □ No school must also complete the remaining elements, and must sign below. ☑ Fall ☑ Spring ☑ Intersession □ Other (Explain below) X Every academic year X Every semester □ Every other year □ At least once every three years □ Other ting chair/director indicating acknowledgement for inclusion and designation if hool: The program is required to take STAT 200 (R), MGNT 333 (R),

R Area:

Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.

Describe assessment plan:

Learning Outcome 1: Students apply scientific and	Description of learning outcome assessment plan:
quantitative information to test problems and draw conclusions.	Assessment will take place through new university approved universal assessment measure.
Learning Outcome 2: Students evaluate the	Description of learning outcome assessment plan:
quality of data, methods, or inferences used to generate scientific and quantitative knowledge.	Assessment will take place through new university approved universal assessment measure.

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective			
Course Prefix: ECON	Is this course offered w	vithin your dept/school? ⊠ Yes □ No		
Course Number: 105	If no, collaborating dept/s	school must also complete the remaining elements, and must sign below.		
Course Title: Principles of				
Macroeconomics	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3				
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year		
Revised course: ⊠ Yes □ No		☐ At least once every three years ☐ Other		
		,		
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if			
academic year: 225	not offered in dept/sch	nool:		
A Area:		or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: ECON	Is this course offered within your dept/school? Yes □ No			
Course Number: 106		school must also complete the remaining elements, and must sign below.		
Course Title: Principles of	in no, conaborating acpty s	ichoor must also complete the remaining elements, and must sign below.		
Microeconomics	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)		
Credit Hours: 3	Course Notation.	Main Mathematical		
	Intended Fraguency	X Every academic year X Every semester □ Every other year		
New course: ☐ Yes ☒ No	intended Frequency.			
Revised course: ⊠ Yes ☐ No		☐ At least once every three years ☐ Other		
	Ciamatuma af aallalaamat			
Projected enrollment need per	_	ing chair/director indicating acknowledgement for inclusion and designation if		
academic year: 225	not offered in dept/sch			
A Area:		or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: ECON		vithin your dept/school? ⊠ Yes □ No		
Course Number: 340	If no, collaborating dept/s	school must also complete the remaining elements, and must sign below.		
Course Title: Global Economy				
and Business	Course Rotation:	□ Fall Spring Intersession □ Other (Explain below)		
Credit Hours: 3				
New course: ☐ Yes No	Intended Frequency:	X Every academic year X Every semester □ Every other year		
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other		
	, ,			
Projected enrollment need per	Signature of collaborat	ing chair/director indicating acknowledgement for inclusion and designation if		
academic year: 260	not offered in dept/sch	nool:		
A Area:	Is this course required	or an elective for your degree program? ⊠ Required □ Elective		
Course Prefix: MGNT		vithin your dept/school? ⊠ Yes □ No		
Course Number: 322		school must also complete the remaining elements, and must sign below.		
Course Title: Organizational	, , ,			
Behavior	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3				
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year		
Revised course: \square Yes \boxtimes No	interraca rrequertey.	☐ At least once every three years ☐ Other		
Revised course: \square Yes \square No		At least office every tiffee years in other		
Projected enrollment need per	Signature of collaborat	ing chair/director indicating acknowledgement for inclusion and designation if		
_	not offered in dept/sch			
academic year: 260	·			
A Area:		or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: MKTG		vithin your dept/school? ⊠ Yes □ No		
Course Number: 340	If no, collaborating dept/s	school must also complete the remaining elements, and must sign below.		
Course Title: Principles of				
Marketing	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3				
New course: ☐ Yes ⊠ No	Intended Frequency:	X Every academic year X Every semester □ Every other year		
Revised course: ☐ Yes		☐ At least once every three years ☐ Other		
Projected enrollment need per	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if			
academic year: 260	not offered in dept/sch	nool:		

Real Area (A) Coverage: Each student in the program is required to take ECON 105 (A) – formerly ECON 205, ECON 106 (A) – formerly ECON 206, ECON 340 (A), MGNT 322 (A), MKTG 340 (A)

A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ECON 105, ECON 106, MKTG 101, MKTG 201

A Area:

Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s). Describe assessment plan:

Learning Outcome 1:	scription of learning outcome assessment plan:	
Students describe		
behaviors, beliefs, cultures,	Assessment will take place through new university approved universal	
social institutions, and/or	, , , ,	
environments.	assessment measure.	
Learning Outcome 2:	Description of learning outcome assessment plan:	
Students analyze the		
interactions of behaviors,	Assessment will take place through new university approved universal	
beliefs, cultures, social	Assessment will take place through new university approved universal	
institutions, and/or	assessment measure.	
environments.		

APPLIED LEARNING

L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective			
Course Prefix: ACTG	Is this course offered	within your dept/school? ⊠ Yes □ No		
Course Number: 211	If no, collaborating dept,	school must also complete the remaining elements, and must sign below.		
Course Title: Fundamentals of				
Financial Accounting	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3				
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester Every other year		
Revised course: ☐ Yes ☒ No	,	☐ At least once every three years ☐ Other		
Revised course: Li Yes 🖾 No		The least office every times years in other		
Dunington day and long out and and	Signature of collabora	ting chair/director indicating acknowledgement for inclusion and designation if		
Projected enrollment need per academic year: 250	not offered in dept/so			
·				
L Area:	Is this course required or an elective for your degree program? ☑ Required ☐ Elective			
Course Prefix: ACTG	Is this course offered within your dept/school? ☑ Yes ☐ No			
Course Number: 212	If no, collaborating dept,	school must also complete the remaining elements, and must sign below.		
Course Title: Fundamentals of				
Managerial Accounting	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3				
New course: ☐ Yes 🗵 No	Intended Frequency:	X Every academic year X Every semester \square Every other year		
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other		
Projected enrollment need per	Signature of collabora	ting chair/director indicating acknowledgement for inclusion and designation if		
academic year: 250	not offered in dept/so	-		
	· · · · · · · · · · · · · · · · · · ·	or an elective for your degree program? ⊠ Required □ Elective		
L Area:				
Course Prefix: BLAW		within your dept/school? ⊠ Yes □ No /school must also complete the remaining elements, and must sign below.		
Course Number: 203	ii iio, collaboratilig dept/	scribor must also complete the remaining elements, and must sign below.		
Course Title: Legal Environment	Carrier Datation	M. F. H. M. Coning. M. Laterra and G. M. Laterra (Forelain Include)		
of Business	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3				
New course: ☐ Yes ☒ No	Intended Frequency:	X Every academic year X Every semester □ Every other year		
Revised course: ☐ Yes No		☐ At least once every three years ☐ Other		
Projected enrollment need per		iting chair/director indicating acknowledgement for inclusion and designation if		
academic year: 250	not offered in dept/so	hool:		
L Area:	Is this course required	d or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: FINC		within your dept/school? ⊠ Yes □ No		
Course Number: 331		school must also complete the remaining elements, and must sign below.		
Course Title: Introduction to	, , ,	in the, contaborating depty school must also complete the remaining elements, and must sign below.		
Business Finance	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)		
Credit Hours: 3		Z van Z spring Z interecesion Z state (Exprain selen)		
	Intended Frequency:	X Every academic year X Every semester □ Every other year		
New course: ☐ Yes ☒ No	intended Frequency.			
Revised course: ☐ Yes ☒ No		☐ At least once every three years ☐ Other		
	C't	ato a chesto filtre care to discarto a color controllada con coa finate de circo con del circo carto di		
Projected enrollment need per	_	ting chair/director indicating acknowledgement for inclusion and designation if		
academic year: 260	not offered in dept/so	nooi:		
L Area:	Is this course required	d or an elective for your degree program? 🗵 Required 🛚 Elective		
Course Prefix: ITEC	Is this course offered within your dept/school? ☐ Yes ☒ No			
Course Number: 281	If no, collaborating dept/school must also complete the remaining elements, and must sign below.			
Course Title: Data Management				
& Analysis with Spreadsheets	Course Rotation:	☑ Fall ☑ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours: 3				
New course: ☐ Yes ☒ No	Intended Frequency	X Every academic year X Every semester □ Every other year		
		☐ At least once every three years ☐ Other		
Revised course: ☐ Yes ☒ No		The reast office every times years in other		
Dualanta da manallina antina anti	Signature of collabora	ting chair/director indicating acknowledgement for inclusion and designation if		
Projected enrollment need per	not offered in dept/school: See attached email for approval from the Chair of the Department of			
academic year: 250	Information Science 8			
İ	or a a or . oci ci i ce o			

L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective				
Course Prefix: MGNT	Is this course offered within your dept/school? ⊠ Yes □ No				
Course Number: 428	If no, collaborating dept/school must also complete the remaining elements, and must sign below.				
Course Title: Global Business					
Strategy	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
Credit Hours: 3	Intended Fraguency, V Fuery and amic year V Fuery competer T Fuery other year				
New course: ☐ Yes ☒ No	Intended Frequency: X Every academic year X Every semester ☐ Every other year				
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other				
Projected enrollment need per academic year: 300	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:				
	Each student in the program is required to take ACTG 211 (A), ACTG 212 (A),				
, ,	(A), ITEC 281 (A), and MGNT 428 (A).				
32 200 (,) 002	(' ', ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' '				
I Designated Course Rec	quired within the Program of Study Approved for Inclusion in the General				
Education Coursework: I					
Education Coursework. I	TEC 201				
Ι Δ					
L Area:					
Learning Goal: To explor	e professional practice through the application of knowledge, skills, and				
critical reflection.					
Describe assessment pla	n·				
Bessinge assessinient pia					
The Dragger plane to 11th	iliaa tha waiyayaity wida aaaaamaant maaayyaa fan tha anaa Tha aaaaanaant				
- '	ilize the university-wide assessment measures for the area. The assessment				
results of all BBA majors	will be reviewed by the Davis College Assurance of Learning Committee who				
will provide their evaluat	tion of the assessment results to the Davis College Undergraduate				
Curriculum Committee (UCC). The UCC will provide feedback to the departments and faculty to				
ensure continual improvement.					
Learning Outcome 1:	Description of learning outcome accessment when				
Students apply acquired	Description of learning outcome assessment plan:				
knowledge and skills to					
develop professional	Assessment will take place through new university approved universal				
identity or professional	L				
practice.					
Learning Outcome 2:	Description of learning outcome assessment plan:				
Students critically reflect on					
their learning, abilities,	g abilities				
experiences, or role within	Assessment will take place through new university approved universal				
professional contexts.	l l				

Are existing material resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional material resources would be needed?
Are existing space resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional space resources would be needed?
Are existing human resources adequate to support this program alignment proposal? \boxtimes Yes \square No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature:	Date: 7/24/2020
Chair/Dean on Behalf of Dept/School:	Signature:	Date: 7/24/2020
College Curriculum Committee Approval:	Signature:	Date: 7/24/2020
Dean/AVP Approval:	Signature: Jayandu Bladuny.	Date: 7/30/2020
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date: