

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 BA BBA BSN BM BFA BSW Minor Certificate

Program: Bachelor of Business Administration in Accounting

REAL Area Program Designation Sought (check all that apply): R E A L

Dept/School Contact: Douglas Brinckman (Department Chair) dbrinckm@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 <i>D. E. Brinckman</i>	Date: 7/29/2020
--	-----------------

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

<p>R Area: Course Prefix: STAT Course Number: 200 Course Title: Introduction to Statistics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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</p>
<p>R Area: Course Prefix: MGNT Course Number: 333 Course Title: Business Analytics for Decision Making Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>Real Area (R) Coverage: Each student in the program is required to take STAT 200 (R), MGNT 333 (R), and MGNT 357 (R)</p> <p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: STAT 200</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p> <p>Describe assessment plan:</p> <p>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.</p>

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

CULTURAL OR BEHAVIORAL ANALYSIS

<p>A Area: Course Prefix: ECON Course Number: 105 Course Title: Principles of Macroeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 106 Course Title: Principles of Microeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 340 Course Title: Global Economy and Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MGNT Course Number: 322 Course Title: Organizational Behavior Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MKTG Course Number: 340 Course Title: Principles of Marketing Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>

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:

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.

Learning Outcome 1:
Students describe behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

Learning Outcome 2:
Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

APPLIED LEARNING

<p>L Area: Course Prefix: ACTG Course Number: 211 Course Title: Fundamentals of Financial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ACTG Course Number: 212 Course Title: Fundamentals of Managerial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: BLAW Course Number: 203 Course Title: Legal Environment of Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: FINC Course Number: 331 Course Title: Introduction to Business Finance Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ITEC Course Number: 281 Course Title: Data Management & Analysis with Spreadsheets Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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 Information Science & Technology</p>

<p>L Area: Course Prefix: MGNT Course Number: 428 Course Title: Global Business Strategy Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Projected enrollment need per academic year: 300</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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).</p>	
<p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ITEC 281</p>	

<p>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.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>



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

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

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

Department Curriculum Committee
Recommendation:

Signature: D. E. Brinckman Date: 7/29/2020

Chair/Dean on Behalf of Dept/School:

Signature: D. E. Brinckman Date: 7/29/2020

College Curriculum Committee
Approval:

Signature: VH Date: 7/30/2020

Dean/AVP Approval:

Signature: Jayendu Bhaskary 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 School: Economics, Davis College of Business & Economics Date: 1/8/2020

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
--	----------------

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

<p>R Area: Course Prefix: STAT Course Number: 200 Course Title: Introduction to Statistics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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</p>
<p>R Area: Course Prefix: MGNT Course Number: 333 Course Title: Business Analytics for Decision Making Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>Real Area (R) Coverage: Each student in the program is required to take STAT 200 (R), MGNT 333 (R), and MGNT 357 (R)</p> <p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: STAT 200</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p> <p>Describe assessment plan:</p> <p>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.</p>

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

CULTURAL OR BEHAVIORAL ANALYSIS

<p>A Area: Course Prefix: ECON Course Number: 105 Course Title: Principles of Macroeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 106 Course Title: Principles of Microeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 340 Course Title: Global Economy and Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MGNT Course Number: 322 Course Title: Organizational Behavior Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MKTG Course Number: 340 Course Title: Principles of Marketing Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>

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:

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.

Learning Outcome 1:
Students describe behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

Learning Outcome 2:
Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

APPLIED LEARNING

<p>L Area: Course Prefix: ACTG Course Number: 211 Course Title: Fundamentals of Financial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ACTG Course Number: 212 Course Title: Fundamentals of Managerial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: BLAW Course Number: 203 Course Title: Legal Environment of Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: FINC Course Number: 331 Course Title: Introduction to Business Finance Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ITEC Course Number: 281 Course Title: Data Management & Analysis with Spreadsheets Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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 Information Science & Technology</p>

<p>L Area: Course Prefix: MGNT Course Number: 428 Course Title: Global Business Strategy Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 300</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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).</p>	
<p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ITEC 281</p>	

<p>L Area: Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection. Describe assessment plan:</p> <p>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.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>



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

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

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

Department Curriculum Committee
Recommendation:

Thomas R Duncan

Date: 4.3.2020

Signature: _____

Chair/Dean on Behalf of Dept/School:

Signature: _____

R. Arthur

Date: 4/3/2020

College Curriculum Committee
Approval:

Signature: _____

V. H. H. H.

Date: 7/30/2020

Dean/AVP Approval:

Signature: _____

Jayendu Bhaskary

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 School: Accounting, Finance, and Business Law – Davis Date: 7/15/2020
College of Business & Economics

Degree type: BS BA BBA BSN BM BFA BSW Minor Certificate

Program: Bachelor of Business Administration in Finance

REAL Area Program Designation Sought (check all that apply): R E A L

Dept/School Contact: Douglas Brinckman (Department Chair) dbrinckm@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 <i>D. E. Brinckman</i>	Date: 7/29/2020
--	-----------------

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 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

<p>R Area: Course Prefix: STAT Course Number: 200 Course Title: Introduction to Statistics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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</p>
<p>R Area: Course Prefix: MGNT Course Number: 333 Course Title: Business Analytics for Decision Making Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>Real Area (R) Coverage: Each student in the program is required to take STAT 200 (R), MGNT 333 (R), and MGNT 357 (R)</p> <p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: STAT 200</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p> <p>Describe assessment plan:</p> <p>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.</p>

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

CULTURAL OR BEHAVIORAL ANALYSIS

<p>A Area: Course Prefix: ECON Course Number: 105 Course Title: Principles of Macroeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 106 Course Title: Principles of Microeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 340 Course Title: Global Economy and Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MGNT Course Number: 322 Course Title: Organizational Behavior Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MKTG Course Number: 340 Course Title: Principles of Marketing Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>

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:

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.

Learning Outcome 1:
Students describe behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

Learning Outcome 2:
Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

APPLIED LEARNING

<p>L Area: Course Prefix: ACTG Course Number: 211 Course Title: Fundamentals of Financial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ACTG Course Number: 212 Course Title: Fundamentals of Managerial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: BLAW Course Number: 203 Course Title: Legal Environment of Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: FINC Course Number: 331 Course Title: Introduction to Business Finance Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ITEC Course Number: 281 Course Title: Data Management & Analysis with Spreadsheets Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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 Information Science & Technology</p>

<p>L Area: Course Prefix: MGNT Course Number: 428 Course Title: Global Business Strategy Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 300</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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).</p>	
<p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ITEC 281</p>	

<p>L Area: Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection. Describe assessment plan:</p> <p>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.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>



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

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

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

Department Curriculum Committee
Recommendation:

Signature: D. E. Brinckman Date: 7/29/2020

Chair/Dean on Behalf of Dept/School:

Signature: D. E. Brinckman Date: 7/29/2020

College Curriculum Committee
Approval:

Signature: VH Date: 7/30/2020

Dean/AVP Approval:

Signature: Jayendu Bhaskary 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 School: Management – Davis College of Business & Economics

Date: 7/15/2020

Degree type: BS BA BBA BSN BM BFA BSW Minor Certificate

Program: Bachelor of Business Administration in Management

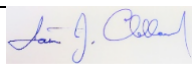
REAL Area Program Designation Sought (check all that apply): R E A L

Dept/School Contact: Iain Clelland (Department Chair) ijclellan@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 	Date: 7/27/2020
---	-----------------

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 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

<p>R Area: Course Prefix: STAT Course Number: 200 Course Title: Introduction to Statistics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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</p>
<p>R Area: Course Prefix: MGNT Course Number: 333 Course Title: Business Analytics for Decision Making Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>Real Area (R) Coverage: Each student in the program is required to take STAT 200 (R), MGNT 333 (R), and MGNT 357 (R)</p> <p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: STAT 200</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p> <p>Describe assessment plan:</p> <p>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.</p>

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

CULTURAL OR BEHAVIORAL ANALYSIS

<p>A Area: Course Prefix: ECON Course Number: 105 Course Title: Principles of Macroeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 106 Course Title: Principles of Microeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 340 Course Title: Global Economy and Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MGNT Course Number: 322 Course Title: Organizational Behavior Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MKTG Course Number: 340 Course Title: Principles of Marketing Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>

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:

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.

Learning Outcome 1:
Students describe behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

Learning Outcome 2:
Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

APPLIED LEARNING

<p>L Area: Course Prefix: ACTG Course Number: 211 Course Title: Fundamentals of Financial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ACTG Course Number: 212 Course Title: Fundamentals of Managerial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: BLAW Course Number: 203 Course Title: Legal Environment of Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: FINC Course Number: 331 Course Title: Introduction to Business Finance Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ITEC Course Number: 281 Course Title: Data Management & Analysis with Spreadsheets Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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 Information Science & Technology</p>

<p>L Area: Course Prefix: MGNT Course Number: 428 Course Title: Global Business Strategy Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 300</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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).</p> <p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ITEC 281</p>	

<p>L Area: Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection. Describe assessment plan:</p> <p>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.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>



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

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

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

Department Curriculum Committee
Recommendation:

Signature: 


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: 

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 School: **Marketing – Davis College of Business & Economics** Date: 7/15/2020

Degree type: BS BA BBA BSN BM BFA BSW Minor Certificate

Program: **Bachelor of Business Administration in Marketing**


REAL Area Program Designation Sought (check all that apply): R E A 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 	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

<p>R Area: Course Prefix: STAT Course Number: 200 Course Title: Introduction to Statistics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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</p>
<p>R Area: Course Prefix: MGNT Course Number: 333 Course Title: Business Analytics for Decision Making Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: MGNT Course Number: 357 Course Title: Operations Management Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>Real Area (R) Coverage: Each student in the program is required to take STAT 200 (R), MGNT 333 (R), and MGNT 357 (R)</p> <p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: STAT 200</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p> <p>Describe assessment plan:</p> <p>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.</p>

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

CULTURAL OR BEHAVIORAL ANALYSIS

<p>A Area: Course Prefix: ECON Course Number: 105 Course Title: Principles of Macroeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 106 Course Title: Principles of Microeconomics Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 225</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: ECON Course Number: 340 Course Title: Global Economy and Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MGNT Course Number: 322 Course Title: Organizational Behavior Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Area: Course Prefix: MKTG Course Number: 340 Course Title: Principles of Marketing Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>

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:

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.

Learning Outcome 1:
Students describe behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

Learning Outcome 2:
Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.

Description of learning outcome assessment plan:

Assessment will take place through new university approved universal assessment measure.

APPLIED LEARNING

<p>L Area: Course Prefix: ACTG Course Number: 211 Course Title: Fundamentals of Financial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ACTG Course Number: 212 Course Title: Fundamentals of Managerial Accounting Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: BLAW Course Number: 203 Course Title: Legal Environment of Business Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: FINC Course Number: 331 Course Title: Introduction to Business Finance Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 260</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: ITEC Course Number: 281 Course Title: Data Management & Analysis with Spreadsheets Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected enrollment need per academic year: 250</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>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 Information Science & Technology</p>

<p>L Area: Course Prefix: MGNT Course Number: 428 Course Title: Global Business Strategy Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Projected enrollment need per academic year: 300</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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).</p>	
<p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ITEC 281</p>	

<p>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.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.</p>



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

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

Are existing human resources adequate to support this program alignment proposal?
 Yes 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: 

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: _____