

BILL & VIEVE GORE SCHOOL OF BUSINESS

BILL AND VIEVE GORE SCHOOL OF BUSINESS PROGRAMS

Dax Jacobson, Dean

The Bill and Vieve Gore School of Business is dedicated to providing distinctive academic programs based on the integration of business and liberal arts education. This integration in both curriculum and delivery systems is requisite to prepare our students for life-long learning and to aid their adaptation to changing social, technological and economic conditions. This integration enhances the capabilities of our graduates in written and oral communication, computing and technology, international dimensions, critical thinking, ethics, social responsibility, and team effectiveness.

Accredited by the Association of Collegiate Business Schools and Programs (ACBSP), the programs of the Gore School of Business reflect Westminster University's continuing commitment to provide a student-oriented learning environment and innovative education of exceptional quality. The integration of business and liberal arts education contributes to students' effectiveness as citizens and agents of change. Whether students are preparing for entry-level or mid-career qualifications, the programs of the Gore School of Business offer a solid foundation of business knowledge and understanding of the complexity of organizations as they function in a global environment. Programs are offered at the undergraduate and graduate levels.

The school also develops and presents non-credit classes, seminars, institutes, and workshops to meet the training and professional development needs of local businesses, government and non-profit agencies, and community groups through the Division of Competency-based Programs.

Undergraduate Programs

Undergraduate programs in the Bill and Vieve Gore School of Business are distinct in balancing solid theoretical preparation with practical application. Students are given broad business preparation with contextual applications to prepare them for general business decision making.

Undergraduate students in all business majors distinguish themselves by mastering the following learning goals:

- Perform basic financial accounting, managerial accounting, and international accounting.
- Apply the fundamental concepts of economics, microeconomics, macroeconomics, and international economics when making decisions and solving problems.
- Explain and enact the basic tenets of management, organizational behavior, operations management, strategy and policy, international/cross-cultural management, and entrepreneurship.
- Use probability, statistics, and quantitative analysis techniques when evaluating and solving business problems.
- Describe the role of information systems in business and society and explain the basic concepts of information technology and systems development.
- Perform basic skills in the areas of corporate finance, investments, and international finance.
- Analyze an organization's customer orientation and develop effective strategies that create value for stakeholders and satisfying exchange relationships in domestic and international settings.
- Demonstrate an understanding of the legal and regulatory environment and the ethical and social responsibilities of business professionals and leaders.
- Appraise the major differences in managing and leading an organization internationally versus domestically.

Students completing business programs use the skills drawn from the preceding areas throughout their program major and across the curriculum. All students also complete practical experiences in either internships or practicum projects, to give context and experience to learning achieved in the classroom.

In most business majors, students can elect to complete Bachelor of Science (B.S.) or Bachelor of Arts (B.A.) programs. The B.S. programs are designed to give students deeper specialization within the major area, while B.A. programs are designed to give broader preparation in both the program area and in other areas depending on the student's background, preferences, and interests. Students completing the B.A. option are required to complete either a declared academic minor other than the Business minor, or twelve credit hours of a world language.

Students should discuss B.S. and B.A. options with their academic advisor to determine which better meets their career goals.

The Bill and Vieve Gore School of Business program offerings are listed below:

- [Accounting \(B.A. & B.S.\)](#)
- [Bachelor of Business Administration \(BBA\)](#)
- [Business Computer Information Systems \(B.S.\)](#)
- [Economics](#)
 - [Economics Option \(B.A.\)](#)
 - [Business Option \(B.S.\)](#)
 - [Pre-Law Concentration \(B.A.\)](#)
- [Entrepreneurship \(minor\)](#)
- [Finance \(B.A. & B.S.\)](#)
- [Management \(B.A. & B.S.\)](#)
- [International Business \(B.A.\)](#)
- [Marketing \(B.A. & B.S.\)](#)
- [Sports Management \(B.A. and B.S.\)](#)

See also the interdisciplinary programs Computer Information Systems and Arts Administration in the Arts and Sciences section.

All programs within the Bill and Vieve Gore School of Business are accredited by ACBSP with the exception of the B.A. Economics program, which is accredited by the Northwest Commission for Colleges and Universities (NWCCU).

Faculty

- **Susan Arsht**, Assistant Professor (Management)
- **Chelsea Dye**, Associate Professor (Accounting)
- **Charlotta Farr**, Assistant Professor (Accounting)
- **Michael Glissmeyer**, Assistant Professor (Management)
- **Vicki Graham**, Professor (Management)

- **Richard Haskell**, Professor (Finance)
- **Dara Hoffa**, Associate Professor (Accounting)
- **Dax Jacobson**, Dean, Associate Professor (Management)
- **Brian Jorgensen**, Associate Professor (Marketing)
- **Michael Keene**, Associate Professor (Technology Commercialization)
- **Lauren Lo Re**, Associate Professor (Finance)
- **Michael Mamo**, Associate Professor (Economics)
- **Alysse Morton**, Professor (Management)
- **Nancy Panos Schmitt**, Associate Professor (Marketing)

UNDERGRADUATE BUSINESS CORE

[View Business Courses](#)

Requirement Description	Credit Hours	Prerequisites
I. Core Lower Division Courses	25	
ACCT 213 Financial Accounting	3	BUSI 101A/101B/101C
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A/101B/101C
BUSI 225 Business Law and Ethics	3	BUSI 101A/101B/101C
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Introduction to Statistics	4	
II. Core Upper Division Courses	23-25	
ACCT 313 Managerial Accounting	3	ACCT 213
BUSI 300 Information Technology	3	BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core The ETS exam is administered in BUSI 350. For ETS information, click here.	2	ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300; MGMT 305, MGMT 309; MKTG 300
BUSI 440 or BUSI 441 or BUSI 442 Business Fundamentals III: Internship or Business Practicum or Business Portfolio Transfer students must complete a minimum of fifteen Westminster credit hours or obtain permission of instructor prior to completing an internship for credit. All business majors are required to complete BUSI 440, BUSI 441, or BUSI 442.	2-8 2-4 2	BUSI 350, junior or senior standing, and signed approval from the Practice/Exp Director
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A/101B/101C
MGMT 309 Operations Management	3	BUSI 200
MKTG 300 Principles of Marketing	3	BUSI 101A/101B/101C

Requirement Description	Credit Hours	Prerequisites
Total Hours for the Program	48-50	

ACCOUNTING

Faculty

- Chelsea Dye (Chair)
- Charlotta Farr
- Dara Hoffa
- Jovana Sisovic

Program Goals

The Accounting Program offers both a Bachelor of Science and Bachelor of Arts degree in Accounting. Students who wish to sit for the Uniform Certified Public Accounting (CPA) examination will need to complete additional graduate hours in business and accounting. The learning goals for both the B.A. and B.S. Accounting programs are:

- Demonstrate knowledge of relevant professional standards and the regulatory environment within the core accounting areas:
 - Financial Accounting
 - Cost Accounting
 - Tax
 - Audit
- Use technology to facilitate and enhance accounting and financial reporting processes.
- Perform research skills and methodology using appropriate and relevant standards, rules, laws and principles required to make sound business judgments.
- Communicate clearly and concisely when conveying relevant financial and related non-financial information so that decision makers can make informed decisions.

Program Requirements

To fulfill the requirements for the major in Accounting, students must complete the courses outlined below and maintain a minimum 2.3 GPA in all coursework required by the program. Students are also required to complete the ETS Major Field Test in Business before they are eligible to graduate (exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical).

Students who wish to qualify to sit for the CPA examination are required to complete additional graduate work in business and accounting. Students are encouraged to meet with their program advisor for specific requirements. Information on the MBA or MACC program admission requirements is found in the Graduate section of this catalog.

Prior to the spring of their senior year, Accounting majors may apply as early entrants to the MACC program. If accepted, students may begin taking the spring MACC program requirements during their final undergraduate spring semester. Thereafter, the student would continue course requirements in the MACC program as a graduate student.

Students must meet the university-wide graduation requirements in addition to the Accounting major:

- WCore or Honors College requirements
- 30 upper division hours
- 124 total hours

Undergraduate Business Core

Students in all business majors (with the exception some economics programs) complete a common undergraduate core designed to develop skills in all functional areas of business.

There are two components to the common undergraduate core: the lower-division requirements, and the upper-division requirements. Since many of the lower-division core requirements are prerequisites for upper-division core requirements, students should work to complete lower-division courses early in their programs. Upper-division core requirements should be taken when prerequisites are met. Prerequisites are noted in the table below.

Requirement Description	Credit Hours	Prerequisites
I. Core Lower Division Courses	25	
ACCT 213 Financial Accounting	3	BUSI 101A and BUSI 101B
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals 1: Company Lab	0	

Requirement Description	Credit Hours	Prerequisites
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A and BUSI 101B
BUSI 225 Business Law and Ethics	3	BUSI 101A and BUSI 101B
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Introduction to Statistics	4	
II. Core Upper Division Courses	23-25	
ACCT 313 Managerial Accounting	3	ACCT 213
BUSI 300 Information Technology	3	BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core. The ETS exam is administered in BUSI 350. Learn more about ETS.	2	ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300; MGMT 305, MGMT 309; MKTG 300.
BUSI 440 or Business Fundamentals III: Internship or	1-8	BUSI 350, junior or senior standing, and signed approval from the Practice/ Exp Director.
BUSI 441 or Business Practicum or	2-4	
BUSI 442 Business Portfolio	2	
Transfer students must complete a minimum of fifteen Westminster credit hours or obtain permission of instructor prior to completing an internship for credit. All business majors are required to complete BUSI 440 or BUSI 441 or BUSI 442.		
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A and BUSI 101B
MGMT 309 Operations Management	3	BUSI 200
MKTG 300 Principles of Marketing	3	BUSI 101A and BUSI 101B
Total Hours for the Program	48-50	

Bachelor of Science in Accounting

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Major Requirements	28	
ACCT 350 Intermediate Accounting I	4	ACCT 213
ACCT 360 Intermediate Accounting II	4	ACCT 350
ACCT 374 Cost Accounting	4	ACCT 313
ACCT 405 Accounting Analytics Project	1	
ACCT 454 Auditing	4	ACCT 360

Requirement Description	Credit Hours	Prerequisites
ACCT 471 Individual Income Tax I	3	ACCT 313
ACCT 472 Individual Income Tax II	1	ACCT 313
ACCT 495 Advanced Accounting	3	ACCT 360
BUSI 400 Data Analytics	4	
III. Senior Capstone	4	
ACCT 467 Accounting Information Systems	4	ACCT 313 and BUSI 300
Total Hours for the B.S. Accounting Program	80-82	

Note: All students must complete 124 hours of coursework to graduate, 30 hours of which must be upper division (300 level or above). Students may need to take other courses to complete the university hours requirement. Please refer to the Undergraduate Degree Requirements section of this catalog for information about restrictions when completing a major and a minor or two majors.

Bachelor of Arts in Accounting

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Bachelor of Arts Requirements	12	
Students completing the Bachelor of Arts option (B.A.) must complete either:		
a. A declared academic minor other than a Business minor or		
b. Twelve credit hours of a single world language or		
c. Eight credit hours of a single world language and either:		
<ul style="list-style-type: none"> • credit hours of a Westminster May term study/cultural international experience or • four credits of an international study tour transferred from an accredited college or university. 		
See World Language Requirement for equivalencies, AP and CLEP credit policy.		
III. Major Requirements	28	
ACCT 350 Intermediate Accounting I	4	ACCT 213
ACCT 360 Intermediate Accounting II	4	ACCT 350
ACCT 374 Cost Accounting	4	ACCT 313
ACCT 405 Accounting Analytics Project	1	
ACCT 454 Auditing	4	ACCT 360
ACCT 471 Individual Income Tax I	3	ACCT 313
ACCT 472 Individual Income Tax II	1	ACCT 313
ACCT 495 Advanced Accounting	3	ACCT 360
BUSI 400 Data Analytics	4	BUSI 300
IV. Senior Capstone	4	
ACCT 467 Accounting Information Systems	4	ACCT 313 and BUSI 300
Total Hours for the B.A. Accounting Program	92-94	

Note: All students must complete 124 hours of coursework to graduate, 30 hours of which must be upper-division (300 level or above). Students may need to take other courses to complete the university hours requirement. Please refer to the Undergraduate Degree Requirements section of this catalog for information about restrictions when completing a major and a minor or two majors.

Recommended Plan of Study for Accounting (B.A. and B.S.)

Starting Business as a First-Year Student

	Fall Semester	Spring Semester
Year 1	WCORE 1 WCORE 2 BUSI 101A (LC) BUSI 101B (LC)	WCORE 3 WCORE 4 DATA 220 ACCT 213
Year 2	WCORE 5 ACCT 313 BUSI 200 ECON 253	ACCT 374 BUSI 225 ECON 263 BUSI 300
Year 3	ACCT 350 MKTG 300 MGMT 309 FINC 300	ACCT 360 BUSI 400 WCORE 6 BUSI 350 Language I (B.A.) Summer: ACCT 405 BUSI 440
Year 4	ACCT 454 ACCT 471 ACCT 467 Language II (B.A.)	ACCT 472 ACCT 495 Language III (B.A.)

BACHELOR OF BUSINESS ADMINISTRATION

Faculty

- Dax Jacobson

The Bachelor of Business Administration is a competency-based degree completion program that is designed for working professionals and highly motivated students who desire more flexibility in seeking degree completion without sacrificing the personal attention for which Westminster University is renowned. The BBA program is:

- **Competency-Based:** a student completes a total of five project sequences designed and sequenced specifically to measure student learning and accomplishment. Projects are designed to reflect real-world business applications and processes. Each project sequence is designed to be completed within one semester, meaning that the program can be completed in five semesters (approximately 20 months)†.
- **Practical Education:** A student combines his or her professional experience and ability with learning experiences and resources delivered online to master program competencies. Projects are then completed around a student's personal and professional schedule, making degree completion more flexible and convenient.
- **Faculty-Coached:** a student works directly with a full-time Westminster faculty member (on a customized, individual basis) to receive project guidance and feedback. Faculty members evaluate completed student projects to determine if project competencies and student mastery of learning outcomes is sufficiently demonstrated.

Students completing all program and university requirements earn a Bachelor of Business Administration (BBA) degree from Westminster University.† In order for a student to complete the BBA program in five semesters, the student must already have an associate's degree when entering the program and maintain good academic progress.

Program Goals

A student completes the BBA program by demonstrating mastery of the following program goals and related competencies:

- **Communication.** Effectively communicate business concepts orally and in writing to faculty and business stakeholders.
- **Ethical decision-making.** Demonstrate an understanding of various ethical perspectives and use ethical and legal frameworks for decision-making.
- **Critical thinking.** Develop skills to analyze and solve complex managerial problems.
- **Leadership and collaboration.** Demonstrate how individual and group leadership contributes to organizational goals and outcomes.
- **Strategic perspective.** Demonstrate the cultural, legal, economic and geo-political forces that impact business strategies within national and international contexts.
- **Organizational performance.** Analyze and use accounting and financial information to articulate organizational performance for various stakeholders.
- **Market execution.** Identify and understand markets for an organization's goods and services, apply the activities that make up the value chain for those goods and services, and employ appropriate methodologies and techniques for ensuring product/service quality and speed to market.

Admissions and Financial Aid

Admission to the Bachelor of Business Administration program at Westminster's Bill and Vieve Gore School of Business is based on the evaluation of the application form, official transcripts from all higher education institutions attended, letter of recommendation, and letter of intent. Students may enter the program at the beginning of Fall, Spring, or Summer semester.

A candidate for admission must submit the following materials with the transfer application form to the Office of Admissions:

- A completed transfer application.
- Official transcripts from all colleges and universities attended. Students who provide evidence of an associate's degree (A.A. or A.S.) from a regionally accredited college or university, or international college or university or who have 64 or more credit hours and a Letter of General Education Completion, or equivalent, from a regionally accredited Utah college or university will be exempted from the WCore graduation requirements.‡
- A letter of intent (500 words) detailing why you feel the Bachelors of Business Administration (BBA) program is a good fit.
- One reference letter, typed on letterhead from a supervisor, manager, professor, or other professional source in support of the students' ability to be successful in a low-residency, competency-based degree completion program.
- (Optional) Fenton Scholarship Application form which asks the following questions:
 - What led you to choose the BBA program at Westminster College?
 - How do you see the BBA program contributing to your academic and/or career goals?
 - Tell us about a challenge you faced and how you responded to that the challenge?
 - What is a new skill or experience you hope to leave college with?
 - What steps do you plan to take to ensure your success in the BBA program?

In certain cases, an interview with an admissions or program representative may be required prior to admission. When the application materials are complete, the application is reviewed by a committee and admission decisions are reported to the student. The application process can also be completed online by visiting the admissions website.

‡Students entering the program with an associate's degree are awarded the equivalent of 64 credit hours and, with the exception of the Engaging the World and senior capstone requirements, will have the WCore requirements fulfilled.

A student enrolled in this program is eligible for federal financial aid programs as described in the financial aid section of this catalog provided, they maintain satisfactory progress. A student is not eligible for institutional aid programs but is eligible for program specific scholarships. To be eligible for federal financial aid, a student must maintain enrollment and satisfactory progress as described. A student can also elect to participate in alternative loan programs as long as eligibility requirements are met. For more information about financial aid, please contact the student support staff or Financial Aid office.

A student is required to maintain satisfactory progress in the program in order to receive Title IV federal financial aid funds. For more information, students should consult the financial aids office.

Program Costs

Students enrolling in the BBA program during the 2022-2023 academic year will pay \$500 per credit hour. A total of 60 credit hours are required to complete the program for those with a completed AA or AS degree. Tuition includes all program costs including books (for BBA classes) and access to all program functions. The tuition price will remain fixed for five years, as long as the student progresses satisfactorily (i.e., by taking no more than two semesters off).

Degree Requirements

Undergraduate Requirements

Students in the BBA program are required to complete 124 credits for graduation in addition to all undergraduate requirements. Students entering the program with an associate's degree or certificate of completion from a regionally accredited institution will have all WCore requirements fulfilled except for engaging the world and senior capstone project.

The Projects

The program consists of five project sequences which must be completed at Westminster University. Each of the project sequences consists of several project assignments and an integrative project. Students should confer with the program advisor on the order they should take to complete the project sequences. A student completes all projects to demonstrate mastery of the program learning goals and competencies. Before starting a project sequence, a student meets with his or her Project Coach to assess which learning experiences should be used to help the student complete the projects, given the student's prior life and/or professional experience. The student is given access to a set of rubrics, which explain how the project will be evaluated upon its completion. A student can use this rubric to self-assess the project before submission. When a project sequence is successfully completed, the student can begin the next project sequence.

Faculty Coaching

To help students in the program, full-time faculty members (Coaches) are specifically assigned to assist in learning and in project assessment. Students and faculty interact regularly on an individual basis to facilitate learning and mastery of competencies. Each project sequence has a faculty coach who assists the student in learning experiences and in project completion and evaluation. Each student also has access to student support staff to assist with registration, billing, financial aid, project submission, technology systems, and any other questions about the program. A student is encouraged to utilize these resources whenever needed throughout the duration of the program.

Grading/Assessment Systems

When a student has completed a project, work is submitted to the Faculty Coach for evaluation according to the established project rubrics and learning outcomes. A student is given one of three assessments for each of the competencies related to the project assignment and for the overall project evaluation:

- **Exceeds** project competencies,
- **Meets** project competencies, or
- **Does Not Meet** on project competencies.

In all cases, the student is given substantial feedback by the Project Coach on project performance. In the case that an assessment of "Does Not Meet" is given, the student is allowed to use additional learning resources and value-added coaching feedback in order to resubmit the project assignment for additional evaluation.

For grading equivalency and transcript reporting, an "Exceeds" is equivalent to a letter grade of "A" and "Meets" is equivalent to a letter grade of "B".

Applied Learning Experiences

Applied learning projects are utilized to help the student master the knowledge related to specific competencies and learning goals as they related to specific project assignments. All of the learning resources associated with applied projects can be accessed from the course management website. Learning resources augment a student’s knowledge and can be engaged on an as-needed basis by the student. A student is strongly encouraged to consult with his or her Project Coach as they are working on projects to figure out which sets of learning resources are most useful, given the student’s background and experience. All learning resources can be accessed by all students, even if a student is completing a later project, in order to revisit and review specific techniques and knowledge.

Academic Progress

A student can complete the requirements of the BBA program within five semesters. A student who, for whatever reason, does not enroll for two consecutive semesters or demonstrates satisfactory progress, must request reinstatement in the program, and will be subject to the tuition charges currently in effect. While students may manage their time during the semester to meet their personal and professional commitments, each project sequence must be completed within a semester. If, at the end of the semester, the project sequence is not completed or satisfactory progress requirements are not met, student may jeopardize their financial aid eligibility for subsequent semesters. Staying in constant contact with the student support staff and project coach helps to avoid potential financial aid and matriculation issues.

If a student, because of personal and professional life commitments, needs to take a semester off, they can do so by communicating with the student support staff. If students take two full semesters off without communicating with the student support staff, they may be withdrawn from the program and require readmission to be reinstated back into the BBA program.

Academic Suspension

A student who is unable to demonstrate mastery of the competencies of a particular project sequence after two full attempts will be asked to meet with their Project Coach. The Project Coach will work with the student to develop a realistic plan to identify those barriers that inhibit the student’s successful performance. This plan will then be engaged and the student will be given one additional attempt at completion. If the student is still unable to complete the project, the student may be suspended from the BBA program.

A student who is suspended from the program may reapply for admission after two semesters. A personal interview will be required before readmission is allowed, and if readmitted, the student will be able to reenter the program at the current year’s tuition rate. The student will work with his or her Project Coach to develop a specific progress plan. As long as the student fulfills the terms of the performance plan, the student will be allowed to complete the remaining program requirements.

Academic Standards

Faculty members in the Bill and Vieve Gore School of Business have developed the following academic standards to support the mission and goals of the BBA program. The standards are presented here to help the student understand their responsibilities as a student in the program:

- A student should always be familiar with project requirements and assignment guidelines. The student should take every opportunity to consult with his or her Project Coach and the student support staff to receive clarification when needed.
- Collaboration is encouraged to enhance depth of learning; all submitted work, however, must be the original work of the student.
- A student should always be respectful of faculty, staff, and other students in the program.
- The program is designed to be academically rigorous, intellectually challenging, and real-world application oriented as demonstrated by mastery of competencies and learning outcomes.
- Plagiarism is a serious offense in academic and business settings and a violation of the university’s academic policy. A student who violates the academic honesty policy may be suspended from the program.

Graduation Requirements

A candidate for graduation must consult the student support staff at the beginning of project sequence three. The student support staff will assist the student in completing an application for graduation for the next graduation period, depending on the actual date of the application. To be eligible for graduation, a student must satisfy the following conditions:

- Complete all WCore or Honors College requirements or have previously completed an associate’s degree (A.A or A.S), or its equivalent, from a regionally accredited college or university, and fulfill the the engaging the world and senior capstone project WCore requirements.
- Complete 124 credit hours.
- Complete each project sequence with a minimum evaluation of “Meets” on all project assignments.
- Submit an e-portfolio that demonstrates evidence of university-wide and program learning goals, including a final reflection.
- Complete the Major Field Test in Business administered by the Educational Testing Service (ETS), during Project Sequence 5.

A student should consult with the assigned project coach or the student support staff regarding graduation requirements.

BBA Program Requirements

Requirement Description	Credit Hours	Prerequisites
Sequence I: Professional Development	12	Semester 1
BBA PRJ1.1 My Project and Program Plan	2	
BBA PRJ1.2 My Ethical Perspective	2	
BBA PRJ1.3 My Organization	2	
BBA PRJ1.4 Balanced Scorecard Analysis	2	

Requirement Description	Credit Hours	Prerequisites
BBA PRJ1.5 External Environment	2	
BBA PRJ1.F CEO for a Day	2	
Sequence 2: Competitive Analysis	12	Semester 2
BBA PRJ2.1 Consumer Profile	2	
BBA PRJ2.2 Product and Price	2	
BBA PRJ2.3 Market Research	2	
BBA PRJ2.4 Targeting and Segmentation	2	
BBA PRJ2.5 Tactical Execution	2	
BBA PRJ2.F Global Consciousness	2	
Sequence 3: Enterprise Performance	12	Semester 3
BBA PRJ3.1 Organizational Performance	2	
BBA PRJ3.2 Systems Analysis and Design	2	
BBA PRJ3.3 Preparing a Feasibility Study	2	
BBA PRJ3.4 Company Financial Analysis	2	
BBA PRJ3.5 Industry Financial Analysis	2	
BBA PRJ3.F Financial Forecasting & Budgeting	2	
Sequence 4: Strategy and Leadership	12	Semester 4
BBA PRJ4.1 The Mission Statement	2	
BBA PRJ4.2 Industry Analysis	2	
BBA PRJ4.3 Internal Company Analysis	2	
BBA PRJ4.4 External Analysis	2	
BBA PRJ4.5 Executive Leadership & Team Evaluation	2	
BBA PRJ4.F Business Level Strategy & Sustainability	2	
Sequence 5: Business/Commercial Plan	12	Semester 5
BBA PRJ5.1 Industry & Company Analysis	2	
BBA PRJ5.2 Customer Analysis Marketing Plan	2	
BBA PRJ5.3 Comp Analysis Strategy Response	2	
BBA PRJ5.4 Company Operations Plan	2	
BBA PRJ5.5 Financial Plan	2	
BBA PRJ5.F Business Plan, Publ, Present	2	
Students will complete the Major Field Test in Business administered by the Educational Testing Service (ETS), during Project Sequence 5 Residency.		
Total Hours for the Bachelor of Business Administration Major (BBA)	60	

BUSINESS COMPUTER INFORMATION SYSTEMS

Faculty

- Greg Gagne
- Helen Hu
- Kathryn Lenth
- Jingsai Liang
- Alysse Morton

Business Computer Information Systems is a joint program between [Arts & Sciences](#) and the [Bill & Vieve Gore School of Business](#).

Program Goals

- Actively participate in and execute the practice of software development.
- Plan, design, test, and implement a hardware or software project both individually and as part of a group.
- Apply business, statistical, modeling, and computer science principles and skills to identify business problems, research and craft solution strategies, and develop an effective course of action.
- Use a data and computer science platforms to process structured and unstructured data, construct data architecture, design visual dashboards, and deploy predictive models to find solutions to business problems that achieve stated objectives.

Objectives

Business Computer Information Systems (BCIS) is an interdepartmental program combining studies in computer information systems from Westminster's Department of Computer Science and Bill and Vieve Gore School of Business.

Business Computer Information Systems professionals must have sound technical knowledge of computers, communications, software, but they must also understand how organizations and how they function. Thus, the Business Computer Information Systems major provides a combination of technical computer science coursework as well as several business courses, including a strong emphasis on the acquisition, deployment, and management of information technology and data architecture, applying statistical and quantitative methods, employing predictive models, and making data-driven decisions on a solid foundation of business and economic knowledge.

Program Requirements

Students must maintain a minimum 2.5 GPA in all courses required for the Business Computer Information Systems major.

Students must meet the university-wide graduation requirements in addition to the Business Computer Information Systems major:

- 124 total hours
- 30 upper division hours
- WCore or Honors College requirements

Business Computer Information Systems Major

Requirement Description	Credit Hours	Prerequisites
I. World Language Requirement	8	
Business Computer Information Systems majors must complete eight credit hours in a single world language.		
II. Prerequisite Programming Courses	4	
Take four credits from: CMPT 190 Learning to Code CMPT 210 Just Enough Java CMPT 201 Introduction to Computer Science Students with prior programming experience may apply any upper division CMPT coursework toward the Programming Course requirement.	2 2 4	CMPT 190 or prior programming experience Co-requisite CMPT 215
III. Lower Division Courses	20	
BUSI 101A Business Fundamentals I: Communicating	3	MATH 101 or above
BUSI 101B Business Fundamentals I: Calculating	3	
BUSI 101C Business Fundamentals I: Company Lab	0	

Requirement Description	Credit Hours	Prerequisites
CMPT 202 Introduction to Data Structures	4	CMPT 201 or CMPT 210
ACCT 213 Financial Accounting	3	BUSI 101A, BUSI 101B
DATA 220 Introduction to Statistics	4	
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
IV. Upper Division Courses	27	
BUSI 300 Information Technology	3	BUSI 101A and BUSI 101B and CMPT 190 or CMPT 201*
BUSI 400 Business Analytics**	4	BUSI 300
BUSI 405 Business Analytics Project	1	BUSI 400; co- requisite CMPT 385
CMPT 307 Database Systems	4	CMPT 202
CMPT 322 Software Engineering	4	CMPT 307
CMPT 385 Senior Project Proposal Writing	11	CMPT 322
CMPT 390 Senior Capstone	2	CMPT 385, BUSI 400
MGMT 305 Principles of Management	4	BUSI 101A, BUSI 101B
Complete one of the following: 4		
DATA 350 Statistical Modeling	4	DATA 220
DATA 360 Data Science with Python	4	DATA 220, CMPT 190 or CMPT 202
V. Electives	10	
CMPT 300/400 course (excluding May Term)		
Business Electives: Complete two of the following: 6		
ACCT 313 Managerial Accounting	3	ACCT 213
ECON 263 Elementary Microeconomics	3	MATH 101 or above
FINC 300 Business Finance	3	ACCT 213, BUSI 101A, BUSI 101B, CMPT 190 or CMPT 201*
MGMT 309 Operations Management	3	BUSI 101A, BUSI 101B, CMPT 190 or CMPT 201*
MKTG 300 Principles of Marketing	3	BUSI 101A and BUSI 101B
Total Hours for BCIS Major	69	

*Students may also take CMPT 190 and 210 in lieu of CMPT 201.

**BCIS majors should take BUSI 400 after they complete the two business electives. They can take it prior to or alongside CMPT 385.

Recommended Plan of Study for BCIS

	Fall Semester	Spring Semester
Year 1	BUSI 101A BUSI 101B CMPT 201	BUSI 300 CMPT 202 DATA 220
Year 2	ACCT 213 CMPT 307 ECON 253	CMPT 322 MGMT 305 Business Elective*
Year 3	Business Elective* DATA 350 or DATA 360	CMPT Elective** BUSI 400
Year 4	BUSI 405 CMPT 385 Language 1	CMPT 390 Language 2

For language 1 & language 2, choose from SPAN 110 & 111, LATN 110 & 111, JAPN 110 & 111, FREN 110 & 111, or CHIN 110 & 111.* Must complete two of the following business electives: ACCT 313, MGMT 309, MKTG 300, ECON 263, or FIN 300. These should be taken before BUSI 405.

**Must complete one non-May Term CMPT 300/400 elective.

BUSINESS MINOR

Students in non-business majors (including B.A. Economics) can elect to complete a business minor in order to develop business acumen. Students interested in adding a minor in business to their academic programs are encouraged to contact a faculty advisor in business to discuss how the minor can assist them in achieving their career goals.

The minor in business is designed to:

- Give students a cross-functional understanding of the business environment.
- Develop understanding of the basic economic, finance, marketing, and management issues facing the firm.

Program Requirements

To fulfill requirements for a minor in business, students must complete the courses listed below. Students must maintain a 2.3 GPA in courses required for the business minor.

Business Minor

Requirement Description	Credit Hours	Prerequisites
I. Required Courses	28	
ACCT 213 Financial Accounting	3	BUSI 101A and 101B
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A and 101B
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A and 101B
MKTG 300 Principles of Marketing	3	BUSI 101A and 101B
Total Hours for Business Minor	28	

Note: All students must complete 124 hours of coursework to graduate, 30 hours of which must be upper division (300 level or above). Students may need to take other courses to complete the university hours requirement. Please refer to the Undergraduate Degree Requirements section of this catalog for information about restrictions when completing a major and a minor or two majors.

ECONOMICS

Faculty

- Michael Mamo (Chair)

Program Goals

The Economics Program offers a major and a minor in economics, which prepares students for careers in government, business, banking, and finance. The majors also provide an excellent foundation for graduate work in economics, law, business, philosophy, history, and the social sciences. Students in the Economics Program select a program of study leading to a Bachelor of Arts (B.A.) degree or a Bachelor of Science (B.S.) degree.

- **The Bachelor of Science Degree in Business Economics** emphasizes the close relationship between economics and business and is designed for students who seek an economics degree integrated with a strong foundation in business fundamentals.
- **The Bachelor of Arts Degree in Economics with a Liberal Arts Concentration** incorporates a significant liberal arts component emphasizing the close relationship between economics and the liberal arts. Students may tailor their major to their interests by either completing a minor in the liberal arts or completing a foreign language component along with additional liberal arts courses chosen in consultation with the Economics faculty and approved by the program director. The courses chosen need not be restricted to one discipline.

All students majoring in Economics can:

- Assemble, analyze, and interpret empirical evidence and communicate outcomes effectively in written and verbal forms
- Analyze economic, social, and business problems and recommend courses of action while recognizing the role of assumptions and the limitations of economic analysis
- Demonstrate appreciation of the historical, cultural, and institutional foundations of the economy
- Demonstrate understanding of the policy implication of economic theories
- Demonstrate an appreciation of how the social sciences, history, and philosophy contribute to an understanding of economics

Students with a strong interest in Economics are invited to join the Westminster Chapter of Omicron Delta Epsilon. Membership is open to students who have completed at least 12 credit hours in Economics with a minimum 3.0 GPA in Economics and 3.2 in their overall GPA.

Students who wish to participate in the MBA Program for Westminster Graduates should consider only the Bachelor of Science in Business Economics and apply for admission to the MBA program during their senior year. Students are encouraged to meet with their program advisor for specific requirements. Information on the MBA program admission requirements is found in the MBA section of this catalog.

Program Requirements

To fulfill requirements for a major in Economics, students must complete the courses listed below. Students must maintain a 2.3 GPA in courses required for the Economics major. Students who major in the B.S. in Business Economics degree are also required to complete the Educational Testing Service (ETS) Major Field Test in Business before they are eligible to graduate. Exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical.

Students must meet the university-wide graduation requirements in addition to the Economics major:

- WCore or Honors requirements
- 30 upper division hours
- 124 total hours

Undergraduate Business Core

Students in all business majors (with the exception of B.A. Liberal Arts Concentration in Economics) are required to complete a common undergraduate Business Core designed to develop skills in all functional areas of business.

There are two components to the common undergraduate core: lower-division core requirements and upper-division core requirements. Since many of the lower-division core requirements are prerequisites for upper-division core requirements, students should work to complete lower-division courses early in their program of study. Upper-division core requirements should be taken when prerequisites are met. Prerequisites are noted in the table below.

Bachelor of Science in Business Economics

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Core Lower Division Courses	25	
ACCT 213 Financial Accounting	3	BUSI 101A and BUSI 101B
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	

Requirement Description	Credit Hours	Prerequisites
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A and BUSI 101B
BUSI 225 Business Law and Ethics	3	BUSI 101A and BUSI 101B
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Introduction to Statistics	4	
Core Upper Division Courses	23-25	
ACCT 313 Managerial Accounting	3	ACCT 213
BUSI 300 Information Technology	3	BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core The ETS exam is administered in BUSI 350.	2	ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300; MGMT 305, MGMT 309; MKTG 300.
BUSI 440 BUSI 441 BUSI 442 Business Fundamentals III: Internship Business Practicum Business Portfolio	1-8 2-4 2	BUSI 350, junior or senior standing, and signed approval from the Practice/ Exp Director.
Transfer students must complete a min. of 15 Westminster credit hours or obtain permission of instructor prior to completing an internship for credit. All business majors are required to complete BUSI 440 or BUSI 441 or BUSI 442.		
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A and BUSI 101B
MGMT 309 Operations Management	3	BUSI 200
MKTG 300 Principles of Marketing		BUSI 101A and BUSI 101B
II. Upper Division Required Courses	22	
ECON 317 Macroeconomics Theory	4	ECON 253, 263; DATA 150 or 220.
ECON 318 Microeconomics Theory	4	ECON 253, 263; DATA 150 or 220.
ECON 499 Econometrics	4	ECON 253, 263; DATA 150 or 220.
Upper Division Electives 4		
III. Senior Capstone	4	
ECON 485 Senior Seminar in Economics Economics students are required to complete the ETS exam, which is generally administered in BUSI 350. If students take ECON 485 instead of BUSI 350, please contact the Gore School of Business Administrative Office to schedule the exam. Learn more about ETS.	4	Economics majors: ECON 317, 318 International Business majors: completion of the upper division required international courses or by instructor approval
Total Hours for the B.S. in Business Economics	68-70	

Note: All students must complete 124 hours of coursework to graduate, 30 hours of which must be upper division (300 level or above). Students may need to take other courses to complete the university hours requirement. Please refer to the Undergraduate Degree Requirements section of this catalog for information about restrictions when completing a major and a minor or two majors.

*Exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical.

Recommended Plan of Study for Business Economics (B.S.)

Starting Business Economics as a First-Year Student

	Fall Semester	Spring Semester
Year 1	WCORE 1 WCORE 2 BUSI 101A (LC) BUSI 101B (LC)	WCORE 3 WCORE 4 DATA 220 BUSI 225
Year 2	WCORE 5 WCORE 6 BUSI 200 ECON 253	ECON 263 MKTG 300 ACCT 213 MGMT 305
Year 3	ACCT 313 BUSI 300 FINC 300 ECON 317	BUSI 350 ECON 318 MGMT 309
Year 4	BUSI 440, 441 or 442 ECON 499 Upper Division Elective	ECON 485

Starting Business Economics as a Sophomore

	Fall Semester	Spring Semester
Year 1	WCORE 1 WCORE 2 WCORE 3	WCORE 4 WCORE 5 WCORE 6
Year 2	BUSI 101A BUSI 101B ECON 253 DATA 220	BUSI 200 BUSI 225 ECON 263 MKTG 300
Year 3	ACCT 213 ECON 317 FINC 300 MGMT 305	ACCT 313 BUSI 300 MGMT 309 ECON 318
Year 4	BUSI 440, 441 or 442 ECON 499 Upper Division Elective BUSI 350	ECON 485

Bachelor of Arts in Economics - Liberal Arts Concentration

Students completing the Bachelor of Arts in Economics with Liberal Arts Concentration do not complete the Undergraduate Business Core in Business.

Requirement Description	Credit Hours	Prerequisites
I. Bachelor of Arts - Liberal Arts	20	
Students completing the Liberal Arts Concentration must complete either: (a) A declared academic minor from the College of Arts and Sciences (a Business minor is not eligible for this requirement) or (b) Twelve credit hours of a single world language and an additional eight hours of upper division liberal arts courses or (c) Eight credit hours of a single world language and an additional eight hours of upper division liberal arts courses, and either: <ul style="list-style-type: none"> • Four credit hours of a Westminster May Term Study Experience or • Four credit hours of an international study tour transferred from an accredited college or university. 		
NOTES:		
<ul style="list-style-type: none"> • See World Language Requirement for equivalencies, AP and CLEP credit policy. 		

Requirement Description	Credit Hours	Prerequisites
<ul style="list-style-type: none"> Students who plan on pursuing a Ph.D. in economics or related fields are strongly advised to choose option (a) with a minor in Data Science, Mathematics, or Applied Mathematics. The eight additional hours required under (b) or (c) should be chosen from the following disciplines: Computer Science, Data Science, Environmental Studies, History, Justice Studies, Mathematics, Philosophy, Political Science, Psychology, or Sociology. 		
II. Lower Division Courses	10	
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Introduction to Statistics	4	
III. Upper Division Required Economics and Related Courses	32-34	
ECON 317 Macroeconomics Theory	4	ECON 253, 263; DATA 150 or 220.
ECON 318 Microeconomics Theory	4	ECON 253, 263; DATA 150 or 220.
BUSI 440 Internship (for all business majors, BUSI 440 or BUSI 441 or BUSI 442 is required)	2-4	ECON 253, 263; junior/senior standing, see description
ECON 499 Econometrics	4	ECON 253, 263; DATA 150 or 220
Upper Division Electives (as approved by advisor) 8		
IV. Senior Capstone	4	
ECON 485 Senior Seminar in Economics	4	ECON 499 or concurrent enrollment in ECON 317 or 318
Total Hours for the B.A. Economics- Liberal Arts	56-58	

Note: All students must complete 124 hours of coursework to graduate, 30 hours of which must be upper division (300 level or above). Students may need to take other courses to complete the university hours requirement. *Exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical.

Recommended Plan of Study for Economics (B.A.) - Liberal Arts

In order to complete all major requirements, Economics majors should plan to take economics and liberal arts courses in the following stages, subject to scheduling and availability constraints, in conjunction with other required courses and electives.

	Fall Semester	Spring Semester
Year 1	ECON 253 MATH 144 Language I or Minor Requirement	ECON 263 DATA 220 Language II or Minor Requirement
Year 2	ECON 317 Language III or Minor Requirement	ECON 311 ECON 318 Liberal Arts Elective or Minor Requirement
Year 3	ECON 499 Upper Division Elective	Liberal Arts Elective or Minor Requirement
Year 4	BUSI 440, 441 or 442 Upper Division Elective	ECON 485

Economics Minor

The minor in Economics meets the needs of students at the university who seek a basic foundation in economic analysis, with formal recognition of this on their transcript, but who are unable to complete the major. The Economics minor requires only 20 hours of coursework in intermediate and principles of economics. Most Business majors will have already taken the principles classes that are prerequisites for the intermediate courses. The minor offers training in economic theory through the intermediate level. The Economics minor should be attractive for students in other business majors as well as the social sciences. It is also ideal for students preparing for an MBA program, preparing for law school, or preparing for careers in nonprofits.

Requirement Description	Credit Hours	Prerequisites
I. Requirement Description	20	
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
ECON 317 Macroeconomic Theory	4	ECON 253, 263; DATA 150 or 220.
ECON 318 Microeconomic Theory	4	ECON 253, 263; DATA 150 or 220.
Six additional upper division elective hours (as approved by advisor) 6		
Total Hours for the Economics Minor	20	

Note: Students pursuing a minor in Economics with a major in another Gore School of Business program cannot use their ECON electives in both programs.

ENTREPRENEURSHIP MINOR

Faculty

- Dax Jacobson, Academic Advisor

Students in any major across campus can elect to complete an entrepreneurship minor in order to learn the art and science of starting your own business. Students interested in adding a minor in entrepreneurship to your academic programs are encouraged to contact a faculty advisor in entrepreneurship to discuss how this minor can assist you in achieving your career goals.

Course work required in the Entrepreneurship Minor cannot be used again as electives in Management, Marketing or other majors. *Only course work that is required in **both** programs can be used twice* (e.g., ACCT 213).

The minor in entrepreneurship is designed to:

- Help students learn to think in highly unstructured and ambiguous situations where you learn from feedback, including failure.
- Equip students with the unique set of skills related to conceptualizing, planning, testing, and launching a new enterprise.

To fulfill requirements for a minor in entrepreneurship, students must complete the courses listed below. Students must maintain a 2.3 GPA in courses required for the entrepreneurship minor.

Requirement Description	Credit Hours	Prerequisites
I. Required Courses	24	
ACCT 213 Financial Accounting	3	BUSI 101A/B/C
COMM 326 Introduction to Web Writing and Design	4	
FINC 410 Raising Money for New Business	2	
MGMT 310 The Entrepreneurial Mindset	2	
MGMT 311 Business Model Development	2	
MGMT 411 Managing Growth	2	
MKTG 300 Principles of Marketing	3	BUSI 101A/B/C
MKTG 303 Professional Selling	4	MKTG 300
MKTG 305 Entrepreneurial Marketing	2	
Total Hours for the Entrepreneurship Minor	24	

Note: All students must complete 124 hours of coursework to graduate, 30 hours of which must be upper-division (300-level or above). Students may need to take other courses to complete the university's credit hours requirement.

Please refer to the Undergraduate Degree Requirements section of this catalog for information about restrictions when completing a major and a minor or two majors.

FINANCE

Faculty

- Matt Crouse
- Richard Haskell
- Lauren Lo Re (Chair)

Program Goals

The Finance Program offers a major leading to a Bachelor of Science or Bachelor of Arts degree that will prepare students for career options in corporate finance, international finance, new venture financing, investments, banking, consulting, or business financial planning. The theoretical and practical aspects of finance are integrated to provide students with critical thinking skills and analytical tools as a foundation for life-long learning. Students completing a Bachelor of Science degree in Finance should:

- Explain the firm's financial structure and the role of finance in maximizing a firm's value.
- Use financial theories, practices, analytical tools, and models for making critical decisions.
- Develop solutions to complex financial problems.
- Communicate complex financial concepts, analyses, strategies and decisions.
- Develop ethical awareness.

Program Requirements

To fulfill the requirements for the major in Finance, students must complete the courses outlined below and maintain a minimum 2.3 GPA in all coursework required by the program. Students are also required to complete the ETS Major Field Test in Business before they are eligible to graduate (exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical).

Students must meet the university-wide graduation requirements in addition to the Finance major:

- 124 total hours
- 30 upper division hours
- WCore or Honors College requirements

Undergraduate Business Core

Students in all business majors (with the exception of some economics programs) complete a common undergraduate core designed to develop skills in all functional areas of business.

There are two components to the common undergraduate core: the lower-division requirements, and the upper-division requirements. Since many of the lower-division core requirements are prerequisites for upper-division core requirements, students should work to complete lower-division courses early in their programs. Upper-division core requirements should be taken when prerequisites are met. Prerequisites are noted in the table below.

Requirement Description	Credit Hours	Prerequisites
I. Core Lower Division Courses	25	
ACCT 213 Financial Accounting	3	BUSI 101A/101B/101C
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A/101B/101C
BUSI 225 Business Law and Ethics	3	BUSI 101A/101B/101C
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Introduction to Statistics	4	
II. Core Upper Division Courses	23-25	
ACCT 313 Managerial Accounting	3	ACCT 213
BUSI 300 Information Technology	3	BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core The ETS exam is administered in BUSI 350. Learn more about ETS.	2	ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300;

Requirement Description	Credit Hours	Prerequisites
BUSI 440 or BUSI 441 or BUSI 442 Business Fundamentals III: Internship or Business Practicum or Business Portfolio Transfer students must complete a minimum of 15 Westminster credit hours or obtain permission of instructor prior to completing an internship for credit. All business majors are required to complete BUSI 440 or BUSI 441 or BUSI 442.	1-8 2-4 2	MGMT 305, MGMT 309; MKTG 300 BUSI 350, junior or senior standing, and signed approval from the Practice/ Exp Director
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A/101B/101C
MGMT 309 Operations Management	3	BUSI 200
MKTG 300 Principles of Marketing	3	BUSI 101A/101B/101C
Total Hours for the Program	48-50	

Bachelor of Science in Finance

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Major Requirements	15	
FINC 200 Introduction to Investing: A Course for Everyone	3	
FINC 305 Investment and Analysis -- offered Spring	4	FINC 300
FINC 309 Concepts and Applications of Corporate Finance -- offered Fall	4	FINC 300
FINC 405A Investment Strategies and Applications I -- offered Fall	2	FINC 305
FINC 405B Investment Strategies and Applications II -- offered Spring	2	FINC 405A
III. Elective	4	
Students will select one 4 credit hour course from the following:		
BUSI 400 Business Analytics -- offered Spring	4	
ECON 499 Econometrics -- offered Fall	4	ECON 253 or 263; DATA 150 or 220
IV. Senior Capstone	4	
FINC 495 Finance Capstone	4	FINC 305, 309, senior standing
Total Hours for the B.S. Finance Program	71-73	

Note: All students must complete 124 hours of coursework to graduate, 30 hours of which must be upper division (300 level or above). Students may need to take other courses to complete the university hours requirement.

Bachelor of Arts in Finance

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Major Requirements	15	
FINC 200 Introduction to Investing: A Course for Everyone	3	
FINC 305 Investment and Analysis -- offered Spring	4	FINC 300
FINC 309 Concepts and Applications of Corporate Finance -- offered Fall	4	FINC 300
FINC 405A Investment Strategies and Applications I -- offered Fall	2	FINC 305
FINC 405B Investment Strategies and Applications II -- offered Spring	2	FINC 405A
III. Elective	4	
Students will select one 4 credit hour course from the following:		
BUSI 400 Business Analytics -- offered Spring	4	
ECON 499 Econometrics -- offered Fall	4	ECON 253 or 263; DATA 150 or 220
IV. Senior Capstone	4	
FINC 495 Finance Capstone	4	FINC 305, 309, senior standing
Total Hours for the B.S. Finance Program	71-73	

Note: All students must complete 124 hours of coursework to graduate, 30 hours of which must be upper division (300 level or above). Students may need to take other courses to complete the university hours requirement.

Recommended Plan of Study (B.A. and B.S.)

Starting Business as a First-Year Student

	Fall Semester	Spring Semester
Year 1	WCore 1 WCore 2 BUSI 101A/101B/101C (LC)	WCore 3 WCore 4 ACCT 213 DATA 220
Year 2	WCore 5 FINC 200 (WCSAM) BUSI 200 BUSI 225 ECON 253	ACCT 313 BUSI 300 ECON 263 FINC 300 MGMT 305
Year 3	FINC 309 MKTG 300 ECON 499 Language I (B.A.)	BUSI 350 FINC 305 BUSI 400 Language II (B.A.)
Year 4	MGMT 309 FINC 405A Language II (B.A.)	FINC 405B FINC 495 BUSI 440, 441, or 442

Starting Business as a Sophomore

	Fall Semester	Spring Semester
Year 1	WCore 1 WCore 2 FINC 200 (WCSAM)	WCore 4 WCore 5 WCore 6
Year 2	ACCT 213 BUSI 101A/101B/101C ECON 253 DATA 220	BUSI 200 BUSI 225 ECON 263 FINC 300 MGMT 305
Year 3	ACCT 313 BUSI 300 FINC 309 ECON 499	MKTG 300 FINC 305 BUSI 400 Language I (B.A.)
Year 4	MGMT 309 BUSI 350 FINC 405A Language II (B.A.)	FINC 405B FINC 495 BUSI 440, 441, or 442 Language III (B.A.)

INTERNATIONAL BUSINESS**Faculty**

- Susan Arsht
- Michael Mamo (Chair)

Program Goals

The major in International Business leading to a Bachelor of Arts degree emphasizes specialized skills and knowledge necessary for success in the global environment. This program prepares students for the complex requirements of international business: technical and functional competence, world languages, cultural awareness and sensitivity, familiarity with international institutions, and the conduct of global business. A major strength of the International Business program is the combination of general and international business coursework with intensive language and cultural studies.

Students completing the bachelor degree in international business will:

- Recognize the fundamental economic forces that shape a country's stake in the global economic order; establish the implications for national and business policy of the international economy.
- Evaluate the financial risks of doing business in a specific country.
- Create an effective business plan for a new country entry.
- Effectively communicate across different cultures.

Program Requirements

To fulfill the requirements for the Bachelor of Arts in International Business, students must complete the courses outlined below. Students must maintain a minimum 2.3 GPA in business program coursework to be eligible for a Bachelor of Arts in International Business. Students are also required to complete the ETS Major Field Test in Business before they are eligible to graduate (exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical).

Students must meet the university-wide graduation requirements in addition to the International Business major:

- WCore or Honors College requirements
- 30 upper division hours
- 124 total hours

Undergraduate Business Core

Students in all business majors (with the exception of some economics programs) complete a common undergraduate core designed to develop skills in all functional areas of business.

There are two components to the common undergraduate core: the lower-division requirements, and the upper-division requirements. Since many of the lower-division core requirements are prerequisites for upper-division core requirements, students should work to complete lower-division courses early in their programs. Upper-division core requirements should be taken when prerequisites are met. Prerequisites are noted in the table below.

Requirement Description	Credit Hours	Prerequisites
I. Core Lower Division Courses	25	

Requirement Description	Credit Hours	Prerequisites
ACCT 213 Financial Accounting	3	BUSI 101A/B/C
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A/B/C
BUSI 225 Business Law and Ethics	3	BUSI 101A/B/C
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Introduction to Statistics	4	
II. Core Upper Division Courses	23-25	
ACCT 313 Managerial Accounting	3	ACCT 213
BUSI 300 Information Technology	3	BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core The ETS exam is administered in BUSI 350. Learn more about ETS.	2	ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300; MGMT 305, MGMT 309; MKTG 300.
BUSI 440 or BUSI 441 or BUSI 442 Business Fundamentals III: Internship or Business Practicum or Business Portfolio	1-8 2-4 2	BUSI 350, junior or senior standing, and signed approval from the Practice/Exp Director.
Transfer students must complete a min. of 15 Westminster credit hours or obtain permission of instructor prior to completing an internship for credit. All business majors are required to complete BUSI 440 or BUSI 441 or BUSI 442*		
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A/B/C
MGMT 309 Operations Management	3	BUSI 200
MKTG 300 Principles of Marketing	3	BUSI 101A/B/C
Total Hours for the Program	48-50	

*International Business majors may alternatively complete ECON 485 Senior Seminar or BUSI 485 Senior Seminar.

Bachelor of Arts in International Business

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Bachelor of Arts Requirements	12	
<p>Students completing the Bachelor of Arts option (B.A.) must complete:</p> <ul style="list-style-type: none"> Twelve credit hours of a single world language <p>Alternatively, students can fulfill the world language requirements by completing eight credit hours of single world language and either:</p>		

Requirement Description	Credit Hours	Prerequisites
A. Four credit hours of a Westminster May term study/cultural international experience OR B. Four credits of an international study tour transferred from an accredited college or university. NOTE: See World Language Requirement for equivalencies, AP and CLEP credit policy.		
III. Upper Division Required International Courses	12	
ECON 319 International Economics	4	ECON 253, 263, and either DATA 150 or 220
FINC 435 International Finance	4	FINC 300
MGMT 400 Global Business Strategy	4	MKTG 300 or MGMT 305
IV. Electives	3-4	
Choose 3-4 credit hours from the following: International Study Tour/Trip 4 Approved International Special Topics courses 3-4 Two 2-credit-hour International May Term courses 4 Or other upper division electives as approved by advisor		
Total Hours for the International Business Major	64	

Recommended Plan of Study

Starting Business as a First-Year Student

	Fall Semester	Spring Semester
Year 1	WCORE 1 BUSI 101A (LC) BUSI 101B (LC) Language I	WCORE 2 DATA 220 ECON 253 Language II
Year 2	WCORE 3 WCORE 4 BUSI 225 Language III	BUSI 200 ECON 263 MGMT 305 MKTG 300 ACCT 213
Year 3	Semester Abroad OR Elective	ACCT 313 MGMT 309 FINC 300 BUSI 300 ECON 319
Year 4	BUSI 350 WCORE 5 FINC 435 MGMT 400	WCORE 6 BUSI 440, 441 or 442

Starting Business as a Sophomore Student

	Fall Semester	Spring Semester
Year 1	WCORE 1 WCORE 2 WCORE 3 Language I	WCORE 4 WCORE 5 WCORE 6 Language II
Year 2	BUSI 101A BUSI 101B BUSI 225 ECON 253 Language III	ACCT 213 BUSI 200 DATA 220 ECON 263 MKTG 300
Year 3	Semester Abroad Or Elective	ACCT 313 BUSI 300 FINC 300 MGMT 305 MGMT 309
Year 4	BUSI 350 FINC 435 MGMT 400	BUSI 440, 441 or 442 or ECON 485 ECON 319

MANAGEMENT

Faculty

- Michael Glissmeyer
- Vicki Graham
- Dax Jacobson
- Michael Keene (chair)
- Alysse Morton
- Brian Wierman

Program Goals

Students can complete a Bachelor of Science degree or a Bachelor of Arts degree in Management. The Management major is designed to prepare students to manage effectively in a wide variety of business organizations. The purpose of the major is to ensure that students (1) understand the field of management and the environmental and organizational context in which managers operate and (2) master the fundamental management principles and tools needed to assure their success as managers. Students majoring in Management can:

- Create an effective business plan for a new country entry.
- Motivate, coordinate, and lead others to excellent performance.
- Develop plans to lead an organization through a significant change effort.
- Effectively communicate across different cultures.

Program Requirements

To fulfill the requirements for a Management major, students must complete the courses outlined below. Students must maintain a minimum 2.3 GPA in business program coursework. Students are also required to complete the ETS Major Field Test in Business before they are eligible to graduate. Exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical.

Students must meet the university-wide graduation requirements in addition to the Management major:

- WCore or Honors College requirements
- 30 upper division hours
- 124 total hours

Undergraduate Business Core

Students in most business majors, including management, complete a common undergraduate core designed to develop skills in all functional areas of business. There are two components to the common undergraduate core: the lower-division requirements, and the upper-division requirements. Since many of the lower-division core requirements are prerequisites for upper-division core requirements, students should work to complete lower-division courses early in their programs. Upper-division core requirements should be taken when prerequisites are met. Prerequisites are noted in the table below.

Requirement Description	Credit Hours	Prerequisites
I. Core Lower Division Courses	25	
ACCT 213 Financial Accounting	3	BUSI 101A/B/C
BUSI 101A Business Fundamentals I: Communicating	3	

Requirement Description	Credit Hours	Prerequisites
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A/B/C
BUSI 225 Business Law and Ethics	3	BUSI 101A/B/C
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Introduction to Statistics	4	
II. Core Upper Division Courses	23-25	
ACCT 313 Managerial Accounting	3	ACCT 213
BUSI 300 Information Technology	3	BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core The ETS exam is administered in BUSI 350. Learn more about ETS.	2	ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300; MGMT 305, MGMT 309; MKTG 300.
BUSI 440 or BUSI 441 or BUSI 442 Business Fundamentals III: Internship or Business Practicum or Business Portfolio	1-8 2-4 2	BUSI 350, junior or senior standing, and signed approval from the Practice/Exp Director.
Transfer students must complete a min. of 15 Westminster credit hours or obtain permission of instructor prior to completing an internship for credit. All business majors are required to complete BUSI 440 or BUSI 441 or BUSI 442**		
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A/B/C
MGMT 309 Operations Management	3	BUSI 200
MKTG 300 Principles of Marketing	3	BUSI 101A/B/C
Total Hours for the Program	48-50	

Bachelor of Science in Management

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Major Requirements	12	
MGMT 400 Global Business Strategy - offered spring	4	MKTG 300 or MGMT 305
MGMT 433 Organizational Behavior- offered fall	4	MGMT 305
MGMT 460 Organizational Change and Advanced Management- offered fall	4	MGMT 305
III. Electives	4	
Four hours of electives are required from the following:		

Requirement Description	Credit Hours	Prerequisites
MGMT 310 The Entrepreneurial Mindset (not available as an elective for entrepreneurship minors)	2	
MGMT 311 Business Model Development (not available as an elective for entrepreneurship minors)	2	
MGMT 411 Managing Growth (not available as an elective for entrepreneurship minors)	2	
And/or other upper division electives as approved by advisor 2-4		
IV. Senior Capstone	4	
MGMT 450 Advanced Strategic Planning- offered spring	4	MGMT 305
Total Hours for the B.S. Management Program	68-70	

Bachelor of Arts in Management

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Bachelor of Arts Requirements	12	
Students completing the Bachelor of Arts option (B.A.) must complete either: <ol style="list-style-type: none"> A declared academic minor other than a Business minor (Economics, Entrepreneurship, and Sports Management cannot be used) or Twelve credit hours of a single world language; or Eight credit hours of a single world language, and either: <ul style="list-style-type: none"> Four credit hours of a Westminster May term study/cultural international experience, or Four credits of an international study tour transferred from an accredited college or university. See World Language Requirement for equivalencies, AP and CLEP credit policy.		
III. Upper Division Required Courses	12	
MGMT 400 Global Business Strategy- offered spring	4	MKTG 300 or MGMT 305
MGMT 433 Organizational Behavior- offered fall	4	MGMT 305
MGMT 460 Organizational Change and Advanced Management- offered fall	4	MGMT 305
IV. Senior Capstone	4	
MGMT 450 Advanced Strategic Planning- offered spring	4	MGMT 305
Total Hours for the B.A. Management Program	76-78	

Recommended Plan of Study

Starting Business as a First-Year Student

	Fall Semester	Spring Semester
Year 1	BUSI 101A BUSI 101B BUSI 101C DATA 220 WCore 1	ACCT 213 BUSI 200 BUSI 225 WCore 2
Year 2	ECON 253 MGMT 305 WCore 3 WCore 4	ACCT 313 ECON 263 MKTG 300 WCore 5
Year 3	BUSI 300 FINC 300 MGMT 309 MGMT 433 Language I (B.A.)	BUSI 350 MGMT 400 MGMT Elective (B.S.) WCore 6 Language II (B.A.)
Year 4	MGMT 460 Language III (B.A.)	BUSI 440, 441, or 442 MGMT 450 WCore Engaging the World

Starting Business as a Sophomore

	Fall Semester	Spring Semester
Year 1	WCORE 1 WCORE 2 WCORE 3	WCORE 4 WCORE 5 WCORE 6
Year 2	BUSI 101A BUSI 101B BUSI 101C ACCT 213 DATA 220 ECON 253	ACCT 313 BUSI 200 BUSI 225 ECON 263 MKTG 300
Year 3	BUSI 300 FINC 300 MGMT 305 MGMT 309 Language I (B.A.)	BUSI 350 MGMT 400 MGMT Elective (B.S.) Language II (B.A.)
Year 4	MGMT 433 MGMT 460 Language III (B.A.)	BUSI 440, 441, or 442 MGMT 450 WCore Engaging the World

MARKETING

Faculty

- Brian Jorgensen
- Michael Keene (chair)
- Nancy Panos Schmitt

Program Goals

Students can complete a Bachelor of Science degree or a Bachelor of Arts degree in Marketing. The Marketing major is designed to prepare students to deliver marketing results in a variety of organizations. The major will ensure that students (1) understand the field of marketing and (2) master the fundamental marketing principles and tools necessary to assure success as marketers. Students completing majors in Marketing can:

- Analyze the competitive environment and the firm's positioning to develop successful advertising campaigns.
- Demonstrate effective selling skills.
- Use a variety of quantitative and qualitative market research methods for marketing decision-making.
- Prepare a successful marketing plan for changing environments.

Program Requirements

To fulfill the requirements for the Marketing major, students must complete the courses outlined below. Students must maintain a minimum 2.3 GPA in business program coursework. Students are also required to complete the ETS Major Field Test in Business before they are eligible to graduate. Exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical.

Students must meet the university-wide graduation requirements in addition to the Marketing major:

- WCore or Honors College requirements
- 30 upper division hours
- 124 total hours

Undergraduate Business Core

Students in all business majors, including marketing, complete a common undergraduate core designed to develop skills in all functional areas of business.

There are two components to the common undergraduate core: the lower-division requirements, and the upper-division requirements. Since many of the lower-division core requirements are prerequisites for upper-division core requirements, students should work to complete lower-division courses early in their programs. Upper-division core requirements should be taken when prerequisites are met. Prerequisites are noted in the table below.

Requirement Description	Credit Hours	Prerequisites
I. Core Lower Division Courses	25	
ACCT 213 Financial Accounting	3	BUSI 101A/B/C
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A/B/C
BUSI 225 Business Law and Ethics	3	BUSI 101A/B/C
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Introduction to Statistics	4	
II. Core Upper Division Courses	23-25	
ACCT 313 Managerial Accounting	3	ACCT 213
BUSI 300 Information Technology	3	BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core. The ETS exam is administered in BUSI 350. Learn more about ETS.	2	ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300; MGMT 305, MGMT 309; MKTG 300.
BUSI 440 or BUSI 441 or BUSI 442 Business Fundamentals III: Internship or Business Practicum or Business Portfolio	1-8 2-4 2	BUSI 350, junior or senior standing, and signed approval from the Practice/Exp Director.
Transfer students must complete a min. of 15 Westminster credit hours or obtain permission of instructor prior to completing an internship for credit. All business majors are required to complete BUSI 440 or BUSI 441 or BUSI 442.		
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A/B/C
MGMT 309 Operations Management	3	BUSI 200
MKTG 300 Principles of Marketing	3	BUSI 101A/B/C
Total Hours for the Marketing Core Courses	48-50	

Bachelor of Science in Marketing

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Major Requirements	12	
MKTG 303 Professional Selling	4	MKTG 300
MKTG 428 Advertising	4	MKTG 303
MKTG 435 Marketing Research and Planning	4	MKTG 300 and DATA 150 or 220; senior standing
III. Electives	8	
Choose eight hours of elective coursework from the following:		
COMM 326 Introduction to Web Writing and Design	4	MGMT 305 or MKTG 300
MGMT 400 Global Business Strategy	4	
MKTG 305 Entrepreneurial Marketing -- not available as an elective for Entrepreneurship minors	2	
MKTG 412 Special Topics in Marketing	1-4	
MKTG 420 Consumer Behavior	4	MKTG 300
Or other upper division electives as approved by advisor		
IV. Senior Capstone	4	
MKTG 490 Senior Seminar in Marketing	4	MKTG 428
B.S. Marketing Program	72-74	

Bachelor of Arts in Marketing

Requirement Description	Credit Hours	Prerequisites
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Bachelor of Arts Requirements	12	
Students completing the Bachelor of Arts option (B.A.) must complete either:		
a. A declared academic minor other than a Business minor (Economics, Entrepreneurship, and Sports Management cannot be used) or		
b. Twelve credit hours of a single world language; or		
c. Eight credit hours of a single world language, and either:		
<ul style="list-style-type: none"> • Four credit hours of a Westminster May term study/cultural international experience, or • Four credits of an international study tour transferred from an accredited college or university. 		
See World Language Requirement for equivalencies, AP and CLEP credit policy.		
III. Upper Division Required Courses	12	
MKTG 303 Professional Selling	4	MKTG 300
MKTG 428 Advertising	4	MKTG 303

Requirement Description	Credit Hours	Prerequisites
MKTG 435 Marketing Research and Planning	4	MKTG 300 and DATA 150 or 220; senior standing
IV. Electives	4	
COMM 326 Introduction to Web Writing and Design	4	MGMT 305 or MKTG 300
MGMT 400 Global Business Strategy	4	
MKTG 305 Entrepreneurial Marketing -- not available as an elective for Entrepreneurship minors	2	MKTG 300
MKTG 412 Special Topics in Marketing	1-4	
MKTG 420 Consumer Behavior	4	
Or other upper division electives as approved by advisor		
V. Senior Capstone	4	
MKTG 490 Senior Seminar in Marketing	4	MKTG 428
Total Hours for the B.A. Marketing Program	80-82	

Recommended Plan of Study

Starting Business as a First-Year Student

	Fall Semester	Spring Semester
Year 1	BUSI 101A BUSI 101B BUSI 101C DATA 220 WCore 1	ACCT 213 BUSI 200 BUSI 225 WCore 2
Year 2	ECON 253 MGMT 305 WCore 3 WCore 4	ACCT 313 ECON 263 MKTG 300 WCore 5
Year 3	BUSI 300 FINC 300 MGMT 309 WCore 6 (B.S.) Language I (B.A.)	BUSI 350 MKTG 303 MKTG Elective (B.S.) Language II (B.A.)
Year 4	MKTG 428 MKTG Elective WCore 6 (B.A.) Language III (B.A.)	MKTG 435 MKTG 490 BUSI 440, 441, or 442 WCore Engaging the World

Starting Business as a Sophomore

	Fall Semester	Spring Semester
Year 1	WCore 1 WCore 2 WCore 3	WCore 4 WCore 5 WCore 6
Year 2	BUSI 101A BUSI 101B BUSI 101C ACCT 213 DATA 220 ECON 253	ACCT 313 BUSI 200 BUSI 225 ECON 263 MKTG 300
Year 3	BUSI 300 FINC 300 MGMT 305 MGMT 309 Language I (B.A.)	BUSI 350 MKTG 303 MKTG Elective (B.S.) Language II (B.A.)
Year 4	MKTG 428 MKTG Elective Language III (B.A.)	BUSI 440, 441, or 442 MKTG 435 MKTG 490 WCore Engaging the World

SPORTS MANAGEMENT

Program Chair

- Nancy Panos Schmitt (Chair)

Program Learning Goals

Students with a major in sports management will be able to:

- Analyze the unique dynamics of the competitive environment in the sports industry
- Implement best practices in sports-related organizations
- Engage in professional and effective communication
- Demonstrate leadership, management and administrative principles and practices specific to the sports industry and management
- Develop strategies for beneficial change in accordance with rules and regulations of specific sport organizations

The sports management curriculum will also help students master the following university-wide learning goals:

- Critical Thinking**
Students will comprehensively explore issues, ideas, artifacts, events, and other positions, before accepting or formulating an opinion or conclusion.
- Creativity**
Students will combine or synthesize new ideas, practices, or expertise in original ways that are characterized by innovation, divergent thinking, and risk taking.
- Collaboration**
Students will demonstrate self-awareness, understanding of effective group dynamics, and project management skills.
- Communication**
Students will communicate ideas to audiences in oral, visual, and written forms to establish knowledge, to increase understanding, or to advocate for a particular position.
- Global Responsibility**
Students will (i) employ practices informed by social responsibility across the spectrum of differences and (ii) demonstrate knowledge of and evaluate solutions for, challenges affecting local, regional, and global communities.

Objectives

The program offers an academic major leading to a Bachelor of Science degree or a Bachelor of Arts degree.

Program Requirements

The program will require students to maintain a 2.3 GPA and earn a grade of C or better in all required courses. Students must meet the university-wide graduation requirements in addition to the sports management major requirements:

- 30 upper-division hours
- 124 total hours
- WCore or Honors College requirements

Bachelor of Science in Sports Management

Requirement Description	Credit Hours	Prerequisites
I. Lower-Division Requirements	26	
DATA 150 Data and Society	4	
BUSI 101A Business Fundamentals I: Communicating	3	Co-requisites: BUSI 101B and BUSI 101C
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above Co-requisites: BUSI 101A and BUSI 101C
BUSI 101C Business Fundamentals 1: Company Lab	0	Co-requisites: BUSI 101A and BUSI 101B
ACCT 213 Financial Accounting	3	BUSI 101A/101B/101C
BUSI 200 Business Math and Modeling	3	BUSI 101A/101B/101C
BUSI 225 Business Law	3	BUSI 101A/101B/101C
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
HPW 255 Foundations of Sports Management	4	
II. Upper-Division Requirements	22-24	
HPW 345 Sports Law and Ethics	4	HPW 255
ECON 412S Sports Economics	2	ECON 253, MATH 101, ACCT 213
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MKTG 300 Principles of Marketing	3	BUSI 101A/101B/101C
MGMT 305 Principles of Management	4	BUSI 101A/101B/101C
MGMT 422 Sports Management	2	MGMT 305
MKTG 422 Sports Marketing	2	MKTG 300
BUSI 440 2 internships, one sophomore year, one senior year (1-2) each Business Fundamentals: Internship	2-4	
III. Elective Requirements	8	
Choose 8 credits of course work from the list below:		
COMM 322 Multimedia Image Production	4	
COMM 326 Introduction to Web Writing and Design	4	
COMM 350 Organizational Communication	4	COMM 250
COMM 360 Race, Gender, Class and Media	4	
HPW 360 College Athletic Administration	4	HPW 255
MGMT 433 Organizational Behavior	4	MGMT 305
MKTG 303 Professional Selling	4	MKTG 300
IV. Senior Capstone	4	
SOC 330 Sports and Society (Spring - Odd years)	4	

Requirement Description	Credit Hours	Prerequisites
Total Hours for the B.S. Sports Management	60-62	

Bachelor of Arts in Sports Management

Requirement Description	Credit Hours	Prerequisites
I. Liberal Arts Requirements	12-20	
Students completing the Bachelor of Arts (B.A.) must complete either:		
(a) A declared academic minor other than a Business minor (Business, Economics and Entrepreneurship cannot be used) or		
(b) Twelve credit hours of a single world language or		
(c) Eight credit hours of a single world language and either:		
<ul style="list-style-type: none"> • Four credit hours of a Westminster May Term Study Experience or • Four credits of an international study tour transferred from an accredited college or university. 		
II. Lower Division Requirements	26	
ACCT 213 Financial Accounting	3	BUSI 101A/101B/101C
BUSI 101A Business Fundamentals: Communicating	3	Co-requisites: BUSI 101B and BUSI 101C
BUSI 101B Business Fundamentals: Calculating	3	MATH 101 or above Co-requisites: BUSI 101A and BUSI 101C
BUSI 101C Business Fundamentals: Company Lab	0	Co-requisites: BUSI 101A and BUSI 101B
BUSI 200 Business Math and Modeling	3	BUSI 101A/101B/101C
BUSI 225 Business Law	3	BUSI 101A/101B/101C
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
DATA 150 Data and Society	4	
HPW 255 Foundations of Sports Management	4	
III. Upper Division Requirements	22-24	
ECON 412S Sports Economics	2	ECON 253, MATH 101, ACCT 213
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
HPW 345 Sports Law & Ethics	4	HPW 255
MGMT 305 Principles of Management	4	BUSI 101A/101B/101C
MGMT 422 Sports Management	2	MGMT 305
MKTG 300 Principles of Marketing	3	BUSI 101A/101B/101C
MKTG 422 Sports Marketing	2	MKTG 300
BUSI 440 2 internships, one sophomore year, one senior year (1-2) each Business Fundamentals: Internship	2-4	
IV. Electives	4	
Choose 4 hours of course work from courses below:		

Requirement Description	Credit Hours	Prerequisites
COMM 322 Multimedia Image Production	4	COMM 250 HPW 255 MGMT 305 MKTG 300
COMM 326 Introduction to Web Writing and Design	4	
COMM 350 Organizational Communication	4	
COMM 360 Race, Gender, Class and Media	4	
HPW 360 College Athletic Administration	4	
MGMT 433 Organizational Behavior	4	
MKTG 303 Professional Selling	4	
V. Senior Capstone	4	
SOC 330 Sports and Society (Spring - Odd years)	4	
Total Hours for the Program	56-58	

Recommended Plan of Study

	Fall Semester	Spring Semester
Year 1	WCore 1 (4) WCore 2 (4) BUSI 101A (3) BUSI 101B (3) BUSI 101C (0) Elective Class* (1-2)	WCore 3 (4) WCore 4 (4) ECON 253 (4) Data 150 (3) Elective Class* (1)
Year 2	WCore 5 (4) WCore 6 (4) BUSI 200 (4) HPW 255 (4) Elective Class* (1)	HPW 345 (4) ACCT 213 (3) BUSI 225 (3) BUSI 440 (1-2)* MGMT 305 (4) Elective Class* (3-4)
Year 3	ECON 412S (2) FINC 300 (3) MKTG 300 (3) WCore Engaging the World (4) Sports MGMT elective (4)	MKTG 422 (2) MGMT 422 (2) Sports MGMT elective (4) (BS) Language 1 (BA) Elective Class* (4-8)
Year 4	BUSI 440 (1-2)* Language 2 (BA) Elective classes as needed* (9-11)	BUSI 440 (1-2)* SOC 330 (4) Language 3 (BA) Elective classes as needed*

*Extra hours can be obtained by increasing internship hours, adding a minor or taking classes for interest.