# Curriculum Change Form

(Present only one proposed curriculum change per form)  
(Complete only the section(s) applicable.)

## Part I

<table>
<thead>
<tr>
<th>(Check one)</th>
<th>Department Name</th>
<th>Management, Marketing and Administrative Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Course (Parts II, IV)</td>
<td>College</td>
<td>Business &amp; Technology</td>
</tr>
<tr>
<td>Course Revision (Parts II, IV)</td>
<td></td>
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<tr>
<td>Hybrid Course (&quot;S,&quot; &quot;W&quot;)</td>
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<tr>
<td>Course Dropped (Part II)</td>
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<tr>
<td>New Program (Part III)</td>
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<tr>
<td>Program Revision (Part III)</td>
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<tr>
<td>Program Suspended (Part III)</td>
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*Provide only the information relevant to the proposal.*

<table>
<thead>
<tr>
<th>Proposal Approved by:</th>
<th>Date</th>
<th>Date</th>
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<tbody>
<tr>
<td>Departmental Committee</td>
<td>4/21/2009</td>
<td>N/A</td>
</tr>
<tr>
<td>College Curriculum Committee</td>
<td>4/20/2009</td>
<td>Disapproved</td>
</tr>
<tr>
<td>General Education Committee*</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Teacher Education Committee*</td>
<td>N/A</td>
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<tr>
<td>Council on Postsecondary Edu.***</td>
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*If Applicable (Type NA if not applicable.)

**Approval needed for new, revised, or suspended programs

***Approval/Posting needed for new degree program or certificate program

****If "yes", SACS must be notified before implementation. Please contact EKU’s Office of Institutional Effectiveness.

Completion of A, B, and C is required: (Please be specific, but concise.)

### A. Specific action requested:

(Example: To increase the number of credit hours for ABC 100 from 1 to 2.)

Add PSY 200 or 200W or SOC 131 for Supporting Courses and change CCT 300 to CCT 300W in Business Core of the BBA in General Business.

### A. Effective date:

(Example: Fall 2001)

Fall 2009

### A. Effective date of suspended programs for currently enrolled students:

(if applicable)

N/A

### B. The justification for this action:

PSY 200 and SOC 131 are both compliant to Social Behavioral Sciences Area and PSY 200W is another opportunity for students to complete their Writing Intensive Requirement; CCT 300W meets the criteria as a writing intensive course and has been approved by the Thinking and Communicating Across the Curriculum (TCAC) Committee.

### C. The projected cost (or savings) of this proposal is as follows:

**Personnel Impact:**

None

**Operating Expenses Impact:**

None

**Equipment/Physical Facility Needs:**

None

**Library Resources:**

None
**Part III. Recording Data for New, Revised, or Suspended Program**

1. For a new program, provide the catalog description as being proposed.
2. For a revised program, provide the current program requirements using strikethrough for deletions and underlines for additions.
3. For a suspended program, provide the current program requirements as shown in catalog. List any options and/or minors affected by the program’s suspension.

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**General Business (B.B.A.)**  
*CIP Code: 52.0101*

**University Requirement**
- BTO 100.  
- 1 hour

**General Education Requirements**
- Standard General Education program, excluding general education blocks II, VB, VC, and VII (QS).
- Refer to Section Four of this Catalog for details on the General Education and University requirements.
- 36 hours

**College Requirement: Professional Skills Seminar**
- BTS 300 (CR) and BTS 400 (CR).

**Supporting Course Requirements**
- MAT 107 or MAT 211; PSY 200 or 200W or SOC 131; ECO 230, 231; CIS 212 or CSC 104.  
- 15 hours

**Free Electives**
- 5-8 hours

**Business Requirements**

**Pre-Business Core**
- ACC 201, 202; GBU 204; QMB 200.  
- 12 hours

**Business Core**
- CCT 300W, CIS 300, FIN 300, MGT 300, 370, MKT 300, GBU 480.  
- 21 hours

**Major Requirements**
- General Business Option (27 hours):  
  - GBU 201, MGT 340, three hours in a 400 level Marketing Course, three hours in Finance (FIN 301, 302, 304, 324, or 330), and three hours in Management (MGT 320, 330, 406, 430, or 470), and one additional approved upper-division course from finance, marketing, or management, and nine hours of approved business electives.

- International Business Option (30 hours):
  - GBU 201, MGT 340, six hours of foreign language, CCT 310, MGT 430, MKT 400, FIN 330; and six hours of business credit which will include course of study and/or internship in a foreign country. Exemptions from the foreign study requirement are available only with the chairperson approval. International students may choose to fulfill this requirement through internships, cooperative education, or approved upper-division courses in business or economics (ECO 394).

- Global Supply-Chain Management Option (30 hours):
  - GBU 201, MGT 340, MKT 315, 400, 431, MGT 430, 375; 6 hours from the following courses: INT 400, CIS 335, 380, MGT 406, MKT 312; and 3 hours of approved business electives or International Economics (ECO 394).

- Corporate Communication and Technology Option (30 hours):
  - CCT 302, 310, 550, 570, CIS 410, GBU 201, MGT 340, GBT 480; 3 hours from the following courses: MKT 309, MKT 400, MKT 401; 3 hours from the following courses: MGT 330, MGT 465 and MGT 320.

**Total Curriculum Requirements**
- 120 hours