



EKU BBA: Business Core Revisions

BAC Update April 20, 2021

Core Revision Process

- Core Review Team: Dr. Mary Beth Healy, Dr. Beth Polin, Dr. Bob Mahaney, and Dr. Weiling Zhuang
 - Five sessions with current undergraduate students
 - One session with MBA students
 - Two sessions with School of Business faculty
 - Five "upon request" sessions with individual business program faculty
 - Three sessions with Advising Office staff
 - Two sessions with Business Advisory Council
 - Benchmarking with peer and aspirational institutions

Core Revision Process

Strengths were identified, as were areas for improvement:

- Students should have access to business courses earlier in their college career
- Students should take business courses first and every semester with a more focused, better organized early core experience
- Prerequisite course requirements should be simplified to the extent feasible.
- BTS 300 and BTS 400 should be revised for effectiveness.
- The core should be considerate of transfer students.
- The redesigned core must be able to go online (via e-Campus).
- The redesigned core should give ECU School of Business a competitive advantage.

Highlights of Revised Business Core

- Beginning, middle, and end (a more **cohesive structure**)
- **Early engagement** with business majors (important for retention and for setting the tone/expectations for business majors)
- **Professional Development Series** – a series of 1-credit courses (BUS 100, 200, 300, 400) focusing on business etiquette, financial literacy, job readiness, and personal productivity
- An **integrated core**, including:
 - BUS 101, **Nature of Business** (taken prior to or concurrently with any other business classes);
 - a **Fundamentals Series** (200-level), including the environment and tools of business;
 - an **Essentials Series** (300-level), including the functions of business; and
 - **Mastery of Business** (400-level, capstone)



Nature of Business

Professional
Development 1



Fundamentals Series: Tools & Environment of Business

- Microeconomics
- Macroeconomics
- Business Law & Ethics
- Problem Solving with Excel
- Interpersonal Business Communication
- Applied Statistics
- Financial & Managerial Accounting

Professional
Development 2



Essentials of Business

- Formal Communication
- Finance
- Organizational Behavior & Human Resource Management
- Management Information Systems
- Marketing
- Supply Chain & Operations

Professional
Development 3



Mastery of Business

- Integrated Strategic Management

Professional
Development 4

Implementation

- Changes effective for students entering Fall 2021
- 100- and 200-level courses offered 2021-2022
- Full implementation over 2-3 years