

# The University Of Alabama in Huntsville

## College of Administrative Science

2007 - 2009 Catalog Requirement Check sheet for Students Beginning Classes on or after August 2007.

Name: \_\_\_\_\_

Soc. Sec. #: \_\_\_\_\_

General Education Requirements	Hrs	Taken	Lacking
English Composition I & II (EH 101 & 102) > C	6		
Literature (EH 205 & 206, or 240 & 241)	6		
Fine Arts (ARH 100, 101, ARS 160, CM 122, MU 100)	3		
Humanities Elective (Ex: PHIL, CM, MU, ART)	3		
Laboratory Science	8		
Mathematics (MA 107 or 112 @ grade of > C and 120)	6		
History	3		
Soc Sci (Choose PY 101, 201/SOC 100, 200)	3		
<b>G.E.R. Total</b>	<b>38</b>		
<b>Lower Division Core</b>			
Macroeconomics (ECN 142)	3		Lacking
Microeconomics (ECN 143)	3		
Microcomp. App. (MIS 146)	3		
Business Stats I (MSC 287)	3		
Business Stats II (MSC 288)	3		
Legal Env. Bus. (BLS 211)	3		
Financial Acc. (ACC 211)	3		
Managerial Acc. (ACC 212)	3		
<b>Lower Division Core Total &gt; C</b>	<b>24</b>		
<b>Upper Division G.E.R.</b>			
Business Writing (B11 300)	3		Lacking
Bus & Profs Comm. (CM 313)	3		
Econ (ECN 340, 345, 475, 454) *	3		
<b>Upper Division G.E.R. Total</b>	<b>9</b>		
<b>Upper Division Core</b>			
ACC Info. Sys. (ACC 307) **	3		Lacking
Principles of Finance (FIN 301)	3		
Managing Org. (MGT 301)	3		
Info. Systems in Org. (MIS 301)	3		
Prin. of Marketing (MKT 301)	3		
Prod./Oper. Mgt. (MSC 385)	3		
Intl. Business (MGT 450)	3		
Business Policy (MGT 499) > C	3		
<b>Upper Div. Core Total @ &gt; C</b>	<b>24</b>		

Electives	Hrs	Taken	Lacking
<b>Electives Total</b>	<b>12</b>		

All BSBA degree candidates must meet the following requirements before admittance in Junior/Senior level Administrative Science courses:  
Completed the 62 hours comprising the Lower Division Requirements  
Earned a minimum average of "C" (2.0) for the 24 semester hours comprising the Lower Division Business Administration Core

Major	Taken	Lacking	Pre Reqs
<b>Marketing Management</b>			
Buyer Behavior (MKT 332)			MKT 301
Mkt. Res. Design (MKT 343)			MKT 301
Mkt. Emerging Tech. (MKT 414)			MKT 301
Marketing Strategy (MKT 480)			MKT 332, 343, MSC 287, 288
9 Hours of MKT Electives			
<b>Total 21 Hours @ &gt; C</b>			
<b>Supply Chain Management</b>			
Buyer Behavior (MKT 332)			MKT 301
Mkt. Research (MKT 343)			MKT 301
Mkt. Emerging Tech. (MKT 414)			MKT 301
Marketing Strategy (MKT 480)			MKT 332, 343, MSC 287, 288
Transp. & Logistics (MKT 410)			MKT 410
Supply Chain (MGT 411)			MIS 301
Supply Chain Mgt. Sys. (MIS 422)			MIS 301
<b>Total 21 Hours @ &gt; C</b>			
<b>Acquisition Management</b>			
Buyer Behavior (MKT 332)			MKT 301
Mkt. Research (MKT 343)			MKT 301
Mkt. Emerging Tech. (MKT 414)			MKT 301
Marketing Strategy (MKT 480)			MKT 332, 343, MSC 287, 288
Intro. to Contract (MGT 401)			MGT 401, FIN 301
Contract Pricing (MGT 403)			MGT 401
Govt. Contract Law (MGT 406)			MGT 401
<b>Total 21 Hours @ &gt; C</b>			
<b>Additional Comments</b>			

E-Business			
Marketing Research (MKT 343)			MKT 301
Marketing Strategy (MKT 480)			MSC 287, 288, MK 332, 343
Promo. Strategy (MKT 342)			MKT 301
Elec. Env. Mkt. (MKT 470)			MKT 301
Electronic Commerce (MIS 420)			MIS 301, 340
Web Progr. (MIS 440)			MIS 420
Choose 3 hours from: MIS 340, CM 401, or MKT 496			
<b>Total 21 Hours @ &gt; C</b>			

Optional: Double Major or Minor			
<b>Total 21 Hours @ &gt; C</b>			

Hours	Taken	Lacking
Minimum BSBA > 128 @ > C		
Comments		

To be awarded a BSBA degree, each student must attain a minimum GPA of 2.0 (C) in all course work attempted, the business administration core, and in their major.  
\*ECN 345 Recommended for FIN majors. HRM majors cannot choose ECN 475  
\*\*To fulfill the Upper Division Accounting requirement, ACC 307 is required for accounting and MIS majors. Other majors may choose between ACC 307, ACC 310, or ACC 314.

Student \_\_\_\_\_ Date \_\_\_\_\_

Advisor \_\_\_\_\_ Date \_\_\_\_\_

Assigned Faculty Advisor: \_\_\_\_\_

# Marketing

**MARKETING MAJOR**  
**UAH: Effective for Students Entering Fall 2007**

**Marketing Management Concentration**

**SENIOR YEAR**

**Fall Semester**  
 MGT 301  
 MGT 302  
 EH 302\*  
 ACC Requirement\*\*  
 CM 313  
 (15 hrs.)

**Spring Semester**  
 FIN 301  
 MGT 315  
 MGT 316  
 MGT 317 (Buyer Education/ Research)  
 Elective (3 hrs.)  
 (18 hrs.)

**Fall Semester**  
 MGT 450  
 MGT 414 (Data Technology/IS)  
 MGT Elective  
 MGT Elective  
 Elective (1 hr.)  
 Elective (1 hr.)  
 (18 hrs.)

**Spring Semester**  
 MGT 499  
 MGT 488 (Data Strategy)  
 MGT Elective  
 ECN Requirement\*\*\*  
 Elective (3 hrs.)  
 (15 hrs.)

\*EH 300 should be taken during the first semester of the junior year.  
 \*\*ACC requirement (ACC 307, ACC 310 or ACC 314).  
 \*\*\*Economics requirement (ECN 340, ECN 345, ECN 434 or ECN 475)

**Acquisition Management Concentration**

**SENIOR YEAR**

**Fall Semester**  
 MGT 301  
 MGT 302  
 EH 302\*  
 ACC Requirement\*\*  
 CM 313  
 (15 hrs.)

**Spring Semester**  
 FIN 301  
 MGT 315  
 MGT 316  
 MGT 317 (Buyer Education/ Research)  
 Elective (3 hrs.)  
 (18 hrs.)

**Fall Semester**  
 MGT 450  
 MGT 414 (Contract Mgmt)  
 ECN Requirement\*\*\*  
 MGT 414 (Data Technology/IS)  
 Discrete (3 hrs.)  
 Discrete (3 hrs.)  
 (18 hrs.)

**Spring Semester**  
 MGT 499  
 MGT 488 (Contract Pricing)  
 MGT 489 (Contract Law)  
 MGT 489 (Data Strategy)  
 Discrete (3 hrs.)  
 (15 hrs.)

\*EH 300 should be taken during the first semester of the junior year.  
 \*\*ACC requirement (ACC 307, ACC 310 or ACC 314).  
 \*\*\*Economics requirement (ECN 340, ECN 345, ECN 434 or ECN 475)

**Supply Chain Management Concentration**

**SENIOR YEAR**

**Fall Semester**  
 MGT 301  
 MGT 302  
 EH 302\*  
 ACC Requirement\*\*  
 CM 313  
 (15 hrs.)

**Spring Semester**  
 FIN 301  
 MGT 315  
 MGT 316  
 MGT 317 (Buyer Education/ Research)  
 Elective (3 hrs.)  
 (18 hrs.)

**Fall Semester**  
 MGT 450  
 MGT 414 (Contract & Logistics)  
 ECN Requirement\*\*\*  
 MGT 414 (Data Technology/IS)  
 Discrete (3 hrs.)  
 Discrete (3 hrs.)  
 (18 hrs.)

**Spring Semester**  
 MGT 499  
 MGT 411 (Supply Chain Mgmt)  
 MGT 412 (SCM System)  
 MGT 488 (Data Strategy)  
 Discrete (3 hrs.)  
 (15 hrs.)

\*EH 300 should be taken during the first semester of the junior year.  
 \*\*ACC requirement (ACC 307, ACC 310 or ACC 314).  
 \*\*\*Economics requirement (ECN 340, ECN 345, ECN 434 or ECN 475)

**e-Business Concentration**

**SENIOR YEAR**

**Fall Semester**  
 MGT 301  
 MGT 302  
 EH 302\*  
 ACC Requirement\*\*  
 CM 313  
 (15 hrs.)

**Spring Semester**  
 FIN 301  
 MGT 315  
 MGT 316  
 MGT 317 (Buyer Education/ Research)  
 Elective (3 hrs.)  
 (18 hrs.)

**Fall Semester**  
 MGT 450  
 MGT 414 (Data/ Electronic Bus.)  
 MIS 421 (Electronic Commerce)  
 MIS 488 (Web Page & Data Base)  
 Discrete (3 hrs.)  
 Discrete (3 hrs.)  
 (18 hrs.)

**Spring Semester**  
 MGT 499  
 ECN Requirement\*\*\*  
 e-Business Elective\*\*\*\*  
 MGT 488 (Data Strategy)  
 Discrete (3 hrs.)  
 (15 hrs.)

\*EH 300 should be taken during the first semester of the junior year.  
 \*\*ACC requirement (ACC 307, ACC 310 or ACC 314).  
 \*\*\*Economics requirement (ECN 340, ECN 345, ECN 434 or ECN 475).  
 \*\*\*\*E-Business elective (MGT 499, MIS 360 or CM 401)