

SUMMARY EXPLANATION OF CHANGES TO BBA DEGREES

March, 2022

COBA has five different degree programs that lead to a Bachelor of Business Administration (BBA): Accounting, Financial Management, Information Systems, Management, and Marketing. For decades, these five programs have all built on a common group of introductory classes, which are sometimes referred to as the BBA Core or BBA Foundations. The core courses give students breadth in their business education generally, with the expectation that depth in a specific field of study should come through courses in the more focused majors.

With changes in business practice over time and feedback from internal and external stakeholders (such as the dean's advisory council and visiting committees), COBA deemed it necessary to change its core curriculum. The changes include an updated focus on ethics, technological agility, and professional development. In Spring, 2021 the COBA faculty passed revisions to the college-wide BBA core curriculum. In addition, faculty in each discipline helped shape the curriculum proposals for the various BBA majors. These changes will also be reviewed by the COBA academic council. Here is a summary of how the new changes fit with a typical 128-hour ACU undergraduate degree program.

2022 Current University General Education Core	56 hours (incl. 9 hours of business)
BBA Core (uniform across all BBA majors)	24 hours in addition to the 9 in Gen Ed
BBA Majors (ACCT, FIN, IS, MGMT, MKTG)	15-30 hours, depending on major
Major tracks	9-24 hours, depending on major and track
<u>Electives</u>	<u>9-12 hours</u>
TOTAL	128 hours, minimum

Each of the five majors builds on the foundation of the university general education curriculum, as well as the revised BBA core curriculum.

ACCOUNTING

56 hours in university Gen Ed
 24 hours in BBA core
 30 hours in ACCT core
 9 hours in one of two specified ACCT tracks:
 - General (default) track
 - Analytics and Reporting track
 9 hours of general electives

Total Hours = 128

FINANCE (formerly known as Financial Management)

56 hours in university Gen Ed
 24 hours in BBA core
 27 hours in FIN core
 12 hours in one of four specified FIN tracks:
 - Financial Management (default) track
 - Fintech and Analytics track
 - Wealth Management track

- Financial Analysis track
- 9 hours of general electives

Total Hours = 128

INFORMATION SYSTEMS

56 hours in university Gen Ed
24 hours in BBA core
24 hours in IS core
15 hours in one of four specified IS tracks:

- General (default) track
- Analytics track
- Application Development track
- Accounting Systems track

9 hours of general electives

Total Hours = 128

MANAGEMENT

56 hours in university Gen Ed
24 hours in BBA core
15 hours in MGMT core
24 hours in one of seven specified MGMT tracks:

- Leadership (default) track
- Analytics track
- Analytics and Operations track
- Operations track
- Entrepreneurship track
- Human Resources track
- Interdisciplinary track (self-designed concentration that requires approval of chair)

9 hours of general electives

Total Hours = 128

MARKETING

56 hours in university Gen Ed
24 hours in BBA core
18 hours in MKTG core
21 hours in one of three specified MKTG tracks:

- General (default) track
- Analytics track
- Digital Marketing track

9 hours of general electives

Total Hours = 128