

UC 12055 12F



U N I V E R S I T Y of H O U S T O N

C. T. BAUER COLLEGE OF BUSINESS
OFFICE OF UNDERGRADUATE BUSINESS PROGRAMS

APPROVED DEC 05 2012
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TO: Jeanette F. Morales, Assistant Director, Office of Academic Program Management

FROM: Frank Kelley, Associate Dean for Undergraduate Business Programs
JK

DATE: October 11, 2012

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RE: Proposal for a Business Foundations Minor

The Bauer College of Business proposes to the UH Undergraduate Committee the following Business Foundations Minor.

Catalog Language

Business Foundations Minor (for non-business majors)

The Business Foundations minor is designed to provide non-business majors with the foundations of business in accounting and computer literacy, and course selections relating to personal finance, professional selling, entrepreneurship with an overview of business from a small business and a corporate perspective, and international business and globalization. In GENB 3301 students will also learn how to leverage a non-business major in a business environment.

Requirements to Declare: A 2.0 cumulative GPA at UH and junior standing are the requirements to declare the Business Foundations minor.

GPA Requirements: A 2.0 or higher cumulative GPA in all courses attempted for the minor are required for graduation. All attempted courses from the courses listed below are used toward the calculation.

Minor Course and Residency Requirements: The Business Foundations minor consists of 18 hours, 9 hours of which must be advanced, and 6 of the 9 advanced hours must be in residence. Required courses include ACCT 2331-2332 [TCCNS ACCT 2301-2302] and MIS 3300 [TCCNS BCIS 1305/1405] and 9 semester credit hours from ENTR 3310* and 3312**, GENB 3300 and 3301, INTB 3354 and 3355, and MARK 3337***.

* ENTR 3310 is the required course for application to the Certificate in Entrepreneurship.

** Students who complete ENTR 3310 and 3312 with a grade of C or higher earn a Certificate in Corporate Entrepreneurship.

*** MARK 3337 is the required course for application to Program for Excellence in Selling (PES).

Course Descriptions and Requirements:

1) 9 semester credit hours:

ACCT 2331: Accounting Principles I - Financial

[TCCN—ACCT 2301]

Cr. 3. (3-0). Fundamentals of financial accounting.

ACCT 2332: Accounting Principles II - Managerial

[TCCN—ACCT 2302]

Cr. 3. (3-0). Prerequisite: **ACCT 2331**. Fundamentals of managerial accounting.

MIS 3300: Introduction to Computers and Management Information Systems*

[TCCN—BCIS 1305]

Cr. 3. (3-0). Fundamental concepts of information systems used in business including the use of computer tools to aid in business decision making.

2) 9 semester credit hours from any three of the following:

GENB 3301: Connecting College to Business

Cr. 3. (3-0). Prerequisite: ENGL 1304 or equivalent and non-business major. [May not receive credit for both GENB 3302 (2301) and GENB 3301. Students who change their major to business with credit for GENB 3301 may substitute it for GENB 3302 (2301) as long as they meet the business writing evaluation requirement.] Effective communication and professional skills, and exploration of business careers for non-business majors.

Students are not required to select paired courses, but the following pairs are recommended for students with career goals as specified below.

Recommended for students with an interest in personal finance planning or related areas in finance and/or in professional selling.

GENB 3300: Personal Finance [proposed--currently offered as Special Topic GENB 4397]

Cr. 3. (3-0). Introduction to Personal Finance. Topics include managing money, credit, investment, taxes, and student loans.

and

MARK 3337: Professional Selling

Cr. 3. (3-0). Prerequisite: junior standing. Basic concepts of selling.

Recommended for students with an interest in entrepreneurship and entrepreneurial principles in a small business or corporate environment.

ENTR 3310: Entrepreneurship

Cr. 3. (3-0). Entrepreneurship as it relates to starting and building a successful business.

and

ENTR 3312: Intrapreneurship

Cr. 3. (3-0). Entrepreneurial activities within an existing organization.

Recommended for students with an interest in international business and globalization.

INTB 3354: The History of Globalization and International Business

Cr. 3. (3-0). Prerequisites: junior standing. Evolution of international business and the world economy in the nineteenth and twentieth centuries. Analysis of the different kinds of economic and political environments in which international business operates. Students may not receive credit for both INTB 3350 - 3351 and 3354. Students with either INTB 3350 or 3351 may substitute that course for INTB 3354.

INTB 3355: The Political Economy of Globalization

Cr. 3. (3-0). Prerequisites: junior standing and ECON 2301, or 2304 and 2305. Political issues and economic trends that influence and are influenced by the process of globalization, and an analysis of how globalization interacts with the nation-state and economic institutions. Students may not receive credit for both INTB 3352 - 3353 and 3355. Students with either INTB 3352 or 3353 may substitute that course for INTB 3355.

Justification: The Business Foundations Minor allows non-business majors to add a practical business component to their degree. Because a significant number of non-business students take some of these courses already, it would allow them to use those courses toward a minor, which for students in CLASS would meet a graduation requirement and facilitate timely graduation, and would allow students of any non-business major to add a business component to their degree that could be leveraged for employment purposes.