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**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY of HOUSTON

RECEIVED SEP 29 2008

MEMORANDUM

TO: Marsha Daly, Academic Program Management

FROM: Latha Ramchand, Associate Dean, Bauer College of Business 

DATE: September 18, 2008

RE: Memo to Undergraduate Council Regarding Consistent Use of Terminology from Concentration to Major

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The Bauer College of Business wants to make sure that Undergraduate Council is aware of a change in terminology in the 2008-2009 Undergraduate Catalog that refers to each of the declared business majors (ACCT, ENTR, FINA, MANA, MARK, MIS, and OM) as "majors" rather than "concentrations" or "areas of concentration."

Rationale: Student records and the Coordinating Board list the business "concentrations" as "majors" and employers recruit our students based on their "major." All of the "concentrations" in business require a minimum of 18-24 hours in that area, which further justifies calling them "majors" rather than "concentrations." "Concentration" is a more specialized term that could refer to a specific concentration within a major, and therefore should not be used interchangeably with the term "major."