

PLANNING GUIDE

FINANCE AND MARKETING DEPARTMENT WESTERN WASHINGTON UNIVERSITY

Business Administration Major (2009/2010 General Catalog)

- I. **GENERAL DEGREE INFORMATION.** The Bachelor of Arts in Business Administration is a four-year program for most students. Normally, the first two years are spent satisfying General University Requirements (GURs) and foundation courses listed under "III. (2.) below. These foundation courses must be completed before a student is eligible to take most junior- and senior-level courses. Students may declare their major in business administration at any time they meet the requirements listed below. Students are encouraged to declare as early as possible so they may be assigned a departmental advisor.
- II. **GENERAL UNIVERSITY REQUIREMENTS.** The GURs for graduation apply to all students and are published in the General Catalog. Course planning for the first two years should be primarily directed toward fulfilling these requirements. The GUR requirements may also be met by completing an approved Associate of Arts degree program at a Community College. Students are encouraged to take the following courses as part of their GURs:

ECON 206, ECON 207, MGMT 271, MATH 157

- III. **REQUIREMENTS FOR APPLYING FOR ACCEPTANCE AS A BUSINESS ADMINISTRATION MAJOR.** To be eligible to declare as a business administration major a student must meet one of the following requirements:

- 1 Have a cumulative GPA of not less than 2.50.
- 2 Complete the following "foundation" courses (or their transfer equivalents) with a GPA of not less than 2.75:

ACCT 240, 245; DSCI 205; ECON 206, 207; MGMT 271; and MATH 157

Students may apply for provisional admission during the quarter they are finishing the last of their foundation courses. A provisional admission request may be made only once.

- IV. **MAJOR APPLICATION PROCESS.** The application procedure is as follows:

- 1 Complete an "Application for Admission" form, obtained from the Finance and Marketing, (FMKT) Department office (PH 415) or the College office (PH 419). This form allows each Business Administration applicant to select a concentration. (For more on "concentrations" see Section VII on page 2)
- 2 Bring the form and a copy of all College/University transcripts (unofficial transcripts are okay for this purpose) to the College of Business and Economics (CBE) Office (PH 419). (This should be done early in the quarter and definitely no later than two weeks prior to the time that phone registration begins for the following quarter.)
- 3 The FMKT Department will notify each applicant in writing, regarding the action taken on the application. Successful applicants will be assigned a faculty advisor.

- V. **FACULTY ADVISOR**. Students are assigned a faculty advisor at the time they are accepted into the major. The faculty advisor may be particularly helpful in providing information about course work within an area of concentration and careers in the specialized fields of business administration. Each student is required to meet with their faculty advisor as soon as possible after being accepted as a major to discuss their major concentration and to complete a Plan of Study.
- VI. **PLAN OF STUDY**. A Plan of Study form is mailed by the FMKT Department to each student at the time the student is accepted by the Department as a major. Students should attempt to fill out as much of the Plan of Study as possible after consulting major requirements and the class schedule. (Note that some concentration courses should normally be taken along with business core classes.) The Plan of Study must be taken by the student to their assigned advisor for discussion and approval. Once it is properly signed, the Plan of Study must be turned in by the student to the FMKT Department office (PH 415). (*Admission to the major will be revoked if the Plan of Study is not returned to the Department within five weeks of the time it was mailed to the student.*)

On page 4 of this Planning Guide is a Prerequisite Flow Chart to assist students in planning their progress through the major. This chart is designed to show the normal sequencing of courses in the major. Students should begin taking "concentration" courses as juniors if possible, but no later than as first quarter seniors.

A well-designed Plan of Study is important because some courses are offered only once or twice each year. Students should consult the current timetable of classes and department revisions to the class schedule to aid in the planning process.

- VII. **AREAS OF CONCENTRATION/ELECTIVES**. A student who is a Business Administration major may choose to concentrate elective courses in one area of study, in the Finance and Marketing (FMKT) Department, the Decision Sciences (DSCI) Department, or the Management (MGMT) Department. The FMKT Department offers concentration areas in Finance and Marketing.

An area of concentration is selected by the student at the time of major declaration and may be changed at any time prior to graduation by visiting the department office through which the student is a declared major. A student may choose to have "No Concentration" in which case he/she must complete a set of seven elective courses that are selected under the guidance of their faculty advisor.

- VIII. **GRADUATION REQUIREMENTS**. To qualify for graduation with a Business Administration major from WWU a student must:
- 1) Complete at least one "communication focus" course and one "writing proficiency" course.
 - 2) Complete the 90-92 credits of major requirements including foundation courses, core courses, and concentration courses. (See the 2004/2005 General Catalog for specific course requirements and course descriptions.)
 - 3) Complete a minimum of 60 credit hours of upper division (300-400 level) course work. (These may be inside or outside of CBE.)
 - 4) Complete a minimum of 90 credit hours of course work in non-business courses.
 - 5) Complete at WWU at least 50% of the business credit hours required for the Business Administration degree. A comprehensive list of **all** WWU graduation requirements (e.g., all students must have a minimum of 180 hours of college credits) may be found in the current General Bulletin (Catalog).

- IX. **GRADUATION CHECK**. A senior evaluation should be obtained at least two quarters prior to the quarter of graduation. Have this done well in advance of the Registrar's deadline. The procedure is:
- 1) Obtain transcripts from any institutions your have attended other than WWU.
 - 2) Complete a "Major Approval for Graduation" form, available just outside the door to PH 415.
 - 3) Bring items "1" and "2" to PH 415 and tell the department assistant you wish to have a senior evaluation completed. (Allow at least five working days for the completion of the evaluation.)
 - 4) After the department has completed its review, pick up the signed evaluation form in PH 415 and take your evaluation, along with your graduation packet, to the Registrar's Office.

FMKT DEPARTMENT CONCENTRATIONS

FINANCE

FIN 440, 441, and 444; Two courses from: FIN 442, 443, 446, 447, 448, 449, 466

Two courses from: ACCT 331, 341, 375; ECON 306, 307, 310, 411; FIN 345, 346, 456; or any other FIN 44x course.

MARKETING

MKTG 381, 382, and 489; Four courses from: MKTG 471, 472, 473, 474, 480, 481, 482, 483, 484, 486, 487, or 488

Two courses from: MGMT 313, MKTG 471, 480, 481, 482, 483, 484, 486, 487, 488, or other marketing-related courses under advisement.

NO CONCENTRATION

Students choose 27 to 28 elective credits in Finance and/or Marketing, with a minimum of Four courses in the Finance or Marketing areas, under supervision and approval of the department chair.