College of Management Update for BS Business Majors, 2019-20 Notes

- Tracks have been removed from the Business Economics, Finance, Management, and Marketing majors. Each former track is now a concentration for the BSBA majors and defined as a major for BS Management.

- Business Economics, Management and Marketing converted to three separate majors or concentrations and Finance now has two majors or concentrations. The major/concentration degree titles will have the same or similar titles as the tracks had last year.

- To help you understand the degree audits, you can either run unofficial audits or view the 2019-20 audits which are posted to CoM Resources.

- All majors that had tracks except Finance had business electives in 2018-19. In each case one or two business electives double dipped in the track. The new concentrations no longer have business electives, and therefore each of these new concentrations/majors will have one or two additional general (University) electives listed on the degree plan.

- For the Business majors, EC141 and EC142 will fulfill the Social/ADM Science requirements in the Liberal Education section of the audit for student who take these courses on or after July 1, 2019. This change will add two general (University) electives to the 2019-20 degree plans.

- All Economics majors have been removed from the eight-week term degree plans. Upper term economics courses are not offered in any eight week modality.

- Digital Marketing has been removed from the eight-week degree plans as three of the courses in the concentration are only offered in the 16 week, daytime modality.

Advising Tips
It is recommended that first time students be advised of the following whenever possible.

- We now have five degree requirements that will fulfill Liberal Education (LE) requirements for Business majors.
  - EC141 & EC142 will fulfill the Social/ADM Science requirements for students who take these courses after July 1, 2019 and who are in the 2019-20 catalog or later catalog.
  - IS141 will fulfill the Computer Science requirement
  - MA171 will fulfill the Math requirement
  - MG495 will fulfill the Ethics requirement

- MG306 will fulfill the Professional Writing requirement for all business majors.
• PA430 will fulfill the Professional Writing requirement for all majors in Public Administration.
• New degree plans now have IS141 listed in the third or fourth term for eight week degree plans and third semester for 16 week degree plans. The change has been made due to the degree of difficulty for first-time students taking IS141 as compared to other lower level courses, including CS140.
• Discuss the 4+1 opportunities. Students must be informed which undergrad classes to avoid if they are considering a Park MHA or MBA program.
• The Accounting advising plans are arranged in an order that, if followed, will enhance the student’s chance of success if they wish to take the Certified Management Accounting and CPA exams.
• MG260 and AC312 are placed in the late terms on the Accounting advising plans to enhance preparation for the certified public accountant (CPA) exam.
• Instruct students to take MG315 the term/semester following MA171.
• Degree requirements now have an average of nine electives, up from 6.4 last year. Students who have little to no transfer credit may want to consider a double major or adding a minor instead of taking random electives.

If you have questions, comments or suggestion please contact steve.fenske@park.edu or 816-584-6818