

**LEHMAN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION**

**CURRICULUM CHANGE**

Name of Program and Degree Award: Business Administration, BBA

Hegis Number: 0506.00

Program Code: 27660 - BUS-BBA

Effective Term: Fall 2026

1. **Type of Change:** Change in degree requirement

2. **From:**

The B.B.A. program equips students with the necessary managerial skills to function in today's rapidly changing business environment. The program, stressing the place of business organizations in the larger community, prepares its enrollees to meet this challenge by helping them develop appropriate technical, conceptual, and interpersonal competencies. The curriculum also emphasizes the role of non-profit and governmental organizations in societal life. As such, students majoring in this program are introduced to the art and science of planning, organizing, controlling, and leading the physical, financial, human, and informational resources of any and all organizations —private or public, for-profit or not-for-profit, corporate or entrepreneurial.

Major Requirements - Overall

**Earn at least 47-48 credits**

**Additional Comments:**

All students are admitted to this major on a provisional basis. The BBA major is designed to help students prepare for professional business careers, including professional certification in various aspects of business. To enroll in/or maintain matriculation in the Bachelor of Business Administration major, students must attain a minimum cumulative index of 2.7 (B-) in the first four required Department courses completed at Lehman College that count toward the major. Only the first grades earned in each course are counted in computing the index. Students who fail to attain and maintain this minimum index will not be allowed to enter or continue in the B.B.A. major, but can enroll in the B.A. in Accounting major and minors in Management or Business Practice. Students will be advised on majors that will allow them to accomplish their career goals.

**This major has been registered with the New York State Department of Education as one in which a minimum of 50% of major courses can be completed online.**

## Major Requirements—Departmental Credits

### Economics

**Earn at least 6 credits from the following:**

ECO 166 - Introduction of Macroeconomics

ECO 167 - Introduction to Microeconomics

### Accounting

**Earn at least 6 credits from the following:**

ACC 171 - Principles of Accounting I

ACC 272 - Principles of Accounting II

### Quantitative Methods for Business

**Earn at least 6 credits from the following:**

~~BBA 303 – Business Statistics I~~

~~BBA 403 – Intermediate Business Statistics II~~

### Management

**Earn at least 9 credits from the following:**

BBA 204 - Principles of Management

~~BBA 405 – Management Decision Making~~

BBA 407 - Strategic Management

OR BBA 408 – Entrepreneurship in Practice

### Major Requirements – Finance Concentration

**Complete ALL of the following Courses:**

BBA 207 - Principles of Finance

BBA 308 - Corporation Finance

BBA 310 - Security and Investment Analysis

### Major Requirements – Marketing Concentration

**Complete ALL of the following Courses:**

BBA 332 - Marketing Management

BBA 367 - Consumer Behavior

BBA 467 - Marketing Research

### Major Requirements – Accounting Concentration

**Complete ALL of the following Courses:**

ACC 334 - Intermediate Accounting I

ACC 335 - Intermediate Accounting II

ACC 348 - Computer-Based Accounting

### Major Requirements – Human Resource Management Concentration

**Complete ALL of the following Courses:**

BBA 327 - Organizational Behavior and Development

BBA 328 - Human Resource Management

BBA 329 - Labor Relations

Major Requirements – Business Law Concentration

**Complete ALL of the following Courses:**

BBA 336 - Business Law I

BBA 337 - Business Law II

BBA 339 - Commercial Transactions

Major Requirements – International Business Concentration

**Complete ALL of the following Courses:**

BBA 432 - International Business Management

BBA 433 - Global Marketing

ECO 324 - International Economics

Major Requirements – Business Economics Concentration

**Complete ALL of the following Courses:**

ECO 305 - Consumer Economics

ECO 326 - Labor Economics

ECO 431 - Managerial Economics

Major Requirements – E-Business Concentration

**Complete ALL of the following Courses:**

BBA 333 - E-Business

BBA 340 - Internet Law

BBA 433 - Global Marketing

Major Requirements – Hospitality Management Concentration

**Complete ALL of the following Courses:**

BBA 345 - Introduction to Hospitality Management

BBA 346 - Strategic Hospitality Management

BBA 347 - Hospitality Management Fieldwork

Major Requirements – Entrepreneurship Concentration

**Complete ALL of the following Courses:**

BBA 313: Foundations of Entrepreneurship

BBA 315: New Venture Finance and Accounting

BBA 314: Small Business Management

OR BBA 316: Entrepreneurial Marketing and Sales

OR BBA 317: Creativity, Innovation, and Human Centered Design

Major Requirements –Other Departmental Credits

**Earn at least 11-~~12~~ credits**

**Fulfill ALL of the following requirements:**

Ethical and Legal Responsibilities

**Earn at least 3 credits from the following:**

PHI 330 - Business Ethics

Business Writing

**Earn at least 3 credits from the following:**

ENW 300 - Business Writing

Career Readiness

Complete 4-2 credits

**Earn at least 4 credit from the following:**

CED 201 - Business Career Exploration: Self-Assessment, Discovery and Preparation

CED 301 - Business Career Goals, Networking and Strategies

Mathematics

**Earn at least 4 credits from the following:**

MAT 132 - Introduction to Statistics

MAT 171 - Elements of Precalculus

MAT 172 - Precalculus

MAT 174 - Elements of Calculus

MAT 175 - Calculus I

Major Requirements –Entrepreneurship Concentration

**Type:** Completion requirement

**Complete ALL of the following Courses:**

BBA 313 – Foundations of Entrepreneurship

BBA 314 – Small Business Management

BBA 207 - Principles of Finance

or

BBA 332 - Marketing Management

or

BBA 336 - Business Law I

3. **To:** Underline the changes

The B.B.A. program equips students with the necessary managerial skills to function in today's rapidly changing business environment. The program, stressing the place of business organizations in the larger community, prepares its enrollees to meet this challenge by helping them develop appropriate technical, conceptual, and interpersonal competencies. The curriculum also emphasizes the role of non-profit and governmental organizations in societal life. As such, students majoring in this program are introduced to the art and science of planning, organizing, controlling, and leading the physical, financial, human, and informational resources of any and all organizations —private or public, for-profit or not-for-profit, corporate or entrepreneurial.

Major Requirements - Overall

**Earn at least 48 credits**

**Additional Comments:**

All students are admitted to this major on a provisional basis. The BBA major is designed to help students prepare for professional business careers, including professional certification in various aspects of business. To enroll in/or maintain matriculation in the Bachelor of Business Administration major, students must attain a minimum cumulative index of 2.7 (B-) in the first four required Department courses completed at Lehman College that count toward the major. Only the first grades earned in each course are counted in computing the index. Students who fail to attain and maintain this minimum index will not be allowed to enter or continue in the B.B.A. major, but can enroll in the B.A. in Accounting major and minors in Management or Business Practice. Students will be advised on majors that will allow them to accomplish their career goals.

**This major has been registered with the New York State Department of Education as one in which a minimum of 50% of major courses can be completed online.**

Major Requirements—Departmental Credits  
Economics

**Earn at least 6 credits from the following:**

ECO 166 - Introduction of Macroeconomics

ECO 167 - Introduction to Microeconomics

Accounting

**Earn at least 6 credits from the following:**

ACC 171 - Principles of Accounting I

ACC 272 - Principles of Accounting II

Quantitative Methods for Business

**Earn at least 6 credits from the following:**

ECO 302- Economic and Business Statistics

BBA 400: Business Analytics

Management

**Earn at least 9 credits from the following:**

BBA 204 - Principles of Management

BBA 208: Introduction to Information Systems and Technologies

BBA 407 - Strategic Management

OR BBA 408 – Entrepreneurship in Practice

Major Requirements – Finance Concentration

**Complete ALL of the following Courses:**

BBA 207 - Principles of Finance

BBA 308 - Corporation Finance

BBA 310 - Security and Investment Analysis

Major Requirements – Marketing Concentration

**Complete ALL of the following Courses:**

BBA 332 - Marketing Management  
BBA 367 - Consumer Behavior  
BBA 467 - Marketing Research

Major Requirements – Accounting Concentration

**Complete ALL of the following Courses:**

ACC 334 - Intermediate Accounting I  
ACC 335 - Intermediate Accounting II  
ACC 348 - Computer-Based Accounting

Major Requirements – Human Resource Management Concentration

**Complete ALL of the following Courses:**

BBA 327 - Organizational Behavior and Development  
BBA 328 - Human Resource Management  
BBA 329 - Labor Relations

Major Requirements – Business Law Concentration

**Complete ALL of the following Courses:**

BBA 336 - Business Law I  
BBA 337 - Business Law II  
BBA 339 - Commercial Transactions

Major Requirements – International Business Concentration

**Complete ALL of the following Courses:**

BBA 432 - International Business Management  
BBA 433 - Global Marketing  
ECO 324 - International Economics

Major Requirements – Business Economics Concentration

**Complete ALL of the following Courses:**

ECO 305 - Consumer Economics  
ECO 326 - Labor Economics  
ECO 431 - Managerial Economics

Major Requirements – E-Business Concentration

**Complete ALL of the following Courses:**

BBA 333 - E-Business  
BBA 340 - Internet Law  
BBA 433 - Global Marketing

Major Requirements – Hospitality Management Concentration

**Complete ALL of the following Courses:**

BBA 345 - Introduction to Hospitality Management  
BBA 346 - Strategic Hospitality Management  
BBA 347 - Hospitality Management Fieldwork

Major Requirements – Entrepreneurship Concentration

**Complete ALL of the following Courses:**

BBA 313: Foundations of Entrepreneurship

BBA 315: New Venture Finance and Accounting

BBA 314: Small Business Management

OR BBA 316: Entrepreneurial Marketing and Sales

OR BBA 317: Creativity, Innovation, and Human Centered Design

Major Requirements –Other Departmental Credits

**Earn at least 12 credits**

**Fulfill ALL of the following requirements:**

Ethical and Legal Responsibilities

**Earn at least 3 credits from the following:**

PHI 330 - Business Ethics

Business Writing

**Earn at least 3 credits from the following:**

ENW 300 - Business Writing

Cooperative Education

Complete 2 credits

**Earn at least 2 credits from the following:**

CED 201 - Business Career Exploration: Self-Assessment, Discovery and Preparation

CED 301 - Business Career Goals, Networking and Strategies

Mathematics

**Earn at least 4 credits from the following:**

MAT 132 - Introduction to Statistics

MAT 171 - Elements of Precalculus

MAT 172 - Precalculus

MAT 174 - Elements of Calculus

MAT 175 - Calculus I

**4. Rationale:**

In today's data-driven business environment, it is essential for students to understand not only statistical concepts but also how data is applied through business analytics, information systems, and technology. Modern organizations generate and depend on vast amounts of data to guide decisions and improve operations, making data literacy a fundamental skill for business graduates.

To better prepare students for this reality, the curriculum replaces the two traditional statistics courses (BBA 303 and BBA 403) with ECO 302 and BBA 402. ECO 302 offers a solid foundation in statistical theory and methods relevant to economics, business, and accounting, while BBA 402 focuses on business analytics—the practical use of

quantitative tools to interpret data and support informed decision-making. Together, these courses strengthen students' analytical and technological capabilities, enabling them to turn raw data into meaningful business insights.

The revised title of ECO 302, which now includes the term “Business”, reflects its integration of business-focused examples and applications. Furthermore, the inclusion of courses like BBA 208 (Information Systems and Technology)—which introduces students to emerging technologies and artificial intelligence—ensures that graduates can effectively leverage technology to transform data into actionable knowledge. Collectively, these curricular updates equip students with the skills to lead, innovate, and thrive in a technology-driven business landscape.

In today's highly competitive job market—particularly in regions like New York and its surrounding areas—business graduates must demonstrate strong career readiness skills upon graduation. This need is especially important for Lehman students, many of whom are first-generation and immigrant students balancing rigorous coursework with employment and family responsibilities, often with limited access to professional development opportunities. To address these challenges and better prepare students for career success, the School of Business now requires all majors to complete **two** sequential career-preparedness courses. The first course introduces the fundamentals of career readiness, helping students make informed choices about their academic majors and career paths. The second course builds on this foundation by developing essential skills in communication, professionalism, career planning, and networking—preparing students to enter the workforce with confidence. Because both courses carry the CED (Cooperative Education) prefix, which designates experiential learning courses at Lehman College, the category title has been updated from “Career Readiness” to “Cooperative Education.” This change aligns the curriculum with Lehman's broader cooperative education framework and emphasizes the School's commitment to integrating academic learning with practical career development.

5. **Date of departmental approval:** 11/10/2025

**LEHMAN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION**

**CURRICULUM CHANGE**

1. **Type of change:** New Course

2.

Department(s)	Management and Business innovation
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Business
Course Prefix & Number	BBA 208
Course Title	Introduction to Information Systems and Technologies
Description	Examines how information systems and technologies drive modern decision-making and automate operations, including an analysis of how tools like ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) systems turn data into a strategic asset through hands-on projects that include collection and analysis of data, creation of compelling visualizations, and application of tools, including AI to enhance productivity and solve real-world problems.
Pre/ Co Requisites	
Credits	3
Hours	3

Liberal Arts	[ ] Yes [ X ] No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

**3. Rationale:**

In today's economy, digital literacy, the ability to effectively and ethically leverage technology, is as fundamental as traditional business acumen. This course is designed to provide this critical competency, equipping students with the essential tools to excel in their immediate academic studies and to launch a competitive career. It addresses a pronounced skills gap by moving beyond abstract theory to deliver hands-on fluency in the technologies that define the modern workplace: data analytics, intelligent business systems, and generative AI. Students will learn to harness these tools to complete advanced course projects and solve real-world business problems, ensuring they graduate not as passive users of technology, but as strategic, confident, and employable professionals prepared to drive decision-making and operational efficiency.

**4. Learning Outcomes (By the end of the course students will be expected to):**

- Define the strategic role of information systems, data, and AI in achieving business goals.
- Analyze how AI-enhanced business systems (ERP, CRM, SCM) create efficiency and competitive advantages.
- Apply spreadsheet and database skills to analyze data and evaluate AI-powered tools for insights.
- Utilize generative AI as an assistant for tasks like brainstorming and debugging, while critically assessing its outputs.
- Articulate the ethical, privacy, and security implications of AI and information systems on business and society.
- Collaborate effectively using digital tools to manage team projects and achieve a common goal.

5. **Date of Departmental Approval:** 11/10/2025

**LEHMAN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION**

1. **Type of change:** Experimental Course

2.

Department(s)	Management and Business Innovation
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Business
Course Prefix & Number	BBA 309
Course Title	Applied Equity Research and Valuation
Description	Application of financial theories to evaluate equity market performance. Data driven analysis and emerging artificial intelligence tools in the context of the market.  NOTE: Requires the use of terminals in the Bloomberg Lab
Pre/ Co Requisites	PREREQ: BBA 207 or departmental permission
Credits	3
Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing	

Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

**3. Rationale:**

The ability to conduct financial market research using reliable news and data sources is a critical competency for finance majors, both for evaluating the financial health of organizations and for making informed personal investment decisions. This course advances students’ financial information literacy by emphasizing the identification and collection of information from credible sources, while also providing hands-on training with Bloomberg Terminals—an essential tool and skillset for securing employment in the finance sector.

The course culminates in the production of a comprehensive stock report featuring a buy/hold/sell recommendation supported by data-driven analysis and contextualized within relevant market conditions. In addition, students are introduced to artificial intelligence tools to synthesize, summarize, and visualize financial data, while critically assessing the reliability and accuracy of AI-generated insights.

These enhancements expand the course from a primarily experiential learning exercise to a rigorous and comprehensive study of financial market research, investment decision-making, and modern analytical methods. The broadened scope, elevated academic rigor, and additional assessments justify the increase from two to three credit hours.

4. **Learning Outcomes (By the end of the course students will be expected to):**

1. Research and identify key financial information across equity, bond, currency, and commodity markets using reliable news and data sources.
2. Collect, organize, and analyze financial data using Bloomberg Terminals, online databases, and spreadsheet tools to build robust financial datasets.
3. Calculate, interpret, and present trends in financial and business indicators to assess the financial health and performance of organizations.
4. Apply financial theory and market indicators to evaluate the performance of financial markets.
5. Produce a comprehensive stock report on a public company, including a buy/hold/sell recommendation supported by data-driven analysis and market context.
6. Leverage artificial intelligence tools to synthesize, summarize, and visualize financial data, while critically evaluating AI-generated insights for accuracy and relevance.

5. **Date of Departmental Approval:** 11/10/2025

**LEHMAN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION**

**EXPERIMENTAL COURSE**

1. **Type of change:** Experimental Course

2.

Department(s)	Management and Business Innovation
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Business
Course Prefix & Number	BBA 311
Course Title	Applied Stock Market Analysis and Trading Simulation
Description	This course emphasizes a hands-on approach to understanding equity markets, fostering both analytical thinking and practical trading experience.  NOTE: Requires the use of terminals in the Bloomberg Lab
Pre/ Co Requisites	PREREQ: BBA 207
Credits	3
Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing	

Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

**3. Rationale:**

The ability to analyze and trade stocks is a vital skill for finance majors, equipping them to make informed investment decisions and understand market dynamics. This course aims to enhance students' financial literacy by teaching them to identify promising stocks, assess market trends, and manage risk. Through hands-on simulations and real-time trading challenges, students will develop practical experience in stock selection and trading strategies. Additionally, the course fosters critical thinking and analytical skills, preparing students for successful careers in the finance sector, where these competencies are highly valued.

**4. Learning Outcomes (By the end of the course students will be expected to):**

- (1) Analyze the fundamentals of trading, distinguishing between fundamental and technical analysis to assess market trends effectively.
- (2) Develop proficiency in conducting market analysis and research using reliable data sources.
- (3) Gain hands-on experience with the Bloomberg Trading Platform, mastering tools for portfolio management and trade analysis.
- (4) Formulate and implement a portfolio strategy, applying knowledge of macroeconomic factors and technical sentiment to make informed investment choices.

(5) Evaluate portfolio performance, utilizing analytical skills to assess trades and refine investment strategies.

(6) Engage in a trading challenge that fosters teamwork, critical thinking, and real-time decision-making under competitive conditions.

5. **Date of Departmental Approval:** 11/10/2025

**LEHMAN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION**

**CURRICULUM CHANGE**

1. **Type of change:** New Course

2.

Department(s)	Management and Business Innovation
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Business
Course Prefix & Number	BBA 400
Course Title	Business Analytics
Description	Application and interpretation of descriptive, diagnostic, and predictive techniques, including dashboards, regression analysis, forecasting, and scenario analysis, through hands-on exercises using real-world data and spreadsheets.
Pre/ Co Requisites	ECO 302
Credits	3
Hours	3
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing)	

Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

**3. Rationale:**

The use of quantitative methods is key in building the student’s analytical toolkit. After completing an introductory business statistics course, students often understand the concepts but lack opportunities to apply them in realistic business contexts. This course bridges that gap by emphasizing hands-on learning with technology, one of the most widely used tools in business. Students will practice applying descriptive, diagnostic, and predictive analytics to real-world datasets, developing both technical skills and problem-solving abilities. The goal is to prepare students to not only interpret data but also to communicate insights and support data-driven decision-making in their future careers.

**4. Learning Outcomes (By the end of the course students will be expected to):**

- Apply software functions and tools to clean, organize, and analyze business datasets.
- Create PivotTables and charts to summarize and visualize business performance.
- Interpret descriptive analytics to identify patterns, relationships, and trends.
- Develop predictive models to support business decision-making.
- Communicate findings and recommendations through reports and presentations.

5. **Date of Departmental Approval:** 11/10/2025

**LEHMAN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF MANAGEMENT AND BUSINESS INNOVATION**

**CURRICULUM CHANGE**

1. **Type of Change:** Change in pre-req

2. **From:** ~~Strike through~~ the changes

Department(s)	Management and Business Innovation
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Business
Course Prefix & Number	BBA 467
Course Title	Marketing Research
Description	A practical approach to the study of research principles and procedures as an important tool of consumer and industrial marketing decisions. Qualitative as well as quantitative techniques are stressed, and these methods are aligned with planning, operation, and controlling aspects of marketing management. PREREQ: <del>BBA 303</del> and BBA 332.
Pre/ Co Requisites	<del>BBA 303</del> and BBA 332
Credits	3
Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

3. **To:**

Department(s)	Management and Business Innovation
Career	<input checked="" type="checkbox"/> Undergraduate [ ] Graduate
Academic Level	<input checked="" type="checkbox"/> Regular [ ] Compensatory [ ] Developmental [ ] Remedial
Subject Area	Business
Course Prefix & Number	BBA 467
Course Title	Marketing Research

Description	A practical approach to the study of research principles and procedures as an important tool of consumer and industrial marketing decisions. Qualitative as well as quantitative techniques are stressed, and these methods are aligned with planning, operation, and controlling aspects of marketing management. PREREQ: <u>ECO 302</u> and BBA 332.
Pre/ Co Requisites	<u>ECO 302</u> and BBA 332
Credits	3
Hours	3
Liberal Arts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

4. **Rationale (Explain how this change will impact the learning outcomes of the department and Major/Program):**

Since BBA 303 is replaced by ECO 302 which covers statistics for all business majors, the pre-req is changed to reflect it.

5. **Date of departmental approval:** 12/8/2025