

Undergraduate Catalog Business Program for Transfer Single Articulation Pathways (TSAP)

Program: Bachelor of Science in Business (B.S.B.)

Degree: Marketing

I. Introduction

a. [Richard T. Doermer School of Business](#)

b. The student learning outcomes for the degree are as follows:

- Upon completion of the Bachelor of Science in Business (B.S.B) Degree, students will:
- Be able to integrate fundamental principles of business theory and practice.
- Be able to solve problems by modeling, analyzing data (qualitative and numeric), and using critical thinking skills.
- Be able to understand the global and cultural implications of business decisions.
- Be able to understand ethical considerations in business decision.
- Be able to understand the relationship between the community and business.
- Be able to demonstrate the effective communication and teamwork skills.
- Be prepared for life-long learning in a dynamic environment.

c. Accreditation. The Bachelor of Science in Business (B.S.B.) program is accredited by The Association to Advance Collegiate Schools of Business (AACSB), which provides a voluntary mechanism of quality control. AACSB is the most prestigious business accrediting body in the nation. Only about one-quarter of all business schools in the nation possess this distinction.

Your initial courses are selected from introductory-level general education, business, and economics subjects. When you have qualified for admission to the B.S.B. program, additional opportunities are provided for in-depth studies in a variety of advanced business, management, and analytical subjects. These advanced studies help you prepare for positions of increasing executive responsibility in the business community.

At the time you are admitted to the B.S.B. program, you must declare a specialization in one of five majors: accounting, business economics, finance, management, or marketing.

d. [TSAP information](#)

II. Program Delivery

a. Program is on-campus

III. Declaring This Major

a. Students are admitted as pre-business students until they have completed the specific pre-business requirements needed for admission to the Bachelor's degree program.

To be admitted to the B.S.B. program, applicants must have a cumulative GPA of 2.00 or higher and will have completed at least 45 credits that apply toward the degree, including the courses listed below. Within this course listing, successful applicants will have (1) a grade of C- or better in each course and (2) a GPA of 2.50 or better within these courses.

IV. General Requirements

a. [Degree Requirements](#)

b. [General Education Requirements](#)

c. [Overlapping Courses](#)

- d. [College Graduation Requirements](#)
- e. [Academic Regulations](#)

V. Program Requirements

a. Admission

Students are admitted as pre-business students until they have completed the specific pre-business requirements needed for admission to the Bachelor's degree program.

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b. Courses Required for Admission to the B.S.B. Program

| Course Number and Title | Credits |
|-------------------------|---------|
|-------------------------|---------|

| | | |
|------------|--|---|
| COM 11400 | Fundamentals of Speech Communication | 3 |
| MA 22900 | Calculus for the Managerial, Social, and Biological Sciences I | 3 |
| PSY 12000 | or | |
| SOC 16101 | Elementary Psychology or Principles of Sociology | 3 |
| BUS 10001 | Principles of Business Administration | 3 |
| ENGL 23301 | Intermediate Expository Writing | 3 |
| BUS 20401 | Business Communication | 3 |
| BUS 10000 | Intro to College and Business Careers | 1 |
| BUS 20100 | Principles of Financial Accounting | 3 |
| BUS 20101 | Computers in Business | 3 |
| ECON 20101 | Introduction to Microeconomics | 3 |
| BUS 20001 | Business Degree Seminar | 0 |

Three additional rules apply for admission to the B.S.B. program:

1. No more than 6 credits of these courses may be repeated, and no course may be repeated more than once.
2. Both the original and the repeat grades earned in the above courses will be used to compute the admission GPA. This includes courses that you have taken or repeated at PFW and other Purdue campuses.
3. Students must earn a minimum of 300 points in the Passport to Success program, including at least two high impact events, before they can be admitted to any of the majors. Passport to Success is a program required of all business majors that emphasizes participation in activities outside the classroom. Details of the Passport to Success program may be found on the Doermer School of Business website.

- c. General Education Requirements: The Indiana Statewide General Education Core is satisfied as part of the TSAP program. The Purdue Fort Wayne General Education Capstone Course (Category C8) is included in your major requirements.
- d. Listing of Major courses and supporting courses required at PFW
- General Education Capstone
 - BUS 20001 - Business Degree Seminar Cr. 0.
 - ENGL 23301 - Intermediate Expository Writing Cr. 3.
 - Interdisciplinary Elective (REL 11200, PACS 2000, INTL 20000, or international language Cr. 3.
 - General Education Capstone Cr 3.
 - Free elective Cr 3.
 - BUS 30100 - Financial Management Cr. 3.
 - BUS 30101 - Marketing Management in a Competitive Environment Cr. 3.
 - BUS 30102 - Operations Management Cr. 3.
 - BUS 30200 - Management of Organizations and People Cr. 3
 - BUS 32100 - Management of Information Technology Cr. 3.
 - BUS 40400 - Social, Legal, and Ethical Implications of Business Decisions Cr. 3.
 - BUS 43000 - Organizations And Organizational Change Cr. 3.
 - BUS 40100 - Policy and Strategy Cr. 3.
 - BUS 40000 - Business Senior Seminar Cr. 0.
 - BUS 30000 - International Business Administration Cr. 3.
 - BUS 30302 - Marketing Research Cr. 3.
 - BUS 40800 - Quantitative Methods for Marketing Management Cr. 3.
 - BUS 45000 - Marketing Strategy and Policy Cr. 3.
 - **Management Electives – Choose three of the following:**
 - BUS 40500 - Consumer Behavior Cr. 3.
 - BUS 41500 - Advertising and Promotion Management Cr. 3.
 - BUS 42600 - Sales Management Cr. 3.
 - BUS 49001 - Special Studies in International Business Administration Cr. 1-3.
 - BUS 49003 - Independent Study in Decision Sciences Cr. 1-6.
(E-Business topic only)
 - BUS 49004 - Independent Study in Marketing Cr. 1-3.

NOTE: BUS 49004 is a topics course and may be taken more than once, with different topics.
BUS 49001 is by invitation only.

NOTE: Double majors in Management and Marketing may NOT use the same elective course for both majors. All Management and Marketing electives need to be distinctly different courses.

- e. Listing of Concentrations and courses required at Purdue Fort Wayne (*not applicable*)
- f. Minor- optional
- g. Cumulative GPA requirement for graduation and Major GPA requirement for graduation - You must obtain an overall GPA of 2.3 in BUS and ECON courses.
- h. Special academic regulations specific to the program.

- i. **Student Responsibility-** You are responsible for satisfying the graduation requirements specified for your selected program. Thus, it is essential that you develop a thorough understanding of the required courses, academic policies and procedures governing your academic career. All requests for exceptions to specific requirements must be made in writing and may be granted only by written approval from the appropriate chair or dean.
- j. **Time Limit.** To ensure that you will be professionally competitive with other members of your graduating class, you may complete the degree requirements specified in the catalog in effect at the time you were formally admitted to the degree program only if
 - Progress toward your degree objective has been continuous. If you have not registered for degree-applicable courses as an PFW business major for a period of one calendar year, you will be considered as not progressing toward your original degree objective. Subsequently, if you qualify for re-entry to an undergraduate business program at PFW, you must satisfy the admission and degree requirements specified in the PFW catalog that includes your year of re-entry.
 - No more than five years have elapsed since your admission to the business degree program. If more than five years have elapsed, your cumulative academic record will be reviewed by the appropriate business or economics department, and you will be required to meet the degree criteria specified in the current PFW catalog. This may result in your having to repeat those courses in which the original content is determined to be outdated.
 - The necessary courses or degree programs are available. If the courses that were required at the time of your formal admission to the business degree program are no longer available, you must complete the current replacements for those courses. Should these newer courses require prerequisites you have not taken, you must also enroll for these prerequisites in the appropriate sequence.
- k. **Credit by Self-Acquired Competency** is not allowed
- l. **Repeat Limits** To remain eligible for the B.S.B. program, a student may not retake any of the 30000 or 40000-level BUS or ECON courses more than twice. An appeal may be made by the student to the Undergraduate Policy Committee (UPC) in the case of extenuating circumstances.
- m. **Program Transfer credit limitations** Generally, courses in basic business and economics subjects (10000-20000 level) will be accepted as equivalent if they are being transferred from regionally accredited institutions. Courses in advanced business and economics (30000-40000 level) will only be considered equivalent if they are from another business school accredited by The Association to Advance Collegiate Schools of Business (AACSB), were taken within the past five years, and were taken as a junior or senior class standing.

At least 50 percent of required business and economics courses must be completed at PFW in order for a B.S.B. degree to be awarded.

n. Other program requirements

- i. **Credit by Examination** Under very limited circumstances and subject to the following policies, you may be permitted to earn credit by means of a special examination:
 - In all cases, your eligibility for a credit examination; the type of examination; testing procedures, date, time, and location; and evaluation of your performance are the decision of the appropriate PFW business or economics department. The decision of the department is final.
 - Credits earned by examination cannot exceed 10 percent of your total degree requirements.
 - You may attempt an authorized credit examination only once.
 - Only those examination scores that equate to a C- grade or better will be considered. Only the grade P will be reported for credit earned by examination.
- ii. Self-Paced Courses are not available.

Total Credits: 120