



Bachelor of Business Administration, Marketing

CORE REQUIREMENTS

Department of Management, Marketing, & Information Systems

936.294.1256

MMM@shsu.edu

Course Name	Hours	TCCNS	SHSU
Communication (6 hours)			
Composition I	3	ENGL 1301	ENGL 1301
Composition II	3	ENGL 1302	ENGL 1302
Mathematics (3 hours)			
Math for Managerial Decision Making	3	MATH 1324	MATH 1324
Life & Physical Sciences (6 hours)			
Choose <u>two</u> courses from your current Texas community college's core approved list.			
Language, Philosophy, & Culture (3 hours)			
Choose <u>one</u> course from your current Texas community college's core approved list.			
Creative Arts (3 hours)			
Choose <u>one</u> course from your current Texas community college's core approved list.			
American History (6 hours)			
United States History to 1876	3	HIST 1301	HIST 1301
United States History Since 1876	3	HIST 1302	HIST 1302
Government/Political Science (6 hours)			
American Government	3	GOVT 2305	POLS 2305
Texas Government	3	GOVT 2306	POLS 2306
Social & Behavior Sciences (3 hours)			
Choose <u>one</u> course from your current Texas community college's core approved list.**			
Component Area Option Recommendations (6 hours)			
Choose <u>two</u> courses from your current Texas community college's core approved list.			

MAJOR REQUIREMENTS

Full degree can be found here: <https://www.shsu.edu/academics/management-and-marketing/>

Course Name	Hours	TCCNS	SHSU
Business Computer Applications	3	BCIS 1305	BUAD 1305/MGIS 1305
Principals of Financial Accounting	3	ACCT 2301	ACCT 2301
Principals of Managerial Accounting	3	ACCT 2302	ACCT 2302
Principals of Macroeconomics	3	ECON 2301	ECON 2301
Principals of Microeconomics	3	ECON 2302	ECON 2302
Business Analysis	3	BUSI 2305	BANA 2372

*SHSU accepts a maximum of 70 credit hours: 66 academic hours + 4 hours of activity-based physical education (kinesiology) hours.

Transfer students must take at least 50% of the required business curriculum for the BBA in residence at SHSU. This can include courses taken at The Woodlands Center campus or through SHSU Online.

**SHSU College of Business recommends taking ECON 2301 or ECON 2302 to satisfy Component Area VIII (Social and Behavioral Sciences)

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework. Students must earn a 2.0 minimum SHSU GPA in all coursework. Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

A minimum grade of "C" is required in all Marketing courses taken for the Marketing major.

A minor is not required for this degree program.