Field of Study Curriculum for Business

The Business Field of Study Curriculum Advisory Committee reviewed the lower-division (freshman and sophomore) requirements of all public 4-year colleges and universities in the state of Texas for students seeking a Bachelor of Business Administration (BBA) degree, including all specializations, concentrations, etc. The Committee compiled and compared the findings in an attempt to develop a set of courses that could constitute a Field of Study Curriculum for students seeking the BBA degree; the curriculum would also apply to institutions that award the Bachelor of Arts (BA) or Bachelor of Science (BS) degree with a major in business, including all business specializations. Although some institutions might require a particular course indicative of its mission or region, the committee found that there was substantial commonality among the requirements at different colleges and universities.

The following annotated set of courses (totaling between 21 and 24 semester credit hours of fully transferable and applicable lower-division courses) has been adopted as a Field of Study Curriculum for Business:

Courses

Content Area	Number and type of courses	Texas Common Course Numbering System (TCCNS) Equivalents
Economics	2 courses: Microeconomics & Macroeconomics	ECON 2301 & 2302 only
Mathematics	1 course: minimum content must be at the level of Calculus or above	MATH 1325[1]
Computer Literacy	1 course: new course, with a TCCNS BCIS prefix[2]	BCIS 1305 or 1405 only
Speech	1 course: public speaking with an emphasis (50% or more of course content) on the preparation and presentation of professional speeches, using computer technology when appropriate	SPCH 1311 (with appropriate content only), or SPCH 1315, or SPCH 1321 (preferred) only
Accounting	2 courses: Financial & Managerial Accounting	ACCT 2301 or 2401 & 2302 or 2402 only

The following **notes** (next page) are also part of the field of study curriculum. They address special circumstances.

[1] Individual institutions should determine any prerequisite requirements for MATH 1325.

[2] This course is a computer-literacy-based course with business applications, for which a description and desirable student outcomes have been developed by the advisory committee. The description of the course was approved for inclusion in the newly revised Lower-Division Academic Course Guide Manual on March 3, 2000.

First, wherever possible, courses applied to fulfill field of study curriculum requirement should also be used to satisfy requirements in the general academic core curriculum. Generally, the math course, the speech course and the first economics course *may* be able to fulfill requirements in both curricula.

Second, up to a total of six additional semester credit hours of <u>business-related lower-division course work</u> may be transferred by local agreement between institutions, *OR* required by the receiving institution as long as the additional credit does not duplicate any other requirement within the field of study curriculum.

Third, special circumstances dictate the following supplements to the field of study curriculum:

- Degree programs in Information Systems, Computer Information Systems, and Management Information Systems may require additional courses and/or demonstrated proficiency in computer programming;

- International Business and other business programs with a specific international focus may require additional courses and/or demonstrated proficiency in foreign language; and

- Joint degree programs in which the degree awarded is a business degree, but the program is jointly offered by a business and a non-business discipline (such as a BBA in Actuarial Science offered jointly by a College of Business and a Department of Mathematics and Statistics) may include some or all of any field of study curricular components of the non-business discipline. If no field of study exists for the non-business discipline, the lower-division courses that are normally required of majors in the non-business discipline should be completed as part of lower-division preparation for upper-division work.