

Bachelor of Business Administration, Marketing

Department Management and Marketing

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Core Curriculum Requirements	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	HSTY 1301
	United States History since 1876	3	HIST 1302	HSTY 1302
Government/Political Science (6 hours)	American Government	3	GOVT 2305	POLS 2305
	Texas Government	3	GOVT 2306	POLS 2306
Social & Behavioral Science (3 hours) ¹	Choose <u>one</u> course from your current Texas community college's core approved list.			
Component Area Option Recommendations (6 hours) ²	Choose <u>two</u> courses from your current Texas community college's core approved list.			
Major Requirement or Field of Study	Course Name	Hours	TCCNS	SHSU
Major	Business Computer Applications	3	BCIS 1305	MGIS 1305
Major	Principles of Financial Accounting	3	ACCT 2301	ACCT 2301
Major	Principles of Managerial Accounting	3	ACCT 2302	ACCT 2302
Major	Principles of Macroeconomics	3	ECON 2301	ECON 2301
Major	Principles of Microeconomics	3	ECON 2302	ECON 2302
Major	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.

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

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

A minor is not required for this degree program.

Full Degree Available on Campus & Online.

1 - ECON 2301 and ECON 2302 are both required as a Business Core course; either course will satisfy the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

2 - BUSI 1301 (BUAD 1301) is suggested to fulfill three hours of credit in the Core Curriculum requirement for Component Area IX (Component Area Option).

Full degree can be found here: [Marketing_BA](#)