



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: *Revision of College of Business Undergraduate Core Curriculum*

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COLLEGE CONTACT: *Jim Dahl, Associate Dean of Undergraduate Affairs, 217.333.2740, jgdahl@illinois.edu.*

BRIEF DESCRIPTION:

The College of Business is proposing a major curriculum revision to its business core (i.e., courses required of all business students regardless of major). We propose expanding the common experience coursework and adding a sequence in business analytics. The additional common experience course is Business Dynamics – BUS201, and it will extend the knowledge and skills following the completion of BUS101 – Professional Responsibility and Business. The common experience changes also include expanding the current BUS101 from two to three credits to allow the inclusion of major and career specific perspectives, as new students seek to better understand majors and corresponding careers. The proposed new Business Dynamics - BUS201 will be taken by students of sophomore standing. The purpose of the course is to deliver content knowledge and a set of professional skills and experiences that faculty believe are essential in developing business leaders. The secondary purpose of the course is to continue the common (cohort) experience that students receive in BUS101 so that we can build community among students and faculty in our College.

In a knowledge economy and a world of big data, there is significant demand for analytics. In response, we propose adding two Business Analytics courses (Business Analytics I – BADM210 and Business Analytics II – BADM211) to the curriculum to address a growing need in business for graduates to utilize tools for data management and analysis. These courses will include data management, data governance, and other topics in addition to statistical inference.

Based on the curriculum committee's review of the business core and to accommodate the above changes, the College proposes to remove MATH125 – Elementary Linear Algebra (alternatively MATH124 – Finite Mathematics) from the math sequence requirements. In addition, as the curriculum shifts to Business Analytics as noted,

Economic Statistics I - ECON202 and Economic Statistics II - ECON203 will be removed from the business core requirements.

The current business core requires CS105 – Introduction to Computing, Non-Technical. While ACE 161 – Microcomputer Applications has been accepted by the College as a substitute for CS105 in recent years, the curriculum committee determined that the original CS105 requirement should be adhered to without the substitution. This adjustment aligns more with the business analytics sequence as well.

The implementation plan is to add these curricular changes to the 2018-2019 course catalog for incoming new students. As BUS201 - Business Dynamics, BADM210 - Business Analytics I, and BADM211 - Business Analytics II are added to the curriculum, there will be a gradual reduction in enrollment demand for MATH125, ECON202 and ECON203 as current students complete their degree requirements.

JUSTIFICATION:

The College of Business has identified becoming a top undergraduate program as a primary strategic objective resulting in a commitment to further invest in the undergraduate student experience. To do so, the College undertook an extensive review of the changing landscape of modern business to see how our current curriculum could be improved. In addition, the College gathered and examined student, alumni, and employer feedback. Several considerations emerged from this analysis.

External changes in the business landscape have been threefold. First, globalization has occurred, with global supply chains knitting together customers to production and distribution hubs around the world. Multinational corporations and local businesses of every nation now span the globe in search of the best products at the best price to bring to their customer. Second, the information technology revolution has created a world awash in “big data,” - information specific and personalized to individual customers and markets, and available in digital form. This volume of data requires an integrated approach to information storage, analysis, retrieval, and representation. Third, organizations are being managed by integrated teams of specialists across units.

From the curriculum committee’s review, systematic feedback from students revealed more local concerns, but no less important ones. First, students desired additional practical experience as part of their formal education and earlier exposure to majors and their application to business challenges. For many years the College of Business has led the campus in experiential learning through the Illinois Business Consulting organization, where students work in teams to solve problems of leading corporations. Such a trend toward applied knowledge complementing the classroom theoretical formulations has been occurring at other business schools as well. Second, students expressed dissatisfaction at the level of community within the College, lacking in common experiences that foster community. Third, there is a rapidly growing need for stronger business analytic skills.

The addition of the three proposed courses, Business Dynamics, Business Analytics I and Business Analytics II are essential next steps in addressing these issues. The common courses across Business101 and Business201 are designed to emphasize teamwork within the framework of the multiple professionals that comprise the modern organization while utilizing experiential learning approaches. At a more personal level, adding to the common driven courses (BUS101 and BUS201) with an emphasis on teams and associated leadership and professional skills will produce continuity across the student experience and enhance community. A consistent pattern identified in reviewing our peer and aspirant programs has been a shift in their curricular structure. In the past, business coursework was completed in the last few years of study after the general education coursework. Now there is a great focus on a four-year structure with a mix of business and general education across the years. A number of business schools have established a portfolio of business courses in each year with a particular focus on blending a business foundation and professional skills.

The clearest message we received from employers, students and from our analysis of trends in business education is that we must immediately provide our students with training in big data and business analytics. Coursework in this area must go beyond traditional statistical modelling to also include database management, data manipulation, data mining, data governance, and other topics. Employers are making it clear that data literacy is rapidly becoming one of the most important skills they seek in their hires. Its importance is further demonstrated by the recent \$5 million dollar gift to the College for business analytics from the Deloitte Foundation.

Business schools across the U.S. and the world have responded to this increased demand for analytics by adding coursework, concentrations, minors, majors and specialized graduate degrees in business analytics. Adding business analytics to the core curriculum will provide students the ability to apply data to business world problems, better understand the challenges, and generate solutions. It is important for today's students to be able to make sense of the data and effectively communicate how the data impacts business functions and decisions. As is the case with other disciplines, technical skills and statistical knowledge need to be addressed in the context and challenges of the field.

The addition of these courses will allow us to deliver content, skills and experiences that are not currently being delivered to students by our College and will allow us to remain an elite undergraduate program. Further, the addition of these courses will provide opportunities to maximize the student experience in our College. We believe these changes will raise the profile of our undergraduates and our undergraduate program.

BUDGETARY AND STAFF IMPLICATIONS: *(Please respond to each of the following questions.)*

- 1) Resources
 - a. How does the unit intend to financially support this proposal?

Improving our undergraduate program has been identified as a top strategic priority for the Gies College of Business. Although this curriculum change requires a net expenditure

of resources (i.e., the additional tuition revenue generated is less than the cost of delivering these programs), we have made strategic budget allocations to support these investments in a sustainable manner. Part of the costs are offset by incremental undergraduate tuition revenue that will flow to the College as a result of our increase in I.U.s. Remaining costs are funded from a combination of revenue from our College's other revenue-producing programs and private philanthropy. No additional resources are being requested from campus specifically to support this program.

- b. How will the unit create capacity or surplus to appropriately resource this program? If applicable, what functions or programs will the unit no longer support to create capacity?

The College has a rigorous strategic planning and resource allocation process in place that ensures we achieve our strategic priorities while also strengthening our financial position. Our multi-year strategic plan and associated budget model have already taken into account the additional faculty and staff required to implement this curriculum change.

- c. Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.

No, the College will not need to seek other campus resources. (See response to item 1b above).

- d. Please provide a letter of acknowledgment from the College that outlines the financial arrangements for the proposed program.

2) Resource Implications

- a. Please address the impact on faculty resources including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

The implementation plan shows a gradual increase in FTE faculty to teach the full program from FY2018 until FY2022 as new freshman, intercollegiate transfers, and off-campus transfers join the College. There will be a decrease in enrollment demand from the departments of Mathematics and Economics, as required enrollment in MATH125 and ECON202 and ECON203 will be removed from the business core. In addition, there will be a modest decrease in ACE161 - Microcomputer Applications and a modest increase in CS105 – Introduction to Computing – Non-Technical, since only CS 105 will fulfill the current business core requirement for introduction to computers. As Business Analytics I - BADM 210 and Business Analytics II – BADM 211 are added to the business core, there will be a decrease in enrollment demand for Economic Statistics I and II – (ECON202 and ECON203). The addition of one credit to BUS101 – Professional Responsibility and Business will have modest impact on course resources, as the additional credit will result in greater utilization of on-line pedagogy and corresponding assignments. As part of the planning, several courses are currently being piloted.

Overall, there is a goal to create a modest decrease in average class sizes, as the staffing model for the business core plan includes smaller enrollment sections in some new core courses (e.g., Business Dynamics - BUS201 and Business Analytics II). Reducing some class sizes is consistent with strategic efforts to improve the undergraduate experience by providing a better mix of large lectures, smaller classes and discussion sections, and technology use for course delivery. The College has established a strategic budget to pay for the new courses. Staffing plans for the roll-out of the courses corresponds with growth in enrollment demand from launch to full implementation.

Although business analytics is emerging as a distinct academic discipline, we recognize that the focus on big data is not unique to business. In light of this, we hosted a series of conversations with LAS leadership about opportunities for collaborating with faculty from other disciplines (e.g., statistics, economics) to deliver our new analytics courses. For example, we hosted a meeting with the several faculty and the chair from the Department of Economics and the business faculty from the Business Analytics course development committee. Ultimately, LAS leadership concluded that they did not wish to staff these courses because the needs of our Business Analytics courses were sufficiently different from existing LAS courses that efficiencies could not be identified. Therefore, the College of Business is planning to staff these courses internally.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.

As the curriculum committee conducted its review and planning over the last two years, on-going communications regarding the impact on other campus units (i.e., Mathematics, Economics, Computer Science, and Agriculture and Consumer Economics) were established. These units have attached letters of concurrence (see Appendix D).

The College recognizes that our new curriculum results in a shift in aggregate course enrollment across Colleges. These shifts are not financially driven (indeed, these shifts require a net investment by Business), but rather are driven by the needs of our students and employers and the changing competitive landscape at other business schools. These changes are in line with a commitment by business schools and its accreditation (AACSB) to ensure a broad-based education rooted in a strong university education. Of the proposed business core requirements, six of the 17 courses are courses offered outside of the College of Business. Of the total 124 degree credits required for our majors, over 40 percent of all courses are delivered by departments outside of the College of Business.

- c. Please address the impact on the University Library.

The College has been in discussion with the Library. The College will work in collaboration with the Library regarding potential datasets needed for the new business core. There will be no significant changes in library resources needed as a result of these changes proposed to the business core curriculum.

- d. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)

For the College of Business, there is an anticipated need to schedule some additional classrooms, as class sizes are reduced in some common core courses as compared to the current business core.

For new degree programs only:

- 3) Briefly describe how this program will support the University's mission, focus, and/or current priorities. Include specific objectives and measurable outcomes that demonstrate the program's consistency with and centrality to that mission.
- 4) Please provide an analysis of the market demand for this degree program. What market indicators are driving this proposal? What type of employment outlook should these graduates expect? What resources will be provided to assist students with job placement?
- 5) If this is a proposed graduate program, please discuss the programs intended use of waivers. If the program is dependent on waivers, how will the unit compensate for lost tuition revenue?

DESIRED EFFECTIVE DATE:

Students joining the College in the fall 2018 and in subsequently years will be subject to the new core requirements according to their catalog year.

To effectively implement the new business core requirements, the implementation plan schedule will result in a phased in and out cycle of course sections offered. Three factors will impact the changing enrollment demand: 1) student utilization according to the year in school, while recognizing the demand based upon intercollegiate transfers (approximately 210 each year) who enroll in the College in the sophomore year, and off-campus transfers (approximately 80 each year), many who first enroll in the College during their junior year. For the current students, there will be decrease in enrollment demand for MATH125 sooner than the decrease in demand for ECON202 and ECON203, as MATH125 is taken primarily by freshmen with ECON202 and ECON203 taken later in the students' curriculum. Likewise, the demand for Business Analytics I and II will correspond primarily with students enrolled in the sophomore-junior years. BUS201 – Business Dynamics will correspond to the sophomore year standing, as BUS101 serves as its prerequisite. Course enrollment demands for curricular changes have been planned. These changes are noted above in 2a.

STATEMENT FOR PROGRAMS OF STUDY CATALOG: *(All proposals must include either a new or revised version of the entry in the Programs of Study Catalog, if applicable. Entries will be published as approved by the Senate. Future changes in the statement for Programs of Study Catalog which reflect changes in the curriculum, must go through the normal review process at the appropriate levels.)*

Attached.

CLEARANCES: (Clearances should include signatures and dates of approval. These signatures must appear on a separate sheet. If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)

Signatures:

Michael A. Dyer
Unit Representative:

12-5-17
Date:

Mark E. Peeler
College Representative:

12-12-17
Date:

Graduate College Representative:

Date:

Council on Teacher Education Representative:

Date:

Appendix A: Comparison of Curricula

COMPARISON of CURRICULA						
NOTED CHANGE		COMMON EXPERIENCE CORE	CREDITS	DISCIPLINARY FOUNDATION: NON-COMMON EXPERIENCE CORE		CREDITS
Add 1 Credit to Current Course; Revised Name	YEAR 1	BUS101 - PROFESSIONAL RESPONSIBILITY And BUSINESS	3	MICROECONOMICS	ECON102	3
				MACROECONOMICS	ECON103	3
				PUBLIC SPEAKING	CMN101	3
				CORPORATE FINANCE	FIN221	3
				ELEMENTARY LINEAR ALGEBRA	MATH125	3
				CALCULUS	MATH234 (or MATH220-5cr or MATH221-4cr)	4
Remove			3	INTRO. TO COMPUTERS: NON-TECHNICAL	CS105	3
				BUSINESS ANALYTICS I	BADM210	3
				BUSINESS ANALYTICS II	BADM211	3
				ECON STATISTICS I	ECON202	3
				ECON STATISTICS II	ECON203	3
				INTERMED. MICROECONOMICS	ECON302	3
				ACCOUNTANCY I	ACCY 201	3
				ACCOUNTANCY II	ACCY 202	3
				THE LEGAL ENVIRONMENT OF BUSINESS	BADM300	3
				MANAGEMENT & ORGANIZATIONAL BEHAVIOR	BADM310	3
				PRINCIPLES OF MARKETING	BADM320	3
Addition	YEAR 2	BUS 201 - BUSINESS DYNAMICS	3	BUS. POLICY AND STRATEGY	BADM 449	3
Remove						
Remove						
	YEAR 3					
	YEAR 4					
TOTAL OLD CORE CREDITS						51
TOTAL NEW CORE CREDITS						52

CURRENT COLLEGE OF BUSINESS UNDERGRADUATE CORE CURRICULUM					
	COMMON EXPERIENCE CORE	CREDITS	DISCIPLINARY FOUNDATION: NON-COMMON EXPERIENCE CORE		CREDITS
YEAR 1	BUS101 - PROFESSIONAL RESPONSIBILITY AND BUSINESS	2	MICROECONOMICS	ECON102	3
			MACROECONOMICS	ECON103	3
			PUBLIC SPEAKING	CMN101	3
			CORPORATE FINANCE	FIN221	3
			ELEMENTARY LINEAR ALGEBRA	MATH125	3
			CALCULUS	MATH234 (or MATH220 or MATH221)	4
			INTRO. TO COMPUTING: NON-TECHNICAL	CS105	3
YEAR 2			ECON STATISTICS I	ECON202	3
			ECON STATISTICS II	ECON203	3
			INTERMED. MICROECONOMICS	ECON302	3
			ACCOUNTANCY I	ACCY 201	3
			ACCOUNTANCY II	ACCY 202	3
YEAR 3			THE LEGAL ENVIRONMENT OF BUS.	BADM300	3
			MANAGEMENT & ORGANIZATIONAL BEH.	BADM310	3
			PRINCIPLES OF MARKETING	BADM320	3
YEAR 4			BUS. POLICY AND STRATEGY	BADM 449	3
TOTAL CURRENT CORE CREDITS					51

PROPOSED COLLEGE OF BUSINESS UNDERGRADUATE CORE CURRICULUM ACADEMIC YEAR 2018-2019					
	COMMON EXPERIENCE CORE	CREDITS	DISCIPLINARY FOUNDATION: NON- COMMON EXPERIENCE CORE		CREDITS
YEAR 1	BUS101 - PROFESSIONAL RESPONSIBILITY AND BUSINESS	3	MICROECONOMICS	ECON102	3
			MACROECONOMICS	ECON103	3
			PUBLIC SPEAKING	CMN101	3
			CORPORATE FINANCE	FIN221	3
			CALCULUS	MATH234 (or MATH220 or MATH221)	4
			INTRO. TO COMPUTING: NON-TECHNICAL	CS105	3
YEAR 2	BUS201 - BUSINESS DYNAMICS	3	BUSINESS ANALYTICS I	BADM 210	3
			BUSINESS ANALYTICS II	BADM 211	3
			INTERMED. MICROECONOMICS	ECON302	
			ACCOUNTANCY I	ACCY 201	3
			ACCOUNTANCY II	ACCY 202	3
					3
YEAR 3			THE LEGAL ENVIRONMENT OF BUS.	BADM300	3
			MANAGEMENT & ORGANIZATIONAL BEH.	BADM310	3
			PRINCIPLES OF MARKETING	BADM320	3
YEAR 4			BUS. POLICY AND STRATEGY	BADM 449	3
TOTAL REVISED CORE CREDITS					52

Appendix B: Catalog Descriptions

BUS 101 Professional Responsibility and Business credit: 3 Hours.

Introduces business students to professional responsibility. Develops the concept of professional responsibility within a personal and interpersonal context. Continues by expanding the concept to encompass the firm and explore the global corporate context. Introduces business majors and career paths and provides an understanding of ethical decision-making. Encourages the development of a professional identity and skills, preparing students to represent the College and the University with integrity and confidence in their careers.

Prerequisite: new freshman, intercollegiate and off-campus transfer students.

BUS 201 Business Dynamics credit: 3 Hours.

Introduces College of Business sophomores to the primary functional areas of business, and how each functional area relates to comprise a business system. Students will engage in a dynamic business simulation to develop an understanding of the interdependencies between the functional areas. The course will also highlight and continue to develop professionalism, teamwork, and leadership skills required of successful managers.

Prerequisite: BUS 101 - Introduction to Business Professional Responsibility.

BADM 210 Business Analytics I credit: 3 Hours.

An introduction to basic knowledge of statistics, distributions, and linear regressions in a business setting. Students will be able to perform and understand the use of basic statistical methods in generating inferences and modeling including hypothesis testing and multivariate regression. The course will introduce the concepts of a data life cycle, data visualization, and data summarization. Students will learn how to identify, describe and frame business opportunities through evidence-based storytelling and hands-on learning using spreadsheets and data visualization tools.

BADM 211 Business Analytics II credit: 3 Hours.

Expanding on the use of statistics in generating basic inferences to predictive modeling. Synthesizes concepts through project-based learning. Focuses on data acquisition, organization, analysis and visualization in a business setting. Using statistical tools and software to identify problems, acquire data, and generate analytic solutions using advanced techniques to generate insights. Introduces the students to analyzing, learning, and prediction using advanced analytics regarding clustering, text mining, classification and decision trees, and time-series analysis. Introduces emerging topics in predictive analytics.

Prerequisite: BADM210 - Business Analytics I.

Appendix C: Detailed Course Information

Proposed Syllabus for BUS 201 Business Dynamics

Credits: 3 Hours

Prerequisite: BUS 101

Course Summary:

This course is designed to be immediately relevant to the students' current education. By engaging in friendly competition through a dynamic business simulations, students will engage in strong critical thinking and the understanding of key business formulas, functions, and decisions. Students, operating in teams, will have the opportunity to experience first-hand the cause and effect of strategic business decisions in a live competitive market. In addition, a focus on critical skills will enhance the students' capacity as leaders and professionals. Finally, the course is designed to engage and develop students to become future business leaders.

Key Learning Goals or Course Objectives:

Key Knowledge and Skill Areas:

- Connecting the relationship between vital business functions, the cause and effect of their strategic decisions, how they are interconnected, and analyzing business decision results
- With an understanding of how businesses define success, utilize key metrics and formulas to develop effective solutions and critical decision making
- Understanding traditional organizational structures and departmental relationships, as they relate to strategic business functions and decisions effecting business outcomes
- Enhancing critical professional skills: team dynamics (e.g., *core team fundamentals, organizational behavior, objectives, common values, team charter, roles, leadership, conflict resolution, project management, strategic decision making*), communications (e.g., *verbal and non-verbal, active listening, professional and personal, crisis, negotiation, constructive criticism*), presentation (e.g., *teams and individual, "telling your story with data," preparation, debrief*), and personal brand (*career opportunities for business majors, brand development*)
- Creating a common experience, competitive spirit and a tradition during sophomore year that students will treasure

Class Structure:

- Classes will combine in-class discussions, video presentations, exercises, role play, consultative coaching, and team simulations

- A high level of student participation, engagement, and team collaboration will be critical to the course success
- Deliver professional skills videos and materials online prior to in-class lectures and activities to address professional skills

Expected Pedagogical Approach:

- Simulation, lecture, video, online, class, and coaching discussions

Schedule

Week	In-Class Activities	Assignments and Due Dates
Week 1	<ul style="list-style-type: none"> • Welcome and Introductions • Expectations and Syllabus • Team Assignments and Getting Started as a Team • Capsim Introduction, Resources and Support 	-Capsim Simulation Tutorials, Situation Analysis and Tutorial Quiz -Criteria/rubric. -Write-up with your team to address any questions and feedback from your tutorials/SA
Week 2	<ul style="list-style-type: none"> • Debrief in class from Capsim Tutorial and Situation Analysis • Team Member Exercise • Working in Teams and Team Dynamics Part I (core team fundamentals, org behavior, active listening) • Discuss preparation for Capsim Practice Rounds 	-1 pg. team write-up of questions and feedback. Due at the start of class -Know your team members at start of class -Simulation Practice Rounds Round 1 Due Round 2 Due
Week 3	<ul style="list-style-type: none"> • Debrief in class Practice Rounds 1 & 2 • Working in Teams and Team Dynamics Part II (conflict resolution, roles, leading, and more) • Prepare Competitive Simulation 1 	-1 pg. team write-up of questions and feedback from both practice rounds, analysis from simulations Due at the start of class - Competitive Simulation Rounds Round 1 Due
Week 4	<ul style="list-style-type: none"> • Debrief from Comp. Round 1 • Communications Discussion -Part I, • Ted Talk Video • Prepare Competitive Rounds 2 & 3 	- Competitive Simulation Rounds (See class slides Week 4 for grading rubric) – going over in class on 2-10-17 Round 2 Due Round 3 Due -Prepare Team Analysis Worksheet to turn in next class (Details of what is expected in the Professional Brief Write-up for the CEO is in Assignments Folder – Week 4 Assignments (2-10-17) with point allocations for the rounds and the write-up.
Week 5	<ul style="list-style-type: none"> • Debrief from Competitive Rounds 2 & 3 	- Competitive Round Team Analysis Worksheet and Questions. Due at the start of class

	<ul style="list-style-type: none"> • Communications Discussion - Part II • Begin Strategy Discussion (customers, competitors, the market) • Prepare Competitive Rounds 4 & 5 	<ul style="list-style-type: none"> - Competitive Simulation Rounds Round 4 Due Round 5 Due
Week 6	<ul style="list-style-type: none"> • Debrief from Competitive Rounds 4 & 5 • Strategy Discussion Continued (strategic decision making, and more) • 6-Week Student Feedback • Prepare Competitive Rounds 6 & 7 	<ul style="list-style-type: none"> - Competitive Round Team Analysis Worksheet and Questions. Due at the start of class -Team Assignment from Communications Due at the start of class - Competitive Simulation Rounds Round 6 Due Round 7 Due
Week 7	<ul style="list-style-type: none"> • Debrief from Competitive Rounds 6 & 7 • Consulting – Defining the Problem and Creating Solutions from the Simulation rounds) • Prepare Competitive Round 8 	<ul style="list-style-type: none"> - Competitive Round Team Analysis Worksheet and Questions. Due at the start of class -Competitive Simulation Rounds Round 8 Due
Week 8	<ul style="list-style-type: none"> • Debrief from Competitive Rounds 8 • Project Management (objectives, timeline, metrics, 	<ul style="list-style-type: none"> - Competitive Round Team Analysis Worksheet and Questions. Due at the start of class NO SIMULATION ROUNDS THIS WEEK
Week 9	Real-World Business Role Play and Discussion (client interface as preview)	-Project Management Assignment Due at the start of class.
Spring Break	Spring Break	NO SIMULATION ROUNDS/HOMEWORK DURING SPRING BREAK
Week 10	<ul style="list-style-type: none"> • Discuss remainder of Semester and Upcoming Rounds, including new competitive format • Presentation Skills and Telling Your Story with Data, • Discuss Finals • Prepare Competitive Rounds 9 & 10 	<ul style="list-style-type: none"> - Competitive Simulation Rounds Round 9 Due Round 10 Due
Week 11	<ul style="list-style-type: none"> • Debrief from Competitive Rounds 9 & 10 • Personal Brand and Career Exploration (diverse careers) • Prepare Competitive Rounds 11 & 12 	<ul style="list-style-type: none"> - Competitive Round Team Analysis Worksheet and Questions. Due at the start of class - Competitive Simulation Rounds Round 11 Due Round 12 Due -Prepare Final Draft Deck for review in class
Week 12	<ul style="list-style-type: none"> • Debrief from Competitive Rounds 11 & 12 • Prepare for Finals and Discussion • Review Drafts of Final Presentation decks • Coaching and consulting in class 	<ul style="list-style-type: none"> -Personal Brand Assignment Due at the start of class -Final Presentation Deck Drafts Due at the start of class

	for your final analysis and presentations	
Week 13	<ul style="list-style-type: none"> • Team Presentations 	-Team Presentations in class
Week 14	<ul style="list-style-type: none"> • In-Class Consultative Feedback • Competition Results Review 	No Homework
Week 15	<ul style="list-style-type: none"> • Final Class Wrap Up • Debrief, Shared Learnings 	

Final write-up will be due on finals day per the University schedule

Proposed Syllabus for Business Analytics I - BADM 210

Credits: 3 Hours

Course Objective:

The focus of this introductory business analytics course will be on collecting, describing and interpreting data in the context of business decisions. The course will introduce the concepts of a data life cycle, data visualization, and data summarization. Students will be able to perform and understand essential statistical inference methods including hypothesis testing and multivariate regression. Students will learn how to identify, describe and frame business opportunities through evidence-based storytelling and hands-on learning using spreadsheets and data visualization tools. The problem contexts will span the business domain areas (e.g., Marketing, Operations, Finance, Accounting, and Technology).

Basic Structure/ Tools:

- This course will follow a Lecture and Discussion + Lab format.
- There will be online content, in-class demonstrations, case studies, and hands-on course modules.
- This course will include hands-on learning using easily available software tools

Key Knowledge and Skill Areas:

- Collect, describe and interpret data; data life cycle in organizations
- Statistical inference – hypothesis testing and regression
- Data visualization and summarization
- Storytelling using data
- Analyzing business datasets in the various domain (e.g., marketing, finance)

Course Material:

- *Textbook*
Foster Provost and Tom Fawcett, Data Science for Business: What you need to know about Data Mining and Data-analytic Thinking, O'Reilly, 2013
- *Software*
Tableau Public, Microsoft Excel with Analysis Toolpak add-in

Grading:

Midterm	35%
Final	35%
Homework	15%
Participation (i-clicker)	15%

Topics and Schedule:

<i>Topic and Business Domain</i>	<i>Contents</i>	<i>Session #</i>
Introduction to Business Data - Business Analytics Data Life Cycle	Business Data Analytics Overview	1
Taxonomy of Business Data - Structured vs. Unstructured business data - { Customer Segmentation Data Financial Data, Operational Data Sources & Types, Human Resources & Talent Data }	Data tables, categorical and numerical data, data recoding and aggregation Types of attributes Measuring central tendency Graphic displays of various statistical descriptions Measuring similarity/dissimilarity between different variable types (such as cosine similarity)	2-4
Data Pre-processing for Business Decision Making	Data cleaning, wrangling, & scraping	5-6
Data Summarization and Visualization for Stakeholder Communication	Frequencies, bar chart, pie chart, other visualizations, <i>Lab</i> Percentiles, histograms, five number summary, center and spread, descriptive statistics (mean and standard deviation), Data Distribution Types <i>Lab</i>	7-8 9-11

Data-driven Business Decision Exploration	Hypothesis Generation vs. Testing Contingency table, stacked bar plots, Correlation, scatterplots, <i>Lab</i>	12-15
Midterm		16
Basics of Predictive Analytics (with applications to business environments)	Basics of inference – Training vs. Test Splits Linear Regression Analysis of Variance Logistic Regression <i>Lab</i>	17-26
Modern Business Analytics Fundamentals - Model Construction - Data Mining	Introduction to Classification – Algorithms Introduction to Clustering - Algorithms <i>Lab</i>	27-30

Final Exams will be on the University scheduled date

Proposed Syllabus for Business Analytics II - BADM 211

Credits: 3 Hours

Prerequisite: BADM210 – Business Analytics I

Course Objective:

This course builds on the foundation from the Business Analytics I (BADM 210) course, and introduces the students to analyzing, learning, and prediction using advanced analytics techniques and tools for generating business insights. This course will provide a practical introduction to unsupervised learning techniques such as clustering and text mining, supervised learning techniques such as classification and decision trees, and temporal learning techniques such as time series analysis. Finally, the course will introduce students to advanced and emerging topics in predictive analytics. The course synthesizes concepts through hands-on application and project-based learning. Students will learn to identify opportunities for improving business decisions using data, conduct relevant analysis of the gathered and cleaned data, and finally, interpret and present analysis outcomes to decision makers.

Course Material:

Textbook: Data Mining for Business Analytics: Concepts, Techniques, and Applications in R, 1st Edition, by Galit Shmueli, Peter C. Bruce, Inbal Yahav, Nitin R. Patel, Kenneth C. Lichtendahl Jr

- Students' evaluation in the course comprises of broadly three components, namely, homework (30%), exams (50%), and group project (20%).
- Homework: Students would be required to do 6-7 homework exercises throughout the course. The purpose of the homework is to reinforce the class learning. Homework are individual and students would be expected to independently complete the homework exercises within a stipulated time.
- Exams: Exams would be broadly divided into three components, namely, 2-3 short in-class quizzes (10%), 1- mid-term exam (20%) and a final exam (20%).
- Group project: Students would be expected to complete a group project for the course. The project would require students to analyze a real dataset relevant to a business problem. The objective of the analysis should be to use the methods learnt over the duration of the course to solve a business decision scenario of relevance.

Grading Breakdown:

Homework	30%
Final	50%
Project Presentation	20%

Session Details:

Topic	Content	Session#
Business Analytics Overview & Business Data Visualization	Data Mining life cycle Predictive vs. Explanatory analysis Installing and Running R Software	1-2
Business Stakeholder Communication Essentials	Visualization for Multidimensional Data Specialized visualizations	3-5
Predictive Business Analytics Overview	Logistic Regression Regression Performance Explanatory vs. Predictive Modeling LASSO technique for understanding variable importance	6-10
Supervised Learning for Customer & operational Insights	Introduction to supervised and un-supervised learning. Basics of Clustering and Classification	11-12
Clustering: For identifying new customer segments	Examples of applications in customer classification, retail management, customer segmentation Introduction to clustering (K-means)	13-16
Classification: For operational and marketing excellence	Introduction to classification Decision trees – introduction and prediction Naïve Bayes – introduction and prediction Examples from the field	17-19
Mid-term Exam		
Text-mining: For assessing social insights & unstructured data	Word clouds, Topic modeling, Sentiment analysis Application contexts	21-24
Time series analysis for Financial Data	Introduction to time series data in business domains. Moving average and exponential smoothing of time series data. Auto-regressive time series. Fundamental idea of AR(k) process. Time series regression. AR(1) regression. Practice example of time series application	25-28
Project Presentations		29-30

Final Exams will be on the University scheduled date

Appendix D: Unit Letters

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

University Library
Office of University Librarian and Dean of Libraries
230 Main Library, MC-522
1408 West Gregory Drive
Urbana, IL 61801



September 18, 2017

Jim Dahl
Associate Dean for Undergraduate Affairs
College of Business
1055K BIF
515 E. Gregory Drive
Champaign, IL 61820

Dear Prof. Dahl:

Earlier this week, the University Library received a proposal from the College of Business to revise the undergraduate core curriculum in the College of Business. Based upon the documents received and reviewed by Rebecca Smith and Carissa Phillips, it is our belief that there will be limited impact on collection development, instruction, or other operations in the University Library. The most significant impact envisioned is the possible need for boutique data sets that professors desire that the College of Business purchase for specific classes. The Library's Business Instructional Services unit is, of course, happy to assist the College of Business in locating the available datasets, determining costs, and advising on possible licensing issues, and we understand that resources have been earmarked to support said acquisitions by the College of Business.

If additional services or materials are required as the programs further develop, we will be happy to discuss those needs as they emerge.

Sincerely,

A handwritten signature in cursive script that reads "William H. Mischo".

William H. Mischo
Acting University Librarian and Dean of Libraries

e-cc: Carissa Phillips
Rebecca Smith
Thomas Teper

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Office of the Dean

College of Liberal Arts and Sciences
2090 Lincoln Hall
702 South Wright Street
Urbana, IL 61801-3631



October 6, 2017

Gay Miller, Chair
Senate Committee on Educational Policy
228 English Building, MC-461
608 S. Wright St.
Urbana, IL 61801

Professor Miller,

The College of Business has discussed with staff from our office and the departments of Economics and Mathematics the changes they plan to propose for their undergraduate core curriculum. We are aware that the proposal includes plans to eliminate two Economics courses and a Mathematics course from their core requirements. This change is likely to have a negative impact on enrollments in the College of Liberal Arts and Sciences. Nonetheless, we do not wish to voice opposition to the Business proposal.

We have talked with members of the College of Business dean's office about the nature of the courses they plan to create to replace the LAS courses. We anticipate that members of the Department of Economics will work with the faculty of the College of Business to jointly develop and deliver one of the classes they plan to propose, Business Analytics 1. If that course development proceeds as we anticipate, it will contain important elements that the Department of Economics believes will help prepare Business students in economic data analysis. The discussions might also assist Economics in its own course development. We are optimistic that continued collaboration with the College of Business will help both colleges develop superior academic offerings.

Sincerely,

A handwritten signature in black ink, appearing to read 'Feng Sheng Hu'.

Feng Sheng Hu
Harry E. Preble Dean
College of Liberal Arts and Sciences

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

College of Agricultural, Consumer
and Environmental Sciences

Office of the Dean
227 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801-3605



Date: March 16, 2017

To: Educational Policy Committee

From: Kim Kidwell, Dean, Agriculture, Consumer and Environmental Sciences

Re: Proposed new business core curriculum from the College of Business

The College of Business (CoB) has informed the College of Agricultural, Consumer and Environmental Sciences (ACES) of proposed changes to their business core curriculum. Historically, CoB accepted ACE161- Microcomputer Applications as a course substitute for the CS105 – Introduction to Computing - Non Technical requirement. The CoB Undergraduate Curriculum Committee recently recommended the elimination of ACE 161 as a core requirement option for CS105 to ensure that all of their undergraduates have a common foundation in computer science in light of three new courses proposed for the business analytics sequence. I am an advocate of curriculum mapping, and support the effort CoB has made. Unfortunately, the unintended consequence of being immersed in an enrollment-based budget model is that adding new courses and/or changing course requirements has a financial ripple effect that benefits some units while causing harm to others.

I appreciate that the CoB provided me with advanced warning about this change so that I could assess the impact it will have on the College of ACES. Instructional units (IUs) generated by business students enrolled in ACE161 over the last 5 years are as follows:

2011-2012: 192

2012-2013: 156

2013-2014: 240

2014-2015: 324

2015-2016: 387

This change will equate to a minimum loss of \$43,000 per year to the College of ACES. With the enrollment trend from CoB students increasing in recent years, and with nearly a third of the students enrolled in online sections, the annual loss associated with this change is underestimated. This will result in a modest but significant financial loss to the Department of Agricultural and Consumer Economics (ACE).

I will support the committee's decision based on an assessment of the merits of the proposal, and wish the CoB great success if this request is approved. However, the financial consequences of this proposed change on ACE is a bit more significant than portrayed in the proposal. I also was surprised that a comparison of differences in the student learning outcomes of ACE161 and CS105 was not included as justification for the change request.

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Department of Computer Science
201 North Goodwin Avenue
Urbana, IL 61801-2302 USA



March 9, 2017

To whom it may concern,

The College of Business has reached out to the CS department regarding the proposed changes to their business core curriculum as it may affect enrollment in CS105: Introduction to Computing-Non Technical. Currently and going forward, the College of Business has CS105 as a required business core course. Over the years the College of Business has accepted ACE161 (Microcomputer Applications) as a course substitute for some students. We understand that as part of the Undergraduate Curriculum Committee's review of the business core, the Business faculty recommended that business students are only to enroll in CS105, as they wish to ensure all business students have the necessary foundation that CS105 provides.

We appreciate the College of Business providing us advance communications and information about this change in order for us to plan accordingly for the increase in enrollment. We accordingly acknowledge these changes and look forward to continuing to work with the College of Business in providing computing education for their students.

Sincerely,

A handwritten signature in cursive script that reads "Leonard Pitt".

Leonard Pitt
Professor and Associate Head
Director of Undergraduate Programs
Department of Computer Science
University of Illinois. Urbana, IL 61801
Ph: 217-333-7505. Email pitt@illinois.edu

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Department of Mathematics
273 Altgeld Hall, MC-382
1409 West Green Street
Urbana, IL 61801



January 23, 2018

Re: Change to BUS curriculum

Dear Jim Dahl,

The Mathematics Department met with the BUS college on August 25, 2016, to discuss their plans to change their Math requirements. In particular, the possible discontinuation of Math 125 as a requirement for their majors. Though the department was unhappy to end our long standing collaboration to provide this material for the students of BUS, it was felt that the reasons BUS wanted to drop this material in favor of a "first year experience" were reasonable. Though the department will lose about 700 enrollments (or 2,100 IU's) each Fall, we support the college's decision to try to better serve their students. It is hoped that BUS and Math will continue to collaborate to provide effective courses for our students.

Sincerely

A handwritten signature in cursive script that reads "Randy McCarthy".

Randy McCarthy
Dir Undergraduate Studies in Math
Professor of Mathematics
rmccrthy@illinois.edu

telephone 217-333-3350 • fax 217-333-9576
email office@math.uiuc.edu • url <http://www.math.uiuc.edu/>

Appendix E: 2018-2019 Catalog Copy with Edits



Business, College of

[Overview](#) [Majors](#) [Minors](#)

Office of Undergraduate Affairs
1055 Business Instructional Facility
515 East Gregory Drive
Champaign, IL 61820
PH: (217) 333-2740
FX: (217) 244-9992
<http://www.business.illinois.edu>

undergrads@business.illinois.edu

The purpose of the College of Business is to provide an educational experience that will help students develop their potential for leadership and service in business, government, teaching, and research. The undergraduate curricula provide a study of the basic aspects of business and preparation for careers in fields such as accounting, business management, banking, insurance, and marketing.

The curricula, leading to the Bachelor of Science degrees in the various degree programs in business, are based on 124 hours of college work. Students are required to elect courses in other colleges of the University, including mathematics, rhetoric, humanities and the arts, speech, and natural and behavioral sciences, and to secure as liberal an education as possible to avoid the narrowing effects of overspecialization.

The College of Business offers graduate and professional programs in business areas. Detailed information on graduate programs may be obtained from the Graduate College or visit [our web site](#).

Departments and Curricula

Undergraduate instruction in the College of Business is organized under the Departments of Accountancy, Business Administration, and Finance. Each of these departments offers courses that provide one or more curricula that a student may elect. These curricula lead to Bachelor of Science degrees in the various fields of study in the college and are designed to encourage each student to fully realize his or her intellectual promise. There can be changes to curricular requirements and new course offerings. For the most current information, visit our advisors in 1055 Business Instructional Facility and [our web site](#).

Requirements

Admission

Applicants must meet general University requirements as well as those specified by the College of Business.

Students transferring from other institutions must have met the requirements specified by the college. See our [web site](#) and the Illinois [Office of Undergraduate Admissions](#) for further information.

Mathematics Placement Test

The ALEKS Math Placement Exam is used to place the students in the appropriate math course. The results of the test are used to place students in MATH 112 or to exempt them from college algebra and allow them to enroll in the first course of one of the mathematics sequences required for graduation (see below).

Graduation

Students in the College of Business who meet the University's requirements with reference to registration, residence, and fees and who maintain satisfactory scholastic records in the college are awarded degrees appropriate to their curricula.

Each candidate for a degree must have a 2.0 (A = 4.0) grade point average or above for all courses counted toward graduation, a 2.0 grade point average or above for all courses taken at this University, a 2.0 grade point average or above for all courses taken in the major or field of concentration, and a 2.0 grade point average or above for courses taken in the major or field of concentration at this University.

Students are responsible for meeting the requirements for graduation. Therefore, students should familiarize themselves with the requirements listed in this catalog and other information in the Office of Undergraduate Affairs, 1055 Business Instructional Facility, and should refer to them each time they plan their programs. The College of Business requires that undergraduate degrees be completed in nine semesters or less. If you need assistance with course planning, consult the Office of Undergraduate Affairs.

Mathematics Requirement

Any one of the sequences described below meets the College of Business requirement. The most appropriate mathematics sequence depends on the student's background, interest, motivation, and objectives. Background can be evaluated in terms of mathematics courses already completed and the student's score on the ALEKS Math Placement Exam. Interest, motivation, and objectives must be determined by the student. The three sequences open to the student are:

- **MATH 220** **MATH 221** Calculus I and **MATH 231** Calculus II. This sequence is appropriate for those students with a good background in mathematics but who have not had analytic geometry. Students who believe they may want to take upper-level courses in mathematics should take this sequence.
- **MATH 125** Elementary Linear Algebra and **MATH 234** Calculus for Business I. This sequence provides a good background in linear algebra and calculus. It is difficult to take upper-level courses in mathematics after this sequence.
- **MATH 220** **MATH 221** Calculus I and **MATH 125** Elementary Linear Algebra. This is an alternative to the previous sequence. It is particularly suitable for those with AP credit in calculus who do not plan to take upper-level mathematics courses.

Residency

Students must earn no fewer than 60 semester hours of University of Illinois Urbana-Champaign coursework applicable to their degree—including at least 21 credit hours of advanced coursework.

Special Programs

Honors At Graduation

Honors, designated on diplomas, are awarded to superior students as follows: for graduation with honors, a minimum grade point average of 3.5 (A = 4.0) in all courses accepted toward the student's degree; for graduation with high honors, a minimum grade point average of 3.75 in all courses accepted toward the degree; and for graduation with highest honors, a minimum grade point average of 3.90 in all courses accepted toward the degree. To qualify for graduation

Commented [NT1]: MATH 115

Commented [NT2]: precalculus

Commented [TNML3]: courses

Commented [TNML4]: course

Commented [NT5]: courses

Commented [NT6]: • MATH 234 Calculus for Business I. This course is most common for Business students and provides a good background in calculus. It is difficult to take upper-level courses in mathematics after this course.
• MATH 220 Calculus. This course is appropriate for students who do not have previous calculus experience and who believe they may want to take upper-level courses in mathematics.
• MATH 221 Calculus I. This course is appropriate for students who do have previous calculus experience and who believe they may want to take upper-level courses in mathematics.

honors, transfer students' University of Illinois at Urbana-Champaign and total cumulative grade point averages both must qualify.

Curricula

Core Curriculum

Normally, students must register for no fewer than 12 hours or more than 18 hours in each semester. Students should take mathematics, economics, and accountancy courses in the semesters indicated in the sample schedule of courses. The computer science course must be taken during the first year. A required course that is failed must be repeated the next semester.

Up to 4 hours of Kinesiology activity courses, numbered 100-110 may be counted toward the 124 hours for the degree. The same section of a course may not be repeated for credit. Credit is limited to a maximum of 12 credit hours for 199 courses. Students may receive foreign language credit for courses only 2 levels below highest level taken in high school. For example: 4 years of high school French-no credit below [FR 102](#).

Credit toward the 124 degree hours is not given for [MATH 002](#) or [MATH 112](#). Once the math requirement is completed, lower level math courses cannot be taken for credit. For military and naval science courses, only credit at the 300 level and above may be counted toward the degree.

Any course used to fill a specific degree requirement may not be taken on the credit-no credit grade option. Only free electives may be taken on the credit-no credit option. All finance and accountancy courses must be taken for a grade. It is recommended that all courses taken in the business administration area be taken for a grade.

Commented [NT7]: The computer science requirement no longer allows ACE 161 as an equivalent course.

Commented [NT8]: MATH 101, MATH 112, or MATH 115

University Composition Requirements

Composition I: Principles of Composition ¹	4-7
Advanced Composition	3

General Education Requirements

A minimum of six courses is required, as follows:	18
Humanities & the Arts: Literature & the Arts (1-2 courses) ⁴	
Humanities & the Arts: Historical & Philosophical Perspectives (1-2 courses) ⁴	
Natural Sciences & Technology: Physical Sciences (0-2 courses) ⁵	
Natural Sciences & Technology: Life Sciences (0-2 courses) ⁵	
Behavioral Sciences (1 course)	
Cultural Studies: Non-Western/U.S. Minorities Cultures (1 course)	
Cultural Studies: Western/Comparative Cultures (1 course)	
Cultural Studies: U.S. Minorities Cultures (1 course)	

Commented [TNML9]: Remove

Commented [NT10]: Addition of new Gen Ed requirement

Non-Primary Language Requirement

Completion of the fourth semester or equivalent of a non-primary language is required. Completion of four years of a single language in high school satisfies this requirement. A student may also meet this requirement by completing two non-primary languages to the third level.	0-12
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Business Core Requirements

Code	Title	Hours
BUS 101	Business Prof Responsibility ¹	3
BUS 201	Business Dynamics ²	3
ACCY 201 & ACCY 202	Accounting and Accountancy I and Accounting and Accountancy II	6
BADM 300	The Legal Environment of Bus	3
BADM 310	Mgmt and Organizational Beh ⁶	3
BADM 320	Principles of Marketing	3
BADM 449	Business Policy and Strategy	3
CS 105	Intro Computing: Non-Tech	3
ECON 102 & ECON 103	Microeconomic Principles and Macroeconomic Principles	6
ECON 202 & ECON 203	Economic Statistics I and Economic Statistics II	6
ECON 302	Inter Microeconomic Theory	3
FIN 221	Corporate Finance	3
MATH 125 & MATH 234	Elementary Linear Algebra and Calculus for Business I ³	7
CMN 101	Public Speaking	3
Total Hours		51
Courses to yield this total		15-38
Elective course work		0-32
Minimum total hours for the degree		124

¹ For a list of the specific courses that meet this requirement, see the college Office of Undergraduate Affairs in 1055 Business Instructional Facility or see the Course Explorer for a list of approved general education courses.

² **BUS 101** is required for all College of Business students. All students entering the College of Business take **BUS 101** in the fall semester, including Inter-College Transfers (ICT) and Off-Campus Transfers (OCT).

³ **MATH 220/MATH 221** and **MATH 231**, or **MATH 220/MATH 221** and **MATH 125** may be substituted for **MATH 125** and **MATH 234**. (See college mathematics requirement above.)

⁴ Three courses in the Humanities & the Arts area are required and students must complete at least one course in the Literature & the Arts and Historical & Perspectives subcategories. At least one of the courses must be a 200 or higher level course.

⁵ Two courses in the Natural Sciences & Technology area are required. It is strongly recommended that students complete one course in the Physical Sciences and Life Sciences subcategories.

⁶ This course includes limited voluntary participation as a subject in experiments.

Commented [NT11]: 3

Commented [TNML12]: New course addition

Commented [NT13]: BADM 210 & BADM 211

Commented [NT14]: Business Analytics I & Business Analytics II

Commented [NT17]: 4

Commented [NT15]: Remove

Commented [NT16]: Remove

Commented [NT18]: 52

Commented [TNML19]: **BUS 101** and **201** are required for all College of Business students. Students who enter the College their first-year take each sequential course every fall.

Inter-College transfer students take **BUS 101** and **201** in their sophomore year. Off-Campus transfer students take **BUS 101** and **201** in their junior year.

Commented [TNML20]: **MATH 220** or **MATH 221** may be substituted for **MATH 234**. (See college mathematics requirement above.)

Sample Schedule (current 2017-2018 Academic Catalog)

First Year		
First Semester		Hours
<u>BUS 101</u>	Business Prof Responsibility	2
<u>ECON 102</u> or <u>103</u>	Microeconomic Principles	3
<u>MATH 125</u>	Elementary Linear Algebra	3
<u>CMN 101</u> (or Composition I)	Public Speaking	3-4
<u>CS 105</u> (or General Education or Language other than English requirement)	Intro Computing: Non-Tech	3-5
	Semester Hours	14-17
Second Semester		
<u>ECON 102</u> or <u>103</u>	Microeconomic Principles	3
<u>MATH 234</u>	Calculus for Business I	4
<u>CMN 101</u> (or Composition I)	Public Speaking	3-4
<u>CS 105</u> (or General Education or Language other than English requirement)	Intro Computing: Non-Tech	3-5
	Semester Hours	13-16
Second Year		
First Semester		
<u>ACCY 201</u>	Accounting and Accountancy I	3
<u>ECON 202</u>	Economic Statistics I	3
<u>ECON 302</u>	Inter Microeconomic Theory	3
<u>BADM 310</u>	Mgmt and Organizational Beh	3
General Education, Elective, or Language other than English requirement		3-4
	Semester Hours	15-16
Second Semester		
<u>ACCY 202</u>	Accounting and Accountancy II	3
<u>ECON 203</u>	Economic Statistics II	3
<u>FIN 221</u>	Corporate Finance	3
<u>BADM 320</u>	Principles of Marketing	3
General Education, Electives, or Language other than English		3-4
	Semester Hours	15-16
	Total Hours:	57-65

Sample Schedule (2017-2018 Academic Catalog with edits for 2018-2019)

First Year	
First Semester	Hours

BUS 101	Business Prof Responsibility	2
ECON 102 or 103	Microeconomic Principles	3
MATH 125	Elementary Linear Algebra	3
CMN 101 (or Composition I)	Public Speaking	3-4
CS 105 (or General Education or Language other than English requirement)	Intro Computing: Non-Tech	3-5
Language other than English requirement or General Education		3-5
	Semester Hours	14-17
Second Semester		
ECON 102 or 103	Microeconomic Principles	3
MATH 234	Calculus for Business I	4
CMN 101 (or Composition I)	Public Speaking	3-4
CS 105 (or General Education or Language other than English requirement)	Intro Computing: Non-Tech	3-5
FIN 221	Corporate Finance	3
	Semester Hours	13-16
Second Year		
First Semester		
BUS 201	Business Dynamics	3
ACCY 201	Accounting and Accountancy I	3
ECON 202	Economic Statistics I	3
ECON 302 or BADM 310 or FIN 300	Inter Microeconomic Theory or Mngmt and Organizational Beh or Financial Markets	3
BADM 310	Mgmt and Organizational Beh	3
General Education, Elective, or Language other than English requirement		3-4
	Semester Hours	15-16
Second Semester		
ACCY 202	Accounting and Accountancy II	3
ECON 203	Economic Statistics II	3
FIN 221	Corporate Finance	3
BADM 320 or ECON 302 or BADM 310 or FIN 321	Principles of Marketing or Inter Microeconomic Theory or Mngmt and Organizational Beh or Advanced Corporate Finance	3
General Education, Electives, or Language other than English		3-4
General Education or Electives		3
	Semester Hours	15-16
	Total Hours:	57-65

Commented [TNML21]: 3

Commented [TNML22]: Remove

Commented [TNML24]: 3

Commented [TNML23]: Remove

Commented [TNML25]: Add

Commented [TNML26]: 15-18

Commented [TNML27]: Moved from sophomore year

Commented [TNML28]: 16-18

Commented [TNML29]: Add

Commented [TNML30]: BADM 210

Commented [TNML31]: Business Analytics I

Commented [TNML32]: Add

Commented [TNML33]: Add

Commented [TNML34]: Remove

Commented [TNML35]: BADM 211

Commented [TNML36]: Business Analytics II

Commented [TNML37]: Remove

Commented [TNML38]: Add

Commented [TNML39]: Add

Commented [TNML40]: Add

Commented [TNML41]: 61-68

Sample Schedule (proposed for 2018-2019 Academic Catalog)

First Year		
First Semester		Hours
<u>BUS 101</u>	Business Prof Responsibility	3
<u>ECON 102 or 103</u>	Microeconomic Principles	3
<u>CMN 101</u> (or Composition I)	Public Speaking	3-4
<u>CS 105</u> (or General Education)	Intro Computing: Non-Tech	3
Language other than English requirement or General Education		3-5
	Semester Hours	15-18
Second Semester		
<u>ECON 102 or 103</u>	Microeconomic Principles	3
<u>MATH 234</u>	Calculus for Business I	4
<u>CMN 101</u> (or Composition I)	Public Speaking	3-4
<u>CS 105</u> (or General Education or Language other than English requirement)	Intro Computing: Non-Tech	3-5
<u>FIN 221</u>	Corporate Finance	3
	Semester Hours	16-18
Second Year		
First Semester		
<u>BUS 201</u>	Business Dynamics	3
<u>ACCY 201</u>	Accounting and Accountancy I	3
<u>BADM 210</u>	Business Analytics I	3
<u>ECON 302 or BADM 310 or FIN 300</u>	Inter Microeconomic Theory or Mngmt and Organizational Beh or Financial Markets	3
General Education, Elective, or Language other than English requirement		3-4
	Semester Hours	15-16
Second Semester		
<u>ACCY 202</u>	Accounting and Accountancy II	3
<u>BADM 211</u>	Business Analytics II	3
<u>BADM 320 or ECON 302 or BADM 310 or FIN 321</u>	Principles of Marketing or Inter Microeconomic Theory or Mngmt and Organizational Beh or Advanced Corporate Finance	3
General Education, Electives, or Language other than English		3-4
General Education or Electives		3
	Semester Hours	15-16
	Total Hours:	61-68

Accountancy

Overview

Courses

Brooke Elliott
360 Wohlers Hall, 1206 South Sixth, Champaign
PH: (217) 333-0857
<http://business.illinois.edu/accountancy>

For the Degree of Bachelor of Science in Accountancy

Organizations are a nexus of contracts, implicit and explicit, among resource owners who contract with each other to the benefit of all. In most complex organizations, these contracts specify who has the knowledge, and thus the rights, to make decisions about the use and control of the contracted resources. The effectiveness and efficiency of decisions regarding initiation, execution, and monitoring of organizations' contracts depend on the quantity and quality of information available. The accountant assists in the development, accumulation, evaluation, and dissemination of the information necessary for contracting parties to make effective and efficient contracting decisions. Organizations, in turn, contract with various segments of society such as labor unions, capital markets, regulatory agencies, and governments. The accountant assists in the development, accumulation, evaluation, and dissemination of the information necessary for ensuring that organizations comply with the terms of their social contracts.

Study in accountancy is designed to prepare individuals for entry into the accountancy professions independent of subsequent specialization. This preparation includes knowledge of the activities of organizations, businesses, and accounting practices; intellectual, interpersonal, and communication skills; and personal capabilities and professional attitudes. Specializations in accountancy include such fields as financial accounting, management accounting, accounting information systems, taxation, and auditing. Specialization in an accounting field requires additional graduate education and practical experience.

In addition to the accountancy major requirements, students in accountancy must meet the University General Education requirements and the College of Business core requirements (for more detail, see the [College of Business undergraduate section](#)).

Minimum requirements in the major for the Bachelor of Science Degree in Accountancy are:

Code	Title	Hours
ACCY 301	Atg Measurement & Disclosure	3
ACCY 302	Decision Making for Atg	3
ACCY 303	Atg Institutions and Reg	3
ACCY 304	Accounting Control Systems	3
ACCY 312	Principles of Taxation	3
ACCY 405 or ACCY 415	Assurance and Attestation Auditing Stds and Practice	3
Select one of the following:		3
ACCY 410	Advanced Financial Reporting	
ACCY 451	Advanced Income Tax Problems	
Total Hours		21

Accountancy courses (both required and elective) to be applied toward the 124-hour requirement for the Bachelor of Science Degree in Accountancy may not be taken on a credit/no-credit basis. In addition, a limit of 33 hours of accountancy courses (including [ACCY 201](#) and [ACCY 202](#)) may be counted toward the 124 total hour requirement. Finally, students must select from either [ACCY 405](#) or [ACCY 415](#). Both courses cannot count toward the Bachelor of Science degree.

Accountancy Sample Schedule for 2018-2019

Commented [TNML42]: Not part of the official Academic Catalog, but included as a reference

First Year First Semester	
BUS 101	3
ECON 102 or 103	3
CMN 101 or Composition I	3-4
CS 105 or General Education	3
Language or General Education	3-5
Semester Hours	15-18

First Year Second Semester	
ECON 102 or 103	3
MATH 234 ¹	4
FIN 221 ²	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Second Year Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
ECON 302 or BADM 310 ²	3
General Education/ Elective	3-6
Semester Hours	15-18

Second Year Fourth Semester	
ACCY 202	3
BADM 211	3
ECON 302 or BADM 310 ² or BADM 320	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year Fifth Semester	
ACCY 301	3
ACCY 302	3
BADM 300	3
BTW 250 ³	3
General Education/ Elective	3
Semester Hours	15

Third Year Sixth Semester	
ACCY 303	3
ACCY 304	3
ACCY 312	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Seventh Semester	
ACCY 410 and/or ACCY 451	3
BADM 300	3
General Education/ Elective	3
General Education/ Elective	3
ACCY 398 ⁴	
Semester Hours	12

Fourth Year Eighth Semester	
BADM 449	3
ACCY 415	3
General Education, or Elective, or BADM 403 ⁵	3-6
General Education/ Elective	3
ACCY 398 ⁴	
Semester Hours	12-15

¹ Students with credit in MATH 220/221 - Calculus I do not need to enroll in MATH 234 and have completed the math requirement.

² FIN 221 and ECON 302 must be completed prior to ACCY 303. BADM 310 must be completed prior to ACCY 304.

³ BTW 250 is recommended to complete the Advanced Composition requirement for potential CPA Exam candidates.

⁴ The CPA Review is offered as ACCY 398 - Practical Problems in Accounting. Potential CPA Exam candidates should take ACCY 398 in order to meet the minimum number of hours of accountancy coursework required to sit for the exam. This class does not complete any BS degree requirements. An additional fee is charged for this course that is reimbursed by many employers.

⁵ BADM 403 is recommended for CPA Exam preparation. Effective spring 2016, BADM 403 will be offered online.

Finance

Overview

Courses

Louis Chan
340 Wohlers Hall
1206 S. Sixth Street
Champaign, IL 61820
PH: (217) 244-2239
FX: (217) 333-3102

<http://www.business.illinois.edu/finance>

For the Degree of Bachelor of Science in Finance

The field of finance is primarily concerned with the acquisition and management of funds by business firms, governments, and individuals. A business seeks financial advice when considering the purchase of new equipment, the expansion of present facilities, or the raising of additional funds. Determining the value of financial and real assets and derivatives is a key activity in finance.

As the study of finance is designed to provide the student with both the theoretical background and the analytical tools required to make effective judgments in finance, many students select careers in business financial management, commercial and investment banking, investments, government finance, insurance, and real estate.

In addition to the finance major requirements, students in finance must meet the University General Education requirements and the College of Business core requirements (for more detail, see the [College of Business undergraduate section](#)). Minimum requirements in the major for the Bachelor of Science degree in Finance are:

For Students Admitted Prior to Fall 2016

FIN 300	Financial Markets (Prerequisite: FIN 221 Corporate Finance)	3
FIN 321	Advanced Corporate Finance (Prerequisite: FIN 300 Financial Markets)	3
	Three additional full-semester, 3-hour 400-level Finance courses except FIN 494 or FIN 495 (Senior Research) and FIN 490 (Special Topics).	9
	Select one of the following (Major elective):	3-4
ACCY 301	Atg Measurement & Disclosure (Prerequisite: ACCY 202)	
ACCY 302	Decision Making for Atg (Prerequisite: ACCY 202)	
ACE 428	Commodity Futures and Options	
BADM 374	Management Decision Models (Prerequisite: ECON 202 or consent of instructor)	
	Economics: any 300- or 400-level course excluding ECON 302	
GEOG 483	Urban Geography	
	Mathematics or statistics: any course above the minimum mathematics or statistics requirement of the college with the exception of MATH 225 .	
	Other courses as recommended by the Department of Finance faculty and approved by the Department of Finance chairperson.	

Commented [TNML43]: This section will be phased out as it only pertains to current students; not impacted by the proposed new curriculum.

For Students Admitted Fall 2016 and Later

<u>FIN 300</u>	Financial Markets (Prerequisite: <u>FIN 221</u> Corporate Finance)	3
<u>FIN 321</u>	Advanced Corporate Finance (Prerequisite <u>FIN 300</u> Financial Markets)	3
<u>FIN 411</u>	Investment & Portfolio Mngt (Prerequisite: <u>FIN 300</u> Financial Markets)	3
	Four additional full-semester, 3 hour 400 level-Finance courses except <u>FIN 494</u> or <u>FIN 495</u> (Senior Research) and <u>FIN 490</u> (Special Topics).	12
	One additional full-semester, 3-hour Finance course, which may be one 200-level course, one 3-hour 490, or one 3-hour 494 or 495	3

Advising Notes

- Courses taken to fulfill major requirements may not be taken on a credit-no credit basis.
- It is recommended that Finance majors take additional accounting. ACCY 201 and ACCY 202 are required in the business core. Many employers look favorably upon additional accounting courses.

Finance Sample Schedule for 2018-2019

For Students Admitted Fall 2016 and Later

Commented [TNML44]: Not part of the official Academic Catalog, but included as a reference

First Year	
First Semester	
BUS 101	3
ECON 102 or 103	3
CS 105 or General Education	3
CMN 101 or Composition I	3-4
Language, or General Education	3-5
Semester Hours	15-18

First Year	
Second Semester	
ECON 102 or 103	3
MATH 234	4
FIN 221	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Second Year	
Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
FIN 300	3
General Education/ Elective	3-6
Semester Hours	15-18

Second Year	
Fourth Semester	
ACCY 202	3
BADM 211	3
FIN 321	3
FIN 411	3
General Education/ Elective	3
Semester Hours	15

Third Year	
Fifth Semester	
FIN 2XX or 4XX	3
FIN 4XX	3
BADM 310 or BADM 320	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year	
Sixth Semester	
FIN 4XX	3
BADM 300 or ECON 302	3
BADM 310 or BADM 320	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year	
Seventh Semester	
BADM 449, General Education, or Elective	3
FIN 4XX	3
BADM 300 or ECON 302	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year	
Eighth Semester	
BADM 449, General Education, or Elective	3
FIN 4XX	3
General Education/ Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Business Administration

Overview

Majors

Courses

Cele Otnes, Interim Department Head
350 Wohlers Hall, 1206 South Sixth Street, Champaign
PH: (217) 333-4240
<http://business.illinois.edu/ba>

The Department of Business Administration offers five Undergraduate majors: Information Systems, Management, Marketing, Operations Management and Supply Chain Management. All majors require completion of a minimum of twenty-seven credit hours within each major's content area. In addition to the Business Administration majors' requirements, Business Administration students must also fulfill the Urbana-Champaign campus's General Education requirements and the College of Business's Core Courses requirements (for more detail, refer to the [College of Business Undergraduate Section](#)).

Double Majors Within the Department of Business Administration

Only College of Business students with a declared Business Administration major may earn a second Business Administration major.

Business Students may earn only two Business Administration majors.
The Business Administration Majors:

- Information Systems
- Management- only one concentration can be selected: Entrepreneurship or General Management or International Business
- Marketing
- Operations Management
- Supply Chain Management

Each Business Administration major requires nine courses. Students desiring to earn a second Business Administration major must fulfill the course requirements for both majors.

Some Business Administration (BADM) courses will fulfill requirements of both majors, but a second Business Administration major will add two to five additional BADM courses during a student's junior and senior years since each Business Administration major requires unique advanced coursework.

Students may earn only one Management Major Concentration.

Major in Information Systems

For the Degree of Bachelor of Science in Information Systems

The Information Systems major provides students the skills necessary to understand and manage information, information technology development, systems analysis, e-business management and electronic commerce.

In addition to the Information Systems major's requirements, Business Administration students must also fulfill the Urbana-Champaign campus's General Education requirements and the College of Business's Core Courses requirements (for more detail, refer to the [College of Business Undergraduate Section](#)).

Code	Title	Hours
BADM 350	IT for Networked Organizations	3
BADM 352	Database Design and Management	3
BADM 353	Info Sys Analysis and Design (Prerequisite: BADM 350)	3
Select two of the following:		6
BADM 351	E-Business Management (Prerequisite: BADM 350)	
BADM 355	Enterprise Software Management (Prerequisite: BADM 350)	
BADM 453	Decision Support Systems (Prerequisite: BADM 350)	
BADM 458	IT Governance (Prerequisite: BADM 350)	
Select four of the following:		12-14
BADM 311	Individual Behavior in Orgs (Prerequisite: BADM 310)	
BADM 312	Org Design and Environment (Prerequisite: BADM 310)	
BADM 322	Marketing Research (Prerequisite: BADM 320)	
BADM 324	Purchasing and Supply Mgmt (Prerequisite: Credit or concurrent enrollment in BADM 320)	
BADM 374	Management Decision Models (Prerequisite: ECON 203)	
BADM 375	Business Process Management	
BADM 377	Project Management	
BADM 379	Business Process Improvement	
BADM 380	International Business	
BADM 445	Small Business Consulting	
BADM 446	Entrepreneurship Sm Bus Form	
Total Hours		27

Commented [TNML45]: BADM 211

Information Systems Sample Schedule for 2018-2019

Commented [TNML46]: Not part of the official Academic Catalog, but included as a reference

First Year First Semester	
BUS 101	3
ECON 102 or 103	3
CS 105 or General Education	3
CMN 101 or Composition I	3-4
Language or General Education	3-5
Semester Hours	15-18

First Year Second Semester	
ECON 102 or 103	3
MATH 234	4
FIN 221	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Second Year Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
ECON 302 or BADM 310	3
General Education/ Elective	3-6
Semester Hours	15-18

Second Year Fourth Semester	
ACCY 202	3
BADM 211	3
ECON 302 or BADM 310 or BADM 320	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year Fifth Semester	
BADM 300	3
BADM 350	3
Major (non-ISIT) Elective	3
ECON 302 or BADM 310 or BADM 320	3
General Education/ Elective	3
Semester Hours	15

Third Year Sixth Semester	
Advanced Composition	3
BADM 352	3
Major Elective	3
Major (non-ISIT) Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Seventh Semester	
BADM 449, General Education, or Elective	3
BADM 353	3
Major Elective	3
Major (non-ISIT) Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Eighth Semester	
BADM 449, General Education, or Elective	3
Major (non-ISIT) Elective	3
General Education/ Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Major in Management

For the Degree of Bachelor of Science in Management

The Management major is designed to prepare students to be leaders and innovators in analyzing and solving managerial problems that every organization faces in its day-to-day operations. To be effective, managers must be able to design organizations that can compete in complex and volatile business environments and to execute their strategies within these organizations. Effective managers also must be ethical leaders and competent decision-makers who formulate goals and long-term plans, build effective teams, and motivate their employees. Students majoring in Management have the option to select one concentration either in Entrepreneurship or General Management or International Business, depending on their career objectives.

The Entrepreneurship Concentration studies how business opportunities are identified and exploited to create wealth. This concentration is intended for students who are interested in new venture creation. Some graduates will work within existing organizations while others will create new organizations. The General Management Concentration is designed to educate and train future business leaders, decision makers and strategic thinkers to skillfully manage human capital in firms and organizations. The International Business Concentration is designed to provide students with the sound understanding of how International Business principles and the managerial issues faced by multinational companies. Students who select the International Business concentration will focus on political, cultural and institutional differences among nations by taking courses offered across the campus.

In addition to the Management major's requirements, Business Administration students must also fulfill the Urbana-Champaign campus's General Education requirements and the College of Business's Core Courses requirements (for more detail, refer to the [College of Business Undergraduate Section](#)).

Management Major-Entrepreneurship Concentration

Code	Title	Hours
PSYC 201	Intro to Social Psych (Preferred prerequisite: PSYC 100 or PSYC 103)	3
BADM 311	Individual Behavior in Orgs (Prerequisite: BADM 310)	3
BADM 350	IT for Networked Organizations	3
BADM 374	Management Decision Models (Prerequisite: ECON 203)	3
BADM 375	Business Process Management	3
BADM 445	Small Business Consulting	4
BADM 446	Entrepreneurship Sm Bus Form	4
FIN 423	Financing Emerging Businesses (Prerequisite: FIN 221 and consent of the Department of Finance)	3
Select one of the following:		3-4
BADM 312	Org Design and Environment (Prerequisite: BADM 310)	
BADM 403	Principles of Business Law	
BADM 447	Legal Strat for Entrepre Firm	
Total Hours		27

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Management Major-Entrepreneurship Concentration Sample Schedule for 2018-2019

Commented [TNML48]: Not part of the official Academic Catalog, but included as a reference

First Year	
First Semester	
BUS 101	3
ECON 102 or 103	3
CS 105 or General Education	3
CMN 101 or Composition I	3-4
Language or General Education	3-5
Semester Hours	15-18

First Year	
Second Semester	
ECON 102 or 103	3
MATH 234	4
FIN 221	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Second Year	
Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
ECON 302 or BADM 310	3
General Education/ Elective	3
Semester Hours	15

Second Year	
Fourth Semester	
ACCY 202	3
BADM 211	3
ECON 302 or BADM 310	3
BADM 320 or General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year	
Fifth Semester	
BADM 311	3
BADM 374	3
BADM 446	3
FIN 423	3
BADM 320, General Education, or Elective	3
Semester Hours	15

Third Year	
Sixth Semester	
Advanced Composition	3
BADM 300	3
BADM 375	3
BADM 445	3
PSYC 201	3
Semester Hours	15

Fourth Year	
Seventh Semester	
BADM 449, General Education, or Elective	3
BADM 350	3
General Education/ Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year	
Eighth Semester	
BADM 449, General Education, or Elective	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Management Major-General Management Concentration

Code	Title	Hours
PSYC 201	Intro to Social Psych (Preferred prerequisite: PSYC 100 or PSYC 103)	3
BADM 311	Individual Behavior in Orgs (Prerequisite: BADM 310)	3
BADM 312	Org Design and Environment (Prerequisite: BADM 310)	3
BADM 313	Human Resource Management (Prerequisite: BADM 310)	3
BADM 350	IT for Networked Organizations	3
BADM 374	Management Decision Models (Prerequisite: ECON 203)	3
BADM 375	Business Process Management	3
Select two of the following:		6-8
BADM 329	New Product Development (Prerequisite: BADM 320)	
BADM 353	Info Sys Analysis and Design (Prerequisite: BADM 350)	
BADM 377	Project Management	
BADM 378	Logistics Management	
BADM 380	International Business	
BADM 403	Principles of Business Law	
BADM 446	Entrepreneurship Sm Bus Form	
Total Hours		27

Commented [TNML49]: BADM 211

Management Major-General Management Concentration Sample Schedule for 2018-2019

First Year First Semester	
BUS 101	3
ECON 102 or 103	3
CS 105 or General Education	3
CMN 101 or Composition I	3-4
Language or General Education	3-5
Semester Hours	15-18

First Year Second Semester	
ECON 102 or 103	3
MATH 234	4
FIN 221	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Commented [TNML50]: Not part of the official Academic Catalog, but included as a reference

Second Year Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
ECON 302 or BADM 310	3
General Education/ Elective	3
Semester Hours	15

Second Year Fourth Semester	
ACCY 202	3
BADM 211	3
ECON 302 or BADM 310	3
BADM 320 or General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year Fifth Semester	
BADM 311	3
BADM 374	3
BADM 375	3
PSYC 201	3
BADM 320 or General Education/ Elective	3
Semester Hours	15

Third Year Sixth Semester	
Advanced Composition	3
BADM 300	3
BADM 312	3
BADM 350	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Seventh Semester	
BADM 449, General Education, or Elective	3
BADM 313	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Eighth Semester	
BADM 449, General Education, or Elective	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Management Major-International Business Concentration

Code	Title	Hours
PSYC 201	Intro to Social Psych (Preferred prerequisite: PSYC 100 or PSYC 103)	3
BADM 350	IT for Networked Organizations	3
BADM 374	Management Decision Models (Prerequisite: ECON 203)	3
BADM 375	Business Process Management	3
BADM 380	International Business	3
BADM 381	Multinational Management	3
BADM 382	International Marketing (Prerequisite: BADM 320)	3
General International Elective		
	Choose one course from the list of courses relating to International Trade, International Economics or International Finance.	3
Area Specific Elective		
	Choose one course from the list of courses relating to 1) the European Union or other customs unions or 2) the economy, politics or sociology of a specific nation state or geographical region.	3
Total Hours		27

View the [General International Elective Course List](#). View the [Area Specific Elective Course List](#). The Elective Courses's Lists will be reviewed periodically and new courses may be added. A student may substitute a course not on the lists by obtaining consent in advance from the Department of Business Administration Head or designee.

Commented [TNML51]: BADM 211

Management Major-International Business Concentration Sample Schedule for 2018-2019

Commented [TNML52]: Not part of the official Academic Catalog, but included as a reference

First Year First Semester	
BUS 101	3
ECON 102 or 103	3
CS 105 or General Education	3
CMN 101 or Composition I	3-4
Language or General Education	3-5
Semester Hours	15-18

First Year Second Semester	
ECON 102 or 103	3
MATH 234	4
FIN 221	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Second Year Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
ECON 302 or BADM 310	3
General Education/ Elective	3
Semester Hours	15

Second Year Fourth Semester	
ACCY 202	3
BADM 211	3
BADM 320	3
ECON 302 or BADM 310	3
General Education/ Elective	3
Semester Hours	15

Third Year Fifth Semester	
BADM 374	3
BADM 375	3
BADM 382	3
PSYC 201	3
General Education/ Elective	3
Semester Hours	15

Third Year Sixth Semester	
Advanced Composition	3
BADM 300	3
BADM 350	3
BADM 380	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Seventh Semester	
BADM 449, General Education, or Elective	3
BADM 381	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Eighth Semester	
BADM 449, General Education, or Elective	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Major in Marketing

For the Degree of Bachelor of Science in Marketing

The Marketing Major studies those business activities directly related to the process of placing meaningful assortments of goods and services in the hands of the consumer. The Marketing Student is concerned with the efficient performance of marketing activities and with their effective coordination with the other operations of the firm.

In addition to the Marketing Major requirements, Business Administration students must also fulfill the University's General Education requirements and the College of Business Core Courses requirements (for more detail, refer to the [College of Business Undergraduate Section](#)).

Code	Title	Hours
BADM 322	Marketing Research (Prerequisite: BADM 320)	3
BADM 325	Consumer Behavior (Prerequisite: BADM 320)	3
BADM 350	IT for Networked Organizations	3
BADM 375	Business Process Management	3
BADM 420	Advanced Marketing Management (Prerequisite: BADM 320)	3
Select four of the following (which must include at least two Marketing courses - marked with *):		12-13
BADM 321	Principles of Retailing (Prerequisite: BADM 320) *	
BADM 323	Marketing Communications (Prerequisite: BADM 320) *	
BADM 324	Purchasing and Supply Mgmt (Prerequisite: Credit or concurrent enrollment in BADM 320) *	
BADM 326	Pricing Policies (Prerequisite: BADM 320) *	
BADM 327	Marketing to Business and Govt (Prerequisite: BADM 320) *	
BADM 328	Business-to-Business Selling *	
BADM 329	New Product Development (Prerequisite: BADM 320) *	
BADM 382	International Marketing (Prerequisite: BADM 320) *	
PSYC 201	Intro to Social Psych (Prerequisite: PSYC 100 or PSYC 103)	
BADM 311	Individual Behavior in Orgs (Prerequisite: BADM 310)	
BADM 312	Org Design and Environment (Prerequisite: BADM 310)	
BADM 374	Management Decision Models (Prerequisite: ECON 203)	
BADM 378	Logistics Management	
BADM 403	Principles of Business Law	
Total Hours		27

Commented [TNML53]: BADM 211

Marketing Sample Schedule for 2018-2019

Commented [TNML54]: Not part of the official Academic Catalog, but included as a reference

First Year First Semester	
BUS 101	3
ECON 102 or 103	3
CS 105 or General Education	3
CMN 101 or Composition I	3-4
Language or General Education	3-5
Semester Hours	15-18

First Year Second Semester	
ECON 102 or 103	3
MATH 234	4
FIN 221	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Second Year Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
ECON 302 or BADM 310	3
General Education/ Elective	3-6
Semester Hours	15-18

Second Year Fourth Semester	
ACCY 202	3
BADM 211	3
BADM 320	3
ECON 302 or BADM 310	3
General Education/ Elective	3
Semester Hours	15

Third Year Fifth Semester	
BADM 322	3
BADM 350	3
BADM 375	3
Major Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year Sixth Semester	
BADM 300	3
BADM 325	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Seventh Semester	
BADM 449, General Education, or Elective	3
Advanced Composition	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Eighth Semester	
BADM 449, General Education, or Elective	3
BADM 420	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Major in Operations Management

For the Degree of Bachelor of Science in Operations Management

The Operations Management major develops concepts and skills for crafting innovative ways to deliver a firm's goods and services. It focuses upon the productive management of capital, human capital and information resources upon the process of value creation. The coursework devotes particular attention to the definition of business goals and the design of management policies and procedures for achieving those goals. Students majoring in Operations Management typically will seek careers as operations or strategy consultants, supply chain analysts, quality management professionals, manufacturing or service operations managers, project managers or leaders within other mission-critical functions of an organization.

In addition to the Operations Management major's requirements, Business Administration students must also fulfill the Urbana-Champaign campus's General Education requirements and the College of Business Core Courses requirements (for more detail, refer to the [College of Business Undergraduate section](#)).

Requirements for the major are:

Code	Title	Hours
BADM 350	IT for Networked Organizations	3
BADM 374	Management Decision Models (Prerequisite: ECON 203)	3
BADM 375	Business Process Management	3
BADM 377	Project Management	3
BADM 378	Logistics Management	3
BADM 379	Business Process Improvement	3
Select three of the following:		9-10
BADM 311	Individual Behavior in Orgs (Prerequisite: BADM 310) ¹	
BADM 312	Org Design and Environment (Prerequisite: BADM 310) ¹	
BADM 329	New Product Development (Prerequisite: BADM 320) ¹	
BADM 353	Info Sys Analysis and Design (Prerequisite: BADM 350) ¹	
BADM 445	Small Business Consulting ¹	
BADM 453	Decision Support Systems ¹	
Total Hours		27

One of these three course requirements may be satisfied by an appropriate internship, approved in advance by the Head of the Department of Business Administration or designee.

Commented [TNML55]: BADM 211

Operations Management Sample Schedule for 2018-2019

Commented [TNML56]: Not part of the official Academic Catalog, but included as a reference

First Year First Semester	
BUS 101	3
ECON 102 or 103	3
CS 105 or General Education	3
CMN 101 or Composition I	3-4
Language, or General Education	3-5
Semester Hours	15-18

First Year Second Semester	
ECON 102 or 103	3
MATH 234	4
FIN 221	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Second Year Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
ECON 302 or BADM 310	3
General Education/ Elective	3
Semester Hours	15

Second Year Fourth Semester	
ACCY 202	3
BADM 211	3
ECON 302 or BADM 310 or BADM 320	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year Fifth Semester	
BADM 350	3
BADM 374	3
BADM 375	3
ECON 302 or BADM 310 or BADM 320	3
General Education/ Elective	3
Semester Hours	15

Third Year Sixth Semester	
Advanced Composition	3
BADM 300	3
BADM 378	3
Major Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Seventh Semester	
BADM 449, General Education, or Elective	3
BADM 377	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Eighth Semester	
BADM 449, General Education, or Elective	3
BADM 379	3
Major Elective	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Major in Supply Chain Management

For the Degree of Bachelor of Science in Supply Chain Management

The Supply Chain Management major studies the movement of materials from their procurement as raw material, parts or components through the manufacturing or processing sector to the marketing and distribution of end products for industrial or commercial users. The Supply Chain Management major is available only to qualified students based upon application and personal interview. For more information, contact the Director of the Supply Chain Management Program.

In addition to the Supply Chain Management major's requirements, Business Administration students must also fulfill the Urbana-Champaign campus's General Education requirements and the College of Business's Core Courses requirements (for more detail, refer to the [College of Business Undergraduate Section](#)).

Students are required to complete an approved internship to graduate with the Bachelor of Science in Supply Chain Management degree.

Code	Title	Hours
BADM 324	Purchasing and Supply Mgmt (Prerequisite: Credit or current enrollment in BADM 320)	3
BADM 327	Marketing to Business and Govt (Prerequisite: BADM 320)	3
BADM 335	Supply Chain Management Basics	3
BADM 336	Modeling the Supply Chain (Prerequisite: BADM 335) ¹	3
BADM 337	Practicum in Supply Chain Mgt	3
BADM 350	IT for Networked Organizations	3
BADM 375	Business Process Management	3
BADM 378	Logistics Management	3
	Select one of the following:	3
BADM 322	Marketing Research (Prerequisite: BADM 320)	
BADM 328	Business-to-Business Selling	
BADM 352	Database Design and Management	
BADM 374	Management Decision Models (Prerequisite: ECON 203)	
BADM 377	Project Management	
BADM 379	Business Process Improvement	
Total Hours		27

¹ The internship must be completed prior to enrollment into the [BADM 336](#) course and a report on the internship must be submitted.

Commented [TNML57]: BADM 211

Supply Chain Management Sample Schedule for 2018-2019

Commented [TNML58]: Not part of the official Academic Catalog, but included as a reference

First Year First Semester	
BUS 101	3
ECON 102 or 103	3
CS 105 or General Education	3
CMN 101 or Composition I	3-4
Language or General Education	3-5
Semester Hours	15-18

First Year Second Semester	
ECON 102 or 103	3
MATH 234	4
FIN 221	3
CMN 101 or Composition I	3-4
CS 105, Language, or General Education	3-5
Semester Hours	16-18

Second Year Third Semester	
BUS 201	3
ACCY 201	3
BADM 210	3
ECON 302 or BADM 310	3
General Education/ Elective	3-6
Semester Hours	15-18

Second Year Fourth Semester	
ACCY 202	3
BADM 211	3
ECON 302 or BADM 310	3
BADM 320 or General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year Fifth Semester	
BADM 335	3
BADM 350	3
BADM 375	3
BADM 320 or General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Third Year Sixth Semester	
BADM 300	3
BADM 324	3
BADM 378	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Seventh Semester	
BADM 449, General Education, or Elective	3
Advanced Composition	3
BADM 336	3
Major Elective	3
General Education/ Elective	3
Semester Hours	15

Fourth Year Eighth Semester	
BADM 449, General Education, or Elective	3
BADM 327	3
BADM 337	3
General Education/ Elective	3
General Education/ Elective	3
Semester Hours	15

LAST PAGE

Office of the Provost and Vice Chancellor for Academic
Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



December 15, 2017

Gay Miller, Chair
Senate Committee on Educational Policy
Office of the Senate
228 English Building, MC-461

Dear Professor Miller:

Enclosed is a copy of a proposal from the College of Business to revise the Bachelor of Science degrees in Accountancy, Finance, Information Systems, Management, Marketing, Operations Management, and Supply Chain Management.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Kathryn A. Martensen'.

Kathryn A. Martensen
Assistant Provost

Enclosures

c: J. Dahl
M. Dyer
Y. Liu
M. Peecher
N. Turner