

Bachelor of Arts in Business Administration, Marketing

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GENERAL EDUCATION REQUIREMENTS: 31 credits

Credits	Course Alpha/Number/Title	WI or Focus	Semester Completed	Grade
3	Foundations Written Communication (FW) ENG 100 Composition			
3	Foundations Symbolic Reasoning (FS) Math 103 or higher			
3	Foundations Multicultural Perspectives (FG): 6 credits from two different groups (A, B, C) Group A: Primarily before 1500 CE (e.g.; HIST 151 or ANTH 151) Group B: Primarily after 1500 CE (e.g.; HIST 152 or ANTH 152) Group C: Pre-history to present			
3	Foundations Multicultural Perspectives (FG) Group different from above			
3	Diversification Arts, Humanities & Literature (DA, DH, DL): 6 credits from two different areas			
3	Diversification Arts, Humanities & Literature (DA, DH, DL): Different from area above			
3	Diversification Social Sciences (DS): 6 credits from two different areas			
3	Diversification Social Sciences (DS) Different area from above.			
3	Diversification Natural Sciences (DB, DP, DY) 3 credits from the biological sciences (DB)			
3	3 credits from the physical sciences (DP)			
1	1 credit of laboratory (DY)			

UHWO WRITING SKILLS REQUIREMENT: 3 credits

Credits	Course Alpha/Number/Title	WI or Focus	Semester Completed	Grade
3	ENG 200 Composition II (or equivalent) <i>Note: If ENG 200 is waived, you must replace this course with three upper-division credits of humanities electives instead – e.g., HIST, ENG, HPST, HUM, or PHIL.</i>			

LOWER DIVISION PROGRAM REQUIREMENTS: 6 credits

Credits	Course Alpha/Number/Title	WI or Focus	Semester Completed	Grade
3	ECON 130 Principles of Microeconomics			
3	ECON 131 Principles of Macroeconomics			

CORE REQUIREMENTS: 21 credits (21 UD)

Credits	Course Alpha/Number/Title	WI or Focus	Semester Completed	Grade
3	BUSA 300 Principles of Marketing			
3	BUSA 312 Intermediate Financial Accounting I			
3	BUSA 320 Statistics for Decision-Making			
3	BUSA 321 Business Finance			
3	BUSA 345 Management Information Systems			
3	BUSA 386 Global Management and Organizational Behavior			
3	BUSA 435 Strategic Planning			

CONCENTRATION REQUIREMENTS: 12 Credits (12 UD)

Choose 4 courses from the list below

BUSA 304 Consumer Behavior	BUSA 408 International Marketing
BUSA 305 Advertising & Promotion Management	BUSA 496 Selected Topics in Business Administration
BUSA 364 Retailing Management	(Marketing)

Credits	Course Alpha/Number/Title	WI or Focus	Semester Completed	Grade
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CAPSTONE REQUIREMENT: 3 Credits (3 UD)

Credits	Course Alpha/Number/Title	WI or Focus	Semester Completed	Grade
3	WI BUSA 486 Senior Project, <u>or</u> WI BUSA 490 Administrative Practicum, <u>or</u> WI BUSA 494 Small Business Institute Supervised Field Study	WI		

ELECTIVES (44 credits)*

 9 Upper Division 35 Upper or Lower Division
 *See a Student Services Academic Advisor

Credits	Course Alpha/Number/Title	WI or Focus	Semester Completed	Grade
3	<i>Upper Division Humanities (300-400 level)</i>			
3	<i>Upper Division (300-400 level)</i>			
3	<i>Upper Division (300-400 level)</i>			
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Graduation Requirements (see the 2009-2010 catalog for any additional graduation requirements):

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| <input type="checkbox"/> 45 Upper Division Credits Minimum | <input type="checkbox"/> 3 Upper Division Writing Intensive Courses | <input type="checkbox"/> 2.0 OVERALL GPA |
| <input type="checkbox"/> 120 Total Credits Minimum | <input type="checkbox"/> Focus Requirements (OC, HAP, ETH)* | <input type="checkbox"/> 2.0 UHWO GPA |
| <input type="checkbox"/> 30 UHWO Credits | *Fall 2007- Spring 2010 students exempt | <input type="checkbox"/> 2.0 CONCENTRATION GPA |