

# Undergraduate Degree Programs

This section of the 2009-2010 Catalog provides details on Walsh College undergraduate degree programs and the requirements of all bachelor's degree students, including professional core, program core/major, and elective courses. Admissions procedures and requirements, as well as graduation requirements, are also included in this section.

**Walsh bachelor's degree programs include:**

## **Bachelor of Accountancy (BAcct)**

## **Bachelor of Business Administration (BBA)**

*with majors in:*

- Accounting Processes
- Business Information Technology
- Finance
- General Business
- Management
- Marketing

## **Bachelor of Science in Business Information Systems (BSBIS)**

### ***Special Notes***

- It is recommended that students meet with an academic advisor prior to enrolling in a bachelor's degree program to finalize their specific curriculum plan. Advisors are available at all Walsh College campuses. Students should schedule an appointment prior to registering for their first semester.
- Once enrolled at Walsh, students may seek academic advising through the Admissions and Academic Advising office and/or career counseling through the Career Services office.
- All undergraduate degree programs must be completed within 60 consecutive calendar months from the first semester of enrollment at Walsh College, as designated by the first semester attended on the student's Walsh transcript. If a student changes his/her major or degree program the student has 60 consecutive calendar months in which to complete the new major or degree program starting with the semester in which the program change occurred. Extensions to this time requirement will only be granted upon review of the request by the director of Admissions and Academic Advising in conjunction with the academic department chair. Students may be required to complete additional coursework and/or update to the current Catalog year and degree requirements.
- Credit is earned toward an undergraduate degree at Walsh College by successfully completing specific courses designated within each degree program.
- Students on an academic program may choose allowable electives and specializations for the same academic program that are offered in future Catalog years. Students are not required to update to the future academic program/Catalog year to enroll in the new elective or specialization courses.

- Undergraduate students are eligible to take a maximum of six semester credit hours of approved graduate-level coursework applicable to their undergraduate degree program, with the exception of Honors Fast Track students.
- Course requirements vary by degree program. All required courses are listed in each degree section and must be completed to fulfill graduation requirements.
- Generally, a minimum of 127 semester credit hours (including credits transferred into Walsh College) must be completed to earn a bachelor's degree. Generally, a minimum of 45 semester credit hours must be taken in residence at Walsh College. See Acceptance of Equivalent Credit and Honors Fast Track sections for additional transfer credit options.

## **Admission to Walsh College Undergraduate Programs**

### **Admissions Procedures**

To apply to any Walsh College undergraduate degree program, an Admissions Application Form must be submitted along with a non-refundable application fee. Former Walsh College students are required to submit an Admissions Application Form, but are not required to pay a second admissions application fee. Applications can be submitted at any Walsh College campus or online by visiting the College Web site at [www.walshcollege.edu](http://www.walshcollege.edu).

Admitted students can begin their studies at the start of any academic semester. Admissions applications will be accepted until the last day to register for classes for the semester in which the applicant wishes to enroll. An applicant's admissions status will be determined upon receipt of all required documents. Every attempt will be made to process the application in time for admitted students to enroll in their intended semester of initial attendance. To facilitate the admissions process, applicants are encouraged to submit student or unofficial copies of transcripts from all colleges attended, along with the admissions application.

Applicants will be considered for admission when the Admissions and Academic Advising office receives evidence of attainment of the minimum admissions requirements. Full admission to the College will be granted only upon receipt of all official transcripts and required documentation. An individual may be admitted on a contingent basis upon review of unofficial transcripts. A student's admissions status will remain contingent until receipt of all final, official transcripts and fulfillment of minimum admissions grade point average requirements. Students admitted contingently will be allowed to register for their first semester. All final, official transcripts must be received before a student will be permitted to register for their second semester at Walsh College.

It is the responsibility of the applicant to contact all colleges / universities currently and previously attended and request that official transcripts be sent directly to Walsh College. Copies of transcripts hand-delivered by the students are not considered

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official. Indebtedness or transcript holds at another institution may prevent processing of the admissions application and/or registration. For information on international transcript evaluation and admission to the College for those individuals pursuing an F-1 Student Visa, please see the section entitled International Students.

After receiving the applicant's official transcript(s), the Admissions and Academic Advising office will evaluate transfer of academic credit based upon all previous college coursework taken at the 100 or 1000 level and above. Any discrepancy between official and unofficial transcripts will result in the adjustment of any previously noted equivalencies and/or transfer credits, and may affect eligibility for admission or change an applicant's admissions status from "contingent" to "denied". Generally accepted transfer policies are practiced along state and federal guidelines. Upon completion of the evaluation, a letter will be sent to the applicant reflecting the status of his/her application and admission to the College.

Applicants can contact the Admissions and Academic Advising office during this process to inquire about specific policies and procedures or the status of their application. An applicant may enroll in any semester within 60 consecutive calendar months following admission to Walsh College. Applicants will be required to follow the admissions and program requirements of the catalog year in which they initially enroll at Walsh College. If an applicant does not enroll and complete at least one course within 60 consecutive calendar months following admission, he/she must reapply for admission. Applicants who reapply may be required to resubmit all official transcripts and related documentation to Walsh College.

## Admissions Requirements

*For consideration for admission to a Walsh College undergraduate degree program, an applicant must:*

- Have a minimum entering cumulative grade point average of 2.000 on a 4.000 scale; all previous college/university level coursework will be computed in this calculation.
- Successfully complete, with a grade of "C" (2.000) or better, a minimum of 60 semester credit hours (90 quarter hours) of coursework at the 100 or 1000 level or above. At least 30 semester credit hours (45 quarter hours) of the minimum 60 semester credit hours must be in liberal arts coursework. The liberal arts coursework must include one course in English composition or written communication and one course in intermediate algebra or higher-level mathematics placement.
- All academic coursework considered for use in meeting admissions requirements or for use in establishing directly equivalent transfer credit must be from an institution accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools or one of the following regional associations: Middle States, New England, Northwest, Southern, or Western.

Additional requirements for admission to the Bachelor of Science in Business Information Systems degree include:

- Expected proficiency in current personal productivity tools (word processing/spreadsheet/presentation graphics and personal databases)
- A minimum of six semester credit hours and/or the equivalent of acceptable transfer coursework in the area of computer information systems or technology completed within five years prior to application for admission; to include a minimum one programming course and one course in networking fundamentals.

## Acceptance of Equivalent and Transfer Credit

Prospective students are encouraged to meet with a transfer advisor/counselor at their originating institution or schedule an appointment with a Walsh College academic advisor to develop a transfer plan. This transfer plan will include identifying transfer equivalencies to meet admission requirements and for required courses. Students can obtain transfer equivalencies by visiting the Walsh College web site at [www.walshcollege.edu/transfer](http://www.walshcollege.edu/transfer) or the Michigan Transfer Network at [www.michigantransfERNETWORK.org](http://www.michigantransfERNETWORK.org).

Applicants with directly equivalent credit to required coursework in their intended degree program at Walsh College may transfer a maximum of 82 semester credit hours of freshman/sophomore (100/1000 level and above) to Walsh College. Transfer of credit above 82 semester credit hours for a maximum of 91 semester credit hours will only be accepted from an accredited four-year institution for equivalent junior/senior (300/400 level and above) level coursework at the transfer institution and at Walsh College.

Academic department chairs will review transfer coursework on a case-by-case basis for approval and equivalency. Transfer coursework must have been completed with a "C" (2.000) or better in order to be considered for equivalency. Certain coursework may only be awarded equivalent credit if the specific transfer course was completed within 60 calendar months prior to the semester of admission. Applicants who received an undergraduate degree from Walsh College and choose to pursue a second undergraduate degree may transfer up to 91 semester credit hours toward the second undergraduate degree program.

## Honors Fast Track Program

Walsh has partnered with local community colleges to offer a program that gives students the ability to transition from their associate's degree through their bachelor's and master's degrees in business. The "best fit" option for the Honors Fast Track Program is the associate's degree in business with the Bachelor of Business Administration (BBA) degree with a management major and the Master of Business Administration (MBA) degrees at Walsh College, all within 150 semester credit hours. To qualify for the program, high school students must have a minimum cumulative high school GPA of 3.300 and a minimum ACT composite score of 22. Community college transfer students must have a cumulative GPA of 3.300 or higher in all previous college coursework. Once admitted to the program, Honors Fast Track students will have the ability to transfer up to 81 semester credit hours from a local community college and complete an additional six semester credit hours in residence at Walsh College at the

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average community college tuition rate (BIT 335 and QM 301). All admitted students to the program will be required to sign the Honors Fast Track Agreement form outlining the requirements for the program.

Honors Fast Track students must maintain a cumulative grade point average of 3.300 in residency at Walsh College at the conclusion of each semester. Failure to meet the Honors Fast Track Program defined standards as outlined in the Honors Fast Track Agreement Form will result in ineligibility for the program and re-evaluation for the current undergraduate/graduate programs in effect at that time including admissions, course, and graduation requirements.

The Honors Fast Track Program requirements must be completed within 60 consecutive calendar months from the first semester of enrollment at Walsh College (as designated by the first semester attended on the student's Walsh College transcript). Graduation requirements for the bachelor's degree portion of the Honors Fast Track Program include a minimum of 126 semester credit hours (81 semester credit hours transferred from an approved community college, a maximum of six semester credit hours in residence at Walsh College at the average community college tuition rate and a minimum of 39 semester credit hours completed in residence at Walsh College which may include a maximum of 12 semester credit hours of graduate level coursework).

The Honors Fast Track program continues the Walsh College tradition of providing cutting-edge transfer opportunities that meet the educational needs of its students. Please contact the Admissions and Academic Advising office to determine an approved partner community college, and for details about this exciting program.

## Credit for Extra-Institutional Learning

Walsh College awards credit and/or course competency waivers for documented post-secondary-level extra-institutional learning. Extra-institutional learning is defined as learning that is attained outside of the sponsorship of legally authorized and appropriately accredited post-secondary education institutions. Reliable and valid measures of learning outcomes are used to assess and grant such awards.

When applying for admission to Walsh College, a student may request credit for learning already acquired in settings outside of Walsh College. The request will be evaluated as part of the admissions process. Documentation verifying attainment of college-level learning is required.

Current sources of extra-institutional learning which may be reviewed for course credit, exclusions or waivers include CLEP; documented military coursework; courses documented by the American Council of Education Guidelines; training; and certifications or professional licensures. Contact the Admissions and Academic Advising office for additional information.

## Readmission to Walsh College

If an undergraduate student has not enrolled in any courses (as designated by the last semester attended on the student's Walsh transcript) for 12 consecutive calendar months, the student must apply for readmission through the Admissions and Academic Advising office. At the time of readmission, all coursework will be evaluated based on current admissions requirements; required coursework and acceptable transfer equivalencies; minimum grade requirements for transfer and graduation. Time limitations for eligibility/transferability as determined by each academic area may apply.

Readmitted students will be responsible for the degree requirements outlined in the Catalog year that they are readmitted and will receive a program sheet detailing their degree requirements. Students who are granted credit for previously taken courses at Walsh College may be required to complete their program in a period of time not to exceed a maximum of 60 months from initially starting at Walsh College. Transcripts of students who have been readmitted to the College will reflect all courses taken, credit hours attempted, and grades received while at Walsh College, even though previous coursework with a grade below "C" (2.000) may not be counted toward the current degree program.

Veteran students who were deployed and reapply for admission may petition to be readmitted under the same academic program and graduation criteria in effect at the time of deployment. A copy the student's deployment paperwork and length of stay will be required as part of the readmission process. Students in this situation should contact a Veterans Certifying Official or an academic advisor to provide the deployment paperwork so that their academic file may be updated. Upon return from duty, it is highly recommended that the veteran review the current and former programs with an advisor to see which program best benefits the student. If the veteran opts to move to the newest program, all admission and catalog policies of the newest catalog will apply and the student may not switch back.

Students who have been academically dismissed or placed on academic probation must meet with an advisor in the Admissions and Academic Advising office to discuss eligibility for readmission. Please refer to the section on Academic Standing prior to reapplying for admission. Consideration of all prior activity, including student conduct, will be reviewed during evaluation and may be grounds for denial of readmission.

## Concurrent Enrollment

A fully admitted student may be eligible for concurrent enrollment while beginning classes at Walsh College. Concurrent enrollment allows new students who are enrolled at a transfer community college to complete credits (freshman/sophomore or 100/200 or 1000 level and above), not to exceed 82 semester credit hours, while attending Walsh College. Concurrent enrollment may affect a student's ability to receive financial aid; students are encouraged to contact the Financial Aid office prior to concurrent enrollment. Upon admittance to Walsh College, a student interested in

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concurrent enrollment is required to meet with an academic advisor to determine concurrent enrollment eligibility as well as to sign the Concurrent Enrollment Agreement Form.

Responsibility for adhering to course and time limit requirements as outlined in the concurrent enrollment agreement resides with the student. Approved students are required to follow the plan for taking courses at their transfer institutions as outlined in their signed concurrent enrollment agreement; any deviations from this plan must be approved in advance by the director of Admissions and Academic Advising.

Students approved to take coursework through concurrent enrollment are fully responsible for meeting all course prerequisites prior to registering for any Walsh College courses. The student is responsible for requesting that official copies of college transcripts documenting proof of successful completion of concurrent enrollment courses be sent to Walsh College. Credit for concurrently enrolled courses will not be awarded until proof is received in the form of official transcript(s). Course(s) determined eligible to be taken as a part of the concurrent enrollment agreement must be completed before the student's final semester prior to graduation at Walsh College. The Records and Registration Office will not complete a graduation audit until all final, official transcripts have been received.

After the first semester of enrollment at Walsh College, the concurrent enrollment option will not be granted. Concurrent enrollment approval will not be extended to current students as a means to replace guest student status. Walsh College reserves the right not to accept courses not listed on the Concurrent Enrollment Agreement Form.

## Communication Placement Exam Information

All new undergraduate students will be required to take the Communications Placement Exam. Students who take COM 210 at Walsh College will take the placement exam during COM 210. Students who transfer in an equivalent to COM 210 will need to take the placement exam prior to registering for COM 320 Business Communication Methods. Students who pass the placement exam will be eligible to enroll in COM 320. COM 320 is required to be completed within a student's first nine credit hours at Walsh College, so it is highly recommended that students take the placement exam immediately upon being admitted to Walsh College. Failure to do so may result in delaying a student's graduation as COM 320 is a prerequisite to several required courses in the undergraduate programs at Walsh College.

Students who do not pass the placement exam will be required to take COM 300 Communication Essentials, a one-credit hour course designed to enhance students' writing skills. Students will be eligible to enroll in COM 320 upon successful completion of COM 300 with a grade of P.

Students are not charged a fee for the placement exam. The placement exam is administered online and may be taken on any computer that has Internet access. The placement exam may only be taken one time and is not repeatable.

The Communication Placement Exam will assess basic writing skills in three areas:

- Grammar and mechanics
- Style
- Organization and development

## Student Learning Outcomes

At the completion of COM 300, students will be able to:

- Compose messages that display organization of thoughts based on a synthesis of credible information
- Write sentences and paragraphs using correct grammar, spelling and punctuation
- Develop written messages that display appropriate tone and style for intended audience
- Produce brief business documents that are clear, concise, well organized, and properly formatted

For more information on the placement exam and COM 300 please visit our Web site at

[www.walshcollege.edu/commplacementexam](http://www.walshcollege.edu/commplacementexam).

## Degree/Program Changes

A student desiring to change his/her undergraduate degree program, major, or minor must officially request this change with an academic advisor. A complete evaluation will be required before the student is admitted into the desired degree program. Undergraduate courses already completed at Walsh College will be evaluated for appropriateness for the new degree/program. The student will then be placed on the most current program of study and issued a new academic program sheet. All current admissions requirements and policies will apply.

## Bachelor's Degree Minors

A student may choose a minor while pursuing a bachelor's degree at Walsh College. A minor is comprised of 18 semester credit hours in a specific discipline (accounting/tax, business information technology, finance, management or marketing). Students must follow all course prerequisites. A minimum of nine of the 18 semester credit hours must be taken in residence at Walsh College and be completed prior to graduation. A grade of "C" (2.000) or better is required in each course counted toward the minor; a cumulative grade point average of "C" (2.000) is required in all courses within the discipline (accounting/tax, business information technology, finance, management, or marketing). The minor will be reflected on the student's transcript. To select a minor, the student must meet with an advisor and complete a Bachelor's Degree Minor Declaration Form. A directed study, internship, or practicum will not be counted toward meeting the requirements of a minor.

## Dual Undergraduate Degrees

Dual degrees are not available at the undergraduate level.

## Double Majors

A student may pursue a double major at Walsh College. All

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required program core, major, and/or required elective coursework within both majors must be completed prior to graduation. The professional core courses for at least one of the degree programs must be completed if both majors are not within the BBA program.

In the instance that the student is pursuing the Bachelor of Accountancy degree and a major within the BBA or BSBIS programs, the student must complete all courses required for the Bachelor of Accountancy degree, plus complete all courses required for the second major.

The student will be awarded one degree, the Bachelor of Accountancy, and the student's transcript will reflect the two majors earned.

The following degrees/majors cannot be completed as double majors:

- The Bachelor of Business Administration in Accounting Processes and the Bachelor of Accountancy.
- The Bachelor of Business Administration with a major in General Business and any other undergraduate degree or major.
- The Bachelor of Business Administration with a major in Business Information Technology and the Bachelor of Science in Business Information Systems.

Contact the Admissions and Academic Advising office for specific details for individual major requirements.

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### Bachelor of Accountancy (BAcct)

The Bachelor of Accountancy degree program at Walsh College consists of a specialized sequence of coursework in accounting, with related business administration topics. The coursework is designed for those interested in entering the accounting profession and interested in CPA licensure. For specific subject/credit hour requirements, contact the Walsh College Admissions and Academic Advising office or view the Michigan State Board of Accounting Web site: [www.cis.state.mi.us/bcs/acct/](http://www.cis.state.mi.us/bcs/acct/). Students must take all courses in the professional and program core. Most undergraduate students transfer in courses that are equivalent to some of those in the professional and program core. Elective courses may also be necessary to meet residency and/or degree requirements.

### Bachelor of Accountancy Professional Core

Equivalent courses may be transferred in to replace some of these core courses.

ACC	201	Principles of Accounting I
ACC	202	Principles of Accounting II
ACC	310	Managerial Accounting
BIT	305	Business Computing Tools
BIT	335	Business Driven Technology

COM	210	Principles of Business Communications
COM	300*	Communication Essentials
COM	320**	Business Communication Methods
ECN	201	Principles of Economics I
ECN	202	Principles of Economics II
FIN	315	Financial Management
MGT	201	Principles of Management
MGT	303	Behavioral Management
MKT	202	Principles of Marketing
QM	202	Statistical Methods for Business

\*COM 300 is required for all students that obtain a score of 1-3 on the Walsh College Communication Placement Exam. The Communication Placement Exam must be completed within the student's first semester of enrollment at Walsh College.

\*\*Students are required to take COM 320 within their first 9 semester credit hours in residence at Walsh College.

### Bachelor of Accountancy Program Core

ACC	301	Intermediate Accounting I
ACC	302	Intermediate Accounting II
ACC	303*	Financial Accounting Concepts
ACC	406/506▲	Accounting Information Systems
ACC	411/511▲	Business Combinations
ACC	412/512▲	Government and Not-for-Profit Accounting
ACC	415/515▲	Auditing (Capstone)
ACC	418	Accounting Communications
ACC	419	Advanced Managerial Accounting
BL	301	Business Law I
BL	302	Business Law II
TAX	495	Tax and Business Taxation I
TAX	496/596▲	Tax and Business Taxation II
TAX	497/597▲	Tax and Business Taxation III

\*Students are encouraged to take ACC 303 within their first 12 semester credit hours in residence at Walsh College.

If needed to complete the 45-hour residency requirements, choose from the following electives:

- ACC 488, ACC 494
- Any 300-400 level BIT course(s)
- FIN 310, 403, 406, 416 and 425
- QM 301
- Any other 400 level course(s), except BBA 420

▲BAcct students may elect to replace a maximum of six semester credit hours (two courses) at the graduate level of any 500 level course listed above in preparation for pursuing a graduate degree at Walsh College. Courses must be completed with a "C" (2.000) or better. Courses must be required or allowable electives in the graduate program to be considered for advanced standing. Students must meet course prerequisites.

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## Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) curriculum at Walsh College provides students with a solid education in the business disciplines as well as the opportunity to major in one of six areas: accounting processes, business information technology, finance, general business, management, or marketing. Students must take all required professional core and major courses. Most students transfer equivalent coursework to replace some of these courses.

### Bachelor of Business Administration Professional Core

Equivalent courses may be transferred in to replace some of these core courses.

ACC 201	Principles of Accounting I
ACC 202	Principles of Accounting II
ACC 310	Managerial Accounting
BBA 420	The Legal and Tax Environment of Business
BBA 461	Business Strategy and Policy (Capstone)
BIT 305	Business Computing Tools
BIT 335	Business Driven Technology
COM 210	Principles of Business Communications
COM 300*	Communication Essentials
COM 320**	Business Communication Methods
COM 340***	Professional Communication
ECN 201	Principles of Economics I
ECN 202	Principles of Economics II
FIN 310	Financial Markets
FIN 315	Financial Management
MGT 201	Principles of Management
MGT 303	Behavioral Management
MKT 202	Principles of Marketing
QM 202	Statistical Methods for Business
QM 301	Statistical Inference for Management Decisions
ELECTIVE	Any 400 level course

Required Elective - Students must choose one 400-level three credit hour elective course in residence from any discipline not already required for their degree and have met the course prerequisite.

\*COM 300 is required for all students that obtain a score of 1-3 on the Walsh College Communication Placement Exam. The Communication Placement Exam must be completed within the student's first semester of enrollment at Walsh College.

\*\*Students are required to take COM 320 within their first 9 semester credit hours in residence at Walsh College.

\*\*\*Students are required to take COM 340 within their first 15 semester credit hours in residence at Walsh College. BBA.ACP student may substitute ACC 418 in place of COM 340.

## Bachelor of Business Administration Majors

### BBA – Accounting Processes (ACP)

The Accounting Processes major is designed to provide a basic business education, a basic exposure to taxation, and a thorough exposure to the preparation of financial statements. The ACP major prepares students for a non-management accounting position in corporate, small business, or non-public accounting. This program is not designed to optimally prepare students for the professional accounting examinations.

### Required Accounting Processes Major Courses

Complete the following courses:

ACC 301	Intermediate Accounting I
ACC 406/506	Accounting Information Systems
ACC 419	Advanced Managerial Accounting
TAX 495	Introduction to Tax and Business Taxation I

### PLUS at least one course from the following:

ACC 302	Intermediate Accounting II
ACC 303*	Financial Accounting Concepts
ACC 411/511	Business Combinations
ACC 412/512	Government & Not-For-Profit Accounting
ACC 415/515	Auditing
TAX 496/596	Introduction to Tax and Business Taxation II
TAX 497/597	Introduction to Tax and Business Taxation III

\*Students are encouraged to take ACC 303 within their first 12 semester credit hours in residence at Walsh College.

If needed to meet the 45-hour residency requirement, choose from the following additional electives:

FIN 403	Investment Management
FIN 406	Financial Statement Analysis
FIN 416	The Stock Market
FIN 425	Financial Modeling
MGT 404	Human Resources Management
MGT 470	Public Administration/Governmental Management
MKT 307	Marketing Management

▲Accounting Processes students may elect to replace a maximum of six semester credit hours (two courses) at the graduate level of any 500 level courses listed above, in preparation for pursuing a graduate degree at Walsh College. Courses must be completed with a "C" (2.000) or better. Courses must be required or allowable electives in the graduate program to be considered for advanced standing. Students must meet course prerequisites.

### BBA – Business Information Technology (BIT)

The Business Information Technology major is designed to provide a business student with a background in how Information Systems are used by businesses and how they can drive businesses into new markets and pursue new opportunities. Students completing this major will have an understanding of the value of information,

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how to collect business requirement, and how software systems are developed.

## Required Business Information Technology Major Courses

BIT	404	Business Analysis I
BIT	405	Business Analysis II
BIT	414/514	▲Introduction to Data Analytics
BIT	415/515	▲Data Analytics Techniques
BIT	419	Collaborative Business System Design
BIT	420	Collaborative Business System Development
BIT	430	BIT Undergraduate Capstone

▲*Business Information Technology students may elect to replace a maximum of six semester credit hours (two courses) at the graduate level of any 500 level course listed above in preparation for pursuing a graduate degree at Walsh College. Courses must be completed with a "C" (2.000) or better. Courses must be required or allowable electives in the graduate program to be considered for advanced standing. Students must meet course prerequisites.*

## BBA – Finance (FIN)

The Finance major assists the student in developing an appreciation for and understanding of the financial decision-making process. It is designed to provide an exposure to accounting, business law, and taxation concepts along with financial analysis, planning, and management. The curriculum prepares the student for the fields of credit analysis, commercial lending, brokerage and financial services, financial planning, financial analysis, and financial institution management, as well as other careers in industry and government.

Students with an Accredited Asset Management Specialist (AAMS) Certification will be granted credit for FIN 403.

## Required Finance Major Courses

FIN	403	Investment Management
FIN	406	Financial Statement Analysis
FIN	412	International Economics and Finance
FIN	419	Financial History of the United States
FIN	425	Financial Modeling
Electives		Six semester credit hours (two courses)

## Required Electives

*Choose two electives from all courses listed below.*

FIN	321	Risk Management and Insurance
FIN	416	The Stock Market
FIN	417	Business and Government
FIN	420	Real Estate Principles
FIN	488	Finance Internship
FIN	489	Certified Treasury Professional Preparation Course
FIN	502	▲ Theory of Financial Planning
FIN	509	▲ Bank and Financial Institution Management
FIN	511	▲ Credit Analysis and Commercial Lending
FIN	520	▲ Real Estate

▲*Finance students may elect to replace a maximum of six semester credit hours (two courses) at the graduate level of any 500 level course listed above in preparation for pursuing a graduate degree at Walsh College. Courses must be required or an allowable elective in the graduate program in order to be considered for advanced standing. Courses must be completed with a "C" (2.000) or better. Students must meet course prerequisites.*

## BBA – General Business (GB)

The General Business major complements the prior education and/or experience of the student and is specifically designed to provide flexibility in course selection and to be a time-effective degree completion program. The goal of the General Business major is to assist the student in his/her present career by providing a basic business education that may accelerate a promotion.

The BBA - General Business degree consists of the professional core and a minimum of nine semester credit hours (three courses) of 300 – 400-level allowable elective courses (except ACC 300). Students must meet the minimum total credit hour and residency requirements and meet all course prerequisites. General Business majors may elect to choose a minor. Student should refer to the Bachelor's Degree Minors section of the Catalog.

▲*General Business students may elect to replace a maximum of six semester credit hours (two courses) at the graduate level of any 500 level course listed (see course listings under each BBA major) in preparation for pursuing a graduate degree at Walsh College. Courses must be required or an allowable elective in the graduate program in order to be considered for advanced standing. Courses must be completed with a "C" (2.000) or better. Students must meet course prerequisites.*

## BBA – Management (MGT)

The Management major assists the student in developing an understanding of decision methodology, business resource management, organization structures, business strategy, and business policy. Emphasis is placed on the principles of managing, the skills of decision-making and problem-solving, and the techniques of interpersonal relationships. For the student with little or no experience, the curriculum provides the foundation for an entry-level management position in purchasing, customer service, human resources management, public administration, office management, or operations.

## Required Management Major Courses

MGT	404	Human Resources Management
MGT	410	Production and Operations Management
MGT	453	Organizational Leadership
MGT	455	Globalization and Diversity
Electives		Nine semester credit hours (three courses)

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## Required Electives

Choose three electives from all courses listed below.

MGT 405	Management and Labor Relations
MGT 470	Public Administration/ Governmental Management
MGT 471	Small Business Management
MGT 475	International Management
MGT 485	Process Improvement/Benchmarking
MGT 488	Management Internship
MKT	One 300-500 level marketing course not already required in the program
MGT 556▲	Organizational Design
MGT 558▲	Managing Employee Development and Training
MGT 559▲	Managing Total Compensation

▲Management students may elect to replace a maximum of six semester credit hours (two courses) at the graduate level of any 500 level courses listed above in preparation for pursuing a graduate degree at Walsh College. Courses must be required or an allowable elective in the graduate program in order to be considered for advanced standing. Courses must be completed with a "C" (2.000) or better. Students must meet course prerequisites.

## BBA – Marketing (MKT)

The Marketing major prepares the student for an entry-level position in one of the various marketing-related fields. Coursework builds around the four P's of marketing: product, pricing, place of distribution, and promotion. The curriculum exposes the student to the skills necessary to begin a career in the areas of sales, market research, promotion, retailing, distribution, advertising, public relations, direct marketing, telemarketing, or purchasing.

### Required Marketing Major Courses

MKT 309	Advertising and Promotional Management
MKT 415	Consumer and Buyer Behavior
MKT 435	Marketing Research
MKT 460	Strategic Marketing
Electives	Nine semester credit hours (three courses)

## Required Electives

Choose three electives from all courses listed below.

MKT 307	Marketing Management
MKT 425	Sales Management
MKT 445/545▲	e-Marketing Communication
MKT 450	Customer Relationship Management
MKT 487	Not-for-Profit Marketing
MKT 488	Marketing Internship
MKT 540▲	Global Marketing
MKT 541▲	Strategic Communications and Public Relations
MKT 542▲	Consumer Insights

▲Marketing students may elect to replace a maximum of six semester credit hours (two courses) at the graduate level of any 500 level course listed above in preparation for pursuing a graduate degree at Walsh College. Courses must be required or an allowable elective in the graduate program in order to be considered for advanced standing. Courses must be completed with a "C" (2.000) or better. Students must meet course prerequisites.

## Bachelor of Science in Business Information Systems (BSBIS)

The BS - Business Information Systems degree assists students in developing an appreciation for how Information Systems support business processes and organizational initiatives. It is designed to provide an exposure to data analytics, business analysis, and collaborative systems. The curriculum prepares students for the fields of IT audit, business analyst, IT support, and a number of IT positions. Students choose from three specializations. The interdisciplinary specialization requires department chair approval.

Students with an active CISA, CISM, CISSP, and/or CPP certification(s) will be awarded equivalent credit for BIT 446, 471, 472 and 473. Students with an active SSCP and/or the Security+ certification(s) will be awarded equivalent credit for BIT 446.

### Bachelor of Science Professional Core

ACC 201	Principles of Accounting I
ACC 202	Principles of Accounting II
COM 210	Principles of Business Communications
COM 300*	Communication Essentials
COM 320**	Business Communication Methods
COM 340***	Professional Communication
ECN 201	Principles of Economics I
ECN 202	Principles of Economics II
MGT 201	Principles of Management
QM 202	Statistical Methods of Business
QM 301	Statistical Inference for Management Decisions

\*COM 300 is required for all students that obtain a score of 1-3 on the Walsh College Communication Placement Exam. The Communication Placement Exam must be completed within the student's first semester of enrollment at Walsh College.

\*\*Students are required to take COM 320 within their first 9 semester credit hours in residence at Walsh College.

\*\*\*Students are required to take COM 340 within their first 15 semester credit hours in residence at Walsh College.

### Bachelor of Science Program Core

BIT 301	Business Information Technology, Theory and Practice
BIT 404	Business Analysis I
BIT 405	Business Analysis II
BIT 411	Web Technologies

# Undergraduate Degree Programs

- BIT 414/514 ▲ Introduction to Data Analytics
- BIT 415/515 ▲ Data Analytics Techniques
- BIT 416/516 ▲ Business Process and Systems Engineering
- BIT 419 Collaborative Business System Design
- BIT 420 Collaborative Business System Development
- BIT 446/546 ▲ Information Systems Security

▲ *Business Information System students may elect to replace a maximum of six semester credit hours (two courses) at the graduate level of any 500 level course listed above in preparation for pursuing a graduate degree at Walsh College. Students must meet course prerequisites. Courses must be completed with a "C" (2.000) or better. Courses must be required or allowable electives in the graduate program to be considered for advanced standing.*

## BSBIS Specializations

(Choose one from below.)

### Audit

The Audit specialization is for students who want to pursue a career in IT audit. This track adds several accounting courses to the BIS curriculum to give the BIS student the necessary background in accounting.

- ACC 301 Intermediate Accounting I
- ACC 302 Intermediate Accounting II
- ACC 303 Financial Accounting Concepts
- BIT 425 IT Auditing

### Information Assurance

The Information Assurance specialization is for students who want to pursue a career in information security in the public or private sector. Students completing this specialization will receive a certificate from the National Security Agency stating they have completed the requirements for the Committee on National Security Systems (CNSS) 4011 standard.

Note: Students who transfer in the entire course set will not have a specialization listed on their transcript.

- BIT 471/571 ▲ Building an Information Protection Program
- BIT 472/572 ▲ Information Security Safeguards
- BIT 473/573 ▲ Information Systems Threat Assessment

**Interdisciplinary** (Requires department chair approval)

Choose any three courses from the two specializations listed above.

## Bachelor's Degree Graduation Requirements

To graduate with a bachelor's degree from Walsh College, students must meet general and program-specific graduation requirements. All students must:

- Complete a program of study within 60 calendar months from the initial date of course enrollment (as designated by the

first semester attended on the student's Walsh transcript). A student's program of study is the specific curriculum required by the College at the time of the student's matriculation as an undergraduate degree candidate at Walsh College unless the student changes majors or degrees while attending Walsh College. If a student changes majors or degrees, the program of study is that specific curriculum required by the College at the time the student officially changes the major or degree.

- Earn a minimum of 127 semester credit hours toward a bachelor's degree, including a maximum of 82 semester credit hours transferred to Walsh College. Honors Fast Track students are required to complete a minimum of 126 semester credit hours toward a bachelor degree.
- Complete 45 semester credit hours toward an undergraduate degree in residence at Walsh College.
- Achieve a cumulative grade point average of 2.000 ("C") or better in residence at Walsh College.
- Achieve a cumulative grade point average of 2.000 ("C") or better in their major.
- Complete all communication courses (COM 210, 320, 340 and ACC 418) with a grade of "C" (2.000) or better. If COM 300 is required, the course must be completed with a grade of P (Pass).
- Limited to a maximum of six semester credit hours of directed study, practicum and/or internship coursework except BBA.MGT and BBA.MKT majors who may elect to take a nine credit internship (MGT 488 or MKT 488).
- Limited to a maximum of six semester credit hours of allowable graduate level coursework. See specific courses listed under each degree/major. Honors Fast Track students are limited to a maximum of 12 semester credit hours of allowable graduate level coursework.
- File an official Application for Graduation Form with the Records and Registration office. An appointment with an advisor can be made to review graduation requirements.

## Bachelor of Accountancy Graduation Requirements

1. Students must complete all courses in their major, to include any approved or required course substitutions, with a grade of "C" (2.000) or better.

ACC 201, 202, 300, 301, 302, 303, 310, 406/506, 411/511, 412/512, 415/515, 418, 419, 481, 482, 483, 488, 494

BL 301, 302

TAX 495, 496/596, 497/597

2. Students must earn a cumulative grade point average of "C" (2.000) or better in their major.

# Undergraduate Degree Programs

3. Complete 18 semester credit hours of the 45 hours in residence in Accounting and Tax.

## Bachelor of Business Administration Graduation Requirements

*NOTE: BBA students must complete the required BBA Professional Core Required Elective with a grade of "C" (2.000) or better*

### BBA – Accounting Processes (ACP)

1. Students must complete all courses in their major, to include any approved or required course substitutions, with a grade of "C" (2.000) or better.

ACC 201, 202, 300, 301, 302, 303, 310, 406/506, 411/511, 412/512, 415/515, 418, 419, 481, 482, 483, 488, 494

TAX 495, 496/596, 497/597

2. Students must earn a cumulative grade point average of "C" (2.000) or better in their major.
3. Complete 15 semester credit hours of the 45 hours in residence in Accounting and Tax.

### BBA – Business Information Technology (BIT)

1. Students must complete all courses in their major, to include any approved or required course substitutions, with a grade of "C" (2.000) or better.

BIT 305, 335, 404, 405, 414/514, 415/515, 419, 420, 430, 481, 482, 483, 488

2. Students must earn a cumulative grade point average of "C" (2.000) or better in their major.
3. Complete 15 semester credit hours of the 45 hours in residence in Business Information Technology.

### BBA – Finance (FIN)

1. Students must complete all courses in their major, to include any approved or required course substitutions, with a grade of "C" (2.000) or better.

ECN 201, 202

FIN 310, 315, 321, 403, 406, 412, 416, 417, 419, 420, 425, 481, 482, 483, 488, 489, 502, 509, 511, 520

2. Students must earn a cumulative grade point average of "C" (2.000) or better in their major.
3. Complete 15 semester credit hours of the 45 hours in residence in Economics and Finance coursework.

### BBA – General Business (GB)

1. Students must complete all courses (all attempts) in their major with a grade of "C" (2.000) or better with a cumulative grade point average of "C" (2.000) or better in the nine semester credit hours of elective coursework taken in residence at Walsh.

### BBA – Management (MGT)

1. Students must complete all courses in their major, to include any approved or required course substitutions, with a grade of "C" (2.000) or better.

BBA 461

MGT 201, 303, 404, 405, 410, 453, 455, 470, 471, 475, 481, 482, 483, 485, 488, 556, 558, 559 MKT 202 and any 300-500 level MKT course

2. Students must earn a cumulative grade point average of "C" (2.000) or better in their major.
3. Complete 15 semester credit hours of the 45 hours in residence in Management coursework.

### BBA – Marketing (MKT)

1. Students must complete all courses in their major, to include any approved or required course substitutions, with a grade of "C" (2.000) or better.

MKT 202, 307, 309, 415, 425, 435, 445/545, 450, 460, 481, 482, 483, 487, 488, 540, 541, 542

2. Students must earn a cumulative grade point average of "C" (2.000) or better in their major.
3. Complete 15 semester credit hours of the 45 hours in residence in Marketing coursework.

## Bachelor of Science in Business Information Systems Graduation Requirements

1. Students must complete all courses in their major, to include any approved or required course substitutions, with a grade of "C" (2.000) or better.

ACC 301, 302, 303

BIT 301, 404, 405, 411, 414/514, 415/515, 416/516, 419, 420, 425, 446/546, 471/571, 472/572, 473/573, 481, 482, 483, 488

2. Students must earn a cumulative grade point average of "C" (2.000) or better in their major.
3. Complete 15 semester credit hours of the 45 hours in residence in Business Information Systems coursework.