This section of the 2015-2016 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 College bachelor’s degree programs include:**

**Bachelor of Accountancy (BAC)**

**Bachelor of Business Administration (BBA)**

*with majors in:*

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

**Bachelor of Science in Information Technology (BSIT)**

**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 College, 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 (five years) from the first semester of enrollment at Walsh College, as designated by the first semester attended on the student’s Walsh College 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/program requirements.
- Students who do not enroll for four consecutive semesters will be required to reapply for admission and should refer to “Readmission to Walsh College” for information on the required time frame to complete degree requirements.
- 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.

- BAcct and BBA ACP students are eligible to take a maximum of six semester credit hours of approved graduate-level coursework applicable to their undergraduate degree program.
- 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 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 must be submitted along with a non-refundable application fee. Former Walsh College students are required to submit an admissions application, but are not required to pay a second admissions application fee. Applications can be submitted at 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. 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 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 12 consecutive calendar months from their initial semester of admission to Walsh College. If an applicant does not enroll and complete at least one course within 12 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 and 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 (HLC), Middle States Association of Colleges and Schools (MSCHE), New England Association of Schools (NEASC-CHIHE), Southern Association of Colleges and Schools (SACS), Western Association of Schools and Colleges (WASC-ACCJC, SCUC).

Acceptance of Equivalent and Transfer Credit

Prospective students are encouraged to schedule an appointment with a Walsh College academic advisor to develop a transfer plan. This transfer plan will include identifying transfer equivalencies to meet admissions requirements and for required courses. Students can obtain transfer equivalencies by visiting the Walsh College website at www.walshcollege.edu/transfer or the Michigan Transfer Network at www.michigantransfernetwork.org. Applicants with 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 level coursework) 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.

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.

Walsh College follows the American Council on Education (ACE) recommended guidelines and scores to award academic credit for approved Advanced Placement (AP), College Level Examination Placement (CLEP), and DANTES/DSST exams. Approved academic credit will be transferred to Walsh College as general credit. Walsh College may determine possible equivalency to required coursework through ACE recommendations, credited community college acceptance of credit, and/or academic department chair review. Walsh College will grant academic credit
for military experience based on ACE recommended guidelines and requirements. ACE recommended academic credit for military credit is listed on an official JST (Joint Services Transcript), CCAF (Community College of the Air Force), or CGI (Coast Guard Institute) transcript. Unofficial copies of transcripts may be submitted for the initial admissions evaluation process with official transcripts required for full admission as noted in the Admissions to Walsh College sections of the catalog. Credit hours categorized as L = Lower Level; U = Upper Level; and G = Graduate Level are acceptable and may be reviewed for possible equivalent credit.

**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 College 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 Plan detailing their degree requirements. Students who are granted credit for previously completed 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 of 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 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 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 institution to complete credits 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 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. Course(s) determined eligible to be taken as 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 that were completed at a transfer institution not listed on the Concurrent Enrollment Agreement Form.

**Communication Placement Exam Information**

All new undergraduate students will be required to take the Communication 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. 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; however, students must take the exam in a proctored setting. 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 and;
- 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 Website at www.walshcollege.edu/complacementexam.

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 a new Program Plan will be created. All current admissions requirements and policies will apply.

Double Majors/Dual Undergraduate Degrees
Dual degrees are not available at the undergraduate level, but a student may pursue a double major at Walsh College. All 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 BSIT 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.

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

Non-Degree Undergraduate Coursework
An individual who meets the undergraduate admissions requirements is eligible to take courses at Walsh College as a non-degree undergraduate student. All course prerequisites must be met. An individual interested in taking courses as a non-degree student should complete a Non-Degree application and follow the same procedures as an applicant to a bachelor degree program.

A non-degree student who applies to any Walsh College undergraduate program will be held to all admissions requirements under the catalog year in which the individual applies. Non-degree coursework that is a required or elective course as part of a degree program will be applied and moved to the student’s undergraduate transcript. Time limitations for transferability as determined by each academic area may apply.

Undergraduate Degree Programs

Bachelor of Accountancy (BAC)

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 Website: www.michigan.gov/accountancy.

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.

Students must complete 18 semester credit hours of the 45 semester credit hours taken in residence at Walsh College in Accounting and Tax. For complete BAC graduation requirements, refer to page 21.

Bachelor of Accountancy Professional Core
Equivalent courses may be transferred in to replace some of these core courses.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 201+</td>
<td>Principles of Accounting I</td>
</tr>
<tr>
<td>ACC 202+</td>
<td>Principles of Accounting II</td>
</tr>
<tr>
<td>ACC 310</td>
<td>Managerial Accounting</td>
</tr>
</tbody>
</table>
Undergraduate Degree Programs

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.

+ACC 201, ACC 202, ECN 201, ECN 202, must be taken at the transfer institution prior to attendance or through concurrent enrollment.

Bachelor of Accountancy Program Core

ACC 301  Intermediate Accounting I
ACC 302  Intermediate Accounting II
ACC 303  Financial Accounting Concepts
ACC 406  Accounting Information Systems
ACC 411/511▲  Business Combinations
ACC 412/512▲  Government and Not-for-Profit Accounting
ACC 415/515▲  Auditing
ACC 418/518▲  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

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

Any 300-400 level course (not already required), except BBA 420, BL 420, and TAX 401

FIN 310, QM 301

▲BAC 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.

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 five areas: accounting processes, 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
BL 420  The Legal Environment of Business
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
MGT 461  Business Strategy and Policy (Capstone)
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 for which the course prerequisites have been met.

*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 418/518 in place of COM 340.
Undergraduate Degree Programs

+ACC 201, ACC 202, ECN 201, ECN 202, must be taken at the transfer institution prior to attendance or through concurrent enrollment.

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.

Students must complete 15 semester credit hours of the 45 semester credit hours taken in residence at Walsh College in Accounting and Tax. For complete BBA.ACP graduation requirements, refer to page 21.

Required Accounting Processes Major Courses

Complete the following courses:

- ACC 301 Intermediate Accounting I
- ACC 406 Accounting Information Systems
- ACC 419 Advanced Managerial Accounting
- TAX 495 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 Tax and Business Taxation II
- TAX 497/597 Tax and Business Taxation III

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

- Any 300-400 level course (not already required), except TAX 401

▲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 – 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 must complete 15 semester credit hours of the 45 semester credit hours taken in residence at Walsh College in Economics and Finance. For complete BBA.FIN graduation requirements, refer to page 22.

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 425 Financial Modeling

Electives Nine semester credit hours (three courses)

Required Electives

Choose three electives from all courses listed below.

- FIN 321 Risk Management and Insurance
- FIN 401 Personal Finance
- FIN 407 Entrepreneurial Finance
- FIN 419 Financial History of the United States
- FIN 420 Real Estate Principles
- FIN 488 Finance Internship

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 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. Students must complete 45 semester credit hours in residence at Walsh College. For complete BBA.GB graduation requirements, refer to page 22.

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.
Students must complete 15 semester credit hours of the 45 semester credit hours taken in residence at Walsh College in Management. For complete BBA.MGT graduation requirements, refer to page 22.

**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)

**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 300-400 level marketing course not already required in the program

**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.

Students must complete 15 semester credit hours of the 45 semester credit hours taken in residence at Walsh College in Marketing. For complete BBA.MKT graduation requirements, refer to page 22.

**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  e-Marketing Communication
- MKT 453  Social Media Strategies
- MKT 487  Not-for-Profit Marketing
- MKT 488  Marketing Internship

**Bachelor of Science in Information Technology (BSIT)**
The Walsh College Bachelor of Science in Information Technology (BSIT) provides a unique undergraduate curriculum focused on enhancing your ability to employ information technology for strategic advantage through an integrated study of core technology concepts and skills. Students will develop a cohesive view of technology through hands-on skill development in the essential technology foundations of systems design, project management, networks, data, software, and cybersecurity. Students will develop a holistic framework of how to evaluate, integrate, and incorporate the ever-changing technology landscape into today’s competitive business environment.

Students must complete 15 semester credit hours of the 45 semester credit hours in residence at Walsh College in Information Technology. For complete BSIT graduation requirements, refer to page 22.

Students with an active CISSP and / or SSCP certification will be awarded equivalent credit for IT 417, IT 419 and IT 422.

**Bachelor of Science Professional Core**
- ACC 201+  Principles of Accounting I
- COM 210  Principles of Business Communications
- COM 300*  Communication Essentials
- COM 320*  Business Communication Methods
- ECN 201+  Principle of Economics I
- IT 201+  Introduction to Networking
- IT 202+  Introduction to Databases
- IT 203+  Introduction to Programming
- IT 204+  Introduction to Security
- MGT 201  Principles of Management
- 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.

+ACC 201, ECN 201, IT 201, IT 202, IT 203 and IT 204 must be taken at the transfer institution prior to attendance or through concurrent enrollment.

**Bachelor of Science Program Core**
- IT 402  System Analysis & Design
- IT 403  Project Management & ITIL Framework
- IT 490  Internship
- IT 499  Collaborative Bus. Systems (Capstone)

Focus Area 1: Networking
- IT 406  Network Design & Implementation
- IT 407  Server Virtualization & Performance Engineering
Undergraduate Degree Programs

Focus Area 2: Data
IT 408  Database Design & Development (SQL)
IT 409  Data Analytics

Focus Area 3: Software Development
IT 410  Principles of Software Engineering
IT 412  Advanced Programming
IT 413  Web Design (Client and Server)

Focus Area 4: Cyber Security
IT 417  Fundamentals of Cyber Security
IT 419  Securing the Perimeter and End Points
IT 422  Cryptography and Access Control

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 (five years) from the initial date of course enrollment (as designated by the first semester attended on the student’s Walsh College 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 the 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.

- 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.

- Complete all communication courses (COM 210, 320, 340 and ACC 418/518) 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).

- BBA students must complete the required BBA Professional Core Required Elective with a grade of “C” (2.000) or better.

- 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 for BBA ACP and BAC majors.

- 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.

Students can view their degree completion progress any time by logging into WebAdvisor through the portal. Under the WebAdvisor tab, select “My Academic Info and Profile,” then click on “Program Plan.”

Bachelor of Accountancy
Graduation Requirements

1. Students must complete all courses in their major (as listed below), 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, 411/511, 412/512, 415/515, 418/518, 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.

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 (as listed below), 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, 411/511, 412/512, 415/515, 418/518, 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 – Finance (FIN)

1. Students must complete all courses in their major (as listed below), to include any approved or required course substitutions, with a grade of “C” (2.000) or better.
   ECN 201, 202

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.
Undergraduate Degree Programs

BBA – General Business (GB)
1. Students must complete all courses 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 College.

BBA – Management (MGT)
1. Students must complete all courses in their major (as listed below), to include any approved or required course substitutions, with a grade of “C” (2.000) or better.
   - MGT 201, 303, 404, 405, 410, 453, 455, 461, 470, 471, 475, 481, 482, 483, 485, 488
   - MKT 202 and any 300-400 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 (as listed below), to include any approved or required course substitutions, with a grade of “C” (2.000) or better.
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 Information Technology Graduation Requirements (BSIT)
1. Students must complete all courses in their major (as listed below), to include any approved or required course substitutions, with a grade of “C” (2.000) or better.
   - IT 201, 202, 203, 204, 402, 403, 406, 407, 408, 409, 410, 412, 413, 417, 419, 422, 481, 482, 483, 490, 499
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 Information Technology coursework.