

Undergraduate Degree Programs

This section of the 2018-2019 Catalog provides details on Walsh College undergraduate degree programs and the requirements of all bachelor's degree students, including professional core, program core/major, minor, concentration, 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:

- 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 their major or degree program, the student has 60 consecutive calendar months (five years) 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 chief academic officer or designee. 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 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.
- Undergraduate students are eligible to take a maximum of 12 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.
 - 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 and Transfer Credit for additional transfer credit options.

Admission to Walsh College Undergraduate Programs

Admission 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 resubmit an admissions application, but are not required to pay a second application fee. Applications can be submitted at www.walshcollege.edu/apply-now.

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 admission 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 admission 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.

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After receiving the applicant's 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 their 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.

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 12 consecutive calendar months following admission, they must reapply for admission. Applicants who reapply may be required to resubmit all official transcripts and related documentation to Walsh College.

Admission Standards

Walsh reserves the right to accept or reject any application for admission. Consideration for admission is based on potential for success. Walsh's offer of acceptance is contingent upon the student's compliance with appropriate standards of conduct and continued academic performance consistent with the student's performance to date. In addition, if Walsh learns of relevant omissions or misrepresentations in the application process, an applicant's admission may be revoked.

Admission Requirements

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

- An associate degree satisfying the Michigan Transfer Agreement (MTA) OR
- 60 semester credit hours completed at the 100/1000 level or above with a grade of "C" (2.000) or better to include at least 30 semester credit hours of general education coursework.

The general education coursework must include:

- One course in English composition or written communication from an accredited United States institution
- One course in intermediate algebra, mathematics course that satisfies MTA, or higher-level mathematics course/ placement.
- A minimum cumulative grade point average of 2.000 on a 4.000 scale is required.

- All academic coursework considered for use in meeting admissions requirements or for use in establishing direct equivalent transfer credit must be from an institution accredited by the Higher Learning Commission (HLC), Middle States Commission on Higher Education (MSCHE), New England Association of Schools and Colleges – Commission on Institutions of Higher Education (NEASC-CIHE), Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), and Western Association of Schools and Colleges (ACCJC-WSCUC). Credits completed outside of the United States must be evaluated by an agency that is a member of NACES (www.naces.org).

Individuals for whom English is not their first language must provide proof of English language proficiency. This proof may be in the form of one of the following:

- TOEFL score of 79-80, or 550 written;
- MELAB score of 80;
- MTELP score of 80;
- IELTS score of 6.5 (<http://www.ielts.org>);
- Successful completion of Level 112 from ELS Language Centers;
- Successful completion of the highest level of ESL accredited program;
- Successful completion of an English Composition course from an accredited U.S. institution;
- Completion of a college degree from an accredited U.S. institution.

An official document of these test scores must be sent to Walsh College for consideration in processing the admissions application. The TOEFL & IELTS scores are valid for two years; the MTELP/MELAB scores are valid for five years. Transcripts from the degree-granting institution may be accepted as proof of English language proficiency. Walsh College retains the right to require reexamination or further English language studies at a qualified institution for any non-native speaker of English. For additional information on international transcript evaluation and admission to the College for those individuals pursuing a student visa, please see the section entitled Admission on a Student Visa. Walsh College administers the MTELP exam at no charge. Please contact an international student advisor for more details.

Appeals Process for Conduct-Based Denial or Revocation of Admission

Applicants who are not granted admission to Walsh due to inappropriate conduct or whose admission is subsequently revoked due to inappropriate conduct may submit an admission appeal request. This request must include a personal statement from the student providing a compelling explanation for the inappropriate conduct and any relevant supporting materials. Admission appeal requests will be reviewed by Walsh's Admissions Appeal Committee.

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The applicant submitting an admission appeal request is required to initiate the appeal process in writing within (10) calendar days of the notification from Walsh (as indicated by the date of the written notification from Walsh) in order to receive consideration. Unless there are extreme extenuating circumstances, if the applicant fails to follow the appeal process within ten (10) calendar days of notification from Walsh, the applicant will forfeit the right to appeal, which will result in Walsh sending written notification of administrative deletion of class registration and revocation of admission for future semesters. Please contact the Admissions and Academic Advising Office at admissions@walshcollege.edu for additional information.

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 other 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.michigantransfernetowrk.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 (five years) 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

Undergraduate students may be awarded credit based on prior learning experiences. Students may submit competency through Advanced Placement (AP), College Level Examination Programs (CLEP), and International Baccalaureate (IB). Prior learning experiences will be evaluated as part of the admission process. Walsh College may determine possible transferable credits through the American Council on Education (ACE) recommendations, accredited college acceptance of credit, and/or academic department chairperson review.

Military Credit/Exams

Walsh College will grant academic credit for military experience based on ACE recommended guidelines and requirements. Walsh College also follows the American Council on Education (ACE)

recommended guidelines and scores to award academic credit for approved 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, accredited community college acceptance of credit, and/or academic department chair review. 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 reapply for admission 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.

Veteran students who were deployed or dependents of veterans 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 the director of admissions and academic advising to provide the deployment paperwork so that their academic file may be updated. Upon return from duty, it is highly recommended that the student review the current and former programs with an academic advisor to see which program best benefits the student. If the student 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,

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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 prior to the end of their first semester of attendance at Walsh College.

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 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 a part of the concurrent enrollment agreement must be completed before the student's final semester prior to graduation at Walsh College. The Records, Registration, and Veteran Services 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. ACC 201, ECN 201, ECN 202, IT 201, IT 202, IT 203 and IT 204 must be taken at a transfer institution prior to enrollment or through concurrent enrollment. These courses need to be completed C (2.000) or better to transfer.

Communication Placement Exam Information

All new undergraduate students are 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 9 credit hours at Walsh College. 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. 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/commplacementexam.

Degree/Program Changes

A student desiring to change their 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/major/minor. 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. Students pursuing a Bachelor of Business Administration degree may select to add an additional major simultaneously. The following disciplines are available as a double major: finance, management and marketing. All required professional core, major and/or required elective coursework within the undergraduate degree and major(s) must be completed prior to graduation. The student will be awarded one degree, the Bachelor of Business Administration and the student's official transcript will reflect the two majors earned.

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Non-Degree Undergraduate Coursework

An individual who meets the undergraduate admission 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 will be applied and moved to the student's undergraduate transcript. Time limitations for transferability as determined by each academic area may apply.

Fast Track Program

The Walsh College Fast Track program will allow Bachelor of Business Administration (BBA) and Bachelor of Accountancy students (BAC) the ability to complete a maximum of four graduate-level courses as part of their undergraduate degree requirements. Graduate level courses successfully completed with a grade of "C" (2.000) or higher will be considered for advanced standing credit in the chosen graduate degree, if applicable. A maximum of 12 semester credit hours of advanced standing credit is allowable for graduate degree programs. A student must be in good academic standing to pursue the Fast Track program.

The following graduate courses are allowable: ACC 511, ACC 512, ACC 515, ACC 518, COM 510, ECN 523, FIN 510, FIN 515, FIN 521, IT 520, MGT 501, MKT 550, QM 520 and TAX 596. Students are required to meet with an academic advisor to customize their program plan.

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Bachelor of Accountancy (BAC)

The Bachelor of Accountancy (BAC) 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 the Certified Public Accountant (CPA) license or Certified Management Accountant (CMA) certification. All accounting students must take all courses in the professional and program core. Students select either the CPA or CMA concentration. Elective courses may be necessary to meet residency and/or degree requirements. For students interested in the CPA and/or specific subject/credit hour requirements, contact the Walsh College Admissions and Academic Advising Office or view the Michigan State Board of Accountancy website at www.michigan.gov/accountancy. For students interested in the CMA, Walsh College has been endorsed by the Institute of Management Accountants (IMA). The IMA's endorsement recognizes business curricula that meet the quality educational standards required to enable students to prepare for the CMA designation. For more information about the IMA, please visit www.imanet.org.

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 24.

BAC Professional Core

ACC 300	Financial Accounting
ACC 310	Managerial Accounting
BL 301	Business Law I
BL 302	Business Law II
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
IT 305	Business Computing Tools
IT 335	Business Driven Technology
MGT 201	Principles of Management
MGT 303	Behavioral Management
MKT 202	Principles of Marketing
QM 202	Statistics 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.*

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

BAC Program Core

ACC 301	Intermediate Accounting I
ACC 302	Intermediate Accounting II
ACC 303	Financial Accounting Concepts
ACC 406	Accounting Information Systems
ACC 415	Auditing
ACC 418	Accounting Communications
ACC 419	Advanced Managerial Accounting

Concentrations – Select One

Certified Public Accountant (CPA) Concentration

ACC 411	Business Combinations
ACC 412	Government and Not-For-Profit Accounting
TAX 495	Tax and Business Taxation I
TAX 496	Tax and Business Taxation II
TAX 497	Tax and Business Taxation III

Certified Management Accountant (CMA) Concentration

FIN 310	Financial Markets
FIN 403	Investment Management
FIN 406	Financial Statement Analysis
TAX 490	Essential Tax Skills in the New Economy
Elective	FIN 412, FIN 425 or FIN 460

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

Any 300-400 level course (not already required), except BL 420.

BAC students have the ability to Fast Track their degree by taking 12 semester credit hours (4 courses) at the graduate level. Please refer to the Fast Track section on page 18 for further details.

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 four areas: finance, general business, management, or marketing. Students must take all required professional core and major courses.

BBA Professional Core

ACC 300	Financial Accounting
ACC 310	Managerial Accounting
BL 420	The Legal Environment of Business
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
IT 305	Business Computing Tools
IT 335	Business Driven Technology
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 3 credit hour elective course in residence from any discipline not already required for their degree and for which the course prerequisites have been met.

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***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.*

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

BBA students have the ability to Fast Track their degree by taking 12 semester credit hours (4 courses) at the graduate level. Please refer to the Fast Track section on page 18 for further details.

Bachelor of Business Administration Majors

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 a career in 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 finance. For complete BBA-FIN graduation requirements, refer to page 24.

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	9 semester credit hours (3 courses)

Required Electives

Choose three electives from the following:

ECN 405	Managerial Economics
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 460	Fundamentals of Financial Fraud
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 their 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 9 semester credit hours of 300-400 level allowable elective courses. 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. Students should refer to the Bachelor's Degree minor section of the catalog.

Students must complete 45 semester credit hours in residence at Walsh College. For complete BBA-GB graduation requirements, refer to page 24.

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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 management positions 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 24.

Required Management Major Courses

MGT 404	Human Resources Management
MGT 410	Production and Operations Management
MGT 453	Organizational Leadership
MGT 457	Global Management
Electives	9 semester credit hours (3 courses)

Required Electives

Choose three electives from the following:

MGT 405	Management and Labor Relations
MGT 462	Diversity and Inclusion
MGT 463	Managing Technology as a Strategic Resource
MGT 471	Small Business 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, 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 24.

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	9 semester credit hours (3 courses)

Required Electives

Choose three electives from the following:

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 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 25.

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

BSIT 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.

BSIT Program Core

IT 402	System Analysis & Design
IT 406	Network Design & Implementation
IT 408	Database Design & Development (SQL)

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IT 410	Principles of Software Engineering
IT 412	Advanced Programming
IT 417	Fundamentals of Cybersecurity
IT 419	Ethical Hacking Strategies and Tools
IT 422 or	Advanced Team-Based Attack/Defend Techniques
IT 450	Fundamentals of Automotive Cybersecurity
IT 490	Internship
IT 499	Collaborative Business Systems (Capstone)

Concentrations – Select one:

Automotive Cybersecurity

IT 450	Fundamentals of Automotive Cybersecurity
IT 451	Automotive Network Strategies, Tools and Techniques
IT 452	Connected Automotive Ecosystems and Attack Surfaces
IT 453	Advanced Automotive Penetration Testing and Threat Analysis

Business Information Systems

The Business Information Systems concentration will prepare students in developing a cohesive view of technology through hands-on skill development in the essential technology foundations of system design, project management, networks, data, software and cybersecurity.

IT 403	Project Management & ITIL Framework
IT 407	Server Virtualization & Performance Engineering
IT 409	Data Analytics
IT 413	Web Development

Cybersecurity

The Cybersecurity concentration prepares the student for the ever-changing and challenging environment of cybersecurity. It will allow students to apply critical, strategic, ethical, and innovative thinking to achieve results-orientated organizational goals. Students will employ cyber forensic disciplines in incident and investigative responses, and information technology for strategic advantage.

IT 460	Digital and Network Forensics
IT 461	Security Operations and Awareness
IT 462	Securing Cyber Physical Systems
IT 463	Cryptography

Bachelor's Degree Minors

A student may choose a minor while pursuing a bachelor's degree at Walsh College. Students are required to complete a Minor Declaration form in WebAdvisor. A minor is comprised of four courses for 12 semester credit hours in a specific major/discipline (accounting, finance, information technology, management, or marketing). Students must follow all course prerequisites. A minimum of 6 of the 12 semester credit hours must be taken in residence at Walsh College and completed prior to graduation. A grade of "C" (2.000) or better is required in each course and a cumulative grade point average of "C" (2.000) is required in all courses within the discipline. The minor will be reflected on the student's official academic transcript.

Minors

Accounting

Choose four courses from the following:

ACC 301	Intermediate Accounting I
ACC 302	Intermediate Accounting II
ACC 406	Accounting Information Systems
ACC 419	Advanced Managerial Accounting
TAX 490	Essential Tax Skills in the New Economy

Finance

FIN 403	Investment Management
FIN 406	Financial Statement Analysis
FIN 412	International Economics and Finance
FIN 425	Financial Modeling

Information Technology

IT 335	Business Driven Technology
IT 402	System Analysis & Design
IT 403	Project Management & ITIL Framework
IT 409	Data Analytics

Management

MGT 404	Human Resources Management
MGT 410	Production and Operations Management
MGT 453	Organizational Leadership
MGT 457	Global Management

Marketing

MKT 309	Advertising and Promotion Management
MKT 415	Consumer and Buyer Behavior
MKT 435	Marketing Research
MKT 460	Strategic Marketing

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.

Undergraduate Degree Programs

- 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 6 semester credit hours of directed study, practicum and/or internship coursework except BBA, MGT and BBA.MKT majors who may elect to take a 9-credit internship (MGT 488 or MKT 488).
- Limited to a maximum of 12 semester credit hours of allowable graduate level coursework. All courses completed at the graduate level need to be completed with a grade of “C” (2.000) or better in residence at Walsh College.
- File an official Application for Graduation form with the Records, Registration, and Veteran Services 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.”
- Complete all minor courses with a grade of “C” (2.000) or better.

Bachelor of Accountancy Graduation Requirements

CPA Concentration

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 300, 301, 302, 303, 310, 406, 411, 412, 415, 418, 419, 483, 488, 494
BL 301, 302
TAX 495, 496, 497
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.

CMA Concentration

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 300, 301, 302, 303, 310, 406, 411, 412, 415, 418, 419, 483, 488, 494
BL 301, 302
FIN 310, 403, 406, 412, 425, 460
TAX 490, 495, 496, 497

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

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, 405
FIN 310, 315, 321, 401, 403, 406, 407, 412, 419, 420, 425, 460, 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 economics and finance coursework.

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 9 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, 457, 461, 462, 463, 471, 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.
MKT 202, 307, 309, 415, 425, 435, 445, 453, 460, 483, 487, 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 marketing coursework.

Undergraduate Degree Programs

Bachelor of Science in Information Technology Graduation Requirements (BSIT)

Automotive Cybersecurity

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, 406, 408, 410, 412, 417, 419, 422, 450, 451, 452, 453, 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.

Business Information Systems

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, 450, 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.

Cybersecurity

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, 406, 408, 410, 412, 417, 419, 422, 450, 460, 461, 462, 463, 483, 490, 499
2. Students must earn a cumulative grade point average “C” (2.000) or better in their major.
3. Complete 15 semester credit hours of the 45 hours in residence in information technology coursework.