

C. T. COLLEGE OF BUSINESS
Bachelor of Business Administration, Marketing
 Two-Year Transfer Academic Map 2017-2018
 For Pre-business Transfer Guide for First Two Years, see:
<http://www.uh.edu/admissions/apply/apply-transfer/by-major>

YEAR 3	Semester 1			Semester 2			Total
	GENB 3302	Connecting Bauer to Business	3	MARK Elec	3000-4000 level marketing course	3	
	STAT 3331	Statistical Analysis for Bus Apps*	3	MARK Elec	3000-4000 level marketing course	3	
	MARK 3336	Elements of Marketing Admin	3	SCM 3301	Service & Manufacturing Ops	3	
	MARK 3337	Professional Selling	3	Adv Bus Elec	3000-4000 level business course	3	
	INTB 3354	Introduction to Global Business	3	INTB 3355	Global Environment of Business	3	
	Semester Hours			15	Semester Hours		15

YEAR 4	Semester 1			Semester 2			Total
	MARK Elec	3000-4000 level marketing course	3	MARK 3339	Marketing Strategy & Planning	3	
	MARK Elec	3000-4000 level marketing course	3	GENB 4350	Business Law and Ethics**	3	
	MANA 3335	Intro to Org Behavior & Mgmt	3	Adv Elec	3000-4000 level course	3	
	FINA 3332	Principles of Finance	3	Adv Elec	3000-4000 level course	3	
	Adv Bus Elec	3000-4000 level business course	3	Gen Elec	1000-4000 level course	3	
	Semester Hours			15	Semester Hours		15
							60***

*Students who transfer BCIS 1305 or 1405 or an equivalent computer literacy course may receive transfer credit for MIS 1FOS (FOS stands for Business Field of Study) and waive with substitution MIS 3300, a required course for the BBA. However, a passing score on the Excel Competency Exam is required as a prerequisite for STAT 3331. For information on the Excel Competency Exam, see: www.bauer.uh.edu/undergraduate/advising. Students admitted to UH as a Pre-business major may take the Excel Competency Exam prior to their first semester. Students without a passing score on the Excel Competency Exam prior to their first semester should take SCM 3301 their first semester and STAT 3331 their second semester at UH after preparing for the Excel Competency Exam their first semester.

**Meets State of Texas Core Curriculum of Writing in the Disciplines for Business Majors.

***The B.B.A. degree requires a minimum of 120 hours. The Pre-business Transfer Guide lists specific courses for a total of 57 hours: <http://www.uh.edu/admissions/apply/apply-transfer/by-major>. Students may transfer an additional three-hours of General Electives, for a total of 60 hours for the first two years, plus the 60 hours for the last two years listed above, to meet the required total for the B.B.A degree of 120 hours. Students with six hours of unused General Electives may transfer 63 hours, and meet the General Elective requirement listed above under Year 4: Semester 2. General Electives could include courses required for an Associate of Arts degree: TCCN EDUC/PSYC 1300 or prerequisite courses TCCN MATH 1332 (UH MATH 1311). Note that Developmental Courses do not transfer to UH for credit, and the last thirty hours of courses must be done in residence at UH with the exception of six hours of Core.

Students should meet with their academic advisor to formulate their own plan, and consult regarding electives appropriate to any special track that may be selected in Professional Selling or Digital Marketing, a minor, or up to six hours of approved courses to substitute outside of marketing.