HBU
HOUSTON BAPTIST UNIVERSITY

# HOUSTON BAPTIST UNIVERSITY DEGREE PROGRAM PLAN
## MASTER OF BUSINESS ADMINISTRATION (MBA)
## Marketing Track

NAME: _____ H# _____
Last First Middle

LOCAL ADDRESS: _____
Street City/State Zip Code

DAY PHONE: _____ CELL PHONE: _____ EVENING PHONE: _____

EMAIL ADDRESS: _____

CATALOG YEAR: **2020/2021** DATE: _____

**To earn a Master of Business Administration, 36-48 semester hours are required, depending on the undergrad degree.**

| | Degree Requirements | HOURS |
|---|---|---|
| | **Foundation Requirements (For students entering without a BBA degree)** | |
| ACCT 5362 | Accounting Principles | 3 |
| ECON 5363 | Economic Principles | 3 |
| FINA 5260 | Principles of Finance | 2 |
| MGMT 5260 | Decision-Making Techniques for Managers | 2 |
| MGMT 5261 | Management Principles | 2 |
| | **Total Foundation Requirements** | **12** |
| | **Core Requirements** | |
| MGMT 6352 | Organizational Behavior | 3 |
| BUSA 6315 | Fundamentals of Analytics | 3 |
| FINA 6330 | Financial Management | 3 |
| ACCT 6352 | Accounting for Managers | 3 |
| MGMT 6392 | Transformational Leadership and Ethics in Business | 3 |
| MKTG 6310 | Marketing Management | 3 |
| MGMT 6376 | Business Strategy and Policy | 3 |
| ECON 6353 | Global Economy and Institutions | 3 |
| MGMT 6334 | Legal Challenges in HR Management | 3 |
| | **Total** | **27** |
| | **Marketing Track:**<br>MKTG 6333 International Marketing Seminar<br>Select two courses from the following:<br>MKTG 6365 Marketing Strategies for Entrepreneurial New Ventures<br>MKTG 6366 Development and Manage Social Media Strategies for New Ventures<br>MGMT 6303 Global Project Management<br>BUSA 6395 International Management Experience or Related Elective Course approved by MBA Director | |
| | **Total Marketing Track** | **9** |

**DEGREE REQUIREMENTS FOR GRADUATION:**
No more than 6 semester hours on transfer from another college or university.
No grade below "C"
Overall GPA of 3.00 or above.

**INTERNATIONAL TRIP**
Participation requires residential status and good academic and disciplinary standing (cumulative 3.0 GPA).

_____
ADVISOR DATE

_____
DEAN, DUNHAM COLLEGE OF BUSINESS DATE

I HAVE READ AND AGREE TO ABIDE BY ALL REQUIREMENTS ON THE DEGREE PLAN

_____
STUDENT SIGNATURE DATE

**THIS DEGREE PLAN IS NOT VALID UNTIL RECEIVED & PROCESSED BY THE OFFICE OF THE REGISTRAR** PROCESSED BY _____ DATE _____

Official Degree Plan