

E-BUSINESS/BUAD (XEBBA) and Pre-E-BUSINESS/BUAD (PEBU/BUAD) Advising form for the 2007/2008 Catalog

<p>STUDENT: _____</p> <p>Student ID #: _____</p> <p><input type="checkbox"/> PEBU/PBUA <input type="checkbox"/> EBUS /BUAD(XEBBA) DATE: _____</p> <p>KEY: E = Enrolled GRADE @ TU N = Need P = Petition T = Transfer RT = Repeat Transfer V = Validation required</p>	<p>Bring this form * with you when you meet with your advisor.</p> <p>Your Advisor is _____ Office <u>ST</u></p> <p>Phone: 410.704. E-Mail: _____ @towson.edu</p> <p>* Also bring the Evaluation of Transfer Credit report and any petition forms showing acceptance of a transfer course to fulfill a BUAD major requirement.</p>	<p>Transfer Evaluation: Final _____ Preliminary _____</p> <p>Needs to be updated by admissions: _____</p> <p>Additional information from: Student _____ / Admissions _____ Official/Unofficial</p> <p>Pending: Courses(s) not posted: _____</p> <p>Note: If Transfer Package is pending or courses are not included on the Evaluation of Transfer Credit form, it is the student's responsibility to inform the advisor of any changes to the evaluation.</p>
<p>General Education Requirements (GenEds)</p> <p>Transfer Package:</p> <p><input type="checkbox"/> Granted: Complete GenEds for Package A / B / C</p> <p><input type="checkbox"/> None: Complete the following GenEds:</p> <p>_____ I.A. ENGL 102/190 _____</p> <p>_____ I.B. Using Information Effectively COSC 111 _____</p> <p>_____ I.C. College MATH _____</p> <p>_____ I.D. Advanced Composition ENGL 317 _____</p> <p>_____ I.E. Creativity & Creative Development _____</p>	<p>Lower-Level Core Courses (21 Credits):</p> <ol style="list-style-type: none"> 1. ACCT 201/211 Accounting Principles I _____ 2. ACCT 202/212 Accounting Principles II _____ 3. COSC 111/112 Info & Tech or CIS 115 _____ 4. ECON 201/203 Microeconomic Principles _____ 5. ECON 202/204 Macroeconomic Principles _____ 6. LEGL 225 Legal Environment of Business _____ 7. ECON 205 or MATH 231/233 Statistics _____ 	<p>E-BUSINESS/BUAD (Marketing) COMBINED MAJOR</p> <p>Upper-Level Business Requirements (33 Credits)</p> <ol style="list-style-type: none"> 8. MNGT 361 Principles of Management _____ 9. MKTG 341/342 Principles of Marketing _____ 10. EBTM 337 Information Technology1* _____ 11. ECON 306 Statistics for Bus & Econ II _____ 12. BUSX 301 Business Cornerstone _____ 13. FIN 331 Principles of Financial Mngt _____ 14. EBTM 311 Principles of e-Business2* _____ <p style="text-align: center;"><u>Open to admitted EBUS majors only</u></p> <ol style="list-style-type: none"> 15. EBTM 365 Principles of Operations Mngt _____ 16. MNGT 375 Int'l Bus Theory & Practice _____ 17. BUSX 460 Professional Experience** _____ 18. MNGT 481 Business Strategy & Policy _____ <i>**Special Permit & Internship required.</i>
<p>Category II: CONTEXTS for LIBERAL LEARNING</p> <p>II.A. SCIENTIFIC INQUIRY</p> <ol style="list-style-type: none"> 1. Biological & Physical Sciences (2 courses) _____ Lab course: _____ #cr. _____ _____ #cr. _____ <li style="text-align: right;">Total = #cr. _____ <ol style="list-style-type: none"> 2. Science, Technology & Modern Society (1 course) _____ (Waived if II.A.1.> 7 credits) 	<p>Admission to the EBUS/BUAD Combined major requirements: (See Side B for details)</p> <p>_____ QPA of 2.0 or higher. Transfer QPA _____ TU QPA _____</p> <p>_____ Grade of "C" or higher in each lower-level (L/L) Core BUAD prerequisite.</p> <p>_____ Average QPA of 2.7 or higher for ALL seven L/L Core BUAD prerequisites.</p> <p>QPA: _____ = Total Qpts. _____ / Units: _____</p> <p><u>Admission Eligibility Category:</u> - Submit application</p> <p>_____ Pending; _____ Eligible – Approved for Upper-Level (U/L) courses.</p> <p>_____ Ineligible; _____ Denied – NOT eligible for U/L "Majors Only" courses.</p> <p>To Do: _____</p>	<p>Marketing Requirements (15 credits)</p> <ol style="list-style-type: none"> 20. MKTG 425 Buyer Behavior Analysis (3) _____ 21. MKTG 441 Mktg Research & Forecasting (3) _____ 22. MKTG 445 International Marketing (3) _____ 23. MKTG 485 Strategic Marketing (3) _____
<p>II.B. AMERICAN EXPERIENCE (1 course in each)</p> <ol style="list-style-type: none"> _____ 1. Arts & Humanities _____ _____ 2. Social & Behavioral Sciences _____ _____ 3. Contemporary Issues _____ 	<p>Repeat Policy : No more than two courses may be repeated, of which no more than one course may be repeated twice.</p> <p>Submit Petition to Evaluate the Equivalency of a Transfer Course: (See 1. on Side B).</p> <p>_____</p> <p>_____</p>	<p>E-Business Requirements (21 Credits)</p> <ol style="list-style-type: none"> 24. EBTM 367 e-Business Infrastructure (3) _____ 25. EBTM 411 e-Business Marketing (3) _____ 26. EBTM 421 Financial Aspects of e-Business (3) <u>OR</u> EBTM 443 Introduction to Project Mngt. (3) _____ 27. EBTM 431 Advanced e-Business (3) _____ 28. EBTM 469 Current Dev in e-Bus (3) <u>OR</u> EBTM 454 Business Process Mngt (3) _____ 29. Elective _____ 30. Elective _____
<p>II.C. WESTERN HERITAGE (1 course in each)</p> <ol style="list-style-type: none"> _____ 1. Arts & Humanities _____ _____ 2. Social & Behavioral Sciences _____ _____ 3. Cultural Plurality & Diversity _____ 	<p>Recommended courses for Fall/Spring semester:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Electives include: ART 317, CIS 475, COSC 311, COSC 484, EBTM 419, LEGL 328, MKTG 345, MNGT 482</p> <p><i>*Note: EBTM 367 is offered only in the fall semester and ETM 431 is offered only in the spring semester</i></p>
<p>II.D. GLOBAL AWARENESS (1 course)</p> <ol style="list-style-type: none"> _____ 1. _____ 	<p>ADVISOR SIGNATURE: _____</p> <p>STUDENT SIGNATURE: _____</p>	

SIDE B.

TRANSFER GUIDELINES

1. **Petition to Evaluate the Course Equivalency of a Transfer Course:**

Submit a "Petition for Acceptance of Transfer Units" for a CBE Course form to the CBE Student Academic Services, ST301, before you register for the next semester. Provide a course description from the transfer institution for evaluation (details on the form).

2. **Transfer of a required course with less than a "C": (i.e., a "C-" or "D+" or "D")**

A grade of "C" (2.0 QPA) or higher must be earned in all courses required for the major. Repeat the course at Towson for a grade of "C" or higher.

3. **What does "Validation Required" mean?**

A course taken at the lower level (100-200) at a community college or four-year educational institution is not equivalent to a TU upper-level course. In order to fulfill an upper-level major course requirement, the content of the transfer work must be validated. A transfer course requiring validation is identified with a "T" instead of the 300-number code, e.g., MKTG T41 for MKTG 341, MNGT T61 for MNGT 361, etc.

How to Validate: Complete an advanced course as specified below with a grade equivalent of 2.0 or higher at TU.

Transfer Course	Validate with
FIN T31	FIN 332 or 333
MKTG T41	MNGT 481
MNGT T61	MNGT 481
MNGT T81	MNGT 421 or 451

Validate the transferred course, don't repeat it. If you enroll in a course with the same course content as the transferred course, the units earned in the transfer course will not count towards graduation because it will be treated as a repeat.

4. **Transfer Credit Policies:**

Transfer students must complete at least 30 hours of upper-level units in BUSX, EBTM, ECON, FIN, LEGL, MKTG, and MNGT at Towson for the BUAD major.

Only "one" transfer course will be accepted for a Concentration/Track.

REQUIREMENTS for ADMISSION to the EBUS/BUAD (Marketing) COMBINED MAJOR:

- A minimum cumulative quality point average (QPA) of 2.0 or higher for all coursework.
- A minimum quality point average (QPA) of 2.70 for ALL seven lower-level BUAD Core prerequisites, with a minimum grade of 2.00 or higher in each of the lower-level BUAD Core prerequisites.

Application Procedure for EBUS/BUAD (Marketing):

Deadline: October 1 for Spring admission;
March 1 for Summer and Fall admission

If you will meet the admission requirements at the end of the semester or expect to register for CBE upper-level courses next semester, you must submit a completed "Application for Admission to the BUAD major" and your degree progress report to CBE Student Academic Services. The application must be submitted before registering for upper-level "majors only" CBE courses (BUSX, EBTM, ECON, FIN, FPLN, LEGL, MKTG, and MNGT).

The application form is available in CBE Student Academic Services in ST 301, or

http://www.towson.edu/cbe/Files/advising/Admission_Application_ebus.pdf

Lower-Level BUAD Core Prerequisites:				
Course	Grade	Qpts	X Credits	= Total Qpts
ACCT 201/211			X 3	=
ACCT 202 /212			X 3	=
COSC 111/115			X 3	=
ECON 201/203			X 3	=
ECON 202/204			X 3	=
ECON 205 or MATH 231/233			X 3	=
LEGL 225			X 3	=
Sum			= 21	=

Total Qpts _____ / Credits: = QPA _____

Calculate QPA at

http://wwwnew.towson.edu/cbe/student_resources/advising/qpa.asp

Quality Points for grades:		
A = 4.00	A- = 3.67	B+ = 3.33
B = 3.00	B- = 2.67	C+ = 2.33
C = 2.00		

EBUS/BUAD (Marketing) COMBINED MAJOR REQUIREMENTS

After being accepted to the EBUS/BUAD combined major, complete the upper-level Business Core Courses and all courses required with a grade of "C" or higher (2.00).

EBUS/BUAD (Marketing) Combined Major

Marketing requirements:

- EBTM 411 e-Business Marketing
- MKTG 425 Buyer Behavior Analysis
- MKTG 441 Marketing Research and Forecasting
- MKTG 445 International Marketing
- MKTG 485 Strategic Marketing

e-Business requirements:

- EBTM 367 e-Business Infrastructure
- EBTM 411 e-Business Marketing
- EBTM 421 Financial Aspects of e-Business
- Or EBTM 443 Introduction to Project Management
- EBTM 431 Advanced e-Business
- EBTM 469 Current Developments in e-Business
- Or EBTM 454 Business Process Management

Select two (2) electives:

- ART 317 Graphic Design I (3)
- CIS 475 Analysis and Design for Web Sites (3)
- COSC 311 Digital Technologies in Society (3)
- COSC 484 Web-Based Programming (3)
- EBTM 419 Supply Chain Management (3)
- LEGL 328 Cyber Law: The Law of the Internet (3)
- MKTG 345 Advertising Management (3)
- MNGT 482 Business Ethics and Society (3)

Registration Tip: Prerequisites are checked online as you register.

A pre-ebusiness (PEBU) student who does not meet the admission requirements and enrolls in an upper-level BUAD (BUSX, EBTM, ECON, FIN, FPLN, LEGL, MKTG, or MNGT) course is at risk of being **disenrolled from the course.**