

E-BUSINESS/BUAD (XEBBA) and Pre-E-BUSINESS/BUAD (PEBU/BUAD) Advising form for the 2008/2009 Catalog

STUDENT: _____

Student ID #: _____

PEBU/PBUA EBUS/BUAD(XEBBA) DATE: _____

KEY: E = Enrolled GRADE @ TU N = Need P = Petition
T = Transfer RT = Repeat Transfer V = Validation required

Bring this form * with you when you meet with your advisor.

Your Advisor is _____ Office ST

Phone: **410.704.** E-Mail: _____ @towson.edu

* Also bring the Evaluation of Transfer Credit report and any petition forms showing acceptance of a transfer course to fulfill a BUAD major requirement.

Transfer Evaluation: Final _____ Preliminary _____

Needs to be updated by admissions: _____

Additional information from: Student _____ / Admissions _____ Official/Unofficial

Pending: Courses(s) not posted: _____

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.

General Education Requirements (GenEds) Transfer Package:

Granted: Complete GenEds for Package A / B / C

None: Complete the following GenEds:

Category I: SKILLS for LIBERAL LEARNING (1 course in each)

_____ I.A. ENGL 102/190 (with grade of "C" or higher)

_____ I.B. Using Info. COSC 111 _____

_____ I.C. College MATH _____

_____ I.D. Adv. Composition ENGL 317 _____
(with "C" or higher)

_____ I.E. Creativity & Creative Dev. _____

Category II: CONTEXTS for LIBERAL LEARNING
No more than three courses can be in the same discipline

II.A. SCIENTIFIC INQUIRY
(8 to 10 units, 4 units must be a lab science course
(Please refer to catalog for course selection))

_____ Lab course: _____ # units 4

_____ # units _____

_____ # units _____

Total units: _____

II.B. AMERICAN EXPERIENCE (1 course in each)

_____ 1. Arts & Humanities _____

_____ 3. Contemporary Issues _____

II.C. WESTERN HERITAGE

1. Arts & Humanities (1 course. Must be a different discipline than II.B.1)

2. Social & Behavioral Sciences (Two courses- Two different disciplines)

3.. Cultural Plurality and Diversity (1 course)

II.D. GLOBAL AWARENESS (1 course)

Lower-Level Core Courses (18 Credits):

- ACCT 201/211 Accounting Principles I _____
- ACCT 202/212 Accounting Principles II _____
- ECON 201/203 Microeconomic Principles _____
- ECON 202/204 Macroeconomic Principles _____
- LEGL 225 Legal Environment of Business _____
- ECON 205 or MATH 231/233 Statistics _____

+ **COMPUTER PROFICIENCY EXAM** 70% = PASS / FAIL

Admission to the EBUS/BUAD Combined major requirements: (See Side B for details)

_____ QPA of 2.0 or higher. Transfer QPA _____ TU QPA _____

_____ Grade of "C" or higher in each lower-level (L/L) Core BUAD prerequisite.

_____ Average QPA of 2.7 or higher for ALL six L/L Core BUAD prerequisites.

_____ Successfully pass the Computer Proficiency Exam (CPE)

QPA: _____ = Total Qpts. _____ / Units: _____

Admission Eligibility Category: - Submit application

_____ Pending; _____ Eligible – Approved for Upper-Level (U/L) courses.

_____ Ineligible; _____ Denied – NOT eligible for U/L "Majors Only" courses.

To Do:

Repeat Policy : No more than two courses may be repeated, of which no more than one course may be repeated twice.

Submit Petition to Evaluate the Equivalency of a Transfer Course: (See 1. on Side B).

Recommended courses for Fall/Spring semester:

ADVISOR SIGNATURE: _____

STUDENT SIGNATURE: _____

E-BUSINESS/BUAD (Marketing) COMBINED MAJOR Upper-Level Business Requirements (33 Credits)

- MNGT 361 Principles of Management _____
- MKTG 341/342 Principles of Marketing _____
- EBTM 337 Information Technology^{1*} _____
- ECON 306 Statistics for Bus & Econ II _____
- BUSX 301 Business Cornerstone _____
- FIN 331 Principles of Financial Mngt _____
- EBTM 311 Principles of e-Business^{2*} _____

Open to admitted EBUS majors only

- EBTM 365 Principles of Operations Mngt _____
- MNGT 375 Int'l Bus Theory & Practice _____
- BUSX 460 Professional Experience** _____
- MNGT 481 Business Strategy & Policy _____
***Special Permit & Internship required*

Marketing Requirements (12 credits)

- MKTG 425 Buyer Behavior Analysis (3) _____
- MKTG 441 Mktg Research & Forecasting (3) _____
- MKTG 445 International Marketing (3) _____
- MKTG 485 Strategic Marketing (3) _____

E-Business Requirements (21 Credits)

- EBTM 367 e-Business Infrastructure (3) _____
- EBTM 411 e-Business Marketing** (3) _____
- EBTM 421 Financial Aspects of e-Business (3) _____
OR EBTM 443 Introduction to Project Mngt. (3) _____
- EBTM 431 Advanced e-Business (3) _____
- EBTM 469 Current Developments in e-Business (3) _____
OR EBTM 454 Business Process Mngt (3) _____
- Elective _____
- Elective _____

Electives include: ART 317, CIS 475, COSC 311, COSC 484, EBTM 419, LEGL 328, MKTG 345, MNGT 482

**Note: EBTM 367 is offered only in the fall semester and ETM 431 is offered only in the spring semester*

*** Counts towards Marketing Concentration Requirements*

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.
- Successfully complete the Computer Proficiency Exam (CPE) with a passing grade.

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 | = |
| ECON 201/203 | | | X 3 | = |
| ECON 202/204 | | | X 3 | = |
| ECON 205 or MATH 231/233 | | | X 3 | = |
| LEGL 225 | | | X 3 | = |
| Sum | | | = 18 | = |
| Computer Proficiency Exam (> 70%) | | | Pass/Fail | |

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:

- 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)

** EBTM 411 also counts towards the Marketing Concentration Requirements

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.**