

# E-BUSINESS/BUAD (XEBBA) and Pre-E-BUSINESS/BUAD (PEBU/BUAD) Advising form for the 2009/2010 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

## 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)

\_\_\_\_\_

**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.

### A. Lower-Level Core Courses (18 units)

1. ACCT 201/211 Accounting Principles I \_\_\_\_\_
2. ACCT 202/212 Accounting Principles II \_\_\_\_\_
3. ECON 201/203 Microeconomic Prin \_\_\_\_\_
4. ECON 202/204 Macroeconomic Prin \_\_\_\_\_
5. LEGL 225 Legal Env of Business \_\_\_\_\_
6. ECON 205 or MATH 231/233 Statistics \_\_\_\_\_

+ COMPUTER PROFICIENCY EXAM 70% = PASS / FAIL

### Admission to the EBUS 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.

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:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

STUDENT SIGNATURE: \_\_\_\_\_

ADVISOR SIGNATURE: \_\_\_\_\_

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.

## E-BUSINESS/BUAD (Marketing) COMBINED MAJOR

### Upper-Level Business Requirements (33 Credits)

7. MNGT 361 Principles of Management \_\_\_\_\_
8. MKTG 341/342 Principles of Marketing \_\_\_\_\_
9. EBTM 337 Information Technology<sup>1\*</sup> \_\_\_\_\_
10. ECON 306 Statistics for Bus & Econ II \_\_\_\_\_
11. BUSX 301 Business Cornerstone \_\_\_\_\_
12. FIN 331 Principles of Financial Mngt \_\_\_\_\_
13. EBTM 311 Principles of e-Business<sup>2\*</sup> \_\_\_\_\_

### Open to admitted EBUS majors only

14. EBTM 365 Principles of Operations Mngt \_\_\_\_\_
15. MNGT 375 Int'l Bus Theory & Practice \_\_\_\_\_
16. BUSX 460 Professional Experience<sup>\*\*</sup> \_\_\_\_\_
17. MNGT 481 Business Strategy & Policy \_\_\_\_\_  
<sup>\*\*Special Permit & Internship required.</sup>

### Marketing Requirements (12 credits)

18. MKTG 425 Buyer Behavior Analysis \_\_\_\_\_
19. MKTG 441 Marketing Research \_\_\_\_\_
20. MKTG 445 International Marketing \_\_\_\_\_
21. MKTG 485 Strategic Marketing \_\_\_\_\_

### E-Business Requirements (21 Credits)

22. EBTM 367 e-Business Infrastructure \_\_\_\_\_
23. EBTM 411<sup>\*\*\*</sup> e-Business Marketing \_\_\_\_\_
24. EBTM 419<sup>\*\*\*</sup> Supply Chain Mngt \_\_\_\_\_
25. EBTM 431 Advanced e-Business \_\_\_\_\_
26. EBTM 443 Introduction to Project Mngt \_\_\_\_\_
27. EBTM 454 Business Process Mngt \_\_\_\_\_
28. Elective \_\_\_\_\_

Electives include: ACCT 300, COSC 311, EBTM 470-474, EBTM 491, EBTM 495, EBTM 497, ENTR 355, LEGL 328, MCOM 388, MKTG 345, MKTG 470-479, MKTG 497, MNGT 482.

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

\*\*\* Note: Counts toward 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://wwwnew.towson.edu/cbe/Files/advising/BUAD\\_Admission\\_Application.pdf](http://wwwnew.towson.edu/cbe/Files/advising/BUAD_Admission_Application.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	=
<b>Sum</b>			<b>= 18</b>	<b>=</b>
Computer Proficiency Exam (> 70%)			<b>Pass/Fail</b>	

**Total Qpts \_\_\_\_\_ / Credits: = QPA \_\_\_\_\_**

Calculate QPA at

[http://wwwnew.towson.edu/cbe/student\\_resources/advising/qpa.asp](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 REQMENTS.**

After being accepted to the EBUS/BUAD combined major, complete the upper-level Business Requirements 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 419 Supply Chain Management  
EBTM 443 Introduction to Project Management  
EBTM 431 Advanced e-Business  
EBTM 454 Business Process Management

**Select one (1) electives:**

ACCT 300, COSC 311, EBTM 470-474, EBTM 491, EBTM 495, EBTM 497, ENTR 355, LEGL 328, MCOM 388, MKTG 345, MKTG 470-479, MKTG 497, MNGT 482.

**Registration Tips:** Prerequisites are checked online as you register. A pre-e-business (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**