

**New Program Code**       **Modify Program Code**

Date: 1/24/2019

**REQUESTOR CONTACT INFORMATION**

Name Shelby Wong Campus Hilo, UH  
 Title Curr. & Cat. Coordinator Email shelbyw@hawaii.edu  
 Office/Dept OVCAA Phone 808-932-7927

**NEW PROGRAM CODE TO CREATE**

Institution HIL - University of Hawaii at Hilo Campus <Select a Campus>  
 Level UG - Undergraduate Effective Term Fall 2019

	Code (Max. Characters)	Description	Check if requesting new code:
College	(2) <u>BU</u>	<u>Business and Economics</u>	<input type="checkbox"/> See Banner form STVCOLL
Department	(4) <del>BUAD</del> <u>BUSA</u>	<u>Business Administration</u>	<input type="checkbox"/> See Banner form STVDEPT
Degree/Certificate	(6) <u>BBA</u>	<u>Bachelor of Business Admin.</u>	<input type="checkbox"/> See Banner form STVDEGC
Major	(4) <u>GBUS</u>	<u>General Business</u>	<input type="checkbox"/> See Banner form STVMAJR
Concentration	(4) <u>PROS</u>	<u>Professional Studies</u>	<input checked="" type="checkbox"/> See Banner form STVMAJR
Minor	(4) _____	_____	<input type="checkbox"/> See Banner form STVMAJR

If a similar major/concentration code exists in Banner, please list the code: \_\_\_\_\_  
 Justification to warrant a new major/concentration code similar to an existing major/concentration code: \_\_\_\_\_

Is this major/concentration code being used the same way at the other UH campuses?  Yes  No  
 Should this program be available for applicants to select as their planned course of study on the online application? *If yes, student may select the code as their only program of study.*  Yes  No

**RULES PERTAINING TO FINANCIAL AID AND 150% DIRECT SUBSIDIZED LOAN LIMIT LEGISLATION**

Is 50% or greater of the classes in this program offered at a location other than the Home Campus?  Yes  No  
 Is this program/major/certificate financial aid eligible?  Yes  No  
 Does this certificate qualify as a Gainful Employment Program (Title IV-eligible certificate program)?  Yes  No

See <http://www.ifap.ed.gov/GainfulEmploymentInfo/index.html>  
**Program Length**  
*In academic years; decimals are acceptable. The length of the program should match what is published by the campus in any online and/or written publication.* 4 years

**Special Program Designations**       A     B     N     P     T     U  
 See *Special Program Designations Code Definitions on IRAO Program Code Request webpage*

Required Terms of Enrollment:  Fall       Spring       Summer       Extended

**IRAO USE ONLY: DATE RECEIVED**

**ADDITIONAL COMMENTS**

New program code request for new concentration on the BBA-GBUS, Professional Studies.

New Code: BBA-GBUS-PR

**ATTACHMENTS**

**BOR Approved:** Sole-credential Certificates, Associate (excluding ATS), Bachelor and Graduate Degrees, and sole credential certificates

- BOR Meeting Minutes & Supporting Documents  Curriculum

**Chancellor Approved:** Concentrations, Certificates and Associate in Technical Studies (ATS) Degree

- Memo from Chancellor to notify Vice President for Academic Planning and Policy regarding program action.  
 Curriculum

**CERTIFICATES ONLY: Please check one (1) statement. This certificate is a...**

- BOR approved certificate. BOR Meeting/Approval Date: \_\_\_\_\_  
 Chancellor approved within an authorized BOR program. BOR Program: \_\_\_\_\_  
 Chancellor approved CO in accordance with UHCCP 5.203, Section IV.B.10.

**VERIFICATIONS**

*By signing below, I verify that I have reviewed and confirm the above information that is pertinent to my position.*

Registrar  
(Print Name)

Chelsea Kay-Wong


 2/7/19  
Signature Date

Financial Aid Officer  
(Print Name)

Sherrie Padilla

  
Signature Date

For Community Colleges:  
verification of consultation with  
OVPC Academic Affairs:

Suzette Robinson  
  
Signature Date

# BBA-GBUS

## Business Administration, BBA- General Business (All Concentrations)

Approved | Fall 2019

### Proposal Information

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**Status**

Active

**Workflow Status**

*Proposer*

- ✓ Emmeline DePillis (Submitter)  
Submitted 10-1-2018
- ✓ Tam Vu (Shared)
- ✓ Keisuke Nakao (Shared)
- ✓ Kimberly Furumo (Shared)

*(Curriculum Coordinator) \ Curriculum Coordinator*

- ✓ Shelby Wong  
Approved 10-9-2018

Curriculum and Registrar Completed  
Review

*Department (Business Administration (BUS)) \ Department Chair*

- ✓ Emmeline DePillis  
Approved 10-9-2018

*College (College of Business and Economics (CoBE)) \ Division  
Chair*

*College (College of Business and Economics (CoBE)) \ College  
Curriculum Review Committee Chair*

- ✓ Terrance Jalbert  
Approved 10-11-2018

*College (College of Business and Economics (CoBE)) \ Associate  
Dean*

*College (College of Business and Economics (CoBE)) \ Dean*

- ✓ Tam Vu  
Approved 10-11-2018

*(CCRC) \ CCRC Chair*

- ✓ Kimberly Furumo  
Approved 11-30-2018
- CCRC Approved 11/26/18 Vote: 7-0-0

*(VCAA) \ VCAA*

- ✓ Kenneth Hon  
Approved 1-3-2019

*(Curr Coord Final) \ Curriculum Coordinator*

- Shelby Wong
  - ✓ VCAA Student Assistant  
Approved 1-7-2019
- Printed and Included in Binder.

#### Changes

- 1.2) Program Description
- 1.3) Program Catalog Description
- Start Date
- End Term

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#### Program Title

Business Administration, BBA- General Business (All Concentrations)

## Admin Use Only

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#### Code

BBA-GBUS

## P) Proposal Details

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#### P.1) This is a proposal for:

Modification of an existing undergraduate or graduate program, degree, minor, or certificate

#### P.2) Proposal Summary

- 1) Add a BBA Concentration in Professional Studies vote 7-0-0
- 2) Remove the 50 percent rule, that no more than 50% of overall credits can be from business, from the program description on UH catalog and on CoBE website vote 7-0-0
- 3) Add NURS348 and NURS375 to the list of elective courses in the Health Care Management Track vote 7-0-0
- 4) Change QBA260 to "QBA 260 OR MATH 115" as a part of the Pre-Bus requirements vote 7-0-0
- 5) Modification of Marketing concentration for greater flexibility in choosing marketing electives vote 6-0-1
- 6) Change BUS 110 requirement to any one of of BUS 110, BUS 100, BUS 110, FIN 220, COM 251, and MGT 425 as a part of the Pre-Bus requirement vote 7-0-0
- 7) Change ENG 209 or 287 to ENG 209 OR 287 OR 215 OR 225 vote 7-0-0
- 8) Remove "admission to the major" as a prerequisite vote 5-1-1

**P.3) Proposal Rationale/Justification**

The 50 percent rule is no longer part of AACSB requirements, so we can remove it.  
 The BBA Concentration in Professional Studies allows flexibility in the electives portion of the BBA and answers a demand from programs such as the A.S. in IS at HCC to construct a pathway to the BBA.  
 The rest of the modifications make explicit policies that we have routinely been approving through waivers.

**P.4) Related Course(s)**

ECON 380 will have a slightly modified content, and the course number will change to ECON 482

**P.5) Course(s) from Other Departments**

Yes

**Courses**

NURS 348 and NURS 375 added to Health Care Management electives

**P.6) Proposal Impact(s) - Resources**

No additional resources are required. These proposals will save time as they will eliminate the need for multiple waivers and manual entry of the BUA code on the part of the dean's office.  
 The addition of MGT 425 as an alternative to BUS 110/100 was designed for transfer students, who routinely objected to having to take BUS 110 or BUS 100 after they were already doing upper-division coursework. These students were routinely allowed to substitute an upper-division elective for this requirement, which required a manual waiver. Because around half of our students are transfers, this resulted in a large number of waivers.

**P.7) Department Vote**

	DATE	APPROVE	NOT APPROVE	ABSTAIN
DEPT VOTE	09/18/18	7	0	0

**P.8) Proposal Supporting Documents**

- Gmail - Re\_ Need Nursing program approval to add these classes to list of Health Care Management BBA electives.pdf

**P.9) Proposer Notes**

There are multiple changes to the program, but there is only one space to enter a faculty senate vote. The votes on the individual measures follow:

- 1) Add a BBA Concentration in Professional Studies vote 7-0-0
- 2) Remove the 50 percent rule from the program description on UH catalog and on CoBE website vote 7-0-0
- 3) Add NURS348 and NURS375 to the list of elective courses in the Health Care Management Track vote 7-0-0
- 4) Change QBA260 to "QBA260 ORr Math 115" as a part of the Pre-Bus requirements vote 7-0-0
- 5) Modification of Marketing concentration for greater flexibility in choosing marketing electives vote 6-0-1
- 6) Change BUS 110 requirement to any one of of BUS 110, BUS100, BUS110, FIN220, COM 251, and MGT425 as a part of the Pre-Bus requirement vote 7-0-0

7) Change ENG 209 or 287 to ENG 209 OR 287 OR 215 OR 225 vote 7-0-0

8) Remove "admission to the major" as a prerequisite vote 5-1-1

# 1) Program Information

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## 1.1) Degree Type

Bachelor of Business Administration

### Proposed

#### 1.2) Program Description

The Department of Business Administration offers students the opportunity to receive a Bachelor of Business Administration (BBA) degree that is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB International). The program offers majors in Accounting and in General Business. Within the General Business major, students select a concentration area from Finance, Marketing, General Management, Economics, Healthcare Management, or Professional Studies. The program is divided into three components: General Education, the Pre-Business program, and the Professional Business program. Some General Education requirements may be satisfied with courses from the Pre-Business program. The University also places several graduation requirements on all baccalaureate degree programs, and these must be satisfied by candidates for the BBA (Please see the Baccalaureate Degree Requirements.)

### Existing

#### 1.2) Program Description

The Department of Business Administration offers students the opportunity to receive a Bachelor of Business Administration (BBA) degree that is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB International). The program offers majors in Accounting and in General Business. Within the General Business major, students select a concentration area from Finance, Marketing, General Management, Economics or Healthcare Management. The program is divided into three components: General Education, the Pre-Business program, and the Professional Business program. Some General Education requirements may be satisfied with courses from the Pre-Business program, but no more than 60 of the degree's total of 121 credit hours may be in business topics. The University also places several graduation requirements on all baccalaureate degree programs, and these must be satisfied by candidates for the BBA (Please see the Baccalaureate Degree Requirements.)

### Proposed

### 1.3) Program Catalog Description

#### General Education Pre-Business Requirements

##### G1. Composition

- ENG 100 Composition I (3), ENG 100T Composition with Tutorial (3), ESL 100 Composition/Non-native Speakers (3), or ESL 100T Composition/Non-native Tutorial (3), with a "C" or better

##### G3. Quantitative Reasoning

- One MATH course numbered 125, 135, 241 or higher, with "C" or better

##### G6. Social Sciences

- One class from ANTH, PSY, or SOC with "C" or better

Note: All remaining General Education Requirements must also be met.

#### Pre Business Core Requirements (30 credits)

Each Pre-Business core course must be completed with a grade of "C" or better.

- ACC 201 Intro to Financial Accounting (3)
- ACC 202 Intro to Managerial Accounting (3)
- BUS 110 Freshmen Business Experience (3) or BUS 100 Introduction to Business (3) or FIN 220 Personal Finance (3) or COM 251 Public Speaking (3) or MGT 425 Bus Planning for New Ventures (3).
- BUS 240 Business Law (3)
- BUS 290 Critical Thinking (3)
- ECON 130 Intro To Microeconomics (3)
- ECON 131 Intro To Macroeconomics (3)
- ECON 300 Inter Macroecon Theory (3) or ECON 340 Money & Banking (3)
- ENG 209 Writing for Business (3) or ENG 287 Introduction to Rhetoric (3) or ENG 215 Writing for Hum & Soc Sci (3) or ENG 225 Writing for Sci & Technology (3).
- QBA 260 Business Statistics (3) or MATH 115 Intro Stats & Prob (3).

#### Professional Business Core Requirements (24 credits)

*Each Business core course must be completed with a grade of "C" or better.*

- MGT 300 Mgt, Orgs & Human Behavior (3)
- MGT 333 International Business Mgt (3)
- MKT 310 Princ of Marketing (3)
- FIN 320 Prin Bus Finance (3)
- QBA 300 Operations Management (3)
- QBA 362 Mgt Information Systems (3)
- MGT 423 Business & Society (3)
- MGT 490 Strategic Mgt (3)

#### General Business Major Concentrations (18 credits)

General Business students may select one of the following three areas of specialization for the remainder of their business coursework. Each concentration consists of six (6) courses and has choices in the area of concentration, as well as some unrestricted business electives. Each of the six concentration courses must be completed with a "C" or better. The concentrations are:

#### **Professional Studies Concentration (18 credits)**

- 6 Business Discipline Credits (ACC, ECON, FIN, MGT, MKT, TOUR, QBA of which no more than 3 credits may be an Econ course)
- 12 Upper-Division Credits from a Non-Business Discipline

## Finance Concentration (18 credits)

- FIN 321 Invest & Secur Analysis (3)
- FIN 322 Corporate Finance (3)
- FIN Elective (3)
- FIN Elective (3)
- ACC, BUS, FIN, MGT, MKT, QBA, TOUR Elective (3)
- ACC, BUS, ECON, FIN, MGT, MKT, QBA, TOUR Elective (3)

## Management Concentration (18 credits)

- Six courses chosen from at least three of the following: ACC, BUS, FIN, MGT, MKT, QBA, TOUR; or, one from ECON. No more than two courses from any one of the above disciplines.

## Marketing Concentration (18 credits)

- Three MKT upper-division electives
- One MKT or TOUR elective
- Two ACC, BUS, ECON, FIN, MGT, MKT, QBA, TOUR electives.

## Health Care Concentration (18 credits all with "C" or better; at least 12 are at the 300-400 level)

Students should take no more than two courses from each area). Courses to choose from include:

- ANTH 415 Medical Anthropology
- ANTH 463 Global Health
- COM 241 Health, Culture & Diversity
- COM 430 Health Communication
- ECON 417 Health Economics
- NURS 348 Human Pathophysiology (3)
- NURS 350 Transcultural Care and Health Care Promotion
- NURS 359 Foundations of Public Health Promotion
- NURS 370 Transcultural Health Care
- NURS 372 Spirituality in Health Care
- NURS 373 Gerontological Health Care
- NURS 375 Applied Human Nutrition (3)
- SOC 360 Health Policy
- PHIL 323 Professional Ethics
- PHIL 327 Bioethics
- PSY 320 Developmental Psychology
- PSY 380 Health Psychology

## Economics Concentration (18 credits at the 300-400 level all with "C" or better)

Students should take no more than one course from each area

### 1. Microeconomic Requirement (3): (Choose one of the below)

- ECON 301 Intermediate Microeconomics
- ECON 302 Managerial Economics

### 2. Macroeconomic Requirement (3): (Choose one of the below if not used for prerequisite requirement)

- ECON 300 Inter Macrocon Theory



- ECON 340 Money and Banking

3. Quantitative Requirement (3): (Choose one of the below)

- ECON 390 Econometrics
- ECON 430 Quantitative Forecasting

4. Global Economic Requirement (3): (Choose one of the below)

- ECON 360 International Trade
- ECON 361 International Finance
- ECON 414 Global Topics in Game Theory

5. Applied Economic Requirement (3): (Choose one of the below)

- ECON 310 Development Economics
- ECON 370 Government Finance
- ~~ECON 380 Environmental and Natural Resource Economics~~
- ECON 417 Health Economics
- ECON 482 Environmental and Natural Resource Economics

6. Economic Electives (3): any one upper-division economics course not used to meet any other requirement

General Electives

Additional courses required to meet the 121 credits required to graduate

Total Semester Hours Required for the B.B.A. in General Business

121 credits required.

Notes:

1. At least 24 credits of Business Administration coursework at the 300- or 400-level applied to any B.B.A. degree must be earned at UH Hilo.

Existing

### **1.3) Program Catalog Description**

#### **General Education Pre-Business Requirements**

##### **G1. Composition**

- ENG 100 Composition I (3), ENG 100T Composition with Tutorial (3), ESL 100 Composition/Nonnative Speakers (3), or ESL 100T Composition/Non-native Tutorial (3), with a "C" or better

##### **G3. Quantitative Reasoning**

- One MATH course numbered 125, 135, 241 or higher, with "C" or better

##### **G6. Social Sciences**

- One class from ANTH, PSY, or SOC with "C" or better

**Note:** All remaining General Education Requirements must also be met.

#### **Pre Business Core Requirements (30 credits)**

Each Pre-Business core course must be completed with a grade of "C" or better.

- ACC 201 Intro to Financial Accounting (3)
- ACC 202 Intro to Managerial Accounting (3)
- BUS 110 Freshmen Business Experience\*
- BUS 240 Business Law (3)
- BUS 290 Critical Thinking (3)
- ECON 130 Intro To Microeconomics (3)
- ECON 131 Intro To Macroeconomics (3)
- ECON 300 Inter Macroecon Theory (3) or ECON 340 Money & Banking (3)
- ENG 209 Writing for Business (3) or ENG 287 Introduction to Rhetoric (3)
- QBA 260 Business Statistics (3)

\*Transfer students may substitute BUS 100 Introduction to Business for BUS 110 Freshmen Business Experience

#### **Professional Business Core Requirements (24 credits)**

*Each Business core course must be completed with a grade of "C" or better.*

- MGT 300 Mgt, Orgs & Human Behavior (3)
- MGT 333 International Business Mgt (3)
- MKT 310 Princ of Marketing (3)
- FIN 320 Prin Bus Finance (3)
- QBA 300 Operations Management (3)
- QBA 362 Mgt Information Systems (3)
- MGT 423 Business & Society (3)
- MGT 490 Strategic Mgt (3)

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General Business students may select one of the following three areas of specialization for the remainder of their business coursework. Each concentration consists of six (6) courses and has choices in the area of concentration, as well as some unrestricted business electives. Each of the six concentration courses must be completed with a "C" or better. The concentrations are:

#### **Finance Concentration (18 credits)**

- FIN 321 Invest & Secur Analysis (3)
- FIN 322 Corporate Finance (3)
- FIN Elective (3)
- FIN Elective (3)
- ACC, BUS, FIN, MGT, MKT, QBA, TOUR Elective (3)

- ACC, BUS, ECON, FIN, MGT, MKT, QBA, TOUR Elective (3)

## Management Concentration (18 credits)

- Six courses chosen from at least three of the following: ACC, BUS, FIN, MGT, MKT, QBA, TOUR; or, one from ECON. No more than two courses from any one of the above disciplines.

## Marketing Concentration (18 credits)

- MKT 311 Marketing Management (3)
- MKT 315 Consumer Behavior (3)
- MKT 319 Market Research (3)
- MKT Elective or TOUR 317 (3)
- ACC, BUS, FIN, MGT, MKT, QBA, TOUR Elective (3)
- ACC, BUS, ECON, FIN, MGT, MKT, QBA, TOUR Elective (3)

## Health Care Concentration (18 credits all with “C” or better; at least 12 are at the 300-400 level)

Students should take no more than two courses from each area). Courses to choose from include:

- ANTH 415 Medical Anthropology
- ANTH 463 Global Health
- COM 241 Health, Culture & Diversity
- COM 430 Health Communication
- ECON 417 Health Economics
- NURS 350 Transcultural Care and Health Care Promotion
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- SOC 360 Health Policy
- PHIL 323 Professional Ethics
- PHIL 327 Bioethics
- PSY 320 Developmental Psychology
- PSY 380 Health Psychology

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### 1. Microeconomic Requirement (3): (Choose one of the below)

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### 2. Macroeconomic Requirement (3): (Choose one of the below if not used for prerequisite requirement)

- ECON 300 Inter Macroecon Theory
- ECON 340 Money and Banking

### 3. Quantitative Requirement (3): (Choose one of the below)

- ECON 390 Econometrics
- ECON 430 Quantitative Forecasting

### 4. Global Economic Requirement (3): (Choose one of the below)

- ECON 360 International Trade

- ECON 361 International Finance
- ECON 414 Global Topics in Game Theory

5. Applied Economic Requirement (3): (Choose one of the below)

- ECON 310 Development Economics
- ECON 370 Government Finance
- ~~ECON 380 Environmental and Natural Resource Economics~~
- ECON 417 Health Economics

6. Economic Electives (3): any one upper-division economics course not used to meet any other requirement

**General Electives**

Additional courses required to meet the 121 credits required to graduate

Total Semester Hours Required for the B.B.A. in General Business

121 credits required.

**Notes:**

1. At least 24 credits of Business Administration coursework at the 300- or 400-level applied to any B.B.A. degree must be earned at UH Hilo.

**1.4) College**

College of Business and Economics (CoBE)

**1.5) Department**

Business Administration (BUS)

## **2) Program Requirements**

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**2.1) Minimum Number of Credits**

54 Required Credits

18 Concentration area elective credits

**2.2) Minimum GPA**

2.0

Per CoBE Senate vote on December 2, 2016

**2.3) Minimum Acceptable Grade**

2.0 C

**2.4) Program Notes**

## **3) Attachments**


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January 25, 2019

**MEMORANDUM**

**TO:** Marcia Sakai  
Interim Chancellor  
University of Hawai'i at Hilo

**FROM:** Ken Hon   
Interim Vice Chancellor for Academic Affairs  
University of Hawai'i at Hilo

**SUBJECT:** Request for Approval of New Program Codes and Subject Code for use at UH Hilo

**SPECIFIC ACTION REQUESTED:**

We request that the following new program and subject codes be approved for use. All programs below were reviewed and approved during the 2018-2019 curriculum review cycle.

New Bachelor Program Tracks/Concentrations:

BBA-GBUS-PR Bachelor of Business Administration  
Professional Studies Concentration  
College of Business and Economics

BA-HIST-IHH Bachelor of Arts in History  
Integrated Hawaiian History Concentration  
College of Arts and Sciences

BA-SOC-ISOC Bachelor of Arts in Sociology  
Island and Indigenous Sociology Concentration  
College of Arts and Sciences

Change in Level:

BUAD-SC Business Administration Subject Certificate  
Change level from PR (Professional) to UG (Undergraduate)  
College of Business and Economics

New Subject Code:

ELI English Language Institute  
Academic Affairs

**RECOMMENDED EFFECTIVE DATE:**

We request the effective date of Fall 2019 for all program and subject codes.

**ADDITIONAL COST:**

There is no additional cost associated with this request.

**PURPOSE:**

The purpose of this request is to request approval for new program codes from the UH System Institutional Research and Analysis office for the above-mentioned degree and certificate programs. These programs were proposed, reviewed and approved during the 2018-2019 curriculum review cycle.


**ACTION RECOMMENDED:**

We recommend that you approve the new program codes for use for the above-mentioned degree and certificate programs.

**APPROVED/DISAPPROVED:**



\_\_\_\_\_  
Marcia Sakai, Interim Chancellor



\_\_\_\_\_  
Date

KH:sw

Cc: Donald Straney, Vice President for Academic Planning & Policy  
Zachary Street, Director of Admissions  
Chelsea Kay-Wong, University Registrar