



BUSINESS DEGREE CHANGES

Fall 2022

Existing BSBA Degree

- 17 Required Courses (51 credit hours)
- 5 Specialization Courses* (15 credit hours)
- 1 Business Elective (3 credit hours)
- Free Electives (13-15 credit hours depending on MATH)
- IIT Core (42-44 credit hours depending on MATH)

* Specializations in Applied Economics, Technological Entrepreneurship, Finance, Marketing Analytics or any non-business minor in the **UG Bulletin**.

Rationale for Changes

- Admissions Office says that prospective students and their parents have difficulty understanding “specializations” relative to “degrees.”
- Admissions Office personnel have difficulty explaining specializations.
- Our local competitors have separate degrees rather than specializations.
- The switch from “specializations” to “degrees” should increase comparability between our degrees and those of our local competitors and reduce confusion for prospective applicants.
- Degrees will be more recognizable to employers.
- The new degrees will offer a clearer path to our AMP degrees.

Changes to Existing BSBA Degree

- Remove Applied Economics, Finance and Marketing Analytics as specializations and create:
 - ✓ Finance Degree (Major)
 - ✓ Financial Economics Degree (Major)
 - ✓ Marketing Analytics Degree (Major)
- Replace "Technological Entrepreneurship" with "Entrepreneurship."
- Retain other specializations -- minors from the **UG Bulletin**.
- Replace BUS 467, Entrepreneurship II, with BUS 382 in the business core.
- Move the required business elective to a free elective.

Proposed BSBA Degree

- 17 Required Courses (51 credit hours)
 - ✓ BUS 382 replaces with BUS 467 in the core
 - 5 Specialization Courses* (15 credit hours)
 - Business Elective (moved to a free elective)
 - Free Electives (16-18 credit hours depending on MATH)
 - IIT Core (42-44 credit hours depending on MATH)
- * Specializations drawn from non-business minors in the **UG Bulletin**.

Proposed Finance Degree

- 17 Required Courses (51 credit hours)
 - ✓ BUS 467 replaced with BUS 382
- 6 Specialization Courses (18 credit hours)
- Business Elective (moved to a specialization course)
- Free Electives (13-15 credit hours depending on MATH)
- IIT Core (42-44 credit hours depending on MATH)
- Aligns the MS in Finance (**MSF**)

Proposed Financial Economics Degree

- 17 Required Courses (51 credit hours)
 - ✓ BUS 467 replaced with BUS 382
- 6 Specialization Courses (18 credit hours)
- Business Elective (moved to a specialization course)
- Free Electives (13-15 credit hours depending on MATH)
- IIT Core (42-44 credit hours depending on MATH)
- Aligns with our graduate degree in Financial Economics

Proposed Marketing Analytics Degree

- 17 Required Courses (51 credit hours)
 - ✓ BUS 467 replaced with BUS 382
- 6 Specialization Courses (18 credit hours)
- Business Elective (moved to a specialization course)
- Free Electives (13-15 credit hours depending on MATH)
- IIT Core (42-44 credit hours depending on MATH)
- Aligns with the MS in Marketing Analytics (**MAX**)

Summary of Changes

- Existing course moved into the business core
- Specializations increased by one course (five to six) for the three new degrees (unchanged for the BSBA)
- Business Elective eliminated (moved to a specialization course for the new degrees and a free elective for BSBA)
- No new courses needed - essentially just a change in form rather than substance.