

Appendix 7 – Changes in the Curriculum, 2016-2021

Undergraduate:

Created the Digital Marketing minor

Added three-credit courses in:

- ACCT 311 Data Analysis for Accountants
- BMIS 342 Data Analytics for Business (formerly Web-Based Applications)
- BUSN 101 Introduction to Business
- BUSN 193 FYS
- BUSN 286 DECA PNCDC
- BUSN 432 CIS
- BUSN 470 Multidisciplinary Act Projects
- BUSN 486 DECA ICDC
- ECON 355 Regression Analysis
- ECON 432 CIS
- MKTG 317 Promoting the Arts
- MKTG 411 Digital Advertising (formerly Advertising)

Added one-credit skills courses in:

- BUSN 250 Effective Communication
- BUSN 251 Organizational Communication
- BUSN 252 Career Formation
- BUSN 253 Career Activation
- BUSN 254 Image & Reputation Management
- BUSN 255 Effective Negotiations
- BUSN 256 Sales
- BUSN 257 EQ and Leadership
- BUSN 258 Financial Analysis & Decisions
- BUSN 259 Value Chain Analysis
- BUSN 260 Introduction to Non-Profits
- BUSN 261 Non-Profit Management II
- BUSN 262 Non-Profit Management III
- BUSN 263 Intellectual Property
- BUSN 264 Planning for Total Quality
- BUSN 265 Women in the Workplace

- BUSN 266 Preparing for Service
- BUSN 267 Special Topics Skills Course
- BUSN 268 Special Topics Skills Course
- BUSN 269 Special Topics Skills Course
- BUSN 270 Special Topics Skills Course

Dropped the following classes:

- ACCT 369-International Accounting
- ACCT 466-IFRS and U.S. GAAP I
- ACCT 467-IFRS and U.S. GAAP II
- ACCT 468-Personal Financial Planning
- ECON 270H-Honors Economics
- BUSN 485-Senior Seminar in Ethics (integrated into BUSN 480)