HANKAMER SCHOOL OF BUSINESS

General Information
At Baylor University's Hankamer School of Business, top-ranked programs combine rigorous classroom learning, hands-on experience in the real world, a solid foundation in Christian values and a global outlook. Making up approximately 25 percent of the University's total enrollment, undergraduate students choose from 13 major areas of study. Graduate students choose from full-time, executive or online M.B.A. or other specialized master's programs, and Ph.D. programs in Information Systems, Entrepreneurship or Health Services Research. The Business School also has a campus located in Dallas, Texas. Visit hankamer.baylor.edu (http://hankamer.baylor.edu/) for more information.

Mission, Purpose, and Values
We cultivate principled leaders and serve the global marketplace through transformational learning and impactful scholarship in a culture of innovation guided by Christian values. Our purpose is to use our God-given gifts and academic talents to further His kingdom through the realm of business. We are guided by ten values: Excellence, Exploration, Impact, Innovation, Integrity, Leadership, Learning, Service, Teamwork and Transformation.

Accreditation
The undergraduate and graduate programs are fully accredited by The Association to Advance Collegiate Schools of Business (AACSB) International. AACSB accreditation is known, worldwide, as the longest-standing, most recognized form of specialized accreditation that an institution and its business programs can earn. Accreditation is a voluntary, nongovernmental process that includes a rigorous external review of a school's mission, faculty qualifications, curricula and ability to provide the highest-quality programs.

History
In 1923, on the heels of a three-year business depression that coincided with the end of World War I, members of the Baylor University Board of Trustees acted on the recommendation of President Samuel Palmer Brooks to establish a business administration program that would provide students adequate preparation for business careers. Goals for the program are just as relevant today as they were then.

• To enable students to see more clearly the complex nature of modern business and the qualifications required.
• To make graduates' services of a higher order and their advancement more rapid.
• To materially lessen the trouble and expense that otherwise falls on employers of persons without such education.
• To develop and disseminate improved ideals as to how business should be conducted.

In 1924, the Business School was authorized to arrange a course of study leading to the Bachelor of Business Administration degree—a degree that was first conferred in 1925 on six men and one woman.

By 1956, with some $500,000 in cash and pledges from friends and alumni in hand, planning had begun in earnest for building a separate facility for the Baylor School of Business. Construction was initiated in 1958.

In 1959, the Business School was granted autonomous status and coordinate rank among the other schools in the Baylor University system and was fully accredited by AACSB.

As construction of the Business School's new home neared a critical point in 1959, two notable benefactors came forward. Paul Kayser provided the funds needed for an auditorium and Earl C. Hankamer made a $500,000 gift to complete construction and furnishing of the facility. Shortly afterward, university trustees renamed the school the Hankamer School of Business. Mr. Hankamer, a 1915 Baylor graduate, was a successful oil and land investor known throughout the Southwest for his philanthropic efforts and his Christian character and business principles.

Between the late sixties and mid-eighties, the school experienced unprecedented growth in student enrollments, endowments, expanded facilities and state-of-the art resources. The number of faculty and staff reached an all-time high during that period as well.

Today, we strive to use our God-given gifts and academic talents to further His kingdom through the realm of business.

Facilities
In 2013, Paul L. Foster, a 1979 B.B.A. alumnus, provided the naming gift for the Paul L. Foster Campus for Business and Innovation. This campus is the new home of the Hankamer School of Business. It provides approximately 275,000 square feet of classroom, office, conference and collaborative spaces to meet the needs of our program for the 21st century.

Planning for additional space to house our expanding programs began in 2004. Initially, adding on to the current Hankamer and Cashion facilities was studied. However, in consultation with architects, it was concluded that the best option was to build a completely new facility to accommodate the future needs of the Business School. Overland Partners was hired to help design a new facility. The building was designed to address important themes from the Business School’s mission including engagement, collaboration, community, technology, ethics/sustainability and global connections.

While a number of gifts were received through the silent phase of the capital campaign, the project would not have been able to proceed had it not been for the naming gift by Paul Foster. His gift allowed the Board of Regents to formally announce the project and to set a December 2014 date for the groundbreaking with a grand opening in Fall 2015.

The heart of the campus is a 10,000 square foot atrium that includes a café that provides a place to promote community. Innovative classroom designs encourage and support an engaged learning environment. Thirty-six team meeting rooms support collaboration, and the new campus is LEED Certified at the Gold Level to promote the concept of sustainability. Finally, the Conference Center and the use of technology helps connect the world to the Foster Campus.

The Hankamer School of Business will spend the 2023-2024 and 2024-2025 academic years celebrating 100 years of preparing business leaders through academic achievement and conducting purposeful research that impacts the world at large, as well as looking to the next 100 years of Baylor Business.
Libraries
The Baylor Libraries provide resources and services that support the research needs of students and faculty in the Hankamer School of Business. Services include interlibrary loan, library instruction classes, and in-person as well as virtual research assistance. An extensive reference collection, electronic journals, and electronic resources, such as ProQuest One Business, IBISWorld, Mergent Online, and Nexis Uni, enable students and faculty to connect with information needed in the 21st century business climate.

Administrative Offices
Several administrative departments provide service to the school. These include the following offices and center:

<table>
<thead>
<tr>
<th>Office</th>
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</thead>
<tbody>
<tr>
<td>Office of the Dean</td>
<td>Susan N. Copeland, Assistant to the Dean</td>
</tr>
<tr>
<td>Undergraduate Programs Office</td>
<td>Krista M. Howell, Assistant Dean</td>
</tr>
<tr>
<td>Graduate Programs Office</td>
<td>Laurie D. Wilson, Director</td>
</tr>
<tr>
<td>Financial Administration and Budget Office</td>
<td>Ryan Reed, Business Officer</td>
</tr>
<tr>
<td>Technology Center</td>
<td>Nils Holgersson, Technology Director</td>
</tr>
</tbody>
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Technology Center
Nils Holgersson, Technology Director

The Technology Center offers prompt excellent service and state-of-the-art equipment for students, faculty and staff in the Hankamer School of Business. To provide the best service to all of its users, the Center functions as a separate department, reporting directly to the dean.

The Technology Center provides a number of technology-equipped spaces in the Foster Campus for Business and Innovation. The Technology Commons holds more than 80 computers for student use, including the 44-seat Casey Technology Commons Learning Lab. The Technology Commons provides scanning and video editing capabilities on specialized stations as well as three high-speed monochrome laser printers and a color laser printer. Center personnel maintain many categories of software applications and continually evaluate updated versions of existing programs and recent software innovations.

The Technology Center oversees the 36 team rooms in Foster, all of which have a flat panel display and the ability for students to connect their devices to it. An innovative scheduling system is available for reserving these rooms.

To enhance the classroom experience for both students and faculty, the Center has equipped every classroom with computers and display capabilities, and most rooms have multiple displays for showing both faculty and student content. In addition, each classroom is equipped with lecture capture and videoconferencing capability. All areas of the Foster Campus have access to AirBear, the University wireless network, which allows students to use mobile devices to access the Internet and online Baylor resources during class sessions or while studying in one of several common areas. The Center also offers access to several videoconferencing capable conference rooms throughout the Foster Campus. In addition, the Center supports nine computer classrooms, which host a large number of classes taught with a computer component.

While the Center is responsible for meeting the computer needs of the students, it also offers technology support for the faculty and staff including office computer support, individual technology consultation and web development. Beyond these services, the Center staffs a Help Desk and a Graphics/Desktop Publishing workstation and provides support for specialized technology including the atrium video wall, interactive displays and digital signage throughout the Foster Campus.

Professional Centers
John F. Baugh Center for Entrepreneurship and Free Enterprise
Kendall Artz, Ph.D., Director of John F. Baugh Center for Entrepreneurship Shaun Limbers, M.B.A., Associate Director
Peter G. Klein, Ph.D., Director of Free Enterprise

The Baugh Center for Entrepreneurship and Free Enterprise was created in 1980 as one of the first entrepreneurship centers in the United States. Its activities largely focus on providing entrepreneurship education to the community of entrepreneurs outside of the Hankamer School of Business. In 2013, Baugh Center activities were expanded to include a significant focus on conducting and disseminating free enterprise research that examines the intersection of public policy decisions and entrepreneurial activity.

Baugh Center personnel are now engaged in a wide range of activities that encourage and support entrepreneurship education and research. These include:

- Researching issues related to the effects of local, state and national policy decisions on entrepreneurial actions and performance.
- Leading outreach efforts to non-business school constituents through events such as the New Venture Competition, the OSO Launch Program, and the Community Entrepreneurship Program.
- Arranging symposiums and special events to facilitate dialogue among faculty, students, and community members on free enterprise issues.
- Assisting students and practicing entrepreneurs with feasibility assessments of potential businesses.
- Directing the operations of the Business and Innovation Living-Learning Center.
- Supporting on-campus student led organizations such as the Baylor Entrepreneurship Club.
- Conducting seminars and workshops in conjunction with local community leaders to provide entrepreneurship training to practicing entrepreneurs.

Business and Innovation Living-Learning Center
Lauren Ross, Program Director

The Business and Innovation Living-Learning Center (B&I-LLC) is an exciting opportunity created to provide housing and academic support for Pre-Business and Business students, as well as entrepreneurially-minded students from all fields of study. The mission of the B&I-LLC is to immerse students in a transformational approach to faith-based business education by fostering community, cultivating a culture of entrepreneurial thinking and action, encouraging personal and professional development, and connecting students with Business School faculty and entrepreneurial professionals.

Housed in Brooks Flats, this is the first on-campus residential housing option dedicated to those students with a common interest in business and innovation. Pre-Business students in the B&I-LLC have the unique opportunity to take BUS 1101 Connect to Hankamer School of Business together as a cohort class. Another cohort class, ENT 3301
Entrepreneurship: Living and Learning, is offered to students with a specific interest in entrepreneurship.

Institute for Family Business
Shaun Limbers, M.B.A., Director

The Institute for Family Business at Baylor University delivers research, teaching, and outreach to family-owned enterprises within the state of Texas and beyond. Established in 1987, the Institute promotes rigorous scholarship with the interaction of faculty and students through qualitative and quantitative research, combined with transformative education in a formal classroom setting. The Institute advocates for Christian principles as foundational pillars of healthy family businesses, and simultaneously, these Christian principles also serve as focal points in building relationships between members of the family business community at large and Baylor University.

Center for Information Systems Research (CISR)
Jonathan K. Trower, Ph.D., Interim Director

Information and communication technologies (ICTs) have had a profound impact on the way organizations conduct business operations. Through the effective application of various ICTs, firms have used this ubiquitous resource to enable new forms of collaboration, to re-engineer business processes, to produce and disseminate organizational knowledge, and to drive innovation through enabling new products, services, and business models. And at the individual and societal levels, the expanding role of ICTs has had dramatic effects—both positive and negative—upon the way we live and work. Given the critical role of technology in today’s world, it is the mission of the Center for Information Systems Research (CISR) to produce and disseminate high quality research that examines the diverse roles, uses, and managerial implications of information and communications technologies (ICTs) and their related impacts on individuals, organizations, and society. Through producing such research, the CISR seeks to facilitate a better understanding of how technology can be used to enable more effective, ethical, and sustainable information-related practices among individuals, work groups, organizations, and society in general.

Center for Professional Selling
Andrea L. Dixon, Ph.D., Executive Director
Stephanie Mangus, Ph.D., Keith Richards, Ph.D., and Eric Swan, D.B.A., Faculty Associates
Bree Meadows, M.B.A., Assistant Director

Dedicated to excellence in sales education, the Center for Professional Selling is recognized as one of the premier global information resources for the sales profession. The mission of the Center is to achieve excellence in sales education by building students via a premier curriculum and college-to-career development strategy, informing industry by expanding the frontiers of sales knowledge in academic research, and advancing the sales profession through intentional promotion of professional selling to industry and society. Established in 1985, the Center was one of the first such collegiate units in the country and boldly seeks to transform the sales function around the globe, impacting corporations, customers and our alumni’s co-workers for Jesus Christ.

Center facilities include a state-of-the-art classroom and sales laboratory equipped with direct-to-web recording capability, role playing rooms and a suite housing the Professional Selling faculty and staff.

The Center provides the support needed to allow the ProSales program to guarantee and achieve 100% placement for full-time and paid internships for ProSales students.

Center for Sales Strategy in Sports & Entertainment (S3E)
Kirk L. Wakefield, Ph.D., Executive Director, Analytics
Lane T. Wakefield, Ph.D., Director, Sales

Founded in 2004, the S3E Values-Based Leadership Program has produced hundreds of alumni who work in collegiate or professional sports or related careers in sales or business analytics. Alumni have risen to management and senior positions at teams across the NFL, NBA, NHL, MLB, MLS, NASCAR & NCAA Athletics, as well as major corporations and agencies that market through sports. All students intern with teams, corporations or agencies in sales or analytics. Over 70% begin careers in full-time positions with teams or sports-related agencies. Placement exceeds 95% by graduation.

Keller Center for Research
Randy Hacker, M.B.A., Executive Director
Marjorie Cooper, Ph.D., Academic Director
Amanda Rodriguez, M.B.A., Assistant Director

The Keller Center for Research at Baylor University is a trusted source for leading-edge, academic research positioned for the real estate industry. The Center’s team of faculty, staff, and graduate assistants engage with academics and consultants from around the globe to highlight the latest research in the areas of marketing and sales, management, technology, and ethics, among others, with implications for today’s real estate professionals. Established in 2006, the Keller Center was founded thanks to a generous donation from Gary Keller (BBA ’79) as a resource for the real estate industry.

McBride Center for International Business
Dawn S. Carlson, Ph.D., Director
Christina Iluzada, Ph.D., Assistant Director

The McBride Center for International Business was established in 1992 to impact the global marketplace by producing worldwide business leaders representative of Baylor University. Today’s business students must cultivate cultural awareness, global understanding, and problem-solving strategies to conduct business across cultures. The McBride Center for International Business meets this need by providing transformational and enriching global experiences for undergraduate and graduate business students. These global engagement experiences include study abroad, business as mission, Collaborative Online International Learning (COIL), and international internship programs. As students learn about global business experientially through these opportunities, they can work towards adding a Global Business Certificate to their majors.

Robbins Institute for Health Policy and Leadership
Forest S. Kim, Ph.D., FACHE, Executive Director

The Robbins Institute for Health Policy and Leadership serves as an interdisciplinary platform to support the efforts within the Hankamer School of Business to make a major contribution in health services research and education in the United States and around the world. The Institute engages an interdisciplinary group of scholars in a wide variety of intellectual activities including teaching, external programming, and health services research. Components of the Institute include the Robbins MBA Healthcare Program, which is accredited by the Commission on Accreditation of Healthcare Management Education and was nationally ranked #19 in recent US News and World Report rankings in 2023, and the Robbins Case Competition that invites leading health
management programs from around the country and Canada to compete for $27,000 in cash prizes.

**Hodges Financial Markets Center**
Brian Young, Ph.D., Managing Director

The Hodges Financial Markets Center (HFMC), initially established in January 2005 as the Southwest Securities Financial Markets Center, is a state-of-the-art facility created to bring the financial markets to the students and our students to the financial markets. The Center is equipped with leading-edge technology and access to financial data similar to that available in the nation's top investment firms. The Center was designed to create a boardroom atmosphere, but to have the functionality of a classroom, a videoconferencing suite, and a place for students and faculty to conduct financial research.

Among its many uses, the HFMC serves as the classroom and research center for students enrolled in two investment courses: the Practicum in Large-Cap Portfolio Management and the Practicum in Small-Cap Investing. In these courses undergraduate and graduate students with an interest in investments receive hands-on learning in the truest sense of the word. The students in the Large-Cap Practicum manage the Philip M. Dorr Alumni and Friends Endowed Investment Fund. The Fund is one of the largest student-run investment portfolios in the nation – with a February 2024 value of approximately $14 million. The students in the Small-Cap Practicum manage the Hodges Fund, which had a February 2024 value of approximately $1 million. The students work in teams to complete initiation-of-coverage research reports on firms in which portfolio funds will be invested. The report process may include meetings with management and visits to company sites along with valuation, modeling and fundamental analysis.

The HFMC, coupled with the courses that manage the two investment funds, support the Business School's mission of engaging students in active learning. With access to real-time financial data and sophisticated analytical tools that are available in the Center, the students conduct analysis and make decisions similar to those made by institutional investment managers and gain the skills needed to step into a portfolio management position upon graduation.

**Cooperative Programs**
In an effort to have business students gain experience with everyday business activities, the Hankamer School of Business has developed a number of programs in cooperation with the business community.

**Accounting Intern Program**
This program involves supervised practical accounting work at an approved business or not-for-profit organization. The employer agrees to provide, under appropriate supervision, a breadth of meaningful work assignments that are commensurate with those of entry-level accounting professionals. Students desiring academic credit must obtain approval of their internships from the Director of Accounting Internships by submitting a completed internship agreement form, employer provided job description, and statement of internship goals and expectations prior to beginning the program. Interns must keep a daily log (journal) of work assignments while on the internship. The daily log, an end-of-internship written report, and evaluation from the employer that work assignments have been fulfilled by the intern are required upon completion of the internship.

**Baylor Angel Network (BAN) Practicum**
The Baylor Angel Network Practicum is an innovative, hands-on learning opportunity for exceptional undergraduate students. Through BAN, students receive valuable early-stage investing experience by working closely with investors and entrepreneurs seeking angel funding. Angel networks are organized groups of individuals who work together to make investments in privately-owned, early-stage companies. By evaluating opportunities within an organized angel network, investors seek to achieve economies of scale in sourcing potential investments, evaluating presentations from entrepreneurs, and mitigating risk by pooling their expertise. Participation as a student analyst in the BAN Practicum is determined by a rigorous interview process conducted in the fall of the junior year. Interviews are conducted and selections are made by the current senior BAN analysts.

**B.E.S.T. The Business Excellence and Scholarship Team (B.E.S.T.)**
The Business Excellence and Scholarship Team (B.E.S.T.) is an innovative educational approach that emphasizes experiential learning, international exposure, and entrepreneurial thinking. The program covers the last two semesters of the senior year and includes topics pertinent to today’s business world as well as traditional business policy. Teams work on high value, innovative projects that provide transformative educational experiences that emphasize integrative thinking and real-world problem solving. Key activities of B.E.S.T. include two, week-long trips, one each in the fall and spring semesters, that allow the students to develop an appreciation for business environments and practices in different regions of the world. Membership in the program is by invitation only based upon GPA, extracurricular activities and leadership potential, as well as faculty recommendations.

**Entrepreneurship Intern Program**
The program offers a student the opportunity to work with a practicing entrepreneur in a decision-making, managerial role. Applications for the program are available from the John F. Baugh Center for Entrepreneurship. Internships are for credit and may be taken during any semester.

**Information Systems Intern Program**
Information Systems majors participating in the internship program work in organizations and learn first-hand how to design, develop, and implement information technology projects that help businesses compete more effectively. As part of this guided learning experience, students participate in a cohort that works and learns together. Internships are normally taken for course credit with most being paid positions.

**Management and Human Resource Management Intern Program**
The Department of Management offers an internship program through which management and human resource management majors are provided carefully structured opportunities to apply management and human resource management principles in workplace settings. By application only, a management faculty member supervises each intern and works closely with the host firm to ensure a rewarding learning experience.

**Marketing Intern Program**
The Department of Marketing, in cooperation with firms, offers marketing majors the opportunity to participate in internship programs in the areas of retail management, professional selling, advertising, sports marketing and non profit marketing among others. Marketing faculty supervise each intern and work closely with the firm to create a mutually beneficial learning experience.

**ProSales Intern Program**
Designed as an applied learning experience, the ProSales Internship course follows the student’s short-term, full-time paid placement within a firm. The intern’s responsibilities are determined by the firm offering the
internship; however, sales faculty work with companies to ensure that the student has sales engagement experiences. The course provides the framework for the student to document learning experiences from the internship in an e-portfolio (a useful tool for career management) and through a ProSales Talk, which is a main-stage, executive-style speaking experience delivered to both a live audience and a professional film crew. The student finishes the internship in the summer after completing the first three courses of the ProSales curriculum, and completes the internship course in the subsequent fall.

Sales Strategy in Sports & Entertainment Intern Program

Students selecting a Sales Strategy in Sports & Entertainment (S3E) emphasis in the Marketing major complete summer internships with professional sports teams, brands, agencies and media partners involved in sports and entertainment. The student’s S3E emphasis of sales or analytics determines the nature and location of the internship.

Supply Chain Management Intern Program

The Department of Management offers an internship program through which SCM majors have the opportunity to gain business experience in a supply chain-related environment. By application only, a supply chain management faculty member supervises each intern and works with the sponsoring firm to help ensure a rewarding learning experience.

Hankamer School of Business Faculty

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Sandeep Mazumder, Ph.D.</td>
<td>Dean</td>
</tr>
<tr>
<td>Mitchell J. Neubert, Ph.D.</td>
<td>Senior Associate Dean of Research and Faculty Development</td>
</tr>
<tr>
<td>Cindy Wu, Ph.D.</td>
<td>Associate Dean for Diversity and Inclusion</td>
</tr>
<tr>
<td>Patricia M. Norman, Ph.D.</td>
<td>Associate Dean, Graduate Programs</td>
</tr>
<tr>
<td>Bradley E. Lail, Ph.D.</td>
<td>Associate Dean, Undergraduate Programs</td>
</tr>
<tr>
<td>Krista M. Howell, M.S.Ed.</td>
<td>Assistant Dean, Undergraduate Programs</td>
</tr>
<tr>
<td>Anthony G. Lapes, M.S.Ed.</td>
<td>Assistant Dean for Operations</td>
</tr>
</tbody>
</table>

Chairs

The Herman Brown Chair of Economics
The W. W. Caruth Chair of Entrepreneurship
The Harry and Hazel Chavanne Chair of Christian Ethics in Business
The Carr P. Collins Chair of Finance
The William E. Crenshaw Dean in the Hankamer School of Business
The William E. Crenshaw Endowed Chair 1
The William E. Crenshaw Endowed Chair 2
The H. R. Gibson Chair in Management Development
The Frank S. Groner Memorial Chair in Finance
The Curtis Hankamer Chair of Entrepreneurship
The Emerson O. Henke Chair of Accounting
The Roderick L. Holmes Chair of Accountancy
The Harriette L. and Walter G. Lacy, Jr. Chair of Banking and Finance
The Herman W. Lay Chair of Private Enterprise
The Terry S. Maness Endowed Chair in Lab-to-Market Entrepreneurship, A Baylor Academic Challenge Scholar
The Peat Marwick-Thomas L. Holton Chair of Accounting
The Mr. Mayo McBride Professorship of Finance
The Pat and Thomas R. Powers Chair of Investment Management
The Robert M. and Louise Rogers Chair of Entrepreneurship
The W. Grady Rosier Endowed Chair in Free Enterprise - A Baylor Academic Challenge Scholar
The E. M. and Thelma Stevens Chair of Private Enterprise and Entrepreneurship

Department of Accounting and Business Law

Rebecca Files, Ph.D., Chair
Martha E. Agee, J.D.
Jane N. Baldwin, Ph.D.
Haylee A. Beard, M.Acc.
Lotte D. Bostick, J.D.
J. Owen Brown, Ph.D.
Laurie L. Burney, Ph.D.
Don P. Carpenter, M.S.
Gia M. Chevis, Ph.D.
S. Owen Davidson, Ph.D.
Charles E. Davis, Ph.D.
Cari C. Edison, M.B.A.
Lauren E. Farish, M. Tax
Caroline O. Ford, Ph.D.
Kevin, Hee, Ph.D.
Emily K. Hornok, Ph.D.
David N. Hurtt, Ph.D.
R. Kathleen Hurtt, Ph.D.
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Jason E. MacGregor, Ph.D.
Paul D. Mason, Ph.D.
Michael J. Mowchan, Ph.D.
Alice M. Muncy, Ph.D.
David S. Reid, J.D.
Michael Rodriguez, M.B.A.
Rachel E. Scott, Ph.D.
Daniel T. Shallcross, M.Acc.
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Tim S. Thomasson, M.Tax
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Department of Economics

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Department of Finance

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David L. Dicks, Ph.D.
James R. Garven, Ph.D.
Jonathan F. Handy, Ph.D.
Shuting (Sophia) Hu, Ph.D.
Hwanki (Brian) Kim, Ph.D.
Pil-Seng (Phil) Lee, Ph.D.
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Xunyi Wang, Ph.D.
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Rongen (Sophia) Zhang, Ph.D.

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Joshua K. Strakos, Ph.D.
Hannah J. Stolze, Ph.D.
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John G. White, M.B.A.
Rachel C. Woods, J.D.
The Honorable Matthew G. Wright
Michael W. Wright, M.B.A.
Ju-Chien (Cindy) Wu, Ph.D.
Wen Zhang, Ph.D.
**Department of Marketing**

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Marjorie J. Cooper, Ph.D.  
Meredith E. David, Ph.D.  
Andrea L. Dixon, Ph.D.  
Mark G. Dunn, Ph.D.  
Richard W. Easley, Ph.D.  
Morris K. George, Ph.D.  
Randolph T. Hacker, M.B.A.  
JaeHwan Kwon, Ph.D.  
Tyrha M. Lindsey, Ph.D.  
Stephanie M. Mangus, Ph.D.  
Ann M. Mirabito, Ph.D.  
Kellen J. Mrkva, Ph.D.  
Ashley S. Otto, Ph.D.  
Keith A. Richards, Ph.D.  
Eric L. Swan, D.B.A.  
Lingjiang (Lora) Tu, Ph.D.  
Kirk L. Wakefield, Ph.D.  
Lane T. Wakefield, Ph.D.

**Faculty Mentors and Staff Advisors**

**Faculty Mentors**

<table>
<thead>
<tr>
<th>Program</th>
<th>Faculty Mentor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Dr. Caroline Ford</td>
</tr>
<tr>
<td>Baylor Business Fellows</td>
<td>Dr. Allen Seward, Dr. Chuck North, Dr. Steven Green and Dr. Yoo-Mi Chin</td>
</tr>
<tr>
<td>Economics</td>
<td>Dr. James Henderson and Dr. Sandra Klein</td>
</tr>
<tr>
<td>Entrepreneurship &amp; Corporate Innovation</td>
<td>Dr. Les Palich</td>
</tr>
<tr>
<td>Finance</td>
<td>Dr. Jonathan Handy</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>Dr. Sara Petty and Dr. Mykka Fisher</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>Dr. Yulia Sullivan and Dr. Jonathan Trower</td>
</tr>
<tr>
<td>International Business</td>
<td>Dr. James Henderson and Dr. Lourenço Paz</td>
</tr>
<tr>
<td>Management</td>
<td>Prof. Rachel Woods, Prof. Michael Wright, and Prof. John White</td>
</tr>
<tr>
<td>Marketing</td>
<td>Dr. Keith Richards and Dr. Morris George</td>
</tr>
<tr>
<td>Professional Selling</td>
<td>Dr. Andrea Dixon</td>
</tr>
<tr>
<td>Risk Management and Insurance</td>
<td>Prof. Paul Anderson, Dr. James Garven and Dr. Allen Seward</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>Dr. Blaine McCormick, Dr. Hannah Stolze, and Dr. Josh Strakos</td>
</tr>
</tbody>
</table>

**Undergraduate Office**

<table>
<thead>
<tr>
<th>Program</th>
<th>Staff Advisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Majors</td>
<td>Ms. Krista Meek Howell, M.S.Ed., Assistant Dean</td>
</tr>
<tr>
<td>All Majors</td>
<td>Mr. Grant DeYong, M.Div., M.S.Ed., Director</td>
</tr>
<tr>
<td>All Majors</td>
<td>Ms. Pam Bailey, M.S.Ed., Associate Director</td>
</tr>
<tr>
<td>All Majors</td>
<td>Ms. Amy Rhodes, M.S., Associate Director</td>
</tr>
<tr>
<td>All Majors</td>
<td>Mr. Sam Binkley, M.S.Ed., Associate Director</td>
</tr>
</tbody>
</table>

**Admission to the Hankamer School of Business**

All entering freshmen and transfer students who wish to study business will be required to begin in the Pre-Business major (unless they are accepted to the Baylor Business Scholars program or Baylor Business Fellows). Upon fulfilling the requirements shown below, they may apply for admission to one of the business majors.

To declare a major within the Business School, Pre-Business students must:

- complete the 1000-level and 2000-level requirements with a “C” or higher,
- earn a minimum 3.0 GPA, and
- have credit for 12 Baylor hours.

**1000-Level Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 1101</td>
<td>Connect to Hankamer School of Business</td>
<td>1</td>
</tr>
<tr>
<td>BUS 1201</td>
<td>Introduction to Business</td>
<td>2</td>
</tr>
<tr>
<td>BUS 1350</td>
<td>Software Applications for Business Productivity and Decision-Making</td>
<td>3</td>
</tr>
<tr>
<td>ENG 1310</td>
<td>Research Writing: Writing and Academic Inquiry Seminars</td>
<td>3</td>
</tr>
<tr>
<td>or CLA 1304</td>
<td>Research Writing: From Ancient Rhetoric to Modern Research Writing</td>
<td></td>
</tr>
<tr>
<td>or GTX 1301</td>
<td>Research Writing: Issues in Great Texts</td>
<td></td>
</tr>
<tr>
<td>or PHI 1301</td>
<td>Research Writing: Introduction to Philosophy</td>
<td></td>
</tr>
<tr>
<td>MTH 1308</td>
<td>Precalculus for Business Students</td>
<td>3</td>
</tr>
<tr>
<td>or MTH 1320</td>
<td>Precalculus Mathematics</td>
<td></td>
</tr>
<tr>
<td>MTH 1309</td>
<td>Calculus for Business Students</td>
<td>3</td>
</tr>
<tr>
<td>or MTH 1321</td>
<td>Calculus I</td>
<td></td>
</tr>
</tbody>
</table>

Pre-Business students should complete the 1000-level admission requirements with a “C” or higher during their first year.
Students must complete these requirements by the end of their third semester (excluding summer), or they are required to change degree programs and cannot return to the BBA degree.

**2000-Level Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2303</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 2304</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS 2101</td>
<td>Career Management (Assessment &amp; Discovery) for Undergraduate Students</td>
<td>1</td>
</tr>
<tr>
<td>ECO 2306</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2307</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>QBA 2302</td>
<td>Business Data Analysis I</td>
<td>3</td>
</tr>
</tbody>
</table>

Pre-Business students should complete the 2000-level admission requirements with a “C” or higher during their second year. Students may complete 2000-level requirements earlier than the end of their second year depending on incoming course credits and/or through summer courses.

Application for admission to the Business School is made whenever Pre-Business students are in the process of completing their final set of admission requirements.

**Pre-Business Academic Deficiency Policy**

Pre-Business students’ cumulative GPAs are reviewed at the end of each semester. The first time a student’s cumulative GPA falls below 3.0, the student is placed on academic deficiency. Pre-Business students are permitted to have a cumulative GPA less than 3.0 only once, and a second occurrence requires a change in degree programs. The semesters do not have to be consecutive.

**Course Repetition**

A student may repeat a course for which his or her highest earned grade is a “C-” or below. The course should be repeated during the following semester in which the student is enrolled at Baylor. No BBA student may retake a grade of "C" or higher.

A student who has declared (or desires to declare) Pre-Business who earns three or more grades below a “C” in the admission requirements may no longer follow the BBA degree. A grade of "W" does not count as a repeat for this policy. However, the University course repetition policy limits the total number of attempts of a course, including "W"s, to three.

See school or departmental major/minor requirements for policies governing the repetition of courses in specified academic areas and specific major requirements.

**Pre-Business Students in Business Courses**

A Pre-Business student who has a cumulative Baylor GPA less than 3.0 will not be permitted to enroll in 2000-level or above business courses. An incomplete grade will affect a student’s eligibility to enroll in 2000-level or above business courses.

Pre-Business students can progress into 3000-level business core courses if recommended to do so by their Business School academic advisor. However, under no circumstances will a Pre-Business student be allowed to take a course in a major.

**Internal Transfer Students**

Current Baylor students must have a minimum 3.0 cumulative Baylor GPA and 12 hours in residence to request to change to the Pre-Business major. Students must internally transfer no later than the end of their third semester at Baylor (not including summer). Students will not be allowed to transfer internally if they have already exceeded the School of Business course repetition policy. Internal transfers must follow all of the policies of the current catalog at the time they change to the BBA degree with the exception that students changing to Pre-Business in the summer will be placed on the following fall catalog.

**External Transfer Students**

External transfers desiring to enter Baylor as a Pre-Business student must have a minimum 3.0 external GPA.

**Baylor Business Scholars Program**

The purpose of the Baylor Business Scholars Program is to allow high-ability students interested in pursuing a BBA degree to complete the business curriculum in a more rigorous and condensed timeline. Business Scholars are required to maintain high academic performance to remain in the program and retain the advantages of the program. Business Scholars can be admitted to the Business School one year early at the beginning of their sophomore year. Students who are a part of the program will benefit from a minimum of 12 hours of flexibility in the BBA degree allowing them to more easily pursue multiple business majors, minors outside the Business School, or other pre-professional educational goals. This program is only available to first-time Freshmen entering Baylor.

**Admission to the Program**

Recommended minimum test scores:

- Overall: 1340 SAT or higher
- Overall: 29 ACT or higher

(For test-optional students, a holistic review from Admissions certifies their eligibility.)

Required qualifying math score (or credit for MTH 1321 Calculus I):

- 80 or higher on ALEKS Math
- 650 SAT math score or 27 ACT math score
- MTH 1320 Precalculus Mathematics departmental approved credit pre-matriculation

Documents required:

- Essay (how would you benefit from the program)
- Updated resume

**Curriculum Guidelines**

The following courses are required for Scholars to be able to declare a major within the Business School:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBS 1101</td>
<td>New Student Experience for Business Scholars</td>
<td>1</td>
</tr>
<tr>
<td>BBS 1102</td>
<td>Seminar for Business Scholars</td>
<td>1</td>
</tr>
<tr>
<td>BUS 1350</td>
<td>Software Applications for Business</td>
<td>3</td>
</tr>
</tbody>
</table>

**Baylor University 2024-2025 Undergraduate Catalog**
ENG 1310  Research Writing: Writing and Academic Inquiry Seminars  3
  or CLA 1304  Research Writing: From Ancient Rhetoric to Modern Research Writing  
  or GTX 1301  Research Writing: Issues in Great Texts  
  or PHI 1301  Research Writing: Introduction to Philosophy  

MTH 1321  Calculus I  3
  or MTH 1309  Calculus for Business Students  

ECO 1380  Introduction to Economic Analysis and Policy  3

ACC 2303  Financial Accounting  3
ACC 2304  Managerial Accounting  3
QBA 2302  Business Data Analysis I  3

Requirements for Maintaining Status in the Scholars Program

- Scholars must complete the above courses in-residence post-matriculation with a grade of "C" or higher.
- Scholars must earn and maintain a minimum 3.4 GPA.
- If a Scholar does not complete the above admission requirements by the end of the first year at Baylor, then he/she will be transitioned to the traditional BBA curriculum for admission.

Minimum Standards to Remain in BBA Degree

- All BBA students, including Scholars, are permitted to have a cumulative GPA less than 3.0 only once prior to admission, and a second occurrence requires a change in degree programs. The semesters do not have to be consecutive.
- All BBA students who earn three or more grades below a "C" in the admission requirements (including ECO 1380 Introduction to Economic Analysis and Policy for Scholars) may no longer follow the BBA degree.

Curriculum Adjustments From Traditional BBA Degree Plan

- Business Scholars are not required to complete BUS 1201 Introduction to Business, BUS 2101 Career Management (Assessment & Discovery) for Undergraduate Students, BUS 3101 Career Management (Strategy & Success) for Undergraduate Students, or a Fine Arts course.
- Business Scholars must qualify to take MTH 1321 Calculus I in their first semester at Baylor thereby skipping MTH 1320 Precalculus Mathematics.

Scholars will complete all other degree requirements specified for the BBA degree.

The Business Curriculum

The curriculum leading to the Bachelor of Business Administration degree is built on a broad foundation of courses in the liberal arts, the business core, and courses in a major(s). The Hankamer School of Business seeks to provide its students the opportunity to develop into rational, productive individuals by designing a curriculum that advances their knowledge of the business, economic, political, and social environments in which they will live and work. More specifically, the curriculum endeavors to help students understand the interrelation and coordination necessary among the various elements of business operations and the relationship of each of these elements to the overall operations of the organization. It further seeks to cultivate students’ understanding of the primary analytical tools and business systems to develop in them a capacity for objective analysis and leadership and to make them aware of their social responsibilities. Specific learning goals include organizational literacy, problem solving skills, leadership and teamwork, communication and interpersonal skills, global awareness, business ethics, and hands on, practical experiences.

The Hankamer School of Business also believes that its curriculum should develop the student in three personal-skill areas: written communication, oral communication, and data analytics skills with business technology. The business core course BUS 4385 Strategic Management and certain required “major field of study” courses have designated as a course objective the development of these personal-skill areas.

The Hankamer School of Business attempts to achieve all of the preceding objectives by engaging participants in both active learning and scholarly exploration within a community guided by Christian values.

Summary of Requirements and Courses Needed for the B.B.A. Degree

The requirements for the B.B.A. degree are divided almost equally between general arts and sciences courses and business courses. The business curriculum comprises a core of required basic business subjects, plus a minimum of twelve hours in a major. The student is given the opportunity to customize the degree through choices of certain requirements and of electives that broaden the student’s understanding of business. Electives may be needed to reach 124 hours minimum to graduate. No course can count in more than one major. No more than four lifetime fitness courses may be taken for credit.

Students entering as freshmen or who transfer as freshmen or sophomores are required to attend two semesters of Chapel. Students who transfer to Baylor and are classified as juniors or seniors must attend one semester of Chapel.

The minimum residence requirement at Baylor University is sixty semester hours of full-time work. At least thirty semester hours of residence work must be done in business courses. All hours required for the major must be earned in residence.

Arts & Sciences Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>REL 1310</td>
<td>The Christian Scriptures</td>
<td>3</td>
</tr>
<tr>
<td>REL 1350</td>
<td>The Christian Heritage</td>
<td>3</td>
</tr>
<tr>
<td>ARTH 1300</td>
<td>Introduction to Art (for non-art majors only)</td>
<td>3</td>
</tr>
<tr>
<td>ARTH 2302</td>
<td>Survey of Western Art I</td>
<td></td>
</tr>
<tr>
<td>ARTH 2303</td>
<td>Survey of Western Art II</td>
<td></td>
</tr>
<tr>
<td>FDM 1303</td>
<td>Introduction to Mass Communication</td>
<td></td>
</tr>
<tr>
<td>FDM 1309</td>
<td>Introduction to Film</td>
<td></td>
</tr>
<tr>
<td>JON 1303</td>
<td>Introduction to Mass Communication</td>
<td></td>
</tr>
<tr>
<td>MUS 1321</td>
<td>Engaging with Music</td>
<td></td>
</tr>
<tr>
<td>THEA 1301</td>
<td>Acting I: Realism</td>
<td></td>
</tr>
</tbody>
</table>
THEA 1306  Introduction to Theatre
Select three semester hours from the following:  3
   ENG 2310  American Literary Cultures
   Any course from the Literature in Context Distribution List  1
Foreign Literature

Mathematics and Natural Sciences
Laboratory Science from the Scientific Method I Distribution List  2  4
Select one of the following:  3-6
   MTH 1308  Precalculus for Business Students
   & MTH 1309  and Calculus for Business Students
   MTH 1320  Precalculus Mathematics
   & MTH 1321  and Calculus I

Personal Development
PUBH 1145  Health and Human Behavior  1
Select one course from the following:  1
   Lifetime Fitness
   AS 1111  Leadership Laboratory
   MILS 1111  Leadership Lab I
   MUEN 1102  Marching Band

Social Sciences
HIS 1300  The United States in Global Perspective  3
PSC 1387  The U.S. Constitution, Its Interpretation, and the American Political Experience  3
Select three semester hours from the following:  3
   ANT 1306  Cultural Anthropology in Global Context
   ANT 1325  Introduction to Global Health
   AS 4302  Preparation for Commissioning
   ENV 2376  Environment and Society
   LING 1305  Language in Society
   MILS 4302  Advanced Leadership II
   PHI 1308  Contemporary Moral Problems
   SOC 1305  Introduction to Sociology
   SWO 2320  Human Diversity and Leadership
   WGS 2300  Women’s and Gender Studies: An Introduction

Written and Oral Communication
Select three semester hours from the following:  3
   CLA 1304  Research Writing: From Ancient Rhetoric to Modern Research Writing
   GTX 1301  Research Writing: Issues in Great Texts
   ENG 1310  Research Writing: Writing and Academic Inquiry Seminars
   PHI 1301  Research Writing: Introduction to Philosophy
Select three semester hours from the following:  3
   CSS 1301  Fundamentals of Public Communication
   CSS 1302  Speech for Business and Professional Students
   CSS 1304  Argumentation, Discussion, and Debate
Select one of the following options:  3-6
Option 1
   Complete one Foreign Language (including classical languages and American Sign Language) through the second level, either 1302, 1306 (for ASL) or 1412

Option 2
Select two courses, one from each area:
   Complete one course from: Foreign Language (including American Sign Language)
   BUS 3330  Business Communication and Practices Across Cultures
   JOU/FDM 3372  Writing for Media Markets
   CW 3000-4000 level
   ENG 3000-4000 level
   ENGL 3000-4000 level
   PWR 3000-4000 level
   Complete one course from: Foreign Language (including American Sign Language) or
   AS 3302  Leading People and Communicating Effectively II
   BUS 3330  Managerial Communications
   BUS 3330  Business Communication and Practices Across Cultures
   ENT 3301  Entrepreneurship: Living and Learning
   FAS 1311  Freshman Academic Seminar: Modern Languages, Cultures, and Global Communities
   MILS 3302  Intermediate Leadership II
   Any additional JOU, FDM, ENG, ENGL, CW, PWR, CSS, LDS, or GTX course

Total Hours  39-45

1 Literature Context Distribution List (p. 10)
2 Scientific Method I (with lab) Distribution List (p. 11)
3 Students may skip MTH 1308 Precalculus for Business Students with an ACT math score of 26 or higher, a SAT math score of 620 or higher, or an ALEKS placement exam score of 70 or higher. Students may skip MTH 1320 Precalculus Mathematics with an ACT score of 27 or higher, a SAT math score of 650 or higher, or an ALEKS placement exam score of 80 or higher.

Literature in Context Distribution List

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA 2301</td>
<td>Literature of Ancient Greece</td>
<td>3</td>
</tr>
<tr>
<td>CLA 2302</td>
<td>Literature of Ancient Rome</td>
<td>3</td>
</tr>
<tr>
<td>CLA 2306</td>
<td>Greek and Roman Mythology</td>
<td>3</td>
</tr>
<tr>
<td>ENG 2301</td>
<td>British Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENG 2306</td>
<td>World Literature</td>
<td>3</td>
</tr>
<tr>
<td>FRE 3312</td>
<td>Children’s Literature in French</td>
<td>3</td>
</tr>
<tr>
<td>FRE 3315</td>
<td>Panorama of French Theatre</td>
<td>3</td>
</tr>
<tr>
<td>GTX 2301</td>
<td>Intellectual Traditions of the Ancient World: Literature and Thought</td>
<td>3</td>
</tr>
<tr>
<td>GTX 2302</td>
<td>Medieval Intellectual Traditions: Literature and Thought in Context</td>
<td>3</td>
</tr>
<tr>
<td>GTX/THEA 3341</td>
<td>Master Works in Drama</td>
<td>3</td>
</tr>
<tr>
<td>PHI 2303</td>
<td>Philosophy in Literature</td>
<td>3</td>
</tr>
<tr>
<td>REL 3301</td>
<td>Psalms and Wisdom Literature</td>
<td>3</td>
</tr>
<tr>
<td>REL 3308</td>
<td>The Literature of the Pentateuch: Narrative, Poetry, Genealogy, and Law</td>
<td>3</td>
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<tr>
<td>SPA 3305</td>
<td>Introduction to Hispanic Literature</td>
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</tbody>
</table>
**Scientific Method I (with Lab) Distribution List**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ANT 1404</td>
<td>Introduction to Human Evolution</td>
<td>4</td>
</tr>
<tr>
<td>ANT 1407</td>
<td>Introduction to Archaeology</td>
<td>4</td>
</tr>
<tr>
<td>BIO 1303 &amp; BIO 1103</td>
<td>Human Ecology: Our Place in Nature and Human Ecology Lab: Our Place in Nature</td>
<td>4</td>
</tr>
<tr>
<td>BIO 1305 &amp; BIO 1105</td>
<td>Modern Concepts of Bioscience and Modern Concepts of Bioscience Laboratory</td>
<td>4</td>
</tr>
<tr>
<td>BIO 1306 &amp; BIO 1106</td>
<td>Modern Concepts of Bioscience, continued and Modern Concepts of Bioscience Laboratory</td>
<td>4</td>
</tr>
<tr>
<td>BIO 1401</td>
<td>Current Issues in Human Biology</td>
<td>4</td>
</tr>
<tr>
<td>BIO 1405</td>
<td>Investigations of Modern Biology Concepts I</td>
<td>4</td>
</tr>
<tr>
<td>BIO 1406</td>
<td>Investigations of Modern Biology Concepts II</td>
<td>4</td>
</tr>
<tr>
<td>CHE 1301 &amp; CHE 1101</td>
<td>Basic Principles of Modern Chemistry I and General Chemistry Laboratory I</td>
<td>4</td>
</tr>
<tr>
<td>CHE 1302 &amp; CHE 1102</td>
<td>Basic Principles of Modern Chemistry II and General Chemistry Laboratory II</td>
<td>4</td>
</tr>
<tr>
<td>ENV 1301 &amp; ENV 1101</td>
<td>Exploring Environmental Issues and An Introduction to Environmental Analysis (Lab)</td>
<td>4</td>
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<tr>
<td>ENV 1303 &amp; ENV 1103</td>
<td>Wildlife Ecology and Wildlife Ecology Laboratory Exercises</td>
<td>4</td>
</tr>
<tr>
<td>GEO 1401</td>
<td>Earthquakes and Other Natural Disasters</td>
<td>4</td>
</tr>
<tr>
<td>GEO 1402</td>
<td>The Dynamic Earth</td>
<td>4</td>
</tr>
<tr>
<td>GEO 1410</td>
<td>Gems and Minerals</td>
<td>4</td>
</tr>
<tr>
<td>NSC 1306 &amp; NSC 1106</td>
<td>Introduction to Neuroscience and Introduction to Neuroscience Laboratory</td>
<td>4</td>
</tr>
<tr>
<td>PHY 1404</td>
<td>Light, Vision and Optics</td>
<td>4</td>
</tr>
<tr>
<td>PHY 1405</td>
<td>Everyday Physics</td>
<td>4</td>
</tr>
<tr>
<td>PHY 1407</td>
<td>Sound and Acoustics</td>
<td>4</td>
</tr>
<tr>
<td>PHY 1408</td>
<td>General Physics for Natural and Behavioral Sciences I</td>
<td>4</td>
</tr>
<tr>
<td>PHY 1409</td>
<td>General Physics for Natural and Behavioral Sciences II</td>
<td>4</td>
</tr>
<tr>
<td>PHY 1420</td>
<td>General Physics I</td>
<td>4</td>
</tr>
<tr>
<td>PHY 1430</td>
<td>General Physics II</td>
<td>4</td>
</tr>
<tr>
<td>PHY 1455</td>
<td>Descriptive Astronomy</td>
<td>4</td>
</tr>
<tr>
<td>PHY 2455</td>
<td>Foundations of Astronomy</td>
<td>4</td>
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</tbody>
</table>

**Business Courses**

**Business Core**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2303 &amp; ACC 2304</td>
<td>Financial Accounting and Managerial Accounting</td>
<td>6</td>
</tr>
<tr>
<td>BL 3305</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 1101</td>
<td>Connect to Hankamer School of Business</td>
<td>1</td>
</tr>
<tr>
<td>BUS 1201</td>
<td>Introduction to Business</td>
<td>2</td>
</tr>
<tr>
<td>BUS 1350</td>
<td>Software Applications for Business Productivity and Decision-Making</td>
<td>3</td>
</tr>
<tr>
<td>BUS 2101</td>
<td>Career Management (Assessment &amp; Discovery) for Undergraduate Students</td>
<td>1</td>
</tr>
<tr>
<td>BUS 3101</td>
<td>Career Management (Strategy &amp; Success) for Undergraduate Students</td>
<td>1</td>
</tr>
<tr>
<td>BUS 3315</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>BUS 4385</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2306 &amp; ECO 2307</td>
<td>Principles of Microeconomics and Principles of Macroeconomics</td>
<td>6</td>
</tr>
<tr>
<td>FIN 3309 or FIN 3310</td>
<td>Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MIS 3305</td>
<td>Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3305 &amp; MGT 3325</td>
<td>Leadership &amp; Organizational Behavior and Operations Management</td>
<td>6</td>
</tr>
<tr>
<td>MKT 3305</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>QBA 2302 &amp; QBA 3305</td>
<td>Business Data Analysis I</td>
<td>6</td>
</tr>
</tbody>
</table>

**Total Hours** 50

1 Students majoring in Accounting will complete ACC 3101 Accounting Career Management Seminar in place of BUS 3101 Career Management (Strategy & Success) for Undergraduate Students.

2 It is strongly recommended that FIN 3309 Introduction to Finance or FIN 3310 Introduction to Corporate Finance, MGT 3305 Leadership & Organizational Behavior, MKT 3305 Principles of Marketing, and MGT 3325 Operations Management be taken in the junior year. These courses must be completed before BUS 4385 Strategic Management, the business capstone course.

**Major**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major field of study</td>
<td></td>
<td>12-18</td>
</tr>
</tbody>
</table>

**Free Electives**

Elective hours must be taken for a grade and are only needed to reach the 124 hour minimum to graduate. It is recommended that a student use electives to pursue a double major in the Business School or a minor or secondary major outside of the Business School.

**Note:** All courses taken in the major field, including those permitted in a different discipline (whether excess or not), will calculate into the GPA for that major.

**Requirements for Graduation with B.B.A. Degree**

Students are responsible for all degree requirements described in the General Information section of this catalog.

The Bachelor of Business Administration degree may be obtained by completing a minimum of 124 semester hours of prescribed work. Ordinarily this can be expected to take eight semesters; however, students with superior scholastic capability may complete the requirements in seven semesters.

In order to graduate, a student must attain a “C” average cumulatively, including a “C” average in the courses for the major field, and a “C” average in the business core.
Requirements for Integrated B.B.A./Graduate Degrees in Accounting

Those individuals preparing for the Certified Public Accounting professional certification should follow the B.B.A. undergraduate major in Accounting followed by the Master of Accountancy or The Master of Taxation Program described in the Graduate Catalog.

Majors on the B.B.A. Degree

A student in the B.B.A. degree program must complete the required course work in at least one major. A major is defined as twelve to eighteen hours of specified course work in a particular field. A student may have a double major by completing the required semester hours in each majors’ area.

B.B.A. as a Second Bachelor’s Degree

A student who has been awarded another bachelor’s degree (other than a B.B.A.) may obtain the B.B.A. degree by completing a minimum of sixty semester hours (less any required courses already completed) in the Hankamer School of Business, including fifty hours of the business core, and the twelve-hour minimum for a major. In no case will the degree be granted on the basis of less than thirty hours of residence work at Baylor (sixty hours if the first degree was awarded elsewhere).

Majors

- Marketing ([https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/marketing/](https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/marketing/))
- Professional Selling ([https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/professional-selling/](https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/professional-selling/))

Certificates


Minors/Secondary Major

Non-business majors may choose minors in Business Administration, Economics, or Entrepreneurship. Non-business majors must have at least sophomore-standing, with a minimum 12 Baylor hours, and a 2.75 cumulative Baylor GPA in order to enroll in minor courses for the Business Administration and Entrepreneurship minors. Students must maintain a 2.75 cumulative GPA to continue taking classes in these minors. Course availability during the fall and spring semesters may be limited. Most courses for the Business Administration minor, however, are offered during the summer.

Students not earning a degree within the Hankamer School of Business or College of Arts and Sciences may also seek to complete a Secondary Major in Economics.


Honor Societies

Beta Gamma Sigma (The National Honor Society for Collegiate Schools of Business)

Election to membership in Beta Gamma Sigma is the highest scholastic honor that a business student can achieve. Election is based upon outstanding scholastic achievement and is available to juniors, seniors, and graduate students. The Delta of Texas Chapter was established at Baylor in 1960. Detailed information on the society can be obtained in the Dean’s office of the Hankamer School of Business.

Omicron Delta Epsilon

The Alpha Chapter of Omicron Delta Epsilon, national honor society in economics, received its official charter in 1951. The aim of the honor society is to stimulate interest and discussion in economic affairs, to bring worthwhile and authoritative speakers to the campus, and to cooperate in the common cause of the Hankamer School of Business and of Baylor University.