

# Fall 2024-2025 School of Business Curriculum Updates

## **Admissions Policy**

Students, new and transfer, who meet all requirements for general admission to the University of Mississippi are eligible for admission into the School of Business Administration. Students may declare any major within the School of Business Administration at the time of admission. All University of Mississippi School of Business Administration students must complete all pre-business requirements with the required grades (outlined below) prior to enrollment in junior-level principles courses (Fin 331, Mis 309, Mgmt 371, Mktg 351, Mktg 372) in the School of Business. The B.B.A. curriculum consists of a two-year pre-business program plus a two-year program in the School of Business Administration. If a student seeks to enroll in and graduate with the General Business major, they are not subject to these requirements.

To be eligible to enroll in junior-level principles courses (FIN 331, MIS 309, MGMT 371, MKTG 351, MKTG 372) in the University of Mississippi School of Business Administration, a student must:

Complete the pre-business core with the minimum grade listed below:

- MATH 167: Business Mathematics or an approved substitute (C minimum)
- MATH 267: Business Calculus I or an approved substitute (C minimum)
- ECON 202: Microeconomics (C minimum)
- ACCY 201: Introduction to Accounting Principles I (C minimum)
- ECON/BUS 230: Economics Statistics I (C minimum)

Students not meeting these requirements who want to continue to pursue a B.B.A. will have access to change their major to General Business.

## **Humanities**

Rhet 201 added as an option

## **New Major: Professional Sales (replacing Marketing and Communication Strategy)**

The professional sales major is a specialized program designed to prepare students for the largest and most in-demand career opportunity in marketing. The program is taught by faculty who have extensive experience in sales and by executives from leading national companies. The curriculum is designed to help students become skilled sales managers, manage key relationships, and become consultants who can add value to companies by understanding the nuances of buyer-seller relationships. Through classroom and experiential learning, students will be prepared to excel in their early careers in sales by becoming skilled at: selling techniques and networking, interpersonal communication, use of technology to manage customer relationships and devise successful strategies, ultimately becoming leaders in the sales environment.

We will no longer offer Sales emphasis under Marketing since we have the Professional Sales major.

### **Math Requirement for the BBA**

3 hours chosen from Math 121, Math 125, or Math 167 (Math 167 preferred) and 3 hours chosen from Math 261, Math 267, or Math 271 (Math 267 preferred) for all B.B.A. majors except for general business. The general business major requirement is a 3-hour mathematics course at the 100 level or above (excluding Math 245 and Math 246).\* If a student begins the math sequence at Math 261 or Math 267 or Math 271, they may use the 6 hour calculus sequence to satisfy the mathematics requirement.

\*For the B.B.A. in General Business, an additional 3 hour mathematics course at the 100-level or above (excluding Math 245 and Math 246) or business statistics course Bus/Econ 230 or Bus/Econ 302 is required.