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## Bachelor of Applied Science

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**General:** 120 minimum total hours, including 45 hours of upper-level courses (3000-4000 level), and 30 hours in residence

### First-Year Colloquium (0-3 hours)

Required of full-time freshmen entering college for the first time and transfer students with less than 12 hours of credit. (See page 36 for details)

### Core (35 hours)

See page 24 for requirement details.

### Second Language Proficiency (none required)

Completion of 2000-level second language course or demonstrate equivalent proficiency. (See page 25 for details)

### Major (30 hours)

#### Technical Area (45 AAS hours or 40 hours military credit)

#### Concentration (36 hours related to the managerial, social, and behavioral aspects of organizational leadership)

(No more than 24 hours (8 courses) can be from the College of Business)

#### Required Organizational Leadership Courses (6 courses- 18 hours):

MGMT 3300 Principles of Management  
MGMT 3340 Applied Organizational Behavior  
MGMT 3320 Human Resources Management  
MKTG 3350 Principles of Marketing  
SPCH 3330 Professional Communication  
RHET 3316 Writing for the Workplace

#### Professional Course Electives (at least 18 hours)

BINS 3352 Data Analysis and Visualization  
ERSC 4421 Introduction to Geographic Information Systems (GIS)  
ITEC 3610 Introduction to Information Technology and Applications (6 hour course)  
MGMT 3362 Small Business Management  
MGMT 4377 International Management  
MKTG 3385 Consumer Analysis and Behavior  
MKTG 4370 Business-to-Business Marketing  
PSYC 3370 Industrial Psychology  
PSYC 4325 Personnel Psychology  
PSYC 4363 Organizational Psychology  
RHET 3301 Editing for Use and Style  
RHET 33 15 Persuasive Writing  
SPCH 3340 Communication Ethics for the Professional  
SPCH 3320 Advanced Public Speaking  
SOCI 3334 Social Problems  
SOCI 3330 Racial and Minority Groups  
SOCI 4365 Sociology of Organizations

Other appropriate courses identified by the academic advisor may be used as electives

### Minor (none required)

### Unrestricted General Electives

(Remaining hours to reach 120 total hours, 45 hours of upper-level courses and/or 30 hours in residence)

## Bachelor of Applied Science

The College of Social Sciences and Communication (CSSC) is home to the Bachelor of Applied Science (BAS). The BAS is a degree designed with the working adult in mind. It is an interdisciplinary degree, which means students will reap the benefit of taking classes that are designed to provide a seamless transition from technical fields to an appropriate bachelor's degree program.

The BAS is a degree-completion program. Students pursuing the BAS must have earned an Associate of Applied Science (AAS) from a regionally-accredited college or university, or 40 hours of technical military credits. The proposed degree program is designed for students who desire to enhance their knowledge, analytical abilities and critical thinking skills for upward mobility in their field.

Contact Dr. Andrew Drummond in the CSSC Dean's office for further information. You may email, [ajdrummond@ualr.edu](mailto:ajdrummond@ualr.edu), or call him, (501) 683-1058.