

**BS Business Specialization Declaration Form
OR
Change of Specialization Form**

- I am declaring my specializations for the first time
- I am changing my previously declared specializations

Name *[Print]* _____ Student ID # _____
Phone _____ Email _____@students.philau.edu

List Selected Specializations:

1. _____
2. _____
3. _____

If all specializations are in the same track, indicate how you would like them to appear on your transcript.

- By the name of the track (option not available for International Business)
 - Accounting
 - Finance
 - Management
 - Marketing
- By the individual specialization names (listed above)

If two specializations fall in the same track, no other action is required.

If all three specializations are from different tracks, write a brief statement (150 word minimum) justifying these choices based on personal and career goals. Attach to this form.

Student's Signature _____ Date _____
Advisor's Signature _____ Date _____
Advisor's Name *(Print)* _____

Processing: Student must present the completed form to the Office of the University Registrar. A copy of the form must be placed in student's advising folder.

Date Received in Registrar's Office _____ Date Processed by Registrar's Office _____

List of B.S. Business Specializations

#	Specialization Name	Required Courses	Designated Electives	Discipline
1	Advertising & Promotion	MKTG-310; MKTG-305	COMM-307; MKTG-207	Marketing
2	Consumer Insights	MKTG-207; MKTG-391; MKTG-412	None	Marketing
3	Digital Media Marketing	MKTG-315; MKTG-408	COMM-204; MKTG-207; MKTG-310; MKTG-305	Marketing
4	Sustainability in Organizations	SUST-202; SUST-402; SUST-421	None	Management
5	Managing People & Teams	MGMT-310; MGMT-320; MGMT-412	None	Management
6	Entrepreneurship	MGMT-111, MGMT-411	MGMT-310; MGMT-320; MKTG-207; MKTG-302; MKTG-310; MKTG-305; ECON-3XX (Mgl. Econ.)	Management
7	Finance Core	FINC-303; FINC-318; FINC-322	None	Finance
8	Portfolio Mgmt & Financial Planning	FINC-411; FINC-321; FINC-4XX (Fin. Modlg.)	None	Finance
9	CFA Preparation	ACCT-203; ACCT-204; ECON-3XX (Mgl. Econ.)	None	Finance
10	Financial Accounting & Reporting	ACCT-203; ACCT-204; ACCT-303	None	Accounting
11	Tax, Auditing, and Managerial Acctg.	ACCT-309; ACCT-316; ACCT-409	None	Accounting
12	Advanced Financial Accounting & Reporting	ACCT-412; ACCT-4XX (Fin. Modlg.)	TAX-660; TAX-662; TAX-795; ECON-3XX (Mgl. Econ.); INTRN-493	Accounting
13	Global Culture & Comm.	GDIV or GCI (6 cr.)*, ECON-401	None	Intl. Bus.
14	Global Business Studies	MKTG-324; MGMT-307; FINC-318	None	Intl. Bus.
15	Applied Economics	ECON-3XX (Mgl. Econ.)	ECON-401; SUST-202; FINC-322	Economics

*beyond Hallmark requirements

