

## Online BBA Student Guide

Welcome to the Part-time Online degree completion program at the Isenberg School of Management offered through Continuing & Professional Education at the University of Massachusetts Amherst.

Here is important and useful information that will help you throughout your academic career.

**You are responsible for this information; let your advisor know if you have any questions.**

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# Respect & Trust

You are joining a community that is built on the principles of respect and trust. Your personal and academic growth, as well as that of the community, is entirely dependent on interactions with others. Thus, you should cultivate and encourage interaction by respecting all members of the community, regardless to how they might be different from you. We expect you to always respect the rights of others, just as others are expected to be respectful of your rights.

We also trust that you will not misuse the freedom and privileges that accompany being a member of this community. Trust implies that you will accept responsibility for your own actions and for your own personal growth. As a member of the community, you are expected to earn the trust of others by demonstrating a commitment to honesty and integrity in all of your pursuits.

## Dean of Students Office

Although some of this information does not apply to online students, there is important information that you are responsible for, academic honesty for instance. Here you will find a link to the Code of Student Conduct, Academic Regulations and the Veteran's Affairs office among other important information and offices.

[http://www.umass.edu/dean\\_students/](http://www.umass.edu/dean_students/)

## Undergraduate Academic Calendar

You can plan ahead with this information. SCH-MGMT 310, Jr Year Writing is offered summers only and must be taken through UMA.

[http://www.umass.edu/registrar/gen\\_info/academic\\_calendar.htm](http://www.umass.edu/registrar/gen_info/academic_calendar.htm)

Currently through Spring 2010.

CPE calendar- <http://www.umasslearn.net/Registration-Info/Academic-Calendar>

Currently through Fall 2009.

Important refund dates and information will be included in each registration information e-mail sent to your UMail account before registration starts for each spring, summer, fall and winter semester.

### **SEMESTER INFORMATION-** The Online BBA degree completion program is a part-time program.

Spring and fall semesters are approximately 14 weeks long; you can take up to 11 credits.

You should expect to put in at least 8-10 hours of course work per week for a 3CR course.

Some summer courses are over an intensive 3 week session, some over an intensive 5 week session and some over a 10 week session. You can take up to 4 credits over the 3 week session and 7 credits per 5 week session.

Per 3 credit course you should expect to have to put in at least 42+ hours of course work per week for the 3 week summer session, at least 24+ hours of course work per week for a 5 week session and 14+ hours of course work per week for a 10 week session.

Some courses are offered during a 5 week summer session only, so it is a required session.

Wintersession is an extremely intensive 3 week session over the Christmas and New Year's Holidays; you can take up to 4 credits and can expect to put in at least 42+ hours of course work per week, this is not a required session.

You can log on at your convenience but will have deadlines to meet and time restrictions to work within.

You may need to allow for even more time per semester if you are a slow typist.

Which semesters you attend and how many courses you take depend on your other obligations, financial aid requirements and your goals for completion.

### **MINORS-** You may have room and/or choose to complete a minor or certificate.

See Sociology minor information- <http://www.umass.edu/sociol/undergraduate/minor/index.html>

See certificate options- <http://www.umasslearn.net/Programs/Certificate-Programs>

### **HONORS-** From UMass Amherst Registrar Quick links- <http://www.umass.edu/registrar/>.

Starting in May 2009, all graduating seniors are eligible for Latin honors designations on diplomas and transcripts if his/her complete academic record shows at least 54 graded credits at the University of Massachusetts Amherst and meets one or more of the following criteria:

New Latin honors for all students:

- If GPA places student among top 5% of graduating class of his/her school or college, then *summa cum laude*.
- If GPA places student among the top 6-10%, then will receive the degree *magna cum laude*.

- If GPA places student among top 11-25% of the graduating class of his/her school or college then *cum laude*.
  - At the start of the fall semester, the Registrar will post on their website the GPA needed to secure a place in the top 5%, 10%, and 25% in each school or college, based on the average of the previous three years' graduates.
- NOTE- accepted students for the Spring 2009 semester and prior are grandfathered in to the University's prior Honors policy or can obtain the new honors. Prior policy- Cum Laude with 3.20-4.0 GPA in at least 45 graded UMA credits.

## **Course Requirements for both the Management and Marketing major** **University General Education Requirements**

(33-46 credits)

See [http://www.umass.edu/registrar/registration/gened\\_requirements.htm](http://www.umass.edu/registrar/registration/gened_requirements.htm)

And [http://www.umass.edu/registrar/gen\\_info/records/transfer\\_credit.htm](http://www.umass.edu/registrar/gen_info/records/transfer_credit.htm) for more information

The purpose of General Education requirements is to broaden one's perspectives. Thus, most General Education requirements are extensive in scope.

College Writing, \*Calculus, Statistics, Microeconomics and Macroeconomics are not offered through UMA and should have been completed upon applying. Currently there is also no Physical Science gen-ed offered online through UMA and completion is recommended before applying. Contact your advisor, Tania Fuller for recommendations. In any case once accepted into the program, you need prior approval to take any courses outside of UMA. \*Calculus has been offered online through UMA over the intensive summer and winter sessions, due to the intensity of the course, these intensive sessions are not recommended for calculus.

UMA- If taking gen-eds online through UMA please contact Tania Fuller for recommendations or to make sure the course satisfies what you need it to by looking for the appropriate gen-ed designation ( ie: BS, AL, G, etc.). Just because the biology department offers a biology course, does not mean that the course satisfies the BS/ Biological Science gen-ed requirement!

Elsewhere- If the gen-ed is not offered through UMA please contact Tania Fuller for recommendations on where you may be able to find an appropriate online option. Prior approval should be obtained for courses taken elsewhere. Please e-mail a full course description (not a link to it) and the name of the Institution to Tania Fuller so she may submit it for prior approval.

### **Sophomore Year BBA Requirements (18 credits)**

ACCOUNTG 221	<i>Financial Accounting</i>	generally offered spring, summer and fall
ACCOUNTG 222	<i>Managerial Accounting</i>	generally offered spring and summer
RES-ECON 212, 211 or STATISTIC 140 or Equivalent		<i>Statistics 1</i> Not offered online through UMA
FINOPMGT 250	<i>Quantitative Tools for Management</i>	(Statistics 2) generally offered spring and fall
-This course is rarely transferred in; it is specifically for BBA majors.		
SCH-MGMT 210	<i>Business Information Systems</i>	generally offered winter, spring, fall and summer
-This course is rarely transferred in; it is specifically for BBA majors.		
MANAGMNT 260	<i>Business Law</i>	generally offered summer and winter

### **Junior/ Senior Year BBA Requirements (15 credits)**

FINOPMGT 301	<i>Corporate Finance</i>	generally offered spring, summer and fall
MANAGMNT 301	<i>Principles of Management</i>	generally offered winter, spring, fall and summer
MARKETNG 301	<i>Fundamentals of Marketing</i>	generally offered spring, fall and summer
SCH-MGMT 310	<i>Management Communications</i>	Summers only and must be taken through UMA

Junior year Writing, very writing intensive course, consider taking it alone

Prerequisite: Online SOM major, ENGLWRIT 112 or 113; Junior standing

SCH-MGMT 497A *Business Strategy and Policy* Summers/winters only and must be taken through UMA

Prerequisite: Senior standing

This course is your Isenberg culminating experience course to be taken during one of your last semesters

For descriptions see end of Student Guide. For the most up to date descriptions see University Online Course Catalog <https://spire.umass.edu/>, click on browse catalog to your right, you do not need to log on to SPIRE to view descriptions.

# You may choose to major in Management or Marketing

## The Management Major (21 credits)

Organizations succeed or fail largely on the vision and capabilities of their managers. This is true whether the organizations are private or public, large or small, for profit or not for profit, in business and industry, education, health care, government or social service. Individuals who are to become managers need a basic knowledge of the function of management in organizations and of organizations in society. They need the specific knowledge and skills for carrying out management practices. They also need to develop a habit of mind, or modes of thinking, which enable them to frame and address critical problems in organizations.

The field of study is broad and covers business strategy and policy, human resource management, international management, business and its environment, organizational behavior and theory, entrepreneurship, and small business management. Beyond the basic foundation, students are able to build an area of concentration in one of several areas of specialization. Courses in these concentrations prepare students for selected professional niches upon graduation by developing their skills and knowledge in particular aspects of management. Students may choose free electives, inside and outside the Isenberg School of Management, to support areas in which they wish to concentrate.

### **Core course requirements subject to change and availability**

#### **Acceptance Fall 2009 and beyond-**

FINOPMGT 347	<i>Introduction to Operations Management</i>	generally offered fall, spring and summer-1
MANAGMNT 314 or 330	<i>Human Resource Management or Organizational Behavior</i>	generally spring
MANAGMNT 331	<i>Organizational Behavior</i>	generally offered winter, fall and summer-2
MANAGMNT 365	<i>Business and Its Environment</i>	generally offered spring and summer-1
MARKETNG 437	<i>International Marketing</i>	generally offered summer-2
SCH-MGMT 350	<i>Professional Ethics in Contemp. Society</i>	generally offered spring and summer-1
SCH-MGMT 391A	<i>Introduction to Global Business</i>	generally offered spring and all summer-all

### **Core course requirements subject to change and availability**

#### **Acceptance Spring 2009 and prior-**

FINOPMGT 347	<i>Introduction to Operations Management</i>	generally offered fall, spring and summer-1
MANAGMNT 314	<i>Human Resource Management</i>	generally offered spring only
MANAGMNT 330	<i>Organizational Behavior</i>	generally offered winter, fall and summer-2
MANAGMNT 365	<i>Business and Its Environment</i>	generally offered spring and summer-1

#### **International course requirement Chose one course** (if interested in both, can be used as upper business elective)

SCH-MGMT 391A	<i>Introduction to Global Business</i>	generally offered spring and summer-all
MARKETNG 437	<i>International Marketing</i>	generally offered summer-2

#### **Upper level Business electives course requirement, two 300+ level from**

ACCOUNTG, FINOPMGT, HT-MGT, MANAGMNT, MARKETNG, SCH-MGMT, SPORTMGT

#### **Current Upper level Business course electives, 300+ level Subject to change and availability**

ACCOUNTG 371	<i>Federal Taxes</i>	generally offered summer-2
HTMGT Any 300+ level	course see <a href="http://www.umasslearn.net">www.umasslearn.net</a> for the current semester/session offerings.	
MARKETNG 412	<i>Marketing Research</i>	generally offered spring and summer-2
MARKETNG 437	<i>International Marketing</i>	generally offered summer-2
(or satisfies <u>International requirement</u> )		
MARKETNG 455	<i>Internet Marketing</i>	generally offered summer-1 and winter
MARKETNG 491W	<i>Hands-On Brand Management</i>	generally offered summer-1 even years
SCH-MGMT 391A	<i>Introduction to Global Business</i>	generally offered spring and all summer-all
(or satisfies <u>International requirement</u> )		
SCH-MGMT 350	<i>Professional Ethics in Contemporary Society</i>	generally offered spring and summer-2
SCH-MGMT 490R	<i>Real Estate</i>	generally offered summer-2
SCH-MGMT 397F	<i>Perspectives on Leadership</i>	generally offered winter and fall
SPORTMGT 321	<i>Sport Marketing</i>	generally offered spring and summer-1
SPORTMGT 335	<i>Sports Law</i>	generally offered summer-1
SPORTMGT 392B	<i>Sport Entrepreneurs &amp; Celebrities: Lessons in Bus</i>	generally offered summer

For descriptions see end of Student Guide. For the most up to date descriptions see University Online Course Catalog <https://spire.umass.edu/>, click on browse catalog to your right, you do not need to log on to SPIRE to view descriptions.

# You may choose to major in Management or Marketing

## The Marketing Major (18 credits)

Marketing is a field that goes beyond simply selling, advertising, or retailing. It is a function characterized by rapid changes in techniques and knowledge. One definition describes marketing as the process in a society by which the demand structure for economic goods and services is anticipated or enlarged and satisfied through the conception, promotion, exchange, and physical distribution of goods and services. This statement views marketing broadly, and it shows the broad range of activities in the field of marketing. To accomplish the task of marketing, a wide variety of activities or functions must be performed. Information must be gathered to guide the design of new products and to redesign improved models of existing products. In addition, many marketing functions arise in connection with physical distribution. Questions of speed, cost, storage and care in handling as well as proper assortments arise. Prospective buyers, both industrial and household, must be informed about goods and services through advertising, selling, packaging, and other promotional means. Each of these major tasks contains a number of minor functions. And, most importantly, each activity has to be *managed*, so marketing management supervision must be emphasized as well.

### **Core course requirement subject to change and availability**

MARKETNG 412      *Marketing Research*      generally offered spring and summer-2

### **Marketing Upper “Electives” course requirements, 300+ level**

MARKETNG 437      *International Marketing*      generally offered summer-2  
MARKETNG 455      *Internet Marketing*      generally offered winter, fall and summer-2  
SPORTMGT 321      *Sport Marketing*      generally offered spring summer-1

### **Two Upper level Business electives course requirement, 300+ level from**

ACCOUNTG, FINOPMGT, HT-MGT, MANAGMNT, MARKETNG, SCH-MGMT, SPORTMGT

### **Current Upper level Business course electives, 300+ level Subject to change and availability**

ACCOUNTG 371      *Federal Taxes*      generally offered summer-2  
FINOPMGT 347      *Introduction to Operations Management*      generally offered fall, spring and summer-1  
HTMGT Any 300+ level course see [www.umasslearn.net](http://www.umasslearn.net) for the current semester/session offerings.  
MANAGMNT 314      *Human Resource Management*      generally offered spring  
MANAGMNT 330      *Organizational Behavior*      generally offered winter, fall and summer  
MANAGMNT 365      *Business and Its Environment*      generally offered spring and summer  
SCH-MGMT 391A      *Introduction to Global Business*      generally offered spring and all summer  
  
SCH-MGMT 350      *Professional Ethics in Contemporary Society*      generally offered spring and summer-2  
SCH-MGMT 490R      *Real Estate*      generally offered summer-2  
SCH-MGMT 397F      *Perspectives on Leadership*      generally offered winter and fall  
SPORTMGT 335      *Sports Law*      varies  
SPORTMGT 392B      *Sport Entrepreneurs & Celebrities: Lessons in Bus*      generally offered summer

For the most up to date course descriptions also see end of guide or the University Online Course Catalog <https://spire.umass.edu/>, click on browse catalog to your right, you do not need to log on to SPIRE to view descriptions.

## METHODS OF REGISTRATION, including how to drop a course

All registrations must be **RECEIVED** before the Add/Drop period ends.

**Registrations** (except those done by the student directly in SPIRE) are a request to be enrolled and are processed during normal business hours usually within three business days of receipt.

**Registration for classes can be verified using your SPIRE account (see “SPIRE” below).**

**Continuing & Professional Education/CPE:** [www.umassulearn.net/](http://www.umassulearn.net/)

All online courses are offered through the UMass Amherst/UMA Continuing & Professional Education/CPE. Course registration, course drops, course withdrawals and payment processes are conducted through CPE Registration & Records and Business offices.

**Continuing & Professional Education Registration and Records Office**

413-545-3653

1-800-922-8211 (toll free)

413-545-0513 (fax)

[regoff@contined.umass.edu](mailto:regoff@contined.umass.edu)

The CPE Registration and Records Office receives registrations and keeps academic records of all students, records grades and oversees transcripts.

Identify yourself as a student in the Isenberg School of Management Online BBA Program.

### Registration through CPE

**Web:** go to [www.UMassULearn.net](http://www.UMassULearn.net) to view Continuing and Professional Education class offerings; click on the 'Enroll Now' link. Charges will be posted to your SPIRE account, and will be billed to you by the Bursar's Office. You may also use 3<sup>rd</sup> party billing on the web; just be sure that your authorization to bill has been sent to Continuing & Professional Education BEFORE you register. Students with waivers should not use the web to register, as the waiver is needed at the time of enrollment. *Please note: web registration ends the day **BEFORE** the Add/Drop period ends.*

**Fax:** (413) 545-0513; download the registration form at [www.UMassULearn.net](http://www.UMassULearn.net) by clicking on the link 'Registration Info' and following the prompts; payment by MasterCard, Visa, Discover, 3<sup>rd</sup> party billing, or student billing through the Bursar's Office is accepted.

**Phone:** (413) 545-3653 or toll-free (800) 922-8211, Monday – Friday, 10:00 a.m. – 5:00 p.m. with payment by MasterCard, Visa, Discover, 3<sup>rd</sup> party billing, or student billing through the Bursar's Office.

**Mail:** with payment by MasterCard, Visa, Discover, check, money order, 3<sup>rd</sup> party billing, or student billing through the Bursar's Office. *No cash accepted.* Make checks payable to UMass Amherst Continuing & Professional Education, and mail to:

Records and Registration  
Continuing & Professional Education  
University of Massachusetts Amherst  
100 Venture Way, Suite 201  
Hadley, MA 01035-9430

**SPIRE:** WINTER SESSION and SUMMER SESSIONS ONLY.

Use SPIRE to self-enroll in Winter and Summer CPE classes once you have an enrollment appointment for the appropriate term. To request an appointment, on the left-panel menu in your [SPIRE](#) Student Center, go to **Enrollment>CPE Enroll Appointment**. Charges will be posted to your SPIRE account, and will be billed to you by the Bursar's Office, with the bill emailed to your UMass email account.

**In-person:** at Continuing & Professional Education Records and Registration, 100 Venture Way, Hadley, MA. Payment by cash, MasterCard, Visa, Discover, check, money order, 3<sup>rd</sup> party billing, or student billing through the Bursar's Office.

## **REGISTRATION DATES**

Registration for fall classes begins in mid to late July; for winter classes in mid-November; for spring classes early December; and for summer classes at the beginning of March.

Please see [www.umasslearn.net/Registration-Info/Academic-Calendar](http://www.umasslearn.net/Registration-Info/Academic-Calendar) for exact registration dates for each term. Registration ends at the end of the Add/Drop period for all semester-long classes and Session I/Session II, variable session in summer. Withdrawals are available for an additional period of time, proportional to the length of the class (check the calendar or individual class listings on [www.umasslearn.net/Classes](http://www.umasslearn.net/Classes)).

For variable dated classes (those that begin or end at times different from the standard semester), check the class listing at [umasslearn.net/Classes](http://umasslearn.net/Classes) for exact Add/Drop and Withdrawal dates.

## **PROGRAM COSTS** - for instate, out of state or out of country

Undergraduate Online Business Course Fees \$475 per credit  
Registration Fee \$45 Non-refundable, charged once each semester  
*Plus* the cost of materials, texts

University Commencement fee \$75.00, due last semester or attendance in order to receive diploma.

For cost of other courses please see the applicable course description at [www.umassuelarn.net](http://www.umassuelarn.net).

**Students billed through the Bursar's Office will receive bill by e-mail to your UMAIL account.** The bill can be viewed from a link within SPIRE and paid directly online or it can be downloaded and mailed with a check. To pay with a credit card and for questions please contact the CPE Business Office 413-545-0337 or [busoff@contined.umass.edu](mailto:busoff@contined.umass.edu).

## **FINANCIAL AID**

Students who receive financial aid will be able to view it on SPIRE. Students are responsible for any costs not covered by Financial Aid. The Financial Aid office can be reached at 413.545.3353 or [marianna@finaid.umass.edu](mailto:marianna@finaid.umass.edu), identify yourself as an Online BBA student.

More information can be found at [www.umass.edu/umfa/cpe/](http://www.umass.edu/umfa/cpe/).

## **WAIVERS**

Massachusetts Higher Education and state employees (as well as their spouses and dependents) are eligible for a 50% class fee remission if the employee is a full time employee. A 25% class fee remission is available for part-time employees.

Waivers apply to class fees only (not the \$45 registration fee) and must be presented at the time of registration. They are not retroactive and will not be accepted once the student's registration has been processed. Waivers cannot be used when registering online.

Because Continuing & Professional Education classes are not state funded, Veteran, Armed Force (with the exception of the Welcome Home waiver), Native American, Senior Citizen, and Adopted Child waivers cannot be used to enroll in classes offered through Continuing & Professional Education.

## **CLASS DROPS AND WITHDRAWALS**

During the Add/Drop period, all requests for a class drop and the appropriate refund must be submitted in writing to the Records and Registration Office at Continuing & Professional Education. Students may use the Electronic Drop Form at [umasslearn.net/Coursechange](http://umasslearn.net/Coursechange), or navigate there by visiting [www.umasslearn.net](http://www.umasslearn.net) and clicking on the 'Registration Info' link and then the 'Add/Drop & Withdrawal' link which will appear on the left. Students can also submit by fax or mail their signature, name, SPIRE ID, and the class(es) to be dropped. The postmark or fax dates are considered the date of withdrawal.

**If you registered via SPIRE in the Summer or Winter, you may also drop and withdraw via SPIRE.**

**Withdrawal Period** After the Add/Drop period, students may withdraw from a class through the Withdrawal Period (midpoint in the semester). The mid-semester withdrawal date is published in our catalog and online. A class dropped during this period will be recorded on the student's transcript as a 'W'. Requests to withdraw from a class must be submitted by the student using the **ELECTRONIC COURSE DROP FORM** available twenty-four hours a day, seven days a week at [umasslearn.net/Coursechange](http://umasslearn.net/Coursechange).

**Late Withdrawal** After the mid-semester date, the student is responsible for completion of the class unless the student's undergraduate/academic dean grants a late withdrawal for extenuating circumstances. Students should use the Withdrawal Request Form and Instructor Verification Form available online at <http://umassulearn.net/Registration-Info/Drop-Withdraw-a-Class>. The completed forms should be submitted to the Continuing and Professional Education Records and Registration Office.

## **REFUNDS**

Generally, 100% refunds are available through the first half of the Add/Drop period, and 70% refunds are available until the end of the Add/Drop period. NO REFUNDS after the A/D period. For more detailed information regarding refunds, including exact dates, see [umassulearn.net/Financial-Info/Refunds](http://umassulearn.net/Financial-Info/Refunds).

Please be aware that if a swap is made during the 70% refund period, the student is still responsible for paying the remaining 30% balance of the dropped class in addition to the full cost of the class being added.

## **STUDENT COMPUTER SERVICES ACCOUNTS**

All students enrolled in credit classes are provided with both UMass Amherst email (UMail) and SPIRE accounts. Additionally, students enrolled in online classes will have UMassOnline access for their classes. The username for these three platforms will be the same; this username is known as the student's NetID. The Office of Information Technology (OIT) will send new students their NetID, SPIRE ID and temporary password in two separate emails. The first email includes their NetID and SPIRE ID. The SPIRE ID is the student's permanent eight digit identification number. The second email includes the student's temporary password, which will be the same password for their SPIRE and UMail accounts. Students must activate these accounts. To do this, go to [www.spire.umass.edu](http://www.spire.umass.edu) and click on 'Activate Your Account' on the right side of the screen.

**UMAIL** After you activate your OIT account you can set up your UMail to be forwarded to a non-UMA e-mail address if you choose, **all official University correspondence is sent to your UMail address, you MUST CHECK it REGULARLY.**

If problems activating an account, contact the Office of Information Technology (OIT) Helpdesk at (413) 545-9400. If unable to provide a non-UMass email address at the time of registration contact the OIT Helpdesk after their registration has been processed to activate their UMail account promptly. Log into UMail using NetID and password.

*If a student fails to open their UMail account after seven days, they will receive an email reminder, and after twenty one days, they will receive their information via mail.*

Email accounts are deactivated for any of the following reasons:

- the user violates the OIT Acceptable Use Policy (see [www.oit.umass.edu/policies/acceptable\\_use/policy.html](http://www.oit.umass.edu/policies/acceptable_use/policy.html))
- the user has not used (logged into) the account for six months
- the user has left the University

**SPIRE** This student information system enables users to have direct secure web access to student administrative data, such as class schedules, classroom assignments, grades, billing, registration or transcript holds, and financial aid status. Log into Spire [www.spire.umass.edu/](http://www.spire.umass.edu/) with your NetID and password. To contact OIT concerning your SPIRE account, please visit [www.oit.umass.edu/spire/index.html](http://www.oit.umass.edu/spire/index.html) or call (413) 545-9400, Option 2.

Returning students must check SPIRE before registering to see if a hold has been placed on your account by the Bursar's Office, Health Services, OIT, etc. Holds must be lifted by the office that placed them; contact the appropriate office to resolve the hold. *Students must clear holds placed on their account before they can register.*

Class schedule and grades are available via SPIRE (they are not mailed and cannot be given over the phone). Students can also print an unofficial transcript and degree progress report via SPIRE.

**ONLINE CLASSES** – Administered through the Blackboard Vista learning platform, accessed through UMassOnline at [www.amherst.umassonline.net](http://www.amherst.umassonline.net). Class log on information is emailed to students approximately two weeks prior to the start of classes. If you register after that time, you will receive your logon information 1-4 business days after your registration has been processed. Log-in information is sent to your UMail account only.

Online students, will occasionally receive emails from [amherstsupport@umassonline.net](mailto:amherstsupport@umassonline.net), [regoff@contined.umass.edu](mailto:regoff@contined.umass.edu), and [support@umassonline.net](mailto:support@umassonline.net).

Please ensure that these addresses are not spam-blocked, so that you receive important class information.

### **HELP DESK SUPPORT**

Depending on the nature of questions or problems, there are offices available to quickly address your needs.

- UMail and SPIRE accounts - the OIT Help Desk is available to address access and technical issues; please visit anytime at [www.oit.umass.edu/help.html](http://www.oit.umass.edu/help.html) or call 413-545-9400 during normal business hours Monday-Friday, 8:30-5:00 EST.
- Online class – for help concerning access and technical issues contact the help desk via email: [amherstsupport@umassonline.net](mailto:amherstsupport@umassonline.net) or call 1-888-300-6407 anytime, 24 hours a day.

### **Textbooks**

See course descriptions for textbook information [www.umassulearn.net](http://www.umassulearn.net). Texts might be available at the UMA Textbook Annex <https://www.umassulearn.net/Student-Services/Textbooks> or from an online resource.

## **Other University and Isenberg School of Management Online BBA Resources**

**UMA Homepage** [www.umass.edu](http://www.umass.edu)

Links to SPIRE, UMail, WebCT, CPE, SOM, People finder, Library, OIT...

**Isenberg School of Management Online BBA Home Page:**

[http://www.isenberg.umass.edu/undergrad/Online\\_Degree\\_Program/](http://www.isenberg.umass.edu/undergrad/Online_Degree_Program/)

This site provides students with general information on the program, courses and registration, degree requirements, advising, financial aid, the UMA library system, student support services, and career services.

**Continuing and Professional Education Student Services**

<https://www.umassulearn.net/Student-Services>

**Isenberg School of Management Online BBA Advising-**

If you have further questions regarding degree requirements, and your degree completion plan, please contact Tania Fuller Phone: (413) 577-2760 Email: [onlinebba@som.umass.edu](mailto:onlinebba@som.umass.edu)

**Transcript Request-** See <https://www.umassulearn.net/Registration-Info/Forms> half way down for the Transcript Request form.

**Non-Degree Student - student who takes courses at UMA when not in a degree program**

If you took courses through UMA as a non-degree student the grades do not automatically transfer into your GPA. If you would like the grades to transfer and be included in your GPA, you must e-mail a request from your UMail account to Lu Butler, Academic Advisor CPE, [lbutler@contined.umass.edu](mailto:lbutler@contined.umass.edu).

**Financial Aid-** Students must complete the FAFSA forms to be considered for financial aid. Financial aid awards are given for fall and spring semesters. Some financial aid may be available for summer and winter. Contact Marianna McKim, 413.545.3353 or [marianna@finaid.umass.edu](mailto:marianna@finaid.umass.edu) in the Financial Aid Office for more information. Identify yourself as a student in the Isenberg School of Management Online BBA Program. Students using financial aid must register for at least 6 credits per semester at UMA (fall, spring, and summer if applicable). If you need to withdraw and are receiving financial aid, please contact Tania Fuller before withdrawing. Courses taken outside UMA are not covered by financial aid.

**Degree completion plan-**

Not all courses are offered every semester, some courses are offered certain semesters/sessions only and because financial aid issues, it is recommended that you have a degree completion plan worked out by you and your advisor. This will assist in finishing your degree to meet your goals. It is completely flexible however and can

be adjustments can always be made depending on your other commitments. It is very helpful to see your academic career planned out, knowing when you will finish can be a great motivator.

### **UMA Library-**

A great resource available to all UMA students is the W.E.B. Dubois Library. You use your UMail account log-in information for access. <http://www.library.umass.edu/>

### **People Finder-**

Can't remember someone's e-mail? Look them up using People Finder, see link from UMA homepage [www.umass.edu](http://www.umass.edu) or <http://umass.edu/peoplefinder/>

### **Transfer Courses-**

You may transfer up to 75 credits, including CLEP credits. At least 45 credits must be taken through UMA and 30 must be taken starting with your semester of acceptance. If you are a former UMA student and opted for Fresh Start you must take 45 credits starting with your semester of acceptance.

### **For transfer credits taken at other institutions or CLEP exams taken after acceptance -**

Send official transcripts or official score reports to-

Attn: Lu Butler

Advising/Online BBA

Continuing & Professional Education

University of Massachusetts Amherst

100 Venture Way, Suite 201

Hadley, MA 01035-9430 USA

[lbutler@contined.umass.edu](mailto:lbutler@contined.umass.edu)

## **FRESH START**

### **Fresh Start Information for former UMA students who choose this option upon acceptance-**

If you were offered Fresh Start in your acceptance packet and choose to make a Fresh Start you must return the form as indicated by Add/Drop date of your semester of acceptance.

For complete Fresh Start University Policy see-

[http://www.umass.edu/registrar/gen\\_info/fresh\\_start\\_information.htm](http://www.umass.edu/registrar/gen_info/fresh_start_information.htm)

## **Graduation Requirements**

In order to be graduated, students must be cleared by: 1) their Department, 2) their School or College, and 3) the University. In addition, students must provide the Registrar's Office with accurate information regarding their projected graduation date and degree.

### **A. Credit requirements:**

Students must complete a minimum of 120 credits, at least 45 of which must be completed at the University of Massachusetts Amherst, UMA.

**B. Grade point averages:** All students must achieve an overall average of at least C (2.0).

**C. General Education Requirements:** See gen-ed requirement info above.

**D. College and/or School requirements:** See major and school requirements above.

**F. University Credit Requirements:** A student must successfully complete a minimum of 45 credits while registered on the Amherst campus of the University of Massachusetts. **The following will not be counted toward UMA credit requirements: transfer credits, AP credits, CLEP credits, and military service credits.**

### **Academic Status**

See <http://www.umass.edu/sas/html/status.html> for information on Good Standing, Academic Warning, Academic Probation, Academic Suspension, Academic Dismissal, Probation, Immediate Reinstatement, Appeals



**MANAGMNT 365**     *Business and Its Environment*     generally offered spring and summer  
The social, political, technological, and ethical issues confronting contemporary managers and the modern corporation. The role of business in society. Fundamental concepts and theories, analysis of specific contemporary problems (e.g., pollution, the energy crisis, alienation at work, South Africa, business-governmental relations, etc.) Social policy, decision making and social accounting. Cases illustrate problems and concepts covered.

**MARKETNG 301**     *Fundamentals of Marketing*     generally offered winter, spring, fall and summer-1  
For Isenberg School of Management students majors only. Introduction to marketing; survey of topics relevant to comprehensive study of marketing. Emphasis on describing the marketing process and on stressing the implications of these activities for society. Prerequisites: ECON 103, 104; junior standing.

**MARKETNG 412**     *Marketing Research*     generally offered spring and summer-1  
Introduces primary and secondary data collection and analysis as a means to assess consumer behavior and develop effective marketing strategies; incorporates the use of technology in data collection and analysis. Prerequisites: MARKETNG 301; STATISTC 140 or 141 or RES-ECON 211 or 212.

**MARKETNG 437**     *International Marketing*     generally offered summer-2  
The cultural, economic, social, legal, political, or organizational forces that influence multinational marketing operations. Prerequisites: MARKETNG 301. ACCOUNTG 221, 222 suggested.

**MARKETNG 455**     *Internet Marketing*     generally offered winter and fall and summer-1  
Explores the internet's impact on the marketing discipline and the effective use of this technology; the internet's effect on marketing strategy, consumer behavior, advertising, retailing, and distribution. Prerequisites: MARKETNG 301.

**MARKETNG 491W**     *Hands-On Brand Management*     generally offered even years of summer-1 only  
A brand name, and its associated brand equity, is one of the most valuable assets any firm has. There are no exams in this course but your marketing skills will be tested in written assignments and in the brand decisions (price, new products, distribution, promotion, sales force, etc) that you will be making. The goal of this course is to apply the basic marketing concepts to give you a first-hand experience at managing the equity of a brand in a competitive environment. The goal will be accomplished through a computer simulation of over-the-counter (OTC) cold medicines. The simulation is called PharmaSim. This is based on the saying "Tell me and I'll forget. Show me, and I may remember. Involve me, and I'll understand." Here, you will be very involved in the process of managing the equity in PharmaSim. In effect PharmaSim is like a flight simulator for managers, so buckle your seat belt and hang on for the ride! Textbook: PharmaSim: A Brand Management Simulation, Interpretive Software. Stuart James, Thomas Kinnear, and Michael Deighan. The cost for the manual and running the simulation is \$39.95. After you register for the course and when the class gets underway you will be given a Web site to log into so that you can order your manual and get a password for the simulation. Prerequisites: Marketing 301. This course is a simulation course and there are no exams.

**SCH-MGMT 210**     *Business Information Systems*     generally offered winter, spring, fall and summer-1  
Examines information technology from a business enterprise perspective. Topics include: the components and development of business information technology systems, their use in enhancing and facilitating management practices and decision making and their impact on management decisions.

**SCH-MGMT 310**     *Management Communications*     Summer and must be taken through UMA  
Junior year Writing, very writing intensive course offered over 7 weeks in the summer.  
Designed for students in the Online Bachelor of Business Administration Program only. Focus on acquisition and practice of thinking, writing, and speaking skills necessary for effective performance in business environments.  
Prerequisite: ENGLWRIT 112 or 113; Jr or Sr. standing

**SCH-MGMT 350** *Professional Ethics in Contemporary Society* generally offered spring and summer-2  
Professional ethics is examined from multiple perspectives such as the relevance of political and economic systems and the cultures of organizations and professions. Further, the significance of critical thinking and psychological influences (e.g., self-esteem) is examined.

**SCH-MGMT 391A**     *Introduction to Global Business*     generally offered spring and all summer-all  
The objectives are (1) to explain how and why the world's countries differ; (2) to analyze the economics and politics of international trade and investment; (3) to understand the functions and form of the global monetary system; and (4) to examine the strategies and structures of international businesses.

**SCH-MGMT 397F**     *Perspectives on Leadership*     generally offered fall and winter  
An overview of leadership theory, including definitions and assumptions, historical and contemporary theories, ethical dimensions, and the use of authority and power. Current issues and applications including leadership in the new millennium,

