

US Culture and Business Practices - B.A.

College of Arts and Sciences

A US Culture and Business Practices degree allows students to complete an interdisciplinary program of study that draws together rich training in the history, politics, arts, and culture of the United States with significant training in Business. Students will develop the breadth of knowledge indicative of a liberal arts education. Students will enhance critical thinking and writing skills, develop communication and other “soft skills,” and hone problem-solving strategies.

120 hours (minimum)

Any student earning a Bachelor of Arts (BA) degree must complete a minimum of 39 hours at the 300+ level. These hours are generally completed by the major requirements. However, keep this hour requirement in mind as you choose your course work for the requirements in the major. See the complete description of College requirements for a Bachelor of Arts degree in the *Arts and Sciences* section of the 2024-2025 Undergraduate Catalog.

UK Core Requirements

See the *UK Core* section of the 2024-2025 Undergraduate Catalog for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity

Choose one course from approved list..... 3

II. Intellectual Inquiry in the Humanities

Choose one course from approved list..... 3

III. Intellectual Inquiry in the Social Sciences

Choose one course from approved list..... 3

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list..... 3

V. Composition and Communication I

CIS/WRD 110 Composition and Communication I 3

VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II 3

VII. Quantitative Foundations

Choose one course from approved list..... 3

VIII. Statistical Inferential Reasoning

STA 296 Statistical Methods and Motivations..... 3

IX. Community, Culture and Citizenship in the USA

Choose one course from approved list..... 3

X. Global Dynamics

Choose one course from approved list..... 3

UK Core Hours..... 30

Graduation Composition and Communication Requirement (GCCR)

USB 495 Senior Capstone Seminar 3

Graduation Composition and Communication Requirement hours (GCCR)..... 3

College Requirements

I. Foreign Language (*placement exam recommended*) 0-14

II. Disciplinary Requirements

a. Natural Science..... 6

b. Social Science..... 6

c. Humanities..... 6

III. Laboratory or Field Work..... 1

IV. Race and Ethnicity Requirement..... 0-3

V. Electives..... 6

College Requirement hours: 25-42

Major Requirements

USB 201 US Culture and Business Studies..... 3

USB 495 Senior Capstone Seminar 3

plus 18 hours from the following:

ACC 221 Accounting Fundamentals 3

B&E 201 Introduction to Business 3

ECO 311 Business Economics..... 3

MKT 315 Digital Marketing Strategy and Sales 3

MGT 410 Organizational Behavior 3

MGT 450 Negotiations and Conflict Resolution 3

ANT 480 Business and Organizational Cultures 3

HIS 363 Sports, Politics, and Business in the United States 3

PHI 334 Business Ethics..... 3

WRD 203 Business Writing..... 3

ECO 201 Principles of Economics I..... 3

ECO 202 Principles of Economics II..... 3

MGT 292 Introduction to Entrepreneurship 3

FIN 250 Personal Investing and Financial Planning..... 3

MKT 300 Marketing Management 3

MGT 301 Introduction to Managing Organizations 3

Major Requirement Hours..... 24

Guided Electives

Students must choose 18 hours from the courses below. At least 3 credit hours must come from each of the three areas: National Formations (includes US in the World), American Communities & Identities, and Literary Arts.

National Formations (includes US in the World)

ANT 311 Anthropology of Globalization 3

ANT 312 Business, Culture and Society 3

ANT 330 North American Cultures 3

ENG 191 Literature and the Arts of Citizenship..... 3

ENG 251 Survey of American Literature I..... 3

ENG 252 Survey of American Literature II..... 3

GEO 220 U.S. Cities..... 3

GEO 320 Geography of the United States and Canada 3

GEO 422 Urban Geography..... 3

GEO 470G America’s Cultural Geographies..... 3

GEO 490G American Landscapes 3

GWS 301 Crossroads (Subtitle required) 1-3

GWS 506 History of Sexuality in the U.S. 3

HIS 108 History of the United States Through 1876..... 3

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The University of Kentucky is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, masters, educational specialist, and doctorate degrees. The University of Kentucky also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of the University of Kentucky may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC’s website (www.sacscoc.org).

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HIS 109 History of the United States Since 1877.....	3	GEO 322 Geography of Kentucky.....	3
HIS 208 History of the Atlantic World	3	GEO 485G Urban Planning and Sustainability	3
AAS 260/HIS 260 African American History to 1865	3	GWS 360 LGBTQ History in the United States.....	3
AAS 261/HIS 261 African American History 1865-Present	3	AAS 360/HIS 360 Race and Sports in America	3
HIS 265 Sex and Gender in American History	3	HIS 579 History of the New South.....	3
HIS 461 The American Revolution, 1763-1789	3	HIS 580 History of Appalachia.....	3
HIS 467 Modern America: 1941-74	3	PS 461G Civil Liberties.....	3
HIS 468 Contemporary America: 1974 to the Present.....	3	PS 470G American Political Parties	3
PS 101 American Government.....	3	PS 471/AAS 471 Race, Ethnicity and Politics.....	3
PS 430G The Conduct of American Foreign Relations	3	PS 479 Women and Politics	3
PS 433G Politics of International Economic Relations	3	AAS 235/SOC 235 Inequalities in Society.....	3
PS 463G Judicial Politics.....	3	SOC 446 Mass Incarceration	3
PS 465G Constitutional Law	3	ANT 534/SOC 534 Sociology of Appalachia.....	3
PS 472G Political Campaigns and Elections	3	HIS 360/AAS 360 Race and Sports in America	3
PS 475G Politics and the Mass Media.....	3	HIS 112 The Making of Modern Kentucky	3
PS 484G The American Presidency	3	HIS 240 History of Kentucky	3
AAS 400 Special Topics in African-American and Africana Studies		HIS 404 U.S. Women’s History to 1900.....	3
(Subtitle required).....	3	HIS 405 U.S. Women’s History Since 1900	3
HIS 350 Topics in U.S. History Before 1789 (Subtitle required)	3	HIS 578 History of the Old South.....	3
HIS 351 Topics in U.S. History Since 1789 (Subtitle required)	3	APP 200 Introduction to Appalachian Studies.....	3
HIS 460 Colonial America to 1763.....	3	SPA 208 U.S. Latino Culture and Politics	3
HIS 462 The New Republic, 1789-1820.....	3	SPA 302 Spanish for Business Professionals.....	3
HIS 463 Antebellum America: Expansion and Conflict, c. 1800-1861	3		
HIS 464 Civil War and Reconstruction.....	3	Literary Arts	
HIS 465 Emergence of Modern America, 1877-1917	3	ENG 260 Introduction to Black Writers	3
HIS 466 Modern American History from WWI to Pearl Harbor, 1917-1941	3	ENG 265 Survey of African-American Literature I	3
HIS 572 American Legal History	3	ENG 266 Survey of African-American Literature II.....	3
HIS 573 American Constitutional History.....	3	ENG 352 American Literature and Cultures to 1900.....	3
HIS 574 The Diplomacy and Foreign Policy of the United States to 1919.....	3	ENG 353 American Literature and Cultures Post-1900	3
HIS 575 The Diplomacy and Foreign Policy of the United States Since 1919	3	ENG 355 American Poetic Traditions.....	3
HIS 576 Frontier America, 1400-1869	3	ENG 357 Contemporary American Literature.....	3
HIS 577 Frontier America, 1869-Present.....	3	ENG 368 Contemporary African-American Voices.....	3
HIS 584 Health and Disease in the U.S.	3	ENG 450G Studies in American Literature (Subtitle required)	3
HIS 587 The Civil Rights Movement in the U.S. Since 1930	3	ENG 460G Studies in African-American Literature (Subtitle required)	3
APP 300 Topics in Appalachian Studies (Subtitle required).....	3	ENG 168/AAS 168 All That Speak of Jazz:	
APP 399 Practicum	1-6	An Intellectual Inquiry Into Jazz and Democracy.....	3
WRD 222 Current Events and Public Engagement:		AAS 264 Introduction to Black Writers.....	3
U.S. Citizens, Global Citizens	3		
		Guided Elective Hours	18
American Communities & Identities			
AAS 200 Introduction to African-American Studies.....	3	Electives	
AAS 420 African-American Religious Experience	3	Students must complete at least 6 hours of free electives to bring the total number	
ANT 341 Appalachian English	3	of credit hours to 120. Free electives may not be counted toward UK Core or A&S	
APP 200 Introduction to Appalachian Studies.....	3	requirements. Students may not take additional courses offered by the Gatton College	
AAS 168/ENG 168 All That Speak of Jazz:		of Business to fulfill free electives.	
An Intellectual Inquiry Into Jazz and Democracy.....	3		
ENG 425 Environmental Writing	3	Elective Hours	minimum of 6
GEO 221 Immigrant America: A Geographic Perspective	3		
GEO 285 Introduction to Planning	3	Total Minimum Hours	
		Required for Degree	120