

BBA PROFESSIONAL SALES

Ellen Pullins, departmental mentor

Selling is an important life and professional skill, and students in the professional sales area specialization are prepared for how to help people and organizations in a business-to-business environment reach their goals. Collaborative and consultative selling is about teaching customers how to buy, helping them understand opportunities, diagnosing problems, and tailoring solutions. The sales force is the direct link between the firm and its customers, with sales professionals as part of a team to manage relationships across both organizations and sometimes across functional areas. Professional sales is offered as a major, minor (business and non-business students), and concentration, and select classes can be taken as an elective.

Students in the world-renowned Edward H. Schmidt School of Professional Sales (ESSPS) enjoy:

- A 96% placement rate with good fit organizations
- Regular engagement with corporate partners as coaches, workshop facilitators, competition judges and buyers, etc
- Hands-on and best practice curricula with role plays and simulations delivered by caring faculty with industry experience and extensive research publications
- Internship opportunities that build competence, confidence, and networks
- Active student organizations like Pi Sigma Epsilon (PSE)

Code	Title	Hours
Required Professional Sales Courses		
PSLS 3080	Purchasing And Business Relationship Management	3
PSLS 3440	Professional Sales	3
PSLS 3450	Sales Technologies and Strategies	3
PSLS 4710	Salesforce Leadership	3
PSLS 4740	Advanced Sales	3
MKTG 4540	Business Marketing ¹	3
	or PSLS 4500 International Sales Negotiation	
PSLS 4940	Integrative Capstone: Sales Internship	3
Recommended Courses towards General Education/University Core Requirements		
COMM 1010	Comm Principles And Practices	
PHIL 1020	Critical Thinking	
PSY 1010	Principles Of Psychology	
SOC 1010	Introduction To Sociology	
Total Hours		21

¹ Select one from these two courses. Dual majors may also be able to utilize another course from their other major.

Early admission/bridge program – BBA-MBA

Undergraduate students accepted in the BBA-MBA option will be admitted to the MBA program and allowed to complete up to three

graduate level classes (nine credit hours) during their final academic year of **undergraduate studies**. Students admitted into the pipeline program must apply for admission to the College of Graduate Studies for the semester that they intend to matriculate. They will then continue in the MBA program upon completion of the undergraduate degree requirements. The graduate coursework (up to nine hours) may be applied **to completion of both undergraduate and MBA degree requirements**. The following provisions apply for classes taken for graduate credit: 1) graduate classes taken at The University of Toledo only after the student is accepted in the MBA joint program, 2) only BUAD 6100, BUAD 6300, BUAD 6400, BUAD 6500, BUAD 6800 may be included in the approved nine semester hours of graduate credit taken as an undergraduate. 3) Up to 9 credit hours of graduate business courses can be used toward the 3000/4000-level business electives or extra hours toward their BBA.

However, they may not count any of those 9 credit hours toward any specific undergraduate major or minor requirements, nor may they count toward any required undergraduate business core requirements (i.e., no BUAD-designated courses). Students must have at the time of application 1) a minimum of 3.0 cumulative undergraduate grade point average that will include undergraduate credits earned at other institutions and transferred to UT, 2) undergraduate advisor's approval, and 3) graduate advisor's approval. Students interested in the joint BBA / MBA program must submit 1) a letter of interest, 2) a completed graduate admission application, 3) at least 2 letter(s) of recommendation from faculty members. After successful completion of the application process, students will apply to the graduate program.

Below is a sample plan of study. [Please see pre-business/lower division requirements BBA plan \(https://catalog.utoledo.edu/undergraduate/business-innovation/bachelor-business-administration-bba/#text\)](https://catalog.utoledo.edu/undergraduate/business-innovation/bachelor-business-administration-bba/#text) for terms one through four and additional information. Consult your degree audit for your program requirements.

Accrediting Body: Association to Advance Collegiate Schools of Business (AACSB) International.

First Term	Hours
BUAD 1000 Orientation For Business Students	1
BUAD 1010 Introduction To Business	3
ENGL 1110 College Composition I	3
MATH 1320 College Algebra ³	3
Arts/Humanities Core ¹	3
Social Science Core ¹	3
Hours	16
Second Term	
BUAD 1020 Micro-Computer Applications In Business	3
ENGL 2960 Professional and Business Writing	3
ECON 1150 Principles Of Macroeconomics	3
Diversity of US ¹	3
Natural Sciences Core ¹	3
Natural Sciences Laboratory ¹	1
Hours	16
Third Term	
BUAD 2000 Career Development I	1
BUAD 2020 Information Technology Management	3
BUAD 2030 Executive Communication Essentials	3

BUAD 2040	Financial Accounting Information	3
BUAD 2060	Business Statistics	3
ECON 1200	Principles Of Microeconomics	3
Hours		16
Fourth Term		
BUAD 2050	Accounting For Business Decision-Making	3
BUAD 2070	Business Analytics	3
BUAD 2080	Global Environment Of Business	3
Arts/Humanities Core ¹		3
Natural Science Core ¹		3
Hours		15
Fifth Term		
BUAD 3000	Career Development II	1
BUAD 3010	Principles Of Marketing	3
BUAD 3030	Managerial And Behavioral Processes In Organizations	3
BUAD 3040	Principles Of Financial Management	3
BUAD 3470	The Legal And Ethical Environment Of Business	3
Non-US Diversity ¹		3
Hours		16
Sixth Term		
BUAD 3020	Principles Of Manufacturing And Service Systems	3
PSLS 3440	Professional Sales	3
PSLS 3450	Sales Technologies and Strategies	3
PSLS 3080	Purchasing And Business Relationship Management	3
Minor/Business Elective ²		3
Hours		15
Seventh Term		
BUAD 4020	Senior Business Policy Forum	3
PSLS 4710	Salesforce Leadership	3
PSLS 4940	Integrative Capstone: Sales Internship	3
Minor/Business Elective ²		3
Elective		2
Hours		14
Eighth Term		
MKTG 4540	Business Marketing	3
PSLS 4740	Advanced Sales	3
Minor/Business Elective ²		3
Elective		3
Hours		12
Total Hours		120

¹ Select from approved University core course work, see degree audit for course selection.

² Minor elective or 3000/4000 level Business elective if no Business minor is selected.

³ Acceptable replacements include MATH 1260 or 1270 or 1340 or 1730 or 1750 or 1760 or 1850 or 1860 or 2450 or 2460

- PLO 1: Ethics and Social Responsibility – Each student can analyze and resolve ethical issues in decision-making and recognize their impact on the larger community.
- PLO 2: Innovation and Creativity – Each student can examine problems, opportunities, relationships, and situations from different and unique perspectives and develop creative solutions.
- PLO 3: Critical Thinking and Analysis – Each student can think critically to identify problems, research, analyze and make sound inferences from and use effective problem-solving and decision-making techniques.
- PLO 4: Business Acumen – Each Student can identify, interpret, evaluate, and suggest solutions within the legal, global, financial, marketing, and operational dimensions of business.
- PLO 5: Technology – Each student can understand and utilize current and emerging technology to improve business competitiveness and personal productivity.
- PLO 6: Professionalism – Each student can demonstrate effective oral and written communication, interpersonal collaboration, responsibility, accountability and professional behavior.
- PLO 7: Leadership – Each student can practice reflective thinking to assess personal strengths and challenges and can formulate strategies for lifetime development of leadership competencies.