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 2023-2024 Undergraduate Catalog.

UK Core Requirements
See the UK Core section of the 2023-2024 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
Choose one course from approved list........................................................................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
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. 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
HIS 109 History of the United States Since 1877 ....................................................3
HIS 208 History of the Atlantic World ....................................................................3

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### Electives

Students must complete at least 6 hours of free electives to bring the total number of credit hours to 120. Free electives may not be counted toward UK Core or A&S requirements.

#### Elective Hours

**Total Minimum Hours**

**Required for Degree**

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#### American Communities & Identities

- AAS 200 Introduction to African-American Studies
- AAS 420 African-American Religious Experience
- ANT 341 Appalachian English
- APP 300 Introduction to Appalachian Studies
- AAS 168/ENG 168 All That Speak of Jazz: An Intellectual Inquiry into Jazz and Democracy
- ENG 425 Environmental Writing
- GEO 221 Immigrant America: A Geographic Perspective
- GEO 285 Introduction to Planning
- GEO 322 Geography of Kentucky
- GEO 485G Urban Planning and Sustainability
- GWS 360 LGBTQ History in the United States
- AAS 360/HIS 360 Race and Sports in America
- HIS 579 History of the New South
- HIS 580 History of Appalachia
- PS 461G Civil Liberties
- PS 470G American Political Parties
- PS 471/AAS 471 Race, Ethnicity and Politics
- PS 479 Women and Politics
- AAS 235/SOC 235 Inequalities in Society
- SOC 446 Mass Incarceration
- ANT 341/ANT 343 Sociology of Appalachia
- HIS 360/AAS 360 Race and Sports in America
- HIS 112 The Making of Modern Kentucky
- HIS 240 History of Kentucky
- HIS 404 U.S. Women’s History to 1900
- HIS 405 U.S. Women’s History Since 1900
- HIS 578 History of the Old South
- APP 300 Introduction to Appalachian Studies
- SPA 208 U.S. Latino Culture and Politics
- SPA 302 Spanish for Business Professionals

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### Guided Elective Hours

**18**