VIII. Undergraduate Degree Programs and Course Descriptions
The purpose of the College of Business at the undergraduate level is to meet the needs of students in terms of education and preparation for productive and rewarding professional careers. This focus requires the College to be alert and responsive to the local, regional, and national needs of business, industry, and government. Since the needs of individuals and employers will change over time, the educational program of the College also prepares the students to be adaptive in a changing society and business world. Theoretical concepts are blended with practical applications, and the geographic location of the University is used to advantage in interaction with Mexico.
### General Education Requirements as Applied in the College of Business

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DIVISION OF ACCOUNTING AND BUSINESS DATA SYSTEMS

The Division of Accounting and Business Data Systems is responsible for preparing students majoring in this area for careers in business and government. The courses have been planned to give students the necessary academic training for the design and implementation of data information systems. Students who major in the Division of Accounting and Business Data Systems will be prepared to accept responsibilities professionally and to be aware of their responsibilities to society. Concentrations are offered in: (1) Accounting and (2) Business Data Systems.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN ACCOUNTING

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 128.

All candidates for the degree must complete:

A. 24 semester hours in the major, 18 of which must be at the upper-division level.

Required courses are: ACC 2013, 2023, 3013, 3023, 3033, 3043, 4013, plus three semester hours of accounting electives.

B. 36 semester hours of support work, 30 of which must be at the upper-division level.

Required courses are: BLW 3013, 3023; ECO 2013, 2023, 3033; FIN 3013; MGT 3013, 3023, 3033, 3043,** 4903; MKT 3013.

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*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**MGT 3043 may be absolved with credit through challenge by examination.
C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.

COURSE DESCRIPTIONS

ACCOUNTING

(ACC)

2013 FUNDAMENTALS OF ACCOUNTING I
(3-2) 3 hours credit.
An introduction to the basic concepts of financial accounting. A course to provide coverage of the fundamental aspects of the accounting discipline by focusing on significant financial issues.

2023 FUNDAMENTALS OF ACCOUNTING II
(3-2) 3 hours credit. Prerequisite: ACC 2013.
A continuation of Fundamentals of Accounting I, with an introduction to the concepts of accounting for planning and control and the measurement of internal performance.

3013 MANAGERIAL ACCOUNTING AND COST CONTROLS
(3-0) 3 hours credit. Prerequisite: ACC 2023.
An in-depth study of cost accounting and managerial controls which provide data for planning and controlling routine manufacturing operations, long-range planning, inventory valuation and income determination.

3023 INTERMEDIATE ACCOUNTING I
(3-0) 3 hours credit. Prerequisite: ACC 2023.
A study of accounting theory and concepts. Analysis of the special problems which arise in applying these concepts to financial accounting and reporting.

3033 INTERMEDIATE ACCOUNTING II
(3-0) 3 hours credit. Prerequisite: ACC 3023.
A continuation of the study of accounting theory and concepts of Intermediate Accounting I.

3043 FEDERAL INCOME TAX ACCOUNTING
(3-0) 3 hours credit. Prerequisite: ACC 2023.
Fundamentals of federal income tax accounting, with emphasis on individual income tax; income inclusions and exclusions and statutory deductions in computing tax liability.

4013 PRINCIPLES OF AUDITING
(3-0) 3 hours credit. Prerequisite: ACC 3023.
A study of public accounting, auditing theory, professional ethics and auditing procedures and problems. The development of audit programs, evidential matter and professional reports.

4023 COST ANALYSIS
(3-0) 3 hours credit. Prerequisite: ACC 3013.
A study of advanced cost accounting systems, variance analysis,
cost-volume-profit relationships, capital budgeting and relevant costs.

4033 ADVANCED ACCOUNTING I  
(3-0) 3 hours credit. Prerequisite: 15 semester hours of accounting.  
A study of specialized areas of accounting, including partnerships, estates and trusts, corporate liquidations and business combinations.

4043 CONSOLIDATED STATEMENTS AND INTERNATIONAL ACCOUNTING  
(3-0) 3 hours credit. Prerequisite: 15 semester hours of accounting.  
A study of the principles of consolidated financial statements and the accounting problems of multi-national corporations.

4053 ACCOUNTING FOR GOVERNMENTAL AND NOT-FOR-PROFIT ORGANIZATIONS  
(3-0) 3 hours credit. Prerequisite: 15 semester hours of accounting.  
A study of accounting, budgeting, fiscal procedures and financial records of governmental agencies and private not-for-profit organizations.

4063 ADVANCED FEDERAL INCOME TAX  
(3-0) 3 hours credit. Prerequisite: 15 semester hours of accounting.  
A study of the Internal Revenue Code concentrating on specialized corporation tax problems; partnership taxes and estate and gift taxes.

4073 TAX RESEARCH METHODS  
(3-0) 3 hours credit. Prerequisite: ACC 4063.  
A study of tax research methods and materials and the history of the Internal Revenue Code. Collection and appeals procedures in the Internal Revenue Service.

4083 BUDGETING, PLANNING AND FORECASTING  
(3-0) 3 hours credit. Prerequisite: 15 semester hours of accounting.  
A study of the techniques of long-range budgeting, including methods and limits of accounting models used in forecasting.

4093 INTERNSHIP IN ACCOUNTING  
4096 (0-3 or 6) 3 or 6 hours credit. Prerequisite: 15 semester hours in accounting.  
To provide students with knowledge gained through experiential activities in professional life. Joint cooperation with business and governmental institutions in structuring and monitoring work experience aimed at supplementing the classroom learning process.
BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN ACCOUNTING WITH A
CONCENTRATION IN BUSINESS DATA
SYSTEMS

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 128.

All candidates for the degree must complete:

A. 24 semester hours in the major, 12 of which must be at the upper-division level.

Required courses are: ACC 2013, 2023, 3013; BDS 3043, 3053, 3063, plus six semester hours of business data systems or mathematics electives.

B. 36 semester hours of support work, 30 of which must be at the upper-division level.

Required courses are: BLW 3013, 3023; ECO 2013, 2023, 3033; FIN 3013; MGT 3013, 3023, 3033, 3043,** 4903; MKT 3013.

C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.

*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**MGT 3043 may be absolved with credit through challenge by examination.
COURSE DESCRIPTIONS

BUSINESS DATA SYSTEMS

(BDS)

3013 ACCOUNTING INFORMATION SYSTEMS
(3-0) 3 hours credit. Prerequisite: ACC 2023 or the equivalent.
An in-depth study of computer use in accounting systems. Payroll systems, accounts receivable, accounts payable, inventory accounting, tax, general ledger, financial statements, cost and budget analysis.

3023 COMPUTER APPLICATIONS IN MARKETING
(3-0) 3 hours credit. Prerequisite: MKT 3013.
Projects utilizing the computer in collection, reduction, and analysis of marketing information.

3033 COMPUTER APPLICATIONS IN FINANCE
(3-0) 3 hours credit. Prerequisite: FIN 3013.
Projects in computer applications to stock and bond market analysis, real estate analysis, financial statement analysis, and other forms of financial analysis.

3043 BUSINESS-ORIENTED COMPUTER LANGUAGES
(3-0) 3 hours credit. Prerequisite: MAT 1043.
Special purpose computer languages such as COBOL and RPG. The development of program logic, file description, input, calculation, and output of practical business-oriented problems on computer systems.

3053 BUSINESS SYSTEMS ANALYSIS
(3-0) 3 hours credit. Prerequisite: BDS 3043.
Case studies in management information, financial and cost accounting, inventory, personnel, and other business functions, emphasizing problem definition, data gathering, analysis, synthesis, specification, development, documentation, and implementation.

3063 DATA STRUCTURES AND INFORMATION RETRIEVAL
(3-0) 3 hours credit. Prerequisite: BDS 3053.
Techniques of designing and implementing data management systems including file organization, file maintenance, retrieval and display, selection of computer systems, and data structures.

4963 INTERNSHIP IN BUSINESS DATA SYSTEMS
4966 (0-3 or 6) 3 or 6 hours credit.
To provide students with knowledge gained through experiential activities in professional life. Joint cooperation with business and governmental institutions in structuring and monitoring work experience aimed at supplementing the classroom learning process.
DIVISION OF ECONOMICS AND FINANCE

The Division of Economics and Finance provides undergraduate study leading to both the B.B.A. and the B.A. degrees in Economics and the B.B.A. in Finance. The primary academic objective of the Division at the undergraduate level is the development of programs, courses, and internships which will give students an opportunity to acquire aptitudes and perceptions necessary in a dynamic and increasingly complex social and physical environment. The courses and experiences offered are intended to build recognizable and practical skills while expanding the intellectual flexibility of the individual. Programs in the Division have been designed with numerous options that allow the student to discover specific areas of interest. The alternatives offered are especially relevant to the geographic area served by The University, since economic development, trade, and finance are important for understanding both regional and international problems of the Southwest.

BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN ECONOMICS

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 128.

All candidates for the degree must complete:

A. 27 semester hours in the major, 21 of which must be at the upper-division level.

Required courses are: ECO 2013, 2023, 3033, 3053, 3113, plus twelve hours of economics electives.

B. 33 semester hours of support work, 24 of which must be at the upper-division level.

Required courses are: ACC 2013, 2023, 3013; BLW 3013 or ECO 3213; FIN 3013; MGT 3013, 3043,** 4903; MKT

*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**MGT 3043 may be absolved with credit through challenge by examination.
3013; plus three semester hours of College of Business elective plus three semester hours of social science elective.

C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.
BACHELOR OF ARTS DEGREE IN ECONOMICS

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 125.**

All candidates for the degree must complete:

A. 27 semester hours in the major, 21 of which must be at the upper-division level.
   Required courses are ECO 2013, 2023, 3013, 3053, 3113, plus 12 semester hours of economics electives.

B. 18 semester hours of support work as follows: ACC 2013 plus 6 semester hours of electives in the College of Business plus 9 semester hours of social science electives.

C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 27 semester hours of free electives, but no more than 9 semester hours of this group may be in additional economics courses.

COURSE DESCRIPTIONS

ECONOMICS (ECO)

2013 THE NATIONAL ECONOMY IN THEORY AND POLICY (3-0) 3 hours credit.
Economic analysis at the national level, including determination of aggregate income and employment, operation of the monetary system, short-term income fluctuations, long-term income growth, public policy toward business, and problems of international trade and finance.

2023 ECONOMICS OF ADMINISTRATIVE AND CONSUMER DECISIONS (3-0) 3 hours credit.
The application of economic theory to decision-making by consumers and administrators; demand and cost analysis (including

*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**Thirty-nine of the total semester hours required for the degree must be at the upper-division level.
demand forecasts); price policy of the individual firm; production analysis; cost-benefit analysis for the public sector.

3013 THEORY OF PRICE
(3-0) 3 hours credit. Prerequisites: ECO 2013 or the equivalent and ECO 2023 or the equivalent.
Operation of individual markets; market structure; theory of the firm; theory of production; demand theory; general equilibrium and welfare economics.

3033 MANAGERIAL ECONOMICS
(3-0) 3 hours credit. Prerequisites: ECO 2013 or the equivalent and ECO 2023 or the equivalent.
Review and extension of micro and macroeconomic analysis with applications in the area of administration problems; analysis of market systems and firm behavior; introduction to linear programming and capital budgeting; examination of public and private decision making and economic issues.

3053 AGGREGATE ECONOMIC ANALYSIS
(3-0) 3 hours credit. Prerequisites: ECO 2013 or the equivalent and ECO 2023 or the equivalent.
Analysis of the measurement, determination, and control of aggregate economic activity; the monetary system in relation to income and employment; short-term income fluctuations; long-term growth.

3113 INTRODUCTION TO MATHEMATICAL ECONOMICS
(3-0) 3 hours credit. Prerequisite: ECO 3013 or the equivalent or ECO 3033 or the equivalent.
Mathematical formulation of economic theory; mathematical treatment of optimizing behavior; applications to consumer and business firm theory; value, economic strategies, growth and stability; emphasis on understanding of analytical techniques.

3123 ECONOMETRICS
(3-0) 3 hours credit. Prerequisite: ECO 3113 or the equivalent.
Introduction to measurement in economics; numerical evaluation of mathematical models by statistical methods; survey of classical models; scope and method of econometric analysis.

3163 DEVELOPMENT OF ECONOMIC THOUGHT
(3-0) 3 hours credit.
Evolution of economic theory and doctrine; contributions to economic thought from ancient times to the present; emphasis on institutional forces shaping the continuum of economic thinking.

3173 COMPARATIVE ECONOMIC SYSTEMS
(3-0) 3 hours credit.
Analysis of alternative economic systems of the industrialized and emerging nations; emphasis on the comparative study of the capitalist, socialist, and the communist economic systems of the modern world.
3183 ECONOMIC DEVELOPMENT OF THE UNITED STATES
(3-0) 3 hours credit. Prerequisite: ECO 2013 or the equivalent.
The growth of the American economy from colonial times to the present; special emphasis on the market forces, institutional arrangements, and policies contributing to this process.

3193 THE INTERNATIONAL ECONOMY
(3-0) 3 hours credit. Prerequisite: ECO 2013 or the equivalent, or ECO 2023 or the equivalent, or consent of instructor.
Principles of international trade; significance of geographic, economic, social and political influences; current problems in international trade and payments; tariffs and commercial policy; role of international organizations.

3213 GOVERNMENT REGULATION OF INDUSTRY
(3-0) 3 hours credit. Prerequisite: ECO 2023 or the equivalent or consent of instructor.
A study of competition enforced by law, including the legal, social, and economic aspects of mergers, pricing policies, monopolization and market concentration.

3273 PUBLIC CHOICE AND THE PUBLIC FINANCES
(3-0) 3 hours credit. Prerequisite: ECO 3013 or the equivalent or ECO 3033 or the equivalent.
Analysis of administrative and legislative decisions applicable to public goods and services; government expenditure policy; sources of revenue; public credit; fiscal policy, principles and methods of taxation and financial administration.

3283 LABOR ECONOMICS AND COLLECTIVE BARGAINING
(3-0) 3 hours credit. Prerequisite: ECO 2013 or the equivalent, or ECO 2023 or the equivalent, or consent of instructor.
Economic problems and issues of trade union organization and wage theory; job security, hours, working conditions; labor legislation, unemployment, and discrimination.

3303 THEORIES OF ECONOMIC PROGRESS
(3-0) 3 hours credit. Prerequisite: ECO 2013 or the equivalent or consent of instructor.
Dynamics of economic progress and change in industrialized and under-industrialized countries of the modern world; historical theories of growth; empirical case studies; formulation of development projects and programs.

3313 MONEY AND CAPITAL MARKETS
(3-0) 3 hours credit. Prerequisite: ECO 2013 or the equivalent.
Elements of monetary theory; relationships between money, prices, production and employment; factors determining money supply; operation of capital markets with reference to the United States. This course may be taken as FIN 3313.

3403 ECONOMIC ASPECTS OF URBANIZATION
(3-0) 3 hours credit. Prerequisite: ECO 2013 or the equivalent.
Application of economic analysis to urban growth and the urban-regional environment; consideration of public services, transportation, ghetto problems, and urban organization; analysis of environmental protection problems and policies.

4273 ENVIRONMENTAL ECONOMICS
(3-0) 3 hours credit. Prerequisite: ECO 3013 or the equivalent, or ECO 3033 or the equivalent, or consent of instructor.
Economic principles applied to environmental problems; relationship of market and nonmarket forces to environmental quality; development of tools for policy analysis.

4283 MANPOWER ECONOMICS: PROBLEMS AND PROGRAMS
(3-0) 3 hours credit. Prerequisite: ECO 3013 or the equivalent or ECO 3033 or the equivalent.
Economics of human resource development; examination of programs for training and upgrading of workers; barriers to skill development and job entry; formulation of public policies on human resources.

4293 ECONOMICS OF DISCRIMINATION AND POVERTY
(3-0) 3 hours credit. Prerequisite: ECO 3013 or the equivalent, or ECO 3033 or the equivalent, or consent of instructor.
Economic and non-economic implications of discrimination on the basis of race and sex; discrimination in the labor and commodity markets; problems of educational training, unemployment, and personal income distribution.

4303 ECONOMIC PROBLEMS OF EMERGING NATIONS
(3-0) 3 hours credit. Prerequisite: ECO 2013 or the equivalent, or consent of instructor.
Specific economic problems of emerging nations and national groupings; basic approaches to economic development; major proposals for accelerating development; role of planning; trade, aid and economic integration.

4313 MONETARY THEORY AND POLICY
(3-0) 3 hours credit. Prerequisites: ECO 3053 or the equivalent and ECO 3313 or the equivalent.
Relationship of money and interest rate to economic stabilization; consideration of federal reserve system, money market, and factors determining money supply and demand; neo-Keynesian, Chicago, and radical policy views.

4363 THE LATIN AMERICAN ECONOMIES
(3-0) 3 hours credit. Prerequisite: ECO 2013 or the equivalent.
Survey of economic status and problems of Latin American nations; analysis of economic and social forces at work in Latin American development. (When offered in Spanish, course schedule will so indicate.)

4463 MEDICAL AND HEALTH ECONOMICS
(3-0) 3 hours credit. Prerequisite: ECO 3013 or the equivalent or ECO 3033 or the equivalent.
Economic analysis of medical and health services. Physician and dentist pricing; hospital supply; markets in health-related professions; drug and equipment markets; medical and health insurance; national priorities and policy for health service delivery.

4493 ECONOMICS OF THE TRANSPORTATION INDUSTRY  
(3-0) 3 hours credit. Prerequisite: ECO 3013 or the equivalent or ECO 3033 or the equivalent.  
Economic analysis applied to specific problems of transport. Effects of location and transportation cost on firm behavior; public regulation and policy; capacity, rate structure, service areas; problems of urban mass transportation.

4963 INTERNSHIP IN ECONOMICS  
4966 (0-3 or 6) 3 or 6 hours credit. Prerequisite: 12 hours of upper-level economics.  
Work experience in research or applied economics; may be undertaken either in private business or a public agency; opportunities developed in consultation with faculty Advisor and Division Director and require approval of both.
BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN FINANCE

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 128.

All candidates for the degree must complete:

A. 18 semester hours in the major, 18 of which must be at the upper-division level.

Required courses are: FIN 3013, 3033, 3313, plus either FIN 3423 and 4423, or FIN 3423 and 4423, or FIN 3413 and 4313, or FIN 4713 and 4723, or FIN 4813 and 4823, plus 3 semester hours of finance elective.

B. 42 semester hours of support work, 30 of which must be at the upper-division level.

Required courses are: ACC 2013, 2023, 3013; BLW 3013 or ECO 3213; ECO 2013, 2023, 3033; FIN 3013; MGT 3013, 3023, 3033, 3043,** 4903; MRK 3013, plus 3 semester hours of College of Business elective.

C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.

COURSE DESCRIPTIONS

FINANCE

(FIN)

3013 THE FINANCE FUNCTION
(3-0) 3 hours credit. Prerequisite: ACC 2023 or the equivalent.
Introduction to analytical financial management with emphasis on the management of the short-term uses and sources of funds; capital investment and management of long-term fund sources.

3033 PRINCIPLES OF INVESTMENT
(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.
Introduction to securities markets; analysis of securities issued by

*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**MGT 3043 may be absolved with credit through challenge by examination.
corporations in various industries, by intermediaries, and by fed­
eral, state, and municipal governments; investment management
in the light of tax considerations, timing, and selected portfolio
needs.

3313 MONEY AND CAPITAL MARKETS
This course is offered as ECO 3313 and is described with the
Economics course listings.

3403 PROBLEMS IN FINANCIAL MANAGEMENT
(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.
Advanced analysis in financial management; decision criteria ap­
plied to problems of obtaining, channeling, and applying funds,
integrated with specific environmental settings and institutional
detail.

3413 FINANCIAL INSTITUTIONS
(3-0) 3 hours credit. Prerequisite: FIN 3313 or the equivalent.
Introduction to management of asset and liability structures of
primary financial intermediaries, including commercial banks, life
and casualty insurance enterprises, thrift institutions, investment
banks, and pension funds as they interact in the markets; em­
phasis on lending functions.

3423 SECURITY ANALYSIS
(3-0) 3 hours credit. Prerequisite: FIN 3033 or the equivalent.
Advanced financial analysis; examination of statements and sup­
plementary data of industrial, commercial, financial intermediary,
and public utility enterprises; preparation of reports relevant to
achieving an understanding of financial management policies.

4303 FINANCIAL THEORY
(3-0) 3 hours credit. Prerequisites: FIN 3013 or the equivalent and
MGT 3033 or the equivalent.
Analysis of financial models and model-building in the light of
real-world financial management problems and approaches; con­
sideration of applicability of specific models under various institu­
tional and environmental circumstances.

4313 COMMERCIAL BANK MANAGEMENT
(3-0) 3 hours credit. Prerequisite: FIN 3313 or the equivalent.
Direction and coordination of the various functions of the com­
mercial bank, including money position, lending, capital manage­
ment, trust and auxiliary functions.

4373 MANAGEMENT OF THE LENDING FUNCTION
(3-0) 3 hours credit. Prerequisite: FIN 3313 or the equivalent.
Detailed analysis of lending as practiced by financial inter­
mediaries; emphasis on total appraisal of credit worthiness as
consistent with institutional constraints; evaluation of alternative
lending opportunities.

4403 CAPITAL STRUCTURE AND BUDGETING
(3-0) 3 hours credit. Prerequisite: FIN 3403 or the equivalent.
Application of long-term economic decision analysis to financial
planning in both profit and non-profit institutions; development of
allocation criteria for sources and uses of scarce financial resources.

4423 INVESTMENT PORTFOLIO MANAGEMENT  
(3-0) 3 hours credit. Prerequisite: FIN 3033 or the equivalent.  
Application of investment principles to management of investment portfolios of individuals and institutions; consideration of business cycles, investment constraints, portfolio construction, investment timing, and securities selection.

4523 MANAGEMENT OF RISK  
(3-0) 3 hours credit. Prerequisite: FIN 3033 or the equivalent.  
Application and evaluation of quantitative tools of analysis in the risk-management decision process; nature of risk and risk-aversion; insurance as a major mechanism for spreading risk.

4543 FINANCE OF NON-PROFIT ORGANIZATIONS  
(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.  
Types of non-profit organizations and their functions; budget development and income generation; the decision process in the provision of services; analytical approaches in managerial finance of non-profit institutions.

4563 HOSPITAL FINANCIAL MANAGEMENT  
(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.  
The special problems of financial management of health care delivery systems, medical insurance programs, and health maintenance organizations; issues in fund-raising; application of cost-benefit analysis to situations concerning human life and welfare.

4613 INTRODUCTION TO INTERNATIONAL FINANCE  
(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.  
Study of underlying forces in international financial relations and the unique problems of international trade, investments, and operations; examination of multi-national business finance and its economic, legal, and political dimensions.

4713 MORTGAGE BANKING AND REAL ESTATE FINANCE  
(3-0) 3 hours credit. Prerequisites: FIN 3013 or the equivalent and FIN 3313 or the equivalent.  
Planning, structure, and analysis of real estate financing from the viewpoints of both the users and suppliers of funds; examination of various techniques and legal instruments; institutional constraints and their effects on real estate lending activities.

4723 URBAN LAND ACQUISITION AND DEVELOPMENT  
(3-0) 3 hours credit. Prerequisite: FIN 4713 or the equivalent.  
Examination of urban real estate and its planning; implications of institutional-legal constraints; economic considerations in land use; financial strategies; relationship of land use to quality of the urban environment.

4813 THE INSURANCE FUNCTION  
(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.  
Analysis of insurance as a principal method of handling risk; types
of insurance and contracts; determinants of premiums and resources; applicable legal principles.

4823 FINANCING INSURANCE OPERATIONS
(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.
Organization of insurance enterprises and related businesses; examination of underwriting function and practices; coverage supplied by the individual firm; insurance company investments and their management.

4963 INTERNSHIP IN FINANCE
4966 (0-3 or 6) 3 or 6 hours credit. Prerequisite: 12 hours of upper-level finance.
Work experience in research or financial operations, including real estate and insurance; may be undertaken in either private business or a public agency; opportunities developed in consultation with faculty Advisor and Division Director and requires approval of both.

COURSE DESCRIPTIONS

BUSINESS LAW

(Blw)

3013 BUSINESS LAW
(3-0) 3 hours credit.
Origin and development of law, judicial procedure, tort law, contracts, and wills, with emphasis on consumer—business rights and responsibilities.

3023 PROPERTY, CONTRACTS, AND COMMERCIAL LAW
(3-0) 3 hours credit. Prerequisite: Blw 3013 or the equivalent.
Law regarding property, sales, bailments, security devices, partnerships, and corporations, with emphasis on the Uniform Commercial Code.

3523 REAL ESTATE LAW
(3-0) 3 hours credit. Prerequisite: Blw 3013 or the equivalent.
Legal environment of real property ownership, transfer and legal brokerage; estates in land, sales contracts; mortgage transactions; title conveyances; landlord and tenant; restrictions and zoning; eminent domain.
DIVISION OF MANAGEMENT

The Bachelor of Business Administration Degree in Management is designed for those who desire a broad undergraduate preparation in business. The flexibility of the curricula makes it possible for students to be prepared to pursue a variety of managerial careers. Specific options assist the student to prepare for positions in both the private and public sector. Concentrations are offered in: (1) Business Management; (2) Industrial Management; (3) Marketing Management; (4) Office Management; and (5) Personnel Management.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT WITH A CONCENTRATION IN BUSINESS MANAGEMENT

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 128.

All candidates for the degree must complete:

A. 21 semester hours in the major, all of which must be at the upper-division level.

Required courses are: MGT 3013, 3023, 3033, 3043,** and 4903.

B. 39 semester hours of support work, 27 of which must be at the upper-division level.

Required courses are: ACC 2013, 2023, 3013, 3023; BLW 3013 or ECO 3213; ECO 2013, 2023, 3033, 3053; FIN 3013; MRK 3013; plus 3 semester hours each in finance and marketing electives.

C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.

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*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**MGT 3043 may be absolved with credit through challenge by examination.
BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN MANAGEMENT WITH A
CONCENTRATION IN INDUSTRIAL
MANAGEMENT

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 128.

All candidates for the degree must complete:

A. 18 semester hours in the major, all of which must be at the upper-division level.

Required courses are: MGT 3033, 3343 (6 hours); plus either MGT 3333, 3353, 4603 (9 hours), or 3313, 3323, 4593 (9 hours); and 3 semester hours of management electives.

B. 42 semester hours of support work, 30 of which must be at the upper-division level.

Required courses are: ACC 2013, 2023, 3013; BLW 3013 or ECO 3213; ECO 2013, 2023, 3033; FIN 3013; MGT 3013, 3023, 3043,** 4903; MKT 3013; plus 3 additional semester hours of support work.

C. 3 semester hours of required electives in anthropology, sociology, or psychology

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.

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*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**MGT 3043 may be absolved with credit through challenge by examination.
BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN MANAGEMENT WITH A
CONCENTRATION IN MARKETING
MANAGEMENT

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 128.

All candidates for the degree must complete:

A. 18 semester hours in the major, all of which must be at the upper-division level.
   Required courses are: MKT 3013, 3023, 3033, 4083, 4893 plus 3 semester hours of marketing elective.

B. 42 semester hours of support work, 30 of which must be at the upper-division level.
   Required courses are: ACC 2013, 2023, 3013; BLW 3013 or ECO 3213; ECO 2013, 2023, 3033; FIN 3013; MGT 3013, 3023, 3033, 3043,** 4903; plus 3 additional semester hours of support work.

C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.

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*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**MGT 3043 may be absolved with credit through challenge by examination.
The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,** is 128.

All candidates for the degree must complete:

A. 18 semester hours in the major, all of which must be at the upper-division level.

   Required courses are: OFM 3303, 3343, 4893, plus 9 semester hours of electives in management or office management.

B. 42 semester hours of support work, 30 of which must be at the upper-division level.

   Required courses are: ACC 2013, 2023, 3013; BLW 3013 or ECO 3213; ECO 2013, 2023, 3033; FIN 3013; MGT 3013, 3023, 3043,*** 4903; MKT 3013, plus 3 semester hours of electives in the College of Business.

C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.

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*To be eligible for the beginning course in office management, OFM 3303, the student must present to the undergraduate Advisor in the Division of Management certification in typewriting of sustained ability of 60/5 wpm with material of high syllabic intensity — no less than 1.5.

**The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

***MGT 3043 may be absolved with credit through challenge by examination.
BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN MANAGEMENT WITH A
CONCENTRATION IN PERSONNEL
MANAGEMENT

The minimum number of semester hours required for this degree, including the 50 hours of General Education Requirements,* is 128.

All candidates for the degree must complete:

A. 18 semester hours in the major, all of which must be at the upper-division level.

Required courses are: MGT 3013, 3613, 3623, 3633, 4803, plus 3 semester hours of management elective.

B. 42 semester hours of support work, 30 of which must be at the upper-division level.

Required courses are: ACC 2013, 2023, 3013; BLW 3013 or ECO 3213; ECO 2013, 2023, 3033; FIN 3013; MGT 3023, 3033, 3043,** 4903; MKT 3013, plus 3 semester hours of College of Business elective.

C. 3 semester hours of required electives in anthropology, sociology, or psychology.

D. 15 semester hours of free electives, of which 9 must be at the upper-division level.

COURSE DESCRIPTIONS
MANAGEMENT
(MGT)

3013 ORGANIZATION AND MANAGEMENT THEORY
(3-0) 3 hours credit.
Study of the various organizations and management theory (empirical, behavioral, quantitative) process. Builds base for identification analysis, and synthesis of managerial concepts as related to complex organizations.

*The 50 hours of General Education Requirements are distributed in the College of Business as set out above under General Education Requirements as Applied in the College of Business.

**MGT 3043 may be absolved with credit through challenge by examination.
3023 ORGANIZATIONAL BEHAVIOR
(3-0) 3 hours credit. Prerequisite: MGT 3013 or the equivalent.
Behavioral theory and empirically-derived knowledge as it relates to the functioning of individuals, pairs, and groups in organizations. Investigation of organization as a complex of tasks, structures, tools, and people in states of continuous change.

3033 QUANTITATIVE DECISION ANALYSIS AND PRODUCTION
(3-0) 3 hours credit.
Basic techniques of decision analysis applied to problems in business and economics with an emphasis on production problems. Techniques include modeling and optimization of deterministic and non-deterministic systems in the named application areas.

3043 BUSINESS COMMUNICATIONS
(3-0) 3 hours credit.
With the aim of developing business writing proficiency, the course stresses general techniques of report writing, report organization and make-up, and graphic presentation and documentation. Special emphasis is given to the research methodology which precedes report preparation.

3123 ORGANIZATIONAL COMMUNICATIONS
(3-0) 3 hours credit. Prerequisites: MGT 3013, MGT 3023, or the equivalents.
A course stressing the importance of and problems in effective communication within the organizational setting. Special emphasis will be given to problems of horizontal and vertical communication, communication blockages, informal communication channels, and the effects of organizational structure and leadership patterns on communication. The course will also stress the means of evaluating organizational communication effectiveness.

3183 ADMINISTRATIVE PROCESS
(3-0) 3 hours credit. Prerequisite: MGT 3013 or the equivalent.
Study of the functions of management including planning, organizing, staffing, directing, and controlling. Focus on integration of managerial functions in accomplishment of the administrative tasks under conditions of risk, uncertainty, and change.

3313 STATISTICAL APPLICATIONS IN BUSINESS
(3-0) 3 hours credit. Prerequisites: ECO 2023, MGT 3033, or the equivalents.
Examples and procedures for experimental design, data collection and display, data interpretation, hypothesis testing, and forecasting in business and economics systems.

3323 SIMULATION APPLICATIONS IN BUSINESS
(3-0) 3 hours credit. Prerequisites: FIN 3013, MGT 3033, or the equivalents.
Examples of computer simulation in financial, marketing, management, and economic systems. Techniques for modeling and for analyzing models within business environments.
3333 MANAGEMENT INFORMATION SYSTEMS
(3-0) 3 hours credit. Prerequisites: MGT 3013, MGT 3033, or the equivalents.
A study of the information needs of business and automated methods of acquiring, storing, updating, and retrieving useful information.

3343 PRODUCTION MANAGEMENT APPLICATIONS
(3-0) 3 hours credit. Prerequisites: MGT 3013, MGT 3033, or the equivalents.
Applications of modeling and optimization techniques in inventory, production, and quality control with related considerations of reliability, maintenance, and transportation.

3353 LOGISTICS MANAGEMENT
(3-0) 3 hours credit. Prerequisite: MGT 3033 or the equivalent.
A study of procurement needs, acquisition methods, and transportation and distribution structures. Techniques for analysis of logistics system alternatives.

3613 PERSONNEL ADMINISTRATION
(3-0) 3 hours credit.
Policies and practices related to the design and administration of the personnel activity. Employee recruitment, selection, development, evaluation, and compensation given emphasis.

3623 WAGE AND SALARY ADMINISTRATION
(3-0) 3 hours credit. Prerequisite: MGT 3613 or the equivalent.
Development and administration of wage and salary programs for organizations. Emphasis upon objectives, policies, organization, and control of compensation systems.

3633 LABOR RELATIONS
(3-0) 3 hours credit. Prerequisites: MGT 3613, MGT 3623 or the equivalents.
A contemporary analysis of the union-management relationship in both business and non-business organizations. Topics include union organizing activities, collective bargaining, and agreement administration.

3643 LABOR LAW
(3-0) 3 hours credit. Prerequisite: MGT 3633 or the equivalent.
An analysis of historical and contemporary labor law in the United States. Integration of the evolution of labor law with the social and economic forces shaping the current labor-management environment.

4203 BUSINESS AND SOCIETY
(3-0) 3 hours credit. Prerequisite: Upper-division standing and consent of instructor.
A study of the impact of societal influences on the managerial decision-making process. Special attention given to business-government relationships and the role of the organization in the community.
4593 ADVANCED QUANTITATIVE DECISION ANALYSIS
(3-0) 3 hours credit. Prerequisites: MGT 3313, MGT 3323, MGT 3343, or the equivalents.
Detailed study of applications of quantitative decision analysis to policy and planning systems. Designed to provide a comprehensive understanding of the state of the art in quantitative decision analysis techniques of use in developing effective and efficient management systems.

4603 ADVANCED LOGISTICS
(3-0) 3 hours credit. Prerequisites: MGT 3333, MGT 3343, and MGT 3353.
Detailed analysis of the management of logistics systems with specific focus on policy and planning considerations. Designed to provide a comprehensive understanding of the functional areas of logistics and the integration of these functions into an effective and efficient logistics system.

4803 HUMAN RESOURCES MANAGEMENT
(3-0) 3 hours credit. Prerequisites: MGT 3613, MGT 3623, MGT 3633, or the equivalents.
Detailed analysis of the management of personnel systems with specific focus on policy and planning considerations. Designed to provide a comprehensive understanding of the functional areas of personnel and the integration of these functions into an effective and efficient personnel system.

4863 ETHICAL AND SOCIAL ISSUES IN MANAGEMENT
(3-0) 3 hours credit. Prerequisite: Upper-division standing and consent of instructor.
Students challenged to order thought, values, and behavior in operational, directional, and constitutional contexts. Develops a moral frame of reference providing both individual and operational guidance contributing to social justice.

4883 MANAGEMENT OF ENTREPRENEURIAL ENTERPRISE
(3-0) 3 hours credit. Prerequisite: Upper-division standing and consent of instructor.
Focuses on the operation of small businesses. Analysis of the accounting, finance, production, and marketing functions as they pertain to entrepreneurial endeavors. Develops overall managerial awareness.

4903 BUSINESS POLICIES AND MANAGEMENT
(3-0) 3 hours credit. Prerequisite: Upper-division standing and consent of instructor.
Capstone integration of marketing, finance, accounting, production, procurement, personnel policies emphasized through case studies and business simulations.

4963 MANAGEMENT INTERNESHIP
4966 (0-3 or 6) 3 or 6 hours credit. Prerequisite: MGT 3103 or the equivalent.
Knowledge gained through the experiential activities of organizational life. Joint cooperation with business, government, and
health science institutions in structuring and monitoring work experience aimed at supplementing the learning process.

COURSE DESCRIPTIONS

MARKETING MANAGEMENT

(MKT)

3013 PRINCIPLES OF MARKETING
(3-0) 3 hours credit.
Current practices and structure of markets. Analysis of functions, institutions, pricing, demand creation, costs, and legislation. Emphasis on current marketing activities.

3023 INSTITUTIONS OF MARKETING
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.
Organization of the marketing structure including retail, wholesale, and industrial marketing institutions. Managerial problems involved in marketing in such institutions will be analyzed.

3033 PRINCIPLES OF PROMOTION
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.
The nature and usefulness of promotion. Creation of demand, use of stimuli, promotional programs, media selection, setting the appropriation, analysis of effectiveness of promotion.

3043 MASS COMMUNICATIONS AND ADVERTISING
(3-0) 3 hours credit. Prerequisites: MKT 3013, 3033, or the equivalents.
A specialized course covering the theory and practice of advertising. The course stresses planning advertising strategy, developing advertising messages, selecting advertising media, and testing advertising effectiveness. Also, the course explores the theory and history of advertising, the social and economic aspects of advertising, and the problems of ethics and truth in advertising.

3053 SALES MANAGEMENT
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.
Analysis of the major problems facing the marketing manager with particular emphasis on policy matters, product planning, distribution, pricing, sales promotion, organization, and management of sales force.

3063 SALESMANSHIP
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.
Principles of modern salesmanship as applied to selling of tangibles and intangibles. A study of the salesperson in relation to the firm, the product, and the customers. Involves sales psychology and classroom demonstrations.

3073 TRANSPORTATION
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.
Analysis of shipper’s transportation needs and the transportation systems available; operation and regulation of rates and services by the Interstate Commerce Commission and state commissions.
4083 MARKETING RESEARCH
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent. Research techniques applied to problems of measuring sales potential; trading area measurement; image research; sources of data; product research used as a basis for making policy and strategy determination.

4093 CONSUMER BEHAVIOR
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent. An interdisciplinary approach to studying decision making as it applies to the purchase of consumer goods. Attitudes of both consumer and marketing manager are considered to allow students to relate to both personal and professional aspects of the course content.

4103 CONTEMPORARY MARKETING
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent. Analysis of current trends in marketing problems and policies. Critical analysis of marketing, consideration of current developments in theory; activities of regulatory agencies; analysis of ethical, social, and public policy aspects of marketing changes.

4893 ADVANCED MARKETING
(3-0) 3 hours credit. Prerequisites: MKT 3023, 3033, 4083, or the equivalents. Detailed analysis of the management of marketing systems with specific focus on policy and planning considerations. Designed to provide a comprehensive understanding of the functional areas of marketing and the integration of these functions into an effective and efficient marketing system.

4963 INTERNSHIP IN MARKETING
4966 (0-3 or 6) 3 or 6 hours credit. Prerequisite: MKT 3013 or the equivalent. Knowledge gained through the experiential activities of organizational life. Joint cooperation with business, government, and health science institutions in structuring and monitoring work experience aimed at supplementing the learning process.

COURSE DESCRIPTIONS

OFFICE MANAGEMENT

3303 OFFICE MANAGEMENT
(3-0) 3 hours credit. Prerequisite: Upper-division standing and consent of instructor. A study will be made of the authority and responsibilities of the office manager. Emphasis will be placed upon the factors affecting efficient effective office operations such as: office environment, arrangement, personnel, work stations, quality control, supervision, technological changes, and interrelationships of subsystems.

3323 EXECUTIVE SECRETARY
(3-0) 3 hours credit. Prerequisite: OFM 3303 or the equivalent.
This course will focus on the attitudes, duties, responsibilities, and problems of the secretary as an administrative assistant. Supervision, interoffice relationships, professional improvement, and other related topics will be studied and applied through class activities and case studies.

3343 ADMINISTRATIVE SYSTEMS
(3-0) 3 hours credit. Prerequisite: OFM 3303 or the equivalent.
The intent of this course is to study the principles and techniques used in analyzing, designing, initiating, and operating office subsystems. Topics on which in-depth studies will be made include: procedure analysis and documentation, records management, forms control and design, work measurement, work flow, selection and utilization of equipment, and other office subsystems.

4893 OFFICE SIMULATION
(3-0) 3 hours credit. Prerequisite: Upper-division standing and consent of instructor.
This is a capstone course which stresses the integration of theories and practices of scientific office management through a series of integrated simulated office experiences. Work stations will be established for the department manager, secretary, and other office workers. A company will be created (simulated) with at least six departments. Work in the departments will be integrated for proper work flow.

4963 INTERNSHIP IN OFFICE MANAGEMENT
4966 (0-3 or 6) 3 or 6 hours credit. Prerequisite: OFM 3303 or the equivalent.
Knowledge gained through the experiential activities of organizational life. Joint cooperation with business, government, and health science institutions in structuring and monitoring work experience aimed at supplementing the learning process.