IX. 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 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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>ENG 1013, ENG 1023, ENG 1043</td>
<td>9</td>
</tr>
<tr>
<td>Foreign Language</td>
<td>6 semester hours</td>
<td></td>
</tr>
<tr>
<td>History</td>
<td>6 semester hours</td>
<td></td>
</tr>
<tr>
<td>Political Science</td>
<td>MAT 1011, MAT 1022, MAT 1031, MAT 1051, MAT 1062</td>
<td>6</td>
</tr>
<tr>
<td>Mathematics</td>
<td>CS 1043</td>
<td>3</td>
</tr>
<tr>
<td>Fine and Applied Arts</td>
<td>3 semester hours</td>
<td></td>
</tr>
</tbody>
</table>

**Group A Elective**

- English
- Foreign Languages
- Classics
- Communications
- Comparative Studies in the Humanities
- Humanities
- Linguistics
- Philosophy
- Architectural Design
- Art
- Art History and Criticism
- Music

3 semester hours

**Group B Elective**

- Applied, Biological, Physical, and Earth Sciences (including Astronomy)
- Mathematics, Computer Science and Systems Design
- Library Study LIB 1001

3 semester hours
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 are 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 WITH A CONCENTRATION 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.

1. 21 semester hours of required courses are:
   - ACC 2013 Fundamentals of Accounting I
   - ACC 2023 Fundamentals of Accounting II
   - ACC 3013 Managerial Accounting and Cost Controls
   - ACC 3023 Intermediate Accounting I
   - ACC 3033 Intermediate Accounting II
   - ACC 3043 Federal Income Tax Accounting
   - ACC 4013 Principles of Auditing

2. 3 additional semester hours are required in accounting, as approved by the student's Advisor.

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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.
B. 39 semester hours of support work, 30 of which must be at the upper-division level.

1. 36 semester hours of required courses are:

   BLW 3013 Business Law
   BLW 3023 Business Organizations and Commercial Law
   ECO 2013 The National Economy in Theory and Policy
   ECO 2023 Economics of Administrative and Consumer Decisions
   ECO 3033 Economics of the Firm
   FIN 3013 The Finance Function
   MGT 3013 Organization and Management Theory
   MGT 3023 Organizational Behavior
   MGT 3033 Quantitative Decision Analysis and Production
   MGT 3043 Business Communications
   MGT 4893 Business Policies and Management
   MKT 3013 Principles of Marketing

2. 3 semester hours are required in anthropology, sociology, or psychology.

C. 15 semester hours of free electives, of which 9 must be at the upper-division level.
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\(^2\) 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.

1. 18 semester hours of required courses are:
   
   - ACC 2013 Fundamentals of Accounting I
   - ACC 2023 Fundamentals of Accounting II
   - ACC 3013 Managerial Accounting and Cost Controls
   - BDS 3043 Business-Oriented Computer Languages
   - BDS 3053 Business Systems Analysis
   - BDS 3063 Data Structures and Information Retrieval

2. 6 additional semester hours are required in business data systems or in mathematics, as approved by the student’s Advisor.

B. 39 semester hours of *support work*, 30 of which must be at the upper-division level.

1. 36 semester hours of required courses are:

   - BLW 3013 Business Law
   - BLW 3023 Business Organizations and Commercial Law
   - ECO 2013 The National Economy in Theory and Policy
   - ECO 2023 Economics of Administrative and Consumer Decisions

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\(^2\)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.
ECO 3033 Economics of the Firm
FIN 3013 The Finance Function
MGT 3013 Organization and Management Theory
MGT 3023 Organizational Behavior
MGT 3033 Quantitative Decision Analysis and Production
MGT 3043 Business Communications
MGT 4893 Business Policies and Management
MKT 3013 Principles of Marketing

2. 3 semester hours of required electives are to be selected in anthropology, sociology, or psychology.

C. 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
(3-0) 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
(3-0) 3 hours credit. Prerequisite: ACC 2013.  
A continuation of Fundamentals of Accounting I, with an intro­
duction 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 manu­  
facturing 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.

3053 PROPERTY TRANSACTIONS AND PARTNERSHIP TAX
(3-0) 3 hours credit. Prerequisite: ACC 3043.  
A study of property transactions, basis, gains and losses, de­  
preciation recapture, and partnership taxation.

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 organi-

4073 TAX RESEARCH METHODS  
(3-0) 3 hours credit. Prerequisite: ACC 4153.  
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.

4153 CORPORATE TAXATION  
(3-0) 3 hours credit. Prerequisite: ACC 3053 or consent of in-
structor.  
Taxation of corporate earnings, distributions, reorganizations,  
liquidations, personal holding companies, collapsible corporations  
and Subchapter S.

4163 FEDERAL TAX PROCEDURES  
(3-0) 3 hours credit. Prerequisite: ACC 3043.  
Organization of the Internal Revenue Service, audit problems,  
district and appellate conferences, assessments, collections, re-
funds, civil penalties and tax crimes.

4173 ESTATE AND GIFT TAXATION  
(3-0) 3 hours credit. Prerequisite: ACC 3043.  
Introduction to the Federal Estate and Gift Tax Laws with an  
emphasis on the applicable code sections and regulations.

4911-3 INDEPENDENT STUDY  
1-3 hours credit. Prerequisite: Permission in writing (form avail-
able) of the instructor, the student's Advisor, and the Division  
Director and Dean of the College in which the course is offered.  
Independent reading, research, discussion, and/or writing under  
the direction of a faculty member. May be repeated for credit,  
but not more than 6 hours of independent study, regardless of
discipline, will apply to a bachelor's degree.

4933 INTERNSHIP IN ACCOUNTING
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.

4953 SPECIAL STUDIES IN ACCOUNTING
(3-0) 3 hours credit. Prerequisite: Consent of instructor.
An organized course offering specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours within any one discipline will apply to a bachelor's degree.

COURSE DESCRIPTIONS
BUSINESS DATA SYSTEMS
(BDS)

3013 ACCOUNTING INFORMATION SYSTEMS
(3-0) 3 hours credit. Prerequisites: ACC 2023 and CS 1043 or their 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. Prerequisites: MKT 3013 and CS 1043 or their equivalent.
Projects utilizing the computer in collection, reduction, and analysis of marketing information.

3033 COMPUTER APPLICATIONS IN FINANCE
(3-0) 3 hours credit. Prerequisites: FIN 3013 and CS 1043 or their equivalent.
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: CS 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.

4911-3 INDEPENDENT STUDY
1-3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's Advisor, and the Division Director and Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 INTERNSHIP IN BUSINESS DATA SYSTEMS
4936 3 or 6 hours credit. Prerequisite: 12 hours of upper-division work in accounting or business data systems.
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.

4953 SPECIAL STUDIES IN BUSINESS DATA SYSTEMS
(3-0) 3 hours credit. Prerequisite: Consent of instructor.
An organized course offering specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours within any one discipline will apply to a bachelor's degree.
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 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.

1. 15 semester hours of required courses are:

ECO 2013 The National Economy in Theory and Policy

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.
ECO 2023 Economics of Administrative and Consumer Decisions
ECO 3033 Economics of the Firm
ECO 3053 Aggregate Economic Analysis
ECO 3113 Introduction to Mathematical Economics

2. 12 additional semester hours are required in economics, as approved by the student's Advisor.

B. 36 semester hours of support work, 24 of which must be at the upper-division level.

1. 27 semester hours of required courses are:

   ACC 2013 Fundamentals of Accounting I
   ACC 2023 Fundamentals of Accounting II
   ACC 3013 Managerial Accounting and Cost Controls
   BLW 3013 Business Law or
   ECO 3213 Government Regulation of Industry
   FIN 3013 The Finance Function
   MGT 3013 Organization and Management Theory
   MGT 3043 Business Communications
   MGT 4893 Business Policies and Management
   MKT 3013 Principles of Marketing

2. 9 semester hours of required electives are to be selected as follows:

   3 additional semester hours in the College of Business;
   3 semester hours in anthropology, sociology, or psychology;
   3 additional semester hours of social science electives.

C. 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,4 is 125.5

All candidates for the degree must complete:

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

1. 15 semester hours of required courses are:
   ECO 2013 The National Economy in Theory and Policy
   ECO 2023 Economics of Administrative and Consumer Decisions
   ECO 3013 Theory of Price
   ECO 3053 Aggregate Economic Analysis
   ECO 3113 Introduction to Mathematical Economics

2. 12 additional semester hours are required in economics, as approved by the student’s Advisor.

B. 21 semester hours of support work.

1. 3 semester hours of ACC 2013 FUNDAMENTALS OF ACCOUNTING I is required.

2. 18 semester hours of required electives are to be selected as follows:
   6 additional semester hours in the College of Business;
   3 semester hours in anthropology, sociology or psychology;
   9 additional semester hours of social science electives.

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

4The 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.

5Thirty-nine of the total semester hours required for the degree must be at the upper-division level.
COURSE DESCRIPTIONS
ECONOMICS
(ECO)

2013 THE NATIONAL ECONOMY IN THEORY AND POLICY
(3-0) 3 hours credit.
Economic analysis at the national level, including the de­
termination 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 con­
sumers and administrators; demand and cost analysis (including
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, 2023; MAT 1022, or
their equivalent.
Operations of individual markets; market structure; theory of
the firm; theory of production; demand theory; general equil­
ibrium and welfare economics.

3033 ECONOMICS OF THE FIRM
(3-0) 3 hours credit. Prerequisites: ECO 2013, 2023; MAT 1022,
or their equivalents.
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 pro­
gramming 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 and ECO 2023 or
their equivalents.
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 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 ECO 2023 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 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 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 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.

3403 ECONOMIC ASPECTS OF URBANIZATION  
(3-0) 3 hours credit. Prerequisite: ECO 2013 or ECO 2023 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 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 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 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 and FIN 3313 or their equivalents.
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) 8 hours credit. Prerequisite: ECO 3013 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 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.

4911-3 INDEPENDENT STUDY
1-3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's Advisor, and the Division Director and Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 INTERNSHIP IN ECONOMICS
4936 3 or 6 hours credit. Prerequisite: 12 hours of upper-division 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.

4953 SPECIAL STUDIES IN ECONOMICS
(3-0) 3 hours credit. Prerequisite: Consent of instructor.
An organized course offering specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours within any one discipline will apply to a bachelor's degree.
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, all of which must be at the upper-division level.

1. 9 semester hours of required courses are:
   - FIN 3013 The Finance Function
   - FIN 3033 Principles of Investment
   - FIN 3313 Money and Capital Markets

2. 9 additional semester hours are required in finance, as approved by the student's Advisor.

B. 45 semester hours of support work, 30 of which must be at the upper-division level.

1. 39 semester hours of required courses are:
   - ACC 2013 Fundamentals of Accounting I
   - ACC 2023 Fundamentals of Accounting II
   - ACC 3013 Managerial Accounting and Cost Controls
   - BLW 3013 Business Law or
   - ECO 3213 Government Regulation of Industry
   - ECO 2013 The National Economy in Theory and Policy
   - ECO 2023 Economics of Administrative and Consumer Decisions
   - ECO 3033 Economics of the Firm
   - MGT 3013 Organization and Management Theory
   - MGT 3023 Organizational Behavior
   - MGT 3033 Quantitative Decision Analysis and Production
   - MGT 3043 Business Communications
   - MGT 4893 Business Policies and Management

*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.
MKT 3013 Principles of Marketing

2. 6 semester hours of required electives are to be selected as follows:
   
   3 additional semester hours in the College of Business;
   3 semester hours in anthropology, sociology, or psychology.

   C. 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. Prerequisites: ACC 2023 and MAT 1022 or their 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 sources.

FIN 3033 PRINCIPLES OF INVESTMENT
   (3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.
   Introduction to securities markets; analysis of securities issued by corporations in various industries by intermediaries, and by federal, state, and municipal governments; investment management in the light of tax considerations, timing, and selected portfolio needs.

FIN 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.

FIN 3403 CASES IN FINANCIAL MANAGEMENT
   (3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.
   Advanced analysis of financial cases based on actual business problems and the application of financial theory and technique are used to illustrate the process required to formulate financial decisions.

FIN 3413 MANAGEMENT OF FINANCIAL INSTITUTIONS
   (3-0) 3 hours credit. Prerequisite: FIN 3313 or the equivalent.
   Analysis of financial management principles, theories, and techniques as they apply to the peculiarities of the financial firm; emphasis on asset and liability management in a changing environment of regulation, competition and financial intermediation.
3423 SECURITY ANALYSIS
(3-0) 3 hours credit. Prerequisite: FIN 3033 or the equivalent.
Advanced financial analysis: examination of statements and
supplementary data of industrial, commercial, financial inter-
mediary, and public utility enterprises; preparation of reports
relevant to achieving an understanding of financial management
policies.

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-
cmercial bank, including money position, lending, capital manage-
ment, trust and auxiliary functions.

4323 FINANCIAL MARKETS
(3-0) 3 hours credit. Prerequisite: FIN 3413 or the equivalent.
Theory and analysis of equilibrium in the financial markets and
the changing structure of financial intermediation; capital
asset pricing, efficient markets, portfolio theory, direct and in-
direct finance, disintermediation competition, structural reform.

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 re-
sources.

4423 INVESTMENT PORTFOLIO MANAGEMENT
(3-0) 3 hours credit. Prerequisite: FIN 3033 or the equivalent.
Application of investment principles to management of invest-
ment 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 main-
tenance 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 and FIN 3313 or their equivalents.
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.

4911-3 INDEPENDENT STUDY
1-3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's Advisor, and the Division Director and Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 INTERNSHIP IN FINANCE
4936 3 or 6 hours credit. Prerequisite: 12 hours of upper-division finance.
Work experience in research of 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.
4953 SPECIAL STUDIES IN FINANCE  
(3-0) 3 hours credit. Prerequisite: Consent of instructor.  
An organized course offering specialized study not normally or 
not often available as part of the regular course offerings. Special 
Studies courses may be repeated for credit when the topics vary, 
but not more than 6 hours within any one discipline will apply 
to a bachelor's degree.

4973 PROSEMINAR IN FINANCIAL THEORY  
(3-0) 3 hours credit. Prerequisite: FIN 3403 or consent of in­
structor.  
Examination of the recent theoretical developments in the various 
areas of finance. Analysis will focus on the techniques and pro­
cedures by which new theoretical developments evolve. A seminar 
approach will be used to provide a high degree of student-instructor interaction.

COURSE DESCRIPTIONS

BUSINESS LAW  
(BLW)

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

3023 BUSINESS ORGANIZATIONS AND COMMERCIAL LAW  
(3-0) 3 hours credit. Prerequisite: BLW 3013 or the equivalent.  
Agency, partnership, corporations, sales, commercial paper, 
creditors rights and secured transactions under 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.
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; and (4) 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.

1. 15 semester hours of required courses are:

   MGT 3013 Organization and Management Theory
   MGT 3023 Organizational Behavior
   MGT 3033 Quantitative Decision Analysis and Production
   MGT 3043 Business Communications
   MGT 4893 Business Policies and Management

2. 6 additional semester hours are required in management, as approved by the student's Advisor.

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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.
B. 42 semester hours of support work, 27 of which must be at the upper-division level.

1. 33 semester hours of required courses are:
   
   ACC 2013 Fundamentals of Accounting I
   ACC 2023 Fundamentals of Accounting II
   ACC 3013 Managerial Accounting and Cost Controls
   ACC 3023 Intermediate Accounting I
   BLW 3013 Business Law or
   ECO 3213 Government Regulation of Industry
   ECO 2013 The National Economy in Theory and Policy
   ECO 2023 Economics of Administrative and Consumer Decisions
   ECO 3033 Economics of the Firm
   ECO 3053 Aggregate Economic Analysis
   FIN 3013 The Finance Function
   MKT 3013 Principles of Marketing

2. 9 semester hours of required electives are to be selected as follows:
   
   3 additional semester hours in finance;
   3 additional semester hours in marketing;
   3 semester hours in anthropology, sociology, or psychology.

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

   1. 15 semester hours of required courses are:
      
      MGT 3033 Quantitative Decision Analysis and Pro­
      duction
      MGT 3343 Production Management Applications
      MGT 3333 Management Information Systems
      MGT 3353 Logistics Management
      MGT 4603 Advanced Logistics

      or

      MGT 3033 Quantitative Decision Analysis and Pro­
      duction
      MGT 3343 Production Management Applications
      MGT 3313 Statistical Applications in Business
      MGT 3323 Simulation Applications in Business
      MGT 4593 Advanced Quantitative Decision Analysis

   2. 3 additional semester hours in management, as approved
      by the student's Advisor.

B. 45 semester hours of support work, 30 of which 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.
1. 39 semester hours of required courses are:

   ACC 2013 Fundamentals of Accounting I
   ACC 2023 Fundamentals of Accounting II
   ACC 3013 Managerial Accounting and Cost Controls
   BLW 3013 Business Law or
   ECO 3213 Government Regulation of Industry
   ECO 2013 The National Economy in Theory and
       Policy
   ECO 2023 Economics of Administrative and Consumer
       Decisions
   ECO 3033 Economics of the Firm
   FIN 3013 The Finance Function
   MGT 3013 Organization and Management Theory
   MGT 3023 Organizational Behavior
   MGT 3043 Business Communications
   MKT 4893 Business Policies and Management
   MGT 3013 Principles of Marketing

2. 6 semester hours of required electives are to be selected as follows:

   3 additional semester hours in the College of Business;
   3 semester hours in anthropology, sociology, or psychology.

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

1. 15 semester hours of required courses are:

   MKT 3013 Principles of Marketing
   MKT 3033 Principles of Promotion
   MKT 3113 Retailing or
   MKT 3123 Wholesaling
   MKT 4083 Marketing Research
   MKT 4893 Advanced Marketing

2. 3 additional semester hours are required in marketing, as approved by the student's Advisor.

B. 45 semester hours of support work, 30 of which must be at the upper-division level.

1. 39 semester hours of required courses are:

   ACC 2013 Fundamentals of Accounting I
   ACC 2023 Fundamentals of Accounting II
   ACC 3013 Managerial Accounting and Cost Controls
   BLW 3013 Business Law or
   ECO 3213 Government Regulation of Industry
   ECO 2013 The National Economy in Theory and Policy

*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.
ECO 2023 Economics of Administrative and Consumer Decisions
ECO 3033 Economics of the Firm
FIN 3013 The Finance Function
MGT 3013 Organization and Management Theory
MGT 3023 Organizational Behavior
MGT 3033 Quantitative Decision Analysis and Production
MGT 3043 Business Communications
MGT 4893 Business Policies and Management

2. 6 additional semester hours of required electives are to be selected as follows:

3 additional semester hours in the College of Business;
3 semester hours in anthropology, sociology, or psychology.

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

1. 15 semester hours of required courses are:
   - MGT 3013 Organization and Management Theory
   - MGT 3613 Personnel Administration
   - MGT 3623 Wage and Salary Administration
   - MGT 4633 Labor Relations
   - MGT 4803 Human Resources Management

2. 3 additional semester hours in management, as approved by the student's Advisor.

B. 45 semester hours of support work, 30 of which must be at the upper-division level.

1. 39 semester hours of required courses are:
   - ACC 2013 Fundamentals of Accounting I
   - ACC 2023 Fundamentals of Accounting II
   - ACC 3013 Managerial Accounting and Cost Controls
   - BLW 3013 Business Law or
   - ECO 3213 Government Regulation of Industry
   - ECO 2013 The National Economy in Theory and Policy
   - ECO 2023 Economics of Administrative and Consumer Decisions
   - ECO 3033 Economics of the Firm

"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."
FIN 3013 The Finance Function
MGT 3023 Organizational Behavior
MGT 3033 Quantitative Decision Analysis and Production
MGT 3043 Business Communications
MGT 4893 Business Policies and Management
MKT 3013 Principles of Marketing

2. 6 semester hours of required electives are to be selected as follows:

3 additional semester hours in the College of Business;
3 semester hours in anthropology, sociology, or psychology.

C. 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.

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. Prerequisites: MAT 1143, 1153, CS 1054, or their equivalents.
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 applied areas of business and economics.

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 and MGT 3023 or their 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.

3253 INTERPERSONAL COMMUNICATION  
(3-0) 3 hours credit. Prerequisite: MGT 3043 or the equivalent.  
A course aimed at the dynamics of interpersonal communication. The course stresses the social context of communication and gives emphasis to the effects of status, rank, culture, group affiliation, attraction, etc., on the communicating parties. Both verbal and non-verbal interaction is explored in terms of consequences on the communication process.

3313 STATISTICAL APPLICATIONS IN BUSINESS  
(3-0) 3 hours credit. Prerequisites: ECO 2023 and MGT 3033 or their 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 and MGT 3033 or their 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 and MGT 3033 or their 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 and MGT 3033 or their 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.

4203 BUSINESS AND SOCIETY
(3-0) 3 hours credit. Prerequisite: Upper-division standing or 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.

4213 ADVANCED ORGANIZATION THEORY
(3-0) 3 hours credit. Prerequisites: MGT 3013 and MGT 3023 or their equivalents.
Advanced study of the structure and process of organizations. Emphasis upon such topics as typologies of organizational complexity and formalization, communication and decision-making processes, and organizational development and change. Contingency views of organizations are stressed.

4223 CAREER DEVELOPMENT
(3-0) 3 hours credit. Prerequisites: MGT 3013 and MGT 3023 or their equivalents.
Focus is on developmental processes of executive talent in organizations. Emphasis is placed on topics such as effects of stress, routes to the executive suite, socialization processes, managerial styles, the success ethic, career crises, and political realities in the organization.

4593 ADVANCED QUANTITATIVE DECISION ANALYSIS
(3-0) 3 hours credit. Prerequisites: MGT 3313, 3323, 3343, or their 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, 3343, 3353, or their equivalents.
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.

4633 LABOR RELATIONS
(3-0) 3 hours credit. Prerequisite: MGT 3613 or the equivalent.
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.

4643 LABOR LAW
(3-0) 3 hours credit. Prerequisite: MGT 3613 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.

4803 HUMAN RESOURCES MANAGEMENT
(3-0) 3 hours credit. Prerequisites: MGT 3613, 3623, 4633, or their 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 or 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 SMALL BUSINESS MANAGEMENT
(3-0) 3 hours credit. Prerequisite: Upper-division standing or 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.
4893 BUSINESS POLICIES AND MANAGEMENT
(3-0) 3 hours credit. Prerequisite: Upper-division standing or consent of instructor.
Capstone integration of marketing, finance, accounting, production, procurement, personnel policies emphasized through case studies and business simulations.

4911-3 INDEPENDENT STUDY
1-3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's Advisor, and the Division Director and Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 INTERNSHIP IN MANAGEMENT
4936 3 or 6 hours credit. Prerequisite: 12 hours of upper-division management.
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.

4953 SPECIAL STUDIES IN MANAGEMENT
(3-0) 3 hours credit. Prerequisite: Consent of instructor.
An organized course offering specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours within any one discipline will apply to a bachelor's degree.

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.

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 and MKT 3033 or their equivalent.
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.

3113 RETAILING
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent. Analysis of store location, layout, promotion, buying, pricing, personnel management, credit, stock control. Particular emphasis on problems unique to retailing.

3123 WHOLESALING
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent. Analysis of modern wholesale and industrial marketing, including types of wholesale marketing institutions and the competitive positions of each. Emphasis on selecting efficient channels for marketing management.

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 CURRENT TOPICS IN 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 3033, 3113 or 3123, 4083, or their equivalent. 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.

4911-3 INDEPENDENT STUDY
1-3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's Advisor, and the Division Director and Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 INTERNSHIP IN MARKETING
4936 3 or 6 hours credit. Prerequisite: 12 hours of upper-division marketing. 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. Opportunities developed in consultation with faculty Advisor and Division Director and requires approval of both.

4953 SPECIAL STUDIES IN MARKETING
(3-0) 3 hours credit. Prerequisite: Consent of instructor. An organized course offering specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours within any one discipline will apply to a bachelor's degree.