COLLEGE OF BUSINESS

All undergraduate degrees in the College of Business are accredited by the American Assembly of Collegiate Schools of Business and conform to its recommended guidelines. Consistent with American Assembly of Collegiate Schools of Business guidelines, at least 50 percent of the business credit hours required for the College of Business degree must be taken at UTSA.

Students in the College of Business may not enroll in 3000- and 4000-level courses in the College of Business (with the exception of IS 3003) before declaring a major. Students majoring in fields outside the College of Business may not take more than 27 semester hours in this College without approval of the Dean of the College of Business.

Declaration of a major in the College of Business is limited to those students who meet the following minimum requirements:

1. Completion of 45 semester credit hours.
2. Cumulative grade-point average of 2.5 in all coursework.
3. Completion of the following eight\textsuperscript{1} courses or their equivalents with a grade-point average of 2.25:

\begin{itemize}
  \item ACC 2013 Accounting Principles I
  \item ACC 2033 Accounting Principles II
  \item ECO 2013 Introductory Macroeconomics
  \item ECO 2023 Introductory Microeconomics
  \item MAT 1033 Algebra with Calculus for Business
  \item STA 1063 Basic Statistics for Business and Economics
  \item IS 3003 Principles of Information Systems for Management
  \item COM 1043 Introduction to Communications\textsuperscript{1}
\end{itemize}

Students seeking a Bachelor of Business Administration degree in the College of Business must take the following courses as part of their Core Curriculum requirement:

\begin{itemize}
  \item MAT 1033 Algebra with Calculus for Business (Domain I)
  \item IS 3003 Principles of Information Systems for Management (Domain I)
  \item ECO 2013 Introductory Macroeconomics (Domain II)
  \item MGT 4893 Management Strategy and Policy (Domain IV)
\end{itemize}

Students with a concentration in Building/Development must complete PHY 1603: General Physics I and PHY 1623: General Physics II to meet the science requirement of their Core Curriculum requirement.

All students seeking a B.B.A. degree in the College of Business must complete the following 45 semester credit hours of Common Body of Knowledge (CBK) courses:

\begin{itemize}
  \item 1\textsuperscript{COM} 1043 is not required for Building/Development majors.
\end{itemize}
<table>
<thead>
<tr>
<th>Course or Requirement</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>STA 1063 Basic Statistics for Business and Economics</td>
<td>3</td>
</tr>
<tr>
<td>COM 1043 Introduction to Communication(^1)</td>
<td>3</td>
</tr>
<tr>
<td>ACC 2013 Accounting Principles I</td>
<td>3</td>
</tr>
<tr>
<td>ACC 2033 Accounting Principles II</td>
<td>3</td>
</tr>
<tr>
<td>BLW 3013 Business Law</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2013 Introductory Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 2023 Introductory Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3013 The Finance Function</td>
<td>3</td>
</tr>
<tr>
<td>IS 3003 Principles of Information Systems for Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3013 Introduction to Organization Theory, Behavior, and Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3033 Management Science and Production Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3043 Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>MGT 4893 Management Strategy and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3013 Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>PHI 2053 Business Ethics</td>
<td>3</td>
</tr>
</tbody>
</table>

\(^1\)COM 1043 is not required for Building/Development majors.
DIVISION OF ACCOUNTING AND INFORMATION SYSTEMS

BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN ACCOUNTING

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 36 additional semester hours.

A. 24 semester hours of required accounting courses:

- ACC 3023 Intermediate Financial Accounting I
- ACC 3033 Intermediate Financial Accounting II
- ACC 3043 Federal Income Tax Accounting
- ACC 3113 Accounting Information Systems
- ACC 3123 Cost Analysis
- ACC 4013 Principles of Auditing
- ACC 4153 Corporate and Partnership Taxation

3 semester hours of upper-division accounting electives.

B. ENG 2413 Technical Writing

C. 9 semester hours of non-accounting electives, of which 3 semester hours must be outside the College of Business.

Notes for students who intend to take the CPA examination:

1. Because of the topical coverage of the CPA examination, BLW 3023: Business Organizations and Commercial Law is recommended as an elective for students who anticipate taking the CPA examination.

2. The educational requirements for candidates sitting for the CPA examination in Texas after September 1, 1997, will change significantly. Students with questions about the requirements or eligibility should contact the Texas State Board of Public Accountancy, 1033 La Posada, Suite 3400, Austin, TX 78752-3894.

COURSE DESCRIPTIONS
ACCOUNTING

2003 Foundations of Accounting
(3-0) 3 hours credit.
A study of accounting as the "language of business." The focus is on accounting as a tool for communicating financial information for planning, control, and decision making. This course is designed for non-business majors and may not be applied toward a degree in the College of Business.
2013 Accounting Principles 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. [TCCN: ACCT 2301.]

2033 Accounting Principles II  
(3-0) 3 hours credit. Prerequisite: ACC 2013.  
A study of basic financial accounting and management's use of accounting to provide information for planning and controlling routine operations, long-range planning, inventory valuation, and nonroutine decision making. [TCCN: ACCT 2302.]

2043 Introduction to Accounting Topics  
(3-0) 3 hours credit. Prerequisite: ACC 2033.  
An introduction to more advanced accounting topics such as federal taxation and cost accounting. May not be applied to a major in Accounting. (Formerly ACC 3003. Credit cannot be earned for both ACC 2043 and ACC 3003.)

3023 Intermediate Financial Accounting I  
(3-0) 3 hours credit. Prerequisite: ACC 2033.  
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 Financial Accounting II  
(3-0) 3 hours credit. Prerequisite: A grade of "C" or better in ACC 3023.  
A study of accounting theory and concepts, with special focus on accounting for corporations, bonds, leases, and pensions.

3043 Federal Income Tax Accounting  
(3-0) 3 hours credit. Prerequisite: A grade of "C" or better in ACC 3023.  
Fundamentals of federal income tax accounting, with emphasis on individual income tax, income inclusions and exclusions, and statutory deductions in computing tax liability.

3113 Accounting Information Systems  
(3-0) 3 hours credit. Prerequisites: ACC 2033 and IS 3003.  
Examines the role of accounting information systems within the organizational structure. A conceptual framework for integrating elements required to support accounting information systems. (Formerly IS 3013. Credit may not be earned for both ACC 3113 and IS 3013.)

3123 Cost Analysis  
(3-0) 3 hours credit. Prerequisite: ACC 2033.  
A study of advanced cost-accounting systems, including cost allocation, unit cost determination, variance analysis, capital budgeting, inventory control, and other related quantitative methods. (Formerly ACC 4023. Credit may not be earned for both ACC 3123 and ACC 4023.)
3143 **International Accounting**
(3-0) 3 hours credit. Prerequisite: ACC 2043 or 3023.
A study of the accounting issues and problems of multinational corporations, including FAS52, and international accounting standard-setting. (Formerly ACC 4043. Credit may not be earned for both ACC 3143 and ACC 4043.)

4013 **Principles of Auditing**
(3-0) 3 hours credit. Prerequisites: A grade of “C” or better in both ACC 3033 and 3113.
A study of auditing theory, professional ethics, audit programs, evidential matter, and professional reports.

4033 **Advanced Financial Accounting Topics**
(3-0) 3 hours credit. Prerequisite: A grade of “C” or better in ACC 3033.
A study of advanced topics such as business combinations and consolidations, partnerships, and foreign currency translation. (Formerly ACC 3063. Credit may not be earned for both ACC 4033 and ACC 3063.)

4053 **Accounting for Governmental and Not-for-Profit Organizations**
(3-0) 3 hours credit. Prerequisite: ACC 3033.
A study of accounting, budgeting, fiscal procedures, and financial records of governmental agencies and private not-for-profit organizations.

4083 **Budgeting, Planning, and Forecasting**
(3-0) 3 hours credit. Prerequisite: ACC 3123 or an equivalent.
A study of advanced cost accounting topics (managerial, behavioral, and quantitative) for profit planning and control. Specific forecasting models and computer applications are addressed.

4113 **Analysis of Financial Statements**
(3-0) 3 hours credit. Prerequisite: ACC 3033.
The theoretical foundations of financial statements and a study of the techniques for analyzing them.

4153 **Corporate and Partnership Taxation**
(3-0) 3 hours credit. Prerequisite: A grade of “C” or better in ACC 3043.
A study of the taxation of C and S Corporations and Partnerships. Topics include the formation, income taxation, and liquidation of corporations and partnerships.

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.

4183 **EDP Auditing and Advanced Problems**
(3-0) 3 hours credit. Prerequisite: ACC 4013.
An in-depth analysis of the Statements of Auditing Standards, with special emphasis on evaluating internal control in an EDP environment and computer-assisted auditing.
4223  **Oil and Gas Accounting**  
(3-0) 3 hours credit. Prerequisite: 12 hours of accounting.  
A study of the critical aspects of the petroleum industry and related accounting problems. Topics include industry structure, development, production, transportation, and refining with associated accounting issues.

4911-3  **Independent Study**  
1-3 hours credit. Prerequisite: Permission in writing (form available) of the instructor, the student's advisor, and the Division Director and Dean of the College in which this 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 hours credit. Prerequisites: ACC 3033, an overall 3.0 grade-point average, and permission in writing (form available) of the instructor, the student's advisor, and the Division Director and Dean of the College in which this course is offered.  
The opportunity to gain knowledge 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. Internships may be repeated twice (a total of 6 hours) provided the internships are with different organizations.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN INFORMATION SYSTEMS**

In addition to the Core Curriculum requirements and the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 36 additional semester hours.

A.  27 semester hours of information systems courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
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<tbody>
<tr>
<td>IS 2033</td>
<td>Introduction to Computer Concepts for Information Systems</td>
</tr>
<tr>
<td>IS 2043</td>
<td>Data Structures and File Processing</td>
</tr>
<tr>
<td>IS 3063</td>
<td>Data Base Management for Information Systems</td>
</tr>
<tr>
<td>IS 3073</td>
<td>Application Development</td>
</tr>
<tr>
<td>IS 4053</td>
<td>Analysis and Design of Information Systems</td>
</tr>
<tr>
<td>IS 4063</td>
<td>Advanced Topics in Information Systems</td>
</tr>
<tr>
<td>IS 4123</td>
<td>Introduction to Telecommunications for Business</td>
</tr>
</tbody>
</table>

6 additional semester hours of upper-division information systems coursework.

B.  6 semester hours of support work:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2043</td>
<td>Introduction to Accounting Topics</td>
</tr>
<tr>
<td>MGT 3023</td>
<td>Organizational Behavior</td>
</tr>
</tbody>
</table>

C.  3 semester hours of electives. These must be taken outside the College of Business.
COURSE DESCRIPTIONS
INFORMATION SYSTEMS
(IS)

2033 Introduction to Computer Concepts for Information Systems
(3-0) 3 hours credit.
An introduction to programming with procedural languages. Addresses basic elements of structured COBOL programming, including control structures, arrays, lists, sequential file access and update, and modular design. (Credit may not be earned for both BDS 2013 and IS 2033.)

2043 Data Structures and File Processing
(3-0) 3 hours credit. Prerequisite: IS 2033.
An introduction to principles of file organization, including file structures, access methods, abstract data types, and object-oriented methods. A procedural language will be used to develop applications using these concepts. (Credit may not be earned for both BDS 2023 and IS 2043.)

3003 Principles of Information Systems for Management
(3-0) 3 hours credit. Prerequisite: Familiarity with spreadsheet software.
An analysis of managerial/organizational information needs. Current professional practices for developing information systems are studied. Includes coverage of hardware and software tools, information structures, and formal problem-solving techniques. Computer application cases will be assigned to illustrate the use of specific tools and techniques for solving problems.

3063 Data Base Management for Information Systems
(3-0) 3 hours credit. Prerequisite: IS 2043 or consent of instructor.
A study of data base management systems (DBMS) features, functions, and architecture, including logical design, data models, normalization, object-oriented data, and data base administration. A DBMS product will be used to illustrate principles. (Credit may not be earned for both BDS 3063 and IS 3063.)

3073 Application Development
(3-0) 3 hours credit. Prerequisite: IS 2043 or consent of instructor.
A study of the use of information systems techniques to solve managerial problems. Includes cases where students are asked to design and implement information systems which address various classes of analytic problems. Principles of decision theory are addressed.

3233 An Interdisciplinary Approach to Decision Making
(3-0) 3 hours credit.
This course is designed to study the decision-making process and examine how decisions are made. The course will concentrate on examining obstacles to decision making, understanding and using prescriptive models, and understanding the role of information systems in decision making.
4053  Analysis and Design of Information Systems  
(3-0) 3 hours credit. Prerequisite: IS 3063 or consent of instructor.  
An introduction to systems theory and development techniques. Topics  
include problem definition, object-oriented design, issues for cost/benefit  
analyses, and CASE tools.

4063  Advanced Topics in Information Systems  
(3-0) 3 hours credit. Prerequisite: IS 3063 or consent of instructor.  
Survey of recent developments in information technology. Analysis will  
focus on applications in the business community and theoretical develop-  
ments which relate to those applications. Ordinarily taken during semes-  
ter of graduation.

4073  The Information Resource  
(3-0) 3 hours credit. Prerequisite: MGT 3023 or consent of instructor.  
A study of the principles and concepts involved in the management of  
organizational information systems resources. Topics include project  
control, CIO functions, information systems planning, strategic impact of  
information systems, multinational organizations, and relevant legal,  
professional, and ethical issues.

4123  Introduction to Telecommunications for Business  
(3-0) 3 hours credit. Prerequisite: 9 hours of IS courses or consent of  
instructor.  
An overview of data and computer communications. Topics include  
communication systems technology, computer networks and control, net-  
work design and management, Local/Wide Area Networks, and distribu-  
ted computer systems.

4133  Advanced Telecommunications for Business  
(3-0) 3 hours credit. Prerequisite: IS 4123 or consent of instructor.  
An advanced study of data and computer communications. Topics include  
network architectures and protocols, control, security, ethics, economics,  
and the regulatory environment.

4163  Advanced Programming Concepts  
(3-0) 3 hours credit. Prerequisite: IS 3063 or consent of instructor.  
A survey of programming languages and application development  
facilities. Topics may include procedural languages as well as very high-  
level languages, end-user application development languages, object-  
oriented languages, logic programming languages, and expert system  
shells.

4173  Systems Development Project  
(3-0) 3 hours credit. Prerequisites: IS 4053 or consent of instructor.  
Students will address the solution of an information system problem  
using project management and information systems methodologies in a  
group project environment.

4183  Advanced Data Base Concepts  
(3-0) 3 hours credit. Prerequisites: IS 3063 or consent of instructor.  
In-depth consideration of concepts governing the design and management  
of data base systems. Topics include data base design, distributed data
bases, data base administration, object-oriented data modeling, and performance evaluation.

4193 **Human-Computer Interaction**  
(3-0) 3 hours credit. Prerequisites: IS 3063 or consent of instructor.  
A study of the technology for human-computer interaction. The design of computer interfaces, including dialogues, graphics, and hypertext, is analyzed in relation to the study of human cognition and information processing.

4913 **Independent Study**  
3 hours credit. Prerequisite: 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 research in an information systems topic, 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 Information Systems**  
3 hours credit. Prerequisites: 9 hours of information systems or business data systems courses, an overall 3.0 grade-point average, and 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.  
The opportunity to gain knowledge 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. Internships may be repeated twice (a total of 6 hours) provided the internships are with different organizations.

4953 **Special Studies in Information Systems**  
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, regardless of discipline, will apply to a bachelor’s degree.
DIVISION OF ECONOMICS AND FINANCE

BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN ECONOMICS

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 45 additional semester hours. Thirty-nine of the total semester hours required for the degree must be at the upper-division level.

A. 21 upper-division semester hours in the major:

ECO 3033 Economics of Managerial Decisions
ECO 3053 Aggregate Economic Analysis
ECO 3113 Introduction to Mathematical Economics
ECO 3123 Forecasting Techniques in Business and Economics
9 additional hours of ECO upper-division electives.

B. 24 semester hours of support work:

ACC 2043 Introduction to Accounting Topics
ACC 3023 Intermediate Financial Accounting I
3 hours of College of Business upper-division electives.
9 semester hours of free electives.
6 semester hours of electives which must be taken outside the College of Business.

BACHELOR OF ARTS DEGREE IN ECONOMICS

In addition to the Core Curriculum requirements, all candidates for the degree must complete 78 additional semester hours. Thirty-nine of the total semester hours required for the degree must be at the upper-division level.

A. 30 semester hours of required courses in the major:

ECO 2013 Introductory Macroeconomics
ECO 2023 Introductory Microeconomics
ECO 3013 Theory of Price
ECO 3053 Aggregate Economic Analysis
ECO 3113 Introduction to Mathematical Economics
ECO 3123 Forecasting Techniques in Business and Economics
12 additional semester hours in economics, as approved by the student’s advisor.

B. 24 semester hours of support work (students wishing to pursue a graduate degree in Economics should consult with a faculty advisor in Economics when planning their support work):

6 required semester hours:

ACC 2013 Accounting Principles I
ACC 2033 Accounting Principles II
18 semester hours distributed as follows:

6 semester hours in the College of Business.
12 semester hours of social science, to be selected from American Studies (AMS), Anthropology (ANT), Bicultural-Bilingual Studies (BBL), Criminal Justice (CRJ), Geography (GRG), History (HIS), Political Science (POL), Psychology (PSY), Sociology (SOC), and Social Science (SSC).

C. 24 semester hours to be taken as follows:

COM 1043 Introduction to Communication
STA 1063 Basic Statistics for Business and Economics

18 semester hours of free electives (no more than 9 semester hours of this group may be in additional economics courses).

MINOR IN ECONOMICS

All students pursuing the minor in Economics must complete 18 semester credit hours:

A. 6 semester hours of required courses:

ECO 2013 Introductory Macroeconomics
ECO 2023 Introductory Microeconomics

B. 12 additional hours of upper-division economics courses.

To declare a minor in Economics, to obtain advice, and to seek approval of substitutions for course requirements, students must consult the College of Business Advising Office.

COURSE DESCRIPTIONS

ECONOMICS (ECO)

2003 Introduction to Political Economy
(3-0) 3 hours credit.
A nontechnical introduction to economic analysis and its application to current economic issues such as inflation, unemployment, taxation, economics concentration and power, energy, health and welfare, and international commerce. May not be counted toward a major in Economics, but may be counted as a free elective for College of Business students. [TCCN: ECON 1301.]

2013 Introductory Macroeconomics
(3-0) 3 hours credit. Prerequisite: MAT 1013 or an equivalent.
Economic analysis at the national level, including the determination of aggregate income and employment, operation of the domestic and international monetary systems, short-term income fluctuations, and long-term economic growth. [TCCN: ECON 2301.]
2023 **Introductory Microeconomics**
(3-0) 3 hours credit. Prerequisite: MAT 1013 or an equivalent.
An introduction to the economic theory of decision making by consumers and business firms; an analysis of the domestic and international market systems and their roles in allocating goods and services; and problems of market failure. [TCCN: ECON 2302.]

3013 **Theory of Price**
(3-0) 3 hours credit. Prerequisites: ECO 2013, 2023, and MAT 1033, or their equivalents.
Operations of individual markets; market structure; theory of the firm; theory of production; demand theory; general equilibrium and welfare economics.

3033 **Economics of Managerial Decisions**
(3-0) 3 hours credit. Prerequisites: ECO 2013, 2023, and MAT 1033, or their equivalents.
Managerial economic decisions in firms and related entities. Topics include demand analysis, least-cost production, profit strategy, the influence of various market structures on the firm, advanced issues in pricing, and the impact of the international sector.

3053 **Aggregate Economic Analysis**
(3-0) 3 hours credit. Prerequisites: ECO 2013 and 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; and long-term growth.

3113 **Introduction to Mathematical Economics**
(3-0) 3 hours credit. Prerequisites: Completion of or concurrent enrollment in ECO 3013, 3033, 3053, or an equivalent; MAT 1033 or an equivalent; or consent of instructor.
Mathematical formulations of economic theory; mathematical treatment of optimizing behavior; applications to consumer and business firm theory; and emphasis on understanding of analytical techniques.

3123 **Forecasting Techniques in Business and Economics**
(3-0) 3 hours credit. Prerequisites: MAT 1033, STA 1063, and IS 3003, or their equivalents.
Measurement in economics and business that strives to mix the development of technique with its application to economic analysis. Major topics include the nature of economic and business data, specific forms of modeling and forecasting, and the use of microcomputer programs in econometric modeling and forecasting.

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; and emphasis on institutional forces shaping the continuum of economic thinking.
3183  **Economic Development of the United States**  
(3-0) 3 hours credit. Prerequisite: ECO 2013, 2023, or an 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, 2023, an 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; and the role of international 
organizations.

3213  **Government Regulation of Industry**  
(3-0) 3 hours credit. Prerequisite: ECO 2023, an equivalent, or consent 
of instructor. 
Theory and practice of governmental regulation, deregulation, and privatization; economic, legal, and ethical concerns regarding private sector output and pricing as influenced by public policy and marketing structure.

3253  **Economics of Public and Social Issues**  
(3-0) 3 hours credit. Prerequisite: ECO 2013, 2023, an equivalent, or consent of instructor. 
A seminar on applying economic reasoning and models to a wide variety of public, ethical, and social issues. Uses advanced techniques in political economy.

3263  **Industrial Organization**  
(3-0) 3 hours credit. Prerequisite: ECO 2023 or an equivalent. 
Theory and empirical evidence relating to the structure of American industry and its effect on the firm’s conduct and performance, government policy, and regulation.

3273  **Public Choice and the Public Finances**  
(3-0) 3 hours credit. Prerequisites: ECO 2013 and 2023. 
Definition of public goods and the application of economic models to the public sector. Analysis of government expenditure policy, including various budgeting frameworks and cost-benefit analysis. Investigation of sources of government revenue, including taxation and incidence concepts.

3283  **Labor Economics**  
(3-0) 3 hours credit. Prerequisite: ECO 2013, 2023, an equivalent, or consent of instructor. 
Theories of wages and employment determination. U.S. labor history, comparative labor movements, and contemporary labor problems.

4273  **Environmental and Resource Economics**  
(3-0) 3 hours credit. Prerequisite: ECO 2023 or an equivalent. 
Economic principles applied to natural resource and environmental problems; relationship of market and non-market forces to environmental quality and demands for natural resources; and development of tools for policy analysis.
4283  Economics of Employment and Training  
(3-0) 3 hours credit. Prerequisite: ECO 2023 or an equivalent. Economics of human resource development; examination of programs for training and upgrading of workers; barriers to skill development and job entry; and formulation of public policies on human resources.

4293  Economics of Discrimination and Poverty  
(3-0) 3 hours credit. Prerequisite: ECO 2023, an 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 Developing Countries  
(3-0) 3 hours credit. Prerequisite: ECO 2013, an equivalent, or consent of instructor. Specific economic problems of developing countries and national groupings; basic approaches to economic development; major proposals for accelerating development; role of planning; and trade, aid, and economic integration.

4463  Medical and Health Economics  
(3-0) 3 hours credit. Prerequisite: ECO 2023 or an 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; and national priorities and policy for health service delivery.

4913  Independent Study  
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  
3 hours credit. Prerequisite: 12 hours of upper-division economics and 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. This opportunity for work experience in research or applied economics may be undertaken either in private business or a public agency; opportunities are developed in consultation with the faculty advisor and Division Director and require approval of both. This course will not count as a required economics course. Internships may be repeated twice (a total of 6 hours) provided the internships are with different organizations.

4953  Special Studies in Economics  
3 hours credit. Prerequisite: Consent of instructor. An organized course offering the opportunity for 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, regardless of discipline, will apply to a bachelor’s degree.

**BACHELOR OF BUSINESS ADMINISTRATION**
**DEGREE IN FINANCE**

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 45 additional semester hours.

A. 18 upper-division semester hours in the major:

- FIN 3033 Principles of Investment
- FIN 3313 Money and Banking
- 12 additional hours of FIN electives.

B. 27 semester hours of support work:

- ACC 3023 Intermediate Financial Accounting I
- ACC 3033 Intermediate Financial Accounting II
- ACC 3123 Cost Analysis
- ECO 3033 Economics of Managerial Decisions
- 3 hours of College of Business upper-division electives.
- 6 semester hours of free electives.
- 6 semester hours of electives which must be taken outside the College of Business.

**MINOR IN FINANCE**

All students pursuing the minor in Finance must complete 27 semester credit hours:

A. 18 semester hours of required courses:

- ACC 2013 Accounting Principles I
- ACC 2033 Accounting Principles II
- FIN 3013 The Finance Function
- FIN 3033 Principles of Investment
- FIN 3313 Money and Banking
- MAT 1033 Algebra with Calculus for Business

B. 9 additional hours of upper-division finance electives.

To declare a minor in Finance, to obtain advice, and to seek approval of substitutions for course requirements, students must consult the College of Business Advising Office.
COURSE DESCRIPTIONS
FINANCE
(FIN)

2003  Personal Finance  
(3-0) 3 hours credit.  
A nontechnical course examining various aspects of budgeting, banking, real estate, insurance, consumer credit, and retirement plans from the individual’s point of view. May not be applied toward a major in Finance but may be counted as a free elective for College of Business students.

3013  The Finance Function  
(3-0) 3 hours credit. Prerequisites: ACC 2013, 2033, and MAT 1033, or their equivalents. 
Introduction to financial management techniques for efficient use of working capital, sources and uses of funds, and fixed assets, as well as capital investment analysis and financing alternatives. Includes examination of factors relating to risk, dividend policy, and financial instruments that must be considered in formulating successful corporate policy in an internationally competitive environment.

3023  Corporate Finance  
(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent. 
Advanced discussion of subjects essential to corporate financial management, including short-term credit policies, capital budgeting, risk, sources of long-term funds, financial leverage, and the cost of capital. Special topics such as mergers, bankruptcy, and reorganization will also be considered.

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

3313  Money and Banking  
(3-0) 3 hours credit. Prerequisite: ECO 2013 or an equivalent. 
Elements of monetary theory; relationships between money, prices, production, and employment; factors determining money supply; and operation of capital markets with reference to the United States.

3403  Cases in Financial Management  
(3-0) 3 hours credit. Prerequisites: FIN 3033 and 3313, or their equivalents. 
Advanced analysis of financial cases based on actual business problems and the application of financial theory and techniques are used to illustrate the process required to formulate financial decisions.

3413  Financial Markets  
(3-0) 3 hours credit. Prerequisite: FIN 3313 or an 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.
Security Analysis
(3-0) 3 hours credit. Prerequisite: FIN 3033 or an equivalent.
Advanced financial analysis; examination of statements and supplementary
data of industrial, commercial, financial intermediary, and public enter-
prises; preparation of reports relevant to achieving an understanding of
financial management policies.

3433

Principles of Real Estate
(3-0) 3 hours credit.
General introduction to the subject matter and terminology of real estate
as a business and profession; federal, State, and local laws governing
housing discrimination, equal credit opportunity, and community rein-
vestment.

Real Estate Investment
(3-0) 3 hours credit. Prerequisites: FIN 3013 and 3433, or their equiv-
als.
Analysis of real estate investment alternatives; feasibility and site analysis;
tax considerations; income and expense analysis; discounted cash flow
analysis; profitability measurement; and forms of ownership.

Commercial Bank Management
(3-0) 3 hours credit. Prerequisite: FIN 3313 or an equivalent.
Direction and coordination of the various functions of the commercial
bank, including money position, lending, capital management, and trust
and auxiliary functions.

Capital Structure and Budgeting
(3-0) 3 hours credit. Prerequisite: FIN 3013 or an 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.

Investment Portfolio Management
(3-0) 3 hours credit. Prerequisite: FIN 3033 or an equivalent.
Application of investment principles to management of investment port-
folios of individuals and institutions; consideration of business cycles,
investment constraints, portfolio construction, investment timing, and
securities selection.

Introduction to Risk Management
(3-0) 3 hours credit. Prerequisite: FIN 3013 or consent of instructor.
Analysis of risk management tools as an integral part of corporate
financial decisions; alternatives for spreading risk such as insurance,
retention funds, and external funds.

Introduction to International Finance
(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.
Study of underlying forces in international financial relations and the
unique problems of international trade, investments, and operations;
examination of multinational 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 3433, 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; and federal, State, and local laws governing housing discrimination, equal credit opportunity, and community reinvestment.

4813 Property/Liability Insurance  
(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.  
Analysis and management of risk and insurance, including the insurance contract, property insurance, liability insurance, business insurance, the insurance agency, financial structure and management of property/liability companies, and contemporary problems of property/liability insurance.

4823 Life and Health Insurance Finance  
(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.  
Philosophy of the life risk is developed, as well as an understanding of the special character of life and health insurance, human life value, the customary and special uses of life insurance, and the history of life insurance companies. Life, health, and disability insurance contracts are investigated in addition to term and whole life insurance, agency structure, and current issues of life and health insurance.

4853 Real Estate Appraisal  
(3-0) 3 hours credit. Prerequisites: FIN 3013 and 3433, their equivalents, or consent of instructor.  
Functions and methods of property valuation, including comparable sales analysis, cost depreciation analysis, and income capitalization; residential and income property appraisal techniques and reporting.

4873 Computer Modeling of Financial Applications  
(3-0) 3 hours credit. Prerequisites: FIN 3013 and IS 3003, or their equivalents.  
Provides the opportunity to develop computer modeling skills and techniques for analyzing financial situations encountered in business. Corporate decisions such as the analysis of financial statements, financial planning and forecasting, capital budgeting, and financing alternatives are modeled. Investment analysis topics include the valuation of stocks, bonds, and options, as well as performance analysis and portfolio management. Simulation techniques examine financial issues involving uncertainty.

4913 Independent Study  
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
3 hours credit. Prerequisites: 12 hours of upper-division finance courses and permission in writing (form available) of the instructor, the student’s advisor, and the Division Director and Dean of the College in which this course is offered.
The opportunity for work experience in research of financial operations, including real estate and insurance; may be undertaken in either private business or a public agency; opportunities are developed in consultation with the faculty advisor and Division Director and require approval of both. This course will not count toward the 21 hours of required finance courses. Internships may be repeated twice (a total of 6 hours) provided the internships are with different organizations.

4953 Special Studies in Finance
3 hours credit. Prerequisite: Consent of instructor.
An organized course offering the opportunity for 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, regardless of discipline, will apply to a bachelor’s degree.

COURSE DESCRIPTIONS
BUSINESS LAW
(BLW)

2003 Gender Law
(3-0) 3 hours credit.
The administrative agency, judicial decisions, and legislation involving gender issues, including women and children, women and marriage, and women in the work place.

3013 Business Law
(3-0) 3 hours credit.
The contemporary environment of business law, including the origin and development of law, the law of contracts and Article 2 of the Uniform Commercial Code, the judicial processes, and an introduction to the legal structure of business organizations and related topics in light of social, ethical, political, economic, and global perspectives.

3023 Business Organizations and Commercial Law
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.
Detailed study of topics under the Uniform Commercial Code, commercial paper, documents of title, investment contracts, secured transactions, and also bankruptcy, securities regulations, accountants’ liability, and the legal operation of the general and limited partnership and the business corporation.

3213 Legal Relations of Business
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.
Study of government regulations affecting employees and employers, competition, unfair and deceptive trade practices, and social responsibilities of business; regulation of property through wills, trusts, and estates, deeds and mortgages, and other related legal mechanisms; and the current
trends of government regulation of business, particularly as affected by social, political, and ethical perspectives, including an introduction to international law.

3423 Insurance Law
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent. Offers the opportunity to learn the fundamentals of insurance law, including the concept of insurance, the marketing of insurance, indemnity and subrogation, protected interests and persons, identification of risk, problematic insurance policy provisions, the process of claims and settlements, insurance regulations, and the resolution of disputed claims.

3523 Real Estate Law
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an 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; federal, State, and local laws governing housing discrimination; and equal opportunity and community reinvestment.

4913 Independent Study
3 hours credit. Prerequisite: Permission in writing (form available) of the instructor, the student’s advisor, and the Division Director and Dean of the College in which this 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.

4953 Special Studies in Business Law
3 hours credit. Prerequisite: Consent of instructor. An organized course offering the opportunity for 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, regardless of discipline, will apply to a bachelor’s degree.
DIVISION OF MANAGEMENT
AND MARKETING

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

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 15 upper-division semester hours of international courses in the College of Business:

ECO 3193 The International Economy
FIN 4613 Introduction to International Finance
MGT 4073 International Management
MKT 4073 International Marketing

3 semester hours to be selected from the following:

ACC 3143 International Accounting
ECO 4303 Economic Problems of Developing Countries
ECO 4953 Special Studies in Economics (international courses)
MGT 4083 Comparative International Management Practices

B. 6 semester hours of support work within the College of Business:

ACC 2043 Introduction to Accounting Topics
MGT 3023 Organizational Behavior

C. 9 semester hours of directed elective support work outside the College of Business, as follows (some of these courses may be taken to fulfill Core Curriculum requirements):

3 semester hours from the following:

GRG 1023 World Regional Geography
GRG 3123 Geography of Latin America
GRG 3213 Cultural Geography
GRG 3613 Conservation of Resources
GRG 3633 Geography of Development

3 semester hours from the following:

HIS 2533 Introduction to Latin American Civilization
HIS 2543 Introduction to Islamic Civilization
HIS 2553 Introduction to Asian Civilization
HIS 2563 Introduction to European Civilization
HIS 2573 Introduction to African Civilization
HIS 3283 Twentieth-Century Europe
HIS 3303 History of Mexico
HIS 3523 European Cultural History
HIS 3823 History of American Foreign Policy
IDS 2213 World Civilization Since the Fifteenth Century*

3 semester hours from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL 1083</td>
<td>U.S. in the World*</td>
</tr>
<tr>
<td>POL 2083</td>
<td>Current Issues in World Politics</td>
</tr>
<tr>
<td>POL 2603</td>
<td>International Politics</td>
</tr>
<tr>
<td>POL 2633</td>
<td>Comparative Politics</td>
</tr>
<tr>
<td>POL 3393</td>
<td>Latin-American Politics</td>
</tr>
<tr>
<td>POL 3403</td>
<td>European Politics</td>
</tr>
<tr>
<td>POL 3433</td>
<td>Governments and Politics of Southeast Asia</td>
</tr>
<tr>
<td>POL 3443</td>
<td>Governments and Politics of East Asia</td>
</tr>
<tr>
<td>POL 3493</td>
<td>Politics of the Middle East</td>
</tr>
</tbody>
</table>

D. 6 semester hours of College of Business upper-division electives. These 6 hours are in addition to the Core Curriculum and CBK requirements.

E. 6 semester hours of free electives.

*This course also meets part of the Core Curriculum requirement.

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

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 15 required upper-division semester hours in the major, in addition to the 12 hours of management courses in the CBK:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 3023</td>
<td>Organizational Behavior</td>
</tr>
<tr>
<td>MGT 4073</td>
<td>International Management</td>
</tr>
<tr>
<td>MGT 4203</td>
<td>Business and Society</td>
</tr>
<tr>
<td>MGT 4213</td>
<td>Advanced Organization Theory</td>
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<tr>
<td>MGT 4343</td>
<td>Production Management Applications</td>
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<tr>
<td>or MGT 4363</td>
<td>Quality Management and Control</td>
</tr>
</tbody>
</table>

B. 6 semester hours of support work within the College of Business:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 2043</td>
<td>Introduction to Accounting Topics</td>
</tr>
<tr>
<td>FIN 3313</td>
<td>Money and Banking</td>
</tr>
</tbody>
</table>

C. 12 semester hours of directed elective support work outside the College of Business, as follows (some of these courses may be taken to fulfill Core Curriculum requirements):

3 hours from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EGR 1203</td>
<td>Science, Technology and Society*</td>
</tr>
<tr>
<td>HUM 3013</td>
<td>History of Ideas</td>
</tr>
</tbody>
</table>
HUM 3023  The Medieval World
HUM 3033  The Renaissance Idea of Humanity
HUM 3043  Classicism and Enlightenment
HUM 3053  The Romantic Age
HUM 3063  The Modern World
IDS 2003  Modes of Inquiry Across the Fields of Study
IDS 2203  World Civilization to the Fifteenth Century*
IDS 2213  World Civilization Since the Fifteenth Century*
IDS 3003  Science and Humanity
PHI 2033  Introduction to Modern Philosophy

3 hours from the following:

COM 2113  Public Speaking
COM 2343  Introduction to Mass Communications
Any upper-division course in communications (COM).

3 hours from the following:

AMS 2013  Basic Issues in American Culture
ANT 1013  Human Adaptation
BBL 2003  Language, Culture, and Society
ENV 2013  Introduction to the Environmental Systems*
ENV 3023  Man and His Natural Resources
IDS 2113  Society and Social Issues*
Any upper division course in Anthropology (ANT).
Any upper-division course in History (HIS).

3 hours from the following:

GRG 1013  Fundamentals of Geography*
POL 1083  U.S. in the World*
POL 2603  International Politics
POL 2633  Comparative Politics
Any upper-division course in Geography (GRG).
Any upper-division course in Political Science (POL).
Any upper-division course in Social Science (SSc).

D. 9 hours of College of Business upper-division electives. These 9 hours are in addition to the Core Curriculum and CBK requirements.

E. 3 semester hours of free electives.

*This course also meets part of the Core Curriculum requirement.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT WITH A CONCENTRATION IN BUILDING/DEVELOPMENT

The degree is offered with joint support of the Architecture program. Architecture courses are described under the Division of Art and Architecture.
Students with a concentration in Building/Development must complete PHY 1603 and PHY 1623: General Physics I and II, to meet the science requirement of their Core Curriculum requirements.

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 39 semester hours of support work:

- **ACC 2043** Introduction to Accounting Topics
- **ARC 2213** Construction Materials and Concepts
- **ARC 3203** Housing and Land Development
- **ARC 4013** Building Construction Estimating
- **ARC 4113** Project Development
- **ARC 4513** Professional Practice
- **ARC 4613** Construction Management
- **BLW 3523** Real Estate Law
- **FIN 3433** Principles of Real Estate
- **FIN 3503** Real Estate Investment
- **FIN 4713** Mortgage Banking and Real Estate Finance
- **GRG 3523** Introduction to Urban Planning
- **MGT 3023** Organizational Behavior

B. 6 additional semester hours of electives to be selected from the following:

- **ARC 3333** Practicum
- **ARC 4223** Computer Applications in Design
- **ARC 4233** Computer Projects in Design

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**MINOR IN MANAGEMENT**

The minor in Management is for business majors only. All students pursuing the minor in Management must complete 18 semester credit hours:

A. 9 semester hours of required courses:

- **MGT 3013** Introduction to Organization Theory, Behavior, and Management
- **MGT 3023** Organizational Behavior
- **MGT 3043** Business Communications

B. 9 semester hours selected from the following:

- **MGT 3123** Organizational Communications
- **MGT 3253** Interpersonal Communication
- **MGT 3613** Personnel Administration
- **MGT 4073** International Management
- **MGT 4203** Business and Society
- **MGT 4213** Advanced Organization Theory
- **MGT 4233** Current Topics in Leadership and Administration
- **MGT 4863** Ethical and Social Issues in Management
- **MGT 4883** Small Business Management
To declare a minor in Management and to seek approval of courses, students should consult any full-time management faculty. Advisement and other questions should be directed to the College of Business Advising Office.

BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN MANAGEMENT SCIENCE

Management Science is a general discipline which supports and supplements human decision-making abilities. It uses computers, mathematics, and statistics for the purposes of analyzing, understanding, visualizing, interpreting, and forecasting data. It seeks to provide a rational basis for decision analysis across a broad spectrum of decision problems.

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 18 upper-division semester hours in the major, in addition to the 12 hours of CBK management courses:

   MGT 3063 Management Decision Support Systems
   MGT 4323 Simulation Applications in Business
   MGT 4343 Production Management Applications
   MGT 4573 Management Science Applications in Business
   6 additional hours of management electives, as approved by the student’s advisor.

B. 27 semester hours of support work:

   ACC 2043 Introduction to Accounting Topics
   MGT 3023 Organizational Behavior
   3 semester hours of College of Business upper-division electives.
   6 semester hours of electives outside the College of Business.
   12 semester hours of free electives.

MINOR IN MANAGEMENT SCIENCE

The minor in Management Science is for business majors only. All students pursuing the minor in Management Science must complete 18 semester credit hours:

A. 6 semester hours of required courses:

   MGT 3033 Management Science and Production
   MGT 4573 Management Science Applications in Business

B. 6 semester hours of courses selected from the following:

   MGT 3063 Management Decision Support Systems
   MGT 3313 Statistical Applications in Business
   MGT 4323 Simulation Applications in Business
   MGT 4343 Production Management Applications
   MGT 4353 Advanced Projects in Management Science
MGT 4363 Quality Management and Control
MGT 4583 Current Technology: Issues for Business

C. 6 upper-division semester hours relevant to management science from within the student’s major area. These courses must be approved in writing by the management science faculty.

To declare a minor in Management Science and to seek approval of courses and advisement, students should consult any management science full-time faculty in the Division of Management and Marketing. Other questions should be directed to the College of Business Advising Office.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN PERSONNEL/HUMAN RESOURCE MANAGEMENT

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 18 upper-division semester hours in the major, in addition to the 12 hours of CBK management courses:

MGT 3613 Personnel Administration
MGT 3623 Compensation Administration
MGT 4633 Labor Relations
MGT 4803 Human Resources Management
6 additional semester hours in personnel/human resources, as approved by the student’s advisor.

B. 27 semester hours of support work:

ACC 2043 Introduction to Accounting Topics
ENG 2413 Technical Writing
MGT 3023 Organizational Behavior
6 semester hours of electives outside the College of Business.
12 semester hours of free electives.

COURSE DESCRIPTIONS
MANAGEMENT
(MGT)

3013 Introduction to Organization Theory, Behavior, and Management
(3-0) 3 hours credit.
A study of the complex role managers play in creating and maintaining organizations. The evolution and application of strategic analysis, planning, decision making, and organization theory and behavior is explored within the context of changing technological, social, and political/legal environments and the internationalization of the economy. Special emphasis is given to the ethical dimensions of management and social responsibility.
3023 Organizational Behavior
(3-0) 3 hours credit. Prerequisite: MGT 3013 or an equivalent.
Behavioral theory and empirically derived knowledge as they relate to
the functioning of individuals, pairs, and groups in organizations.
Investigation of the organization as a complex of tasks, structures, tools,
and people in states of continuous change.

3033 Management Science and Production Management
(3-0) 3 hours credit.
A study of the basic quantitative techniques and approaches to decision
analysis applied to business situations. The course emphasizes model
building as a foundation for generalized thinking and problem solving.
An introduction to the operations and production management functions
in business including the creation of goods and services. Students use
microcomputers for analysis of alternative solutions to a wide variety of
problems.

3043 Business Communications
(3-0) 3 hours credit. Prerequisite: MGT 3013 or consent of Division
Director.
Introduction to basic communication theory and interpersonal communi-
cations through the written medium, with practical applications in
business organizations. Emphasis is on report planning and preparation
and correspondence strategy, including research and analysis, linkage of
meaning and understanding between writer and reviewer, and visual
displays. Focus is on written presentations and assignments supplemented
with oral presentations. The role of ethics in business communication is
explored.

3063 Management Decision Support Systems
(3-0) 3 hours credit.
A study of the modern computer hardware and software currently used
in managerial and personal/professional decision processes. Topics
include expert systems, artificial intelligence, and communication net-
works. Emphasis is given to the concept of decision support systems and
to hands-on experience using techniques and microcomputer tools to
build systems which can support decision processes. (Formerly MGT
3053. Credit may not be earned for both MGT 3063 and MGT 3053.)

3123 Organizational Communications
(3-0) 3 hours credit. Prerequisites: MGT 3013 and 3023, or their equiv-
alents.
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, in-
formal communication channels, and the effects of organizational
structure and leadership patterns on communication. The course will also
stress the means of evaluating organizational communication effective-
ness.

3253 Interpersonal Communication
(3-0) 3 hours credit. Prerequisite: MGT 3043 or an equivalent.
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 interactions are explored in terms of consequences to the communication process.

3313 Statistical Applications in Business  
(3-0) 3 hours credit.  
Introduction to multivariate statistical analysis used in research in organizational and behavioral management, marketing, human resources, finance, and operations management. Examples and procedures for experimental design, data collection and display, data interpretation, hypothesis testing, and forecasting in business systems. Extensive use of computer statistical packages such as SPSS and SAS.

3613 Personnel Administration  
(3-0) 3 hours credit. Prerequisite: MGT 3013 or consent of instructor.  
Analysis of the management of personnel systems, with special 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.

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

4073 International Management  
(3-0) 3 hours credit. Prerequisite: MGT 3013, an equivalent, or consent of instructor.  
Management in a multinational context. The study of international business strategy, structure, organization options, staffing, communications, cultural dimensions, and different countries’ objectives and political/legal frameworks. Emphasis on thinking globally and competitively.

4083 Comparative International Management Practices  
(3-0) 3 hours credit. Prerequisite: MGT 3013, an equivalent, or consent of instructor.  
The study of management practices of other countries, including their cultural, social, political/legal, and industrial economic perspectives. Emphasis on different international regions at different times and their impact on American and global management practices.

4203 Business and Society  
(3-0) 3 hours credit. Prerequisite: Upper-division standing in the College of Business or consent of instructor.  
A study of the impact of societal influences on the business 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, 3023, and 3043.  
Advanced study of the structure and process of organizations. Emphasis upon such topics as typologies of organizational complexity and formalization, goals and effectiveness, communication and decision-making
processes, and organizational development and change. Contingency views of organizations are stressed.

4233 **Current Topics in Leadership and Administration**  
(3-0) 3 hours credit. Prerequisites: MGT 3013 and 3023, or consent of instructor.  
Analysis of current trends, issues, or events affecting the management of organizations in complex and changing environments. May be repeated for credit when topics vary.

4323 **Simulation Applications in Business**  
(3-0) 3 hours credit. Prerequisite: MGT 3033.  
A study of the techniques for modeling and analysis of business processes using computer simulation. Selected example applications from financial, marketing, and operations functions. Emphasis on the use of computer simulation in support of the management decision process.

4343 **Production Management Applications**  
(3-0) 3 hours credit. Prerequisite: MGT 3033.  
A study of the production operations management function in business. Traditional topics in manufacturing and service organizations are investigated. Includes a survey of modern production technologies. Attention is given to management practices and philosophies used in other countries to contrast and learn more effective ways to solve the problems arising in operations management.

4353 **Advanced Projects in Management Science**  
(3-0) 3 hours credit. Prerequisites: MGT 3033 and 3063.  
Students will participate in the design and development of managerial support systems to address selected decision problem areas.

4363 **Quality Management and Control**  
(3-0) 3 hours credit. Prerequisite: MGT 3033.  
Investigates the fundamental nature of quality and its implications for business. Topics include statistical methods for quality improvement in manufacturing and service operations. Emphasis given to both the technical and managerial issues in understanding and implementing quality as a component for success in today's global business environment.

4573 **Management Science Applications in Business**  
(3-0) 3 hours credit. Prerequisite: MGT 3033.  
The application of decision analysis to problems from a wide variety of business disciplines. The emphasis is on providing students with capabilities for applying management science techniques to problems from their own areas of interest.

4583 **Current Technology: Issues for Business**  
(3-0) 3 hours credit. Prerequisite: MGT 3033.  
Survey of state-of-the-art technology in selected industries from a business perspective. Topics include robotics, flexible manufacturing systems, expert systems, artificial intelligence, office automation, and microcomputer systems and networks. Emphasis is on identifying what is currently available and on exploring future trends and consequences.
4623 Recruiting and Selection  
(3-0) 3 hours credit. Prerequisite: MGT 3613. 
Focus is on the recruiting and selection processes in organizations. Emphasis is placed on topics such as needs analysis, selection techniques, recruitment sources, and legal issues. Additional emphasis is placed on research techniques in human resources management.

4633 Labor Relations  
(3-0) 3 hours credit. Prerequisites: MGT 3613 or an 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 Human Resources Law  
(3-0) 3 hours credit. Prerequisite: MGT 3613 or an equivalent.  
An analysis of historical and contemporary laws in the United States which affect the personnel function. Integration of labor and employment law with the social and economic forces shaping the current labor-management environment.

4663 Training and Safety  
(3-0) 3 hours credit. Prerequisite: MGT 3613 or consent of instructor.  
A study of the process of attaining effective work performance. The course exposes students to training techniques which may be used to improve work performance and to the legal requirements for providing a safe work environment.

4673 Performance Appraisal  
(3-0) 3 hours credit. Prerequisite: MGT 3613 or consent of instructor.  
A study of performance appraisal from the perspective of the administration of the personnel function. The course examines and evaluates performance appraisal systems and methods. In addition, emphasis is placed on the cost of human resource decisions related to productivity and performance.

4803 Human Resources Management  
(3-0) 3 hours credit. Prerequisites: MGT 3613, 3623, and 4633, or their equivalents.  
Focuses on federal legislation applicable to selection and promotion decisions, methods of validating selection procedures, implementation of affirmative action programs, and methods of forecasting future human resource requirements. Emphasis is placed upon integrating these functions and others into an overall personnel policy.

4813 Current Topics in Human Resource Management  
(3-0) 3 hours credit. Prerequisite: Consent of instructor.  
Analysis of current trends in human resources management. Critical analysis of personnel/human resources. Primary consideration given to developments in theory and activities of regulating agencies and the courts. Analysis of ethical, social, and public policy aspects of personnel management. May be repeated for credit when topics vary.
4863 Ethical and Social Issues in Management
(3-0) 3 hours credit. Prerequisite: Upper-division standing in the College of Business or consent of instructor.
Challenges students to order their thoughts, values, and behavior in operational, directional, and constitutional contexts. Develops a moral frame of reference offering both individual and operational guidance contributing to social justice.

4883 Small Business Management
(3-0) 3 hours credit. Prerequisites: MGT 3013 and MKT 3013.
Focuses on the operation of small businesses. Analyzes the accounting, finance, production, and marketing functions as they pertain to entrepreneurial endeavors. Develops overall managerial awareness and analytical skills in small-business problem solving. Provides an opportunity to work with a small business as a student consultant.

4893 Management Strategy and Policy
(3-0) 3 hours credit. Prerequisites: Semester of graduation and consent of instructor.
A study of the processes involved in the formulation and implementation of policy and strategy in realistic organizational settings. Students are required to integrate their functional knowledge with the social, political, ethical, technological, and international dimensions of managerial decision making and relate it to problems concerning the relationship between the total organization and its environment. Creative skills of analysis and effective communication in the light of current management thinking are emphasized.

4912,3 Independent Study
2, 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 taken.
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
3 hours credit. Prerequisites: 9 hours of management courses and 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.
The opportunity for work experience in research or operations, including personnel. May be undertaken in either private business or a public agency. Opportunities are developed in consultation with faculty advisor and Division Director and require approval of both. Internships may be repeated twice (a total of 6 hours) provided the internships are with different organizations.

4953 Special Studies in Management
3 hours credit. Prerequisite: Consent of instructor.
An organized course offering the opportunity for 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, regardless of discipline, will apply to a bachelor's degree.

**BACHELOR OF BUSINESS ADMINISTRATION**

**DEGREE IN MARKETING**

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 21 upper-division semester hours in the major:

MKT 3013 Principles of Marketing  
MKT 3023 Marketing Analysis for Decision Making  
MKT 3073 Introduction to Marketing Management  
MKT 3083 Marketing Research  
9 additional hours of MKT electives.

B. 27 hours of support work:

ACC 2043 Introduction to Accounting Topics  
ECO 3053 Aggregate Economic Analysis  
FIN 3313 Money and Banking  

9 hours outside the College of Business:

3 hours from the following:

GRG 1013 Fundamentals of Geography*  
GRG 1023 World Regional Geography  
GRG 3123 Geography of Latin America  
GRG 3213 Cultural Geography  
GRG 3613 Conservation of Resources  
GRG 3633 Geography of Development

3 hours from the following:

HIS 2533 Introduction to Latin-American Civilization  
HIS 3283 Twentieth-Century Europe  
HIS 3303 History of Mexico  
HIS 3343 Modern Central America and the Caribbean  
HIS 3353 Latin America Since Independence  
HIS 3823 History of American Foreign Policy  
IDS 2213 World Civilization Since the Fifteenth Century*

3 hours from the following:

POL 1083 U.S. in the World*  
POL 2083 Current Issues in World Politics  
POL 2603 International Politics  
POL 2633 Comparative Politics  
POL 3093 Mexican-American Politics  
POL 3393 Latin-American Politics
9 hours of free electives.

*This course also meets part of the Core Curriculum requirement.

**COURSE DESCRIPTIONS**

**MARKETING**

**(MKT)**

**3013 Principles of Marketing**

(3-0) 3 hours credit.
Introduction to basic principles of marketing. An examination of market analysis processes and their use to develop the organization’s product mix and the integration of the communication, distribution, and pricing strategies to achieve profit and service goals.

**3023 Marketing Analysis for Decision Making**

(3-0) 3 hours credit. Prerequisite: Concurrent enrollment in MKT 3013. A focus on the analysis and evaluation of the marketplace, emphasizing secondary data sources and decision models. Factors that may influence business decisions are examined and market segmentation models are used to select market targets. Personal computers are integrated into a marketing decision framework.

**3033 Promotion**

(3-0) 3 hours credit. Prerequisite: MKT 3073. Emphasis is placed on the coordination of advertising, personal selling, and sales promotion into a promotional mix and the integration of this program into the total marketing mix of the firm.

**3043 Advertising**

(3-0) 3 hours credit. Prerequisite: MKT 3073. The course stresses planning advertising strategy, developing messages, selecting media, and testing effectiveness. Also explores the theory, history, and social and economic aspects and the problems of ethics and truth in advertising.

**3053 Sales Management**

(3-0) 3 hours credit. Prerequisite: MKT 3073. An examination of managerial strategies, goals, and tools of analysis in the administration of an effective sales force.

**3063 Persuasive Communication in Marketing**

(3-0) 3 hours credit. Prerequisite: MKT 3073. Focuses on professional salesmanship. Fundamentals of persuasive interpersonal communication and buyer motivation are stressed as the foundation to effective selling.

**3073 Introduction to Marketing Management**

(3-0) 3 hours credit. Prerequisite: MKT 3023. An examination of the processes of market analysis, goal setting, and strategy formulation. Emphasis is on decision making at the firm level in analyzing opportunities, diagnosing competitive situations, and designing plans of action.
3083  **Marketing Research**  
(3-0) 3 hours credit. Prerequisite: MKT 3023.  
Theory and methodology of conducting and interpreting qualitative and quantitative marketing studies. Includes problem definition, research design, sampling, data analysis, and presentation of research findings. (Formerly MKT 4083. Credit cannot be earned for both MKT 3083 and MKT 4083.)

3093  **Product Management**  
(3-0) 3 hours credit. Prerequisite: MKT 3073.  
Basic product and strategy concepts are examined, including the management of innovation and market-product integration. Product development, modification, and elimination strategies are studied.

3113  **Retailing**  
(3-0) 3 hours credit. Prerequisite: MKT 3073.  
Examination of retailing as a specialized economic and social institution within the distribution process. Emphasis is on strategy and resource management for the retail firm; critical variables, forces, and processes are examined from a managerial perspective.

3133  **Distribution**  
(3-0) 3 hours credit. Prerequisite: MKT 3073.  
An examination of channels of distribution considering behavioral, social, and economic aspects of the distribution system. Also, the course explores such topics as franchising, logistics, power and conflict roles, and trends in distributive costs.

4023  **Industrial Marketing**  
(3-0) 3 hours credit. Prerequisite: MKT 3073.  
Integrating the marketing concept in industrial situations. Emphasis is on the marketing problems associated with high technology products.

4043  **Advertising Management**  
(3-0) 3 hours credit. Prerequisite: MKT 3043.  
Emphasizes the management of advertising and the key decision variables supporting the advertising strategy process. Provides an examination of the nature and scope of advertising campaigns, including case histories. Also examines advertising goals, budget considerations, message and media factors, and the integration of these variables into an effective advertising strategy.

4073  **International Marketing**  
(3-0) 3 hours credit. Prerequisite: MKT 3073.  
Comparative analysis of cultural, legal, political, economic, and technological environments as they affect marketing strategy in the global marketplace. Focus is on understanding alternative market entry strategies as well as maintaining longer-term marketplace viability.

4093  **Consumer Behavior**  
(3-0) 3 hours credit. Prerequisite: MKT 3073.  
An interdisciplinary approach to the processes of purchase and consumption decisions from the standpoints of consumers, marketing managers, and public policy makers. Theories and methodologies are considered
from the perspectives of social sciences, including economics, psychology, sociology, and cultural anthropology.

4103 Current Topics in Marketing
(3-0) 3 hours credit. Prerequisite: MKT 3073.
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. May be repeated for credit when topics vary.

4183 Advanced Market Research
(3-0) 3 hours credit. Prerequisite: MKT 3083.
A project-oriented course emphasizing application of the marketing research process. Includes problem formulation, determination of appropriate research design and methodology, data analysis and interpretation, and preparation and presentation of a research report.

4893 Marketing Strategy
(3-0) 3 hours credit. Prerequisites: MKT 3023, 3083, and 9 additional marketing hours.
Offers the opportunity for a comprehensive understanding of the functional areas of marketing and the integration of these functions into an effective marketing strategy.

4913 Independent Study
(3-0) 3 hours credit. Prerequisites: MKT 3023, 9 additional marketing hours, and 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
(3-0) 3 hours credit. Prerequisites: MKT 3023, 9 additional marketing hours, and permission in writing (form available) of the instructor, the student's advisor, and the Division Director and Dean of the College in which this course is offered.
The opportunity to gain knowledge 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 are developed in consultation with the faculty advisor and Division Director and require approval of both. Internships may be repeated twice (a total of 6 hours) provided the internships are with different organizations, but only 3 hours may count toward the 21 hours of marketing required for the major.

4953 Special Studies in Marketing
(3-0) 3 hours credit. Prerequisites: MKT 3023, 3083, 6 additional marketing hours, and consent of instructor and Division Director.
An organized course offering the opportunity for 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, regardless of discipline, will apply to a bachelor’s degree.