

IX. UNDERGRADUATE DEGREE PROGRAMS AND COURSE DESCRIPTIONS

COLLEGE OF BUSINESS

All undergraduate degrees in the College of Business are accredited by the American Assembly of Collegiate School of Business and conform to its recommended guidelines.

DIVISION OF ACCOUNTING AND 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 42 hours of General Education Requirements, is 128.

All candidates for the degree must complete:

A. 37 semester hours in the *major*, 30 of which must be at the upper-division level.

1. 31 semester hours of required courses are:

- ACC 2011 Financial Accounting, Technical Skills
- ACC 2013 Financial Accounting
- ACC 2033 Managerial Accounting
- ACC 3023 Intermediate Financial Accounting I
- ACC 3033 Intermediate Financial Accounting II
- ACC 3043 Federal Income Tax Accounting
- ACC 3063 Advanced Financial Accounting I
- ACC 4013 Principles of Auditing
- ACC 4023 Cost Analysis
- ACC 4153 Corporate and Partnership Taxation
- BDS 3013 Accounting Information Systems

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

B. 36 semester hours of *support work*.

- BLW 3013 Business Law
- BLW 3023 Business Organizations and Commercial Law
- ECO 2013 Introductory Macroeconomics
- ECO 2023 Introductory Microeconomics
- 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

C. 13 semester hours to be taken as follows:

- COM 1043;
- STA 1064;

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With a Concentration in Business Data Systems**

6 semester hours of electives which must be taken outside the College of Business;

All students in the College of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.

**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 42 hours of General Education Requirements is 128.

All candidates for the degree must complete:

A. 34 semester hours in the *major*, 21 of which must be at the upper-division level.

1. 28 semester hours of required courses are:

- ACC 2011 Financial Accounting, Technical Skills
- ACC 2013 Financial Accounting
- ACC 2033 Managerial Accounting
- ACC 3023 Intermediate Financial Accounting I
- BDS 2013 Principles of Business Data Systems I
- BDS 2023 Principles of Business Data Systems II
- BDS 3063 Data Structures and Information Retrieval
- BDS 3073 Small Business Computer Applications
- BDS 4053 Business Systems Analysis
- BDS 4063 Advanced Topics in Business Data Systems

2. 3 additional semester hours of upper-division computer related course work.

3. 3 additional semester hours of an upper-division accounting course.

B. 33 semester hours of *support work*.

- BLW 3013 Business Law
- ECO 2013 Introductory Macroeconomics
- ECO 2023 Introductory Microeconomics
- 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

C. 19 semester hours to be taken as follows:

COM 1043;

STA 1064;

6 semester hours of free electives;

6 semester hours of electives which must be taken outside the College of Business.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.

COURSE DESCRIPTIONS
ACCOUNTING
(ACC)

- 2011 Financial Accounting, Technical Skills**
(1-0) 1 hours credit. Prerequisite: Concurrent enrollment in ACC 2013 required for all students.
Problem solving workshop to complete the accounting cycle and make proper financial disclosures.
- 2013 Financial Accounting**
(3-0) 3 hours credit. Prerequisite: MAT 1033 or consent of Division Director or Dean.
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.
- 2033 Managerial Accounting**
(3-0) 3 hours credit. Prerequisite: ACC 2013 and 2011.
A study of management's use of accounting to provide information for planning and controlling routine operations, long-range planning, inventory valuation and nonroutine decision making. Formerly ACC 3013. Credit cannot be earned for both 3013 and 2033.
- 3023 Intermediate Financial Accounting I**
(3-0) 3 hours credit. Prerequisite: ACC 2013, 2011, and 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: ACC 3023.
A continuation of the study of accounting theory and concepts of Financial Accounting II.
- 3043 Federal Income Tax Accounting**
(3-0) 3 hours credit. Prerequisite: 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.
- 3063 Advanced Financial Accounting I**
(3-0) 3 hours credit. Prerequisite: ACC 3033.
A continuation of the study of accounting theory and concepts of Financial Accounting III.
- 3123 COBOL for Accounting Applications**
(3-0) 3 hours credit. Prerequisite: BDS 3013, ACC 3033.
A study of programming concepts related to the design and coding of accounting oriented computer programs using a common business programming language. Credit cannot be earned for both BDS 2023 and ACC 3123.
- 3133 EDP Auditing**
(3-0) 3 hours credit. Prerequisites: ACC 3023 and either BDS 2023 or BDS 3013.
A study of the concepts and techniques involved with evaluating internal control in an EDP environment. Topics will include internal controls and computer assisted auditing. Course is designed for both Accounting and BDS majors.
- 4013 Principles of Auditing**
(3-0) 3 hours credit. Prerequisites: ACC 3063 and BDS 3013.
A study of auditing theory, professional ethics, audit programs, evidential matter and professional reports.
- 4023 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.
- 4033 Advanced Financial Accounting II**
(3-0) 3 hours credit. Prerequisite: ACC 3063.
A study of specialized areas of accounting, including partnerships, business combinations, and consolidated financial statements.

- 4043 International Accounting**
(3-0) 3 hours credit. Prerequisite: ACC 3033.
A study of the accounting issues and problems of multi-national corporations.
- 4053 Accounting for Governmental and Not-for-Profit Organizations**
(3-0) 3 hours credit. Prerequisite: ACC 3033 or consent of instructor.
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: 12 semester hours of accounting.
A study of the techniques of long-range budgeting, including methods and limits of accounting models used in forecasting.
- 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. Prerequisites: ACC 3043 and ACC 3063.
Taxation of corporate and partnership earnings and distributions. Includes corporate reorganizations, liquidations, personal holding companies, collapsible corporations and Subchapter S.
- 4173 Estate and Gift Taxation**
(3-0) 3 hours credit. Prerequisite: ACC 3043 or consent of instructor.
Introduction to the Federal Estate and Gift Tax Laws with an emphasis on the applicable code sections and regulations.
- 4183 Advanced Auditing Problems**
(3-0) 3 hours credit. Prerequisite: ACC 4013.
A continuation of ACC 4013 with in-depth emphasis on the Statements of Auditing Standards.
- 4193 Seminar in Small Business Accounting**
(3-0) 3 hours credit. Prerequisites: ACC 3033 and ACC 4013.
A study of standards covering the compilation and review of financial statements, guidelines for preparing personal financial statements, standards governing unaudited financial statements from incomplete data.
- 4213 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. Formerly 4073. Credit cannot be earned for both 4073 and 4213.
- 4293 Seminar in Accounting Theory**
(3-0) 3 hours credit. Prerequisite: 24 hours of accounting or consent of instructor.
A study of current accounting pronouncements and literature; accounting bulletins of the American Institute of Certified Public Accountants, Securities Exchange Commission Accounting Series Releases and Statements from the Financial Accounting Standards Board.
- 4911-3 Independent Study**
1-3 hours credit. Prerequisite: Permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.
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 and permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.
To offer students 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.

4951-3 Special Studies in Accounting

1-3 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 within any one discipline will apply to a bachelor's degree.

**COURSE DESCRIPTIONS
BUSINESS DATA SYSTEMS
(BDS)**

2013 Principles of Business Data Systems I

(3-0) 3 hours credit. Prerequisite: CS 1043.

Applications and impact of computers in the business environment. The development of programs for practical business-oriented problems using the COBOL programming language.

2023 Principles of Business Data Systems II

(3-0) 3 hours credit. Prerequisites: BDS 2013, ACC 2013 and ACC 2011.

Continuation of BDS 2013 for students concentrating in BDS or desiring additional specialization in Data Processing. Extension of COBOL Programming to direct access media, variable format input and non-sequential access methods. Study of the use and placement of the data processing function in the current business environment.

3013 Accounting Information Systems

(3-0) 3 hours credit. Prerequisites: ACC 2033 and CS 1043 or their equivalents.

An in-depth study of computerized accounting systems including payroll, accounts receivable, accounts payable, inventory control, and general ledger. May not be applied for credit in the BDS concentration.

3063 Data Structures and Information Retrieval

(3-0) 3 hours credit. Prerequisites: BDS 2023 and ACC 2033.

Techniques of designing and implementing data management systems including data structures, file organization, file maintenance, data retrieval, and selection of commercial systems.

3073 Small Business Computer Applications

(3-0) 3 hours credit. Prerequisites: BDS 2023 and ACC 2033 or consent of instructor.

Use of computers in the small business environment. Emphasis on programming, applications and management of minicomputers. Students will use typical small business computers in a hands-on, office environment for programming software applications.

4053 Business Systems Analysis

(3-0) 3 hours credit. Prerequisites: BDS 3063 and ACC 2033.

Tools and techniques of applications systems analysis. Case studies emphasizing problem definition, feasibility studies, analysis, design, development, documentation and implementation of business data systems.

4063 Advanced Topics in Business Data Systems

(3-0) 3 hours credit. Prerequisite: 12 hours of BDS or consent of instructor. Ordinarily taken during semester of graduation.

Survey of recent developments in data processing and computer technology. Analysis will focus on applications in the business community and theoretical developments which relate to those applications.

4073 Managing BDS Functions

(3-0) 3 hours credit. Prerequisite: BDS 3063.

Study of the problems and techniques involved with the planning, organizing and controlling of data processing resources. Will include project development control, organizing and staffing, hardware control, and costs of data processing services.

4911-3 Independent Study

1-3 hours credit. Prerequisite: Permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.

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

3 hours credit. Prerequisites: 9 hours of BDS courses and permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.

To offer students 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.

4951-3 Special Studies in Business Data Systems

1-3 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

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN ECONOMICS

The minimum number of semester hours required for this degree, including the 42 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 Introductory Macroeconomics
 - ECO 2023 Introductory Microeconomics
 - ECO 3013 Theory of Price
 - ECO 3063 Intermediate Macroeconomics
 - ECO 3113 Introduction to Mathematical Economics
 2. 12 additional semester hours are required in economics, as approved by the student's Advisor.
- B. 34 semester hours of *support work*, 24 of which must be at the upper-division level.
 1. 31 semester hours of required courses:
 - ACC 2011 Financial Accounting, Technical Skills
 - ACC 2013 Financial Accounting
 - ACC 2033 Managerial Accounting
 - ACC 3023 Intermediate Financial Accounting I
 - BLW 3013 Business Law *or*
 - ECO 3213 Government Regulation of Industry
 - FIN 3013 The Finance Function
 - MGT 3013 Organization and Management Theory
 - MGT 3023 Organizational Behavior
 - MGT 3043 Business Communications
 - MGT 4893 Business Policies and Management
 - MKT 3013 Principles of Marketing
 2. 3 additional semester hours in the College of Business;
- C. 25 semester hours to be taken as follows:
 - COM 1043;
 - STA 1064;
 - 12 semester hours of *free electives*;
 - 6 semester hours of electives which must be taken outside the College of Business.

All students in the college of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.

BACHELOR OF ARTS DEGREE IN ECONOMICS

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 125.¹

¹Thirty-nine of the total semester hours required for the degree must be at the upper-division level.

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 Introductory Macroeconomics
 - ECO 2023 Introductory Microeconomics
 - ECO 3013 Theory of Price
 - ECO 3063 Intermediate Macroeconomics
 - ECO 3113 Introduction to Mathematical Economics
 2. 12 additional semester hours are required in economics, as approved by the student's Advisor.
- B. 22 semester hours of *support work*.
1. 4 semester hours of ACC 2013 Financial Accounting and ACC 2011 Financial Accounting, Technical Skills are required.
 2. 18 semester hours distributed as follows:
 - 6 additional semester hours in the College of Business;
 - 12 additional semester hours of social science.
- C. 34 semester hours to be taken as follows:
- COM 1043;
 - STA 1064;
 - 27 semester hours of free electives, but no more than 9 semester hours of this group may be in additional economics courses.
- All students in the College of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.*

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, economic concentration and power, energy, health and welfare, and international commerce. May not be counted toward a major in economics but may be counted as an elective for College of Business students.

2013 Introductory Macroeconomics

(3-0) 3 hours credit. Prerequisite: MAT 1033 or consent of Division Director or Dean.

Economic analysis at the national level, including the determination of aggregate income and employment, operation of the monetary system, short-term income fluctuations, long-term income growth, public policy toward business, and problems of international trade and finance.

2023 Introductory Microeconomics

(3-0) 3 hours credit. Prerequisite: MAT 1033 or consent of Division Director or Dean.

The application of economic theory to decision-making by consumers 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 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 the Firm

(3-0) 3 hours credit. Prerequisites: ECO 2013, 2023 and MAT 1033, or their equivalents. Review and extension of microeconomic analysis with applications in the area of admin-

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istrative problems; analysis of market systems and firm behavior; examination of public and private decision making and economic issues. May not be counted toward a major in economics.

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. Credit cannot be earned for both ECO 3053 and ECO 3063.

3063 Intermediate Macroeconomics

(3-0) 3 hours credit. Prerequisites: ECO 2013 and ECO 2023 or their equivalents.

In-depth analysis of aggregate economic activity, inflation, employment, and economic growth; designed for economics majors. Credit cannot be earned for both ECO 3053 and ECO 3063.

3113 Introduction to Mathematical Economics

(3-0) 3 hours credit. Prerequisites: ECO 2013 and ECO 2023, and MAT 1033, or their equivalents, or consent of instructor.

Mathematical formulations of economic theory; mathematical treatment of optimizing behavior; applications to consumer and business firm theory; 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 Introduction to Comparative 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 arrangement, 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, or consent of instructor.

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.

Theories of wages and employment determination; U.S. labor history, labor legislation, and collective bargaining systems; comparative labor movements; contemporary labor problems.

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.

4263 Labor Market Information and Analysis

(3-0) 3 hours credit. Prerequisite: ECO 3283 or the equivalent, or consent of instructor. Review of information needs and data sources for human resources management and planning, and for the delivery of training and other human resources development programs. Analysis and use of data for problem solving and decision making at the national and local levels are emphasized.

4273 Environmental Economics

(3-0) 3 hours credit. ECO 2023 or the equivalent, or consent of instructor. Economic principles applied to environmental problems; relationship of market and non-market forces to environmental quality; development of tools for policy analysis.

4283 Manpower Economics: Problems and Programs

(3-0) 3 hours credit. Prerequisite: ECO 2023 or 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 2023 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) 3 hours credit. Prerequisite: ECO 2023 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.

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4911-3 Independent Study

1-3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.

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 instructor, the student's advisor, Division Director and Dean. The opportunity for 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.

4951-3 Special Studies in Economics

1-3 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 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 42 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. 9 semester hours of required courses:
 - FIN 3013 The Finance Function
 - FIN 3033 Principles of Investment
 - FIN 3313 Money and Banking
 2. 12 additional semester hours are required in finance, as approved by the student's Advisor.
- B. 46 semester hours of *support work*, 30 of which must be at the upper-division level.
 1. 43 semester hours of required courses:
 - ACC 2011 Financial Accounting, Technical Skills
 - ACC 2013 Financial Accounting
 - ACC 2033 Managerial Accounting
 - ACC 3023 Intermediate Financial Accounting I
 - ACC 3033 Intermediate Financial Accounting II
 - BLW 3013 Business Law *or*
 - ECO 3213 Government Regulation of Industry
 - ECO 2013 Introductory Macroeconomics
 - ECO 2023 Introductory Microeconomics
 - 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
 - MKT 3013 Principles of Marketing
 2. 3 additional semester hours in the College of Business;

C. 19 semester hours to be taken as follows:

COM 1043;

STA 1064;

6 semester hours of free electives;

6 semester hours of electives which must be taken outside the College of Business.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.

COURSE DESCRIPTIONS

FINANCE (FIN)

2003 Consumer 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 counted toward a major in finance but may be counted as an elective for College of Business students.

3013 The Finance Function

(3-0) 3 hours credit. Prerequisites: ACC 2013, ACC 2011, and MAT 1033 or their equivalents.

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.

3023 Corporate Finance

(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.

A continuation of FIN 3013 with discussion of subjects essential to financial asset 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 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.

3313 Money and Banking

(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.

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.

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 intermediary, and public enterprises; 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 reinvestment.

4313 Commercial Bank Management

(3-0) 3 hours credit. Prerequisite: FIN 3313 or the equivalent.

Direction and coordination of the various functions of the commercial bank, including money position, lending, capital management, 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 indirect finance, disintermediation competition, structural reform.

4403 Capital Structure and Budgeting

(3-0) 3 hours credit. Prerequisite: FIN 3013 or the equivalent.

Application of long-term economic decision analysis to financial planning in both profit and non-profit institutions; development of allocation criteria for sources and uses of scarce financial resources.

4423 Investment Portfolio Management

(3-0) 3 hours credit. Prerequisite: FIN 3033 or the equivalent.

Application of investment principles to management of investment portfolios of individuals and institutions; consideration of business cycles, investment constraints, portfolio construction, investment timing, and securities selection.

4523 Management of Risk

(3-0) 3 hours credit. Prerequisite: FIN 3033 or the equivalent.

Application and evaluation of quantitative tools of analysis in the risk-management decision process; nature of risk and risk-aversion; insurance as a major mechanism for spreading risk.

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. Prerequisite: FIN 3013 or the equivalent.

Planning, structure, and analysis of real estate financing from the viewpoints of both the users and suppliers of funds; examination of various techniques and legal instruments; institutional constraints and their effects on real estate lending activities; federal, state and local laws governing housing discrimination, equal credit opportunity, and community reinvestment.

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, Division Director and Dean.

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, Division Director and Dean.

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 developed in consultation with faculty Advisor and Division Director and requires approval of both.

4951-3 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 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 instructor.

Examination of the recent theoretical developments in the various areas of finance. Analysis will focus on the techniques and procedures 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. Prerequisite: ECO 2023 or consent of Division Director or Dean.

Origin and development of law, judicial procedure, tort law, contracts, and wills, with emphasis on consumer-business rights and responsibilities. Discussion of ethical and political environment of contemporary commercial law, including impact on business practices and policies.

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, bankruptcy, secured transactions under the Uniform Commercial Code, and insurance.

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, federal, state, and local laws governing housing discrimination, equal opportunity and community reinvestment.

**DIVISION OF MANAGEMENT
AND MARKETING**
**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 42 hours of General Education Requirements, is 128.

All candidates for the degree must complete:

- A. 24 semester hours in the *major*, all of which must be at the upper-division level.
 1. 18 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
 - MGT 3343 Production Management Applications *or*
 - MGT 4213 Advanced Organization Theory
 2. 6 additional semester hours are required in management, as approved by the student's Advisor.
- B. 37 semester hours of *support work*, 24 of which must be at the upper-division level.
 1. 31 semester hours of required courses:
 - ACC 2011 Financial Accounting, Technical Skills
 - ACC 2013 Financial Accounting
 - ACC 2033 Managerial Accounting
 - ACC 3023 Intermediate Financial Accounting I
 - BLW 3013 Business Law *or*
 - ECO 3213 Government Regulation of Industry
 - ECO 2013 Introductory Macroeconomics
 - ECO 2023 Introductory Microeconomics
 - ECO 3033 Economics of the Firm
 - ECO 3053 Aggregate Economic Analysis
 - FIN 3013 The Finance Function
 - MKT 3013 Principles of Marketing
 2. 6 semester hours of required electives are to be selected as follows:
 - 3 additional semester hours in finance;
 - 3 additional semester hours in marketing;
- C. 25 semester hours to be taken as follows:
 - COM 1043;
 - STA 1064;
 - 12 semester hours of electives;
 - 6 semester hours of electives which must be taken outside the College of Business.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.

Bachelor of Business Administration Degree in Management / 97
With a Concentration in Industrial Management
and Concentration in Marketing

**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 42 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. 12 semester hours of required courses are:

- MGT 3033 Quantitative Decision Analysis and Production
- MGT 3343 Production Management Applications
- MGT 4323 Simulation Application in Business
- MGT 4333 Management Information Systems

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

B. 40 semester hours of *support work*, 24 of which must be at the upper-division level.

1. 37 semester hours of required courses:

- ACC 2011 Financial Accounting, Technical Skills
- ACC 2013 Financial Accounting
- ACC 2033 Managerial Accounting
- BLW 3013 Business Law *or*
- ECO 3213 Government Regulation of Industry
- ECO 2013 Introductory Macroeconomics
- ECO 2023 Introductory Microeconomics
- 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
- MGT 4893 Business Policies and Management
- MKT 3013 Principles of Marketing

2. 3 additional semester hours in the College of Business:

C. 25 semester hours to be taken as follows:

COM 1043;

STA 1064;

12 semester hours of electives;

6 semester hours of electives which must be taken outside the College of Business.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.

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

The minimum number of semester hours required for this degree, including the 42 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.

**98 / Bachelor of Business Administration Degree in Management
With a Concentration in Personnel/Human Resources**

1. 12 semester hours of required courses are:
 - MKT 3013 Principles of Marketing
 - MKT 4083 Marketing Research
 - MKT 4113 Marketing Analysis for Decision Making
 - MKT 4893 Advanced Marketing
 2. 9 additional semester hours in marketing, as approved by the student's Advisor.
- B. 40 semester hours of *support work*, 24 of which must be at the upper-division level.
1. 37 semester hours of required courses:
 - ACC 2011 Financial Accounting, Technical Skills
 - ACC 2013 Financial Accounting
 - ACC 2033 Managerial Accounting
 - BLW 3013 Business Law *or*
 - ECO 3213 Government Regulation of Industry
 - ECO 2013 Introductory Macroeconomics
 - ECO 2023 Introductory Microeconomics
 - 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. 3 additional semester hours in the College of Business:
- C. 25 semester hours to be taken as follows:
COM 1043;
STA 1064;
12 semester hours of electives;
6 semester hours of electives which must be taken outside the College of Business.
- All students in the College of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.*

**BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN MANAGEMENT WITH A
CONCENTRATION IN PERSONNEL/HUMAN
RESOURCES**

The minimum number of semester hours required for this degree, including the 42 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 3613 Personnel Administration
 - MGT 3623 Wage and Salary Administration
 - MGT 4633 Labor Relations *or*
 - MGT 4653 Collective Bargaining in Public Employment
 - MGT 4803 Human Resources Management

**Bachelor of Business Administration Degree in Management / 99
With a Concentration in Building Development**

2. 6 additional semester hours in personnel/human resources, as approved by the student's Advisor.
- B. 40 semester hours of *support work*, 24 of which must be at the upper-division level.
 1. 37 semester hours of required courses are:
 - ACC 2011 Financial Accounting, Technical Skills
 - ACC 2013 Financial Accounting
 - ACC 2033 Managerial Accounting
 - BLW 3013 Business Law *or*
 - ECO 3213 Government Regulation of Industry
 - ECO 2013 Introductory Macroeconomics
 - ECO 2023 Introductory Microeconomics
 - ECO 3033 Economics of the Firm
 - 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. 3 additional semester hours in the College of Business:

- C. 25 semester hours to be taken as follows:

COM 1043;

STA 1064;

12 semester hours of electives;

6 semester hours of electives of which at least 6 must be taken outside the College of Business.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course and a course in art or music as approved by the advisor.

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

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 140*. The degree is offered with joint support of the architecture program. Architecture courses are described under the Division of Art and Design.

All candidates for the degree must complete:

- A. 15 semester hours in the *major*:
 - MGT 3013 Organization and Management
 - MGT 3023 Organizational Behavior
 - MGT 3033 Quantitative Decision Analysis and Production
 - MGT 3043 Business Communications
 - MGT 4983 Business Policies and Management
- B. 63 semester hours of *support work*:
 - ACC 2013 Financial Accounting
 - ACC 2011 Financial Accounting, Technical Skills
 - ACC 2033 Managerial Accounting
 - ARC 1213 Architectural Design I
 - ARC 1223 Architectural Design II

*PHY 1603, PHY 1623, and CS 1043 may be used to satisfy the GER for nine hours of Science and Mathematics.

100 / Bachelor of Business Administration Degree in Management
With a Concentration in Building Development

- ARC 1312 Architectural Graphics I
 - ARC 2203 Housing and Land Development
 - ARC 2214 Construction I
 - ARC 2224 Construction II
 - ARC 3234 Construction III
 - ARC 3313 Environmental Control Systems I
 - ARC 3413 Architectural Documents I
 - ARC 4013 Building Construction Estimating
 - ARC 4613 Construction Management
 - BLW 3013 Business Law *or*
 - ECO 3213 Government Regulation of Industry
 - ECO 2013 Introductory Macroeconomics
 - ECO 2023 Introductory Microeconomics
 - ECO 3033 Economics of the Firm
 - FIN 3013 The Finance Function
 - MKT 3013 Principles of Marketing
 - URB 3723 Urban Planning and Design
- C. 9 semester hours of Sciences and Mathematics:
- PHY 1603 General Physics I
 - PHY 1623 General Physics II
 - CS 1043 Computer Programming for Business Applications
- D. 9 semester hours of required business courses:
- BLW 3523 Real Estate Law
 - FIN 3433 Principles of Real Estate
 - FIN 4713 Mortgage Banking and Real Estate Finance
- E. 11 semester hours as follows:
- COM 1043 Introduction to Communication
 - STA 1064 Basic Statistics for Business and Economics
 - MAT 1214 Calculus I

COURSE DESCRIPTIONS
MANAGEMENT
(MGT)

- 3013 Organization and Management Theory**
(3-0) 3 hours credit. Prerequisites: ECO 2023 and STA 1064, or consent of Division Director or Dean.
Opportunity for 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: MGT 3013, MAT 1033, STA 1064, and CS 1043 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. Prerequisite: MGT 3013 or consent of Division Director or Dean. With the aim of offering the opportunity for 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 pattern on communication. The course will also stress the means of evaluating organizational communication effectiveness.

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 economic systems.

3343 Production Management Applications

(3-0) 3 hours credit. Prerequisites: MGT 3013 and MGT 3033 or their equivalents. A study of traditional production functions including scheduling, materials management, quality assurance, facility planning, and human resource utilization together with a survey of modern production technology including robotics, CAD/CAM, and high technology materials and processes.

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. Prerequisite: MGT 3023 or consent of Division Director or Dean. 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 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.

4323 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. Formerly MGT 3323. Credit cannot be earned for both 3323 and 4323.

4333 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. Formerly MGT 3333. Credit cannot be earned for both 3333 and 4333.

4593 Advanced Quantitative Decision Analysis

(3-0) 3 hours credit. Prerequisites: MGT 3313, MGT 3343, and MGT 4323, 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.

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.

4653 Collective Bargaining in Public Employment

(3-0) 3 hours credit. Prerequisites: MGT 3613, or POL 3703, or consent of instructor. History and current status of collective bargaining practices, contract administration, and governmental policies in the public sector.

4663 Training and Safety

(3-0) 3 hours credit. Prerequisite: MGT 3613. 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 in providing a safe work environment.

4673 Appraisal and Interviewing

(3-0) 3 hours credit. Prerequisite: MGT 3613. A study of performance appraisal and personnel interviewing from the perspective of the administration of the personnel function. The course examines and evaluates performance appraisal systems and methods. It evaluates interviewing techniques and emphasizes interviewing skills.

4803 Human Resources Management

(3-0) 3 hours credit. Prerequisites: MGT 3613, 3623, and MGT 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.

- 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 offering the opportunity for both individual and operational guidance contributing to social justice.
- 4883 Small Business Management**
(3-0) 3 hours credit. Prerequisites: Senior standing and completion of at least 42 semester hours of B.B.A. work. 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 and analytical skills in small business problem solving. Provides an opportunity to work with a small business as a student consultant.
- 4893 Business Policies and Management**
(3-0) 3 hours credit. Prerequisite: Semester of graduation and minimum completion of at least 42 semester hours of B.B.A. work 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, Division Director and Dean. 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 and permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean. The opportunity for work experience in research or operations, including personnel. 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.
- 4951-3 Special Studies in Management**
1-3 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 within any one discipline will apply to a bachelor's degree.

COURSE DESCRIPTIONS

MARKETING (MKT)

- 3013 Principles of Marketing**
(3-0) 3 hours credit. Prerequisites: ECO 2023 and STA 1064, or consent of Division Director or Dean. Introduction to the basic components of marketing including product policy, promotion, consumer behavior and pricing. Emphasis on current marketing practices.
- 3033 Promotion**
(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent. 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. Prerequisites: MKT 3013 and MKT 3033 or their equivalents. A specialized course covering the theory and practice of advertising. The course stresses planning advertising strategy, developing advertising messages, selecting advertising media, and testing advertising effectiveness. Also, the course explores the theory and history of advertising, the social and economic aspects of advertising, and the problems of ethics and truth in advertising.

104 Marketing

3053 Sales Management

(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.

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 3013 or the equivalent.

Professional salesmanship is the primary focus of this course. Fundamentals of persuasive interpersonal communication and buyer motivation are stressed as the foundation to effective selling.

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.

3093 Product Management

(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.

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 3013 or the equivalent.

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 3013 or the equivalent.

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.

4073 International Marketing

(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.

Comparative analysis of cultural, legal, political, economic, and technological environments as they affect marketing strategy in the international market-place. Special emphasis on problems of the multi-national corporation and its role in the current world economy.

4083 Marketing Research

(3-0) 3 hours credit. Prerequisites: MKT 3013 and STA 1064 or their equivalents.

Offers the opportunity for practical experience in conducting and interpreting marketing research. Includes problem definition, questionnaire design, sampling procedures, data analysis and presentation of results.

4093 Consumer Behavior

(3-0) 3 hours credit. Prerequisite: MKT 3013 or the equivalent.

An interdisciplinary approach to the processes of purchase decisions from the standpoint of both consumers and marketers. Consideration is given to implications for marketing from social science theory and methodology, public policy decisions and the consumerist movement.

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.

4113 Marketing Analysis for Decision Making

(3-0) 3 hours credit. Prerequisite: MKT 4083 or the equivalent.

A focus on the more sophisticated analytical tools used in marketing for decision making. The intent is to integrate models from accounting, finance, and marketing to analyze market information and market opportunities.

4893 Advanced Marketing

(3-0) 3 hours credit. Prerequisites: MKT 3013 and MKT 4113 or their equivalents.

Designed to offer the opportunity for a comprehensive understanding of the functional areas of marketing and the integration of these functions into an effective and efficient marketing strategy for the firm.

4911-3 Independent Study

1-3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.

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 hours credit. Prerequisites: 9 hours of marketing and permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.

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.

4951-3 Special Studies in Marketing

1-3 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 within any one discipline will apply to a bachelor's degree.