

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.

Students in the College of Business may not enroll in 3000 and/or 4000 level courses in the College of Business 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 2.25 in all course work.
3. Completion of the following eight core courses or their equivalents: ACC 2013, ACC 2033, ECO 2013, ECO 2023, MAT 1033, CS 1043, STA 1064, and COM 1043 with a minimum cumulative grade point average of 2.25 in these courses.

DIVISION OF ACCOUNTING AND INFORMATION 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 127.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

All candidates for the degree must complete:

- A. 36 semester hours in the *major*, 30 of which must be at the upper-division level.
 1. 30 semester hours of required courses are:
 - ACC 2013 Accounting Principles I
 - ACC 2033 Accounting Principles II
 - 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
 - IS 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

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With a Concentration in Information Systems**

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;

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

**BACHELOR OF BUSINESS ADMINISTRATION
DEGREE IN ACCOUNTING WITH A
CONCENTRATION IN INFORMATION SYSTEMS**

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements is 127.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

All candidates for the degree must complete:

A. 33 semester hours in the *major*, 21 of which must be at the upper-division level.

1. 27 semester hours of required courses are:

ACC 2013 Accounting Principles I
ACC 2033 Accounting Principles II
ACC 3023 Intermediate Financial Accounting I
IS 2013 Introduction To Information Systems
IS 2023 File Processing
IS 3063 Data Structures and Information Retrieval
IS 3073 Business Information Systems
IS 4053 Analysis and Design of Information Systems
IS 4063 Advanced Topics in Information 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.

COURSE DESCRIPTIONS

ACCOUNTING

(ACC)

2013 Accounting Principles I

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

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 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.

3003 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

3023 Intermediate Financial Accounting I

(3-0) 3 hours credit. Prerequisite: ACC 2013 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: 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.

3063 Advanced Financial Accounting I

(3-0) 3 hours credit. Prerequisite: A grade of C or better in ACC 3033.

A study of advanced topics such as corporate liquidations, estates and trusts, installment sales and consignments.

4013 Principles of Auditing

(3-0) 3 hours credit. Prerequisites: A grade of C or better in both ACC 3033 and IS 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, including FAS52, and international accounting standard-setting.

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: ACC 4023 or 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. Prerequisites: A grade of C or better in both ACC 3033 and ACC 3043.

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 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.

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.

4223 Oil and Gas Accounting

(3-0) 3 hours credit. Prerequisite: 12 hours of accounting or consent of instructor.

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.

4233 Advanced Public Accounting Practice

(3-0) 3 hours credit. Prerequisite: Senior standing or consent of instructor.

An examination of current topical issues involving professional practice management. Topics include professional standards, professional development, staff development, client relations, management services, and the CPA's responsibilities to the profession and the community.

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 and 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, an overall 3.0 grade point average, and permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.

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
INFORMATION SYSTEMS
(IS)**

Formerly Business Data Systems (BDS)

2033 Introduction to Information Systems

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

Basic elements of structured COBOL programming including logical structures, modular design, and documentation techniques. The development of programs for complex business applications. Credit may not be earned for both BDS 2033 and IS 2033.

2043 File Processing

(3-0) 3 hours credit. Prerequisites: IS 2033, ACC 2013.

Concepts of file organization, design, and maintenance. Emphasis on business applications which utilize sequential, indexed-sequential, or direct access files. Other advanced concepts such as report generation, character manipulation, and variable length records may also be covered. Credit may not be earned for both BDS 2043 and IS 2043.

3013 Accounting Information Systems

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

Examines the role of accounting information systems within the organizational structure. A conceptual framework for integrating elements required to support accounting information systems. Credit may not be earned for both BDS 3013 and IS 3013. May not be applied for credit in the IS concentration.

3063 Data Structures and Information Retrieval

(3-0) 3 hours credit. Prerequisites: IS 2043 or 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. Credit may not be earned for both BDS 3063 and IS 3063.

3073 Business Information Systems

(3-0) 3 hours credit. Prerequisites: IS 2043 or 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. Credit may not be earned for both BDS 3073 and IS 3073.

4053 Analysis and Design of Information Systems

(3-0) 3 hours credit. Prerequisites: IS 3063 or 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. Credit may not be earned for both BDS 4053 and IS 4053.

4063 Advanced Topics in Information Systems

(3-0) 3 hours credit. Prerequisite: 12 hours of IS or 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. Credit may not be earned for both BDS 4063 and IS 4063.

4073 Information Resource Management

(3-0) 3 hours credit. Prerequisite: IS 3063 or 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. Credit may not be earned for both BDS 4073 and IS 4073.

4083 EDP Controls and Auditing

(3-0) 3 hours credit. Prerequisites: IS 4053 or BDS 4053, and ACC 2033.

Primary emphasis on the audit of EDP systems, provision and evaluation of controls in systems operation, and the provision and maintenance of computer security.

4093 Decision Support Systems

(3-0) 3 hours credit. Prerequisites: IS 4053 or BDS 4053, and ACC 2033.

An examination of the highest level of information support systems. Emphasis is placed on those systems which assist managers in their decision processes, support managerial judgment, and aid in improving the effectiveness of decision-making.

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 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 Information Systems

3 hours credit. Prerequisites: 9 hours of IS or BDS courses, an overall 3.0 grade point average, and permission in writing (form available) of the instructor, the student's advisor, Division Director and Dean.

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 Information 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, regardless of 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 130.

All students in the college of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

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 3053 Aggregate Economic Analysis
ECO 3113 Introduction to Mathematical Economics

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

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

1. 33 semester hours of required courses:

ACC 2013 Accounting Principles I
ACC 2033 Accounting Principles II
ACC 3003 Introduction to Accounting Topics
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.

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 127.¹

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

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

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 3053 Aggregate Economic Analysis
 - ECO 3113 Introduction to Mathematical Economics
 2. 12 additional semester hours are required in economics, as approved by the student's advisor.
- B. 24 semester hours of *support work*.
 1. 6 semester hours of ACC 2013 Accounting Principles I and ACC 2033 Accounting Principles II 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.

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 administrative 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.

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. Prerequisites: STA 1064 and CS 1043 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 mainframe and 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; 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 or ECO 2023 or the equivalent.

The growth of the American economy from colonial times to the present; special emphasis on the market forces, institutional arrangements, and policies contributing to this process.

3193 The International Economy

(3-0) 3 hours credit. Prerequisite: ECO 2013 or ECO 2023 or the equivalent, or consent of instructor.

Principles of international trade; significance of geographic, economic, social and political influences; current problems in international trade and payments; tariffs and commercial policy; role of international organizations.

3213 Government Regulation of Industry

(3-0) 3 hours credit. Prerequisite: ECO 2023 or the equivalent, or consent of instructor.

A study of competition enforced by law, including the legal, social, and economic aspects of mergers, pricing policies, monopolization and market concentration.

3273 Public Choice and the Public Finances

(3-0) 3 hours credit. Prerequisites: ECO 2013 and ECO 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 or ECO 2023 or the equivalent, or consent of instructor.

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

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.

4283 Economics of Employment and Training

(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.

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.

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 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 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. This course will not count toward the twenty-seven hours of required Economics courses.

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, regardless of 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 130.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

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. 48 semester hours of *support work*, 33 of which must be at the upper-division level.
 1. 45 semester hours of required courses:
 - ACC 2013 Accounting Principles I
 - ACC 2033 Accounting Principles II
 - ACC 3003 Introduction to Accounting Topics
 - 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.

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 2033, 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 of funds.

3023 Corporate Finance

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

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.

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 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, 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. This course will not count toward the twenty-one hours required Finance courses.

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, regardless of discipline, will apply to a bachelor's degree.

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.

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.

**96 / Bachelor of Business Administration Degree in Management
With a Concentration in Business Management**

**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 130.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; or course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

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 3343 Production Management Applications
 - or
 - MGT 4213 Advanced Organization Theory
 - MGT 4893 Business Policies and Management
 - 2. 6 additional semester hours are required in management, as approved by the student's advisor.
- B. 39 semester hours of *support work*, 27 of which must be at the upper-division level.
 - 1. 33 semester hours of required courses:
 - ACC 2013 Accounting Principles I
 - ACC 2033 Accounting Principles II
 - ACC 3003 Introduction to Accounting Topics
 - 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 free electives;
 - 6 semester hours of electives which must be taken outside the College of Business.

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 130.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

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. 42 semester hours of *support work*, 27 of which must be at the upper-division level.
 - 1. 39 semester hours of required courses:
 - ACC 2013 Accounting Principles I
 - ACC 2033 Accounting Principles II
 - ACC 3003 Introduction to Accounting Topics
 - 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 free electives;
 - 6 semester hours of electives which must be taken outside the College of Business.

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 130.

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

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

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:

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

1. 39 semester hours of required courses:

ACC 2013 Accounting Principles I
ACC 2033 Accounting Principles II
ACC 3003 Introduction to Accounting Topics
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 free electives;

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

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 130.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

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

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
 - 2. 6 additional semester hours in personnel/human resources, as approved by the student's advisor.
- B. 42 semester hours of *support work*, 27 of which must be at the upper-division level.
 - 1. 39 semester hours of required courses are:
 - ACC 2013 Accounting Principles I
 - ACC 2033 Accounting Principles II
 - ACC 3003 Introduction to Accounting Topics
 - 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 free electives;
 - 6 semester hours of electives which must be taken outside the College of Business.

**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 142*. The degree is offered with joint support of the architecture program. Architecture courses are described under the Division of Art and Design.

All students in the College of Business must take an Anthropology, Sociology, or Psychology course; a course in business-oriented Computer Science; and a course in Art or Music as approved by the advisor.

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

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. 65 semester hours of *support work*:

- ACC 2013 Accounting Principles I
- ACC 2033 Accounting Principles II
- ACC 3003 Introduction to Accounting Topics
- ARC 1213 Architectural Design I
- ARC 1223 Architectural Design II
- 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

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

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 interactions are 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.
Applications of statistics in a variety of business situations. Examples of and procedures for experimental design, data collection and display, data interpretation, hypothesis testing, and forecasting in business and economic systems. Emphasis on the use of computer statistical packages such as SPSS and SAS.
- 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.

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. Explores the use of both mini-computer and micro-computer information systems and decision support systems. Formerly MGT 3333. Credit cannot be earned for both MGT 3333 and 4333.

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 micro-computer systems and networks. Emphasis is on identifying what is currently available and on exploring future trends and consequences.

4593 Advanced Quantitative Decision Analysis

(3-0) 3 hours credit. Prerequisites: MGT 3303 and MGT 3343.
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 used 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 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 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 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.

104 Marketing

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, regardless of 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.

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.

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.

Offers 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 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 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.

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 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, regardless of discipline, will apply to a bachelor's degree.