

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 Schools of Business and conform to its recommended guidelines.

Students in the College of Business may not enroll in 3000 and 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 2.50 in all course work.
3. Completion of the following eight core courses or their equivalents with a grade point average of 2.25:

ACC 2013 Accounting Principles I
 ACC 2033 Accounting Principles II
 ECO 2013 Introductory Macroeconomics
 ECO 2023 Introductory Microeconomics
 MAT 1033 Algebra with Calculus for Business
 STA 1063 Statistics for Business and Economics
 CS 1043 Computer Programming for Business
 COM 1043 Introduction to Communications

All students seeking an undergraduate degree in the College of Business must complete the 42 semester credit hours of General Education Requirements.

Students seeking a BBA degree must take the following courses to meet general education requirements: ENG 1013 Freshman Composition, ENG 1023 Critical Reading and Writing, MAT 1033 Algebra with Calculus for Business, CS 1043 Computer Programming for Business, PHI 2053 Business Ethics.

Students with a concentration in Building/Development will complete PHY 1603 General Physics I to meet the science requirement and MAT 1214 Calculus I as part of their General Education Requirements.

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

| Course or Requirement | Semester Credit Hours |
|--|----------------------------------|
| STA 1063 Basic Statistics for Business and Economics | 3 |
| COM 1043 Introduction to Communication ¹ | 3 |
| ACC 2013 Accounting Principles I | 3 |
| ACC 2033 Accounting Principles II | 3 |
| BLW 3013 Business Law | 3 |
| ECO 2013 Introductory Macroeconomics | 3 |
| ECO 2023 Introductory Microeconomics | 3 |
| ECO 3033 Economics of the Firm ² | 3 |
| FIN 3013 The Finance Function | 3 |
| IS 3003 Principles of Information Systems for Management | 3 |

¹COM 1043 is not required for Building/Development majors.

²Economics majors seeking a Bachelor of Business Administration degree must substitute ECO 3013 Theory of Price for ECO 3033 Economics of the Firm.

| | | |
|----------|---|---|
| MGT 3013 | Introduction to Organization Theory, Behavior, and Management | 3 |
| MGT 3033 | Quantitative Decision Analysis and Production | 3 |
| MGT 3043 | Business Communications | 3 |
| MGT 4893 | Business Policies and Management | 3 |
| MKT 3013 | Principles of Marketing | 3 |

DIVISION OF ACCOUNTING AND INFORMATION SYSTEMS

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN ACCOUNTING

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 126.

In addition to the General Education Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 39 additional semester hours.

All candidates for the degree must complete:

- A. 27 upper division semester hours in Accounting and Information Systems in addition to the 9 hours of CBK:
 - 1. 21 semester hours of required courses are:
 - ACC 3023 Intermediate Financial Accounting I
 - ACC 3033 Intermediate Financial Accounting II
 - ACC 3043 Federal Income Tax Accounting
 - 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. 12 semester hours to be taken as follows:
 - BLW 3023 Business Organizations and Commercial Law
 - 3 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.

2043 Introduction to Accounting Topics

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

- 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.
- 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 Topics**
(3-0) 3 hours credit. Prerequisite: A grade of C or better in ACC 3033.
A study of advanced topics such as business combinations and consolidations, partnerships, and foreign currency translation.
- 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.

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. Internships may be repeated twice (a total of 6 hours) provided the Internships are with different organizations.

4953 Special Studies in Accounting

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 INFORMATION SYSTEMS**

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 126.

In addition to the General Education Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 39 additional semester hours.

All candidates for the degree must complete:

A. 27 semester hours in Accounting and Information Systems in addition to the 9 hours of CBK:

1. 24 semester hours of required courses are:

ACC 3023 Intermediate Financial Accounting I

ACC 4023 Cost Analysis

IS 2033 Introduction to Information Systems

IS 2043 File Processing

IS 3063 Data Structures and Information Retrieval

**Bachelor of Business Administration Degree in Information Systems / 95
Information Systems**

- 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 Information Systems course work.
- B. 12 semester hours to be taken as follows:
- 6 semester hours of free electives.
 - 6 semester hours of electives which must be taken outside the College of Business.

**COURSE DESCRIPTIONS
INFORMATION SYSTEMS
(IS)**

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 2013 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 2023 and IS 2043.

3003 Principles of Information Systems for Management

(3-0) 3 hours credit. Prerequisites: ACC 2033, CS 1043.

Examines the role of information in organizational management and the conceptual framework for the development of a management information system. Particular emphasis is placed on the planning, analysis, design, implementation, and evaluation phases of MIS development.

3013 Accounting Information Systems I

(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.

3023 Accounting Information Systems II

(3-0) 3 hours credit. Prerequisite: IS 3013.

A study of the role of accounting information systems in the business world. Emphasis is on hands-on experience with various application systems on the microcomputer. May not be applied for credit in the IS major.

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. Internships may be repeated twice (a total of 6 hours) provided the Internships are with different organizations.

4953 Special Studies in Information Systems

3 hours credit. Prerequisite: Consent of instructor.

An organized course offering specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.

DIVISION OF ECONOMICS AND FINANCE

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN ECONOMICS

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 129.

In addition to the General Education Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 42 additional semester hours.

- A. 18 upper-division semester hours in the major in addition to the 9 hours of CBK in the major:
 - ECO 3053 Aggregate Economic Analysis
 - ECO 3113 Introduction to Mathematical Economics
 - 12 additional hours of ECO upper-division electives
- B. 24 semester hours of support work
 - 1. ACC 2043 Introduction to Accounting Topics
 - ACC 3023 Intermediate Financial Accounting I
 - 2. 3 hours of College of Business upper-division electives
 - 3. 9 semester hours of free electives
 - 4. 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 126.¹

In addition to the General Education Requirements, all candidates for the degree must complete 84 additional semester hours.

- 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.

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

C. 33 semester hours to be taken as follows:

COM 1043 Introduction to Communication

STA 1063 Basic Statistics for Business and Economics

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 a free 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 Forecasting Techniques in Business and Economics

(3-0) 3 hours credit. Prerequisites: STA 1063 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.

Theory and practice of governmental regulation, deregulation, and privatization; economic, legal, and ethical concerns regarding private sector output and pricing as influenced by public policy and marketing structure.

3253 Economics of Public and Social Issues

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

A seminar on applying economic reasoning and models to a wide variety of public, ethical, and social issues. Uses advanced techniques in political economy.

3263 Industrial Organization

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

Theory and empirical evidence relating to the structure of American industry and its effect on the firm's conduct and performance, government policy, and regulation.

3273 Public Choice and the Public Finances

(3-0) 3 hours credit. Prerequisites: ECO 2013 and 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.

4273 Environmental and Resource Economics

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

Economic principles applied to natural resource and environmental problems; relationship of market and non-market forces to environmental quality and demands for natural resources; development of tools for policy analysis.

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. Internships may be repeated twice (a total of 6 hours) provided the Internships are with different organizations.

4953 Special Studies in Economics

3 hours credit. Prerequisite: Consent of instructor. An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN FINANCE

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 129.

In addition to the General Education Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 42 additional semester hours.

- A. 18 upper-division semester hours in the major in addition to the 3 hours of CBK in the major:
 - FIN 3033 Principles of Investment
 - FIN 3313 Money and Banking
 - 12 additional hours of FIN electives
- B. 24 hours of support work:
 1. ACC 3023 Intermediate Financial Accounting I
 - ACC 3033 Intermediate Financial Accounting II
 - ACC 4023 Cost Analysis
 2. 3 hours of College of Business upper-division electives.
 3. 6 semester hours of free electives
 4. 6 semester hours of electives which must be taken outside the College of Business.

COURSE DESCRIPTIONS

FINANCE (FIN)

- 2003 Personal Finance**
(3-0) 3 hours credit.
A nontechnical course examining various aspects of budgeting, banking, real estate, insurance, consumer credit, and retirement plans from the individual's point of view. May not be counted toward a major in finance but may be counted a free 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. Prerequisites: FIN 3033 and FIN 3313 or their equivalents.
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 Financial Markets**
(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.
- 3503 Real Estate Investment**
(3-0) 3 hours credit. Prerequisites: FIN 3013 and FIN 3433 or their equivalents.
Analysis of real estate investment alternatives; feasibility and site analysis; tax considerations; income and expense analysis; discounted cash flow analysis; profitability measurement; and forms of ownership.

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.

4523 Introduction to Risk Management

(3-0) 3 hours credit. Prerequisite: FIN 3013 or consent of instructor.

Analysis of risk management tools as an integral part of corporate financial decisions; alternatives for spreading risk such as insurance, retention funds, and external funds.

4613 Introduction to International Finance

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

Study of underlying forces in international financial relations and the unique problems of international trade, investments, and operations; examination of multi-national business finance and its economic, legal, and political dimensions.

4713 Mortgage Banking and Real Estate Finance

(3-0) 3 hours credit. Prerequisites: FIN 3013 and FIN 3433 or their equivalents.

Planning, structure, and analysis of real estate financing from the viewpoints of both the users and suppliers of funds; examination of various techniques and legal instruments; institutional constraints and their effects on real estate lending activities; 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.

4853 Real Estate Appraisal

(3-0) 3 hours credit. Prerequisites: FIN 3013 and FIN 3433 or equivalents or consent of instructor.

Functions and methods of property valuation including comparable sales analysis, cost-depreciation analysis, and income capitalization; residential and income property appraisal techniques and reporting.

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. Internships may be repeated twice (a total of 6 hours) provided the Internships are with different organizations.

4953 Special Studies In Finance

3 hours credit. Prerequisite: Consent of instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.

COURSE DESCRIPTIONS
BUSINESS LAW
(BLW)

3013 Business Law

(3-0) 3 hours credit. Prerequisite: ECO 2023 or consent of Division Director or Dean.

Origin and development of law, judicial processes, tort law, and an introduction to the legal structure of business organizations. Includes an introductory study of contractual relations, real and personal property business transactions. Based upon a case and lecture approach, the regulatory and public law impacts upon businesses are discussed in light of socio-economic, political, and ethical influences.

3023 Business Organizations and Commercial Law

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

Detailed study of topics under the Uniform Commercial Code: sales, secured transactions, commercial paper and also bankruptcy, suretyship, wills, trusts, estates, securities regulations, accountants' liability, and the legal operation of partnerships and corporations.

3033 Advanced Business Law

(3-0) Prerequisite: BLW 3013 or the equivalent.

Study of government regulations affecting employees and employers; competition; social responsibilities of business to the consuming public and competitors; and international transactions, particularly as affected by social, political, economic, and ethical perspectives.

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.

4953 Special Studies In Business Law

3 hours credit. Prerequisite: Consent of Instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours within any one discipline will apply to a bachelor's degree.

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 129.

In addition to the General Education Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 42 additional semester hours.

- A. 9 upper-division semester hours in the MGT concentration in addition to the 12 hours of CBK courses in the major.
- B. 33 semester hours of support work:
 - 1. ACC 2043 Introduction to Accounting Topics
 - 2. 12 hours of College of Business upper-division electives
 - 3. 18 hours of electives outside the College of Business.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT SCIENCE

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 129.

In addition to the General Education Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 42 additional semester hours.

- A. 18 upper-division semester hours in the major in addition to the 3 hours of CBK in the major:
 - MGT 3343 Production Management
 - MGT 4323 Simulation Applications in Business
 - MGT 4333 Management Information Systems
 - 9 additional hours of MGT electives
- B. 24 semester hours of support work are:
 - 1. ACC 2043 Introduction to Accounting Topics
 - 2. 6 hours of College of Business upper-division electives
 - 3. 15 hours of electives 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 129². The degree is offered with joint support of the architecture program. Architecture courses are described under the Division of Art and Design.

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

**Bachelor of Business Administration Degrees / 105
Management**

45 semester hours of support work are:

- ACC 2043 Introduction to Accounting Topics
- ARC 2213 Construction I
- ARC 3413 Architectural Documents I
- ARC 4013 Building Construction Estimating
- ARC 4613 Construction Management
- ARC 3203 Housing and Land Development
- ARC 4113 Project Development
- URB 3723 Urban Planning and Design
- PHY 1623 General Physics II
- BLW 3523 Real Estate Law
- FIN 3433 Principles of Real Estate
- FIN 4713 Mortgage Banking and Real Estate Finance
- FIN 3503 Real Estate Investment

6 additional hours of ARC internship or free electives.

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN
PERSONNEL/HUMAN RESOURCE MANAGEMENT**

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 129.

In addition to the General Education Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 42 additional semester hours.

- A. 18 upper-division semester hours in the major in addition to the 3 hours of CBK in the major:

- MGT 3613 Personnel Administration
- MGT 3623 Compensation Administration
- MGT 4633 Labor Relations

or

- MGT 4653 Collective Bargaining
- MGT 4803 Human Resources Management

6 additional semester hours in personnel/human resources, as approved by the student's advisor

- B. 24 hours of support work:

1. ACC 2043 Introduction to Accounting Topics
2. MGT 3023 Organizational Behavior
3. 18 hours of electives outside the College of Business.

**COURSE DESCRIPTIONS
MANAGEMENT
(MGT)**

3013 Introduction to Organization Theory, Behavior and Management

(3-0) 3 hours credit.

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. Prerequisite: MGT 3013.
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.
Basic communication theory, with practical application in business organizations. Correspondence strategy and report planning and preparation, including research and analysis, organization, and visual displays. Role of ethics in business communication. Written and oral presentations.

3053 Management Science

(3-0) 3 hours credit.
General concepts of decision support systems, expert systems, artificial intelligence, and the role of computers and humans in managerial decision systems. Surveys applications of these systems.

3123 Organizational Communications

(3-0) 3 hours credit. Prerequisites: MGT 3013 and MGT 3023 or their equivalents.
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.
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: MGT 3033 or the equivalent.
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.

3613 Personnel Administration

(3-0) 3 hours credit. Prerequisite: MGT 3013 or consent of instructor.
Analysis of the management of personnel systems with special focus on policy and planning considerations. Designed to provide a comprehensive understanding of the functional areas of personnel and the integration of these functions into an effective and efficient personnel system.

3623 Compensation Administration

(3-0) 3 hours credit. Prerequisite: MGT 3613 or 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. Prerequisite: MGT 3613.

Focus is on developmental processes of managerial talent in organizations. Emphasis is placed on topics such as needs analysis, routes to the executive suite, selection techniques for managers, managerial styles, recruitment sources, career crises, and political realities in the organization.

4323 Simulation Applications in Business

(3-0) 3 hours credit. Prerequisite: MGT 3033.

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.

4343 Production Management Applications

(3-0) 3 hours credit. Prerequisite: MGT 3033.

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. Credit cannot be earned for both MGT 3343 and 4343.

4353 Advanced Projects in Management Science

(3-0) 3 hours credit. Prerequisites: MGT 3033, MGT 3053.

Students will participate in the design and development of managerial support systems.

4583 Current Technology: Issues for Business

(3-0) 3 hours credit. Prerequisite: MGT 3033.

Survey of state-of-the-art technology in selected industries from a business perspective. Topics include robotics, flexible manufacturing systems, expert systems, artificial intelligence, office automation, and microcomputer systems and networks. Emphasis is on identifying what is currently available and on exploring future trends and consequences.

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 Human Resources Law

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

An analysis of historical and contemporary laws in the United States which affect the personnel function. Integration of labor and employment law with the social and economic forces shaping the current labor-management environment.

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 and not-for-profit sectors.

4663 Training and Safety

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

4673 Appraisal and Interviewing

(3-0) 3 hours credit. Prerequisite: MGT 3613 or consent of instructor. 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. The integration of social, political, and ethical dimensions of managerial decision making.

4912-3 Independent Study

2-3 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. Internships may be repeated twice (a total of 6 hours) provided the Internships are with different organizations.

4953 Special Studies in Management

3 hours credit. Prerequisite: Consent of instructor. An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.

BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 129.

In addition to the General Education Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 42 additional semester hours.

- A. 18 upper-division semester hours in the major in addition to the 3 hours of CKB in the major:
 - MKT 3023 Marketing Analysis for Decision Making
 - MKT 4083 Marketing Research
 - 12 additional hours of MKT electives
- B. 24 hours of support work:
 - 1. ACC 2043 Introduction to Accounting Topics
 - 2. 3 hours of College of Business upper-division electives
 - 3. 18 hours of electives outside the College of Business.

COURSE DESCRIPTIONS MARKETING (MKT)

3013 Principles of Marketing

(3-0) 3 hours credit.

Introduction to the basic components of marketing including product policy, promotion, consumer behavior and pricing. Emphasis on current marketing practices.

3023 Marketing Analysis for Decision Making

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

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. Personal Computers are integrated into a marketing decision support system.

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.

4023 Industrial Marketing

(3-0) 3 hours credit. Prerequisite: MKT 3023 or the equivalent.

Integrating the marketing concept in industrial situations. Emphasis is on the marketing problems associated with high technology products.

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. Prerequisite: MKT 3023 or the equivalent.

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. May be repeated for credit when topics vary.

4893 Marketing Strategy

(3-0) 3 hours credit. Prerequisite: 9 hours of Marketing

Offers the opportunity for a comprehensive understanding of the functional areas of marketing and the integration of these functions into an effective marketing strategy.

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 struc-

turing 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. Internships may be repeated twice (a total of 6 hours) provided the Internships are with different organizations.

4953 Special Studies in Marketing

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.