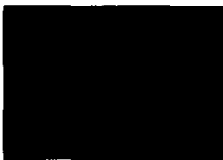


**IX**  
**UNDERGRADUATE**  
**DEGREE**  
**PROGRAMS**  
**AND**  
**COURSE**  
**DESCRIPTIONS**





## 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<sup>1</sup> 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 as part of their general education requirements: MAT 1033 Algebra with Calculus for Business, CS 1043 Computer Programming for Business, and PHI 2053 Business Ethics to fulfill the GER Economics requirement.

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

All students seeking a Bachelor of Business Administration degree in the College of Business must complete the following 42 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 <sup>1</sup>	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
FIN 3013 The Finance Function	3
IS 3003 Principles of Information Systems for Management	3
MGT 3013 Introduction to Organization Theory, Behavior, and Management	3
MGT 3033 Management Science and Production Management	3
MGT 3043 Business Communications	3
MGT 4893 Management Strategy and Policy	3
MKT 3013 Principles of Marketing	3

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

## **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 120.

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 36 additional semester hours.

All candidates for the degree must complete:

A. 21 semester hours of required courses:

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

B. 3 semester hours from the following:

ECO 3033	Economics of Managerial Decisions
ECO 3161	Development of Economic Thought
ECO 3193	The International Economy
FIN 3023	Corporate Finance
FIN 3313	Money and Banking
FIN 4613	Introduction to International Finance
MGT 3023	Organizational Behavior
MKT 3063	Persuasive Communication in Marketing <sup>1</sup>
MKT 4073	International Marketing <sup>1</sup>

C. 12 semester hours of electives of which no more than 3 hours can be in accounting.

### **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

<sup>1</sup>These courses may be taken by Accounting majors with the approval of the student's advisor.

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 2033.

A study of accounting theory and concepts. Analysis of the special problems which arise in applying these concepts to financial accounting and reporting.

**3033 Intermediate Financial Accounting II**

(3-0) 3 hours credit. Prerequisite: A grade of C or better in ACC 3023.

A study of accounting theory and concepts, with special focus on accounting for corporations, bonds, leases and pensions.

**3043 Federal Income Tax Accounting**

(3-0) 3 hours credit. Prerequisite: A grade of C or better in ACC 3023.

Fundamentals of federal income tax accounting, with emphasis on individual income tax; income inclusions and exclusions; and statutory deductions in computing tax liability.

**3113 Accounting Information Systems**

(3-0) 3 hours credit. Prerequisites: ACC 2033 and IS 3003.

Examines the role of accounting information systems within the organizational structure. A conceptual framework for integrating elements required to support accounting information systems. (Formerly IS 3013. Credit may not be earned for both IS 3013 and ACC 3113.)

**3123 Cost Analysis**

(3-0) 3 hours credit. Prerequisite: ACC 2033.

A study of advanced cost accounting systems, including cost allocation, unit cost determination, variance analysis, capital budgeting, inventory control, and other related quantitative methods. (Formerly ACC 4023. Credit may not be earned for both ACC 3123 and ACC 4023.)

**3143 International Accounting**

(3-0) 3 hours credit. Prerequisite: ACC 2043 or ACC 3023

A study of the accounting issues and problems of multi-national corporations, including FAS52, and international accounting standard-setting. (Formerly ACC 4043. Credit may not be earned for both ACC 3143 and ACC 4043.)

**4013 Principles of Auditing**

(3-0) 3 hours credit. Prerequisites: A grade of C or better in both ACC 3033 and ACC 3113.

A study of auditing theory, professional ethics, audit programs, evidential matter and professional reports.

**4033 Advanced Financial Accounting Topics**

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

A study of advanced topics such as business combinations and consolidations, partnerships, and foreign currency translation.

**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 3123 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.

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.

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.

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.

## 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 123.

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. 21 semester hours of required courses:

IS	2033	Introduction to Information Systems
IS	2043	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
IS	4123	Introduction to Telecommunications for Business

B. 6 additional semester hours of upper-division Information Systems course work.

C. 12 semester hours of support work:

1. ACC 2043 Introduction to Accounting Topics
2. MGT 3023 Organizational Behavior
3. 6 semester hours of free electives. These 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.

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: CS 1043.

Examines the role of information in organizational management and the conceptual framework for information systems development. Presents the organizational and technical foundations of information systems, surveys, contemporary tools, techniques, and approaches to building information systems, and discusses issues in managing data resources. Computer application cases will be assigned to illustrate specific tools and techniques in an organizational setting. May not be applied as an upper division elective to a major in IS.

**3063 Data Structures and Information Retrieval**

(3-0) 3 hours credit. Prerequisites: IS 2043 or consent of instructor.

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. Prerequisite: IS 2043 or consent of instructor.

Surveys the various classes of computer-based information systems, focusing on those which help expand the role of information technology to facilitate the analysis and evaluation of complex problems. Strategies for designing computer-based information systems which support strategic planning, managerial control, and/or operational control are studied.

**4053 Analysis and Design of Information Systems**

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

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

**4063 Advanced Topics in 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 The Information Resource**

(3-0) 3 hours credit. Prerequisite: MGT 3023 or consent of instructor.

Study of the issues involved in the planning, organizing and controlling of data processing resources. Includes project development control, organizing and staffing, hardware control, cost of data processing services, management of data, management of end-user computing,

quality assurance in information systems development, and the management of systems integration.

**4123 Introduction to Telecommunications for Business**

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An overview of telecommunication systems, prospects for the future, and the social impact of telecommunications. Areas of concentration include the principles of communication, basic telecommunication technology and systems, the application of telecommunications to business, telecommunications management, and future trends and impacts.

**4133 Advanced Telecommunications for Business**

(3-0) 3 hours credit. Prerequisite: IS 4123 or consent of instructor.

An advanced analysis of telecommunication principles and systems. Topics include Local Area Networks, digital communication methods, transmission systems, electronic mail, teleconferencing, and videotex. Methods for cost-benefit analysis in telecommunications management and the overall regulatory environment will be discussed.

**4143 End-User Computing**

(3-0) 3 hours credit. Prerequisite: IS 3073 or consent of instructor.

Focuses on the rapidly expanding computer environment for end-users in business organizations. Studies the roles and services of the information center, principles of application development for end-users, personal computing environments, communication applications, and nonclerical office automation.

**4153 User Interface Design**

(3-0) 3 hours credit. Prerequisite: IS 3073 or consent of instructor.

Focuses on user interfaces, i.e., the communications between a user (or set of users) and a computer-based information system. Study of the design, development, and evaluation of user interfaces. Various techniques are compared and contrasted (e.g., menus, command languages). The general cognitive limitations of human beings and the styles and preferences of individual users are considered.

**4913 Independent Study**

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<sup>1</sup>**

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 45 additional semester hours.

- A. 21 upper-division semester hours in the major in addition to the 6 hours of CBK in the major:

ECO 3033 Economics of Managerial Decisions  
ECO 3053 Aggregate Economic Analysis  
ECO 3113 Introduction to Mathematical Economics  
ECO 3123 Forecasting Techniques in Business and Economics

9 additional hours of ECO upper-division electives

- B. 24 semester hours of support work

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<sup>1</sup>**

The minimum number of semester hours required for this degree, including the 42 hours of General Education Requirements, is 120<sup>2</sup>.

In addition to the General Education Requirements, all candidates for the degree must complete 78 additional semester hours.

- A. 30 semester hours in the *major*, 24 of which must be at the upper-division level.

1. 18 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  
ECO 3123 Forecasting Techniques in Business and 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;

<sup>1</sup>Students wishing to pursue a graduate degree in economics should consult with a faculty advisor in Economics when planning their support work.

<sup>2</sup>Thirty-nine of the total semester hours required for the degree must be at the upper-division level.

12 additional semester hours of social science.

C. 24 semester hours to be taken as follows:

COM 1043 Introduction to Communication

STA 1063 Basic Statistics for Business and Economics

18 semester hours of free electives, 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.

Economic analysis at the national level, including the determination of aggregate income and employment, operation of the domestic and international monetary systems, short-term income fluctuations, and long-term economic growth.

### **2023 Introductory Microeconomics**

(3-0) 3 hours credit.

An introduction to the economic theory of decision-making by consumers and business firms; an analysis of the domestic and international market systems and their roles in allocating goods and services; problems of market failure.

### **3013 Theory of Price**

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

Operations of individual markets; market structure; theory of the firm; theory of production; demand theory; general equilibrium and welfare economics.

### **3033 Economics of Managerial Decisions**

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

Managerial economic decisions in firms and related entities. Topics include demand analysis, least-cost production, profit strategy, the influence of various market structures on the firm, advanced issues in pricing, and the impact of the international sector.

### **3053 Aggregate Economic Analysis**

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

Analysis of the measurement, determination, and control of aggregate economic activity; the monetary system in relation to income and employment; short-term income fluctuations; long-term growth.

### **3113 Introduction to Mathematical Economics**

(3-0) 3 hours credit. Prerequisites: ECO 3013 or ECO 3033 or ECO 3053 or concurrent enrollment, 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 Developing Countries**

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

Specific economic problems of developing countries and national groupings; basic approaches to economic development; major proposals for accelerating development; role of planning; 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.

**4913 Independent Study**

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<sup>1</sup> 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 45 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. 27 hours of support work:

1. ACC 3023 Intermediate Financial Accounting I

ACC 3033 Intermediate Financial Accounting II

ACC 3123 Cost Analysis

2. ECO 3033 Economics of Managerial Decisions

3 hours of College of Business upper-division electives.

6 semester hours of free electives

<sup>1</sup>Thirty hours for the B.A. degree.

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 as 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 techniques 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.

**4913 Independent Study**

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. Origin and development of law, judicial processes, tort law, and an introduction to the legal structure of business organizations. Detailed study of the common law of contracts and Article 2 sales contracts and related topics, including agency law and suretyship, with a general introduction to real and personal property law.

**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, commercial paper, documents of title, investment contracts, secured transactions, and also bankruptcy, securities regulations, accountants' liability, and the legal operation of the general and limited partnership and the business corporation.

**3213 Legal Relations of Business**

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

**3423 Insurance Law**

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

**3523 Real Estate Law**

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

**4913 Independent Study**

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 LEADERSHIP AND ADMINISTRATION**

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), candidates for the degree must complete 45 additional semester hours.

- A. 15 upper-division semester hours in the major in addition to the 12 hours of Management courses in the CBK.

MGT 3023 Organizational Behavior  
MGT 4073 International Management  
MGT 4203 Business and Society  
MGT 4213 Advanced Organization Theory  
MGT 4343 Production Management Applications

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

1. ACC 2043 Introduction to Accounting Topics  
2. FIN 3313 Money and Banking

- C. 12 semester hours of directed elective support work outside the College of Business. These courses may not duplicate courses used for General Education Requirements.

1. 3 hours from the following:

HUM 3013 History of Ideas  
HUM 3313 The Humanistic Impact of Scientific Revolutions  
HUM 3413 Humanity and the Cosmos  
PHI 2033 Introduction to Modern Philosophy  
IDS 3003 Science and Humanity  
IDS 4113 Modes of Inquiry Across the Fields of Study

2. 3 hours from the following:

COM 2113 Public Speaking  
COM 2343 Introduction to Mass Communications  
COM 3113 Argumentation and Debate  
COM 3243 Persuasion  
COM 3523 Public Relations

3. 3 hours from the following:

ANT 3223 Cultural Ecology  
ANT 4253 Cultural Dynamics  
ENV 3023 Man and His Natural Resources  
HIS 3153 The City in the Making of America  
HIS 3173 Modern America  
HIS 3183 Law and American Development  
HIS 4113 American Intellectual History  
HIS 4123 History of Science and Technology in America

4. 3 hours from the following:

GRG 3633 Geography of Development  
POL 2603 International Politics

POL 2633	Comparative Politics
POL 3113	American Political Theory
POL 3153	Political Philosophy: Contemporary
POL 3243	Political Socialization, Mass Media, and Public Policy
SSC 3123	Urban Environmental Values
SSC 3003	Economy and Polity

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

E. 3 semester hours of free electives.

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

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 48 additional semester hours.

48 semester hours of support work:

ACC 2043	Introduction to Accounting Topics
ARC 2213	Construction I
ARC 3203	Housing and Land Development
ARC 3413	Architectural Documents I
ARC 4013	Building Construction Estimating
ARC 4113	Project Development
ARC 4613	Construction Management
GRG 3523	Introduction to Urban Planning
PHY 1623	General Physics II
MGT 3023	Organizational Behavior
BLW 3523	Real Estate Law
FIN 3433	Principles of Real Estate
FIN 3503	Real Estate Investment
FIN 4713	Mortgage Banking and Real Estate Finance

6 additional hours of free electives. This may be fulfilled by selecting from the following:

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

### **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 45 additional semester hours.

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

- MGT 3063 Management Decision Support Systems
- MGT 4323 Simulation Applications in Business
- MGT 4343 Production Management

9 additional hours of MGT electives, as approved by the student's advisor.

B. 27 semester hours of support work:

1. ACC 2043 Introduction to Accounting Topics
2. MGT 3023 Organizational Behavior
3. 3 hours of College of Business upper-division electives
4. 6 hours of electives outside the College of Business
5. 12 hours of 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 45 additional semester hours.

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

- MGT 3613 Personnel Administration
- MGT 3623 Compensation Administration
- MGT 4633 Labor Relations
- MGT 4803 Human Resources Management

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

B. 27 hours of support work:

1. ACC 2043 Introduction to Accounting Topics
2. MGT 3023 Organizational Behavior
3. ENG 2413 Technical Writing
4. 6 hours of electives outside the College of Business
5. 12 hours of free electives.

## **COURSE DESCRIPTIONS MANAGEMENT (MGT)**

### **3013 Introduction to Organization Theory, Behavior and Management (3-0) 3 hours credit.**

A study of the complex role managers play in creating and maintaining organizations. The evolution and application of strategic analysis, planning, decision-making and organization theory and behavior is explored within the context of changing technological, social and political-legal environments and the internationalization of the economy. Special emphasis is given to the ethical dimensions of management and social responsibility.

**3023 Organizational Behavior**

(3-0) 3 hours credit. Prerequisite: MGT 3013 or 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 Management Science and Production Management**

(3-0) 3 hours credit.

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

**3043 Business Communications**

(3-0) 3 hours credit. Prerequisite: MGT 3013 or consent of Division Director or Dean.

Introduction to basic communication theory and interpersonal communications through the written medium, with practical applications in business organizations. Emphasis is on report planning, preparation and correspondence strategy including research and analysis, linkage of meaning and understanding between writer and reviewer, and visual displays. Focus is on written presentations and assignments supplemented with oral presentations. The role of ethics in business communication is explored.

**3063 Management Decision Support Systems**

(3-0) 3 hours credit.

A study of the modern computer hardware and software currently used in managerial and personal/professional decision processes. Topics include expert systems, artificial intelligence, and communication networks. Emphasis is given to the concept of decision support systems and to hands-on experience using techniques and microcomputer tools to build systems which can support decision processes.

**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.

Introduction to multivariate statistical analysis used in research in organizational and behavioral management, marketing, human resources, finance, and operations management. Examples and procedures for experimental design, data collection and display, data interpretation, hypothesis testing, and forecasting in business systems. Extensive use of computer statistical packages such as SPSS and SAS.

**3613 Personnel Administration**

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

Analysis of the management of personnel systems with special focus on policy and planning considerations. Designed to provide a comprehensive understanding of the functional areas of personnel and the integration of these functions into an effective and efficient personnel system.

**3623 Compensation Administration**

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

Development and administration of wage and salary programs for organizations. Emphasis upon objectives, policies, organization, and control of compensation systems.

**4073 International Management**

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

**4083 Comparative International Management Practices**

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

**4203 Business and Society**

(3-0) 3 hours credit. Prerequisite: Upper-division standing or consent of instructor.  
 A study of the impact of societal influences on the business decision making process. Special attention given to business-government relationships and the role of the organization in the community.

**4213 Advanced Organization Theory**

(3-0) 3 hours credit. Prerequisites: MGT 3013, MGT 3023 and MGT 3043.  
 Advanced study of the structure and process of organizations. Emphasis upon such topics as typologies of organizational complexity and formalization, goals and effectiveness, communication and decision making processes, and organizational development and change. Contingency views of organizations are stressed.

**4233 Current Topics in Leadership and Administration**

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

**4323 Simulation Applications in Business**

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

**4343 Production Management Applications**

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

**4353 Advanced Projects in Management Science**

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

**4363 Quality Management and Control**

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

**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. Prerequisite: MGT 3033.  
 Detailed study of applications of advanced quantitative decision tools to a wide variety of business 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.

**4623 Recruiting and Selection**

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

Focus is on the recruiting and selection processes in organizations. Emphasis placed on topics such as needs analysis, selection techniques, recruitment sources, and legal issues. Additional emphasis is placed on research techniques in human resources management.

**4633 Labor Relations**

(3-0) 3 hours credit. 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.

**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 Performance Appraisal**

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

A study of performance appraisal from the perspective of the administration of the personnel function. The course examines and evaluates performance appraisal systems and methods. In addition, emphasis is placed on the costing of human resource decisions related to productivity and performance.

**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.

**4813 Current Topics in Human Resource Management**

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

Analysis of current trends in Human Resources Management. Critical analysis of personnel/human resources. Primary consideration given to developments in theory, activities of regulating agencies and the courts. Analysis of ethical, social, and public policy aspects of personnel management. May be repeated for credit when topics vary.

**4863 Ethical and Social Issues in Management**

(3-0) 3 hours credit. Prerequisite: Upper-division standing 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: MGT 3013 and MKT 3013.

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 Management Strategy and Policy**

(3-0) 3 hours credit. Prerequisite: Semester of graduation and consent of instructor.

A study of the processes involved in the formulation and implementation of policy and strategy in realistic organizational settings. Students are required to integrate their functional knowledge with the social, political, ethical, technological, and international dimensions of managerial decision-making and relate it to problems concerning the relationship between the

total organization and its environment. Creative skills of analysis and effective communication in the light of current management thinking are emphasized.

**4912-3 Independent Study**

2-3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's advisor, 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 45 additional semester hours.

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

MKT 3023 Marketing Analysis for Decision Making  
MKT 3073 Introduction to Marketing Management  
MKT 3083 Marketing Research

9 additional hours of MKT electives

- B. 27 hours of support work:

1. ACC 2043 Introduction to Accounting Topics
2. ACC 3123 Cost Analysis
3. ECO 3053 Aggregate Economic Analysis
4. FIN 3313 Money and Banking
5. 9 hours outside the College of Business.

These 9 hours may not duplicate courses used for General Education Requirements.

- a. 3 hours from the following:

GRG 1013 Fundamentals of Geography  
GRG 2633 World Regional Geography  
GRG 3123 Geography of Latin America  
GRG 3213 Cultural Geography  
GRG 3613 Conservation of Resources  
GRG 3633 Geography of Development

b. 3 hours from the following:

IDS	2213	World Civilization Since the 15th Century
HIS	2533	Latin America Since 1492
HIS	3283	Twentieth Century Europe
HIS	3303	History of Mexico
HIS	3343	Modern Central America and the Caribbean
HIS	3353	Latin America Since Independence
HIS	3823	History of American Foreign Policy

c. 3 hours from the following:

POL	2083	Current Issues in World Politics
POL	2603	International Politics
POL	2633	Comparative Politics
POL	3093	Mexican-American Politics
POL	3393	Latin American Politics

6. 6 hours of free electives

## **COURSE DESCRIPTIONS**

### **MARKETING**

#### **(MKT)**

#### **3013 Principles of Marketing**

(3-0) 3 hours credit.

Introduction to basic principles of marketing. An examination of market analysis processes and their use to develop the organization's product mix and the integration of the communication, distribution, and pricing strategies to achieve profit and service goals.

#### **3023 Marketing Analysis for Decision Making**

(3-0) 3 hours credit. Prerequisite: Must be taken concurrently with MKT 3013.

A focus on the analysis and evaluation of the marketplace emphasizing secondary data sources and decision models. Factors that may influence business decisions are examined and market segmentation models are used to select market targets. Personal computers are integrated into a marketing decision framework.

#### **3033 Promotion**

(3-0) 3 hours credit. Prerequisites: MKT 3073 and MKT 3083.

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 3073 and MKT 3083.

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. Prerequisites: MKT 3073 and MKT 3083.

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. Prerequisites: MKT 3073 and MKT 3083.

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

**3073 Introduction to Marketing Management**

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

An examination of the processes of market analysis, goal setting and strategy formulation. Emphasis is on decision making at the firm level in analyzing opportunities, diagnosing competitive situations and designing plans of action.

**3083 Marketing Research**

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

Theory and methodology of conducting and interpreting qualitative and quantitative marketing studies. Includes problem definition, research design, sampling, data analysis, and presentation of research findings. Formerly MKT 4083. Credit cannot be earned for both MKT 3083 and MKT 4083.

**3093 Product Management**

(3-0) 3 hours credit. Prerequisites: MKT 3073 and MKT 3083.

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. Prerequisites: MKT 3073 and MKT 3083.

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. Prerequisites: MKT 3073 and MKT 3083.

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. Prerequisites: MKT 3073 and MKT 3083.

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. Prerequisites: MKT 3073 and MKT 3083.

Comparative analysis of cultural, legal, political, economic, and technological environments as they affect marketing strategy in the global market-place. Focus is on understanding alternative market entry strategies as well as maintaining longer-term market-place viability.

**4093 Consumer Behavior**

(3-0) 3 hours credit. Prerequisites: MKT 3073 and MKT 3083.

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. Prerequisites: MKT 3073 and MKT 3083.

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: 15 hours of Marketing coursework including MKT 3023 and MKT 3083.

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: 12 Hours of Marketing coursework including MKT 3023 and MKT 3083 and 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: 12 hours of Marketing coursework including MKT 3023 and MKT 3083 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. 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. Prerequisites: 12 hours of Marketing coursework including MKT 3023 and MKT 3083 and permission of Instructor and Division Director.

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