

# College of Business



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# College of Business

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## DEGREES OFFERED

Combined Bachelor of Science and Masters in Accountancy (BSAcc/MAcc)

Bachelor of Science with a major in Business Administration (BSBA) with emphasis areas in

*Economics*

*Finance and Banking*

*International Business*

*Management*

*Marketing*

*Real Estate*

*Minor in Business*

## ADMINISTRATION

Bruce J. Walker, Dean

Kenneth R. Evans, Associate Dean

Mary Beth Marrs, Assistant Dean

Thomas P. Howard, Director, School of Accountancy

Dan French, Chair, Finance Department

Allen Bluedorn, Chair, Management Department

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The College of Business, established in 1914, educates students for professional opportunities and responsibilities in the private and public sectors. The college includes the School of Accountancy (the first established at a major public university) and the College of Business (composed of the departments of Finance, Management and Marketing). The college offers an undergraduate degree in business, a combined bachelor's and master's degree program in accountancy, master's degrees in business administration, and doctoral degrees in accountancy and business.

Students' educational experiences are enhanced through the scholarly activities of the faculty, who conduct research on significant, timely issues. Students in the college are exposed to relevant theories and concepts applied to real-world operations of private and public enterprises. Students gain added practical insights through internships, field projects, guest speakers and executives-in-residence. The college's agencies provide information, research, continuing education and managerial assistance to practitioners and organizations throughout Missouri and in other states.

## ADMISSION

### Freshmen

Freshman applicants to the College of Business (students applying to MU from high school) will be admitted to the lower division if they meet campus admission requirements. Admission to the lower division does not guarantee admission to the BSBA degree program and emphasis areas or the Accountancy program. Admission to an upper-level emphasis area is based on the UM cumulative grade of record.

### Transfer Students

Students in good standing in another school or college at MU must submit a Transfer of Division form to the College of Business. Such students may be admitted to the lower division if they can complete degree-program admission requirements by the completion of 60 credits (75 credits for Accountancy students).

External transfer students who request admission to the College of Business will be admitted to the lower division if they can complete degree-program admission requirements by the completion of 60 credits. Students are encouraged to have their transcripts evaluated by an academic adviser in the College of Business prior to their enrollment at MU.

Course work completed with a grade of D- or better at an accredited two- or four-year institution will be accepted if the courses are appropriate equivalents of the required MU courses and if the equivalent MU courses do not require a grade in the C range. The college does not accept developmental or vocational/technical course work.

Credits transferred from accredited community or junior colleges usually include general education, upper level or pre-accountancy admission requirements and unrestricted elective courses. The College of Business accepts a maximum of 64 credits from a community or junior college toward the bachelor's degree. When more than 64 credits have been completed, the additional courses are evaluated on a course-by-course basis for applicability to lower-division requirements.

A student holding an associate of arts degree will have fulfilled general education requirements. However, this does not exempt the student from satisfying the specialized degree, major or emphasis prerequisites of the college in the areas of accounting, economics, math and statistics.

Students transferring to the college without an associate of arts degree will have their transcripts evaluated on a course-by-course basis and must meet the entrance requirements of the college in the same way as other MU students.

### Probationary Admissions

Students are placed on academic probation if they are admitted to the college without fully meeting the good-standing requirements of the school. (See the section on Probation Suspension and Dismissal for these requirements.)

*Students whose native language is not English must present a TOEFL of at least 550 (paper based) or 213 (computer-based).*

## Admission to the Business Administration Program

### Capacity Limitations

Admission into the upper-level Bachelor of Science in Business Administration (BSBA) degree program is highly competitive, because enrollment is limited. Each of the individual emphasis areas (Economics, Finance and Banking, International Business, Management, Marketing or Real Estate) has its own capacity limitation. A minimum UM cumulative grade of record of 2.6 is required to be eligible to apply for upper level. However, this is not a guarantee of admission to upper level due to the competitive nature of the program.

### Preprofessional Information

To apply to the upper-level BSBA and a related emphasis area program, a student must have completed a minimum of 45 credits but no more than 60 credits (effective fall 2004). The following courses must be among the credits completed or in process at the time of application:

- \*ACCTCY 2036: Accounting I OR 2136H
- \*ACCTCY 2037: Accounting II OR 2137H
- ECONOM 1014 or 1024: Principles/ Fundamentals of Microeconomics
- ECONOM 1015: Fundamentals of Macroeconomics
- ENGLISH 1000: Exposition and Argumentation
- MANGMT 1010: Contemporary Business Practices
- MATH 1100: College Algebra
- MATH 1300: Finite Mathematics
- MATH 1320: Elements of Calculus
- STAT 2500: Introduction to Probability and Statistics

\* Both ACCTCY 2036 and ACCTCY 2037 must be taken in residence or both must be taken at another campus.

### Admission to BSBA Degree and Emphasis Areas

In addition to meeting the previous requirements, students are admitted to an upper-level BSBA emphasis area based on UM cumulative grade point average. Students with exceptional circumstances may ask to be considered for admission based on both grades and other factors.

Students request an emphasis area when applying to the upper-division BSBA degree program. If the requested emphasis area is at capacity, students who qualify for admission to the upper-division BSBA degree program are given the opportunity to choose another emphasis area. Students are notified by email when they are eligible to apply for upper-level status. Students are admitted to upper level in February and September of each year.

Students who complete 60 credits without gaining admission to an upper-level BSBA emphasis area will not be eligible to re-enroll in the College of Business.

### Admission to the Joint BSAcc and MAcc Degree Program

In the School of Accountancy, the bachelor's and master's degree programs are merged into a 150-credit program. To apply for admission to the BSAcc/MAcc degree program, a student must have completed or be in the process of completing a minimum of 54 credits but no more than 75 hours. The following are program prerequisites:

- ACCTCY 2036: Accounting I ACCTCY 2037: Accounting II  
ACCTCY 2136H: Honors Accounting I and ACCTCY 2137H: Honors Accounting II

- ECONOM 1014 OR 1024: Principles/fundamentals of microeconomics
- ECONOM 1015: Fundamentals of macroeconomics
- ENGLISH 1000: Exposition and Argumentation
- MANGMT 1010: Contemporary Business Practices
- MATH 1100: College Algebra
- MATH 1300: Finite Mathematics MATH 1320: Elements of Calculus
- STAT 2500: Introduction to Probability and Statistics

Both ACCTCY 2036 and ACCTCY 2037 must be taken in residence or both must be taken at another campus.

Minimum GPAs to be eligible to apply include each of the following:

- 3.0 UM cumulative grade of record
- 3.0 GPA in ACCTCY 2036/ACCTCY 2136H and ACCTCY 2037/ACCTCY 2137H
- 3.0 GPA over the following pre-accountancy courses:  
ACCTCY 2036/2136H  
ACCTCY & 2037/2137H  
ECONOM 1014 or 1024  
ECONOM 1015  
ENGLISH 1000  
MATH 1300  
MATH 1320  
STAT 2500

Admission decisions will be made at the end of the winter semester for *fall admissions only*. Meeting the minimum requirements does not guarantee admission. Admission cutoffs will be revised each year in order to control accountancy undergraduate enrollment at a maximum of 200 students, the limit that can be served with current authorized faculty staffing and still maintain program quality and meet accreditation guidelines. Students meeting the minimum requirements will be selected for admission based on their ranking of a combination of cumulative GPA of record and average GPA for the set of pre-accountancy courses until the enrollment for that year is reached.

Students not admissible to the 150 credit hour degree program in the School of Accountancy may meet School of Business admission requirements and transfer into a business administration emphasis area, depending on available space.

## DEGREE CORE REQUIREMENTS

### Credit Hour Requirements

In addition to University general education and graduation requirements, students must meet the following requirements:

- Students must complete a minimum of 120 credits from accredited colleges or universities for all BSBA emphasis areas except international business, which requires 132 credits. (See separate section for international business major requirements.) Additionally, the joint BSAcc and the MAcc degree program requires students to complete a minimum of 150 credit hours.
- Students must demonstrate computer and information management proficiency by examination or by course work completed.
- In completing the 120 credits for graduation, students may count no more than 30 credits within their emphasis area.

A student who has a degree in another curricular area may receive a Bachelor of Science in Business Administration degree upon completion of all requirements for the degree, provided the courses completed include at least 24 credits taken on the MU campus.

### Capstone

Students must complete MANGMT 4970: Strategic Management to meet the capstone requirement.

### Latin Honors

Graduation with Latin Honors is determined by grade point average from either the last 50 undergraduate credits in the UM system or overall UM System undergraduate credits, whichever is higher. To be eligible for Latin Honors, a student must complete the last 50 undergraduate credits within the UM System. Grade point average requirements for Latin Honors are 3.5 for *cum laude*; 3.7 for *magna cum laude* and 3.9 for *summa cum laude*.

### Degree with Honors

The College of Business honors program is a highly selective academic experience that provides the student with increased challenges and innovative learning experiences. The program emphasizes special curricula, independent research, leadership opportunities and individual student/faculty interaction. These students may participate in both the College of Business honors program and the campus Honors College. A degree with honors is dependent on course availability and is not guaranteed.

### Admission and Retention in the College of Business Honors Program

First-semester freshmen who graduated in the top 10 percent of their high school class and earned a composite score of at least 29 on the ACT (or an equivalent SAT score) are automatically eligible for admission to the Honors College and the honors program of the College of Business.

In addition, the following students may apply for admission to the Honors College and participate in the honors program of the College of Business:

- Currently enrolled students who have an MU cumulative GPA of 3.5 and at least 30 credits completed
- Transfer students who have an overall cumulative GPA of 3.5 and at least 30 credits completed

A student must maintain a 3.0 overall GPA to remain in the College of Business honors program.

### Graduation Requirements for the College of Business Honors Program

To graduate with honors from the College of Business, a student must meet the following requirements:

- Admission to the Honors College
- 3.3 overall GPA or higher at the time of graduation
- 20 completed honors credits, including at least 9 in the College of Business, of which 3 must be in the student's emphasis area
- 3 credits in the College of Business from 3000-level courses

### Academic Assessment

Students are required to complete a college-wide assessment exam in addition to a University assessment exam during their capstone course.

## ACADEMIC REGULATIONS

### Credits by Examination

The College of Business accepts CLEP subject examinations, departmental exams and Advanced Placement (College Board) credit. More information may be obtained from academic advisers in the College of Business and the Credit by Examination section in the beginning of this catalog.

### Maximum Credits Enrolled

A student with a cumulative GPA of 3.0 or higher may register for more than 18 credits for a fall or winter term, with permission of the associate dean.

### Independent Study

Contact the Center for Distance and Independent Study for a listing of courses that may be taken by correspondence. Students must receive approval from their academic adviser prior to registering for correspondence courses.

### Academic Standing - School of Accountancy

Accountancy students are in good academic standing if they maintain a cumulative UM grade point average of 3.0 or higher for all coursework *subsequent* to admission to the 150-hour Accountancy program. Failure to meet this requirement will result in a probationary semester, and if not rectified, dismissal from the program. Accountancy students are subject to the probation and dismissal policies set by the College of Business (see below). An undergraduate who has been ineligible to enroll for a period of one year may be readmitted only on the approval of the director of the 150-hour program in accountancy. As a condition of readmission, the director may set forth stipulations with regard to minimum standards of academic work that must be maintained by the student. After readmission, if the student again becomes ineligible to enroll, his or her ineligibility is considered permanent. Accountancy students entering the graduate portion of the 150-hour program should consult The Graduate School Catalog for academic standing policies for graduate students.

### Probation, Suspension and Dismissal

#### Grade Point Average Requirements

A minimum 2.0 GPA for all courses attempted must be met for each of the following categories to remain in good standing with the College of Business:

- For students admitted to the upper level program, all courses offered by the College of Business (including all MU accountancy and business courses regardless of whether the courses are completed before or after admission to a degree program in the College of Business)
- All courses attempted in the UM system.

#### Probation

See the Academic Standing section in the front of this catalog.

- A student who has been admitted to the upper level whose cumulative UM System GPA is 1–15 quality points below 2.0 is placed on probation.
- A student whose cumulative GPA for courses offered by the College of Business is 1–15 quality points below 2.0 is placed on probation. (Courses offered by the college are those with the curricular designations of ACCTCY, ECONOM, FINANC, MANGMT and MRKTNG.) This only applies to students ad-

mitted to an upper level BSBA emphasis.

- A student placed on academic probation must establish a 2.0 term GPA, a 2.0 UM System cumulative GPA and a 2.0 MU College of Business cumulative GPA within two successive terms of enrollment; otherwise, the student is ineligible to enroll.
- Students placed on probation may become ineligible to enroll in the College of Business at the end of the first term of probation if they become subject to one or more of the first three dismissal provisions below.

### ***Dismissal***

See University requirements outlined in the Academic Standing section of this catalog.

Students become ineligible to enroll in the College of Business if one or more of the following occurs:

- The fall or winter term GPA falls below 1.0.
- The UM System cumulative GPA is 15.01 quality points or more below 2.0.
- For a student who has been admitted to upper level, the cumulative GPA for courses offered by the College of Business is 15.01 quality points or more below a 2.0 GPA. This includes all MU accountancy and business courses regardless of whether the courses are completed before or after admission to a BSBA emphasis area.
- The student fails to remove probationary status at the completion of the second successive term on probation. A student whose second successive term is a summer session is normally allowed another semester to remove probationary status, unless that student becomes subject to the second or third provision listed above.

A student who has been ineligible to enroll for a period of one year may be readmitted only on the approval of the assistant dean of the college. As a condition of readmission, the assistant dean may set forth stipulations about minimum standards of academic work that must be maintained by the student. After readmission, if the student again becomes ineligible to enroll, his or her ineligibility is considered permanent.

### **Satisfactory/Unsatisfactory Grades**

The S/U grading system is limited to unrestricted elective courses.

### **Enrolling in Other Institutions**

The College of Business has no restrictions on a student enrolling in another institution simultaneously.

### **Time Limit on Completion**

A student must complete requirements for an undergraduate degree program in the College of Business within 10 years of his or her initial enrollment as a first-time freshman in order to graduate under program requirements in effect at the time of initial enrollment.

## **STUDENT SERVICES**

### **Advising**

Students admitted to a degree program in the college are assigned an academic adviser. The academic adviser works with students in determining course work needed to complete a degree. In addition, students are assigned a faculty advisor in their emphasis area who can assist with career planning and selection of professional electives and emphasis support courses. Students are responsible for determining an appropriate schedule of courses each semester and are encouraged to meet with their academic advisor for assistance.

# School of Accountancy

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Loren Nikolai, Ernst & Young Distinguished Professor and Director, 150-credit and Master of Accountancy Programs

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## FACULTY

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**ASSISTANT PROFESSOR** M. R. Pereira, P. R. Wheeler  
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The accountancy program at the University of Missouri-Columbia has long been nationally recognized for its excellence. MU accountancy faculty have published leading textbooks and research articles and have served at high levels in numerous professional accounting associations. The school offers the combined BSACC and MACC degrees.

Students wanting to explore accountancy as a major should take ACCTCY 2036: Accounting I.

### Major Program Requirements - Accountancy

The undergraduate and master's degree programs with a major in accountancy are merged into an integrated 150-credit curriculum to provide high-quality preparation for a career as a professional accountant in public accounting, business or government.

The Bachelor of Science with a major in Accountancy is awarded along with the Master of Accountancy degree upon satisfactory completion of the 150-credit, integrated curriculum. In this integrated program, a minimum of 24 credits in accountancy courses at the 3000-level or above must be completed at MU.

### School of Accountancy Graduation Requirements

Course requirements ensure that at least 40 percent of a student's course work is earned in divisions other than business. The merged

BSACC and MACC degrees require 150 total credits.

General Education*	23
Pre-Accountancy Courses	28
Accountancy Foundation Courses	12
Required Core Courses	27
Required Accountancy Courses	21
Professional Electives	6
Senior Capstone	3
Graduate Level Coursework*	30
<b>Total</b>	<b>minimum 150</b>

\*Can include certain Law School courses at the graduate level. Additional 3 hours of humanities fulfilled in Accountancy foundation courses.

Students also need to fulfill an International Studies Component (6 hours) to be selected with your adviser. These classes can be taken at the undergraduate or graduate level.

### Major Core Requirements

#### University general education

The following courses are degree specific major requirements for the 150-credit program in the School of Accountancy. Courses that satisfy University general education and core program prerequisite requirements are recommended for the freshman and sophomore years.

#### Accountancy Foundation Courses

PHIL 1000: General Introduction to Philosophy, OR	
PHIL 1100: Introduction to Ethics, OR	
PHIL 1200: Introduction to Logic (fulfills humanistic studies requirement)	3
COMMUN 1200: Introduction to Speech Communication	3
6 hours of Psychology or 6 hours of Sociology	6
International Component (See your academic advisor about completion of this requirement.)	

#### Business and professional core

*ACCTCY 2036: Accounting I	3
*ACCTCY 2037: Accounting II	3
ECONOM 1014 or 1024: Principles/Fundamentals of Microeconomics	3
ECONOM 1015: Fundamentals of Macroeconomics	3
ENGLISH 1000: Exposition and Argumentation	3
MANGMT 1010: Contemporary Business Practices	1
MATH 1100: College Algebra	3
MATH 1300: Finite Mathematics	3
MATH 1320: Elements of Calculus	3
STAT 2500: Introduction to Probability and Statistics I	3

\*Both ACCTCY 2036 and ACCTCY 2037 must be taken in residence or both must be taken at another campus.

#### Required Core Courses

ACCTCY 2258: Computer-Based Data Systems	3
CS 1040: Introduction to Problem-Solving and Programming OR	
CS 1050: Algorithm Design and Programming I	3
ECONOM 3229: Money and Banking	3
ECONOM 3251: Theory of the Firm OR	
ECONOM 4351: Intermediate Price Theory	3
FINANC 3000: Corporate Finance	3
MANGMT 3000: Fundamentals of Management	3
MANGMT 3540: Introduction to Business Law	3
MRKTNG 3000: Principles of Marketing	3
STAT 3500: Introduction to Probability and Statistics II	3

### Required Accountancy Courses

ACCTCY 3326: Financial Accounting Theory and Practice I.....	3
ACCTCY 3328: Accounting Information Systems.....	3
ACCTCY 3346: Financial Accounting Theory and Practice II.....	3
ACCTCY 3347: Cost/Managerial Accounting.....	3
ACCTCY: 4353: Introduction to Taxation.....	3
ACCTCY: 4365: Governmental Accounting and Budgeting OR ACCTCY: 4384: Auditing Theory and Practice I.....	3
Accountancy Elective.....	3

### Professional Electives

Six credits must be taken as 2000-level or higher University non-business electives or 3000-level business electives

### Senior Capstone

MANGMT 4970: Strategic Management.....	3
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**Graduate Level Coursework.....30**

### Requirements for Master's Degree Only

A student who has a degree in a different curricular area or a bachelor's degree in accountancy from another college or university may earn a master's degree from the School of Accountancy upon completion of the requirements for the degree. The student's program must include a minimum of 30 credits beyond the bachelor's degree (or its equivalent) selected from courses carrying graduate credit. In addition, the student must meet the following stipulations:

- At least 18 of the 30 credits must be completed in 8000-9000-level courses.
- A minimum of 24 credits of advanced study must be completed under MU faculty.
- A maximum of 6 graduate credits may be transferred from another college or university.
- All requirements must be completed within eight years from the time of initial enrollment.

See the *Graduate Catalog* for more information including enrollment limitations, application requirements and graduate-level course descriptions.

## Sample Ten-Semester Program

### Bachelor of Science Accountancy

Check the *Undergraduate Catalog* for course prerequisites.

#### Fall I

MATH 1300 or 1320*.....	3
State Requirement.....	3
PSYCH 1000 or SOCIOL 1000.....	3
PHIL 1000, 1100, or 1200.....	3
Non-Business Elective.....	2
MANGMT 1010.....	1
<b>Total.....</b>	<b>15</b>

#### Fall II

STAT 2500.....	3
ACCTCY 2036 or 2136H 3	
ECONOM 1015.....	3
Physical/Biological Science.....	3
CS 1040 or 1050 (1040 recommended).....	3
<b>Total.....</b>	<b>15</b>

#### Winter I

MATH 1300 or 1320*.....	3
ENGLSH 1000.....	3
ECONOM 1014.....	3
Physical/Biological Science.....	3
Additional Psychology or Sociology.....	3
<b>Total.....</b>	<b>15</b>

#### Winter II

STAT 3500.....	3
ACCTCY 2037 or 2137H.....	3
ACCTCY 2258.....	3
COMMUN 1200.....	3
Physical/Biological Science.....	3
<b>Total.....</b>	<b>15</b>

#### Fall III

Humanities Elective.....	3
ACCTCY 3326 (FS only).....	3
ACCTCY 3328.....	3
MANGMT 3000.....	3
ECONOM 3229.....	3
<b>Total.....</b>	<b>15</b>

#### Fall IV

Professional Elective.....	3
ECONOM 3251 or 4351..	3
MANGMT 3540.....	3
ACCTCY 4353.....	3
Non-Business Elective.....	3
<b>Total.....</b>	<b>15</b>

#### Fall V

ACCTCY 7384**.....	3
Accountancy Elective.....	3
Business Elective.....	3
Business Elective.....	3
Accountancy Elective.....	3
<b>Total.....</b>	<b>15</b>

#### Winter III

FINANC 3000.....	3
ACCTCY 3346 (WS only).....	3
MRKTNG 3000.....	3
ACCTCY 3347.....	3
Non-Business Elective.....	3
<b>Total.....</b>	<b>15</b>

#### Winter IV

Humanities Elective.....	3
MANGMT 4970.....	3
ACCTCY 4365.....	3
Accountancy Elective or Internship.....	3
Professional Elective.....	3
<b>Total.....</b>	<b>15</b>

#### Winter V

ACCTCY 8450**.....	3
MANGMT 7010**.....	3
Accountancy Elective.....	3
Accountancy Elective.....	3
Business Elective.....	3
<b>Total.....</b>	<b>15</b>

\*Both MATH 1300 and 1320 must be taken. A grade of C- is required in MATH 1100 (counts in place of non-business elective), MATH 1300 or 1320 and Stat 2500.

\*\*See the *Graduate Catalog* for course descriptions.

ECONOM 1051H satisfies both ECONOM 1014 or 1024 and 1015 requirement.

One humanity or science must be 2000-level or above.

For the behavioral science component, students must complete a two-course sequence in either psychology or sociology.

Professional electives can be six hours of non-business electives (2000+ courses) or six hours of business electives (3000+ courses) or three hours of each approved by academic advisor.

Electives must be approved by advisor so that international studies requirements are met.

Some students get an opportunity to do a winter internship during the 8th semester. Please see academic advisor to discuss courses that can be taken with a winter internship.

## ACCOUNTANCY COURSES

### **ACCTCY 2010—Introduction to Accounting**

**(3).** Introducing to accounting for non-business majors. Emphasis on introduction students to business operations, as well as preparing and using management information and financial accounting information for business decisions (does not count as either ACCTCY 2036 or 2037).

**ACCTCY 2026—Accounting I (3).** An introduction to the field of accounting, this course covers the fundamentals of financial accounting. Business students at UMC must have advisor's approval. Credit may not be earned for both ACCTCY 2026 and 2036. Course only offered through the Center for Distance and Independent Study.

**ACCTCY 2027—Accounting II (3).** This course covers the fundamentals of managerial accounting and additional topics in financial accounting. Business students at UMC must have advisor's approval. Credit may not be earned for both ACCTCY 2027 and 2037. Prerequisite: ACCTCY 2026. Course only offered through the Center for Distance and Independent Study.

**ACCTCY 2036—Accounting I (3).** First half of two-part course focusing on the business environment and the use of managerial and financial accounting information for decision making in various business settings. Emphasizes the use of accounting information about a retail company (sole proprietorship) by internal and external users, followed by an introduction to other forms of business and, then, planning for corporate operations. Prerequisite: sophomore standing.

**ACCTCY 2037—Accounting II (3).** Second half of two-part course focusing on the business environment and the use of managerial and financial accounting information for decision making in various business settings. This half emphasizes the use of accounting information about a manufacturing company (corporation) by internal and external users. Prerequisite: ACCTCY 2036 or 2136H.

**ACCTCY 2136H—Honors Accounting I (3).** First part of two-part course focusing on the nature and use of managerial and financial accounting information for decision making in various business settings. Emphasizes use of accounting information by internal and external users. Prerequisite: sophomore standing in Accounting or Business, 3.3 or higher GPA. Honors eligibility required.

**ACCTCY 2137H—Honors Accounting II (3).** Continuation of Accountancy 2136H. Prerequisite: C or better ACCTCY 2136H. Honors eligibility required.

**ACCTCY 2258—Computer-Based Data Systems (3).** Introduces the computer as a tool in the efficient operation of a business. Skills developed in the course include electronic information retrieval, information analysis using a spreadsheet, what if analysis macro development, and information presentation. In addition, computer components, data storage, networks, and information technology are discussed. Prerequisite: ACCTCY 2036 or 2136H.

**ACCTCY 3326—Financial Accounting Theory and Practice I (3).** Institutional

structure, conceptual framework, and reporting standards and practices of financial accounting, with special emphasis on accounting for assets. Prerequisite: ACCTCY 2037 or 2137H.

**ACCTCY 3328—Accounting Information Systems (3).** Introduction to accounting information systems (AIS). General AIS concepts. Transaction processing systems and accounting cycles. Alternative platforms for computerized transaction processing. Database management and data modeling. Control concepts and design. Prerequisite: ACCTCY 2258.

**ACCTCY 3346—Financial Accounting Theory and Practice II (3).** Continuation of Accountancy 3326, with special emphasis on income recognition and accounting for liabilities and ownership equity. Prerequisite: ACCTCY 3326.

**ACCTCY 3347—Cost and Managerial Accounting (3).** Activity based and traditional job order and process cost systems for service, merchandising, and multinational manufacturing companies; Cost accounting techniques and procedures for financial reporting by multinational companies. Strategic focus to management accounting measurement and reporting. Standard costs and variances, capital budgeting. Prerequisites: ACCTCY 2037 or 2137GH and 2258.

**ACCTCY 4301—Topics in Accounting (1-3).** Independent investigations, reports on approved topics. Prerequisites: instructor's consent.

**ACCTCY 4353—Introduction to Taxation (3).** Introduction to the structure and conceptual foundations of the U.S. federal income tax systems. Covers the taxation of the major U.S. tax entities (including individuals, corporations, and conduit entities) but focuses on topics affecting taxpayers' business and investment decisions. Prerequisite: ACCTCY 2037 or 2137H.

**ACCTCY 4356—Financial Accounting Concepts (3).** Current issues in the financial reporting of business corporations to external parties. Not open to accountancy majors. Prerequisite: ACCTCY 2037 or 2137H.

**ACCTCY 4365—Governmental Accounting and Budgeting (3).** Introduction to government and not-for-profit accounting. Concepts and principles of fund accounting, budgeting, auditing, and financial reporting in government and not-for-profit entities. Prerequisite: ACCTCY 3326.

**ACCTCY 4373—Taxation of Business Entities (3).** Federal income taxation of corporations and shareholders, partnerships, and S corporations. Prerequisite: ACCTCY 4353.

**ACCTCY 4384—Auditing Theory and Practice I (3).** Introduction to the auditing profession, assurance function, and generally accepted standards for conducting audits. Prerequisites: ACCTCY 3328 and 3346.

**ACCTCY 4940—Professional Accounting Internship (3-6).** Provides full-time professional accounting work experience of at least eight weeks duration. Completion of first 105 hours of 150-hour accountancy curriculum (or equivalent) and consent of Internship Coordinator. Graded on S/U basis only.



# School of Business

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## FACULTY

### FINANCE:

**PROFESSOR** S. Ferris, D. French, J. Howe, D. West  
**ASSOCIATE PROFESSOR** P. Brockman  
**ASSISTANT PROFESSOR** C. McDonald, S. Mortal,  
D. White, S. Yan  
**ADJUNCT ASSISTANT PROFESSOR** J. Stansfield

### MANAGEMENT:

**PROFESSOR** A. C. Bluedorn, T. Dougherty, A. G. Jago,  
A. Stam, D. Turban, J. Wall  
**ASSOCIATE PROFESSOR** C. Franz, D. Greening,  
D. Moesel  
**ASSISTANT PROFESSOR** T. Chiles, C. Robert, Y. Zhuang  
**ADJUNCT ASSISTANT PROFESSOR** B. S. Downey,  
M. B. Marrs, G. D. Martin, J. Swenson

### MARKETING:

**PROFESSOR** P. Bloch, K. Evans, M. Mantrala,  
S. R. Ratneshwar, M. Richins, B. Walker  
**ASSOCIATE PROFESSOR** S. Gopalakrishna, M. Houston,  
L. Sheer, S. Zou  
**ASSISTANT PROFESSOR** S. Commuri  
**ADJUNCT ASSISTANT PROFESSOR** J. Poor

### RESIDENT INSTRUCTION ASSOCIATE PROFESSOR

G. J. Scott

Organizationally, the School of Business includes several departments, which are described below.

### Department of Finance

Through the study of finance, students learn to independently analyze security markets, understand the basic valuation techniques and use their knowledge to make investment decisions.

In addition, students learn basic theoretical concepts in corporate finance and their application to corporate financing and investment decisions. Course work focuses on the areas of investments, portfolio management, real estate appraisal, financial institutions and corporate finance.

### Department of Management

Management is defined by the Academy of Management as including "all processes, structures, and behaviors that are related to the work of organizations, as well as the dynamics of industries, economies, cultures, and other environmental forces that affect organizations and their employees." Management course work at MU is quite diverse, covering the areas of human resource management, human behavior in organizations, organization theory, strategic management, entrepreneurship, information systems, e-commerce, operations management and business law.

### Department of Marketing

Marketing focuses on creating and managing customers. It deals with the strategies, tactics and business processes involved in researching markets, deciding which markets and segments to pursue, identifying what unique value to provide, and then assembling the products, services, people and partner firms needed to build, communicate and deliver that value.

### Exploratory Course

Students wanting to explore business administration as a major should take MANGMT 1010: Contemporary Business Practices.

### Double Emphasis

Students may have a dual emphasis of Finance and Real Estate, or may add on economics emphasis to any other BSBA emphasis program.

### Major Program Requirements - Business Administration

Students in the College of Business are in either the lower level (undeclared) or the upper level (admitted to an emphasis area). Students entering the College of Business usually enter the lower level, while they take University general education and business preparation courses. The first two years of all business programs (except international business and accounting) involve the same course sequences. A student typically applies to the upper level at the end of the sophomore year or the beginning of the junior year.

A student may count a maximum of 30 credits in their emphasis area to meet the 120-credit requirement for the undergraduate degree.

Requirements above and beyond general education requirements are listed under upper level admission courses.

### Major Core Requirements

Course requirements ensure that 40 percent of a student's course work is earned in divisions other than business.

General Education (See University General Education Requirements).....38  
Upper Level Admission Courses .....28  
Emphasis Specific Courses .....21  
Emphasis Support Courses .....30

*Required Emphasis Courses	
*Additional Emphasis courses	
*Emphasis Support Courses	
Senior Capstone .....	3
<b>Total.....</b>	<b>minimum 120</b>
<b>Upper Level Admission Courses.....</b>	<b>28</b>
*ACCTCY 2036: Accounting I.....	3
*ACCTCY 2037: Accounting II .....	3
*ECONOM 1014 or 1024: Principles/Fundamentals of Microeconomics.....	3
*ECONOM 1015: Fundamentals of Macroeconomics.....	3
*ENGLSH 1000: Exposition and Argumentation.....	3
*MANGMT 1010: Contemporary Business Practices .....	1
*MATH 1100: College Algebra .....	3
*MATH 1300: Finite Mathematics .....	3
*MATH 1320: Elements of Calculus.....	3
*STAT 2500: Introduction to Probability and Statistics I.....	3
*Both ACCTCY 2036 and ACCTCY 2037 must be taken in residence or both must be taken at another campus.	

**Emphasis in Economics**

The sequence of courses for the BSBA with an emphasis in economics introduces the student to the tools of economic analysis and to their use in decision-making. It also may provide training in internal and external forecasting. Such analytical techniques are appropriate for industrial, commercial and financial organizations as well as government agencies.

**Emphasis Areas**

<b>General Education Requirement.....</b>	<b>38</b>
<b>Upper Level Administration Course .....</b>	<b>28</b>
<b>Required Courses.....</b>	<b>21</b>

**Required core courses.....21**

ACCTCY 2258: Computer-Based Data Systems OR CS1040: Introduction to Problem Solving and Programming OR CS 1050: Algorithm Design and Programming I .....	3
ECONOM 3229: Money and Banking .....	3
FINANC 3000: Corporation Finance .....	3
MANGMT 3000: Fundamentals of Management .....	3
MANGMT 3540: Introduction to Business Law .....	3
MRKTNG 3000: Principles of Marketing .....	3
STAT 3500: Introduction to Probability and Statistics.....	3

**Required economics courses .....6**

ECONOM 4351: Intermediate Price Theory .....	3
ECONOM 4353: Intermediate Income Analysis .....	3
Economics majors in College of Business must obtain a grade of C (2.0) or better in ECONOM 1014, 1015, 3229, 4351 and 4353.	

Students may retake courses to meet this requirement.

**Additional Economic Courses ..... 9-12**

**Courses selected from the following:**

ECONOM 3002: Topics	
ECONOM 3224: Introduction to International Economics	
ECONOM 3256: Economics of Public Policy: Antitrust	
ECONOM 3261: Economic Transformation in Eastern Europe and the Former Soviet Union	
ECONOM 4995: Economics Proseminar	
ECONOM 4311: Employment and Wages	
ECONOM 4312: Special Topics in Labor Markets	
ECONOM 4315: Public Economics	
ECONOM 4316: State and Local Finance	
ECONOM 4320: Economic Doctrines	

ECONOM 4322: Economics of Regulation	
ECONOM 4325: The International Monetary System	
ECONOM 4326: Economics of International Trade	
ECONOM 4329: Banking and Money Markets	
ECONOM 4335: Economics for Decision-making	
ECONOM 4340: Economic Theory of Games	
ECONOM 4345: Economics of Education	
ECONOM 4355: Structure of Industry	
ECONOM 4360: Economic Development	
ECONOM 4361: Comparative Economic Systems	
ECONOM 4362: Welfare Economics	
ECONOM 4368: Economic Fluctuations	
ECONOM 4370: Introduction to Quantitative Economics	
ECONOM 4371: Applied Econometrics	
ECONOM 4384: Structural Change in Economic History	
ECONOM 4970: Senior Seminar in Economics	

**Emphasis Support Courses ..... 12-15**

12 credits Emphasis Support courses required if 12 credits in economics are taken (from required economics courses section); 15 are taken (from required economics courses section); 15 credits required if 9 credits in economics are taken.

Courses to be selected from:

Accountancy: any 3000 or 4000 level class	
COMMUN 1200: Introduction to Speech Communication	
Economics: any 4000 level class not used as an Econ elective	
ENGLSH 2030: Professional Writing	
Finance: any 3000 or 4000 level class	
Management: any 3000 or 4000 level class	
Marketing: any 3000 or 4000 level class	
Psychology: any 3000 or 4000 level class	
Sociology: any 3000 or 4000 level class	
Statistics: any 3000 or 4000 level class	

**Capstone course - senior year (on campus) .....3**

Minimum grade of C- required

MANGMT 4970: Strategic Management

**Total.....120**

A student may count a maximum of 30 credits in economics to meet the 120-credit requirement for the undergraduate degree.

**Emphasis in Finance and Banking**

The BSBA provides an emphasis area in finance and banking for the student anticipating a career in the financial section of a corporation, in a bank or other financial institution, in an investment management firm or in the financial division of a government or non-profit organization.

**General Education Requirements .....38**

**Upper Level Admission Courses.....28**

**Required Core Courses .....21**

ACCTCY 2258: Computer-Based Data Systems OR CS1040: Introduction to Problem Solving and Programming OR CS 1050: Algorithm Design and Programming I .....	3
ECONOM 3229: Money and Banking .....	3
FINANC 3000: Corporate Finance .....	3
MANGMT 3000: Fundamentals of Management .....	3
MANGMT 3540: Introduction to Business Law .....	3
MRKTNG 3000: Principles of Marketing .....	3
STAT 3500: Introduction to Probability & Statistics .....	3
FINANC 4010: Financial Management .....	3
FINANC 4020: Investments .....	3
FINANC 4030: Financial Intermediaries and Markets .....	3

ECONOM 3251: Theory of the Firm	
ECONOM 4351: Intermediate Price Theory .....	3
ACCTCY 4356: Financial Accounting Concepts OR	
MANGMT 4010: Operations Management .....	3
<b>Additional Finance &amp; Banking courses .....</b>	<b>6</b>
FINANC 4110: Financial Management Policy	
FINANC 4120: Security Analysis	
FINANC 4130: Management of Financial Institutions	
FINANC 4201: Topics in Finance (with academic adviser consent)	
FINANC 4220: Portfolio Management	
FINANC 4320: Financial Futures and Options	
FINANC 4520: Real Estate Finance	
FINANC 4720: International Finance	
<b>Emphasis Support Courses .....</b>	<b>6</b>
Courses to be selected from:	
Accountancy: any 3000 or 4000 level class	
COMMUN 1200: Introduction to Speech Communication	
CS 1050: Algorithm Design and Programming I (if not used as a "Required Core" class)	
CS 2050: Algorithm Design and Programming II	
Economics: any 4000 level class not used as an Econ elective	
ENGLSH 2030: Professional Writing	
Finance: any 3000 or 4000 level class	
Management: any 3000 or 4000 level class	
Marketing: any 3000 or 4000 level class	
<b>Capstone course - senior year (on campus) .....</b>	<b>3</b>
Minimum grade of C- required.	
MANGMT 4970: Strategic Management	
<b>Total.....</b>	<b>120</b>

### *Emphasis in International Business*

International business is a joint degree program offered by the College of Arts and Science and the College of Business. The program incorporates foreign language, geographic region and cultural environment courses with core and international business courses. Completion of this degree program requires a minimum of 132 credits.

To complete this course of study, students must be accepted in both the Bachelor of Arts in International Studies program in the College of Arts and Science and the Bachelor of Science in Business Administration program in the College of Business.

<b>Social Sciences .....</b>	<b>6</b>
GEOG 1100: Regions and Nations of the World I OR	
GEOG 1200: Regions and Nations of the World II .....	3
POL SC 1400: International Relations OR	
POL SC 2700: Comparative Political Systems.....	3
<b>State Requirement .....</b>	<b>3</b>
<b>Behavioral Sciences.....</b>	<b>6</b>
ANTHRO 2030: Cultural Anthropology .....	3
Choose one additional course from Anthropology (except 2050, 2051, or 2052), Psychology, or Sociology .....	3
<b>Humanities.....</b>	<b>12</b>
Civilization course in language studied .....	3
Literature course in language studied .....	3
Global Core Humanity from the following.....	3
AR HA 1110: History of Western Art I	
AR HA 1120: History of Western Art II	
ENGLSH 1150: Introduction to World Literatures	
MUSIC 1313: Introduction to World Music	
PHIL 2100: Philosophy: East and West	

PHIL 2410: Philosophies of War and Peace	
REL ST 2110: Major World religions	
WGST 1334: Women, Race, and Class	
GN HON 2117H: The Emerging Canons of the Americas	
Additional Humanity .....	3

**Biological & Physical Sciences..... 6-7**  
One course must include a lab

**Foreign Language .....** **18-19**  
All in the same language

**Area Support .....** **9**  
To be selected with the A&S advisor. Coursework typically includes classes in Culture, geography, government, or history related to language studied.

**Upper Level Admission Courses.....** **28**

<b>Required Business Core Courses.....</b>	<b>21</b>
ACCTCY 2258: Computer-Based Data Systems OR	
CS 1040: Introduction to Problem Solving and Programming OR	
CS 1050: Algorithm Design and Programming I.....	3
ECONOM 3229: Money and banking OR	
ECONOM 3251: Theory of the Firm.....	3
FINANC 3000: Corporate Finance.....	3
MANGMT 3000: Fundamentals of management.....	3
MANGMT 3540: Introduction to Business Law .....	3
MRKTNG 3000: Principles of Marketing .....	3
STAT 3500: Introduction to Probability and Statistics II.....	3

**Business Area.....** **15**  
To be selected with Business advisor. Nine hours must be at the 3000 level or higher in the student's business emphasis area. The remaining six hours can be from economics, finance, management, marketing, or political science.

**Electives .....** **2-3**

**Capstone course - senior year (on campus) .....** **3**  
Minimum grade of C- required  
MANGMT 4970: Strategic Management

**Total.....** **132**

### **Global Core**

International Business students also need to fulfill 18 hours of Global Core requirements. Courses taken to meet Global Core requirements also fulfill degree requirements listed above. See your advisor for questions concerning the Global Core requirement

**Required Global Core Courses.....** **12**

The following required Global Core courses fulfill other degree requirements:  
GEOG 1100 or GEOG 1200 (3 hrs)  
POL SC 1400 or POL SC 2700 (3 hrs)  
ANTHRO 2030 (3 hrs)  
Global Core Humanity (3 hrs)

**Additional Global Core selected from: .....** **6**

AR HA 1110: History of Western Art I	
AR HA 1120: History of Western Art II	
BIO SC 1060: Basic Environmental Studies	
ENGLSH 1150: Introduction to World Literatures	

FS 1020: World Food and You  
 GEOL 1100 (lab): Principles of Geology with Laboratory  
 GEOL 1200 (lab): Environmental Geology with Laboratory  
 MUSIC 1313: Introduction to World Music  
 PHIL 2100: Philosophy: East and West  
 PHIL 2410: Philosophies of War and Peace  
 REL ST 2110: Major World Religions  
 SOCIOL 1000: Introduction to Sociology  
 SOCIOL 2200: Social Inequalities  
 WGST 1334: Women, Race, and Class  
 GN HON 2117H: The Emerging Canons of the Americas

Additional Global Core classes can be used to fulfill Behavioral Science, Humanity, and Biological/Physical science requirements.

**Emphasis in Management**

Management is the directing and guiding of activities to produce a desired result, product or service. Managers are repeatedly required to make decisions that will have far-reaching effects. The basic functions all managers perform are planning, organizing, staffing, motivating and directing. Professional education in management can lead to a variety of career opportunities in the private and public sectors.

**General Education Requirements .....38**

**Upper Level Admission Courses .....28**

**Required Core Courses .....21**

- ACCTCY 2258: Computer-Based Data Systems OR  
 CS 1040: Introduction to Problem Solving and  
 Programming OR  
 CS 1050: Algorithm Design and Programming I.....3
- ECONOM 3229: Money and Banking OR  
 ECONOM 3251: Theory of the Firm.....3
- FINANC 3000: Corporation Finance.....3
- MANGMT 3000: Fundamentals of Management .....3
- MANGMT 3540: Introduction o Business Law .....3
- MRKTNG 3000: Principles of Marketing .....3
- STAT 3500: Introduction to Probability and Statistics II.....3

**Required Management Courses .....9**

- MANGMT 4010: Operations Management .....3
- MANGMT 4020: Human Resource Management .....3
- MANGMT 4030: Organizational Behavior .....3

**Additional Management Courses .....9**

**Choose three courses from the following:**

- MANGMT 4050: Management of Service Operations
- MANGMT 4060: Project Management Fundamentals
- MANGMT 4110: Total Quality Management
- MANGMT 4120: Human Resource Management  
 Administration Law
- MANGMT 4130: Advanced Organizational Behavior
- MANGMT 4201: Topics in Management
- MANGMT 4210: Management Science
- MANGMT 4220: Compensation Theory and Practice
- MANGMT 4310: Production Systems Analysis
- MANGMT 4320: Selected Problems in Human Resource  
 Management
- MANGMT 4330: Organizational Theory
- MANGMT 4420: Collective Bargaining
- MANGMT 4450: introduction to Electronic Commerce
- MANGMT 4460: Electronic Commerce Security
- MANGMT 4620: Web Development Fundamentals
- MANGMT 4480: Business Data Communications and  
 Networking
- MANGMT 4540: Legal Aspects of Business Organization  
 and Operation

- MANGMT 4560: The Law of commerce Credit  
 Transactions
- MANGMT 4650: Entrepreneurship: Theory and Practice
- MANGMT 4750: Entrepreneurial Innovation Management:  
 Enterprise Conception
- MANGMT 4760: Entrepreneurial Innovation Management:  
 Enterprise Design
- MANGMT 4770: Entrepreneurial Innovation Management  
 Enterprise Operation

**Emphasis Support courses .....12**

**Courses approved by the student’s management adviser  
 selected from:**

- ACCTCY 2258: Computer-Based Data Systems  
 (if not used as a “Required Core” course)
- Accountancy courses (3000 or 4000 level)
- ANTHRO 3700: Cultures of Europe
- COMMUN 1200: Speech Communication
- COMMUN 3575: Business & Professional Commun.
- COMMUN 4476: Organizational Communication
- CS 1050: Algorithm Design & Programming I  
 (if not used as a “Required Core” course)
- CS 2050: Algorithm Design & Programming II
- CS 2110: Production Language
- CS 2210: Introduction to Digital Systems
- CS 3310: Systems Analysis I
- CS 4310: Systems Analysis II
- ECONOM 3251: Theory of the Firm  
 (if not used as a “Required Core” course)
- ECONOM 4311: Labor Market Employment/Wages
- ENGLSH 2030: Professional Writing
- Finance courses (3000 or 4000 level)
- GEOG 2710: Economic Geography
- HIST 4420: American Urban History
- Marketing courses (3000 or 4000 level)
- PHIL 2400: Ethics and Professions
- PHIL 2420: Ethical Issues in Business
- PHI 4500: Theories of Ethics
- POL SC 2700: Comparative Political Systems
- POL SC 4420: Politics of International Economic  
 Relations
- POL SC 4540: American Foreign Policy
- POL SC 4600: Latin American Governments
- POL SC 4610: Western European Political Systems
- POL SC 4720: Third World Politics
- PSYCH 2310: Social Psychology
- PSYCH 3110: Theories of Learning
- PSYCH 3120: Human Learning
- PSYCH 3840: Individual Differences
- PSYCH 4310: Theories of Personality
- PSYCH 4340: Attitude Change
- PSYCH 4410: Psychology of Aging
- PSYCH 4810: Industrial/Organizational Psychology
- PSYCH 4830: Psychology of Women
- SOCIOL 3320: Sociology of Sex Roles
- SOCIOL 3440: Social Psychology
- SOCIOL 3520: Collective Behavior
- SOCIOL 3700: Organizations & Institutions
- SOCIOL 3710: Occupations & Professions
- SOCIOL 4315: Social Demography
- STAT 4250: Quality Control
- STAT 4310: Sampling Techniques

**Capstone Course - senior year (on campus) .....3**

- Minimum grade of C- required
- MANGMT 4970: Strategic Management

**Total.....120**

### **Emphasis in Marketing**

Marketing focuses on the activities involved in the creation and sale of goods and services that serve prospective customers' needs and wants. The BSBA with an emphasis in marketing is suitable for students who anticipate careers in areas such as retail management; sales; buying and supply chain management; marketing research; product and brand management; marketing communications; customer relationship management; international marketing; and marketing consulting services.

**General Education Requirements .....38**

**Upper Level Admission Courses .....28**

**Required Core Courses .....21**

ACCTCY 2258: Computer-Based Data Systems OR

CS 1040: Introduction to Problem solving and Programming OR

CS 1050: Algorithm Design and Programming I

ECONOM 3229: Money and Banking OR

ECON 3251: Theory of the Firm .....3

FINANC 3000: Corporation Finance .....3

MANGMT 3000: Fundamentals of Management .....3

MANGMT 3540: Introduction to Business Law .....3

MRKTNG 3000: Principles of Marketing .....3

STAT 3500: Introduction to Probability and Statistics II .....3

**Required Marketing Courses.....6**

MRKTNG 4000: Marketing Management .....3

MRKTNG 4050: Marketing Research .....3

**Additional Marketing Courses .....12**

**Choose from the following**

MRKTNG 4201: Marketing Topics

MRKTNG 4220: Consumer Behavior

MRKTNG 4250: Retail Marketing

MRKTNG 4350: Distribution Management

MRKTNG 4380: Purchasing

MRKTNG 4420: Sales Management

MRKTNG 4450: Marketing Channels

MRKTNG 4550: Integrated Market Commerce

MRKTNG 4650: E-marketing

MRKTNG 4720: Global Marketing

MRKTNG 4750: Marketing, Society, and Government

MRKTNG 4880: Contemporary Issues in Marketing

MRKTNG 4940: Marketing Practicum

**Emphasis Support Courses .....12**

A list of suggested emphasis support courses for marketing majors is available at the College of Business undergraduate advising office. Pre-approved emphasis support courses include:

Courses numbered 3000+ in:

Agricultural Economics

Anthropology

Communication

Computer Science

Economics

Journalism

Mathematics

Psychology

Rural Sociology

Sociology

Statistics

Courses numbered 4000+ in:

Accountancy

Finance

Management

Marketing

Courses numbered 3000+ taken to fulfill requirements for an official minor or a dual major.

The following additional courses:

ANTHRO 2030: Cultural Anthropology

COMMUN 1200: Introduction to Speech Communication

CS 1050: Algorithm Design and Programming 1

ENGLSH 2030: Professional Writing

E DN 1600: Fundamentals of Environmental Design

FRENCH 3160: Advanced Composition and Conversation

FRENCH 3280: Commercial French

GEOG 2210: Geography of Europe

GEOG 2270: Geography of Asia

GEOG 2710: Economic Geography

GEOG 2720: Urban Geography

GEOG 3140: Mexico, Central America and the Caribbean

GEOG 2340: South America

GEOG 3450: Geography of Africa South of the Sahara

GEOG 3280: Geography of South Asia

GEOG 3290: Geography of Russia and Newly

Independent States

GERMAN 3130: Advanced German Reading

GERMAN 3160: Conversation and Composition 2

GERMAN 3180: Business German

GERMAN 4160: Conversation and Composition 3

HRM 3253: Hotel and Restaurant Human Resources

Management

ITAL 3160: Advanced Italian Composition

JAPNSE 2330: World of Japanese Business

JAPNSE 3160: Intermediate Composition and

Conversation

MANGMT 4540: Legal Aspects of Business

Organization

PHIL 2600: Rational Decisions

PHIL 2700: Mathematical Logic

PHIL 2420: Ethical Issues in Business

PHIL 2420: Formal Logic

PHIL 4700: Aesthetics

POL SC 4420: Politics of International Economic

Relations

POL SC 4360: Politics of Regulatory Policy

POL SC 4600: Latin American Governments

POL SC 4610: Western European Political Systems

POL SC 4720: Third World Politics

POL SC 4620: Politics in India and South Asia

POL SC 4630: Contemporary Chinese Politics

PSYCH 2310: Social Psychology

RUSS 3130: Intermediate Russian Reading

RUSS 3160: Intermediate Conversation and Composition

RUSS 4160: Advanced Conversation

S A ST 3130: Advanced Hindi Reading 1

S A ST 3160: Advanced Hindi Reading 2

SPAN 3150: Advanced Conversation

SPAN 3280: Commercial Spanish

T A M 2300: Retail Finance and Merchandise Control

T A M 4990: Retail Marketing and Merchandising

**Capstone course - senior year (on campus) .....3**

Minimum grade of C- required

MANGMT 4970: Strategic Management

**Total .....120**

### **Emphasis in Real Estate**

This curriculum, leading to a BSBA with an emphasis in real estate, provides a basic education for students contemplating a career in real estate, real estate management or associated fields.

<b>General Education Requirements .....</b>	<b>38</b>	E DN 4660: Housing Concepts and Issues	
<b>Upper Level Admissions Courses .....</b>	<b>28</b>	MANGMT 4560: Law of Commercial Credit Transactions	
<b>Required Core Courses .....</b>	<b>21</b>	MRKTNG 4420: Sales Management	
ACCTCY 2258: Computer-Based Data Systems OR		<b>Emphasis support courses.....</b>	<b>6</b>
1040: Introduction to Problem Solving and Programming		College of Business or economics courses numbered 2000	
OR		or higher and non-business courses selected and approved	
CS 1050: Algorithm Design and Programming I .....	3	by the department	
ECONOM 3229: Money and Banking OR		<b>Capstone course - senior year (on campus) .....</b>	<b>3</b>
ECONOM 3251: Theory of the Firm.....	3	Minimum grade of C- required	
FINANC 3000: Corporate Finance .....	3	MANGMT 4970: Strategic Management	
MANGMT 3000: Fundamentals of Management .....	3	<b>Total.....</b>	<b>120</b>
MANGMT 3540: Introduction to Business Law .....	3		
MRKTNG 3000: Principles of Marketing .....	3		
<b>Real Estate</b>		<b>Minor in Business</b>	
STAT 3500: Introduction to Probability and Statistics II.....	3	The business minor has the same rigor and content as the	
<b>Required courses .....</b>	<b>18</b>	fundamental courses taken by business students. It provides	
FINANC 4010: Financial Management .....	3	flexibility in undergraduate studies and better prepares students	
FINANC 4020: Investments .....	3	for jobs and for graduate school. The business minor includes	
FINANC 4030: Financial Intermediaries and Markets .....	3	courses that are highly complementary. For most students, the	
FINANC 4500: Principles of Real Estate .....	3	requirements for the business minor are far more valuable than	
FINANC 4510: Real Estate Appraisal .....	3	a similar number of courses in one or two areas.	
FINANC 4520: Real Estate Finance and Investment .....	3		
<b>Additional Real Estate Courses .....</b>	<b>6</b>	ACCTCY 1010: Introduction to Accounting and Business	
ACCTCY 4353: Introduction to Taxation		elective OR	
AG EC 4340: Rural Real Estate Appraisal		ACCTCY 2036 .....	3
ECONOM 3251: Theory of the Firm OR		ECONOM 1014: Microeconomics OR	
ECONOM 4351: Intermediate Price Theory		ECONOM 1015: Macroeconomics.....	3
FINANC 3300: Personal Risk Management and Insurance		MANGMT 3000: Fundamentals of Management.....	3
FINANC 4110: Financial Management Policy		FINANC 2000: Survey of Business Finance OR	
FINANC 4720: International Finance		FINANC 3000: Corporate Finance .....	3
FINANC 4120: Security Analysis		MRKTNG 3000: Principles of Marketing .....	3
FINANC 4220: Portfolio Management		Business Elective .....	3
FINANC 4320: Financial Futures and Options		(any College of Business course above 3000 level)	
FINANC 4130: Management of Financial Institutions		<b>Total .....</b>	<b>18</b>

## Sample Eight-Semester Programs in Business Administration

The following outlines provide a sample four-year schedule for each emphasis.

### Bachelor of Science in Business Administration Emphasis in Economics

Check the *Undergraduate Catalog* for course prerequisites.

<b>Fall I</b>	<b>Winter I</b>
MATH 1100 .....	MATH 1300 .....
State requirement .....	ECONOM 1014 .....
Humanities .....	ENGLSH 1000 .....
Science .....	Humanities .....
MANGMT 1010 .....	Elective.....
<b>Total .....</b>	<b>Total .....</b>
<b>15</b>	<b>15</b>
<b>Fall II</b>	<b>Winter II</b>
MATH 1320 .....	ACCTCY 2037 .....
ECONOM 1015 .....	STAT 2500.....
Humanities .....	Science .....
ACCTCY 2036 .....	ECONOM 3229 .....
Elective .....	Elective.....
<b>Total .....</b>	<b>Total .....</b>
<b>15</b>	<b>15</b>

<b>Fall III</b>	<b>Winter III</b>
MANGMT 3000 .....	ECONOM 4353 .....
FINANC 3000.....	Additional Economics
MRKTNG 3000 .....	Courses .....
ECONOM 4351 .....	ACCTCY 2258
STAT 3500 .....	OR CS 1040/1050 .....
<b>Total.....</b>	Emphasis Support.....
<b>15</b>	Elective.....
	<b>Total .....</b>
	<b>15</b>
<b>Fall IV</b>	<b>Winter IV</b>
Additional Economics	Emphasis Support.....
Courses.....	Emphasis Support.....
Additional Economics	MANGMT 4970.....
Courses.....	Elective.....
MANGMT 3540 .....	Elective.....
Emphasis Support .....	<b>Total .....</b>
ECONOM 4360 .....	<b>15</b>
<b>Total .....</b>	
<b>15</b>	

**Bachelor of Science in Business Administration  
Emphasis in Finance and Banking**

Check the *Undergraduate Catalog* for course prerequisites.

<b>Fall I</b>	<b>Winter I</b>
MATH 1100 or 1120 ..... 3	MATH 1300 ..... 3
State requirement ..... 3	ECONOM 1014 ..... 3
Humanities ..... 3	ENGLSH 1000 ..... 3
Science ..... 5	Humanities ..... 3
MANGMT 1010 ..... 1	Elective..... 3
<b>Total ..... 15</b>	<b>Total ..... 15</b>

<b>Fall II</b>	<b>Winter II</b>
MATH 1320 ..... 3	ACCTCY 2037 ..... 3
ECONOM 1015 ..... 3	STAT 2500..... 3
Humanities ..... 3	Science ..... 4
ACCTCY 2036 ..... 3	ECONOM 3229/3251 .... 3
Elective ..... 3	Elective..... 3
<b>Total..... 15</b>	<b>Total ..... 16</b>

<b>Fall III</b>	<b>Winter III</b>
MANGMT 3000 ..... 3	FINANC 4010 ..... 3
FINANC 3000..... 3	FINANC 4020 ..... 3
MRKTNG 3000 ..... 3	ACCTCY 4356 ..... 3
MANGMT 3540 ..... 3	Professional elective..... 3
STAT 3500 ..... 3	Elective..... 3
<b>Total ..... 15</b>	<b>Total ..... 15</b>

<b>Fall IV</b>	<b>Winter IV</b>
FINANC 4030..... 3	Finance elective..... 3
ECONOM 3251/4351 .... 3	Professional elective..... 3
MANGMT 4010 ..... 3	MANGMT 4970..... 3
Finance elective ..... 3	Elective..... 3
ACCTCY 2258 OR	Elective..... 3
CS 1050 ..... 3	<b>Total ..... 15</b>
<b>Total ..... 15</b>	

**Bachelor of Science in Business Administration  
Emphasis in International Business**

Check the *Undergraduate Catalog* for course prerequisites.

<b>Fall I</b>	<b>Winter I</b>
MATH 1100 ..... 3	MATH 1300 ..... 3
State requirement ..... 3	ECONOM 1015 ..... 3
ECONOM 1014 ..... 3	ENGLSH 1000 ..... 3
Foreign language 1..... 5	Foreign language 2..... 3
MANGMT 1010 ..... 1	Elective..... 3
<b>Total..... 15</b>	<b>Total ..... 14</b>

<b>Fall II</b>	<b>Winter II</b>
MATH 1320 ..... 3	ACCTCY 2037 ..... 3
Foreign language..... 3	STAT 2500..... 3
Humanities ..... 3	Physical science..... 4
ACCTCY 2036 ..... 3	Foreign language ..... 3
Behavioral science ..... 3	MANGMT 3540..... 3
<b>Total ..... 15</b>	<b>Total ..... 16</b>

<b>Fall III</b>
MRKTNG 3000 ..... 3
GEOG 1100 or 1200 ..... 3
Foreign language..... 3
Foreign civilization ..... 3
STAT 3500 ..... 3
<b>Total..... 15</b>

<b>Fall IV</b>
Humanities ..... 3
Foreign language..... 3
Biological science ..... 3
ANTHRO 2030 ..... 3
Business area..... 3
<b>Total..... 15</b>

<b>Fall V</b>
MANGMT 4970 ..... 3
Business area..... 3
Business area..... 3
A&S area support..... 3
<b>Total..... 12</b>

<b>Winter III</b>
FINANC 3000 ..... 3
POL SC 1400 or 2700 ..... 3
Elective..... 3
ECONOM 3229 or 3251 . 3
MANGMT 3000..... 3
<b>Total ..... 15</b>

<b>Winter IV</b>
ACCTCY 2258 OR
CS 1050 ..... 3
Business area ..... 3
Business area ..... 3
A&S area support ..... 3
A&S area support ..... 3
<b>Total ..... 15</b>

**Bachelor of Science in Business Administration  
Emphasis in Management**

Check the *Undergraduate Catalog* for course prerequisites.

<b>Fall I</b>
MATH 1100 ..... 3
State requirement ..... 3
Humanities ..... 3
Science ..... 5
MANGMT 1010 ..... 1
<b>Total..... 15</b>

<b>Fall II</b>
MATH 1320 ..... 3
ECONOM 1015 ..... 3
Humanities ..... 3
ACCTCY 2036 ..... 3
Elective ..... 3
<b>Total..... 15</b>

<b>Fall III</b>
MANGMT 3000 ..... 3
FINANC 3000..... 3
MRKTNG 3000 ..... 3
MANGMT 3540 ..... 3
STAT 3500 ..... 3
<b>Total ..... 15</b>

<b>Fall IV</b>
MANGMT 4010 ..... 3
Additional Management course ..... 3
Additional Management... course ..... 3
Additional Management course ..... 3
Emphasis Support ..... 3
<b>Total ..... 15</b>

<b>Winter I</b>
MATH 1300 ..... 3
ECONOM 1014 ..... 3
ENGLSH 1000 ..... 3
Humanities ..... 3
Elective..... 3
<b>Total ..... 15</b>

<b>Winter II</b>
ACCTCY 2037 ..... 3
STAT 2500..... 3
Science ..... 4
ECONOM 3229/3251 .... 3
Elective..... 2
<b>Total ..... 15</b>

<b>Winter III</b>
MANGMT 4020..... 3
MANGMT 4030..... 3
ACCTCY 2258 OR
CS 1040/1050 ..... 3
Emphasis support ..... 3
Elective..... 3
<b>Total ..... 15</b>

<b>Winter IV</b>
Emphasis Support..... 3
Emphasis Support..... 3
MANGMT 4970..... 3
Elective..... 3
Elective..... 3
<b>Total ..... 15</b>

**Bachelor of Science in Business Administration  
Emphasis in Marketing**

Check the *Undergraduate Catalog* for course prerequisites.

**Fall I**

MATH 1100 .....	3
State requirement .....	3
Humanities .....	3
Science .....	5
MANGMT 1010 .....	1
<b>Total .....</b>	<b>15</b>

**Winter I**

MATH 1300 .....	3
ECONOM 1014 .....	3
ENGLSH 1000 .....	3
Humanities .....	3
Elective .....	3
<b>Total .....</b>	<b>15</b>

**Fall II**

MATH 1320 .....	3
ECONOM 1015 .....	3
Humanities .....	3
ACCTCY 2036 .....	3
Elective .....	3
<b>Total .....</b>	<b>15</b>

**Winter II**

ACCTCY 2037 .....	3
STAT 2500 .....	3
Science .....	4
ECONOM 3229/3251 .....	3
Elective .....	2
<b>Total .....</b>	<b>15</b>

**Fall III**

MANGMT 3000 .....	3
FINANC 3000 .....	3
MRKTNG 3000 .....	3
MANGMT 3540 .....	3
STAT 3500 .....	3
<b>Total .....</b>	<b>15</b>

**Winter III**

MRKTNG 4050 .....	3
Additional Marketing .....	3
ACCTCY 2258 OR .....	
CS 1040/1050 .....	3
Emphasis Support .....	3
Elective .....	3
<b>Total .....</b>	<b>15</b>

**Fall IV**

MRKTNG 4050 .....	3
Additional Marketing .....	3
Additional Marketing .....	3
Additional Marketing .....	3
Additional Marketing .....	3
<b>Total .....</b>	<b>15</b>

**Winter IV**

Additional Marketing .....	3
Additional Marketing .....	3
MANGMT 4970 .....	3
Elective .....	3
Elective .....	3
<b>Total .....</b>	<b>15</b>

**FINANCE COURSES**

**FINANC 1000—Principles of Finance (3).** Financing business, consumer, and government activity; stocks, bonds, real estate, and financial markets; risk; insurance; inflation; cash and income management; capital accumulation and appreciation. Students admitted to COB upper level degree program cannot enroll.

**FINANC 2000—Survey of Business Finance (3).** An overview of the global financial system, financial markets, financial institutions, and principles of financial management. Students admitted to COB upper level degree program cannot enroll.

**FINANC 3000—Corporate Finance (3).** Financial decision-making in a corporate environment. Time value of money, capital budgeting, cost of capital, working capital management and financial instruments issued by the firm. Prerequisites: completed 45 semester hours, ACCTCY 2036 and 2037, STAT 2500, in addition to ECONOM 1015 or 1014 or 1024 and 1015.

**FINANC 3300—Personal Risk Management and Insurance (3).** Teaches the importance of risk in personal endeavors and the intelligent handling of such risk. Life, health, auto, homeowner and liability risks are treated. Prerequisite: sophomore standing.

**FINANC 4010—Financial Management (3).** Theory and techniques of financial management, study of firm valuation, dividend policy, capital budgeting and capital asset pricing.

Prerequisite: FINANC 3000.

**FINANC 4020—Investments (3).** Security valuation and analysis, formulation of personal and professional investment programs. Prerequisite: FINANC 3000.

**FINANC 4020H—Investments - Honors (3).** Security valuation and analysis, formulation of personal and professional investment programs. Prerequisite: FINANC 3000. Honors eligibility required.

**FINANC 4030—Financial Intermediaries and Markets (3).** Functions of intermediaries in the aggregation and allocation of funds, creation and transfer of assets, and distribution of risks. Regulation of financial institutions; financial institutions as instruments of public policy. Prerequisites: FINANC 3000 and ECONOM 3229.

**FINANC 4110—Financial Management Policy (3).** Application of the concepts and tools of finance to cases in working capital management, capital budgeting analysis and capital structure decisions. Prerequisite: senior standing and FINANC 4010; Corequisites: ACCTCY 3300.

**FINANC 4120—Security Analysis (3).** Classifies and analyzes securities, markets, industries. Formulation of investment policy for institutions, aggressive personal investors. Prerequisites: FINANC 4020, senior standing.

**FINANC 4130—Management of Financial Institutions (3).** Operating principles of major

**Bachelor of Science in Business Administration  
Emphasis in Real Estate**

Check the *Undergraduate Catalog* for course prerequisites.

**Fall I**

MATH 1100 .....	3
State Requirement .....	3
Humanities .....	3
Science .....	5
MANGMT 1010 .....	1
<b>Total .....</b>	<b>15</b>

**Winter I**

MATH 1300 .....	3
ECONOM 1014 .....	3
ENGLSH 1000 .....	3
Humanities .....	3
Elective .....	3
<b>Total .....</b>	<b>15</b>

**Fall II**

MATH 1320 .....	3
ECONOM 1015 .....	3
Humanities .....	3
ACCTCY 2036 .....	3
Elective .....	3
<b>Total .....</b>	<b>15</b>

**Winter II**

ACCTCY 2037 .....	3
STAT 2500 .....	3
Science .....	4
ECONOM 3229/3251 .....	3
Elective .....	2
<b>Total .....</b>	<b>15</b>

**Fall III**

MANGMT 3000 .....	3
FINANC 3000 .....	3
MRKTNG 3000 .....	3
MANGMT 3540 .....	3
STAT 3500 .....	3
<b>Total .....</b>	<b>15</b>

**Winter III**

FINANC 4010 .....	3
FINANC 4020 .....	3
ACCTCY 4356 .....	3
Emphasis Support .....	3
Elective .....	3
<b>Total .....</b>	<b>15</b>

**Fall IV**

FINANC 4030 .....	3
FINANC 4500 .....	3
Additional Real Estate .....	3
Emphasis Support .....	3
ACCTCY 2258 OR .....	
CS1040/1050 .....	3
<b>Total .....</b>	<b>15</b>

**Winter IV**

FINANC 4510 .....	3
FINANC 4520 .....	3
MANGMT 4970 .....	3
Elective .....	3
Elective .....	3
<b>Total .....</b>	<b>15</b>

financial intermediaries, including commercial banking, savings, insuring, lending and investing institutions. Analysis of cases; study of current problems. Prerequisite: FINANC 4030 and senior standing.

**FINANC 4185—Problems in Finance (cr.arr.)** Independent study, reports on selected topics.

**FINANC 4201—Topics in Finance (3).** Selected topics in finance, insurance or real estate. Offered on an experimental basis.

**FINANC 4220—Portfolio Management (3).** Development and application of the principles of modern portfolio theory to financial assets. Analysis of the concepts of diversification, portfolio construction, portfolio revision, and use of types of financial assets in effective portfolio management. Prerequisite: FINANCE 4020 and senior standing.

**FINANC 4320—Financial Futures and Options (3).** A basic overview of financial futures and options markets. Topics include: theoretical pricing of financial futures contracts and stock options, institutional aspects of these markets, hedging, and speculative strategies. Prerequisites: FINANCE 4020 and senior standing.

**FINANC 4500—Principles of Real Estate (3).** Principle factors influencing land use, practices in real estate business. Prerequisites: FINANC 3000, MANGMT 3540 or senior standing.

**FINANC 4510—Real Estate Appraisal (3).** Procedures for valuing industrial, commercial, residential realty by market, income, replace-

ment cost approaches. Case method, field investigations. Prerequisite: FINANC 4500 and senior standing.

**FINANC 4520—Real Estate Finance and Investment (3).** Financing of residential, commercial, and industrial real estate and real estate development. Instruments, institutions, and markets; role of government agencies; investment qualities of real estate. Prerequisite: FINANC 4500 and senior standing.

**FINANC 4720—International Finance (3).** Application of domestic corporate finance to the international arena. Emphasis on international capital budgeting, working capital management, foreign exchange risk management, international capital markets, balance of payments, international monetary system, and exchange rate determination. Prerequisites: FINANC 4010, senior standing.

**FINANC 4940—Professional Finance Internship (3).** Provides students experience with financial activities in business organizations (or, occasionally, in a governmental or not-for-profit setting). Students are required to prepare and execute a plan of study approved by the instructor and the complete written assignments detailed in the plan. Prerequisite: FINANC 3000. College of Business students with a finance concentration or international business students with a finance emphasis, and instructor's consent.

## MANAGEMENT COURSES

**MANGMT 1010—Contemporary Business Practices (1-3).** Course coverage includes an overview of the accountancy, finance, management and marketing majors and careers in each of these fields as well as the integrated nature of business. Prerequisite: freshmen and sophomores only. Graded on A/F basis only.

**MANGMT 3000—Fundamentals of Management (3).** Introduction to the basic concepts of management and organization; their application to operations and personnel management. Prerequisite: Completion of 45 semester hours.

**MANGMT 3100—Job Search Strategies (1).** Provides relevant information and skills to help students interested in careers in business conduct an effective job search. Topics covered include self-assessment, company research, preparing a resume, interview skills, networking skills, and negotiation skills.

**MANGMT 3540—Introduction to Business Law (3).** The legal aspects of business related to society--introduction to the legal system; constitutional, criminal, tort law; contracts and sales law cases and problems; administrative regulation of business and consumer issues. Prerequisite: completion of 30 semester hours.

**MANGMT 4010—Operations Management (3).** Managerial analysis of operating problems, with emphasis on planning and control systems. Prerequisites: MANGMT 3000.

**MANGMT 4020—Human Resource Management (3).** Manpower policies, procedures of business enterprise. Prerequisites: MANGMT 3000.

**MANGMT 4030—Organizational Behavior (3).** Examines theoretical constructs and research findings on human behavior in work organizations such as businesses, especially individual differences, dyadic relations and small group behavior. Prerequisites: MANGMT 3000.

**MANGMT 4050—Management of Service Operations (3).** Managing services, especially the operation's activity in service firms. Includes determining the service package, forecasting service demand, managing demand, capacity analysis and management, scheduling, cost control, service quality, and human resource management. Standardization, franchising, and service automation addressed. Prerequisite: MANGMT 3000.

**MANGMT 4060—Project Management Fundamentals (3).** Practical methods and techniques for managing projects with selective attention to human resource issues. Includes project breakdown analysis, task network scheduling, resource allocation, and assessment/evaluation of project performance. Prerequisite: MANGMT 3000.

**MANGMT 4110—Total Quality Management (3).** Introductory, comprehensive approach to quality planning, analysis, and control. Applications orientation. Integrates customer needs, product and service design and delivery, and continuous improvement into all organizational activities. Examines full range of behavioral, technical, and organizational aspects relating to quality. Prerequisite: MANGMT 3000.

**MANGMT 4120—Human Resource Management Law (3).** Analysis and evaluation of legal and administrative regulations of terms of employment; Fair Labor Standards, discriminatory practices, safety and health regulations, other regulations. Prerequisites: MANGMT 4020 and senior standing.

**MANGMT 4130—Advanced Organizational Behavior (3).** Based upon behavioral science concepts and research findings directed toward understanding and explaining human behavior within organizations. Case studies, individual or team projects. Prerequisites: MANGMT 4030.

**MANGMT 4185—Problems in Management(cr.arr.)** Undergraduate students may select topics for study and investigation. Prerequisite: instructor's consent.

**MANGMT 4201—Topics in Management (3).** Selected current topics in management. Offered on an experimental, one-semester basis only. Prerequisite: will vary with different topics.

**MANGMT 4201H—Topics in Management (3).** Selected current topics in management. Offered on an experimental, one-semester basis only. Prerequisite: will vary with different topics. Honors eligibility required.

**MANGMT 4210—Management Science (3).** Further development of models and quantitative analysis as applied to production management problems. Management research design and experimentation; computer applications; quantitative case analyses; individual industrial field studies. Corequisite: STAT 3500 and ACCTCY 2258 or CECS 1050, junior standing.

**MANGMT 4220—Compensation Theory and Practice (3).** Examines the empirical research and theory relating to the effect of compensation administration systems upon employee satisfaction and performance. Analysis of financial compensation systems and benefit programs in use in modern organizations. Prerequisite: MANGMT 4020.

**MANGMT 4310—Production Systems Analysis (3).** Constructive and quantitative analysis of models of inventory and production systems; uncertainty, risk, and policy considerations; systems design/simulation; analysis

of networks; management problems in application. Prerequisite: MANGMT 4010.

**MANGMT 4320—Selected Problems in Human Resource Management (3).** Advanced studies in selected administrative and technical policies, practices in employee relations, with individual and group project work, research. Focuses on policy issues, research findings, advanced techniques. Prerequisites: MANGMT 4020.

**MANGMT 4330—Organizational Theory (3).** Elements of the managerial process; emphasis on theory of organization structure and design and the impact of technology and culture on organization systems. Prerequisite: MANGMT 3000.

**MANGMT 4420—Collective Bargaining (3).** Content, negotiation, administration of collective labor agreements and settlement of disputes. Prerequisites: MANGMT 3000 and junior standing.

**MANGMT 4450—Introduction to Electronic Commerce (3).** An introduction to electronic commerce. Topics covered include definition and scope of e-commerce, tools and technologies used, strategies, and understanding of this dynamic field. Prerequisite: ACCTCY 2258.

**MANGMT 4460—Electronic Commerce Security (3).** Comprehensive introduction to the concepts, technologies, and applications of security in electronic commerce. Topics include security policy, privacy, cryptography, types of attacks, protection, detection and response strategies. Prerequisites: MANGMT 3000 and ACCTCY 2258.

**MANGMT 4480—Business Data Communication and Networking (3).** Introduction to fundamental principles of technical and managerial aspects of business data communications and networks. Basic concepts and principles, protocol layers, content distribution, routing, LAN, wireless, security, network management, multimedia networking, and new developments. Prerequisite: MANGMT 3000 and ACCTCY 2258.

**MANGMT 4540—Legal Aspects of Business Organization and Operation (3).** Includes agency and employment relationships, sole proprietorships, partnerships, and corporations, also operational aspects of business associations such as administrative regulation, taxation, bankruptcy, and trade regulation. Prerequisite: MANGMT 3540. Restricted to COB students.

**MANGMT 4560—The Law of Commercial Credit Transactions (3).** Purchase and sale of goods, services and real property--discussion includes drafts, notes, security agreements under the Uniform Commercial Code, and credit financing of real estate. Prerequisite: MANGMT 3540.

**MANGMT 4620—Web Development Fundamentals (3).** An introduction to the fundamentals of design, technology and project management aspects of developing websites. Some web based programming languages including HTML, CSS, JavaScript and ASP/VBScript and an introduction to Adobe Photoshop and Macromedia Dreamweaver. Prerequisite: MANGMT 3000 and ACCTCY 2258.

**MANGMT 4650—Entrepreneurship: Theory and Practice (3).** Analysis of the major functional areas of the start-up firm including accounting, finance, human resources, information systems, logistics, management, marketing, production/operations, purchasing and sales. Focus is also placed on generating

ideas, scanning for environmental trends, and critically evaluating opportunities. Prerequisite: MANGMT 3000.

**MANGMT 4750—Entrepreneurial Innovation Management: Enterprise Conception (3).** (same as Industrial Manufacturing Systems Engineering 4750). Develop a new business and technology plan including marketing, finance, engineering, manufacturing, and production concepts in this joint College of Engineering and College of Business course. Prerequisite: sophomore standing or instructor's consent.

**MANGMT 4760—Entrepreneurial Innovation Management: Enterprise Design (3).** (same as Industrial Manufacturing Systems Engineering 4760). Expand on MANGMT 4750 business/technology plan into an operations plan; advertising facilities layout, selling and distribution channels, product designs, accounting procedures, manufacturing processes, and prototypes. Prerequisite: MANGMT 4750; sophomore standing or instructor's consent.

**MANGMT 4765H—Entrepreneurial Innovation Management: Enterprise Design -Honors (3).** (same as Industrial Manufacturing Systems Engineering 4765H). Expand on MANGMT 4750 business/technology plan into an operations plan; advertising facilities layout, selling and distribution channels, product designs, accounting procedures, manufacturing processes, and prototypes. Prerequisite: MANGMT 4750; sophomore standing or instructor's consent. Honors eligibility required)

**MANGMT 4770—Entrepreneurial Innovation Management: Enterprise Operations (3).** (same as Industrial Manufacturing Systems Management 4770). Perform the day-to-day operations for an enterprise conceived in MANGMT 4750 and designed in MANGMT 4760 by managing all business processes including finance, manufacturing, sales and delivery. Prerequisite: MANGMT 4660 and 4760; junior standing or instructor's consent.

**MANGMT 4940—Professional Management Internship (3).** Provides experience with management activities in business organizations (or, occasionally, in a governmental or not-for-profit setting). Students are required to prepare and execute a plan of study approved by the instructor and to complete written assignments detailed in the plan. Course only satisfies a professional elective requirement of the program. Prerequisite: COB student with a management concentration, and Internship Coordinator's consent. Graded on S/U basis only.

**MANGMT 4970—Strategic Management (3).** Enterprise-level case studies, simulations, similar exercises to integrate business functional decisions; assessment of environmental influences on business. Development, implementation of company strategies. Prerequisites: MANGMT 3000, MRKTNG 3000, FINANC 3000 and 100 credit hours earned. Open only to seniors admitted to a profession program in the CoB.

## MARKETING COURSES

**MRKTNG 3000—Principles of Marketing (3).** Institutions, processes, and problems involved in producing and transferring goods and services from producer to consumers; emphasis on economics and social aspects. Prerequisites: 45 semester hours; ECONOM 1014, 1024 or 1051.

**MRKTNG 3942—International Business Internship (1-3).** Internship in an international setting; Marketing Independent Study Coordi-

nator must approve internship plan. Student and mentor reports required. See Marketing website for request form, internship requirements and details. Prerequisite: departmental consent; MRKTNG 3000. Graded on S/U basis only.

**MRKTNG 3985—Problems in International Business (1-3).** Independent study associated with a course taken for credit as part of an organized study abroad program. See Marketing website for request form. Prerequisite: departmental consent; MRKTNG 3000. Graded on S/U basis only.

**MRKTNG 4000—Marketing Management (3).** Further examination of marketing issues: market analysis, market research, positioning, products, pricing, promotion, distribution, relationship management, other topics. Prerequisites: MRKTNG 3000 and junior standing.

**MRKTNG 4000H—Marketing Management - Honors (3).** Further examination of marketing issues: market analysis, market research, positioning, products, pricing, promotion, distribution, relationship management, other topics. Prerequisites: MRKTNG 3000 and junior standing. Honors eligibility required.

**MRKTNG 4050—Marketing Research (3).** Procedures for defining marketing research problems; specifying information requirements; collecting, analyzing, interpreting, and presenting data for use in marketing decision making. Utilizes student projects and research-related computer assignments. Prerequisites: MRKTNG 3000, STAT 3500 and junior standing.

**MRKTNG 4185—Problems in Marketing (1-3).** In-depth independent study of marketing topic(s). Student must have course plan (assignments, evaluation criteria, etc.) approved by faculty sponsor. See Marketing website for course plan form and details. Prerequisite: instructor's consent, MRKTNG 3000, and junior standing.

**MRKTNG 4201—Topics in Marketing (1-3).** Selected marketing-related topics. Subjects may vary from across semesters. Prerequisites: MRKTNG 3000 and junior standing.

**MRKTNG 4220—Consumer Behavior (3).** Dimensions of the consumer market and decision-making process of consumers; analyzing economic, psychological and socio-psychological influences on consumer market and buying behavior. Prerequisites: MRKTNG 3000 and junior standing.

**MRKTNG 4220H—Consumer Behavior - Honors (3).** Dimensions of the consumer market and decision-making process of consumers; analyzing economic, psychological and socio-psychological influences on consumer market and buying behavior. Prerequisites: MRKTNG 3000 and junior standing. Honors eligibility required.

**MRKTNG 4250—Retail Marketing (3).** Strategies, policies, tactics, and procedures of marketing in a retailing environment. Prerequisite: MRKTNG 3000 and junior standing.

**MRKTNG 4350—Business-to-Business Relationships (3).** Strategies, tactics, and challenges involved in developing, organizing, and managing interfirm relationships in business/ industrial markets. Prerequisite: MRKTNG 3000 and junior standing.

**MRKTNG 4380—Buying and Supply Chain Management (3).** Strategies, tactics, challenges, and issues involved in buying, industrial purchasing, and supply chain management. Prerequisites: MRKTNG 3000 and junior standing.

**MRKTNG 4420—Sales Management (3).** Methods and tools employed by salespeople and field sales managers; emphasis on underlying behavioral and quantitative theory. Prerequisites: MRKTNG 3000 and junior standing.

**MRKTNG 4450—Marketing Channels (3).** Development and management of the interorganizational or internal networks through which goods and services are provided to consumer and business markets. Particular emphasis on the relationship between channel activities and the implementation of market strategy. Prerequisite: MRKTNG 3000 and junior standing.

**MRKTNG 4501—Topics in Marketing Strategies (1-3).** Selected topics related to marketing strategy. Subjects may vary across semesters. Prerequisites: MRKTNG 3000, junior standing.

**MRKTNG 4550—Integrated Marketing Communications (3).** Design, coordination, and management of marketing communications. Focus on the role of integrated marketing communications in the overall marketing process, with emphasis on advertising and sales promotion strategies and tactics. Prerequisite: MRKTNG 3000 and junior standing.

**MRKTNG 4650—e-Marketing (1-3).** Strategic and managerial challenges and issues related to use of the Internet and other electronic channels as marketing tools. Prerequisite: MRKTNG 3000 and junior standing.

**MRKTNG 4720—Global Marketing (3).** Strategic and managerial issues associated with international trade and international marketing. Prerequisites: MRKTNG 3000 and junior standing.

**MRKTNG 4750—Marketing, Society, and Government (3).** Interface between marketing, society, and government; emphasis on potential conflicts and issues such as competition, externalities, and regulation. Prerequisite: MRKTNG 3000 and junior standing.

**MRKTNG 4880—Contemporary Issues in Marketing (3).** Selected topical issues, their impact on marketing and marketers, and implications for firms and industries. Emphasis on scanning the external environment, projection of trends, and analysis; strategy development based on environmental analysis. Prerequisites: MRKTNG 3000 and junior standing.

**MRKTNG 4880H—Contemporary Issues in Marketing - Honors (3).** Selected topical issues, their impact on marketing and marketers, and implications for firms and industries. Emphasis on scanning the external environment, projection of trends, and analysis; strategy development based on environmental analysis. Prerequisites: MRKTNG 3000 and junior standing. Honors eligibility required.

**MRKTNG 4940—Marketing Practicum (3).** Course providing experience within ongoing business. Study plan, meeting, and written assignments required. See Marketing website for application, qualifications, requirements and details. Graded on S/U basis only. Prerequisites: instructor's consent; Marketing and international business-marketing majors only; MRKTNG 3000 and junior standing.