

# SCHOOL OF BUSINESS

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## MISSION/OBJECTIVES

The mission of the School of Business at Alabama A&M University is to provide quality management education programs to a diverse student population at the undergraduate and graduate levels. The School utilizes effective teaching, advising, applied scholarship, and community involvement to produce graduates who will become leaders, managers, entrepreneurs, and productive employees in the private and public sectors.

Consistent with the University's history and contemporary mission, the School concentrates on instruction while seeking to combine the classic goal of intellectual development with the land-grant tradition of service. Applied and interactive educational experiences are emphasized in both the graduate and undergraduate programs. While the School of Business and the University are committed to graduate education, the School emphasizes undergraduate education as its first responsibility. In addition to the coverage of basic business principles, all programs develop students' computer, communications, interpersonal relations, and leadership skills, thereby, preparing graduates for success in local, state, national, and global business environments. The AAMU School of Business builds on its historic mission of providing education for African-Americans to an expanded mission of educating a student body that is diverse in terms of ethnicity, national origin, and socio-economic background.

Opportunities are provided for all students to gain leadership skills through involvement with student organizations and to gain practical experiences through co-ops and internships in cooperation with business, government and non-government organizations. A majority of the faculty members are of international origin holding degrees from the U.S. Students are exposed to diversity and international perspectives. Faculty members are highly caring of their students and 80% of the full-time faculty members have doctoral degrees. They are committed to excellence in teaching and are engaged in scholarly activities. They are also active in institutional, professional and community service.

The School of Business, established September 1, 1968, will achieve its mission by meeting the following objectives:

- To promote intellectual development and traditional education of students
- To guide students' understanding of the environment in which businesses operate in the U.S. and around the world as well as specific techniques and principles of the primary business disciplines
- To provide an in-depth study of a specific business discipline that includes how specialists in that field interact with specialists from other disciplines to make decisions
- To offer students experiences in and out of the classroom that promote professionalism, ethical behavior, and leadership skills
- To provide the University community an opportunity to study various aspects of the business environment and different business operations

## PROGRAM OFFERINGS

To support its mission, the School is organized in three departments: Department of Accounting; Department of Economics and Finance; and Department of Management and Marketing. It has two outreach centers: Center for Entrepreneurship and Economic Development (CEED) and Small Business Development Center (SBDC). The School has 35 full-time and 15 part-time faculty members. Its class sizes are kept low to facilitate classroom

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discussion and individual attention and mentoring. The total number of students in the School is approximately 1000. All business students are required to take national exit tests in nine business disciplines.

The School offers the Bachelor of Science degree in **accounting, economics, finance, management, and marketing**. It also offers the Bachelor of Science degree in business administration with concentrations in **international business, logistics and supply chain management, management information systems and office systems management**. The School offers minors in accounting, business administration, economics, finance, management, international business and marketing. Information about the **Master of Business Administration (MBA)** degree is in the [AAMU Graduate Bulletin](#).

According to the Summer 2007 Salary Survey of National Association of Colleges and Employers (NACE) (Data are reported to NACE by colleges and universities nationwide) business graduates (BA or BS) were offered average starting salaries well above the salary levels for all other areas except engineering and computer science. Average salary levels were: Accounting-\$46,718; Economics-\$48,483; Management-\$43,701; Marketing-\$40,161; MIS-\$47,648; Computer Science-\$53,396; Mechanical Engineering-\$54,128; and Chemical Engineering-\$59,361.

The Center for Entrepreneurship and Economic Development (CEED), whose mission is to reduce failures among small business and enhance their effectiveness, is housed in the School of Business. It provides management counseling and conducts training workshops free of charge. In addition, the School of Business administers the Small Business Development Center (SBDC) to primarily serve the North East Alabama Region.

## SCHOLARSHIPS

The preponderance of scholarships and financial assistance for students pursuing degrees in the School of Business is administered by the University Scholarship Program and the Office of Financial Aid. There are, however, some funds for business scholarships funded by corporations and private donors. These are competitive scholarships that are awarded depending on availability of funds. Other corporate and organizational scholarships may become available throughout the academic year. Information on such programs is available through the appropriate departmental offices and the Office of the Dean.

Internships and cooperative education opportunities are available for students in the School of Business. Most are paid positions, however, some internships, that provide excellent opportunities to gain valuable work experience in a student's field of study, are not paid. The Kauffman Entrepreneurial Internship Program, administered by the Department of Management and Marketing, is available to all business majors. Other positions are available with businesses throughout the United States. Information on many positions is available through Career Development Services. Advisors and departmental chairs are good sources of information about internship and co-op opportunities for business majors.

## SCHOOL STUDENT ORGANIZATIONS

Discipline specific student organizations are available for students through each department in the School of Business. In addition, business students from all programs can be considered for membership in Phi Beta Lambda Business Fraternity and Delta Mu Delta Honor Society in Business. The discipline specific organizations are discussed in the department sections of the [Bulletin](#).

**Phi Beta Lambda, Inc.** is an organization with chapters on more than 600 college campuses across the United States. Its mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. Business students who have completed 30 semester credit hours or more with a 2.5 grade point average or higher are encouraged to seek membership in this organization.

**Delta Mu Delta** is a national honor society in business open to all business majors at both the graduate and undergraduate levels. Undergraduate members must

- be candidates for the baccalaureate degree,
- have completed at least half of the work required for the degree,
- have a cumulative grade point of 3.2 or above,

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- be in the top 20 percent of their class, and
- be of good character.

**SCHOOL OF BUSINESS GRADUATION REQUIREMENTS**

Undergraduate degree candidates in the School of Business must satisfy each of the following requirements:

- Complete the University General Education Curriculum (44 semester credit hours).

ENG 101	Composition I*	ECO 231	Principles of Macroeconomics
ENG 102	Composition II*	ECO 232	Principles of Microeconomics
ENG	Literature sequence I		Science Elective
ENG	Literature sequence II		Science Elective Lab
ENG 205	General Speech		Science Elective
	Fine Arts Elective		Science Elective Lab
MTH 112	Pre-Calculus Algebra* +	ORI 101	Survival Skills
	Social Science Elective		Physical Education or Health or Military Science
HIS	History Elective		

\* Must earn grade of C or better.

+ Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

- Complete the School of Business Core Curriculum (42 semester credit hours)

ACC 203	Introduction to Accounting I	MGT 413	Production Operation Management
ACC 204	Introduction to Accounting II	MGT 442	Strategic Management/Policy
ECO 271	Business Statistics I	MKT 315	Principles of Marketing
FIN 315	Principles of Finance	MTH 120	Calculus and Its Applications
MGT 207	Legal Environment and Ethics	OSM 310	Business Communications
MIS 213	Computer Applications in Business	OSM 315	Business and Professional Writing
	Management Information Systems Course		*International Business Course
MGT 315	Principles of Management		

\*Which international business course to be taken is determined by the major being sought and includes: ACC 461, ECO 446, FIN 487, MGT 465, MKT 464, LOG 409

- Complete all major requirements. Listed for each major program in the departmental sections of the [Bulletin](#).
- Complete the minimum number of semester credit hours required for graduation

Accounting		Business Administration	
Financial Option	125	International Business	122
Managerial Option	124	Logistics & Supply Chain Mgmt.	122
Economics	122	Management Information Systems	122
Finance	122	Office System Management	122
Management	122	Business Education	126
Marketing	122		

- Earn a passing score on the Senior Exit Exam as established for the AAMU business program.
- Maintain a cumulative grade point average of 2.0 or above for all courses attempted at Alabama A&M University
- Maintain a cumulative grade point average of 2.0 or above for all business courses attempted at Alabama A&M University
- Maintain a cumulative grade point average of 2.0 or above for all course in the business core.
- Maintain a cumulative grade point average of 2.0 or above for all courses in major attempted at Alabama A&M University
- Maintain a cumulative grade point average of 2.0 or above for all courses in area of concentration at Alabama A&M University
- Maintain a cumulative grade point average of 2.0 or above for all courses required for a minor in all business fields.

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Students pursuing a baccalaureate degree in the School of Business must earn at least 50 percent of the business credit hours required for the degree at Alabama A&M University.

Any student pursuing a minor in the School of Business must fulfill the pre-requisite requirements for any of the 18 credit hour courses required for the minor.

All business electives must be upper-level (300 or 400) courses unless otherwise stated.

**Requirements for Minor in Business Administration** (18 semester credit hours): ACC 203, ACC 204, FIN 315, MGT 315, MKT 315; and economics. If the student has completed ECO 200, or ECO 231 and ECO 232, no more economics is required. If the student has completed ECO 231 only, he/she must complete ECO 232. If the student has completed ECO 232 only, he/she must complete ECO 231. If no more economics is required, the student must choose one approved business elective.

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**DEPARTMENT OF ACCOUNTING**

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**INTRODUCTION**

The role of the accountant has been transformed in recent years. Technological advances have created an environment of rapid change, and in response, accounting has evolved in complexity. Accountants are more than financial historians who simply record and communicate financial data; they have become a critical part of management. Today's accountants are moving out of the corporate shadows to take center stage in their companies, handling greater responsibility and participating in broader business issues. The accounting profession is one of the most rapidly growing professions in the country.

**MISSION/OBJECTIVES**

To meet rapidly increasing demand, the Accounting curriculum provides a thorough education in the discipline. The program develops and enhances a student's critical thinking, judgment, and communication skills, while providing a sound technical foundation. This specialized accounting knowledge, along with a broad liberal arts, mathematics, science, and business background, is designed to prepare students:

- to enter the accounting profession in public accounting, industry, or the public sector;
- for future growth and development within the accounting profession;
- for advanced studies in accounting and other business fields, and
- to provide the educational foundation for future advancement to administrative and leadership positions.

Students who wish to sit for the Uniform Certified Public Accountant (CPA) examination in Alabama and 44 other jurisdictions must meet a 150 semester-credit hour requirement. At AAMU, this can be accomplished through taking additional coursework at the undergraduate level or by pursuing a master's degree through our master of business administration (MBA) program.

**PROGRAM OFFERINGS**

The Department offers a major leading to the Bachelor of Science degree in Accounting.

**SCHOLARSHIPS**

Please refer to the School of Business Scholarship section for more information on scholarships available to all business majors.

**DEPARTMENT STUDENT ORGANIZATIONS**

**National Association of Black Accountants** (NABA) is a national organization whose primary purpose is to develop, encourage, and serve as a resource for greater participation by African-Americans and other minorities in the accounting profession. NABA's major thrust and its programs are designed to strengthen the skills base for its student members, provide support to those professionals seeking higher levels of accomplishment, identify opportunities for minority students and professionals in the accounting profession, and encourage a greater number of African-American students to select accounting as their chosen field of study.

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Accounting Club is an organization that, combined with NABA, helps students get possible summer or semester internships, work together as a team during community service and learn more about different aspects of accounting.

### **AWARDS/RECOGNITIONS**

The Department of Accounting honors two graduating accounting senior (with the two highest undergraduate GPA) each academic year with the “Outstanding Academic Achievement in Accounting” award.

The Alabama Society of Certified Public Accountants honors the top accounting graduating senior (selected by the accounting faculty and students) each academic year with the “Outstanding Accounting Achievement” award.

### **DEPARTMENTAL REQUIREMENTS FOR GRADUATION**

**University General Education Curriculum** (44 semester credit hours): ENG 101, ENG 102, literature sequence I & II, ENG 205, fine arts elective, social science elective, MTH 112, history elective, ECO 231, ECO 232, two science electives with corresponding labs, ORI 101, physical education or health or military science.

**School of Business Core Requirements** (42 semester credit hours): ACC 203, ACC 204, ECO 271, FIN 315, MGT 207, MIS 213, MGT 315, MGT 318, MGT 413, MGT 442, MKT 315, MTH 120, OSM 310, OSM 315.

**Requirements for Major in Accounting** (39 semester credit hours): ACC 301, ACC 302, ACC 303, ACC 306, ACC 351, ACC 421, ACC 441, ACC 450, ACC 461, ACC 472, three SCH of upper-level business electives, and six SCH of non-business electives.

**Requirements for Minor in Accounting** (18 semester credit hours): ACC 301, ACC 302, ACC 303, ACC 306, and any two of the following courses: ACC 351, ACC 403, ACC 421, ACC 441, ACC 450, ACC 461, ACC 466, ACC 472. Non-business students pursuing the accounting minor will have to complete the pre-requisites for ACC 301, viz., ACC 203 and ACC 204.

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**ACCOUNTING**  
125 CREDIT HOURS

<b>FRESHMAN YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ORI 101	Survival Skills	1		ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3		MIS 213	Computer Applications in Business	<u>3</u>
PED	Physical Education <sup>3</sup>	<u>2</u>				16
		16				

<b>SOPHOMORE YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ENG	Literature Sequence I	3		ENG	Literature Sequence II	3
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
ENG 205	General Speech	3		MGT 207	Legal Environment and Ethics	3
	Social Science Elective	3		ECO 271	Business Statistics I	3
ECO 231	Principles of Macroeconomics	<u>3</u>		ECO 232	Principles of Microeconomics	<u>3</u>
		15				15

<b>JUNIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ACC 301	Intermediate Accounting I	3		ACC 302	Intermediate Accounting II	3
ACC 303	Cost Accounting	3		MGT 318	Business Law	3
MKT 315	Principles of Marketing	3		MGT 413	Production Operation Management	3
FIN 315	Principles of Finance	3		ACC 351	Federal Tax Accounting I	3
MGT 315	Principles of Management	3			Non-Business Elective	<u>3</u>
OSM 310	Business Communication	<u>3</u>				15
		18				

<b>SENIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ACC 306	Intermediate Accounting III	3		ACC 450	Accounting for Non-Profit Orgs.	3
ACC 421	Advanced Accounting	3		ACC 472	Accounting Information Systems	3
ACC 441	Auditing I	3		MGT 442	Strategic Management and Policy	3
ACC 461	Seminar in International Accounting	3		OSM 315	Professional Writing	3
	Non-Business Elective	<u>3</u>			Upper-level Business Elective	<u>3</u>
		15				15

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or high calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

## COURSE DESCRIPTIONS

- ACC 203 *Introduction to Accounting I* – 3 hrs. Basic concepts with a focus on how accounting events affect financial statements. Emphasizes both preparation and use of external financial reports. Topics include accrual versus cash, receivables, payables, inventory, long-term operational assets, long-term liabilities, stockholder’s equity, recording procedures, and financial statement analysis. Prerequisite: None (Offered Fall, Spring, and Summer).
- ACC 204 *Introduction to Accounting II* – 3 hrs. Accounting II is a continuation of ACC 203. Basic concepts associated with managerial accounting. Emphasizes the use of relevant information for planning, control and decision-making. Topics include cost behavior, cost allocation, product costing, budgeting, responsibility accounting, and capital budgeting. Prerequisite: ACC 203 (Offered Fall, Spring, and Summer).
- ACC 219 *Managerial Accounting* – 3 hrs. A study of the uses of accounting information for planning and control in an enterprise area of study including budgeting, financial analysis, basic cost accounting reports, and capital budgeting. Not for accounting majors. Prerequisite: ACC 204 (Offered Fall and Spring).
- ACC 301 *Intermediate Accounting I* – 3 hrs. A study of financial reporting theory and process. Each major asset category is analyzed in balance sheet order. Prerequisite: ACC 204 (Offered Fall and Spring).
- ACC 302 *Intermediate Accounting II* – 3 hrs. A continuation of accounting financial theory through more balance sheet analysis, and study of special-purpose statements. Prerequisite: ACC 301 (Offered Fall and Spring).
- ACC 303 *Cost Accounting* – 3 hrs. Cost accounting is an analysis of the principles of cost accounting for various manufacturing and/or service businesses, especially the use of cost data under job order, process, and standard –cost systems. Prerequisite: ACC 204 (Offered Fall and Spring).
- ACC 306 *Intermediate Accounting III* – 3 hrs. To provide students with a “cutting edge” understanding of financial accounting with respect to the following topics: revenue recognition, income taxes, pensions and post retirement benefits, leases, accounting changes and error analysis, cash flow statement, financial statement analysis, interim reporting, segment reporting, and disclosures. Prerequisite: ACC 302 (Offered Fall and Spring).
- ACC 351 *Federal Tax Accounting I* – 3 hrs. An analysis of the Federal Income Tax Law as it applies to individuals and a study of the law applicable to new regulations, cases, and tax issues. Prerequisite: ACC 204. (Offered Spring).
- ACC 401 *Independent Study* – 3 hrs. This course entails the completion of a research project to be accomplished under the supervision of a member of the accounting faculty. The project will involve a detailed study of a topic of particular interest to the accounting profession. The results of the study will be documented by a research report. Prerequisite: ACC 302, senior standing, and permission of the instructor (Offered Fall and Spring).
- ACC 403 *Advanced Cost Accounting* – 3 hrs. A study of the application of cost accounting data to managerial planning and control, emphasizing special purpose cost accounting statement and recent developments in the use of quantitative tools in management decision-making. Recommended for accounting majors. Prerequisite: ACC 303 (Offered Spring).
- ACC 421 *Advanced Accounting* – 3 hrs. A detailed study of the accounting principles and problems related to partnerships and business combinations. A substantial part of the course is devoted to student's reports on other advanced accounting topics. Prerequisite: ACC 302 (Offered Fall).
- ACC 431 *Ethics and the Accountant* – 3 hrs. This course is an in-depth study of concepts of professional ethics and responsibilities for the accountant. Emphasis is placed on the study of codes of ethical conduct

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promulgated by various accounting organizations/regulatory agencies of local, state and federal government. Recommended for accounting majors. Prerequisite: ACC 302 (Offered Fall and Spring).

- ACC 441 *Auditing I* – 3 hrs. The study of generally accepted auditing standards and procedures underlying the certification of financial statements by certified public accountants. Through problems and cases, the student is introduced to the methodology used by an independent auditor in verifying the books and records of a business entity. Prerequisite: ACC 302 (Offered Fall).
- ACC 442 *Auditing II* – 3 hrs. This is a second course in the study of auditing theory and practice. Emphasis is on integrating concepts of analysis, deductive logic, risk, assessment, judgment, and clear expression. Auditing with computers will also be emphasized. At least one comprehensive audit case study will be included. Recommended for accounting majors. Prerequisite: ACC 441 (Offered Spring).
- ACC 450 *Accounting for Non-Profit Organizations* – 3 hrs. A study of the systems of fund accounting used by government units, charitable organizations, and educational institutions. Special emphasis will be placed on the accountability/stewardship function accomplished by the accounting system of a non-profit organization. Prerequisite: ACC 302 (Offered Spring).
- ACC 451 *Federal Tax Accounting II* – 3 hrs. This course is an analysis of partnership and corporate tax laws and an introduction to tax research and planning, as a means of gaining an understanding of the role of the tax practitioner. Prerequisite: ACC 351 (Offered Fall).
- ACC 460 *Seminar in Accounting Theory* – 3 hrs. An analysis of the body of generally accepted accounting principles as interpreted by decisions of the Accounting Principles Board and the Financial Accounting Standards Board. Extensive use will be made of case studies where outcomes have been influenced by recent pronouncement. Prerequisite: ACC 302 (Offered Spring).
- ACC 461 *Seminar in International Aspects of Accounting* – 3 hrs. This course will emphasize an understanding of a global economy, multinational business activity on accounting. Emphasis will be placed on comparative accounting and reporting activities, as well as regulatory requirements of various countries. Recommended for accounting majors. Prerequisite: ACC 302 and Senior standing (Offered Fall).
- ACC 466 *Controllership* – 3 hrs. This course focuses on interrelationships of managerial accounting and analytical, behavioral, and technological considerations in the analysis and design of planning and control systems. The goals of firms and organizational structures for specifying system requirements will be investigated. Discussion and evaluation of the component elements of these systems against system requirements and the present. Future roles of management accounting within the scope of management information and control system. Case studies will be used. Prerequisite: ACC 303 (Offered Fall).
- ACC 472 *Accounting Information Systems* – 3 hrs. This course covers the subject matter of information systems such as feasibility study, systems design and implementation. Modern accounting information systems are computer-based; hence, more emphasis is placed on computer based systems and their control. Prerequisite: ACC 302 (Offered Spring).

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**DEPARTMENT OF ECONOMICS AND FINANCE**

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**INTRODUCTION**

The analytical and general knowledge acquired through programs in economics and finance prepares students for a large array of careers in public, not-for profit, and private organizations. Studies in economics and finance are particularly relevant for policy analysis and policy making. Students who graduate from these programs are prepared to pursue graduate studies in economics, business, law, public policy, public administration, urban planning and other fields.

**MISSIONS/OBJECTIVES**

The objective of the Department is to provide sound knowledge of economics and finance taking into consideration the changing nature of the economy and business operations. Understanding of the business and economic environment requires foundation in the analytical techniques used in economics and finance.

**PROGRAM OFFERINGS**

The Department of Economics and Finance offers majors leading to a bachelor of science degree in economics, and a bachelor of science degree in finance. While majors, concentration and minors are designed for students who aim toward careers in the respective or related fields, knowledge of economics and finance is essential to every educated person.

**SCHOLARSHIPS**

The Department offers two annual scholarships, one in economics, named for Dr. Yedla K. Rao, the former Chairman of the Department; and the other in finance, named for Edward L. Lowder Colonial Bank of Huntsville. Other scholarships are described under the School of Business “Financial Assistance/ Scholarship” section.

**INTERNSHIPS**

ECO 490/ FIN 490, Internship in Economics/ Finance: Students majoring in economics and finance are encouraged to take this course. Internship placement must be approved.

For a discussion on other internship opportunities, see the School of Business section of the Bulletin.

**DEPARTMENT STUDENT ORGANIZATIONS**

**Economics and Finance Club** promotes and encourages students’ achievement through academic and extra-curricular activities. Particularly, through visiting different business and public organizations, inviting guest lecturers to the School of Business, and enhancing internship opportunities for students, the club offers a variety of professional development experiences related to alternative careers for graduates of programs in the economics and finance. Membership in the Club is open to all students interested in its activities.

**TVA Investment Challenge Program:** Tennessee Valley Authority (TVA) made available \$200,000 out of its decommissioning funds for each of the 25 universities in its service zone. Alabama A&M University is one of those 25 universities. The students of the Economics and Finance Department of AAMU are given the opportunity to

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invest the fund in the stock market. No monetary benefit will come from this investment fund for the school, department, faculty or students. The sole purpose of this program is to provide the students an opportunity to manage real money. It is a valuable learning experience that is rare.

### **AWARDS/RECOGNITION**

The Department of Economics and Finance recognizes a student for “Outstanding Academic Achievement” in each program in the Department in the Spring semester of each year.

### **DEPARTMENTAL REQUIREMENTS FOR GRADUATION**

**University General Education Curriculum** (44 semester credit hours): ENG 101, ENG 102, literature sequence I & II, ENG 205, fine arts elective, social science elective, MTH 112, history elective, ECO 231, ECO 232, two science electives with corresponding labs, ORI 101, physical education or health or military science.

**School of Business Core Requirements** (45 semester credit hours): ACC 203, ACC 204, ECO 271, FIN 315, MGT 207, MIS 213, MIS 315, MGT 315, MGT 413, MGT 442, MKT 315, MTH 120, OSM 310, OSM 315. The international business course is listed with the major requirements.

**Requirements for Major in Economics** (36 semester credit hours): ECO 272, ECO 401, ECO 402, ECO 411, ECO 413, ECO 414, ECO 444, ECO 446, six SCH of upper-level economics electives and six SCH of non-business electives.

**Requirements for Major in Finance** (36 semester credit hours): ECO 272, ECO 446, FIN 316, FIN 317, FIN 432, FIN 449, FIN 487, FIN 489, six SCH of 400-level finance courses, six SCH of non-business electives.

**Requirements for Minor in Economics, Business Majors** (18 semester credit hours): ECO 272, ECO 401 or ECO 402, and 12 SCH of approved economics classes.

**Requirements for Minor in Economics, Non-Business Majors** (18 semester credit hours): ECO 231, ECO 232 (ECO 200 may be taken instead of ECO 231), ECO 271, ECO 401 or ECO 402 and 6 SCH of approved economics or business electives, to complete 18 semester credit hours.

**Requirements for Minor in Finance, Business Majors** (18 semester credit hours): ECO 272, FIN 316 and 12 SCH of approved finance electives.

**Requirements for Minor in Finance, Non-Business Majors** (18 semester credit hours): ECO 271, FIN 315, FIN 316, 3 SCH of approved business electives, and 6 SCH of approved finance electives.

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**ECONOMICS**

122 Credit Hours

<b>FRESHMAN YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ORI 101	Survival Skills	1		ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3			Social Science Elective	<u>3</u>
PED	Physical Education <sup>3</sup>	<u>2</u>				16
		16				

<b>SOPHOMORE YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ECO 231	Principles of Macroeconomics	3		ECO 232	Principles of Microeconomics	3
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
ENG 205	General Speech	3		ENG	Literature Sequence II	3
ENG	Literature Sequence I	3		MGT 207	Legal Environment and Ethics	3
MIS 213	Computer Applications in Business	<u>3</u>		ECO 271	Business Statistics I	<u>3</u>
		15				15

<b>JUNIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ECO 272	Business Statistics II	3		MIS 315	Principles of Mgmt. Info. Systems	3
FIN 315	Principles of Finance	3		OSM 315	Professional Writing	3
MGT 315	Principles of Management	3		ECO 402	Intermediate Microeconomics	3
OSM 310	Business Communication	3		ECO 413	Money and Banking	3
ECO 401	Intermediate Macroeconomics	<u>3</u>		MKT 315	Principles of Marketing	<u>3</u>
		15				15

<b>SENIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ECO 414	Managerial Economics	3		MGT 442	Strat. Management and Policy	3
ECO 446	International Trade & Policy	3		ECO 411	Contemp. Issues in Economics	3
MGT 413	Production/Operations Mgmt.	3		ECO 444	Public Sector Economics	3
	Upper-level Economics Elective	3			Upper-level Economics Elective	3
	Non-Business Elective	<u>3</u>			Non-Business Elective	<u>3</u>
		15				15

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

**COURSE DESCRIPTIONS**

- ECO 200 *Basic Economics* – 3 hrs. A study of the fundamentals of macro- and microeconomics in a market economy; economic systems; money and banking, economic conditions and government policies. Prerequisite: none. Students who have received a grade of C or better in Basic Economics (ECO 200) and decide to switch to or choose a major in the School of Business, can substitute ECO 200 for Principles of Macroeconomics (ECO 231) in their business course work. (Offered Fall, Spring, and Summer).
- ECO 231 *Principles of Macroeconomics* – 3 hrs. A study of the measurement and determination of GNP and related measures; money and banking; inflation; unemployment; Keynesian, monetarist and other macroeconomics theories; the economic role of the government; the U.S. economy; monetary and fiscal policies; economic growth; and international issues. Prerequisite: MTH 112 (Offered Fall, Spring, and Summer).
- ECO 232 *Principles of Microeconomics* – 3 hrs. Elements of supply and demand; elasticity; consumer behavior; theory of the firm; production, cost analysis and profit optimization; product markets and market structures; resource markets and resource allocation; and taxation and government expenditures. Prerequisite: MTH 112 (Offered Fall, Spring, and Summer).
- ECO 271 *Business Statistics I* – 3 hrs. An introduction to descriptive and analytical statistical techniques; collection, organization and graphical presentation of data; probability theory and probability distributions; elementary estimation and hypothesis testing; simple linear regression and correlation; time series; and index numbers. Prerequisite: MTH 112. (Offered Fall, Spring, and Summer).
- ECO 272 *Business Statistics II* – 3 hrs. Review of probability; normal and t distributions; statistical inference about means and proportions; inferences about population variances; test of goodness of fit and independence; analysis of variance and experimental design; time series and index numbers; regression and correlation analysis. Prerequisite: ECO 271 or equivalent. (Offered Fall).
- ECO 300 *Engineering Economics* – 3 hrs. Economic evaluation of private and public projects; time value of money; compound interest; present and future values; uniform series of costs and benefits; effects of depreciation, inflation and taxes on the valuation of projects; risk and uncertainty; investment criteria; internal rate of return, net present value and cost-benefit analysis. Prerequisite: One MATH course or sophomore/junior standing in engineering or technology. (Offered as needed).
- ECO 301 *Personal Financial Planning* – 3 hrs. The course covers the knowledge and methodologies used in planning and controlling household financial decisions to achieve short and long term financial security. It emphasizes consumer savings, budget management, credit management, banking practices, real estate transactions, tax planning, investment practices, risk management with insurance, and retirement planning. Prerequisite: None (Offered in Fall).
- ECO 326 *Labor Management Relation* – 3 hrs. Study of the labor union movement, labor management relations, collective bargaining, and labor legislation. Prerequisite: ECO 200, ECO 231 or ECO 232 (Offered Fall).
- ECO 401 *Intermediate Macroeconomics* – 3 hrs. Aggregate economic analyses; measurement and determination of national income, including the price level, unemployment and economic growth; international aspects of macroeconomics; fiscal and monetary policies; classical, Keynesian and post-Keynesian theories. Prerequisite: ECO 231 (Offered Fall).
- ECO 402 *Intermediate Microeconomics* – 3 hrs. The theories of consumer behavior; production and cost theories; behavior of the firm in the product and resource markets under different types market structures; supply and demand; elasticity; resource allocation; analysis of the impact of economic policies on firms and industries, including taxation, quotas and price fixing; welfare economic. Prerequisite: ECO 232 (Offered Spring).

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- ECO 411 *Contemporary Issues in Economics* – 3 hrs. Current economic problems and issues such as the debt and the deficit, health care, environmental economics, crisis in financial institutions, social security, and the U. S. trade deficit. Prerequisite: ECO 231. (Offered Spring).
- ECO 413 *Money and Banking* – 3 hrs. The monetary system; functions, properties and types of money; evolution of money, commercial banks and other depository institutions; origins and current role of the Federal Reserve System and other public monetary institutions; measurement and control of the stock of money; the role of money in the macro-economy; monetary policy. Prerequisite ECO 231 (Offered Fall or as needed).
- ECO 414 *Managerial Economics* – 3 hrs. Application of economic concepts to business decision-making; analysis and forecasting of demand; cost analysis; pricing behavior; and optimizing techniques. Prerequisite: ECO 232. (Offered Fall).
- ECO 415 *Environmental Economics* – 3 hrs. Economic analysis of environmental issues, problem, and solution; analysis of benefits and costs of improving the environment; the global dimensions of the environmental problems resulting from resource extraction and utilization and industrial production. Prerequisite: ECO 200 or ECO 232 (Offered Fall).
- ECO 433 *Investment in Practice* – 1 hr. Students manage an investment portfolio. They trade stocks through a broker. This is not a game, but the management of real money. Students apply their knowledge of portfolio management and investment theory in making these decisions. Student may repeat the course one or two times.
- ECO 434 *Investment in Practice* – 1 hr. Students manage an investment portfolio. They trade stocks through a broker. This is not a game, but the management of real money. Students apply their knowledge of portfolio management and investment theory in making these decisions. Student may repeat the course one or two times.
- ECO 435 *Investment in Practice* – 1 hr. Students manage an investment portfolio. They trade stocks through a broker. This is not a game, but the management of real money. Students apply their knowledge of portfolio management and investment theory in making these decisions. Student may repeat the course one or two times.
- ECO 444 *Public Sector Economics* – 3 hrs. Effects of spending public funds, collecting taxes and other revenues; government borrowing and debt payment; government expenditures, revenues, and public credit. Prerequisite: ECO 200 or ECO 231 (Offered Spring).
- ECO 446 *International Trade and Policy* – 3 hrs. Principles underlying international trade; free trade and the effects of barriers to trade; the effects of mobility of factors of production; macroeconomics of international exchange of goods, services, and financial assets. Prerequisite: ECO 231 (Offered Spring).
- ECO 490 *Internship in Economics/Finance* – 3 hrs. This course integrates the theoretical knowledge in economics and finance with practical application of that knowledge. Interested students with approved placements are eligible to take this course for credit.

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**FINANCE**

122 Credit Hours

<b>FRESHMAN YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ORI 101	Survival Skills	1		ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3			Social Science Elective	<u>3</u>
PED	Physical Education <sup>3</sup>	<u>2</u>				16
		16				

<b>SOPHOMORE YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ECO 231	Principles of Macroeconomics	3		ECO 232	Principles of Microeconomics	3
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
ENG 205	General Speech	3		ENG	Literature Sequence II	3
ENG	Literature Sequence I	3		MGT 207	Legal Environment and Ethics	3
MIS 213	Computer Applications in Business	<u>3</u>		ECO 271	Business Statistics I	<u>3</u>
		15				15

<b>JUNIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ECO 272	Business Statistics II	3		MIS 315	Principles of Mgmt. Info. Systems	3
FIN 315	Principles of Finance	3		OSM 315	Professional Writing	3
MGT 315	Principles of Management	3		FIN 316	Managerial Finance	3
OSM 310	Business Communication	3		FIN 317	Computer Applications in Finance	3
MKT 315	Principles of Marketing	<u>3</u>		FIN 432	Investment	<u>3</u>
		15				15

<b>SENIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
FIN 449	Money and Capital Market	3		MGT 442	Strat. Management and Policy	3
ECO 446	International Trade & Policy	3		FIN 487	International Financial Management	3
MGT 413	Production/Operations Mgmt.	3		FIN 489	Special Topics in Finance	3
	400-level Finance Elective	3			400-level Finance Elective	3
	Non-Business Elective	<u>3</u>			Non-Business Elective	<u>3</u>
		15				15

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

**COURSE DESCRIPTIONS**

- FIN 301 *Personal Financial Planning* – 3 hrs. The course covers the knowledge and methodologies used in planning and controlling household financial decisions to achieve short and long term financial security. It emphasizes consumer savings, budget management, credit management, banking practices, real estate transactions, tax planning, investment practices, risk management with insurance, and retirement planning. Prerequisite: None (Offered in Fall).
- FIN 315 *Principles of Finance* – 3 hrs. A study of how corporations raise and utilize funds, the kinds of securities and principles involved in the above processes, and the analytical techniques employed by financial managers to appraise the capital - raising and fund-allocation activities. Prerequisite: ECO 271. (Offered Fall, Spring and Summer).
- FIN 316 *Managerial Finance* – 3 hrs. The financial manager's responsibilities for determining optimal policies and procedures for capital budgeting under conditions of uncertainty; long term financing, dividend distribution, mergers and acquisitions and working capital management. A problem solving and/or case study approach is used but not to the exclusion of probing theoretical questions. Prerequisites: FIN 315 and ECO 271. Co-requisite: ECO 272. (Offered Spring).
- FIN 317 *Computer Analysis in Finance* – 3 hrs. The use of different software packages in analyzing decision making by financial managers. Emphasis will be placed on problem solving in the areas of risk and return, capital budgeting, cost of capital, capital structure, loan amortization, and time value of money. Prerequisite: FIN 315. (Offered Spring).
- FIN 412 *Risk and Insurance* – 3 hrs. Basic ideas, problems, and principles found in all types of modern-day insurance and other methods of handling risks as well as risk management as it directly affects the family, businesses, and society as a whole (Offered as needed, consult your advisor).
- FIN 432 *Investment* – 3 hrs. Public and corporate securities, capital markets, and analytical skills used to evaluate stocks, bonds, and may other types of investments in terms of their income and growth prospects from the standpoint of individual and institutional investors. Prerequisite: FIN 315. (Offered Fall).
- FIN 433 *Investment in Practice* – 1 hr. Students manage an investment portfolio. They trade stocks through a broker. This is not a game, but the management of real money. Students apply their knowledge of portfolio management and investment theory in making these decisions. Student may repeat the course one or two times. Prerequisite: FIN 315 (Offered Fall, Spring, Summer).
- FIN 434 *Investment in Practice* – 1 hr. Students manage an investment portfolio. They trade stocks through a broker. This is not a game, but the management of real money. Students apply their knowledge of portfolio management and investment theory in making these decisions. Student may repeat the course one or two times. Prerequisite: FIN 315 (Offered Fall, Spring, Summer).
- FIN 435 *Investment in Practice* – 1 hr. Students manage an investment portfolio. They trade stocks through a broker. This is not a game, but the management of real money. Students apply their knowledge of portfolio management and investment theory in making these decisions. Student may repeat the course one or two times. Prerequisite: FIN 315 (Offered Fall, Spring, Summer).
- FIN 449 *Money and Capital Market* – 3 hrs. Financing process and the role of the financial markets, aggregate investment and savings, money and capital markets, and the flow of funds; determination of asset prices and interrelationships among them; role of financial intermediaries and the impact of their portfolio policy. Prerequisite: FIN 315. (Offered Spring).
- FIN 479 *Derivative Markets* – 3 hrs. Functions, techniques, and the valuation of derivative securities, such as futures, forward and options markets. Primary emphasis is on pricing and methods of trading. Prerequisite: FIN 316. (Offered Spring).

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- FIN 484 *Bank Management* – 3 hrs. The financial management of banks. Emphasis is placed on deposits, loans, bond portfolios, credit analysis, analysis and interpretation of federal reserve regulations and publications. Prerequisite: FIN 316. (Offered Fall and Summer, if needed).
- FIN 487 *International Financial Management* – 3 hrs. Optimum decision making in a global business environment. The course is multidimensional, requiring considerations of social, economic and political factors in addition to traditional (intrafirm) managerial concerns. Prerequisite: FIN 316 (Offered Spring).
- FIN 489 *Special Topics in Finance* – 3 hrs. Current issues and problem relating to corporate finance along with computer-assisted techniques and methods used to select, administer and change the financial decisions. Prerequisite: FIN 316 (Offered Fall).
- FIN 490 *Internship in Economics/Finance* – 3 hrs. This course integrates the theoretical knowledge in economics and finance with practical application of that knowledge. Interested students with approved placements are eligible to take this course for credit.

## DEPARTMENT OF MANAGEMENT AND MARKETING

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### INTRODUCTION

In today's increasingly competitive environment, organizations in both the private and public sectors are interested in individuals that would provide effective leadership at all levels of their organizations. The Department of Management and Marketing offers Bachelor of Science programs designed to provide students with a broad-based education for managerial success. This broad-based education prepares students for excellent employment and entrepreneurial opportunities in business, government and the not-for-profit sector.

### MISSION/OBJECTIVES

The objective of the Department of Management and Marketing is to provide high quality education that prepares students for leadership positions in their chosen professions and to meet the challenges of personal development. Consistent with the mission of the School of Business, the Department focuses on providing students with the knowledge to develop the skills to analyze problems, communicate solutions, and understand the impact of their decisions.

### PROGRAM OFFERINGS

The Department of Management and Marketing offers majors leading to Bachelor of Science degree in management, marketing, and business administration with concentrations in international business, logistics and supply chain management, management information systems, and office systems management. The department also offers minors in management and marketing.

### SCHOLARSHIPS

Please refer to the School of Business Scholarship section for more information on scholarships available to all business majors.

### INTERNSHIPS

The Department offers internship courses that provide students the opportunity to acquire some practical experience and enhance their personal and professional development. Students may participate in paid internship through the Kauffman Entrepreneurial Internship Program, which is administered by the Department. The Center for Entrepreneurship and Economic Development (CEED) in the School of Business, also places students in paid internships in the Huntsville area. Also, other internship opportunities are available locally and throughout the country.

### DEPARTMENT STUDENT ORGANIZATIONS

**American Production and Inventory Control Society (APICS)** – The Educational Society for Resource Management is an international organization offering education and materials in support of the effective use of resources in the manufacturing and service organizations. Our student chapter was established in 1994.

**American Marketing Association** is a chapter of the International Collegiate American Marketing Association. This organization is most committed to providing a forum for students' professional growth and development, and

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actively encourages their involvement. Membership benefits include the opportunity to participate in valuable business seminars and workshops offered by top marketing professionals and a one-year subscription to Marketing News, a publication dedicated to the discussion of the latest topics and issues in the field, and written especially for members.

**Mu Kappa Tau National Honor Society** was chartered in the Spring of 1986 for the purpose of recognizing junior and senior marketing students with an over GPA of 3.25 and above. In addition to promoting and stimulating interest in the area of Marketing, the organization fosters a relationship among its honor students, marketing faculty, and marketing professionals.

**Society for Human Resource Management (SHRM)** - The Society for Human Resource Management is the leading voice of the human resource profession, representing the interests of over 65,000 professional and 6,000 student members from around the world. SHRM provides its membership with services that equip human resource professionals to become leaders and decision-makers within their organizations. The society is a founding member and Secretariat of the World Federation of Personnel Management Association (WFPMA), which links human resource associations in 55 nations.

**Association of Logistics and Supply Chain Management (ALSCM)** - is an organization dedicated to providing professional growth and development of student members in the fields of transportation, logistics and supply chain management. ALSCM is also associated with Council of Supply Chain Management Professionals (CSCMP) and Institute of Supply Chain Management (ISM).

**Council of Supply Chain Management Professionals (CSCMP)** – is the preeminent worldwide professional association of supply chain management that provides educational opportunities and relevant information via a variety of programs, services, and activities. Membership is for all full-time undergraduate and graduate students.

**Institute of Supply Chain Management (ISM)** – is a not-for-profit association that provides education, development, and advancement of the profession and the expansion of professional skills and knowledge. Membership is for all full-time undergraduate and graduate students.

**Students in Free Enterprise, Inc. (SIFE)** is a non-profit organization that provides college students the opportunity to learn about the free enterprise system. It also offers students the opportunity to develop leadership, teamwork, and communication skills through learning, practicing, and teaching the principles of the free enterprise system.

The **Office Systems Management Club** is the organization for students with concentrations in Office Systems Management and majors in Business Education. Its purpose is to assist career-oriented business students in developing a better understanding of office professions and the business world; to stimulate interest in and provide insight regarding lifetime careers and advancement opportunities as administrative support personnel; to promote the exchange of ideas and experiences and a spirit of fellowship among business students with similar career interest; to provide opportunities for interaction among students, educator, and business professionals; and to provide an opportunity for teacher trainees in business education to expand their understanding of office professions. Membership is open to all business education and office system management students.

The **Business Communications Organization (BCO)** is established for the purpose of promoting interest in building strong business communication skills, providing fellowship among students and faculty, representing student needs and wants in regard to business communication, and providing a forum for the presentation of innovative ideas to the benefit of the University and community.

## AWARDS/RECOGNITIONS

Each academic year, the Department of Management and Marketing recognizes the graduating senior with highest academic achievement in management, marketing, international business, logistics, management information systems, and office systems management.

## DEPARTMENTAL REQUIREMENTS FOR GRADUATION

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**University General Education Curriculum** (44 semester credit hours): ENG 101, ENG 102, literature sequence I & II, ENG 205, fine arts elective, social science elective, MTH 112, history elective, ECO 231, ECO 232, two science electives with corresponding labs, ORI 101, physical education or health or military science.

**School of Business Core Requirements** (45 semester credit hours): ACC 203, ACC 204, ECO 271, FIN 315, MGT 207, MIS 213, MIS 315, MGT 315, MGT 413, MGT 442, MKT 315, MTH 120, OSM 310, OSM 315. The international business course is listed with the major requirements.

**Requirements for Major in Business Administration, International Business Concentration** (36 semester credit hours): ACC 219, ACC 461, ECO 446, FIN 487, MGT 332, MGT 458, MGT 465, MKT 464, three SCH of non-business elective and nine SCH of foreign language.

**Requirements for Major in Business Administration, Logistics and Supply Chain Management Concentration** (36 semester credit hours): LSM 201, LSM 305, LSM 323, LSM 340, LSM 409, LSM 428, six SCH of upper-level logistic electives from the following: LSM 407, LSM 411, LSM 422, LSM 426, LSM 427, LSM 435, MGT 397, six SCH of non-business electives, and six SCH of upper-level business electives.

**Requirements for Major in Business Administration, Management Information Systems Concentration** (36 semester credit hours): MIS 331, MIS 345, MIS 356, MGT 458, MIS 479, MIS 489, nine SCH of approved management information systems electives, three SCH of upper-level business elective and six SCH of non-business electives.

**Requirements for Major in Business Administration, Office Systems Management Concentration** (36 semester credit hours): OSM 202, OSM 204, OSM 215, OSM 302, OSM 309, OSM 312, OSM 406, MKT 464, twelve SCH of non-business electives.

**Requirements for Major in Management** (36 semester credit hours): ACC 219, MGT 332, MGT 352, MGT 397, MGT 433, MGT 458, six SCH of upper-level management electives, six SCH of upper-level business electives and six SCH of non-business electives.

**Requirements for Major in Marketing** (36 semester credit hours): MKT 316, MKT 323, MKT 410, MKT 411, MKT 464, MKT 477, MKT 487, six SCH of upper-level marketing courses, nine SCH of non-business electives.

**Requirements for Minor in Management, Non-Business Majors** (18 semester credit hours) MGT 207, MGT 315, MGT 332, MGT 413, MGT 433, three SCH of non-management upper-level business electives approved by the Chair of Management and Marketing.

**Requirements for Minor in Management, Business Majors** (18 semester credit hours): MGT 332, MGT 352, MGT 397, MGT 433, MGT 458, three SCH of upper-level management elective.

**Requirements for Minor in Marketing, Non-Business Majors** (18 semester credit hours): MKT 315, MKT 316, MKT 410, MKT 477, MKT 487, 3 SCH of non-marketing upper level business elective approved by the Chair of Management and Marketing.

**Requirements for Minor in Marketing, Business Majors** (18 semester credit hours): MKT 316, MKT 323, MKT 410, MKT 464, MKT 477, MKT 487.

**Requirements for Minor in International Business** (18 semester credit hours): ACC 461, ECO 446, FIN 487, MGT 458, MKT 464, MGT 465.

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**BUSINESS ADMINISTRATION**  
**International Business Concentration**  
 122 Credit Hours

<b>FRESHMAN YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ORI 101	Survival Skills	1		ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3			Foreign Language Elective	<u>3</u>
PED	Golf or Tennis <sup>3</sup>	<u>2</u>				16
		16				

<b>SOPHOMORE YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
ECO 231	Principles of Macroeconomics	3		ECO 232	Principles of Microeconomics	3
ENG	Literature Sequence I	3		ECO 271	Business Statistics I	3
ENG 205	General Speech	3		ENG	Literature Sequence II	3
MIS 213	Computer Applications in Business	3		MGT 207	Legal Environment and Ethics	3
	Social Science Elective	<u>3</u>			Foreign Language Elective	<u>3</u>
		18				18

<b>JUNIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ACC 219	Managerial Accounting	3		MIS 315	Principles of Mgmt. Info. Systems	3
FIN 315	Principles of Finance	3		MKT 315	Principles of Marketing	3
MGT 315	Principles of Management	3		MGT 332	Org. Behavior and Theory	3
OSM 310	Business Communication	3		OSM 315	Professional Writing	3
	Foreign Language Elective	<u>3</u>		MKT 464	Global Marketing	<u>3</u>
		15				15

<b>SENIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
MGT 465	International Management	3		MGT 442	Strat. Management and Policy	3
ECO 446	International Trade & Policy	3		MGT 458	International Business	3
MGT 413	Production/Operations Mgmt.	3		ACC 461	Seminar in International Accounting	3
	Non-Business Elective	<u>3</u>		FIN 487	International Financial Management	<u>3</u>
		12				12

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

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**BUSINESS ADMINISTRATION**  
**Logistics and Supply Chain Management Concentration**  
 122 Credit Hours

FRESHMAN YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
ORI 101	Survival Skills	1		ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3			Social Science Elective	<u>3</u>
PED	Golf or Tennis <sup>3</sup>	<u>2</u>				16
		16				

SOPHOMORE YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
ECO 231	Principles of Macroeconomics	3		ECO 232	Principles of Microeconomics	3
ENG	Literature Sequence I	3		ECO 271	Business Statistics I	3
ENG 205	General Speech	3		ENG	Literature Sequence II	3
MIS 213	Computer Applications in Business	<u>3</u>		MGT 207	Legal Environment and Ethics	3
		15		LSM 201	Intro. Log. & Supply Chain Mgmt.	<u>3</u>
						18

JUNIOR YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
MGT 315	Principles of Management	3		OSM 315	Professional Writing	3
LSM 305	Purchase/Supply Chain Mgmt.	3		LSM 323	Transportation Management	3
MKT 315	Principles of Marketing	3		LSM 340	Advanced Log./Supply Chain Mgmt.	3
FIN 315	Principles of Finance	3		MIS 315	Principles of Mgmt. Info. Systems	3
OSM 310	Business Communication	<u>3</u>			Upper-level Business Elective	<u>3</u>
		15				15

SENIOR YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
LSM 409	International Logistics	3		MGT 442	Strategic Management and Policy	3
MGT 413	Production/Operations Mgmt.	3			Upper-level Logistics Elective	3
LSM 428	Strategic Log./Supply Chain Mgmt.	3			Upper-level Business Elective	3
	Upper-level Logistics Elective	<u>3</u>			Non-Business Elective	3
		12			Non-Business Elective	<u>3</u>
						15

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

## COURSE DESCRIPTIONS

- LSM 201 *Introduction to Logistics and Supply Chain Management* – 3 hrs. An introduction to the fundamentals of logistics and supply chain management. It will include discussions of the effective and efficient integration of supply chain management activities such as transportation, customer service, purchasing, inventory management, warehousing, and supplier management. Prerequisite: Sophomore standing. (Offered Fall and Spring).
- LSM 305 *Purchasing and Supply Management* – 3 hrs. A detailed analysis of the interrelationships of military and industrial supply with other major logistics functions of maintenance, procurement, transportation, and marketing. Prerequisite: LSM 201. (Offered Spring).
- LSM 323 *Transportation Management* – 3 hrs. An overview of transportation, emphasizing its role, environmental and sociological aspects, economic characteristics, carrier services, regulations and policy goals. Prerequisite: LSM 201. (Offered Fall).
- LSM 324 *Contract Law* – 3 hrs. A course on federal contracting, as well as commercial contracting which is essential even to government employees engaged in contracting activities. This course is designed to provide knowledge and application of the legal principles governing government contracts as they evolved from common law, statutes, regulations, and court and board decisions. Application of law to each step of the federal procurement and federal assistance process, to include: formal advertising procurement by negotiation, inspection, acceptance, delivery, warranties, modification of contracts, equitable adjustment, government furnished property, and disputes. Prerequisite: None. (Offered Fall or Spring).
- LSM 334 *Maintenance Management/Engineering Design* – 3 hrs. A detailed analysis of the interrelationships of military and industrial supply with other major logistics functions of maintenance, procurement, transportation, and marketing. This course also covers all aspects of design of maintenance systems and concurrent engineering systems. Additionally, it evaluates plans, programs, and budgets as they relate to maintenance, maintenance control systems and techniques, and the relationship of maintenance to other logistics functions. Prerequisite: LSM 201. (Offered Fall or Spring).
- LSM 335 *Configuration and Technology Management* – 3 hrs. A study of the process by which the complete and functional characteristics of a manufactured item are identified. A detail analysis of the interrelationships of military and industry supply with other major logistics functions of maintenance, procurement, transportation, and personnel. Prerequisite: LSM 201. (Offered Fall or Spring).
- LSM 340 *Advanced Logistics and Supply Chain Management* – 3 hrs. The challenges of effectively managing logistics and supply chains, and the integration of information, product, and financial flows across supply chains. Topics covered also include enterprise resource planning, customer relationship management, supplier relationship management, collaborative logistics and supply chain management, and reverse logistics. Prerequisite: LSM 201. (Offered Fall).
- LSM 409 *International Logistics and Supply Chain Management* – 3 hrs. Examines the management of logistics and supply chain activities in the global arena. Topics include managing global sourcing and procurement, manufacturing, warehousing, inventory management, and transportation. Export-import activities in a dynamic global environment will be emphasized. Prerequisite: LSM 201. (Offered Fall or Spring).
- LSM 411 *Procurement and Contract Management* – 3 hrs. An exploration of the primary aspects of the procurement and management. It includes materials management, contract administration functions and responsibilities starting from contract award to contract completion. It includes consideration of the role of small businesses and sub-contractors. Prerequisite: LSM 305 or concurrent. (Offered Fall or Spring).

SCHOOL of BUSINESS

- LSM 415 *Logistics Support Analysis and Material Acquisition Life Cycle Cost Analysis RCM* – 3 hrs. Engineering management as it applies to the development, direction, and control of the design, performance, and reliability of a system. Concentration on life cycle cost modeling and logistics support analysis. Prerequisite: LSM 335. (Offered Fall or Spring).
- LSM 422 *Negotiation Techniques and Supply Chain Management* – 3 hrs. A course designed to discuss the principle and techniques of effective negotiations in supply chain management, in order to build up partnerships and lasting relationships with internal and external customers, suppliers, and other supply chain members. Topics covered will include tactics and strategies for negotiations, contract types, and supplier relationships. Prerequisite: None. (Offered Fall or Spring).
- LSM 426 *Contract Cost and Price Analysis* – 3 hrs. A course to present the tools and techniques available to the student for cost-price estimating, cost/price analysis, projection techniques, factors affecting profits or fees, the weighted guidelines technique of profit analysis, and application of the learning curve theory. After cost/price analysis has been performed, negotiation strategies and techniques are developed. Prerequisite: LSM 201. (Offered Fall or Spring).
- LSM 427 *Quality Management* – 3 hrs. An overview of the total quality management function, including organization, management, process control, and product reliability and maintainability. Prerequisite: ECO 271 and MGT 315. (Offered Spring).
- LSM 428 *Strategic Logistics and Supply Chain Management* – 3 hrs. A capstone course integrating diverse areas of logistics and supply chain management, including transportation, customer service, supply chain risks management, inventory management, life cycle management and other supply chain management activities. Prerequisite: LSM 305, LSM 323, and LSM 340. (Offered Spring).
- LSM 435 *Supply Chain Risk Management* – 3 hrs. This course examines sources of supply chain risk, the potential impact of supply disruptions, and business continuity/contingency planning. Mitigating supply chain risks by identifying, analyzing, controlling, and managing risk sources along the chain. Prerequisite: LSM 305. (Offered Fall or Spring).
- LSM 451 *Inventory Management and Production Control* – 3 hrs. A study of the management techniques associated with material management as an element of integrated logistics support in the system/product life cycle management concept. Management of assets from acquisitions through final disposition is considered from cost effectiveness and customer satisfaction viewpoints. Prerequisite: LSM 305. (Offered Fall or Spring).

SCHOOL of BUSINESS

BULLETIN 2008 – 2011

**BUSINESS ADMINISTRATION**  
**Management Information System Concentration**  
 122 Credit Hours

FRESHMAN YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
ORI 101	Survival Skills	1		ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3			Social Science Elective	<u>3</u>
PED	Golf or Tennis <sup>3</sup>	<u>2</u>				16
		16				

SOPHOMORE YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
ECO 231	Principles of Macroeconomics	3		ECO 232	Principles of Microeconomics	3
ENG	Literature Sequence I	3		ECO 271	Business Statistics I	3
ENG 205	General Speech	3		ENG	Literature Sequence II	3
MIS 213	Computer Applications in Business	<u>3</u>		MGT 207	Legal Environment and Ethics	<u>3</u>
		15				15

JUNIOR YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
MGT 315	Principles of Management	3		OSM 315	Professional Writing	3
	Mgmt. Info. Systems Elective <sup>4</sup>	3		MKT 315	Principles of Marketing	3
OSM 310	Business Communication	3		MIS 345	Database Management System	3
FIN 315	Principles of Finance	3		MIS 331	Info. System Analysis and Design	3
MIS 315	Principles of Mgmt. Info. Systems	3		MIS 356	Data Communication/Networking	3
	Non-Business Elective	<u>3</u>			Non-Business Elective	<u>3</u>
		18				18

SENIOR YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
MGT 413	Production/Operations Mgmt.	3		MGT 442	Strategic Management and Policy	3
MIS 489	System Development Project	3		MGT 458	International Business	3
	Mgmt. Info. Systems Elective <sup>4</sup>	3		MIS 479	Intro Object-Oriented Programming	3
	Upper-level Business Elective	<u>3</u>			Mgmt. Info. Systems Elective <sup>4</sup>	<u>3</u>
		12				12

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

<sup>4</sup>Approved computer science or management information systems courses.

## COURSE DESCRIPTIONS

- MIS 213 *Computer Applications in Business* – 3 hrs. A practical application of user-friendly software packages in processing personal and business documents using microcomputers. Using application programs in word processing, electronic spreadsheet, database management, personal information management, presentation graphics and multimedia. Students will create, manipulate and hyperlink documents. This course also explores basic computer concepts and techniques. Prerequisite: None. (Offered Fall and Spring).
- MIS 315 *Principles of Management Information Systems* – 3 hrs. A language-independent, introductory course on management information systems. It involves design and development of business systems. Students are exposed to an overview of a process, or a structured approach to the definition of needs, creation of specification, and implementation of new systems. This process overview encompasses an historic summary of the traditional life cycle methodology used for system development. Prerequisite: MIS 213 or consent of instructor. (Offered Fall and Spring).
- MIS 331 *Information Systems and Analysis and Design* – 3 hrs. Techniques and philosophies of systems analysis are addressed. Included are: traditional versus structured design methods, computer-based tools for systems analysis, workbenches, design and analysis of database systems, maintenance of existing information systems, human/machine interfaces, and security and control. System design, implementation, and methods of systems installation and operation are presented. A system development project is required. Prerequisite: MIS 315. (Offered Spring).
- MIS 345 *Database Management Systems* – 3 hrs. This course provides an introduction to the design and use of databases in meeting business information needs. Topics include database planning conceptual design, and data administration. The concepts are studied with projects involving the use of a current database management system. Prerequisite: MIS 315. (Offered Fall).
- MIS 356 *Data Communications and Networking* – 3 hrs. The technical and managerial aspects of telecommunications as they apply to the business environment are discussed. Issues include: communications components and services, local area network architecture, managerial implementations, organizations issues and cost/benefits analysis. Prerequisite: MIS 213. (Offered Fall).
- MIS 410 *Seminar in Management Information Systems* – 3 hrs. An in-depth coverage of a variety of contemporary issues in management information systems. Prerequisites: MIS 315 and permission of the instructor. (Offered Spring).
- MIS 479 *Introduction to Object Oriented Programming* – 3 hrs. This course provides a study of the C++ programming language as they pertain to managerial applications. In addition, the course will introduce the use of object-oriented programming methodologies. Prerequisite: MIS 315. (Offered Spring).
- MIS 489 *Systems Development Project* – 3 hrs. This course provides the student with an opportunity to apply the knowledge and skills acquired in other MIS courses towards the development of effective and efficient management information systems. Prerequisites: MIS 331, MIS 345, senior standing and permission of the instructor. (Offered Fall or Spring).

SCHOOL of BUSINESS

BULLETIN 2008 – 2011

**BUSINESS ADMINISTRATION**  
**Office Systems Management Concentration**  
 122 Credit Hours

FRESHMAN YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
ORI 101	Survival Skills	1		ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3		ENG	Literature Sequence I	<u>3</u>
PED	Physical Education <sup>3</sup>	<u>2</u>				16
		16				

SOPHOMORE YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
ECO 231	Principles of Macroeconomics	3		ECO 232	Principles of Microeconomics	3
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
	Social Science Elective	3		ENG 205	General Speech	3
ENG	Literature Sequence II	3		MGT 207	Legal Environment and Ethics	3
OSM 215	Business Mathematics	<u>3</u>		MIS 213	Computer Applications in Business	<u>3</u>
		15				15

JUNIOR YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
OSM 202	Word Processing	3		OSM 302	Desktop Publishing & Info. Tech.	3
ECO 271	Business Statistics I	3		OSM 309	Records Management	3
OSM 310	Business Communication	3		MKT 315	Principles of Marketing	3
MIS 315	Principles of Mgmt. Info. Systems	3		FIN 315	Principles of Finance	3
MGT 315	Principles of Management	<u>3</u>		OSM 204	Office Procedures	<u>3</u>
		15				15

SENIOR YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
OSM 315	Professional Writing	3		OSM 312	Office Management	3
MGT 413	Production/Operations Mgmt.	3		MKT 464	International Marketing	3
MGT 442	Strat. Management and Policy	3		OSM 406	Office Internship	3
	Non-Business Elective	3			Non-Business Elective	3
	Non-Business Elective	<u>3</u>			Non-Business Elective	<u>3</u>
		15				15

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

SCHOOL of BUSINESS

**COURSE DESCRIPTIONS**

- OSM 202 *Word Processing* – 3 hrs. This course is an introduction to word processing and information concepts. It includes the fundamentals of word processing and microcomputers and the study of word processing applications in business (Offered Fall).
- OSM 204 *Office Procedures* – 3 hrs. This course focuses on the changing nature of work in the 21st Century. It emphasizes technology, the global economy, and the skills required for the changing work environment. Emphasis is placed on the development of skills to manage diversity in the work force, ethical considerations, and time and stress management. (Offered Spring).
- OSM 215 *Business Mathematics* – 3 hrs. This course emphasizes mathematics applied to business and involves percentages, interests, comparative statements, ratios, annuities, and discounts. (Offered Spring).
- OSM 302 *Desktop Publishing and Information Technology* – 3 hrs. This course is designed to provide hands-on experience in using advanced formatting features to produce brochures, newsletters, and reports. The latest information technology will be covered including scanners, printers, and LCD panels and/or projectors, as well as configuring the desktop, managing files, and using the Internet. (Offered Spring).
- OSM 309 *Records Management* – 3 hrs. This course is designed to provide study in the functions and analysis of records management in organizations. Emphasis is placed on filing procedures and systems design. Manual filing and basic computer database management applications are included (Offered Fall).
- OSM 310 *Business Communications* – 3 hrs. This course is designed to help students perfect their ability to communicate accurately and effectively in both oral and written business communications. Special emphasis is placed on writing business documents and communication for seeking employment. (Offered Fall and Spring).
- OSM 312 *Office Management* – 3 hrs. This course emphasizes on planning and scheduling work: employment procedures; supervision of employees, including training and promotion; and maintaining office equipment. (Offered Spring).
- OSM 315 *Professional Writing* – 3 hrs. This course is specifically designed to meet the needs of students who will perform research and write business and technical reports and proposals pertinent to any area of business, industry, or government. Pre-requisite: OSM 310.
- OSM 406 *Office Internship and Seminar* – 3 hrs. This course is designed to give the student work-related experiences in office management. Work experiences, guided observations, participation, and conferences will be arranged with cooperative enterprises for ten weeks. (Offered Spring).

SCHOOL of BUSINESS

BULLETIN 2008 – 2011

**MANAGEMENT**

122 Credit Hours

<b>FRESHMAN YEAR</b>					
<b>First Semester</b>			<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ORI 101	Survival Skills	1	ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3	MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3		Science Elective with Lab	4
	Science Elective with Lab	4		Fine Arts Elective	3
	History Elective	3		Social Science Elective	<u>3</u>
PED	Golf or Tennis <sup>3</sup>	<u>2</u>			16
		16			

<b>SOPHOMORE YEAR</b>					
<b>First Semester</b>			<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ACC 203	Introduction to Accounting I	3	ACC 204	Introduction to Accounting II	3
ECO 231	Principles of Macroeconomics	3	ECO 232	Principles of Microeconomics	3
ENG	Literature Sequence I	3	ECO 271	Business Statistics I	3
ENG 205	General Speech	3	ENG	Literature Sequence II	3
MIS 213	Computer Applications in Business	<u>3</u>	MGT 207	Legal Environment and Ethics	<u>3</u>
		15			15

<b>JUNIOR YEAR</b>					
<b>First Semester</b>			<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
MGT 315	Principles of Management	3	OSM 315	Professional Writing	3
ACC 219	Managerial Accounting	3	MKT 315	Principles of Marketing	3
OSM 310	Business Communication	3	MGT 332	Organizational Behavior and Theory	3
FIN 315	Principles of Finance	3	MGT 352	Entrepreneurship	3
MIS 315	Principles of Mgmt. Info. Systems	<u>3</u>	MGT 379	Management Science	<u>3</u>
		15			15

<b>SENIOR YEAR</b>					
<b>First Semester</b>			<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
MGT 413	Production/Operations Mgmt.	3	MGT 442	Strategic Management and Policy	3
MGT 433	Human Resource Management	3	MGT 458	International Business	3
	Upper-level Management Elective	3		Upper-level Management Elective	3
	Upper-level Business Elective	3		Upper-level Business Elective	3
	Non-Business Elective	<u>3</u>		Non-Business Elective	<u>3</u>
		15			15

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

## COURSE DESCRIPTIONS

- MGT 207 *Legal Environment and Ethics* – 3 hrs. A study of the legal environment as it pertains to profit and/or nonprofit organizations, along with ethical considerations, including social and political influence, as they affect such organization. Prerequisite: None. (Offered Fall and Spring).
- MGT 315 *Principles of Management* – 3 hrs. A study of the functions of management, which includes planning, organizing, leading and controlling, and the application of management principles in organizations. Prerequisite: None. (Offered Fall, Spring, and Summer).
- MGT 318 *Business Law* – 3 hrs. This course is designed to cover the following subject matter: professional ethics and legal responsibility of accountants; debtor-creditor relations; government regulation of business; (UCC) uniform commercial code; business organizations, contracts and property. Prerequisite: MGT 207. (Offered Fall).
- MGT 332 *Organizational Behavior and Theory* – 3 hrs. A study of the behavior of individuals and groups within organizations. The course also examines organizational design and processes. Prerequisite: MGT 315. (Offered Fall and Spring).
- MGT 352 *Entrepreneurship* – 3 hrs. An overview of entrepreneurship, primarily focusing on the creation and management of small businesses. Several critical functions necessary for their operations such as planning, organizing, directing, controlling, purchasing, production, marketing, and finance are examined. Prerequisite: MGT 315, FIN 315, and MKT 315. (Offered Fall).
- MGT 397 *Management Science* – 3 hrs. This course introduces the students to quantitative techniques in management sciences that are applicable to business. Topics include: Decision Analysis, Linear Programming, Transportation & Assignment Models, Network Models, Integer Programming, Goal Programming, and Project Management. Prerequisites: ECO 271, and MTH 120. (Offered Fall and Spring).
- MGT 402 *Independent Study* – 1-3 hrs. A research project accomplished under the supervision of a member of the School of Business faculty. Such projects will involve the detailed study of a topic of particular interest to the business profession, and the results of the study will be documented by a research report. Prerequisite: Senior standing and permission of the instructor. (Offered Fall and Spring).
- MGT 412 *Principles of Insurance* – 3 hrs. A survey of basic principles, problems and terminology associated with individual, group and organizational risk management as it relates to the following: the legal aspects of insurance, the risk management process, types of coverage, the insurance market, operating an insurance business and governmental regulation of the profession. Prerequisite: MGT 315. (Offered Fall).
- MGT 413 *Production/Operations Management* – 3 hrs. An examination of the tools and theory of production/operations management. Focus is on the issues related to the planning, controlling and designing of production/operations systems. Prerequisites: MTH 120 and ECO 271. (Offered Fall and Spring).
- MGT 427 *Quality Management* – 3 hrs. An overview of the total quality management function; including organization, management, process control, and product reliability and maintainability. Prerequisites: ECO 271 and MGT 315. (Offered Spring).
- MGT 430 *Advanced Management Seminar* – 3 hrs. An in-depth exploration of current issues and special topics in management. Contents will vary depending on the current status of management practices and methods, and the needs of the students. Prerequisites: MGT 315 and consent of instructor. (Offered Fall or Spring).

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- MGT 433 *Human Resource Management* – 3 hrs. An examination of the activities and practices related to effective and efficient utilization of human resources in organizations. Prerequisite: MGT 315. (Offered Fall and Spring).
- MGT 442 *Strategic Management and Policy* – 3 hrs. A study in developing an understanding of policy formation and decision-making as related to the current business environment. The course objectives are attained through integrating business fundamentals (marketing, production, finance, economics, statistics, etc.) into methods of resolving business problems. The instructional methods including lectures, discussions, and case analysis. Prerequisites: ACC 204, FIN 315, MGT 315, and MKT 315. (Offered Fall and Spring).
- MGT 450 *Principles of Real Estate* – 3 hrs. A study of the economic and legal environment within which real estate is transferred and used. Includes the real estate market; contracts; property ownership; financing; brokerage, valuation and government operations. Prerequisite: None. (Offered Spring).
- MGT 458 *International Business* – 3 hrs. This course examines the organizational, administrative, marketing, and financial aspects of business-based operations; political, and the legal and economic factors influencing international business, including community relations, business climate, and human resource management issues. Prerequisite: MGT 315 or MGT 332. (Offered Fall and Spring).
- MGT 465 *International Management* – 3 hrs. This course examines the international dimensions of management. Includes internationalization of the firm, globalization of industry, international strategy frameworks, strategy implementation requirements, management of relationships with host nations, cross-cultural management and international human resource management. Prerequisite: MGT 315. (Offered Spring).
- MGT 473 *Small Business Counseling* – 3 hrs. A practical exposure to the problems and opportunities of small business firms. Student teams are assigned as a counseling unit to assist local business managers in the identification of problems and the formulation of alternative solutions, as well as the identification of areas of opportunity within the participating organizations. Prerequisites: MGT 352, senior standing and permission of the instructor. (Offered Fall or Spring).
- MGT 490 *Management Internship* – 3 hrs. A practical course in integrating classroom theories with actual business practices. Prerequisite: consent of the instructor. (Offered Fall and Spring).

SCHOOL of BUSINESS

BULLETIN 2006 – 2008

**MARKETING**

122 Credit Hours

<b>FRESHMAN YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ORI 101	Survival Skills	1		ENG 102	Composition II <sup>1</sup>	3
ENG 101	Composition I <sup>1</sup>	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra <sup>1,2</sup>	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3			Social Science Elective	<u>3</u>
PED	Golf or Tennis <sup>3</sup>	<u>2</u>				16
		16				

<b>SOPHOMORE YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
ECO 231	Principles of Macroeconomics	3		ECO 232	Principles of Microeconomics	3
ENG	Literature Sequence I	3		ECO 271	Business Statistics I	3
ENG 205	General Speech	3		ENG	Literature Sequence II	3
MIS 213	Computer Applications in Business	<u>3</u>		MGT 207	Legal Environment and Ethics	<u>3</u>
		15				15

<b>JUNIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
MGT 315	Principles of Management	3		MKT 316	Buyer Behavior	3
MKT 315	Principles of Marketing	3		MKT 323	Promotions Management	3
OSM 310	Business Communication	3		OSM 315	Professional Writing	3
FIN 315	Principles of Finance	3			Upper-level Marketing Elective	3
MIS 315	Principles of Mgmt. Info. Systems	<u>3</u>			Non-Business Elective	<u>3</u>
		15				15

<b>SENIOR YEAR</b>						
<b>First Semester</b>				<b>Second Semester</b>		
<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>		<b>Course No.</b>	<b>Course Title</b>	<b>Hrs</b>
MGT 413	Production/Operations Mgmt.	3		MGT 442	Strategic Management and Policy	3
MKT 477	Marketing Management	3		MKT 411	Advanced Marketing Research	3
MKT 410	Marketing Research	3		MKT 464	Global Marketing	3
	Upper-level Marketing Elective	3		MKT 487	Strategic Marketing	3
	Non-Business Elective	<u>3</u>			Non-Business Elective	<u>3</u>
		15				15

<sup>1</sup>Must earn grade of C or better.

<sup>2</sup>Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

<sup>3</sup>Health or military science may be taken instead of physical education.

SCHOOL of BUSINESS

**COURSE DESCRIPTIONS**

- MKT 315 *Principles of Marketing* – 3 hrs. General survey of interactive business activities related to planning product/service offer, price, promotion, and distribution in domestic and global market. Prerequisite: ECO 200 or 232. (Offered Fall, Spring and Summer).
- MKT 316 *Buyer Behavior* – 3 hrs. Interdisciplinary approach to the analysis and interpretation of the buying process as it relates to the development of market strategies. Prerequisite: MKT 315. (Offered Fall).
- MKT 317 *Retail Management* – 3 hrs. Essential principles and practices used in retail management involving environmental analysis, store location, layout, buying, pricing, and merchandising. Prerequisite: MKT 315. (Offered Fall).
- MKT 323 *Promotion Management* – 3 hrs. Analysis of strategic promotional decisions through integrated marketing communication activities and tools. Prerequisite: MKT 315. (Offered Spring).
- MKT 324 *Personal Selling* – 3 hrs. Analysis of the principles and practices of selling, the sales process, and sales management. Prerequisite: MKT 315. (Offered Fall).
- MKT 325 *Product and Pricing Management* – 3 hrs. Intensive and analytical approach to product management, price determination, and profit models. Prerequisites: MKT 315 and MTH 112. (Offered Fall).
- MKT 330 *Principles of Electronic Commerce* – 3 hrs. An introduction and basic overview of e-commerce, including building and maintaining the electronic store front and business interface, electronic shopping, electronic distribution, order processing, payment, and customer relationship maintenance. Prerequisite: MGT 213 or its equivalent. (Offered Spring).
- MKT 332 *Merchandising Techniques* – 3 hrs. Analysis of the principles and practices of retail buying and selling operations. Prerequisites: MKT 315, MKT 317, ACC 203, and MTH 112. (Offered Spring).
- MKT 341 *Business-to-Business Marketing* – 3 hrs. Analysis of the principles and practices used in industrial markets with emphasis on the purchasing function and business-to-business relationships. Prerequisite: MKT 315. (Offered Fall).
- MKT 351 *Marketing Channels* – 3 hrs. Analysis of the principles and practices used in the management of marketing intermediaries with emphasis on physical distribution, storage, and handling of finished goods. Prerequisite: MKT 315. (Offered Fall).
- MKT 410 *Marketing Research* – 3 hrs. Principles of scientific research methods in marketing and their application to problem solving and decision-making. Prerequisites: MKT 315, MTH 112, and ECO 271. (Offered Fall).
- MKT 411 *Advanced Marketing Research* – 3 hrs. A continuation of MKT 410; focuses on the implementation of the marketing research proposal, measurement instrument selection/design, data collection and analysis, and preparation of the research report. Prerequisite: MKT 410. (Offered Spring).
- MKT 423 *Public Relations* – 3 hrs. Study of PR principles used in marketing to enhance brand equity and protect corporate image. Focus on crisis management. Prerequisites: MKT 315, and MKT 323. (Offered Spring).
- MKT 441 *Marketing Internship* – 3 hrs. Students are selected for assignment in approved business or public sector organizations under the supervision of marketing faculty. Prerequisites: Marketing major/minor and instructor approval. (Offered Fall and Spring).

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- MKT 450 *Services Marketing* – 3 hrs. A course designed to introduce both the theories and practices of services marketing. Emphasis is placed on the planning and management of customer-satisfaction-winning marketing activities in the services sector and in general. Prerequisite: MKT 315. (Offered Fall or Spring).
- MKT 455 *Health Care Marketing* – 3 hrs. The purpose is to provide a thorough understanding of the principles and concepts of marketing as they apply to health care organizations. Students will be exposed to markets composed of varying degrees of managed care, and application from both a traditional fee-for-service approach and a managed care framework will be discussed. The course will examine the application of marketing tools and strategies in today's dynamic health care environment. Prerequisite: MKT 315. (Offered Fall).
- MKT 464 *Global Marketing and its Environment* – 3 hrs. Analysis of the adaptation and integration of the marketing process in the development of marketing strategies by domestic firms with global operations. Special focus on the impact of the cultural, economic, financial, and political/legal environments on marketing decisions. Prerequisite: MKT 315. (Offered Spring).
- MKT 477 *Marketing Management* – 3 hrs. Managerial approach to marketing decision-making focusing on the analysis and interpretation of quantitative and qualitative marketing data. Prerequisites: MKT 315 and senior standing. (Offered Fall and Spring).
- MKT 487 *Strategic Marketing* – 3 hrs. Integration capstone course focusing on the strategic planning of all marketing elements. Prerequisites: MKT 315, 316, 323, 410, and 477. (Offered Spring).