

VII School of Business Administration

William J. Hoben, Dean

Henry H. Stick, Associate Dean, Director of Business Administration
Graduate Program

William S. Fry, Assistant Dean

Donald J. Hebler, S.M., Administrative Assistant

The School of Business Administration operates in accord with the educational philosophy and purpose of the University. It believes that Judeo-Christian principles of thought and action are essential to a complete formation of an educated person. Through instruction and related activities it aims to develop in the students a moral excellence and firmness along with professional competence. It proposes to enhance the students' awareness of their obligations to themselves, their families, society, and God—an awareness that is fundamental to their total human development.

The School of Business Administration particularly seeks to develop that knowledge of business policies, problems, and procedures which will enable the students to take responsible places in the business and economic environment within which they must earn their livelihoods.

In order to insure the breadth of background demanded of successful business and community leaders, the students must complete work in humanities and general studies as well as in professional business courses. This preparation is included in each of the programs offered.

ADMISSION TO THE SCHOOL OF BUSINESS ADMINISTRATION

The minimum requirements for admission to the School of Business Administration are the following:

1. Graduation from an accredited high school.

2. The following units of college preparatory subjects:

English	4 units
Mathematics (Algebra I & II, Geometry)	3 units
Natural Science with a Laboratory	1 unit
Social Science	2 units

3. While students in the upper half of the graduating class are preferred, consideration also will be given to other students whose scores on the Scholastic Aptitude Test of the College Entrance Examination Board (SAT) or the American College Testing Examinations (ACT) indicate they are capable of completing the baccalaureate program of the School of Business Administration.

TRANSFER STUDENTS

Candidates for admission from other accredited colleges or universities must ordinarily be in good academic standing in the colleges or universities from which they are transferring and must have a cumulative average of 2.5 (on a scale of 4.0) or better. They must also meet the admission requirements as set by the Faculty of the School of Business Administration. Students planning to

attend a two-year college prior to their transfer to the School of Business Administration are encouraged to follow an arts and sciences or pre-business program rather than a technical terminal program.

REQUIREMENTS FOR THE BACCALAUREATE DEGREE

The School of Business Administration confers the degree of Bachelor of Science in Business Administration upon satisfactory completion of the following requirements:

1. The candidate must complete successfully the freshman-sophomore Business Administration program, which is designed to give a wide and liberal education for a broader comprehension of the field of business administration and economics.
2. The candidate must earn a cumulative grade point average of at least 2.0 in the total semester hours required for the degree and in the major.
3. Each candidate must complete at least 60 upper-level semester hours, with a minimum of 36 semester hours in 300-400-level courses in the School of Business Administration, of which 18 semester hours or more must be in one of the upper-division areas of concentration.
4. The candidate must complete a *minimum* of 120 semester hours.
5. The candidate's final 30 semester hours must be earned in residence at the University of Dayton.
6. The candidate has the responsibility of meeting degree requirements in Business Administration. Therefore, the student should be thoroughly familiar with the course requirements and should keep a record of courses completed and semester hours applicable to degree requirements.

GRADING OPTION

All students in the School of Business Administration must register under Grade Option 1 for courses in any department of the School of Business Administration. The communication requirement of 6 semester hours must also be registered under Grade Option 1.

FRESHMAN-SOPHOMORE BUSINESS ADMINISTRATION PROGRAM

Dept.	No.	Course	1st Term ¹	2nd Term
The following are required of freshmen:				
✓ DSC	110-111	Quantitative Analysis ²	3-0-3	3-0-3
✓ ENG	111-112	College Composition I and II ³	4-0-4	3-0-3
The following are ordinarily taken during the freshman year: ⁴				
✓ DSC	103	Introduction to Computers and Information Processing ⁵		3-0-3
✓ SPE	101	Fundamentals of Effective Speaking ⁶	3-0-3	
✓ PHL	103	Introduction to Philosophy	3-0-3	
✓	—	Natural science ⁷		3-1-4
✓	—	Humanities elective ⁸	3-0-3	
✓	—	Social science elective ⁹		3-0-3
			16	16
The following are ordinarily taken during the sophomore year: ⁴				
✓ AEC	207-208	Principles of Accounting	3-0-3	3-0-3
✓ ECO	203-204	Principles of Microeconomics and Macroeconomics	3-0-3	3-0-3

School of Business Administration

DSC	210-211	Statistical Analysis	3-0-3	3-0 3
MGT	203	<i>Business Law I</i>		3-0-3
—	—	<i>Philosophy or religious studies elective</i>	3-0-3	
—	—	<i>General electives</i> ¹⁰	3-0-3	3-0-3
			<u>15</u>	<u>15</u>

¹For example, 3-0-3 means 3 class hrs., 0 lab hrs., 3 sem. hrs. of credit.

²DSC 108 is recommended for students with insufficient knowledge of secondary mathematics. This would be an additional course for those taking it. DSC 108 does not count towards graduation.

³Students testing out of ENG 111 take ENG 112 first term and a humanities elective second term. (See footnote 8.)

⁴Courses "ordinarily taken during the freshman year" may be transposed with courses "ordinarily taken during the sophomore year." Thus the student may take SPE 101 or DSC 103 as a sophomore, MGT 203 or ECO 203-204 as a freshman, etc. Consult with program advisor.

⁵Courses listed in italics may be taken in either the first or the second term.

⁶Students testing out of SPE 101 will take SPE 312.

⁷Choose a basic science course: CHM 110, PHY 105, GEO 109, or BIO 114.

⁸Choose a 100-200-level course from one of the following departments: History, English, Communication Arts, Performing and Visual Arts, Languages, Philosophy, or Religious Studies.

⁹Choose a 100-200-level course from one of the following departments: Psychology, Political Science, or Sociology.

¹⁰The four-year program allows for 18 sem. hrs. of general electives, 6 at the 100-200 level and 12 at the 300-400 level. At least 12 sem. hrs. of the general electives must be taken outside the School of Business Administration.

UPPER-LEVEL PROGRAMS

Specialization in the School of Business Administration occurs in the junior and senior years. It is possible to major in any one of the following areas: accounting, management information systems, economics, finance, management, or marketing.

Minors and double majors in Business Administration can be arranged.

Each curriculum is organized to include 18 semester hours of general electives—6 at the 100-200 level and 12 at the 300-400 level. Since the aim of the School of Business Administration is to provide breadth of education, at least 12 semester hours of these electives must be taken outside the School of Business Administration. They may be concentrated in one area, or, if the student desires, they may be taken in more than one area. Students majoring in management information systems should consult with their chairperson for special requirements. In choosing any electives, students should bear in mind that a minimum of 60 semester hours of all academic work must be at the 300-400 level.

For programs leading to the Bachelor of Science in Business Administration, see ACC (Accounting), DSC (Decision Sciences), ECO (Economics), FIN (Finance), MGT (Management), and MKT (Marketing). For the program leading to the Associate in Executive Secretarial Studies, see SEC.

INTERNSHIP

Internship is work experience offered for academic credit under faculty sponsorship in each of the departments in the School of Business Administration. The intent is to provide practical experience in implementing the theory and skills learned in the classroom, in work associated with the student's academic concentration. It is an option open to all undergraduate students pursuing four-year programs once they have fulfilled the following preconditions:

1. Students must have completed a minimum of 45 semester hours. (Students following the two-year executive secretarial program must have completed a minimum of 15 semester hours.)
2. A minimum of 2.0 cumulative grade average is required and must be maintained.
3. Approval from the department chairperson of the student's major is a prerequisite for participation in the program.

Positions offered to students may be either compensatory or noncompensatory. The intent of the internship is to be beneficial to both the students and the participating organizations. Students are encouraged to find positions themselves, and these are acceptable if the employers agree to the conditions for participating organizations.

Credits earned in internship may be applied as general electives or associated with the student's major, depending upon the requirements of the individual departments. The maximum number of semester hours that may be earned over the full four-year degree program is twelve. Individual department requirements differ and should be checked under the 497 and 297 course designations in the pages which follow.

The internship program is offered in all terms with special policy and conditions governing the summer session. During the first and second terms internships are offered in the Dayton area, while during the summer session arrangements can be made for out-of-town participation. Interested students should see the internship coordinator for fuller information as soon as they are eligible for participation.

OTHER PROGRAMS

The School of Business Administration participates in the University of Dayton Cooperative Education Program, which is an optional program of full-time, on-campus study alternating with terms of full-time, off-campus work training. For a fuller explanation of the program please refer to Chapter X.

The Department of Executive Secretarial Studies conducts a program leading to the Associate in Executive Secretarial Studies. See SEC.

ACCOUNTING (ACC)

Accounting is the study of gathering, reporting, analyzing, and evaluating quantitative economic information for both the business and the nonbusiness entity. Accounting is a body of knowledge relied upon by all segments of business and numerous branches of government.

In addition to the two basic accounting courses required of all Business Administration students, the accounting major must earn credit for seven upper-level accounting courses. Five of these are specified in the chart below; of the remaining two, one must be either ACC 401 or ACC 405, and the other must be selected in consultation with the advisor. For career paths in public accounting and auditing, ACC 401 and 409 are recommended. For career paths in corporate accounting and management services, ACC 404 and 405 are recommended. For career paths in governmental and nonprofit accounting, ACC 402 and 405 are recommended.

Accounting students interested in pursuing a Master of Science in Accounting are encouraged to have at least two courses in finance, two in business law, and two in economics (above introductory economics). For further details, consult the departmental chairperson.

PROGRAM—B1: BACHELOR OF SCIENCE WITH A MAJOR IN ACCOUNTING (ACC)

Dept.	No.	Course	Semester Hours	
Junior Year			1st Term	2nd Term
ACC	303	Managerial Accounting	3	
ACC	305-306	Intermediate Financial Accounting	3	3
ACC	—	<i>Accounting elective</i> ¹		3
FIN	301	<i>Business Finance</i> ²		3
MGT	305	<i>Management and Organization</i>	3	
MKT	305	<i>Principles of Marketing</i>	3	
ECO	347	<i>Intermediate Macroeconomics</i>	3	
PHL	313	Business Ethics		3
—	—	Communication electives ³	3	3
			18	15
Senior Year				
ACC	401 or 405	Auditing Principles		3
ACC	407	Federal Income Taxes	3	
ACC	408	Advanced Financial Accounting	3	
DSC	316	Production/Operations Management	3	
MGT	423	Business Policies and Management		3
—	—	Philosophy or religious studies elective		3
—	—	General electives ⁴	6	6
			15	15

¹Select in consultation with program advisor.

²Courses listed in italics may be taken in either the first or the second term.

³A total of 6 sem. hrs. to be chosen from the following: ENG 370, 372; COM 308, 310, 397; SPE 312. No substitutions.

⁴At least 12 sem. hrs. of the general electives must be taken outside the School of Business Administration. These may be taken at any time during a student's 8 semesters. Of the total general electives, at least 12 sem. hrs. must be at the 300-400 level. In choosing any electives, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level.

For a minor in accounting, 18 semester hours are required:

ACC 207-208: Principles of Accounting (ACC 301-302 will substitute)

ACC 305-306: Intermediate Financial Accounting

ACC 407: Federal Income Taxes

plus any one of the following:

ACC 303: Managerial Accounting

ACC 408: Advanced Financial Accounting

ACC 405: Auditing Principles

FACULTY

Philip H. Vorherr, *Chairperson*

Professor: Hoben

Associate Professors: Brady, Burrows, Clark, Eley, Fioriti, Geary, Giacoletti, Rosenzweig, Vorherr, Yerkes

Assistant Professors: Bloom, Bothamley, Root

Part-time Instructors: Biegel, Brack

COURSES OF INSTRUCTION

ACC 207-208. PRINCIPLES OF ACCOUNTING: Introduction to financial and managerial accounting concepts, procedures, and terminology, covering conventional financial statements prepared for business enterprises. Prerequisite for all upper-level accounting courses, except ACC 301. 3 sem. hrs. each

ACC 301. FINANCIAL ACCOUNTING: Introduction to accounting concepts, terminology, purposes, and applications for the nonbusiness student: financial statements, financial control procedures, and other accounting techniques. Not available to students in the School of Business Administration. 3 sem. hrs.

ACC 302. ACCOUNTING FOR MANAGEMENT: How accounting information is used to manage a business or nonprofit institution. Budgeting, cost accounting, differential accounting for analysis and decision making, and institutional accounting. Available to all students who have completed ACC 207-208 or ACC 301, except accounting majors. 3 sem. hrs.

ACC 303. MANAGERIAL ACCOUNTING: Examination of concepts and terminology drawn from economics, behavioral sciences, and accounting as applied to managerial problems of product costing, planning, controlling, and decision making. Comprehensive study of typical cost accounting systems found in various organizations. Prerequisite: ACC 208. 3 sem hrs.

ACC 305-306. INTERMEDIATE FINANCIAL ACCOUNTING: Comprehensive treatment of financial accounting concepts, principles, and procedures used in the preparation and analysis of financial statements. These courses are the basis for all advanced courses. Prerequisites: ACC 208; ACC 305 is a prerequisite for ACC 306. 3 sem. hrs. each

ACC 341. ACCOUNTING INFORMATION SYSTEMS: Study of data processing systems and their impact on managerial decision making. Emphasis on the flow and internal control of data and on computer application. Prerequisite: ACC 303.

3 sem. hrs.

ACC 401. AUDITING PRINCIPLES: Introduction to the concepts, standards, techniques, and procedures used in the evaluation of the financial information generated by a business entity; examination and analysis of internal control and the auditor's reports. Required for those seeking careers in public accounting. Prerequisites: ACC 306, and 303 or 341.

3 sem. hrs.

ACC 402. ACCOUNTING FOR NONPROFIT ORGANIZATIONS: Study of the principles, techniques, and procedures related to financial reporting of governmental units and other not-for-profit entities. Prerequisite: ACC 306.

3 sem. hrs.

ACC 404. ADVANCED MANAGERIAL ACCOUNTING: Study of the advanced methods and concepts of managerial cost accounting. Advanced topics in cost determination and analysis, quantitative models for decision-making, and management control systems. Prerequisite: ACC 303 or 341.

3 sem. hrs.

ACC 405. INTERNAL AUDITING PRINCIPLES: Introduction to procedures and techniques enabling a firm to exercise control over its assets; analysis of various systems to ascertain effectiveness. Required for those seeking non-public-accounting careers. Prerequisites: ACC 303, 306.

3 sem. hrs.

ACC 407. FEDERAL INCOME TAXATION: The conceptual framework of taxation; discussion, evaluation, and application to cases requiring the preparation of tax returns for individuals and business entities. Prerequisite: ACC 306.

3 sem. hrs.

ACC 408. ADVANCED FINANCIAL ACCOUNTING: Study of the principles and procedures in accounting for specialized uses such as partnerships, branches, business combinations, segment reporting, government, and multi-national companies. Prerequisite: ACC 306.

3 sem. hrs.

ACC 409. ADVANCED TAXATION: Study of the tax code as it relates to specialized areas and the impact of these areas on tax planning for individuals and business entities. Prerequisite: ACC 407.

3 sem. hrs.

ACC 413. ADVANCED ACCOUNTING PROBLEMS: Comprehensive review of the application of accounting principles, using specific problems and development of approaches to problem solving. Useful as intensive preparation for the C.P.A. examination. Does not count as an Accounting elective.

3 sem. hrs.

ACC 414. SEMINAR IN ACCOUNTING: Study of current accounting issues and recent authoritative pronouncements; student panel discussions, case studies, presentations by professional accountants, and extensive access to accounting literature. Prerequisites: 15 sem. hrs. of upper-level accounting courses or permission of the instructor.

3 sem. hrs.

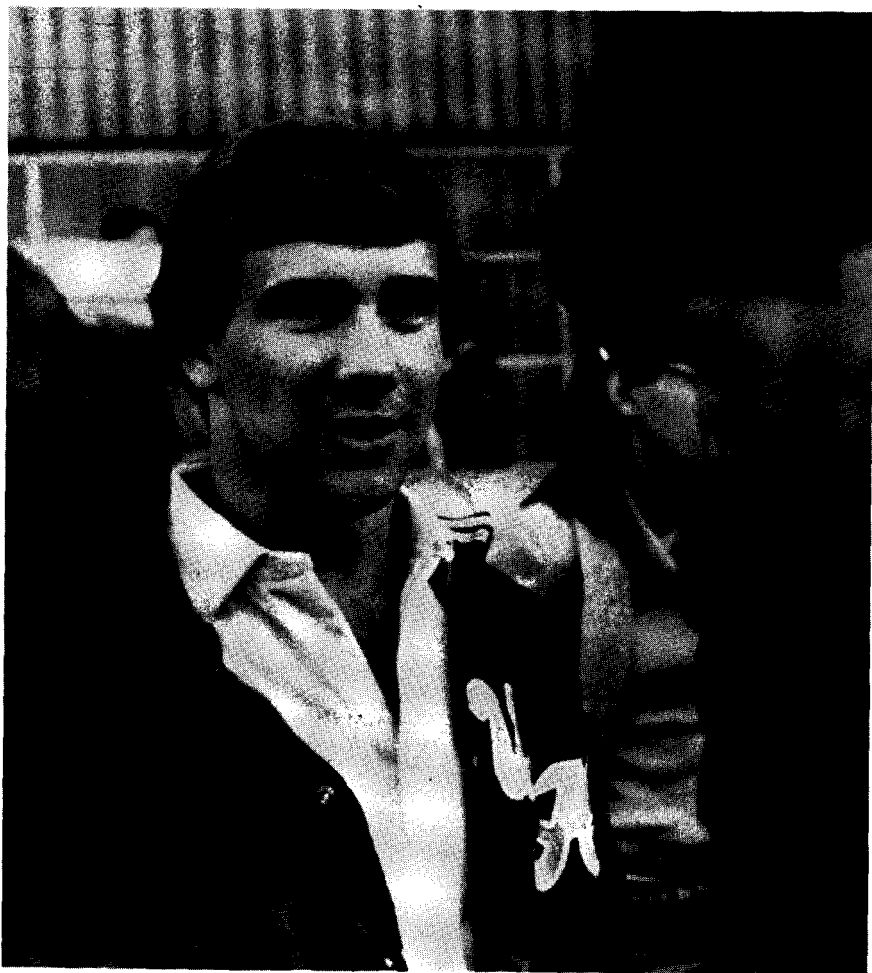
ACC 491-492. HONORS THESIS: Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the department chairperson.

3 sem. hrs. each

ACC 497. LABORATORY WORK EXPERIENCE: Off-campus work experience, in a business firm or other institution; assignments arranged by the School of Business Administration, cooperating with the sponsoring firm or institution. Prerequisite: Approval of department chairperson. *3 sem. hrs.*

ACC 498. COOPERATIVE WORK EXPERIENCE: Optional program of full-time, on-campus study alternating with terms of full-time, off-campus work training. Provides on-the-job experience, academic motivation, and financial assistance to the student. *3 sem. hrs.*

ACC 499. SPECIAL PROBLEMS (HONORS): Directed readings, independent study, and research projects in selected fields of accounting. The number of semester hours awarded will depend on the amount of work chosen. The course will involve periodic conferences with the course instructor. Prerequisites: Senior status in accounting, permission of the chairperson and instructor. *1-6 sem. hrs.*



DECISION SCIENCES (DSC)

The Department of Decision Sciences offers instruction in several quantitative and systems areas and a major in management information systems.

The study of management information systems (MIS) deals with all informational and decision-making activity associated with operating an organization. This discipline integrates systems analysis, statistics, management, management science, computer science, and other business areas. This program will provide the theory, analytical framework, and methodology to analyze, design, implement, and manage an organization's complex information or decision systems. The major program in management information systems will prepare students for careers as systems managers, i.e., business or organizational analysts or general managers (in almost any business function) with special management science and information systems expertise.

The major in management information systems consists of DSC 375, Management and Decision Systems; DSC 414, Operations Research II; DSC 465, Management Information Systems Analysis; DSC 475, Management Information Systems Design; MGT 443, Organization Theory; and one other three-semester-hour upper-level course approved by the department. In addition, this major requires a three-course sequence in computer science: CPS 310, 312, and 342. The prerequisite for these computer science courses is proficiency in the FORTRAN and COBOL languages, which may be obtained with CPS 144 and 164 taken in the first two years.

PROGRAM—B5: BACHELOR OF SCIENCE WITH A MAJOR IN
MANAGEMENT INFORMATION SYSTEMS (MIS)

Dept.	No.	Course	Semester Hours	
Junior Year			1st Term	2nd Term
FIN	301	Business Finance	3	
MGT	305	Management and Organization	3	
MKT	305	Principles of Marketing		3
CPS	310	Systems Analysis ¹	3	
CPS	312	Systems Design		3
PHL	313	Business Ethics		3
DSC	316	Production/Operations Management	3	
DSC	375	Management and Decision Systems	3	
DSC	414	Operations Research II		3
—	—	Communication elective ²		3
			15	15
Senior Year				
CPS	342	Data Structures	3	
ECO	347	Intermediate Macroeconomics		3
MGT	423	Business Policies and Management		3
MGT	443	Organization Theory	3	
DSC	465	Management Information Systems Analysis	3	
DSC	475	Management Information Systems Design		3
DSC	—	Management information systems elective ³	3	
—	—	Communication elective ²	3	
—	—	Philosophy or religious studies elective		3
—	—	General elective ⁴		3
			15	15

¹CPS 144 and 304 (or equivalents) are prerequisites of the CPS 310, 312, 342 sequence.

²A total of 6 sem. hrs. to be chosen from the following: ENG 370, 372; COM 308, 310, 397; SPE 312. No substitutions.

³Select any DSC, MGT, or CPS 300-400 level course in consultation with program advisor.

⁴The computer science courses required by this major reduce the number of general electives. In choosing this elective, the student should bear in mind that a minimum of 60 semester hours of all academic work must be at the 300-400 level.

FACULTY

George A. Bohlen, *Chairperson*

Associate Professors: Amsden, Bohlen, Dunne, Pearson, Rippy, Vlahos, Young

Assistant Professors: Casey, Chen, Holland, Zahn

Instructor: Flynn

Part-Time Instructors: Balster, Steinlage, Wetz

COURSES OF INSTRUCTION

DSC 103. INTRODUCTION TO COMPUTERS AND INFORMATION PROCESSING: Study of computers and information processing with emphasis on the applications of computers to solving business problems and to improving managerial decisions. 3 sem. hrs.

DSC 108. FUNDAMENTALS OF MATHEMATICS: Recommended for students with insufficient working knowledge of secondary mathematics. Three sem. hrs. are added to the graduation requirements of those taking this course. 3 sem. hrs.

DSC 110-111. QUANTITATIVE ANALYSIS FOR BUSINESS I AND II: Systems of equations and inequalities, introduction to linear programming and matrix algebra, logarithms, compound interest and annuities, and introduction to calculus. Mathematics of finance. Prerequisite: DSC 108 or sufficient college preparatory mathematics. 3 sem. hrs. each

DSC 112-113. APPLICATIONS IN QUANTITATIVE ANALYSIS FOR BUSINESS I AND II: Independent study for students who have passed previous courses with essentially the same mathematics content as DSC 110-111. These courses provide the emphasis on business applications. By arrangement. 1 sem. hr. each

DSC 210-211. STATISTICAL ANALYSIS FOR BUSINESS I AND II: Applied statistics covering the broad areas of probability, statistical inference, time series, regression and correlation, and sampling methods. Prerequisites: DSC 110-111. 3 sem. hrs. each

DSC 212-213. APPLICATIONS IN STATISTICAL ANALYSIS FOR BUSINESS I AND II: Independent study emphasizing business applications in descriptive statistics, probability theory, statistical inference, sampling and experimental design, and regression and correlation. Primarily for students who have statistics backgrounds based on previous course work or transfer from other programs. 1 sem. hr. each

DSC 312. QUANTITATIVE BUSINESS ANALYSIS: Development of the basic tools of quantitative analysis and introduction to the principal decision models used for management analysis in the context of managerial process. Prerequisites: DSC 210-211 or equivalent. 3 sem. hrs.

DSC 313. ADVANCED BUSINESS STATISTICS: Selected topics from advanced statistics with emphasis on business application and nonparametric methods. Prerequisites: DSC 210-211 or equivalent. 3 sem. hrs.

DSC 316. PRODUCTION/OPERATIONS MANAGEMENT: Study of the performance of the managerial activities entailed in selecting, designing, operating, controlling, and updating productive systems. Computer-programmed techniques, simulation gaming, and operations research tools. Prerequisites: DSC 210-211, MGT 305. 3 sem. hrs.

DSC 322. WORK SYSTEMS DESIGN: Analysis of requirements in well-defined management implementation areas covering operations in both business and non-business fields. Utilization of work flow and measurement techniques to design the specific systems that meet operational circumstances. Prerequisite: MGT 305. 3 sem. hrs.

DSC 365. MANAGEMENT SYSTEMS: Introduction to the systems approach in management with emphasis on the role of management information systems. Topics include general systems theory, management cybernetics, and management information systems. Case studies and a student project. Prerequisite: DSC 210-211. 3 sem. hrs.

DSC 375. MANAGEMENT AND DECISION SYSTEMS: Introduction to the systems approach in the management of organizations. Emphasis on understanding organizational processes, especially decision making and the role of information. Case studies and a student project. Prerequisites: DSC 210-211. 3 sem. hrs.

DSC 410. DECISION THEORY: Logical analysis of decisions that arise under uncertainty in the practice of business administration. Stress on decision making according to logical principles; understanding of the objective and subjective inputs and outputs. Prerequisites: DSC 210-211 or equivalent. 3 sem. hrs.

DSC 413. OPERATIONS RESEARCH I: Survey of quantitative methods and model building as aids in management decision making. Emphasis on deterministic methods to include linear programming, integer programming, goal programming, and network models. Prerequisites: DSC 210-211 or equivalent. 3 sem. hrs.

DSC 414. OPERATIONS RESEARCH II: Survey of quantitative methods and model building as aids in management decision making. Emphasis on probabilistic methods to include decision analysis, waiting line theory, inventory models, and simulation modeling. Prerequisites: DSC 210-211 or equivalent. 3 sem. hrs.

DSC 415. PRODUCTION METHODS AND CONTROLS: Principles and techniques used in production; current practices in production planning, routing, scheduling, and dispatching; study of production standards, labor efficiency, and costs; quantity and quality control. Prerequisite: DSC 316 or permission of instructor. 3 sem. hrs.

DSC 465. MANAGEMENT INFORMATION SYSTEMS ANALYSIS: Study of the theoretical concepts, operation, and performance evaluation of management information systems and decision support systems. Various business applications in case studies and student projects. Prerequisite: DSC 375. 3 sem. hrs.

DSC 475. MANAGEMENT INFORMATION SYSTEMS DESIGN: A capstone course integrating computer science, quantitative modeling, organizational theory, and systems analysis. Major student design project. Prerequisite: DSC 465. 3 sem. hrs.

DSC 491-492. HONORS THESIS: Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

3 sem. hrs. each

DSC 497. LABORATORY WORK EXPERIENCE: An off-campus laboratory work position carried out under the auspices and supervisory authority of a participating industrial, commercial, educational, health care, or governmental organization. Prerequisite: Permission of chairperson.

3-6 sem. hrs.

DSC 498. COOPERATIVE EDUCATION PROGRAM: An optional program of full-time, on-campus study alternating with terms of full-time, off-campus work training. Provides on-the-job experience, academic motivation, and financial assistance to the student.

3 sem. hrs.

DSC 499. DECISION SCIENCES SEMINAR (HONORS): A course in research on a subject within the student's major. Normally open only to those who have attained a cumulative grade point average of 3.0 or above in their sophomore and junior years. Prerequisite: Permission of chairperson.

1-6 sem. hrs.



ECONOMICS (ECO)

The major program in economics is designed for students seeking careers as economists in education, government, or business. The major is excellent preparation for graduate work in either economics or business administration and for law school. The student is equipped with the tools for the systematic analysis of the economics of the firm, the industry, the nation, and the world.

The major in economics consists of ECO 203-204; ECO 346, Intermediate Microeconomics; ECO 347, Intermediate Macroeconomics; and 15 semester hours of economics electives. ECO 442, Money and Banking, is strongly recommended. Students in the College of Arts and Sciences desiring to major in economics will follow the program for the Bachelor of Arts in Economics. (See ECO, Chapter VI.)

PROGRAM—B3-A: BACHELOR OF SCIENCE WITH A MAJOR IN ECONOMICS (ECO)

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>Semester Hours</i>	
			1st Term	2nd Term
Junior Year ¹				
FIN	301	Business Finance	3	
MGT	305	Management and Organization	3	
MKT	305	Principles of Marketing		3
PHL	313	Business Ethics	3	
ECO	346	Intermediate Microeconomics	3	
ECO	347	Intermediate Macroeconomics		3
ECO	—	Economics elective		3
—	—	Communication electives ²	3	3
—	—	General elective ³		3
			15	15
Senior Year				
DSC	316	Production/Operations Management	3	
MGT	423	Business Policies and Management		3
ECO	—	Economics electives	6	6
—	—	Philosophy or religious studies elective	3	
—	—	General electives ³	3	6
			15	15

¹Most courses may be taken either term. Consult with program advisor.

²A total of 6 sem. hrs. to be chosen from the following: ENG 370, 372; COM 308, 310, 397; SPE 312.

³At least 12 sem. hrs. of the general electives must be taken outside the School of Business Administration. These may be taken at any time during a student's 8 semesters. Of the total general electives, at least 12 sem. hrs. must be at the 300-400 level. In choosing any electives, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level.

For a minor in economics, 18 semester hours are required:

ECO 203-204: Principles of Micro- and Macroeconomics

ECO 346-347: Intermediate Micro- and Macroeconomics

plus any two elective courses from economics.

FACULTY

John E. Weiler, *Chairperson, Department of Economics and Finance*

Professors: Rapp, Weiler, Winger

Associate Professors: Chen, Frasca, Gustafson, Hadley, Stick, Wright

Assistant Professors: Blodget, Pattillo

Part-time Instructors: Gaston, Raney

COURSES OF INSTRUCTION

ECO 203. PRINCIPLES OF MICROECONOMICS: Examination of pricing under conditions of perfect and imperfect competition; study of distribution of income, principles of international trade, problems of economic development, and alternative economic systems. 3 sem. hrs.

ECO 204. PRINCIPLES OF MACROECONOMICS: Basic economic principles; analysis of American economy—business organization, industrial relations, the economic role of government, money and banking in the productive process, determination of aggregate level of national income and employment. 3 sem. hrs.

ECO 346. INTERMEDIATE MICROECONOMIC ANALYSIS: Analysis of the theory of consumer behavior, production theory, equilibrium of the firm, price determination in various market structures, distribution of income, allocation of resources, welfare economics. Prerequisite: ECO 203. 3 sem. hrs.

ECO 347. INTERMEDIATE MACROECONOMIC ANALYSIS: National income accounting and the determination of the level of income and employment; classical, Keynesian, and post-Keynesian models; private, government, and foreign sectors; theories of inflation and economic growth. Prerequisite: ECO 204; ECO 203 recommended. 3 sem. hrs.

ECO 430. HISTORY OF ECONOMIC THOUGHT: Development of economic thinking from Biblical times to the present; overview of mercantilism, physiocracy, and classical, utilitarian, socialist, neoclassical, and Keynesian streams of thought; surveys of major industrialists who put these theories into action. Prerequisites: ECO 203, 204. 3 sem. hrs.

ECO 441. ECONOMETRICS: Training in the art of making economic measurements from empirical data, using regression analysis as the principal tool; use of a computer program for determining the parameters and statistical measures of the regression equation; interpretation of the results by statistical inference. Prerequisites: Differential calculus and basic statistics or permission of the instructor. 3 sem. hrs.

ECO 442. MONEY AND BANKING: Principles of money and monetary systems; commercial banking and the role of the Federal Reserve System; monetary theory and policy; the mechanism of international payments. Prerequisites: ECO 203, 204; ECO 347 recommended. 3 sem. hrs.

ECO 445. PUBLIC FINANCE: The economic aspects of government finance at the local, state, and especially national level; the behavioral effects of various taxes, efficiency in spending, the changing role of the U.S. government, fiscal policy, and intergovernmental revenue and expenditure programs; emphasis on relating analytical tools to current developments. Prerequisites: ECO 203, 204. *3 sem. hrs.*

ECO 450. COMPARATIVE ECONOMIC SYSTEMS: Analysis of the principal tools of economic systems of the world, primarily capitalism, socialism, and communism; survey of economic conditions of over 25 nations, especially natural resources, agriculture, industries, foreign trade, and currency strength. Prerequisites: ECO 203, 204. *3 sem. hrs.*

ECO 460. ECONOMIC DEVELOPMENT AND GROWTH: Study of various dynamic economic theories of growth and structural change; the role of particular factors of production and related noneconomic variables in the development process, primarily, though not exclusively, of Third World nations. Prerequisites: ECO 203, 204. *3 sem. hrs.*

ECO 461. INTERNATIONAL ECONOMICS: Study of international trade and international monetary relations, theoretical and practical aspects of flows of commodities and production resources, protection, balance of payments, adjustment mechanism and policy, and international economic organizations. Prerequisites: ECO 203, 204. *3 sem. hrs.*

ECO 471. LABOR ECONOMICS: Theory of labor supply and demand, human capital theory, and the process by which wages are determined in various factor markets; applications to topics of unemployment, unions, migration, discrimination, and skill differentials. Prerequisites: ECO 203, 204. *3 sem. hrs.*

ECO 485. URBAN AND REGIONAL ECONOMICS: Treatment of certain theoretical concepts such as location theory and theories of land use and land rent; an economic interpretation for the existence of cities; applying economic analysis to the problems of traffic congestion, pollution, race, poverty, and urban sprawl. Student research on a topic of interest is requisite. Prerequisite: ECO 203; ECO 346 recommended. *3 sem. hrs.*

ECO 490. ANTITRUST ECONOMICS: Analysis of industrial organization, including the economics of pertinent antitrust laws. Prerequisite: ECO 203; ECO 346 recommended. *3 sem. hrs.*

ECO 491-492. HONORS THESIS: Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson. *3 sem. hrs. each*

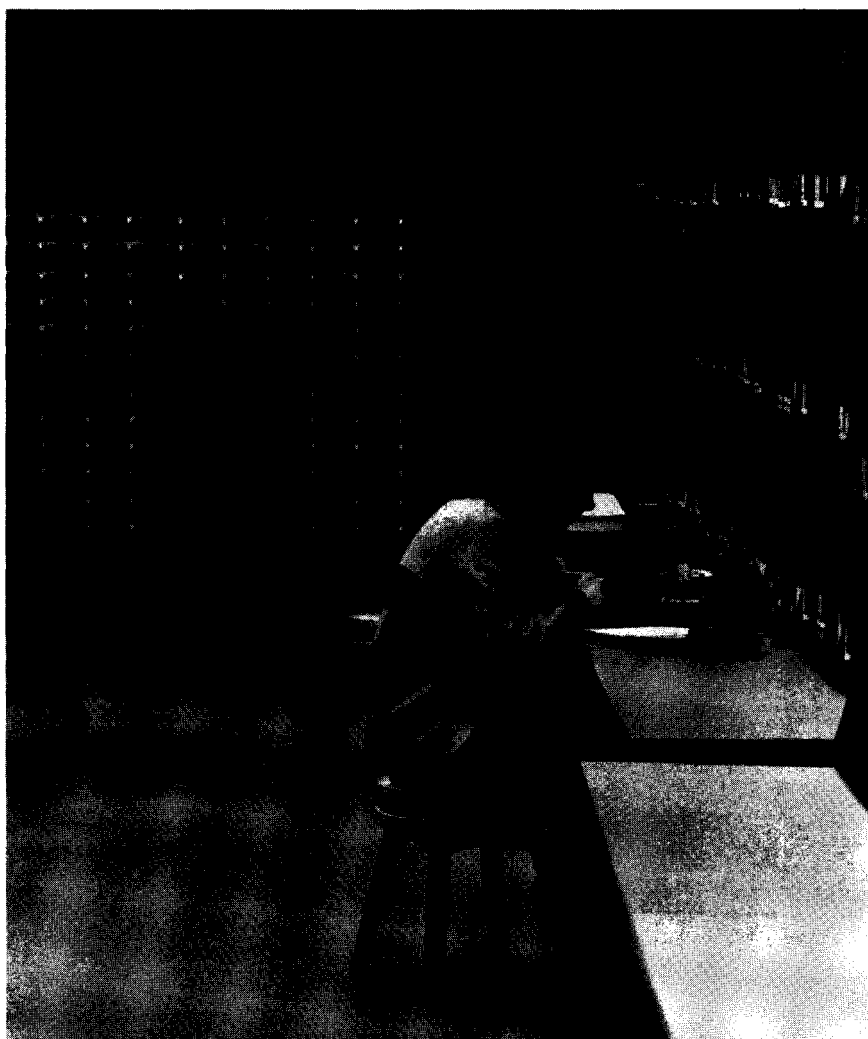
ECO 493. BUSINESS ECONOMICS: The application of microeconomics to business decision making. A case-oriented course exploring methods for utilizing economic theory in practical settings involving demand, production, cost, and pricing. Prerequisite: ECO 346. *3 sem. hrs.*

ECO 494. SEMINAR: Subject varies from time to time. May be taken more than once if topic changes. Prerequisites to be announced. *3 sem. hrs.*

ECO 496. CO-OP WORK TERM: For students earning credit through Cooperative Education program. See Co-op Office for details. Credit does not count towards economics major, but may be used as general elective. *3 sem. hrs.*

ECO 497. LABORATORY WORK EXPERIENCE: Under School of Business sponsorship and in association with participating industrial, commercial, educational, health-care, or governmental organizations, practical experience in work associated with the student's major or minor concentration of studies. (See internship coordinator for further information.) Does not count toward economics major. Permission of chairperson. *3 sem. hrs.*

ECO 498. STUDIES IN ECONOMICS (HONORS): Directed readings and research in selected fields of economics. The number of sem. hrs. will depend on the amount of work chosen. The course will involve periodic discussions with faculty and other students in the course. May be taken more than once for additional credit. Prerequisite: 3.0 average in economics with a minimum of 9 sem. hrs. in economics, and permission. *1-6 sem. hrs.*



EXECUTIVE SECRETARIAL STUDIES (SEC)

University-trained secretaries with broad educational backgrounds are urgently needed in business. This cultural background, combined with competence in typewriting, shorthand, accounting, business machines, word processing, and office procedures, will prepare both male and female graduates for responsible positions on the executive and administrative levels. The Associate in Executive Secretarial Studies program has been designed especially for those who want to obtain a two-year degree with an opportunity to continue toward a bachelor's degree in a related field.

Shorthand and Typewriting Placement Tests: During registration week, the Department of Executive Secretarial Studies offers placement tests in both shorthand and typewriting. These tests are required of all students who have had prior training in either of these skills.

PROGRAM—B6: ASSOCIATE IN EXECUTIVE SECRETARIAL STUDIES (SEC)

Dept.	No.	Course	1st Term ¹	2nd Term
First Year				
ENG	111	College Composition I ²	4-0-4 ¹	
SEC	101	Fundamental Shorthand	5-0-3	
SEC	102	Intermediate Shorthand		5-0-3
SEC	103	Fundamental Typewriting	5-0-3	
SEC	104	Intermediate Typewriting		5-0-3
SEC	110	Secretarial Mathematics	3-0-3	
SEC	111	Business Machines		3-0-3
SPE	101	Fundamentals of Effective Speaking		3-0-3
—	—	Philosophy and/or religious studies electives	3-0-3	3-0-3
			16	15
Second Year				
—	—	Elective	3-0-3	
SEC	201	Dictation and Transcription	5-0-3	
SEC	202	Advanced Dictation and Transcription		5-0-3
SEC	203	Advanced Typewriting	5-0-3	
SEC	204	Production Typewriting		5-0-3
SEC	205	Administrative Secretarial Practicum	4-0-3	
SEC	206	Advanced Administrative Secretarial Practicum		4-0-3
SEC	208-209	Secretarial Accounting	3-0-3	3-0-3
SEC	210	Introduction to Data and Word Processing		3-0-3
			15	15

¹For example, 3-0-3 means 3 class hrs., 0 lab. hrs., 3 sem. hrs. of credit.

²Students testing out of ENG 111 will take ENG 112 (3 sem. hrs.).

Each candidate for an associate degree must earn a cumulative grade point average of at least 2.0 in the total semester hours required for the degree and in the major area of concentration. Since specialization in the executive secretarial studies program begins with the first term, a student must maintain at least 2.0 in the major area beginning with the first term and continuing through the fourth term to graduation.

FACULTY

Nancy K. Forthofer, *Chairperson*

Assistant Professors: Forthofer, Murry, Webster

COURSES OF INSTRUCTION

SEC 101. FUNDAMENTAL SHORTHAND: Theory presentation of Century 21 or Gregg shorthand with emphasis on mastery of basic principles, speedforms/brief forms, phrasing, reading and writing fluency, and precision practice. Transcription is introduced. Five class periods a week. 3 sem. hrs.

SEC 102. INTERMEDIATE SHORTHAND: Reinforcement of shorthand principles. Intensive dictation and transcription with further development of appropriate business vocabularies and concentration on business English usage. Five class periods a week. Prerequisites: SEC 101, 103. 3 sem. hrs.

SEC 103. FUNDAMENTAL TYPEWRITING: Keyboard mastery with emphasis on correct techniques and work habits. Introduction to manuscript writing, tabulation, and letter formats. Five class periods a week. 3 sem. hrs.

SEC 104. INTERMEDIATE TYPEWRITING: The development of further skills in the operation of the typewriter; emphasis on speed building and on basic typing problems involving letter styles, business forms, reports, tables, and administrative communications. Five class periods a week. Prerequisite: SEC 103. 3 sem. hrs.

SEC 105. KEYBOARDING FOR MICROCOMPUTERS: The basic skills of "touch" keyboarding for alphabetic, numeric, and special data input. 1 sem. hr.

SEC 107. PERSONAL TYPEWRITING: Beginning typing for personal use—mastery of the keyboard and techniques; introduction to formats of outlines, manuscripts, business letters, fill-in forms, rough drafts, etc. Three class periods a week. 2 sem. hrs.

SEC 110. SECRETARIAL MATHEMATICS: Review and development of mathematical skills needed in preparation for a business career; emphasis on application of theory through realistic problems. 3 sem. hrs.

SEC 111. BUSINESS MACHINES: Basic training on the three main types of business calculators; problem-solving activities, involving correct techniques in machine programming and verification procedures. Practical experience in word processing involving the operation and application of transcribing machines. Prerequisites: SEC 103, 110. 3 sem. hrs.

SEC 201. DICTATION AND TRANSCRIPTION: Review of shorthand and English principles; emphasis on building vocabulary, sustained writing periods, and mailable transcription. Five class periods a week. Prerequisite: SEC 102. 3 sem. hrs.

SEC 202. ADVANCED DICTATION AND TRANSCRIPTION: Development of stenographic competence for executive secretarial positions; introduction to legal and medical dictation/transcription. Emphasis on mailable transcription at a high production rate. Five class periods a week. Prerequisite: SEC 201. 3 sem. hrs.

SEC 203. **ADVANCED TYPEWRITING:** Reinforcement of typewriting techniques and work habits. Emphasis on advanced administrative communications with an introduction to legal, medical, and government correspondence. Five class periods a week. Prerequisite: SEC 104. *3 sem. hrs.*

SEC 204. **PRODUCTION TYPEWRITING:** A course specifically designed for job competence, with emphasis on mailable production at high-level speeds, involving initiative and decision making. Five class periods a week. Prerequisite: SEC 203. *3 sem. hrs.*

SEC 205. **ADMINISTRATIVE SECRETARIAL PRACTICUM:** Introduction to records management, word-processing equipment and reprographics, and modern office practices and procedures. Supervised secretarial work experience. Four class periods a week. Prerequisite: SEC 104. *3 sem. hrs.*

SEC 206. **ADVANCED ADMINISTRATIVE SECRETARIAL PRACTICUM:** Comprehensive application of all knowledges and skills necessary to perform the duties in a modern office. A project-centered approach demanding judgment, initiative, decision making, organizing and planning work, and other related administrative abilities. Four class periods a week. Prerequisite: SEC 205. *3 sem. hrs.*

SEC 208-209. **SECRETARIAL ACCOUNTING:** The basic concepts, terminology, and procedures of accounting for the executive secretary. Accounting principles applied to the sole proprietorship form of business organization with emphasis on both mercantile and personal service enterprises. Prerequisites: SEC 110, 111. *3 sem. hrs. each*

SEC 210. **INTRODUCTION TO DATA AND WORD PROCESSING:** Exposure to word processing and data processing systems and their application within the executive secretarial field. Hands-on experience available. Prerequisites: SEC 103, 205. *3 sem. hrs.*

SEC 212. **INTRODUCTION TO WORD PROCESSING:** Basic concepts and terminology of word processing; emphasis on knowledge of equipment, personnel, procedure, and the modern office environment. Prerequisites: SEC 103-104. *3 sem. hrs.*

SEC 297. **LABORATORY WORK EXPERIENCE:** Under faculty sponsorship and in association with participating industrial, commercial, educational, health-care, or governmental organizations, practical experience in work associated with the student's major concentration of studies. (See internship coordinator for fuller information.) *3 sem. hrs.*

FINANCE (FIN)

The major program in finance is designed for students seeking careers in finance, banking, security analysis, or financial institutions. A major in finance is also excellent preparation for graduate study in finance or business administration or for law school.

The student majoring in finance will complete FIN 301, Business Finance; FIN 360, Investments; FIN 370, Financial Institutions; FIN 442, Money and Banking; and a minimum of 9 semester hours of finance electives, 6 of which must be at the 400 level.

PROGRAM—B3-B: BACHELOR OF SCIENCE WITH A MAJOR IN
FINANCE (FIN)

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>Semester Hours</i>	
Junior Year ¹			1st Term	2nd Term
FIN	301	Business Finance	3	
MGT	305	Management and Organization	3	
MKT	305	Principles of Marketing		3
PHL	313	Business Ethics		3
ECO	347	Intermediate Macroeconomics	3	
FIN	360	Investments		3
FIN	370	Financial Institutions		3
—	—	Communication electives ²	3	3
—	—	General electives ³	3	3
			15	18
Senior Year				
DSC	316	Production/Operations Management	3	
MGT	423	Business Policies and Management		3
FIN	442	Money and Banking	3	
FIN	—	Finance electives ⁴	3	6
—	—	Philosophy or religious studies	3	
—	—	General electives ³	3	6
			15	15

¹Most courses may be taken either term. Consult with program advisor.

²A total of 6 sem. hrs. to be chosen from the following: ENG 370, 372; COM 308, 310, 397; SPE 312. No substitutions.

³At least 12 sem. hrs. of the general electives must be taken outside the School of Business Administration. These may be taken at any time during a student's 8 semesters. Of the total general electives, at least 12 sem. hrs. must be at the 300-400 level. In choosing any electives, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level.

⁴The 9 sem. hrs. of finance electives must include at least 6 sem. hrs. at the 400 level.



For a minor in finance, 15 semester hours are required:

FIN 301: Business Finance
 FIN 360: Investments
 FIN 370: Financial Institutions
 FIN 442: Money and Banking
 Plus any one other finance course.

FACULTY

John E. Weiler, *Chairperson, Department of Economics and Finance*

Professors: Rapp, Weiler, Winger

Associate Professors: Chen, Frasca, Gustafson, Hadley, Stick, Wright

Assistant Professors: Blodget, Pattillo

Part-time Instructors: Mikula, Rathweg

COURSES OF INSTRUCTION

FIN 200. **PERSONAL FINANCE:** Principles and techniques for handling personal financial decisions: personal budgeting, obtaining credit, life and casualty insurance, buying a home, buying an automobile, and savings and investments. For both business and nonbusiness majors. No credit toward Finance major. No prerequisite.

3 sem. hrs.

FIN 301. **BUSINESS FINANCE:** Principles and techniques used by business firms in managing and financing their current and fixed assets; sources of funds within the capital markets; determinants of the financial structure; analytical techniques. Prerequisites: ECO 203, ACC 207 or 301.

3 sem. hrs.

FIN 330. **INSURANCE AND RISK MANAGEMENT:** Study of the basic concepts of business and personal risks from the standpoint of creation, identification, reduction, elimination, and evaluation of risks; the use of insurance in meeting problems of risk.

3 sem. hrs.

FIN 336. PRINCIPLES OF REAL ESTATE: Survey of real estate industry with emphasis on its structure, regulation, growth, needs, financing, and future. Analysis of the methods of determining land use and evaluation of the theories of city development. *3 sem. hrs.*

FIN 360. INVESTMENTS: The principles and techniques used by the investor in selecting securities, emphasis on the stock and bond markets; security valuation methods leading to the selection of individual issues; portfolio theory. Prerequisites: FIN 301. *3 sem. hrs.*

FIN 370. FINANCIAL INSTITUTIONS: Integrated and comprehensive analysis of financial institutions with emphasis on financial intermediaries and the influence of government on the financial system. Prerequisite: FIN 301. *3 sem. hrs.*

FIN 440. PORTFOLIO MANAGEMENT AND SECURITY ANALYSIS: Advanced valuation theory; fundamentals of security analysis, portfolio construction, and management. Prerequisites: FIN 301, 360. *3 sem. hrs.*

FIN 442. MONEY AND BANKING: Principles of money and monetary systems; commercial banking and the role of the Federal Reserve System; monetary theory and policy; the mechanism of international payments. Prerequisites: ECO 203, 204; ECO 347 recommended. *3 sem. hrs.*

FIN 450. INTERNATIONAL BUSINESS FINANCE: Introduction to problems facing financial management of international companies, including environmental factors, organizing, financing of international trade, investment, production, and international accounting and control. Prerequisite: FIN 301. *3 sem. hrs.*

FIN 490. ADVANCED FINANCIAL ANALYSIS: Study of current developments in financial planning, acquisition of funds, asset management valuation; policy strategy and techniques in financial decision making. Prerequisite: FIN 301. *3 sem. hrs.*

FIN 491-492. HONORS THESIS: Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson. *3 sem. hrs. each*

FIN 496. CO-OP WORK TERM: For students earning credit through Cooperative Education program. See Co-op Office for details. Credit does not count towards finance major, but may be used as general elective. *3 sem. hrs.*

FIN 497. LABORATORY WORK EXPERIENCE: Under School of Business sponsorship and in association with participating industrial, commercial, educational, health-care, or governmental organizations, practical experience in work associated with the student's major or minor concentration. (See internship coordinator for further information.) Does not count toward finance major. Permission of chairperson. *3 sem. hrs.*

FIN 498. STUDIES IN FINANCE (HONORS): Directed readings and research in selected fields of finance. The number of sem. hrs. will depend on the amount of work chosen. The course will involve periodic discussions with other students and faculty in the program. May be taken more than once for additional credit. Prerequisite: 3.0 average in finance with a minimum of 9 sem. hrs. in finance. *1-6 sem. hrs.*

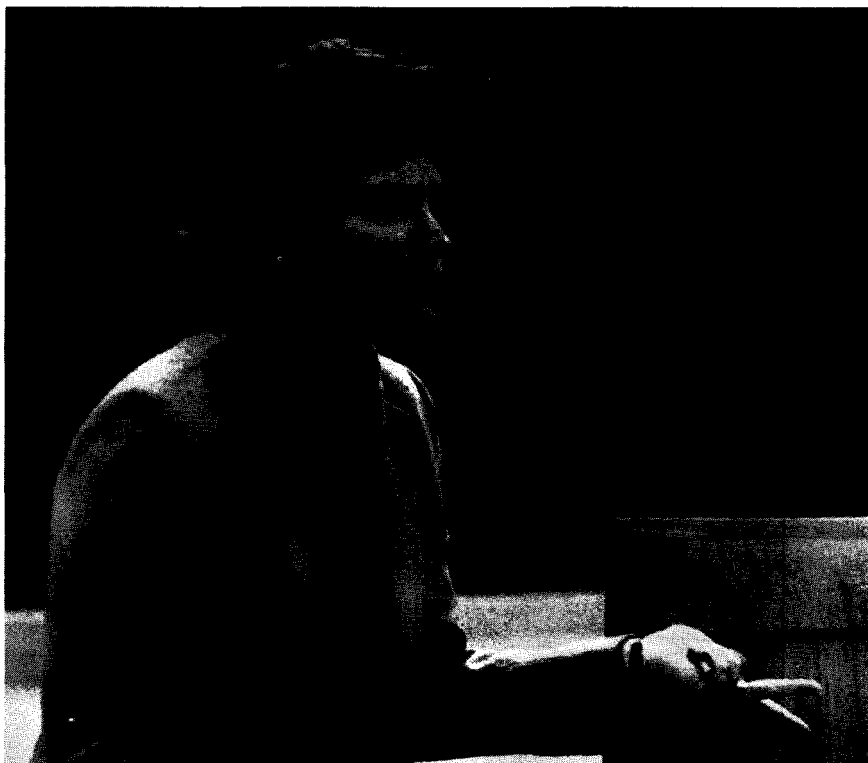
INTERDISCIPLINARY STUDIES (BAI)

Information is available in the Office of the Dean of the School of Business Administration.

BAI 301. PRACTICUM IN INTERNATIONAL BUSINESS: Study and analysis of international business concepts: objectives and ethics; planning; decision-making; business skills and entrepreneurial aptitudes. Comparative analysis of various cultures and their impact on international business operation. *3 sem. hrs.*

BAI 497. LABORATORY WORK EXPERIENCE: Under faculty sponsorship and in association with participating industrial, commercial, educational, health care, or governmental organizations, practical experience in work associated with the student's major or minor concentration. See internship coordinator for further information. *3-6 sem. hrs.*

BAI 499. DECISION MAKING WITHIN THE FIRM—AN INTERDISCIPLINARY APPROACH: Analysis and decision making in a corporate management team. Students manage a computer-simulated business in competition with student teams at other universities. Preparation of an annual report and a presentation before faculty and business persons. Selected students make this presentation at Emory University in connection with the Intercollegiate Business Conference. *3 sem. hrs.*



MANAGEMENT (MGT)

Management is defined as the planning, organizing, directing, and controlling of an enterprise's operations so that objectives can be achieved economically and effectively. Since management is the art and science of achieving goals through people and other resources, the basic job of the management person is to supervise people in the achievement of goals. The actual functions performed may include anything from operations, sales, and personnel to transportation of goods or analysis of a computer system. The management program equips students to seek careers in military, religious, educational, business, or governmental organizations. In addition, through the proper selection of electives, the student may obtain some specialization in personnel and industrial relations, strategic management, and the legal environment of business.

The major in management consists of MGT 318, Organization Behavior; DSC 365, Management Systems; MGT 443, Organization Theory; and nine semester hours of management electives. The following outline of courses indicates the upper-level work required for a Bachelor of Science with a Major in Management.

PROGRAM—B2: BACHELOR OF SCIENCE WITH A MAJOR IN
MANAGEMENT (MGT)

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>Semester Hours</i>	
Junior Year			1st Term	2nd Term
FIN	301	Business Finance	3	
MGT	305	Management and Organization	3	
MKT	305	Principles of Marketing	3	
DSC	316	Production/Operations Management		3
MGT	318	Organization Behavior		3
ECO	347	Intermediate Macroeconomics	3	
—	—	Communication electives ¹	3	3
—	—	General electives ²		6
			15	15
Senior Year				
PHL	313	Business Ethics		3
DSC	365	Management Systems	3	
MGT	423	Business Policies and Management		3
MGT	443	Organization Theory		3
MGT	—	Management electives ³	6	3
—	—	Philosophy or religious studies elective	3	
—	—	General electives ²	3	3
			15	15

¹A total of 6 sem. hrs. to be chosen from the following: ENG 370, 372; COM 308, 310, 397; SPE 312. No substitutions.

²At least 12 sem. hrs. of the general electives must be taken outside the School of Business Administration. These may be taken at any time during a student's 8 semes-

ters. Of the total general electives, at least 12 sem. hrs. must be at the 300-400 level. In choosing any electives, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level.

³Select these MGT courses, which must be at the 300-400 level, in consultation with program advisor.

For a minor in management, 15 semester hours are required:

MGT 305: Management and Organization

MGT 318: Human Relations for Management

MGT 443: Organization Theory

plus six semester hours of 300-400 level management courses other than MGT 423.

Note: Students enrolled in the School of Business Administration may not use core courses for this purpose.

FACULTY

David Lee, *Chairperson*

Professors: McClaine, Scheidler

Associate Professors: Lee, Miller, Schenk, Stough, Tewari, Washing

Assistant Professors: Balloun, Berger, Konstantinovich

Adjunct Professors: Cookson, Quinn

Part-time Instructors: Eiting, Gordhammer, Heckman, Palmert, Showell, Stephenson

COURSES OF INSTRUCTION

MGT 102. AMERICAN BUSINESS ENVIRONMENT: Introduction to basic business concepts and the functional business areas—marketing, management, accounting, finance, and economics. 3 sem.hrs.

MGT 203. BUSINESS LAW I: Introduction to the legal system and judicial process as they affect the business community. Development of legal reasoning in substantive law of contracts, torts, and agency. 3 sem.hrs.

MGT 304. BUSINESS LAW II: Development and application of the Uniform Commercial Code as addressing legal reasoning in substantive areas of commercial paper and sales. 3 sem. hrs.

MGT 305. MANAGEMENT AND ORGANIZATION: Analysis of the general nature and functions of management with emphasis on planning and human behavior within modern organizations. Prerequisite: Junior standing. 3 sem. hrs.

MGT 308. SMALL BUSINESS MANAGEMENT: Basic management and business functions of small firms which are independently owned and operated and not dominant in their fields of operation. Prerequisite: MGT 305. 3 sem.hrs.

MGT 314. PERSONNEL MANAGEMENT: Study of the basic personnel management functions—employment, wage and salary administration, training and development, labor relations, health and safety, and organizational and manpower planning—and their related policies in order to enhance the productivity and satisfaction of the people at work. 3 sem. hrs.

MGT 318. ORGANIZATION BEHAVIOR: Introduction to the study and practical applications of organizational behavior. This field of study concerns the behavior of people as they interact within organizations to achieve both personal and organizational goals. Prerequisite: MGT 305. *3 sem. hrs.*

MGT 403. BUSINESS LAW III: Development and application of the law of property as an institution with concurrent analysis of the legal structure of the business organization as an economic and legal entity. *3 sem. hrs.*

MGT 417. INDUSTRIAL RELATIONS: Interrelationships and interaction of the employer and the employee in the public and private sectors in conflict and accommodation. The structure and nature of management-union relationships and agencies created by these relationships. Prerequisite: MGT 305. *3 sem. hrs.*

MGT 419. COLLECTIVE BARGAINING, MEDIATION, AND ARBITRATION: Meaning, practices, principles, and organization of collective bargaining; techniques of mediation and agencies for effective mediation; major economic problems involved in the adjustment of labor disputes. Prerequisite: MGT 305. *3 sem. hrs.*

MGT 423. BUSINESS POLICIES AND MANAGEMENT: Coordination and integration of knowledge and techniques acquired in previous courses in business administration. Case method and/or computer simulation is used. Prerequisite: Senior standing. *3 sem. hrs.*

MGT 430. MULTINATIONAL CORPORATE MANAGEMENT: Introduction to multinational corporation strategies, policies, and various types of environments. Prerequisite: Senior standing. *3 sem. hrs.*

MGT 435. SEMINAR IN STRATEGIC MANAGEMENT: Analysis and interpretation of strategic management research studies and their application within organizations. Readings, cases, and exploratory research. Prerequisite: Senior standing. *3 sem. hrs.*

MGT 440. WOMEN IN MANAGEMENT: Study of the problems women encounter when entering the predominantly male business world. Discussion includes why some bright women fail, why some do not try to compete, problems of the two-career family, and sex stereotyping. Prerequisite: MGT 305 or equivalent. *3 sem. hrs.*

MGT 441. MANAGEMENT AND SOCIETY: Business firm's relation with society. Technological change, racism, poverty, affirmative action, urban problems, and environmental concerns. Prerequisite: MGT 305. *3 sem. hrs.*

MGT 443. ORGANIZATION THEORY: A study of the schools of management and their theories and/or principles and the problems and issues surrounding them. Prerequisite: Senior standing. *3 sem. hrs.*

MGT 450. MANAGEMENT SEMINAR (HONORS): A course in research on a subject within the student's major. Open only to those who have attained a cumulative grade point average of 3.0 or above in their sophomore and junior years. *1-6 sem. hrs.*

MGT 460. SMALL BUSINESS CONSULTING: Application of business knowledge in resolving small business management problems. Emphasis on providing assistance and counseling to small business by giving the student an opportunity to aid in solving problems. Various techniques and methods of management consulting. Prerequisite: Senior standing. *3 sem. hrs.*

MGT 491-492. HONORS THESIS: Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson. *3 sem. hrs. each*

MGT 497. LABORATORY WORK EXPERIENCE: An off-campus laboratory work position carried out under the auspices and supervisory authority of a participating industrial, commercial, educational, health care, or governmental organization. Prerequisite: Permission of chairperson. *3-6 sem. hrs.*

MGT 498. COOPERATIVE EDUCATION PROGRAM: An optional program of full-time, on-campus study alternating with terms of full-time, off-campus work training. Provides on-the-job experience, academic motivation, and financial assistance to the student. *3 sem. hrs.*



MARKETING (MKT)

The marketing management concept requires a systematic approach to the discovery and satisfaction of consumer wants as a basis for successful administration. It has been broadened in recent years to include the development of organizational members to their fullest potential and the achievement of social purposes.

Although the student often enters with an interest in a single phase of marketing, the emphasis in the curriculum is on the marketing concept as stated above. Thus, any specialized activity is studied as a part of the total marketing process which in turn must be integrated with the objectives of a business firm, the functioning of an economic system, and the constraints of society.

The goal is to build specialization on a base made up of the general education required for all students and a core of courses required of students in the School of Business Administration.

Within the marketing specialization the purpose is as follows:

1. To develop a student of marketing who has the tools and the groundwork for continued study after graduation. Applications of the social sciences and quantitative techniques are stressed. Communication skills are emphasized. Understanding of institutions and nomenclature is essential.
2. To develop a practitioner of marketing with interests, attitudes, and sufficient understanding to be potentially productive at a responsible level of decision making with both domestic and international perspectives.
3. To provide marketing majors flexibility in course selection and to provide some breadth of choice among marketing courses as electives for nonmarketing majors both within and outside the School of Business Administration.

The Department of Marketing is represented through institutional or faculty memberships in the American Academy of Advertising, the American Collegiate Retailing Association, the American Marketing Association, the Audit Bureau of Circulation, the Direct Mail Marketing Association, and the Sales and Marketing Executives International.

The breadth and selection of courses available provide for either a broad coverage of marketing or specialization in the form of one or more options. Thus the student with the help of an advisor can choose any of the marketing courses in fulfilling the 18 semester hours of marketing requirements and electives.

Some of the optional concentrations that provide limited specialization in the named fields are the following:

Advertising

Students take the following sequence of courses: MKT 420, Marketing Communications; MKT 421, Advertising; MKT 430, Marketing Research.

Industrial Marketing

Students take the following sequence of courses: MKT 340, Industrial Marketing; MKT 411, Sales Management; MKT 430, Marketing Research.

Marketing Management

Students take the following sequence of courses: MKT 315, Retail Merchandising; MKT 335, Advanced Marketing; MKT 430, Marketing Research.

Marketing Research

Students take the following sequence of courses: MKT 315, Retail Merchandising; MKT 405, Consumer Behavior; MKT 430, Marketing Research.

Multinational Marketing

Students take the following sequence of courses: MKT 430, Marketing Research; MKT 405, Consumer Behavior; MKT 440, Multinational Marketing.

Retailing

Students take the following sequence of courses: MKT 315, Retail Merchandising; MKT 318, Retail Advertising and Sales Promotion; MKT 417, Retail Buying and Merchandising.

Salesmanship

Students take the following sequence of courses: MKT 310, Salesmanship; MKT 405, Consumer Behavior; MKT 411, Sales Management.

NOTE: A major in marketing requires MKT 405, Consumer Behavior; MKT 430, Marketing Research; and four additional marketing elective courses. The courses may be used to complete one or more of the optional concentrations listed above or they may be selected to fulfill the program developed for the particular student. A minor in marketing requires MKT 305, Principles of Marketing, and 12 semester hours of additional courses in a pattern chosen in consultation with the chairperson of the Department of Marketing.

PROGRAM—B4: BACHELOR OF SCIENCE WITH A MAJOR IN
MARKETING (MKT)

Dept.	No.	Course	Semester Hours	
			1st Term	2nd Term
Junior Year				
FIN	301	Business Finance	3	
MKT	305	Principles of Marketing ¹	3	
MGT	305	Management and Organization	3	
PHL	313	Business Ethics	3	
DSC	316	Production/Operations Management		3
MKT	405	Consumer Behavior		3
MKT	—	Marketing courses ²		6
—	—	Communication electives ³	3	3
			15	15
Senior Year				
ECO	347	Intermediate Macroeconomics	3	
MGT	423	Business Policies and Management		3
MKT	430	Marketing Research		3
MKT	—	Marketing courses ²	3	3
—	—	Philosophy or religious studies elective	3	
—	—	General electives ⁴	6	6
			15	15

¹Must be taken in first term. Some courses can be taken either term. Consult advisor.

²Two marketing courses selected in consultation with program advisor.

³A total of 6 sem. hrs. to be chosen from the following: ENG 370, 372; COM 308, 310, 397; SPE 312. No substitutions.

⁴At least 12 sem. hrs. of the general electives must be taken outside the School of Business Administration. These may be taken at any time during a student's 8 semesters. Of the total general electives, at least 12 sem. hrs. must be at the 300-400 level. In choosing any electives, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level.

FACULTY

William S. Sekely, *Chairperson*

Professors: Murphy, Scheidler

Associate Professors: Comer, King, Lewis, Merenski, Moffatt, Sekely

Assistant Professors: Kline, Yates

Adjunct Professor: Metzger

Part-time Instructors: Lechner, Savage, Seaman, Zielazny

COURSES OF INSTRUCTION

MKT 305. PRINCIPLES OF MARKETING: The general principles and practices underlying the processes of marketing. Analysis of the problems of the manufacturer, wholesaler, retailers, and other marketing agencies. Principles, trends, methods, and policies with relation to marketing efficiency. Prerequisite: Junior standing. *3 sem. hrs.*

MKT 310. SALESMANSHIP: Study of the basic principles underlying all selling and their practical application to specific cases. *3 sem. hrs.*

MKT 315. RETAIL MERCHANDISING: Survey of the development of retailing and the impact of consumer behavior, fashion, computers, and other innovations. Structural organization, location, and layout. Merchandising operations including planning of sales, purchases, stock control, markup, and expense control. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 318. RETAIL ADVERTISING AND SALES PROMOTION: Principles and practices of promotion in retail stores with emphasis on advertising, display, and sales promotion. Developing creative efforts, budgeting, and coordination of where, when, what, and how to promote. Prerequisite: MKT 315. *3 sem. hrs.*

MKT 335. ADVANCED MARKETING: Applications of the principles of marketing; marketing policies of manufacturers and/or wholesalers; analysis of current problems and literature relating to marketing efficiency. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 340. INDUSTRIAL MARKETING: Concepts, theories, facts, and analytical procedures associated with industrial marketing management. Topics include industrial consumer and competitor analysis, marketing information systems, marketing research, and demand forecasting. Strategy development in product, promotion, distribution, and pricing with focus on the industrial manufacturer. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 405. CONSUMER BEHAVIOR: Comprehensive study of buyer decision making which offers insight into the buyer-seller relationship. Application of theories from psychology and social psychology to investigate the behavior of industrial and consumer buyers. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 411. SALES MANAGEMENT: The structure of the sales organization; determination of sales policies: selection, training, and motivation of salespersons; establishing sales territories and quotas. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 417. RETAIL BUYING AND MERCHANDISING: Determining what and how much to buy, market research, and model stocks, as well as the mathematic principles involved in purchase planning, planning initial markup, terms and dating, stockturn, inventory methods. Prerequisite: MKT 315. *3 sem. hrs.*

MKT 420. MARKETING COMMUNICATIONS: Comprehensive study of the marketing communications of an organization, regarding product, price, promotion, and distribution. Marketing communication viewed as a continuous process with emphasis on its behavioral aspects. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 421. ADVERTISING: Nature and functions of advertising; the preparation of layouts; the writing of copy; selection and evaluation of media; coordination of advertising with other marketing efforts; social implications of advertising. *3 sem. hrs.*

MKT 430. MARKETING RESEARCH: Study of marketing information systems, research technology, value of information, research design and execution, questionnaire design, measurement and scaling, multivariable data analysis, metric and non-metric techniques, data interpretation, computer applications, and writing and interpreting research reports. Prerequisites: MKT 305, DSC 210-211. *3 sem. hrs.*

MKT 440. MULTINATIONAL MARKETING: Emphasis on understanding foreign marketing environments, developing skills of foreign market analysis, designing and developing appropriate marketing strategies for foreign markets, decision making in multinational marketing. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 450. MARKET DEVELOPMENT, PROGRAMMING AND POLICIES: Marketing responsibilities from the managerial perspective, using the systems view of the complex business organization. Cases involving a variety of products and environmental circumstances. Prerequisites: 6 sem. hrs. of marketing including MKT 305. Enrollment limited. *3 sem. hrs.*

MKT 491-492. HONORS THESIS: Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson. *3 sem. hrs. each*

MKT 497. LABORATORY WORK EXPERIENCE: Under faculty sponsorship and in association with participating industrial, commercial, educational, health-care, or governmental organizations, practical experience in work associated with the student's major or minor concentration. Permission of chairperson required. *3-6 sem. hrs.*

MKT 498. COOPERATIVE EDUCATION: Optional full-time work period off campus alternating with study period on campus. Permission of chairperson required. *3 sem. hrs.*

MKT 499. PROBLEMS IN MARKETING (HONORS CREDIT): Study of one or more specific aspects of the marketing process with emphasis on individual reading and research. Subject matter to be determined by the instructor on the basis of interest and need of the student. Enrollment limited. Permission of chairperson required. *1-6 sem. hrs.*

TEACHER CERTIFICATION

SCHOOL OF BUSINESS ADMINISTRATION BACCALAUREATE
PROGRAM WITH TEACHER CERTIFICATION (E11B)

Students matriculating in the School of Business Administration may enroll in the teacher education program (Secondary Education Program) of the School of Education without transferring to the School of Education. For requirements in professional education courses and in teaching fields consult the chairperson of the Department of Teacher Education.

Enrollment in the E11B program is subject to the admission requirements, counseling, maintenance of a unified system of records, screening, and other provisions standard for regular students of the School of Education working toward the Bachelor of Science in Education. These include maintaining at least a 2.5 average in the principal teaching field and in professional education courses and taking the comprehensive National Teacher Examinations (NTE). Upon acceptance into the program each student is assigned an education advisor for counseling on certification requirements.

In order to finish in four years, students in the School of Business Administration will need to process their applications for admission to the teacher education program no later than the third semester of matriculation, at which time the professional education sequence should begin. Failure to enroll on time could necessitate going beyond the normal four years to qualify for teacher certification and graduation. The requirements for the School of Business Administration as well as the requirements designated by the School of Education and the State of Ohio for secondary school certification must be completed before any degree is granted. Students must complete 300 hours of field/clinical experience before student teaching.

Students who have completed the proper course requirements may register for student teaching in the eighth semester (provided their applications for student teaching are duly processed at the beginning of the semester directly prior to student teaching and they have passed the normal screening procedure).

Students who have completed the requirements for teacher certification should make application for the standard four-year Provisional Ohio Teaching Certificate through the Office of the Dean, School of Education. See also EDT, Chapter VIII.

PROGRAM E11B: SECONDARY SCHOOL TEACHING CERTIFICATION

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>Semester Hours</i>	
		Freshman Year	1st Term	2nd Term
DSC	103	Introduction to Computers and Information Processing	3	
DSC	110-111	Quantitative Analysis for Business I and II	3	3
ENG	111-112	College Composition I ¹ and II	4	3
SEC	103-104	Typewriting ²	3	3
PHL	103	Introduction to Philosophy		3
EDT	109-110	Personal and Professional Development	2	2
—	—	Natural science elective		4
			15	18

Sophomore Year				
DSC	210-211	Statistical Analysis for Business I and II	3	3
MGT	203	Business Law I	3	
ACC	207-208	Principles of Accounting	3	3
ECO	203-204	Principles of Economics	3	3
EDT	207	Child and Adolescent in Education	3	
EDF	208	Teaching and Learning		3
PHL	313	Business Ethics		3
—	—	Religious studies or philosophy elective		3
			15	18
Junior Year				
FIN	301	Business Finance	3	
MGT	305	Management and Organization		3
MKT	305	Principles of Marketing	3	
MKT	310	Salesmanship		3
MKT	315	Retail Merchandising		3
ECO	347	Intermediate Macroeconomic Analysis	3	
EDT	351	Secondary School, Self and Society	3	
EDT	469	Reading in the Content Areas		2
—	—	Required major field courses ³	6	6
			18	17
Senior Year				
DSC	316	Production/Operations Management	3	
MGT	423	Business Policies and Management	3	
EDT	318	Human Relations in Education ⁴	2	
EDT	327	Business Education in Secondary School	4	
EDT	419	Philosophy of Education ⁵		3
EDT	420	Student Teaching: Secondary		9
—	—	Required major field courses ³	6	
			18	12

¹ENG 111 may be waived if the student takes a qualifying test and demonstrates proficiency in the subject, in which case ENG 112 replaces ENG 111 the first term, and an English elective is taken the second term.

²May be taken in summer off-campus: need transcript with 8 qtr. or 6 sem. hrs.

³Accounting, economics, finance, managing, marketing.

⁴Not required for students with management major, who take MGT 318.

⁵EDT 419 meets 3 sem. hrs. of the philosophy and/or religious studies requirement.

