

VII School of Business Administration

Sam Gould, Dean

John E. Rapp, Associate Dean

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

Donald J. Hebeler, 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.

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.
4. Any person whose native language is not English must submit an acceptable score in the Test of English as a Foreign Language (TOEFL). Exceptions to this policy may be made for students whose education has been in schools where English is the principal language of instruction.

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 before transferring to the School of Business Administration are encouraged to follow an arts and sciences or pre-business program rather than a technical terminal program. (See also Chapter III.)

RETURNING STUDENTS

A qualified student who returns to the School of Business Administration after an absence of one calendar year or longer may be readmitted to the School of Business Administration according to the University of Dayton requirements which are applied to transfer students from other universities and colleges. (See Chapter III.) These students will be required to satisfy the program requirements which are current at the time of their readmission to the School of Business Administration. Part-time students (those who carry fewer than 12 semester hours) who are readmitted after an absence of two or more years will be required to satisfy the program requirements which are current at the time of readmission to the School of Business Administration.

REQUIREMENTS FOR THE BACCALAUREATE DEGREE

The School of Business Administration programs lead to 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 121 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. Other courses that must be taken under Option 1 are MTH 110, 111, 192, 193; PHL 313; and the 3-semester-hour communication requirement.

FRESHMAN-SOPHOMORE BUSINESS ADMINISTRATION PROGRAM

NOTE: The program below is to be followed by students who will major in accounting, economics, finance, management, or marketing. Students planning to major in

School of Business Administration

management information systems should follow the program outlined in the section on the Department of Decision Sciences (DSC) in this chapter.

Dept.	No.	Course	Semester Hours	
			1st Term	2nd Term
The following are required of freshmen:				
ENG	101-102	College Composition I and II ¹	3	3
MTH	110-111	Quantitative Analysis ²	3	3
The following are ordinarily taken during the freshman year ³ :				
DSC	103	Introduction to Computers and Information Processing		3
HST	101 or 102	History of Western Civilization	3	
PHL	103	Introduction to Philosophy	3	
SPE	101	Fundamentals of Effective Speaking ⁴	3	
—	—	Social science elective ⁵		3
—	—	General education requirement ⁶		4
			15	16
The following are ordinarily taken during the sophomore year ³ :				
ACC	207-208	Principles of Accounting	3	3
DSC	210-211	Statistics for Business I and II	3	3
ECO	203-204	Principles of Microeconomics and Macroeconomics	3	3
MGT	203	Business Law I		3
—	—	General education requirements ⁶	6	3
			15	15

¹Students placed in ENG 114 or 198 take a nonbusiness elective the second term.

²MTH 107 is recommended for students with insufficient knowledge of secondary mathematics. This would be an additional course for those taking it, since MTH 107 does not count towards graduation.

³Courses "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. Courses listed in italics may be taken in either the first or the second term.

⁴Students testing out of SPE 101 will take another SPE course or any other course from the Department of Communication.

⁵Choose a course from one of the following departments: Political Science, Psychology, or Sociology.

⁶See General Education Requirements, Chapter V. Some general education courses are specified in the program (e.g., PHL 103); others are to be chosen from the listing of approved courses. From the options available for fulfilling the H2, S2, and AS general education requirements, sophomores must take at least one course at the 300 or 400 level in order to meet the graduation requirement of 60 upper-level sem. hrs. Consult with program advisor.

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, with the exception of that in management information systems, is organized to include 15 semester hours of general electives at the 300-400 level. At least 3 semester hours of these must be outside the School of Business Administration. (For management information systems majors, the required concentration in computer science pre-empts 12 of the 15 semester hours.) In choosing any elective, 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).

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.
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 course numbers 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.

COOPERATIVE EDUCATION

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.

ACCOUNTING (ACC)

Accounting is the study of the preparation and communication of economic information about business and nonbusiness entities useful to decision makers. Students completing the accounting program are prepared for positions in industry, public accounting, nonprofit organizations, and government, as well as for the CPA and other applicable professional examinations.

An accounting major must earn credit in at least seven upper-level accounting courses. Five specific courses are required: ACC 303, 305, 306, 309, and 401. At least two additional elective accounting courses are required. Students should consult with their academic advisors about selecting accounting and other elective courses appropriate to particular career goals. For example, a student desiring a career in public accounting would benefit from taking ACC 408, Advanced Financial Accounting, as well as extra coursework in business law.

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	309	Federal Income Taxation		3
ECO	347	<i>Intermediate Macroeconomic Analysis</i> ¹	3	
FIN	301	<i>Business Finance</i>		3
MGT	305	<i>Management and Organization</i>	3	
MKT	305	<i>Principles of Marketing</i>	3	
PHL	313	Business Ethics		3
—	—	Communication elective ²	3	
—	—	General education requirement ³		3
			18	15
Senior Year				
ACC	401	Auditing Principles	3	
ACC	—	Accounting electives ⁴	3	3
DSC	316	Production/Operations Management	3	
MGT	423	Business Policies and Management		3
—	—	General education requirement ³		3
—	—	General electives ⁵	6	6
			15	15

¹Courses listed in italics may be taken in either the first or the second term.

²Choose one course from the following: ENG 370, 372; COM 308, 310; SPE 312. No substitutions.

³See General Education Requirements, Chapter V. Some general education courses are specified in the program (e.g., PHL 313); others are to be chosen from the listing of approved courses. Consult advisor.

⁴Select in consultation with program advisor.

⁵At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. All general electives must be at the 300-400 level. In choosing courses, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level and all general education requirements must be satisfied.

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

plus two other accounting courses chosen in consultation with the chairperson

FACULTY

Ronnie J. Burrows, *Chairperson*

Professor: Hoben

Associate Professors: Brady, Burrows, Clark, Eley, Fioriti, Fulton, Geary,

Giacoletti, Rosenzweig, Vorherr

Assistant Professors: Gaumnitz, Root

COURSES OF INSTRUCTION

ACC 207. PRINCIPLES OF ACCOUNTING I: Introduction to financial accounting concepts, procedures, and terminology. The accounting framework for recording transactions and reporting to parties external to the organization. Prerequisite: Sophomore standing. ACC 207 is a prerequisite for all other accounting courses except ACC 301. 3 sem. hrs.

ACC 208. PRINCIPLES OF ACCOUNTING II: Introduction to managerial accounting concepts, procedures, and terminology. Reporting to managers for planning and controlling organization activities as well as cost accumulation. Prerequisite: ACC 207. 3 sem. hrs.

ACC 301. FINANCIAL ACCOUNTING: Introduction to financial accounting concepts, terminology, purposes, and applications for the nonbusiness student, including financial statements and financial control procedures. Not open to students in the School of Business Administration or to those with credit in ACC 207. 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. Not open to accounting majors. Prerequisite: ACC 207 or 301. 3 sem. hrs.

ACC 303. MANAGERIAL ACCOUNTING: The production, dissemination, and interpretation of financial information for use within an organization. Information for planning, decision making, and control. Study of typical cost accounting systems in various organizations. Prerequisites: ACC 208, junior standing. 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, junior standing. ACC 305 is a prerequisite for ACC 306. 3 sem. hrs. each

ACC 309. FEDERAL INCOME TAXATION: The conceptual framework of taxation, with discussion, evaluation, and primary emphasis on the taxation of individuals. Prerequisite: ACC 208. 3 sem. hrs.

ACC 401. AUDITING PRINCIPLES: Introduction to the concepts, standards, techniques, and procedures used to evaluate the fairness 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 303, 306. 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 more involved methods and concepts of managerial cost accounting. Includes advanced topics in cost determination and analysis, quantitative methods, behavioral aspects of management decision-making and control systems. Prerequisite: ACC 303. *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 408. ADVANCED FINANCIAL ACCOUNTING: Study of the principles and procedures in accounting for specialized uses in partnerships, branches, business combinations, consolidations, segment reporting, government, and multi-national companies. Prerequisite: ACC 306. *3 sem. hrs.*

ACC 409. ADVANCED TAXATION: Study of taxation of corporations, partnerships, and estates and trusts. Emphasis on the impact of taxation on business entities. Prerequisite: ACC 309. *3 sem. hrs.*

ACC 412. INTERNATIONAL ACCOUNTING: Introduction to the issues and problems of international business as they relate to accounting; how various countries perceive and deal with specific accounting problems. *3 sem. hrs.*

ACC 413. ADVANCED ACCOUNTING PROBLEMS: Comprehensive study and analysis of accounting principles and practices, using specific problems for development of approaches to problem solving. Useful in preparing for CPA and other professional examinations. Prerequisite: Consent of chairperson. *3 sem. hrs.*

ACC 414. SEMINAR IN ACCOUNTING: Study of current accounting issues and recent authoritative pronouncements; panel discussions, case studies, presentations by professional accountants, extensive access to accounting literature. Prerequisite: 12 sem. hrs. of upper-level ACC courses or permission of instructor. *3 sem. hrs.*

ACC 441. 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 306 or permission. *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 program director and 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 institution. Credit does not apply to requirements for ACC major. Prerequisite: Approval of 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. Credit does not apply to requirements for ACC major. Prerequisite: Approval of department chairperson. *3 sem. hrs.*

ACC 499. SPECIAL PROBLEMS (HONORS): Directed readings, independent study, and research projects in selected fields of accounting. Periodic conferences with instructor. Number of sem. hrs. depends on amount of work chosen. Prerequisites: Senior status in accounting, permission of 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 375L, Business Microcomputer Laboratory; DSC 414, Operations Research—Stochastic Models; DSC 465, MIS Analysis and Design; DSC 475, MIS Design Project; 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 499. The prerequisite for these computer science courses is proficiency in the Pascal and COBOL languages, which may be obtained with CPS 150 and 304. Algorithms and Programming II, CPS 151, is also a prerequisite.

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

Dept.	No.	Course	Semester Hours	
			1st Term	2nd Term
The following are required of freshmen:				
ENG	101-102	College Composition I and II ¹	3	3
MTH	110-111	Quantitative Analysis I and II ²	3	3
The following are ordinarily taken during the freshman year ³ :				
DSC	103	Introduction to Computers and Information Processing		3
HST	101 or 102	History of Western Civilization		3
PHL	101	Introduction to Philosophy	3	
SPE	101	Fundamentals of Effective Speaking ⁴	3	
—	—	General education requirements ⁵	4	3
			16	15

The following are ordinarily taken during the sophomore year³:

ACC	207-208	Principles of Accounting	3	3
CPS	150-151	Algorithms and Programming I and II	3	3
CPS	304	COBOL Programming		3
DSC	210-211	Statistical Analysis I and II	3	3
ECO	203-204	Principles of Microeconomics and Macroeconomics	3	3
MGT	203	Business Law I	3	
			15	15

Junior Year			
CPS	310	Systems Analysis	3
CPS	312	Systems Design	3
DSC	316	Production/Operations Management	3
DSC	375	Management and Decision Systems	3
DSC	375L	Business Microcomputer Laboratory	1
DSC	414	Operations Research—Stochastic Models	3
FIN	301	Business Finance	3
MGT	305	Management and Organization	3
MKT	305	Principles of Marketing	3
—	—	Communication elective ⁶	3
—	—	Social science elective ⁷	3
—	—	General education requirement ⁵	3
			<hr/>
			16
			<hr/>
			18
Senior Year			
CPS	499	Information Structures	3
DSC	465	MIS Analysis and Design	3
DSC	475	MIS Design Project	3
ECO	347	Intermediate Macroeconomic Analysis	3
MGT	423	Business Policies and Management	3
MGT	443	Organization Theory	3
PHL	313	Business Ethics	3
—	—	Management information systems elective ⁸	3
—	—	General education requirements ⁵	3
			<hr/>
			6
			<hr/>
			18
			<hr/>
			15

¹Students placed in ENG 114 or 198 take a nonbusiness elective the second term.

²MTH 107 is recommended for students with insufficient knowledge of secondary mathematics. This would be an additional course for those taking it, since MTH 107 does not count towards graduation.

³Courses "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. Courses listed in *italics* may be taken in either the first or the second term.

⁴Students testing out of SPE 101 will take another SPE course or any other course from the Department of Communication.

⁵See General Education Requirements, Chapter V. Some general education courses are specified in the program (e.g., PHL 103, 313); others are to be chosen from the listing of approved courses. Consult advisor. In choosing these and other electives, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level.

⁶Select a course from the following: ENG 370, 372; COM 308, 310; SPE 312. No substitutions.

⁷Choose a course from one of the following departments: Political Science. Psychology, or Sociology.

⁸Select any DSC, MGT, or CPS 300-400-level course in consultation with advisor.

FACULTY

E. James Dunne, *Chairperson*

Professors: Dunne, Vlahos

Associate Professors: Amsden, Bohlen, Pearson, Rippey, Wells, Young

Assistant Professors: Casey, Ghosh, Holland

Lecturer: Wilson

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 for improving managerial decisions. Programming theory and practice using the BASIC language for simple business-oriented problems. *3 sem. hrs.*

DSC 210. STATISTICS FOR BUSINESS I: Basic concepts of statistics including descriptive statistics, probability, probability distribution, and estimation. Prerequisite: MTH 111. *3 sem. hrs.*

DSC 211. STATISTICS FOR BUSINESS II: Tests of hypotheses followed by analysis of variance, correlation, simple and multiple regression, nonparametric statistics, time series, and survey sampling. Prerequisite: DSC 210. *3 sem. hrs.*

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. Prerequisite: DSC 211 or equivalent. *3 sem. hrs.*

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

DSC 316. PRODUCTION/OPERATIONS MANAGEMENT: Study of the management of processes that produce goods or services. Emphasis on applied statistical and management science techniques such as linear programming, queuing, and statistical quality control. Prerequisite: DSC 211. *3 sem. hrs.*

DSC 365. MANAGEMENT SYSTEMS: A survey course in management information systems for non-MIS majors. General systems theory and the systems approach to management; the concepts of management information systems; the role of computers in automated management information systems. Prerequisite: DSC 211. *3 sem. hrs.*

DSC 375. MANAGEMENT AND DECISION SYSTEMS: The first in a three-course sequence (DSC 375, 465, 475) for MIS majors. A systems view of organizations; the managerial decision-making process; decision support and information systems. Case studies and a student project. Prerequisite: DSC 211. Corequisite: DSC 375L. *3 sem. hrs.*

DSC 375L. BUSINESS MICROCOMPUTER LABORATORY. Course taken in conjunction with DSC 375 to provide a working knowledge of microcomputer hardware, software, and data communications. Experience with microcomputer operating systems, word processing, spreadsheets, graphics, database management systems, and area networks. Prerequisite: DSC 211. Corequisite: DSC 375. *1 sem. hr.*

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. Prerequisite: DSC 211 or equivalent. *3 sem. hrs.*

DSC 413. OPERATIONS RESEARCH—DETERMINISTIC MODELS: Study of quantitative methods and model building as aids in management decision making. Emphasis on deterministic methods such as linear programming, integer programming, goal programming, and network models. Prerequisite: DSC 211 or equivalent. *3 sem. hrs.*

DSC 414. OPERATIONS RESEARCH—STOCHASTIC MODELS: Study of quantitative methods and model building as aids in management decision making. Emphasis on probabilistic methods such as decision analysis, waiting line theory, inventory models, and simulation modeling. Prerequisite: DSC 211 or equivalent. *3 sem. hrs.*

DSC 465. MIS ANALYSIS AND DESIGN: Study of the theory, operation, and control of management information systems and decision support systems. Extended case study and major student project of an existing organization's information system. Fall term only. Prerequisites: DSC 375, 375L; CPS 310. *3 sem. hrs.*

DSC 475. MIS DESIGN PROJECT: A capstone course organized around a major student information system design project (continuation of DSC 465 project), integrating computer science, systems analysis, quantitative modeling, and organizational theory. Spring term only. Prerequisite: DSC 465. *3 sem. hrs.*

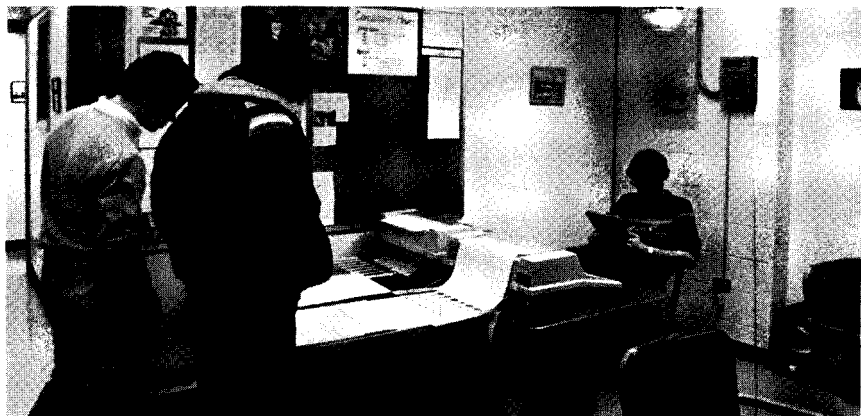
DSC 491-492. HONORS THESIS: Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.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

DSC 494. SEMINAR IN DECISION SCIENCES: Study of selected topics or issues in information systems or decision sciences. Topics vary from time to time. May be taken more than once if topics change. Title will reflect topics covered in a particular offering. *1-3 sem. hrs.*

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. *1-6 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 Microeconomic Analysis; ECO 347, Intermediate Macroeconomic Analysis; 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.)

The student may choose from several optional concentrations. These include banking and investment, government economics, international economics, managerial economics, and pre-law.

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>	
Junior Year ¹			1st Term	2nd Term
ECO	346	Intermediate Microeconomic Analysis	3	
ECO	347	Intermediate Macroeconomic Analysis		3
ECO	—	Economics elective		3
FIN	301	Business Finance	3	
MGT	305	Management and Organization	3	
MKT	305	Principles of Marketing		3
PHL	313	Business Ethics	3	
—	—	Communication elective ²		3
—	—	General education requirement ³	3	
—	—	General elective ⁴		3
			15	15
Senior Year				
DSC	316	Production/Operations Management	3	
ECO	—	Economics electives	6	6
MGT	423	Business Policies and Management		3
—	—	General education requirement ³	3	
—	—	General electives ⁴	3	6
			15	15

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

²Choose one course from the following: ENG 370, 372; COM 308, 310; SPE 312. No substitutions.

³See General Education Requirements, Chapter V. Some general education courses are specified in the program (e.g., PHL 313); others are to be chosen from the listing of approved courses. Consult advisor.

⁴At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. All general electives must be at the 300-400 level. In choosing courses, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level, and all general education course requirements must be satisfied.

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

ECO 203-204: Principles of Micro- and Macroeconomics

ECO 346-347: Intermediate Micro- and Macroeconomic Analysis

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, Colon, Miyagiwa

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.*

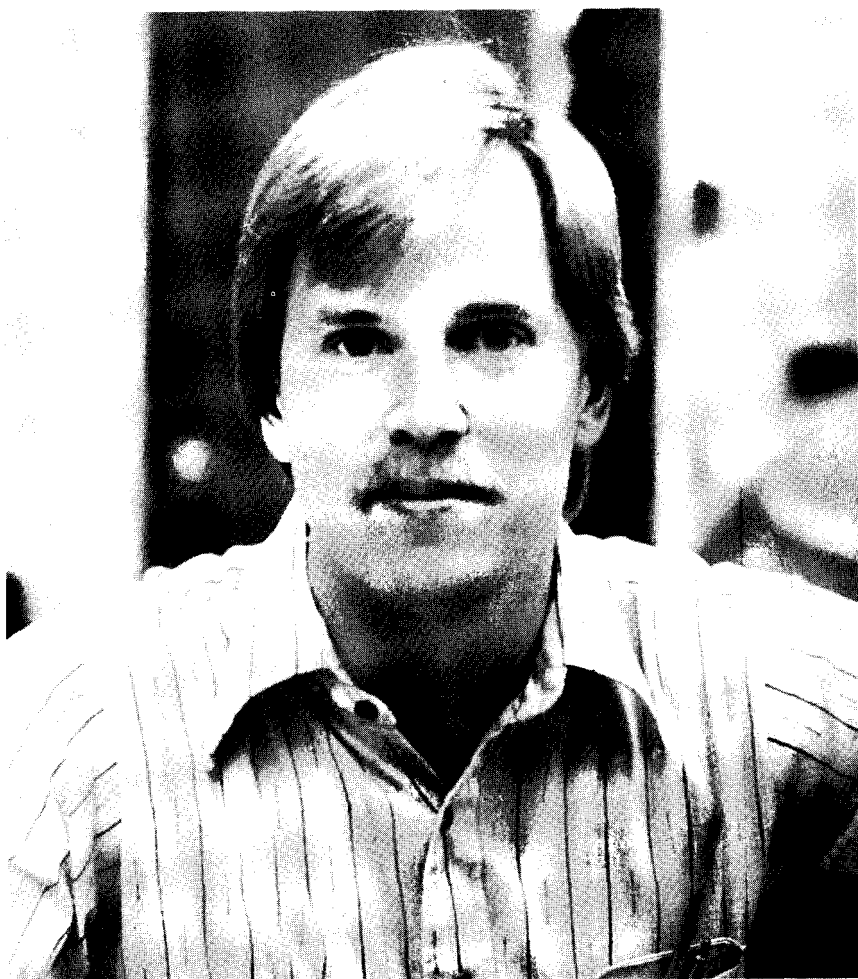
ECO 494. SEMINAR: Subject varies from time to time. May be taken more than once if topic changes. Prerequisites to be announced. *3 sem. hrs.*

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.*

*General education course. See Chapter V.



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
ECO	347	Intermediate Macroeconomic Analysis	3	
FIN	301	Business Finance	3	
FIN	360	Investments		3
FIN	370	Financial Institutions		3
MGT	305	Management and Organization	3	
MKT	305	Principles of Marketing		3
PHL	313	Business Ethics		3
—	—	Communication elective ²	3	
—	—	General education requirement ³		3
—	—	General elective ⁴	3	
			15	15
Senior Year				
DSC	316	Production/Operations Management	3	
FIN	442	Money and Banking	3	
FIN	—	Finance electives ⁵	3	6
MGT	423	Business Policies and Management		3
—	—	General education requirement ³	3	
—	—	General electives ⁴	3	6
			15	15

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

²Choose one course from the following: ENG 370, 372; COM 308, 310; SPE 312. No substitutions.

³See General Education Requirements, Chapter V. Some general education courses are specified in the program (e.g., PHL 313); others are to be chosen from the listing of approved courses. Consult advisor.

⁴At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. All general electives must be at the 300-400 level. In choosing courses, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level, and all general education course requirements must be satisfied.

⁵The 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, Colon, Miyagiwa
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.*

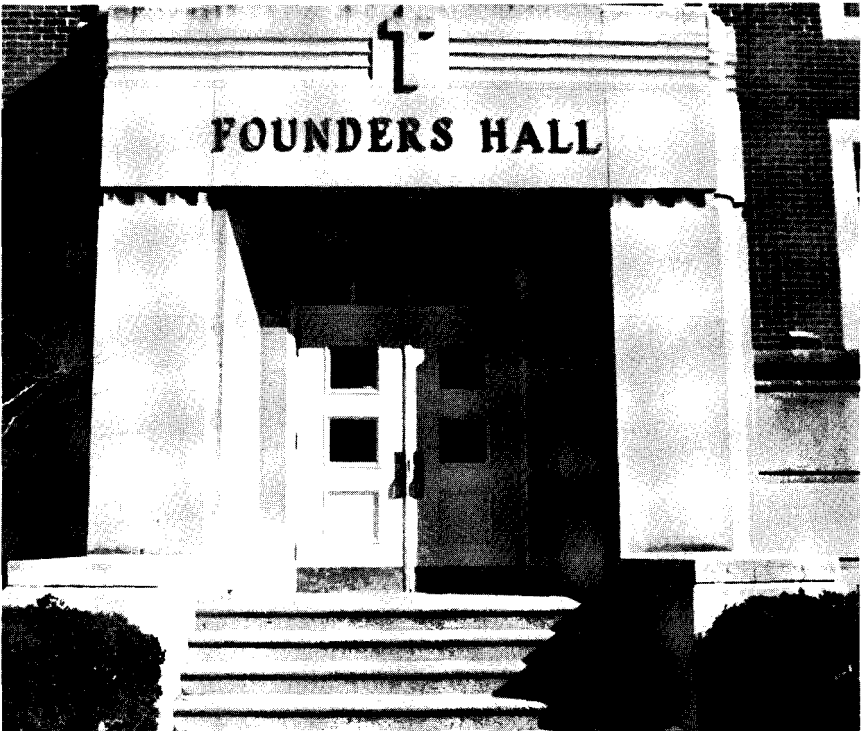
INTERDISCIPLINARY STUDIES (BAI)

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
DSC	316	Production/Operations Management		3
ECO	347	Intermediate Macroeconomic Analysis	3	
FIN	301	Business Finance	3	
MGT	305	Management and Organization	3	
MGT	318	Organization Behavior		3
MKT	305	Principles of Marketing	3	
—	—	Communication elective ¹		3
—	—	General education requirement ²		3
—	—	General electives ³	3	3
			15	15
Senior Year				
DSC	365	Management Systems	3	
MGT	423	Business Policies and Management		3
MGT	443	Organization Theory		3
MGT	—	Management electives ⁴	6	3
PHL	313	Business Ethics		3
—	—	General education requirement ²	3	
—	—	General electives ³	3	3
			15	15

¹Select one course from the following: ENG 370, 372; COM 308, 310; SPE 312. No substitutions.

²See General Education Requirements, Chapter V. Some general education courses are specified in the program (e.g., PHL 313); others are to be chosen from the listing of approved courses. Consult advisor.

³At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. All general electives must be at the 300-400 level. In choosing courses, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level and all general education course requirements must be satisfied.

⁴Select these MGT courses, which must be at the 300-400 level, in consultation with program advisor.

The following courses are required for a minor in management:

MGT 305: Management and Organization

MGT 318: Organization Behavior

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 the six-semester-hour requirement.

FACULTY

David Lee, *Chairperson*

Professors: Gould, McClaine, Scheidler

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

Assistant Professors: Berger, Konstantinovich

Adjunct Professors: Cookson, Quinn

Part-time Instructors: Heckman, Palmert, Steel, 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, organizational behavior, and individual 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. Prerequisite: MGT 305. 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: The concept of organizational strategy and policy; the tasks and process of strategy formulation and implementation. Case method and/or computer simulation to enhance analytical and problem-solving abilities. Prerequisites: Senior standing in SBA; core SBA courses. *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 the strategic functions within organizations. Readings, cases, exploratory research. Prerequisites: Senior standing, MGT 305. *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, sex stereotyping, and harassment. 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. Prerequisites: Senior standing; MGT 305. *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. Prerequisites: Senior standing; permission of chairperson. *3 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. Prerequisites: Senior standing; permission of chairperson. *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 495. INDEPENDENT STUDY: Supervised study involving directed readings, individual research (library, field, or experimental), or projects in specialized areas of management. May be taken only once. Prerequisites: Major in MGT; senior standing; permission of chairperson.

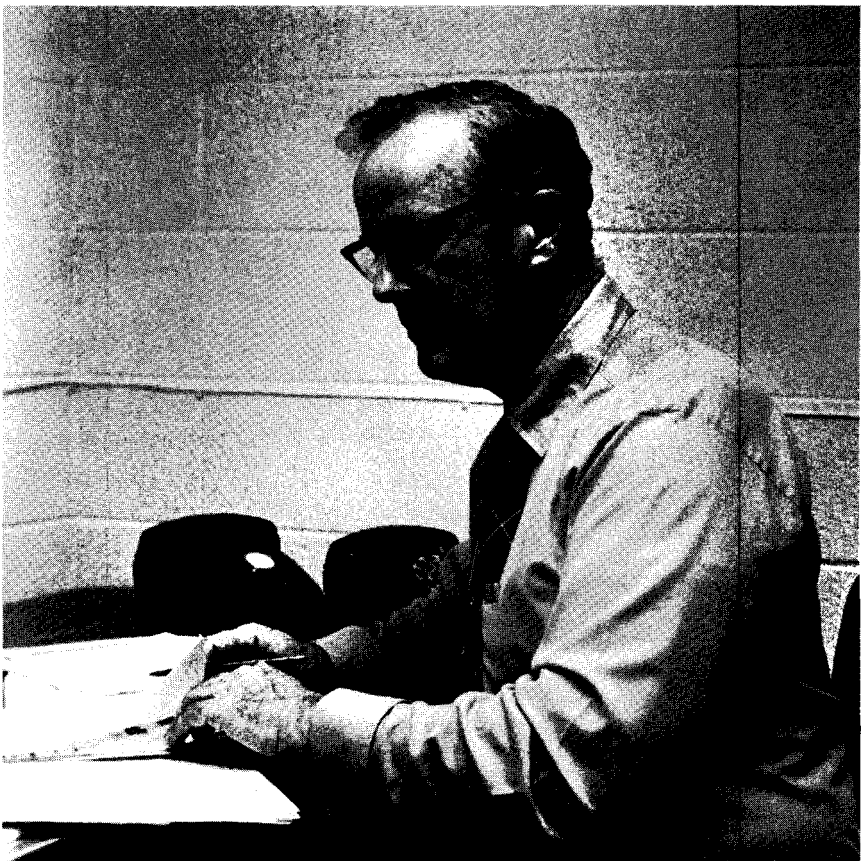
3 sem. hrs.

MGT 497. INTERNSHIP WORK EXPERIENCE: An off-campus position in a management area carried out under the auspices and supervisory authority of a participating industrial, commercial, educational, health care, or governmental organization. Prerequisite: Permission of chairperson.

3 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. The following are among the specializations:

- Marketing Management
- Marketing Research
- Multinational Marketing
- Advertising
- Retailing
- Salesmanship

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				
DSC	316	Production/Operations Management		3
ECO	347	Intermediate Macroeconomic Analysis		3
FIN	301	Business Finance	3	
MGT	305	Management and Organization	3	
MKT	305	Principles of Marketing ¹	3	
MKT	405	Consumer Behavior		3
MKT	430	Marketing Research		3
PHL	313	Business Ethics	3	
—	—	General education requirement ²		3
—	—	General elective ³	3	
			15	15
Senior Year				
MGT	423	Business Policies and Management		3
MKT	—	Marketing courses ⁴	6	6
—	—	Communication elective ⁵	3	
—	—	General education requirement ²	3	
—	—	General electives ³	3	6
			15	15

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

²See General Education Requirements, Chapter V. Some general education courses are specified in the program (e.g., PHL 313); others are to be chosen from the listing of approved courses. Consult advisor.

³At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. All general electives must be at the 300-400 level. In choosing courses, students should bear in mind that a minimum of 60 sem. hrs. of all academic work must be at the 300-400 level and all general education course requirements must be satisfied.

⁴Marketing courses selected in consultation with program advisor.

⁵Choose a course from the following: ENG 370, 372; COM 308, 310; SPE 312. No substitutions.

FACULTY

William S. Sekely, *Chairperson*

Associate Professors: King, Lewis, Merenski, Sekely

Assistant Professors: Kline, Oumlil, Yates

Lecturer: Moffat

Adjunct Professor: Metzger

COURSES OF INSTRUCTION

MKT 305. PRINCIPLES OF MARKETING: The general principles and practices underlying the processes of marketing. Analysis of the environmental conditions of manufacturers, wholesalers, retailers, and other marketing agencies. Prerequisite: Junior standing. 3 sem. hrs.

MKT 310. PRINCIPLES OF SELLING: The nature of selling, explored through the practical application of buying motives and selling techniques. Projects and role-playing to experience the preparation, presentation, and closing of sales. Prerequisite: Junior standing. 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. Prerequisites: MKT 305, 315. 3 sem. hrs.

MKT 341. BUSINESS-TO-BUSINESS MARKETING: Concepts and analytical procedures associated with marketing to business. Business consumer and competitor analysis, marketing information systems, marketing research, and demand forecasting. Strategy development in product, promotion, distribution, and pricing with focus on manufacturers of business products. 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 406. CHANNELS OF DISTRIBUTION: Contemporary marketing channels including structure, participants, legal environment, and interorganizational behaviors; channel design and management by manufacturers, wholesalers, retailers, and franchise systems; performance measurement and future trends. 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. Prerequisites: MKT 305, 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 scope of advertising, social and economic aspects, role of research, creative strategy, media planning and selection, coordination with other marketing efforts. Prerequisite: Junior standing. 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 445. SPECIAL TOPICS IN INTERNATIONAL MARKETING: Study abroad program. Subject varies from time to time. May be taken more than once if topic changes. Prerequisite: Junior standing. *3 sem. hrs.*

MKT 451. MARKETING POLICIES AND STRATEGIES: Integration course in marketing with emphasis on managerial decision making. Quantitative analysis for decision making regarding products, distribution systems, promotion strategies, and pricing decisions. Prerequisites: 15 sem. hrs. of marketing including MKT 305. *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 494. SPECIAL TOPICS IN MARKETING: Subject varies from time to time. May be taken more than once if topic changes. Prerequisite: Varies with topic. *3 sem. hrs.*

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. (See internship coordinator for details.) Permission of chairperson required. *1-3 sem. hrs.*

MKT 498. COOPERATIVE EDUCATION: Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) 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. *3 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>	
			<i>1st Term</i>	<i>2nd Term</i>
Freshman Year				
DSC	103	Introduction to Computers and Information Processing	3	
EDT	110	The Profession of Teaching ¹		2
ENG	101-102	College Composition I and II	3	3
MTH	110-111	Quantitative Analysis for Business I and II	3	3
PHL	103	Introduction to Philosophy	3	
SPE	101	Fundamentals of Effective Speaking	3	
—	—	Typewriting ²	3	3
—	—	General education requirements ³		7
			18	18

Sophomore Year

ACC	207-208	Principles of Accounting	3	3
DSC	210-211	Statistical Analysis for Business I and II	3	3
ECO	203-204	Principles of Economics	3	3
EDT	207	Child and Adolescent in Education	3	
EDT	208	Teaching and Learning ¹		3
MGT	203	Business Law I	3	
—	—	General education requirements ³	3	6
			18	18

Junior Year

ECO	347	Intermediate Macroeconomic Analysis		3
EDT	318	Human Relations in Education ⁴	2	
EDT	351	Secondary School, Self and Society ¹	3	
FIN	301	Business Finance	3	
MGT	305	Management and Organization		3
MKT	305	Principles of Marketing	3	
PHL	313	Business Ethics		3
—	—	Required major field courses ⁵	6	6
—	—	General education requirement ³		3
			17	18

Senior Year

DSC	316	Production /Operations Management	3	
EDT	327	Business Education in Secondary School	4	
EDT	419	Philosophy of Education		3
EDT	420	Student Teaching: Secondary		9
EDT	469	Reading in the Content Areas	2	
MGT	423	Business Policies and Management	3	
—	—	Required major field courses ⁵	6	
			18	12

¹Field experience; register for EDT 100 section. Note also that EDT 109 is not included in required courses; the 20 sem. hrs. clinical experience must be made up.

²Must be taken off campus; need transcript with 8 qtr. hrs. or 6 sem. hrs.

³See General Education Requirements, Chapter V. Some general education courses are specified in the program (e.g., PHL 313); others are to be chosen from the listing of approved courses. Consult checksheets and advisor.

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

⁵Accounting, economics, finance, management, marketing.

NOTE: The sample program above prepares the student for certification in book-keeping and basic business and typing. Additional certification is available with the inclusion of a few other courses. Consult checksheets and advisor.

