

VII School of Business Administration

William J. Hoben, Dean

Henry H. Stick, Assistant Dean and Director of MBA Program

John E. Ellis, Jr., Assistant to the Dean

Donald J. Hebel, 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 the 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.

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. Each candidate must complete successfully the freshman-sophomore Business Administration program, which is designed to give a broad and liberal education for a broader comprehension of the field of Business Administration and Economics.
2. Each 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 54 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 offered in the School of Business Administration.
4. The candidate must complete a minimum of 120 semester hours.
5. The candidate's final 30 credit hours must be earned in residence at the University of Dayton.

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. 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 Arts requirement of 6 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:				
MGT	110-111	Quantitative Analysis ²	3-0-3	3-0-3
ENG	111-112	College Composition ³	4-0-4	3-0-3
The following are ordinarily taken during the freshman year: ⁴				
SPE	101	Fundamentals of Effective Speaking ⁵	3-0-3	
PHL	103	Introduction to Philosophy	3-0-3	
—	—	Natural Science ⁷		3-1-4
—	—	Humanities elective ⁸	3-0-3	
—	—	General elective ¹⁰		3-0-3
—	—	Philosophy or Religious Studies elective		3-0-3
			16	16
The following are ordinarily taken during the sophomore year: ⁴				
ACC	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
MGT	210-211	Quantitative Analysis	3-0-3	3-0-3
MGT	203	Business Law I: Contracts		3-0-3
—	—	Philosophy or Religious Studies elective	3-0-3	
—	—	Social Science elective ⁹	3-0-3	
—	—	General elective ¹⁰		3-0-3
			15	15

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

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

³Students testing out of ENG 111 take ENG 112 first term and a humanities elective second term.

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 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 second term.

⁶Students testing out of SPE 101 will take a humanities elective.

⁷Choose a basic science course: Chemistry 110, Physics 105, Geology 109, or Biology 114.

⁸Choose a 100-200-level course from one of the following departments: History, English, Communication Arts, Performing and Visual Arts, Language, 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 hours of general electives—6 at the freshman-sophomore level and 12 at the junior-senior level. Six hours of the general electives must be taken outside the School of Business Administration. These may be at the freshman-sophomore level or at the junior-senior level.

UPPER DIVISION 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, 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 electives—six at the lower level and 12 at the upper. Since the aim of the School of Business Administration is to provide breadth of education, six hours of electives must be taken outside the School of Business Administration. These six hours may be at the lower or upper level, or may be divided between the lower or upper levels. They may be concentrated in one area, or, if the student desires, they may be taken in more than one area.

For programs leading to the Bachelor of Science in Business Administration, see ACC (Accounting), ECO (Economics), FIN (Finance), MGT (Management), and MKT (Marketing).

INTERNSHIP

This is a laboratory work experience under faculty sponsorship of 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 a four-year program once they have fulfilled the following preconditions:

1. Students must have completed a minimum of 45 semester hours. (In special cases, 30 semester hours may fulfill this requirement.)
2. A minimum 2.0 cumulative grade average is required.
3. The internship must be approved by the department chairperson of the student's major study concentration.

Positions offered to students may be either compensatory or noncompensatory. Noncompensatory positions are normally more project-oriented, but in all cases the overall intent is that the internships be beneficial to both the students and the

participating organizations. Positions found by the students themselves are acceptable if the employers agree to the conditions for participating organizations.

Credits earned under the program may be as free electives or associated with the student's major—dependent upon the requirements of the individual department chairperson. A maximum of six semester hours may be earned in any one term with a limit of 12 semester hours for the entire program.

Internship is offered in all terms, with special conditions and policy governing the summer session. Regular internships are offered in the Greater Dayton area while the summer session can also be arranged for out-of-town participation. Full details should be obtained from the internship coordinator as soon as the student reaches eligibility 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 Degree in Business Administration. See SEC.

The University of Dayton, through its evening classes, offers an Associate Degree in Business Administration, specializing in accounting, economics, finance, management, or marketing. Further information about these programs can be obtained from the office of the Dean of the School of Business Administration.



ACCOUNTING (ACC)

Accounting focuses on the measurement and reporting, in monetary terms, of the resources of businesses and other organizations. It collects, processes, evaluates, and reports on the resources controlled by an organization, the claims against those resources, and the flows of resources into and out of an organization.

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 required; the other two may be selected by the student from elective Accounting courses.

Graduates with an Accounting major enter careers in public accounting, in industrial and other business enterprises, or in federal, state, or local government agencies.

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

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term¹</i>	<i>2nd Term</i>
Junior Year				
ACC	303	Cost Accounting		3-0-3
ACC	305-306	Intermediate Accounting	3-0-3 ¹	3-0-3
FIN	301	<i>Business Finance²</i>		3-0-3
MGT	305	<i>Principles of Management</i>	3-0-3	
MKT	305	<i>Principles of Marketing</i>	3-0-3	
ECO	347	<i>Intermediate Macroeconomics</i>	3-0-3	
—	—	Communication electives ³	3-0-3	3-0-3
ACC	340	<i>Fundamentals of Data Processing⁴</i>	3-0-3	
—	—	Philosophy or Religion elective		3-0-3
			18	15
Senior Year				
ACC	407	Federal Income Taxes	3-0-3	
ACC	401	Auditing Principles		3-0-3
ACC	—	Accounting electives ⁵	3-0-3	3-0-3
MGT	423	Business Policies and Management		3-0-3
MGT	316	Production/Operations Management	3-0-3	
—	—	General electives ⁶	6-0-6	6-0-6
			15	15

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

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

³A total of 6 sem. hrs. to be elected from the following courses: MGT 409 (3 sem. hrs.); ENG 368 (2 sem. hrs.); ENG 370 (3 sem. hrs.); ENG 372 (3 sem. hrs.); COM 308 (3 sem. hrs.); SPE 312 (3 sem. hrs.); or JRN 398 (1-3 sem. hrs.). No substitutions.

⁴A course in computer science programming or computer language may be substituted for ACC 340.

⁵Select in consultation with program advisor.

⁶Choose either business or nonbusiness courses. The following are specially recommended: MGT 304, 316, ECO 346, 442; MKT 340, 405. At least 12 of these sem. hrs. 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 Accounting

ACC 407: Federal Income Taxes

plus any one of the following:

ACC 303: Cost Accounting

ACC 408: Advanced Accounting

ACC 401: Auditing

ACC 413: Advanced Accounting Problems

FACULTY

Willard C. Clark, *Chairperson*

Professor: Hoben

Associate Professors: Clark, Eley, Ellis, Fioriti, Fry, Heidtke, Sanford

Assistant Professors: Geary, Root, Rutz, Welborn

Instructors: Cervay, Mittermaier

Part-time Instructors: Biegel, Brack, Gambill, Kusel, Price, and Searcy

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. 6 sem. hrs.

ACC 301. **FINANCIAL REPORTING AND ADMINISTRATION:** Introduction to accounting concepts, terminology, purposes and applications for the nonbusiness student; a useful introduction to financial statements, financial control procedures, and other accounting techniques. This course is not available to students in the School of Business Administration. 3 sem. hrs.

ACC 302. **INTRODUCTION TO MANAGERIAL ACCOUNTING:** 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. This course is recommended for non-Accounting majors in the School of Business, Political Science majors, and those who wish additional accounting beyond an introductory course. 3 sem. hrs.

ACC 303. **COST ACCOUNTING:** Introduction to cost accounting procedures and the uses of cost accounting data: common procedures for determining product costs and the use of cost data for managerial decision making; emphasis on methods and procedures used to control costs. Prerequisites: ACC 207-208. 3 sem. hrs.

ACC 305-306. **INTERMEDIATE ACCOUNTING:** A two-term study of fundamental accounting procedures and the underlying concepts; a comprehensive coverage of accounting concepts and practices for the professional accountant, and a basis for advanced courses in accounting. Prerequisites: ACC 207-208. 6 sem. hrs.

ACC 340. **FUNDAMENTALS OF BUSINESS DATA PROCESSING:** Comprehensive review of types of data-processing equipment and related procedures, including the principles and application of internal controls. Emphasizes the service, flow, and management needs for data. Does not include programming nor hands-on computer applications. Prerequisites: ACC 207-208 or ACC 301. 3 sem. hrs.

ACC 341. MANAGEMENT INFORMATION SYSTEMS: Study of the simple and complex data-processing systems currently found in organizations; how these systems evolve into integrated information systems; the capabilities and limitations of computers; the impact of computerized systems on organization structure. Emphasis on "structured decision making." Prerequisite: ACC 340. *3 sem. hrs.*

ACC 401. AUDITING PRINCIPLES: Introduction to the work of independent public accountants that underlies their stated opinions on financial statements; extensive coverage and review of auditing standards and generally accepted accounting principles; attention to the auditor's work environment, professional ethics, and public responsibilities. Prerequisites: ACC 305-306. *3 sem. hrs.*

ACC 404. ADVANCED COST ACCOUNTING: A study of the advanced methods and concepts of Managerial Cost Accounting. Coverage includes advanced topics in cost determination and analysis, quantitative models for decision-making and management control systems. Prerequisite: ACC 303. *3 sem. hrs.*

ACC 407. FEDERAL INCOME TAXES: A conceptual, rather than a procedural, examination of the income tax statutes and regulations, comprehending economic and social objectives of the tax laws, and the impact and influence of the tax laws on business decisions of individuals and firms. Develops a broad understanding of the interaction between social and economic conditions and the tax laws. Prerequisite: ACC 305 or permission of instructor. *3 sem. hrs.*

ACC 408. ADVANCED ACCOUNTING: Accounting theory and practice applied to related corporations and groups of corporations; consolidated statements, mergers, acquisitions, etc.; also partnerships, installment and consignment sales, fiduciaries, and institutions. Prerequisites: ACC 305-306. *3 sem. hrs.*

ACC 413. ADVANCED ACCOUNTING PROBLEMS: A 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. Prerequisites: ACC 303, 305-306, and 408. *3 sem. hrs.*

ACC 414. SEMINAR IN ACCOUNTING: A study of current accounting issues and recent authoritative pronouncements, by 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 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. Prerequisites: Approval of department chairperson. *3 to 6 sem. hrs.*

ACC 498. COOPERATIVE WORK EXPERIENCE: 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.*

ACC 499. SPECIAL PROBLEMS: Directed readings, self-study and research projects in selected fields of Accounting. The number of credit hours awarded will depend on the amount of work chosen. The course will involve periodic conferences with the course instructor. Prerequisite: Senior status in Accounting and permission of the chairperson and instructor.

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 Micro-economics; ECO 347, Intermediate Macroeconomics; and 18 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 degree in Economics. (See ECO, Chapter VI.)

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

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term¹</i>	<i>2nd Term</i>
Junior Year ²				
FIN	301	Business Finance	3-0-3 ¹	
MGT	305	Principles of Management	3-0-3	
MKT	305	Principles of Marketing		3-0-3
ECO	346	Intermediate Microeconomics	3-0-3	
ECO	347	Intermediate Macroeconomics		3-0-3
—	—	Communication electives ³	3-0-3	3-0-3
ACC	340	Fundamentals of Business Data Processing ⁴		3-0-3
ECO	—	Economics elective		3-0-3
—	—	General electives ⁵	3-0-3	3-0-3
			15	18
Senior Year				
MGT	316	Production/Operations Management	3-0-3	
MGT	423	Business Policies and Management		3-0-3
ECO	—	Economics electives	9-0-9	6-0-6
—	—	General electives ⁵	3-0-3	3-0-3
—	—	Philosophy or Religion elective		3-0-3
			15	15

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

²Most courses may be taken either term. Consult with program advisor.

³A total of 6 sem. hrs. to be selected from the following courses: MGT 409 (3 sem. hrs.); ENG 368 (2 sem. hrs.); ENG 370 (3 sem. hrs.); ENG 372 (3 sem. hrs.); SPE 312 (3 sem. hrs.); COM 308 (3 sem. hrs.); or JRN 398 (1-3 sem. hrs.). No substitutions.

⁴A course in computer science programming or computer language may be substituted for ACC 340.

⁵At least 6 hours of general electives must be non-business courses. These 6 hours may be taken at any time during a student's eight semesters. Electives should be selected bearing in mind that a minimum of 54 hours of all academic work must be at the 300 or 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. Rapp, *Chairperson of the Department of Economics and Finance*

Professors: Louis, Rapp

Associate Professors: Frasca, Stick, Weiler, Winger, Wright

Assistant Professors: Chen, Collins, Hadley, Ihlanfeldt, Martin

Part-time Instructors: Gaston, King, Waldron

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: Permission of instructor; ECO 346, 347; elementary calculus and statistics. 3 sem. hrs.

ECO 442. MONEY, BANKING, AND MONETARY POLICY: 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: Inquiries into the nature of economic growth in both preindustrial and industrial societies within their individual institutional frameworks. Analysis of theories of growth, domestic and international policy issues. Prerequisite: 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: Consideration of wage theory, determinants of wage rates and employment; union policy, economic stability and growth. Analysis of the economics of private governmental welfare and security programs. Prerequisites: ECO 203, 204. *3 sem. hrs.*

ECO 480. CURRENT ECONOMIC PROBLEMS. Application of the tools and principles of economics to the analysis of a variety of contemporary issues. Topics vary from term to term. Examples are inflation, unemployment, consumer protection, restraint of trade, and environmental problems. Prerequisite: ECO 203, 204. *3 sem. hrs.*

ECO 485. URBAN AND REGIONAL ECONOMICS: Treatement of certain theoretical concepts such as location theory and theories of land use and land rent; an economic interpretation for the existence of cities; emphasis on 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. MARKET PERFORMANCE AND ANTITRUST: An analysis of industrial organization, including the economics of pertinent antitrust laws. Prerequisite: ECO 203; ECO 346 recommended. *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 Coop Office for details. Credit does not count towards economics major, but may be used as general electives. *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 other students and faculty 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 having broad educational backgrounds are urgently needed in business. This cultural background, combined with competency in typewriting, shorthand, accounting, business machines, and office procedures, will prepare graduates (both male and female) for responsible positions on the executive and administrative levels. The Associate Degree in the Business Administration program specializing in executive secretarial studies 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 BUSINESS ADMINISTRATION
(Executive Secretarial Studies)

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term¹</i>	<i>2nd Term</i>
First Year				
ENG	111	College Composition ²	4-0-4 ¹	
SEC	101	Fundamental Shorthand	5-0-3	
SEC	102	Intermediate Shorthand		5-0-3
SEC	103	Fundamental Typing	5-0-3	
SEC	104	Intermediate Typing		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 Typing	5-0-3	
SEC	204	Production Typing		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 Business Data 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.).

FACULTY

Janice R. Huff, *Chairperson*

Assistant Professors: Forthofer, Huff

Instructor: Murry

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. Prerequisite: SEC 101. *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 basic typing problems involving letter styles, business forms, reports, and tables. Five class periods a week. Prerequisite: SEC 103. *3 sem. hrs.*

SEC 107. PERSONAL TYPEWRITING: Correct 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 with emphasis on problem-solving activities, involving correct techniques in machine programming and use of verification procedures. Practical experience in word processing involving the operation and application of transcribing machines. Prerequisites: SEC 103 and 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: A course intended to develop competency in dictation and transcription necessary for executive secretarial positions; emphasis on mailable transcription at a high production rate. Five class periods a week. Prerequisite: SEC 201. *3 sem. hrs.*

SEC 203. ADVANCED TYPEWRITING: Emphasis on advanced typing problems involving increased speed, accuracy, and skill in production of letters, manuscripts, tables, and reports. Five class periods a week. Prerequisite: SEC 104. *3 sem. hrs.*

SEC 204. PRODUCTION TYPING: A course specifically designed for job competency, 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: Extensive training in duplicating processes and development of competency in the use of dictating/transcribing machines. Introduction to modern office practices and procedures. Supervised secretarial work experience. Four class periods a week. Prerequisites: SEC 102 and 104. *3 sem. hrs.*

SEC 206. ADVANCED ADMINISTRATIVE SECRETARIAL PRACTICUM: A comprehensive course making use 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: A two-term course designed for the executive secretary, covering the basic concepts, terminology, and procedures of accounting. Accounting principles are applied to the sole proprietorship form of business organization with emphasis on both mercantile and personal service enterprises. Prerequisites: SEC 110 and 111. *3 sem. hrs.*

SEC 210. INTRODUCTION TO BUSINESS DATA PROCESSING: An introduction to the basic concepts and terminology of data processing with emphasis on business procedures and the various interrelationships. Student is required to analyze, code, and keypunch business transactions, which will then be run on the computer. Prerequisites: SEC 208-209. *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, combined with a major in Accounting or Economics, qualifies students for excellent jobs upon graduation. This major is also excellent background 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 12 semester hours of Finance electives.

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

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term¹</i>	<i>2nd Term</i>
Junior Year ²				
FIN	301	Business Finance	3-0-3 ¹	
MGT	305	Principles of Management	3-0-3	
MKT	305	Principles of Marketing		3-0-3
ECO	347	Intermediate Macroeconomics	3-0-3	
FIN	442	Money, Banking and Monetary Policy		3-0-3
FIN	360	Investments		3-0-3
—	—	Communication electives ³	3-0-3	3-0-3
ACC	340	Fundamentals of Business Data Processing ⁴		3-0-3
—	—	General electives ⁵	3-0-3	3-0-3
			15	18
Senior Year				
FIN	370	Financial Institutions	3-0-3	
MGT	316	Production/Operations Management	3-0-3	
MGT	423	Business Policies and Management		3-0-3
FIN	—	Finance electives	6-0-6	6-0-6
—	—	General electives ⁵	3-0-3	3-0-3
—	—	Philosophy or Religion electives		3-0-3
			15	15

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

²Most courses may be taken either term. Consult with program advisor.

³A total of 6 sem. hrs. to be selected from the following courses: MGT 409 (3 sem. hrs.); ENG 368 (2 sem. hrs.); 370 (3 sem. hrs.); 372 (3 sem. hrs.); COM 308 (3 sem. hrs.); SPE 312 (3 sem. hrs.); JRN 398 (1-3 sem. hrs.). No substitutions.

⁴A course in computer science programming or computer language may be substituted for ACC 340.

⁵At least 6 hours of general electives must be non-business courses. These 6 hours may be taken at any time during a student's eight semesters. Electives should be selected bearing in mind that a minimum of 54 hours of all academic work must be at the 300 or 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, Banking, and Monetary Policies

Plus any one other Finance course.

FACULTY

John E. Rapp, *Chairperson of the Department of Economics and Finance*

Professors: Louis, Rapp

Associate Professors: Frasca, Stick, Weiler, Winger, Wright

Assistant Professors: Chen, Collins, Hadley, Ihlanfeldt, Martin

Part-time Instructors: Rathweg, Steadman, Wright

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 203-204; and 6 hours Accounting or permission. 3 sem. hrs.

FIN 330. INSURANCE AND RISK MANAGEMENT: A study of the basic concepts of business and personal risks from the standpoint of creation, identification, reduction, elimination, and evaluation of risks. Emphasis on 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; and MGT 210-211 or permission. 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. Prerequisite: FIN 301, 360. 3 sem. hrs.

FIN 442. MONEY, BANKING, AND MONETARY POLICY: 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 445. PUBLIC FINANCE: Economic aspects of government finance at the local, state, and especially national levels; 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.

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 and FIN 370. 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. Prerequisites: FIN 301, 360, 370. *3 sem. hrs.*

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



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 transporting goods or programming a computer. 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 behavioral management, operations management, or quantitative management.

The major in Management consists of MGT 318, Human Relations for Management; MGT 365, Management Systems; MGT 443, Organization Theory; and nine semester hours of Management electives. The following outline of courses constitutes 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

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term¹</i>	<i>2nd Term</i>
Junior Year				
FIN	301	Business Finance	3-0-3 ¹	
MGT	305	Principles of Management	3-0-3	
MKT	305	Principles of Marketing	3-0-3	
MGT	316	Production/Operations Management		3-0-3
MGT	318	Human Relations for Management		3-0-3
—	—	Communication elective ²	3-0-3	3-0-3
ACC	340	Fundamentals of Business Data Processing ³		3-0-3
ECO	347	Intermediate Macroeconomics	3-0-3	
—	—	General elective ⁵		3-0-3
			15	15
Senior Year				
MGT	365	Management Systems	3-0-3	
MGT	423	Business Policies and Management		3-0-3
MGT	443	Organization Theory		3-0-3
MGT	—	Management elective ⁴	6-0-6	3-0-3
—	—	General electives ⁵	3-0-3	6-0-6
—	—	Philosophy or Religion electives	3-0-3	
			15	15

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

²A total of 6 sem. hrs. to be elected from the following courses: MGT 409 (3 sem. hrs.); ENG 368 (2 sem. hrs.); ENG 370 (3 sem. hrs.); ENG 372 (3 sem. hrs.); COM 308 (3 sem. hrs.); SPE 312 (3 sem. hrs.) or JRN 398 (1-3 sem. hrs.). No substitutions.

³A course in computer science programming or computer language may be substituted for ACC 340.

⁴Select these courses in Management (MGT) in consultation with program advisor. These sem. hrs. must be at the 300-400 level.

⁵At least 12 of these sem. hrs. must be taken at 300-400 level. Six hours must be taken outside the School of Business Administration.

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

MGT 305: Principles of Management
 MGT 316: Production/Operations Management
 MGT 318: Human Relations for Management
 plus six semester hours of 300-400 level Management courses other than
 MGT 409: Business Communications and Report Writing
 MGT 423: Business Policies and Management

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

FACULTY

Stanley J. Stough, *Chairperson*

Professors: Darr, McClaine, Scheidler

Associate Professors: Amsden, Marrinan, Stough, Tewari, Vlahos, Washing

Assistant Professors: Berger, Bowling, Cabelly, Casey, Gillespie, Miller, White

Adjunct Professor: Cookson

Instructor: Ghavami

Part-time Instructors: Balster, Baughan, Bindner, Black, Eiting, Gaston, Gordhammer, Hall, Heckman, Holland, Lykins, Maiorano, Muto, Palmert, Panico, Quinn, Steinlage, Stephenson, Weckesser, Wetz

COURSES OF INSTRUCTION

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

MGT 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.

MGT 109: COLLEGE LEVEL EXAMINATION PROGRAM (CLEP): The mathematics of business and economics, including topics from college algebra, analytic geometry, trigonometry, modern algebra, and introductory calculus. Credit is obtainable only through College-Level Examination Program (CLEP). 4 sem. hrs.

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

MGT 112-113. APPLICATIONS IN QUANTITATIVE ANALYSIS FOR BUSINESS I & II: Independent study for students who have passed MGT 109 by means of CLEP. Linear equations and systems, linear programming, and matrix algebra with emphasis on business applications. Mathematics of finance. Introduction to calculus with emphasis on business applications. By arrangement. 1 sem. hr. each

MGT 203. BUSINESS LAW I: CONTRACTS: The basic course in business law treating the nature and classification of law, the courts, and court procedure and considering in some detail the law of contracts and agency. 3 sem. hrs.

MGT 210-211. STATISTICAL ANALYSIS FOR BUSINESS I AND II: A course in applied statistics covering the broad areas of probability, statistical inference, time series, regression and correlation, and sampling methods. Prerequisite: MGT 110-111.

3 sem. hrs. each

MGT 212-213. APPLICATIONS IN STATISTICAL ANALYSIS FOR BUSINESS I AND II: Independent study with emphasis on 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

MGT 304. BUSINESS LAW II: SALES AND NEGOTIABLE INSTRUMENTS: A consideration of the law of sales and negotiable instruments.

3 sem. hrs.

MGT 305. PRINCIPLES OF MANAGEMENT: To study the basic functions of management—planning, organizing, directing, controlling, and the principles which lead to effective administration.

3 sem. hrs.

MGT 308. SMALL BUSINESS MANAGEMENT: Examines the basic management and business functions of small firms which are independently owned and operated and not dominant in their field of operation. Prerequisite: MGT 305.

3 sem. hrs.

MGT 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: MGT 210-211 or equivalent.

3 sem. hrs.

MGT 313. ADVANCED BUSINESS STATISTICS: Selected topics from advanced statistics with emphasis on business application and nonparametric methods. Prerequisite: MGT 210-211 or equivalent.

3 sem. hrs.

MGT 314. PERSONNEL MANAGEMENT: A 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 316. PRODUCTION/OPERATIONS MANAGEMENT: A 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. Prerequisite: MGT 210-211 and MGT 305.

3 sem. hrs.

MGT 318. HUMAN RELATIONS FOR MANAGEMENT: Analysis of reactions, interactions, attitudes, and activities of individuals and groups within a goal-seeking organization. Includes leadership, morale, and goal-oriented behavior. Prerequisite: MGT 305.

3 sem. hrs.

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

3 sem. hrs.

MGT 360. MATERIALS REQUIREMENTS PLANNING: Examines the technical, non-technical, and management-oriented skills needed for successful materials management, providing a base for other management functions of the enterprise. Derivation of micro requirements from macro inputs through simulation utilizing a computer terminal. Prerequisite: MGT 305.

3 sem. hrs.

MGT 365. MANAGEMENT SYSTEMS: The general management of resources through the systems approach with emphasis on applications in the educational, health care, business operations, government, and banking fields. Development by the student of a specific application and use of available graph theory programs on a computer terminal. Prerequisite: MGT 210-211 or equivalent. *3 sem. hrs.*

MGT 403. BUSINESS LAW III: THE LAW OF BUSINESS ORGANIZATION AND PROPERTY: A treatment of the law of partnerships and corporations and the law of property. Prerequisite: MGT 203. *3 sem. hrs.*

MGT 409. BUSINESS COMMUNICATION AND REPORT WRITING: The principles of letter writing and report writing studied and applied in conformity with the best current practices in business. *3 sem. hrs.*

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

MGT 413-414. OPERATIONS RESEARCH I AND II: The application of quantitative methods and model building to provide an objective base in the management decision-making process. Prerequisite: MGT 210-211 or equivalent. *3 sem. hrs. each*

MGT 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: MGT 316 or permission of instructor. *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. The case method and/or computer simulation is used. Prerequisite: Senior standing. *3 sem. hrs.*

MGT 440. WOMEN IN MANAGEMENT: Designed to examine the problems women encounter when entering the predominantly male business world. Areas of discussion include why bright women fail, why some don't bother 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 455. BUSINESS ETHICS: Application of philosophy in the area of employee discipline with emphasis on rights, duties, and the purpose of discipline. Examination of arbitration cases in discipline. *3 sem. hrs.*

MGT 460. SMALL BUSINESS CONSULTING: Application of business knowledge in resolving small business management problems. Emphasis is 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 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. Available to undergraduate students pursuing a two-year or four-year program. 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)

Recent years have witnessed the emergence of a broad marketing management concept. It retains a systematic approach to the discovery and satisfaction of consumer wants as a basis for successful administration. It has been broadened to include the development of organizational members to their fullest potential and the achievement of social purpose.

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.
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 required 18 semester hours of marketing electives.

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

Advertising

Students interested in advertising as a concentrated area of study take the following sequence of courses: MKT 420 Marketing Communications, MKT 421 Advertising, MKT 430 Marketing Research.

Industrial Marketing

Students interested in industrial marketing as a concentrated area of study take the following sequence of courses: MKT 340 Industrial Marketing, MKT 411 Sales Management, MKT 430 Marketing Research.

Marketing Management

Students interested in marketing management as a concentrated area of study take the following sequence of courses: MKT 315 Retail Merchandising, MKT 335 Advanced Marketing, MKT 430 Marketing Research.

⁵A total of three marketing courses selected in consultation with program advisor.

⁶At least 12 of these semester hours must be at the 300-400 level; at least 6 semester hours of general electives must be taken in non-business courses.

FACULTY

Harry C. Murphy, *Chairperson*

Professors: Murphy, Scheidler

Associate Professors: Comer, King, Sekely

Assistant Professors: Garber, Kline, Merenski

Adjunct Professor: Metzger

Part-time Instructors: Brotine, de Bernardi, Roth, Savage, Seaman, Vogt, Ward, Zielazny

COURSES OF INSTRUCTION

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

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

MKT 315. RETAIL MERCHANDISING: Survey of basic merchandising principles and problems of large and small retail stores, including organization, location, buying and selling, cost reductions, current practices, and trends. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 318. RETAIL ADVERTISING AND SALES PROMOTION: Principles and practices of retail advertising and other sales promotional activities; where, when, and what to promote; budgeting and planning of special events and activities; emphasis upon coordination. 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: Fundamentals and problems of marketing industrial goods and services. Analysis of the industrial market, channels of distribution, industrial sales, promotional practices, research, and marketing policies. Illustrative case studies. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 405. CONSUMER BEHAVIOR: A study of the consumer-firm relationship; the concepts of contemporary social sciences related to present and prospective business activities. 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: Problems of marketing considered as problems of effective communication in such functions as advertising, personal selling, packaging, research, display, and pricing. Prerequisite: MKT 305. *3 sem. hrs.*

Marketing Research

Students interested in marketing research as a concentrated area of study take the following sequence of courses: MKT 315 Retail Merchandising, MKT 405 Consumer Behavior, MKT 430 Marketing Research.

Multinational Marketing

Students interested in multinational marketing as a concentrated area of study take the following sequence of courses: MKT 430 Marketing Research, MKT 405 Consumer Behavior, MKT 440 Multinational Marketing.

Retailing

Students interested in retailing as a concentrated area of study 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 interested in salesmanship as a concentrated area of study take the following sequence of courses: MKT 310 Salesmanship, MKT 405 Consumer Behavior, MKT 411 Sales Management.

NOTE: A major in Marketing requires three advanced Marketing courses in addition to those listed in each option. A minor in Marketing requires MKT 305 Principles of Marketing and 12 semester hours of courses at the 300-400 level in a pattern chosen in consultation with the chairperson of the Department of Marketing.

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

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term¹</i>	<i>2nd Term</i>
Junior Year				
FIN	301	Business Finance		3-0-3 ¹
MKT	305	Principles of Marketing ²	3-0-3	
MGT	305	Principles of Management	3-0-3	
MGT	316	Production/Operations Management		3-0-3
—	—	Communication electives ³	3-0-3	3-0-3
ACC	340	Fundamentals of Business Data Processing ⁴	3-0-3	
MKT	—	Marketing courses ⁵	3-0-3	6-0-6
			15	15
Senior Year				
ECO	347	Intermediate Macroeconomics	3-0-3	
MGT	423	Business Policies and Management		3-0-3
MKT	—	Marketing Courses ⁵	3-0-3	6-0-6
—	—	General electives ⁶	6-0-6	6-0-6
—	—	Philosophy or Religious Studies elective	3-0-3	
			15	15

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

²Must be taken in 1st term. Some other courses can be taken either term. Consult advisor.

³A total of 6 sem. hrs. to be elected from the following courses: MGT 409; ENG 368, 370, 372; COM 308, SPE 312, or JRN 398. No substitutions.

⁴A course in computer programming or computer language may be substituted for ACC 340.

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: The application of the specific method to the definition and solution of marketing problems; the range of activities and the problems faced in market research. Prerequisite: MKT 305. *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: Six sem. hrs. of Marketing including MKT 305. Enrollment limited. *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. 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): A 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.*



SECONDARY EDUCATION (EDS)

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 Secondary Education.

Enrollment in these programs is subject to the same 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 Examination (NTE).

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 would 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 practicum/tutoring prior to 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 that they have passed the normal screening procedure).

When the duly enrolled students have completed all the requirements for teacher certification, they should make application for the standard State Teaching Certificate through the official recommending officer of the School of Education (C-104). See also EDS, Chapter VIII.

PROGRAM E11B: SECONDARY SCHOOL TEACHING CERTIFICATION

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term.</i>	<i>2nd Term</i>
<i>Semester Hours</i>				
Freshman Year				
MGT	110-111	Quantitative Analysis	3	3
ENG	111-112	College Composition I ¹ and II	4	3
SEC	103-104	Typewriting ^{2, 7}	3	3
PHL	103	Introduction to Philosophy	3	
—	—	Religious Studies or Philosophy elective		3
EDS	109-110	Personal and Professional Development (Reserve 3-hr. block per week for tutoring.)	2	2
—	—	Natural Science elective ⁵		4
			15	18

Sophomore Year				
MGT	210-211	Quantitative Analysis	3	3
MGT	203	Business Law I: Contracts	3	
ACC	207-208	Principles of Accounting	3	3
ECO	203-204	Principles of Economics	3	3
MKT	305	Principles of Marketing	3	
--	--	Religious Studies or Philosophy elective		3
EDF	206	Adolescent in Education (2 hr. per week practicum)	3	
EDF	208	Teaching and Learning (2 hr. per week practicum)		3
			18	15
Junior Year				
--	--	M.M.E.A.F. ³ Any required Business or major field course	3	
FIN	301	Corporation Finance	3	
MGT	305	Principles of Management		3
ACC	340	Fundamentals of Data Processing ⁴ or computer science or programming		3
EDS	351	Secondary School, Self and Society (3-hr. per week practicum)	3	
ECO	347	Intermediate Macroeconomic Analysis	3	
EDS	455	Secondary School Reading Improvement— Content Areas (2-hr. per week practicum)		2
--	--	M.M.E.A.F. ³ —Any required major field courses	3	6
MKT	310	Salesmanship	3	
EDS	318	Human Relations in Education		2
			18	16
Senior Year				
MKT	315	Retail Merchandising	3	
EDS	414	Student Teaching (spring term)		9
EDF	419	Philosophy of Education ⁶		3
MGT	423	Business Policies and Management	3	
EDS	327	Business Education in Secondary School ⁷ (fall term only: 3-4 hr. per week practicum)	3	
--	--	M.M.E.A.F. ³ Any required major field courses	6	
MGT	316	Production/Operations Management	3	
			18	12

¹English 111 may be waived if the student takes a qualifying test and demonstrates proficiency in the subject, in which case English 112 replaces English 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.

³M.M.E.A.F.—Marketing, Management, Economics, Accounting, Finance.

⁴A course in computer programming may be substituted for ACC 340.

⁵Choose a basic science course: CHM 110, PHY 105, GEO 109, or BIO 114.

⁶EDF 419 meets 3 sem. hrs. of the Philosophy requirement.

⁷Comprehensive/Steno-Typing teaching fields require EDS 439—I.O.E. Content and Methodology which adds 2 sem. hrs.

