

VII

School of Business Administration

WILLIAM J. HOBEN, *Dean*

The School of Business Administration operates in accord with the educational philosophy and purposes of the University. It believes that Christian principles of thought and action are essential to the complete formation of a business man. Through instruction and related activities it aims to develop in the student a moral excellence and firmness along with a degree of professional competence. It proposes to enhance the student's awareness of his obligation to himself, his family, society, and God—an awareness that is fundamental to his total development as a business man.

The School of Business Administration particularly seeks to develop that knowledge of business policies, problems and procedures which will enable the student to take a responsible place in the business and economic environment within which he must earn a livelihood.

In order to insure the breadth of background demanded of successful business and community leaders, the student 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.

DEGREE REQUIREMENTS

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

1. Each candidate must complete successfully the Freshman-Sophomore Business Administration program, which is designed to give the student a broad and liberal education in preparation for more specialized training in Business Administration and Economics.

2. Each candidate must earn a cumulative grade point average of at least 2.00 in :
 - a) The core courses required of all students enrolled in the School of Business Administration ;
 - b) The major field of concentration elected by the student.
3. Each candidate must complete a minimum of forty-five credits in 300-400 level courses in the School of Business Administration consisting of the following :
 - a) Twenty-seven credits in the core courses required of all students enrolled in the Upper Division in the School of Business Administration ;
 - b) Eighteen credits (or more) in one of the Upper Division areas of concentration offered in the School of Business Administration.

4. Each candidate must earn a grade of at least "C" in Bus 423, Business Policies and Management.
5. Each candidate must earn a minimum of one hundred and twenty-four to one hundred and thirty-two hours of credit and at least twice that number of quality points.

The responsibility of meeting the degree requirements in Business Administration rests with the student and not with the faculty and staff of the School of Business Administration. The student should be thoroughly familiar with the course requirements and should keep his own record of courses completed and credit hours applicable to degree requirements.

FRESHMAN-SOPHOMORE BUSINESS ADMINISTRATION PROGRAM

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term¹</i>	<i>2nd Term</i>	<i>3rd Term</i>
<i>Freshman Year</i>					
BUS ²	101	<i>Introduction to Business</i>	3-0-3		
BUS	121	<i>Algebra for Business</i>	3-0-3		
ENG	101-2	<i>English Composition</i>	3-0-3	3-0-3	
HST	102	<i>History of Civilization</i>			3-0-3
MIL ³	101-2	<i>First Year Basic Course</i>	1-0-1	1-0-1	
MTH	125	<i>Introduction to Statistics and Finance</i>		3-0-3	
ORI	—	<i>Business Orientation</i>	1-0-0		
PHL	103	<i>Logic</i>		3-0-3	
SPE	101	<i>Fundamentals of Effective Speaking</i>	3-0-3		
THL ⁴	106	<i>Dogmatic Theology</i>	3-0-3		
— ⁵	—	<i>Natural Science course</i>		4-0-4	
			16	17	
<i>Sophomore Year</i>					
ACC	207-8	<i>Principles of Accounting</i>	3-0-3	3-0-3	
ACC	209	<i>Principles of Automated Accounting</i>	2-0-2		
ECO	201-2	<i>Principles of Economics</i>	3-0-3	3-0-3	
ENG	220	<i>Types of Literature</i>			3-0-3
MIL ⁶	201-2	<i>Second Year Basic Course</i>	1-0-1	1-0-1	
PHL	207	<i>Philosophical Psychology</i>		3-0-3	
PSY	201	<i>Introductory Psychology</i>	3-0-3		
THL ⁴	206	<i>General Moral Theology</i>		3-0-3	
— ⁷	—	<i>Social Science course</i>	3-0-3		
			15	16	

¹ Under "Term," 3-0-3 means 3 hrs. class, 0 hrs. laboratory, and 3 hrs. credit.

² Courses listed in italics may be taken in either the first or second term as directed by the program advisor.

³ Women, and men not taking R.O.T.C., take Phe 110-1.

⁴ Non-Catholics take a philosophy elective.

⁵ Choose one of these courses: Bio 113, Chm 110, Geo 110, Phy 151, Phy 105.

⁶ Women, and men not taking R.O.T.C., take Phe 112-3.

⁷ Choose one of these courses: Hst 252, Pol 201, Soc 201, Spe 201.

UPPER DIVISION

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, General Business Management, Marketing, Industrial Management, Personnel Management, or Economics.

Each curriculum is organized to include six to twelve credits of electives in the Junior and Senior years. Since the aim of the School of Business Administration is to provide breadth of education, these credits should be taken outside of the School of Business Administration. The electives may be concentrated in one area, or, if the student desires, they may be taken in more than one area.

ACCOUNTING

The profession of Accountancy concerns itself with recording, classifying, summarizing, and analyzing financial data. The professional accountant prepares the reports and statements upon which business management depends for effective control.

In addition to taking the required basic courses, the business student who majors in Accounting follows a sequence of seven advanced courses. The Accounting major desiring minimum professional preparation should earn additional credit in at least two of the Accounting elective courses.

Successful completion of the program outlined may lead to a career in public accounting, to employment in financial departments of business enterprises, or to service in one of the many agencies of the Federal, state, or local government.

PROGRAM—B1: BACHELOR OF SCIENCE WITH A MAJOR IN ACCOUNTING¹

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ²	<i>2nd Term</i>	<i>3rd Term</i>
<i>Junior Year</i>					
Acc	303	Cost Accounting	3-0-3		
Acc	305-6	Intermediate Accounting	3-0-3	3-0-3	
Bus ³	301	<i>Corporation Finance</i>	3-0-3		
Bus	303	<i>Business Law I</i>		3-0-3	
Bus	313	<i>Statistics</i>		3-0-3	
Bus	315	<i>Principles of Management</i>		3-0-3	
MKT	305	Principles of Marketing	3-0-3		
PHL	306	Epistemology	3-0-3		
THL ⁴	306	Theological and Moral Virtues		3-0-3	
			15	15	
<i>Senior Year</i>					
Acc	308	Advanced Accounting	3-0-3		
Acc	401	Auditing	3-0-3		
Acc	407	Federal Income Tax Accounting		3-0-3	
Acc	413	Advanced Accounting Problems		3-0-3	
Bus	409	<i>Business Communications and Report Writing</i>	3-0-3		
Bus	423	Business Policies and Management		3-0-3	
ECO	341	<i>Macro Economic Analysis</i>		3-0-3	
ECO	342	<i>Money, Banking, and Monetary Policy</i>		3-0-3	
PHL ⁵	402	General Metaphysics	3-0-3		
THL ⁶	406	Christology and the Sacraments I	3-0-3		
			15	15	

¹ Sufficient electives must be taken to meet the minimum number of credit hours required for graduation. Consult program advisor. Students not eligible to take more than a 17 credit hr. load must take these electives during the split third term.

² Under "Term," 3-0-3 means 3 hrs. class, 0 hrs. laboratory, and 3 hrs. credit.

³ Courses listed in italics may be taken in either the first or second term as directed by the program advisor.

⁴ Non-Catholic students take Phl 402.

⁵ Non-Catholic students take Phl 403.

⁶ Non-Catholic students take Phl 404.

BUSINESS MANAGEMENT

The work in Business Management provides training in General Business Management, Industrial Management, or Personnel Management. General Business Management is designed to give a rounded viewpoint of business problems. The other two majors are specific and constitute a particular approach to a specialized business area.

The following outline of courses constitutes the upper level work required for a Bachelor of Science with a major in any one of the three programs.

PROGRAM—B2: BACHELOR OF SCIENCE WITH A MAJOR IN
GENERAL BUSINESS MANAGEMENT¹

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ²	<i>2nd Term</i>	<i>3rd Term</i>
<i>Junior Year</i>					
BUS ³	301	<i>Corporation Finance</i>	3-0-3		
BUS	303	<i>Business Law I</i>		3-0-3	
BUS	313	<i>Statistics</i>		3-0-3	
BUS	314	<i>Personnel Management</i>		3-0-3	
BUS	315	<i>Principles of Management</i>		3-0-3	
BUS	316	<i>Industrial Management</i>	3-0-3		
MKT	305	<i>Principles of Marketing</i>	3-0-3		
MKT	411	<i>Sales Management</i>		3-0-3	
PHL	306	<i>Epistemology</i>	3-0-3		
THL ⁴	306	<i>Theological and Moral Virtues I</i>	3-0-3		
			15	15	
<i>Senior Year</i>					
BUS ⁵	304	<i>Business Law II</i>	3-0-3		
BUS	401	<i>Investments</i>		3-0-3	
BUS	409	<i>Business Communication and Report Writing</i>		3-0-3	
BUS	423	<i>Business Policies and Management</i>		3-0-3	
ECO	341	<i>Macro Economic Analysis</i>	3-0-3		
ECO	342	<i>Money, Banking and Monetary Policy</i>	3-0-3		
PHL ⁶	402	<i>General Metaphysics</i>	3-0-3		
THL ⁷	406	<i>Christology and the Sacraments I</i>	3-0-3		
			15	6-0-6	
				15	

¹ Sufficient electives must be taken to meet the minimum number of credit hours required for graduation. Consult program advisor. Students not eligible to take more than a 17 credit hr. load must take these electives during the split third term.

² Under "Term," 3-0-3 means 3 hrs. class, 0 hrs. laboratory, and 3 hrs. credit.

³ Courses listed in italics may be taken in either the first or second term as directed by the program advisor.

⁴ Non-Catholic students take Phl 402.

⁵ May substitute Bus 403.

⁶ Non-Catholic students take Phl 403.

⁷ Non-Catholic students take Phl 404.

PROGRAM—B3: BACHELOR OF SCIENCE WITH A MAJOR IN INDUSTRIAL MANAGEMENT¹

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ²	<i>2nd Term</i>	<i>3rd Term</i>
<i>Junior Year</i>					
Acc	303	Cost Accounting	3-0-3		
Bus ³	301	<i>Corporation Finance</i>		3-0-3	
Bus	303	<i>Business Law I</i>		3-0-3	
Bus	313	<i>Statistics</i>	3-0-3		
Bus	314	Personnel Management		3-0-3	
Bus	315	<i>Principles of Management</i>		3-0-3	
Bus	316	<i>Industrial Management</i>		3-0-3	
Mkt	305	Principles of Marketing	3-0-3		
Phl	306	Epistemology	3-0-3		
Thl ⁴	306	Theological and Moral Virtues	3-0-3		
			15	15	
<i>Senior Year</i>					
Bus	320	<i>Motion and Time Study</i>	3-0-3		
Bus	324	Labor Legislation	3-0-3		
Bus	409	<i>Business Communication and Report Writing</i>		3-0-3	
Bus	415	Production Methods and Control	3-0-3		
Bus	423	Business Policies and Management		3-0-3	
Eco	341	<i>Macro Economic Analysis</i>		3-0-3	
Eco	342	<i>Money, Banking, and Monetary Policy</i>		3-0-3	
Phl ⁵	402	General Metaphysics	3-0-3		
Thl ⁶	406	Christology and the Sacraments I	3-0-3		
		Elective		3-0-3	
			15	15	

¹ Sufficient electives must be taken to meet the minimum number of credit hours required for graduation. Consult program advisor. Students not eligible to take more than a 17 credit hr. load must take these electives during the split third term.

² Under "Term," 3-0-3 means 3 hrs. class, 0 hrs. laboratory, and 3 hrs. credit.

³ Courses listed in italics may be taken in either the first or second term as directed by the program advisor.

⁴ Non-Catholic students take Phl 402.

⁵ Non-Catholic students take Phl 403.

⁶ Non-Catholic students take Phl 404.

A minor in Psychology or Sociology is particularly recommended for those majoring in Industrial Management. Those taking a minor in Psychology may, with permission, substitute Psy 302, Elementary Statistics, for Bus 313, Business Statistics. Students taking a minor in Psychology or Sociology should consult with the Chairman of the Department of Psychology or Sociology about the requirements for a minor. The student, however, should understand that he is free to elect additional hours in any other college or department of the University for which he has the prerequisites.

PROGRAM—B4: BACHELOR OF SCIENCE WITH A MAJOR IN
PERSONNEL MANAGEMENT¹

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ²	<i>2nd Term</i>	<i>3rd Term</i>
<i>Junior Year</i>					
BUS ³	301	<i>Corporation Finance</i>	3-0-3		
BUS	303	<i>Business Law I</i>		3-0-3	
BUS	313	<i>Statistics</i>		3-0-3	
BUS	314	<i>Personnel Management</i>		3-0-3	
BUS	315	<i>Principles of Management</i>		3-0-3	
BUS	322	<i>Wage and Salary Administration</i>		3-0-3	
BUS	324	<i>Labor Legislation</i>	3-0-3		
MKT	305	<i>Principles of Marketing</i>	3-0-3		
PHL	306	<i>Epistemology</i>	3-0-3		
THL ⁴	306	<i>Theological and Moral Virtues I</i>	3-0-3		
			15	15	
<i>Senior Year</i>					
BUS	311	<i>Sales Management</i>		3-0-3	
BUS	316	<i>Industrial Management</i>	3-0-3		
BUS	409	<i>Business Communication and Report Writing</i>		3-0-3	
BUS	423	<i>Business Policies and Management</i>		3-0-3	
ECO	341	<i>Macro Economic Analysis</i>	3-0-3		
ECO	342	<i>Money, Banking, and Monetary Policy</i>		3-0-3	
ECO	371	<i>Labor Economics</i>	3-0-3		
ECO	372	<i>Economics of Social Insurance</i>		3-0-3	
PHL ⁵	402	<i>General Metaphysics</i>	3-0-3		
THL ⁶	406	<i>Christology and the Sacraments I</i>	3-0-3		
			15	15	

¹ Sufficient electives must be taken to meet the minimum number of credit hours required for graduation. Consult program advisor. Students not eligible to take more than a 17 credit hr. load must take these electives during the split third term.

² Under "Term," 3-0-3 means 3 hrs. class, 0 hrs. laboratory, and 3 hrs. credit.

³ Courses listed in italics may be taken in either the first or second term as directed by the program advisor.

⁴ Non-Catholic students take Phl 402.

⁵ Non-Catholic students take Phl 403.

⁶ Non-Catholic students take Phl 404.

A minor in Psychology or Sociology is particularly recommended for those majoring in Personnel Management. Those taking a minor in Psychology may substitute Psy 302, Elementary Statistics, for Bus 313, Business Statistics. Students taking a minor in Psychology or Sociology should consult with the Chairman of the Department of Psychology or Sociology about the requirements for a minor. The student, however, should understand that he is free to elect twelve hours in any other college or department of the University for which he has the prerequisites.

MARKETING

The program in Marketing is designed to develop competence in students interested in all or some part of the marketing process. Although the student often enters with interest in only one phase of marketing such as selling, advertising, pricing, product planning, physical distribution, purchasing, market research, or wholesaling and retailing, the emphasis is on the marketing management concept. Thus any specialized activity is studied as a part of a total marketing process which in turn must be integrated with the immediate objectives of a business, the functioning of the economic system, and the constraints of society.

The objective is to provide limited specialization upon a base made up of the general education required for graduation and a core of business administration courses required of all business students.

Within the marketing specialization the purpose is to :

1. Develop a *student* of marketing who has the tools and groundwork for continued study after graduation. To this end applications of the social sciences and communication skills are stressed. Understanding of institutions and nomenclature are emphasized.
2. Develop a practitioner of marketing with interests, attitudes, and understandings to be potentially productive at the responsible level of decision making.
3. Provide some flexibility through choice of courses for marketing majors and provide some breadth of choice of marketing courses as electives for non-marketing majors both from within and without the School of Business Administration.

PROGRAM—B5: BACHELOR OF SCIENCE WITH A MAJOR IN MARKETING¹

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ²	<i>2nd Term</i>	<i>3rd Term</i>
<i>Junior Year</i>					
BUS ³	303	<i>Business Law I</i>	3-0-3		
BUS	313	<i>Statistics</i>		3-0-3	
BUS	315	<i>Principles of Management</i>		3-0-3	
ECO	301	<i>Corporation Finance</i>		3-0-3	
MKT	305	Principles of Marketing	3-0-3		
MKT ⁴		Marketing course		3-0-3	
MKT ⁵	315	Retail Merchandising	3-0-3		
PHL	306	Epistemology	3-0-3		
THL ⁶	306	Theological and Moral Virtues I	3-0-3		
		Elective		3-0-3	
			15	15	
<i>Senior Year</i>					
BUS	409	<i>Business Communication and Report Writing</i>	3-0-3		
BUS	423	Business Policies and Management		3-0-3	
ECO	404	<i>Business Cycles</i>		3-0-3	
ECO	405	<i>Money, Banking, and Monetary Policy</i>	3-0-3		
MKT ⁷		Marketing courses	3-0-3	6-0-6	
PHL ⁸	402	General Metaphysics	3-0-3		
THL ⁹	406	Christology and the Sacraments I	3-0-3		
		Elective		3-0-3	
			15	15	

¹ Sufficient electives must be taken to meet the minimum number of credit hours required for graduation. Consult program advisor. Students not eligible to take more than a 17 credit hr. load must take these electives during the split third term.

² Under "Term," 3-0-3 means 3 hrs. class, 0 hrs. laboratory, and 3 hrs. credit.

³ Courses listed in italics may be taken in either the first or second term as directed by the program advisor.

⁴ After consulting advisor, choose one of these courses: Mkt 310, 318, or 335.

⁵ May substitute Mkt 316.

⁶ Non-Catholics take Phl 402.

⁷ After consulting advisor, choose three of these courses: Mkt 405, 411, 417, 420, or 421.

⁸ Non-Catholics take Phl 403.

⁹ Non-Catholics take Phl 404.

ECONOMICS

The Department of Economics offers courses in the core business curriculum and in a major concentration. Economics 201 and 202 serve as the foundation for all upper level business subjects including those taken by Economics majors. Within the core business curriculum, the Department of Economics offers Macro Economic Analysis, Economics 341; and Money, Banking, and Monetary Policy, Economics 342. In addition, Micro Economic Analysis, Economics 340, is required of all Economics majors.

The major program in economics is designed for those students seeking careers as economists in education, government, or business, or who wish to prepare for other specialized areas such as banking, finance, investment security analysis, or labor relations. To accomplish this objective, the Department of Economics emphasizes in its instruction the development and functioning of the economies of the United States and other countries. The student thus is equipped with the tools for the systematic analysis of the economic problems of the individual firm, the industry, the nation, and the world within their social, political, and legal contexts.

For admission to the major, a student must have completed Economics 201 and 202. To complete the major, fifteen hours of economics courses, in addition to Economics 340, 341, and 342, are required of the Business Administration student. After consultation with the Chairman of the Department, the major may select these fifteen hours to fit his own special needs or interests.

Candidates for the Bachelor of Arts degree who desire to major in economics will follow the program of the College of Arts and Science.

PROGRAM—B6: BACHELOR OF SCIENCE WITH A MAJOR IN ECONOMICS¹

Dept.	No.	Course	1st Term ²	2nd Term	3rd Term
<i>Junior Year</i>					
Bus ³	301	<i>Corporation Finance</i>	3-0-3		
Bus	303	<i>Business Law I</i>		3-0-3	
Bus	305	Principles of Marketing	3-0-3		
Bus	313	<i>Statistics</i>		3-0-3	
Bus	315	<i>Principles of Management</i>		3-0-3	
Eco	340	Micro Economic Analysis	3-0-3		
Eco	341	<i>Macro Economic Analysis</i>		3-0-3	
Eco	342	<i>Money, Banking, and Monetary Policy</i>		3-0-3	
PHL	306	Epistemology	3-0-3		
THL ⁴	306	Theological and Moral Virtues	3-0-3		
			15	15	
<i>Senior Year</i>					
Bus	409	<i>Business Communication and Report Writing</i>		3-0-3	
Bus	423	Business Policies and Management		3-0-3	
Eco		Economics electives	6-0-6	6-0-6	
PHL ⁵	402	General Metaphysics	3-0-3		
THL ⁶	406	Christology and the Sacraments I	3-0-3		
		General electives	3-0-3	3-0-3	
			15	15	

¹ Sufficient electives must be taken to meet the minimum number of credit hours required for graduation. Consult program advisor. Students not eligible to take more than a 17 credit hr. load must take these electives during the split third term.

² Under "Term," 3-0-3 means 3 hrs. class, 0 hrs. laboratory, and 3 hrs. credit.

³ Courses listed in italics may be taken in either the first or second term as directed by the program advisor.

⁴ Non-Catholic students take Phl 402.

⁵ Non-Catholic students take Phl 403.

⁶ Non-Catholic students take Phl 404.

ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION

The Associate Degree in the Business Administration program specializing in Secretarial Studies has been designed especially for those who plan to attend college for only two years.

University-trained secretaries with broad educational backgrounds in economics, history, philosophy, and social studies are urgently needed in business. This cultural background, combined with competency in typewriting, shorthand, accounting, business machines, and office procedures, will prepare graduates for responsible positions in commerce and industry.

Although the Associate Degree is, in essence, a terminal degree, students may elect to continue work for the Bachelor of Science in Business Administration or the Bachelor of Science in Education.

PROGRAM—B7: ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ¹	<i>2nd Term</i>	<i>3rd Term</i>
<i>Freshman Year</i>					
BUS ²	101	<i>Introduction to Business</i>	3-0-3		
ECO	201	Principles of Economics			3-0-3
ENG	101	English Composition	3-0-3		
PHE	110-1W	Health and Physical Education	1-2-1	1-2-1	
PHL	103	<i>Logic</i>		3-0-3	
SEC	101	Elementary Shorthand	5-0-3		
SEC	102	Intermediate Shorthand		5-0-3	
SEC	103	Elementary Typing	5-0-3		
SEC	104	Intermediate Typing		5-0-3	
SEC	110	Secretarial Mathematics	3-0-3		
SEC	207	Business Machines			3-0-3
SPE	101	<i>Fundamentals of Effective Speaking</i>		3-0-3	
THL ³	106	<i>Dogmatic Theology</i>		3-0-3	
			16	16	6
<i>Sophomore Year</i>					
PHE	112-3W	Health and Physical Education	1-2-1	1-2-1	
PHL ⁴	207	<i>Philosophical Psychology</i>	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	105-6	Secretarial Accounting	3-0-3	3-0-3	
SEC	205	Secretarial Practice	4-0-3		
SEC	206	Advanced Secretarial Practice		4-0-3	
THL ⁵	206	<i>General Moral Theology</i>		3-0-3	
			16	16	

¹ Under "Term," 3-0-3 means 3 hrs. class, 0 hrs. laboratory, and 3 hrs. credit.

² Courses listed in italics may be taken in either the first or second term as directed by the program advisor.

³ Non-Catholic students take Phl 207.

⁴ Non-Catholic students take Phl 402.

⁵ Non-Catholic students take Phl 404.

EVENING PROGRAMS IN BUSINESS ADMINISTRATION

The University of Dayton, through its Evening Division, offers an Associate Degree in Business Administration, specializing in Accounting, General Business Management, or Personnel Management. Further information about these programs can be obtained from the office of the Director of the Evening Division.

