

SCHOOL OF BUSINESS ADMINISTRATION

DR. HILARY R. BETH, *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 in the complete formation of a business student. Specifically, it aims to provide through the medium of instruction and other related activities the development of purposeful character, intellectual accomplishment, and a degree of professional competence. In other words, its purposes are to cultivate in the student an awareness of his obligations to himself, his family, society, and God—an awareness that is so necessary in his total development as a business man.

The School of Business Administration particularly seeks to develop within the student that knowledge of business policies, problems, and procedures which will enable him 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 the 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 training 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;
- c) The minor field of concentration elected by the student.

3. Each candidate must complete a minimum of 45 credits in 300-400 level courses in the School of Business Administration consisting of the following:

- a) Twenty-seven (27) credits in the core courses required of all students enrolled in the Upper Division in the School of Business Administration.
- b) Eighteen (18) credits in one of the Upper Division fields 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 134-139 hours of credit and at least twice that number of quality points.

The responsibility for meeting the degree requirements in Business Administration rests with the student and not 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.

LOWER DIVISION

Freshman Year

FIRST SEMESTER			SECOND SEMESTER		
Subjects		Cr. Hours	Subjects		Cr. Hours
THL 106	Dogmatic Theology		THL 106	Dogmatic Theology	
	or			or	
PHL 103	Logic	3	² PHL 103	Logic	3
MIL 101	First Year Basic Course..	2	MIL 102	First Year Basic Course..	2
PHE 101	Physical Education		PHE 103	Health (M)	1
	(M-W)	1/2	PHE 102	Physical Education (W) ..	1/2
PHE 103	Health (W)	1	PHE 104	Health (W)	1
ENG 101	English Composition	3	ENG 102	English Composition	3
SPE 101	Fund. of Eff. Speaking	3	HST 102	Hst. of Civil.....	3
¹ BIO 113	Introduction to Biology		BUS 101	Introduction to Business..	3
	(4 lectures)	4	MTH 121	College Algebra	3
¹ CHM 110	General Chemistry				
	(4 lectures)	4			
¹ GEO 110	Survey of Geology				
	(3 lectures, 2 lab)	3			
¹ PHY 151	General Physics				
	(3 lectures)	3			
¹	Survey of Phys Sciences				
	(4 lectures)	4			
ORI 101	Business Orientation	0			

¹Choose one of these courses.

²Non-Catholic students may substitute a non-professional elective.

Sophomore Year

FIRST SEMESTER			SECOND SEMESTER		
Subjects		Cr. Hours	Subjects		Cr. Hours
THL 206	General Mor. Theol.		THL 206	General Mor. Theol.	
	or			or	
PHL 207	Philosophical Psy.	3	² PHL 207	Philosophical Psy.	3
MIL 201	Second Yr. Basic Course..	2	MIL 202	Second Yr. Basic Course..	2
PHE 201	Physical Education (W) ..	1/2	PHE 202	Physical Education (W) ..	1/2
ECO 201	Principles of Economics..	3	ECO 202	Principles of Eco.	3
ACC 205	Principles of Acc.	4	ACC 206	Principles of Acc.	4
MTH 125	Intro. to Statistics		ENG 221	English Literature	3
	and Finance	3	¹ HST 252	Amer. Hist. since 1865 ..	3
PSY 201	Introductory Psy.....	3	¹ POL 201	National Government.....	3
			¹ Soc 201	General Sociology	3
			¹ SPE 201	Speaking Techniques	3
			² Non-Catholic students may substitute a non-professional elective.		
			¹ Choose one of these courses.		

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, Retailing, or Economics.

Each curriculum is organized so as to permit the student to elect a minor (12 credits of 300-400 level courses) outside of the School of Business Administration. If the student desires, he may elect to pursue these hours in the School of Business Administration. However, the latter is not recommended, as it would result in too great a degree of concentration within the School.

REQUIRED COURSES

The following courses must be completed by all students who are candidates for a degree in Business Administration:

	<i>Credit Hours</i>
BUS 301 Corporation Finance	3
BUS 303 Business Law I	3
BUS 305 Principles of Marketing	3
BUS 313 Business Statistics	3
BUS 315 Principles of Management	3
Eco 404 Business Cycles	3
Eco 405 Money, Credit, and Banking	3
BUS 409 Business Communication and Report Writing.....	3
BUS 423 Business Policies and Management	3

The following outline of the Junior and Senior years represents the basic requirements of the School. The specific requirements of the various majors are given on pp. 103-106.

Junior Year

FIRST SEMESTER		SECOND SEMESTER	
<i>Subjects</i>	<i>Cr. Hours</i>	<i>Subjects</i>	<i>Cr. Hours</i>
THL 306 Theol. & Moral. Virtues		THL 306 Theol. & Moral. Virtues	
or		or	
PHL 306 or PHL 402	3	PHL 306 or PHL 402	3
BUS 301 Corporation Finance	3	BUS 303 Business Law I	3
BUS 305 Principles of Marketing.....	3	BUS 313 Business Statistics	3
BUS 315 Prin. of Management.....	3	Elective	3
Major	3	Major	6
Elective	3		

Senior Year

FIRST SEMESTER		SECOND SEMESTER	
<i>Subjects</i>	<i>Cr. Hours</i>	<i>Subjects</i>	<i>Cr. Hours</i>
THL 406 Christology and the Sac.		THL 406 Christology and the Sac.	
or		or	
PHL 402 or 403	3	PHL 402 or 404	3
BUS 409 Bus. Comm. & Rep. Writ. 3		Major	6
Eco 405 Money, Credit, & Bank. ...3		Eco 404 Business Cycles	3
BUS 423 Bus. Policies & Man.3		Elective	3
Major	3		
Elective	3		

ACCOUNTING

Accountancy is that professional field in business which concerns itself with recording, classifying, summarizing, and analyzing financial data. The product of the profession is the preparation of reports and statements upon which business management is dependent for effective control.

In addition to the required basic course, the business student who majors in accounting follows a sequence of six 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, employment in financial departments of business enterprises, or service in one of the many agencies of the Federal, state, or local governments.

Bachelor of Science with a Major in Accounting

- ACC 303 Cost Accounting
- ACC 307 Accounting Theory and Practice
- ACC 308 Advanced Accounting
- ACC 401 Auditing
- ACC 407 Federal Income Tax Accounting
- ACC 412 Advanced Accounting Problems

The above six courses are required of all students who major in Accounting. Those desiring to elect additional courses in Accounting may do so.

However, it should be clearly understood that the student is free to elect twelve (12) hours of 300-400 level courses in any other college or department of the University for which he has the necessary requisites.

BUSINESS MANAGEMENT

The work in business management provides training in four major fields. These consist of General Business Management, Marketing, Industrial Management, and Personnel Management. The first of these, General Business Management, is general in its scope and is designed to give a rounded viewpoint of business problems. The other three majors are specific and constitute a particular approach to a particular business area.

The following outline of courses constitutes the work required, which, in conjunction with the curriculum outlined on page 101, will be the curriculum requirements for a Bachelor of Science with a major in any one of the above four fields of concentration.

Bachelor of Science with a Major in General Business Management

- BUS 311 Sales Management
- BUS 401 Investments
- BUS 314 Personnel Management

ECO 408 Contemporary Economics

BUS 304 Business Law II

or

BUS 403 Business Law III

ECO 308 Principles of Insurance

The above six courses are required for all majors in this area.

Bachelor of Science with a Major in Marketing

BUS 310 Salesmanship

BUS 306 Advanced Marketing

BUS 309 Retail Merchandising

BUS 307 Advertising

BUS 311 Sales Management

ECO 413 Economic Analysis and Policy

or

BUS 402 Credits and Collections

The above six courses are required for all majors in this area.

Bachelor of Science with a Major in Industrial Management

ACC 303 Cost Accounting

BUS 314 Personnel Management

BUS 415 Production Methods and Control

BUS 316 Industrial Management

BUS 320 Motion and Time Study I

BUS 324 Labor Legislation

The above six courses are required for all majors in this area.

A minor in Psychology or Sociology is particularly recommended for those majoring in this field. Those taking a minor in Psychology should 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 as to what constitutes a minor in their respective areas.

However, it should be clearly understood that the student is free to elect twelve (12) hours of 300-400 level courses in any other college or department of the University for which he has the necessary requisites.

Bachelor of Science with a Major in Personnel Management

BUS 314 Personnel Management

BUS 322 Wage and Salary Administration.

BUS 324 Labor Legislation

ECO 310 Social Insurance

ECO 325 Labor Economics

BUS 316 Industrial Management

or

BUS 311 Sales Management

The above six courses are required for all majors in this area.

A minor in Psychology or Sociology is particularly recommended for those majoring in this field. Those taking a minor in Psychology should 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 as to what constitutes a minor in their respective areas.

However, it should be clearly understood that the student is free to elect twelve (12) hours of 300-400 level courses in any other college or department of the University for which he has the necessary requisites.

RETAILING

The program in this field is designed to:

- (a) Educate students for executive positions in Retailing;
- (b) Prepare students for merchandising and sales departments of manufacturing and wholesale establishments;
- (c) Offer specialized courses in Retailing to those who can benefit from them.

Retailing is becoming a more complicated business each year. If a person is to make the most of the opportunities offered, he must possess adequate knowledge and training in various functions of Retailing, such as merchandising, operations, and sales promotion.

The co-operative program leading to a Major in Retailing is designed to train students properly for an executive career in Retailing. It offers classroom theory and emphasizes its practical applications. In conjunction with the Dayton Retail Merchants Association, the student obtains experience through a supervised work program in local stores. A minimum work experience of three hundred hours per academic year is required of Junior and Senior Retailing Majors as a condition of graduation.

With the aid of those who have both studied and practiced sound principles of Retailing, the student avoids the trial and error method of learning and thus can make more rapid progress towards an executive career.

Bachelor of Science with a Major in Retailing

RET 310	Retail Salesmanship
RET 314	Retail Advertising and Sales Promotion
RET 318	Retail Personnel Relations
RET 409	Retailing Organization and Operation
RET 414	Buying for Retail Stores
RET 420-421	Retailing Laboratory

The above six courses are required of all students desiring to major in Retailing.

ECONOMICS

The work in economics has been planned for two groups of students. The first group includes those students who desire a general background and understanding of economics, its order, development, and operation. The second group consists of those students who desire technical training in preparation for advanced specialized study in business and for professional service with government or enterprise requiring trained economists. A balanced program of study is available to the student in this field. Candidates for the Bachelor of Arts degree who desire to major in economics will follow the program of the College of Arts and Science. Students in the School of Business Administration will follow the curriculum provided.

Bachelor of Science with a Major in Economics

- Eco 325 Labor Economics
- Eco 408 Contemporary Economics
- Eco 425 Economics Seminar
- Elective (9 credits) 300-400 level

The above is the outline of the required courses in Economics. The electives must be chosen in consultation with the chairman of the Department of Economics.

The foregoing statements regarding degree requirements, required courses and curricula were effective September, 1959. Students enrolled in the School of Business Administration prior to this date will follow the programs outlined in the 1958-1959 University of Dayton catalog.

ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION PROGRAMS

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 background in economics, history, philosophy, and social studies are urgently needed in the business world. This cultural background, combined with competency in type-writing, shorthand, accounting, business machines, and other 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.

Freshman Year

FIRST SEMESTER			SECOND SEMESTER		
<i>Subjects</i>		<i>Cr. Hours</i>	<i>Subjects</i>		<i>Cr. Hours</i>
THL 106	Dogmatic Theology or		THL 106	Dogmatic Theology or	
PHL 103	Logic	3	PHL 103	Logic or	
PHE 101	Physical Education	1/2	PHL 207	Philosophical Psy.	3
PHE 103	Health	1	PHE 102	Physical Education	1/2
ENG 101	English Composition I....	3	PHE 104	Health	1
SEC 101	Elementary Shorthand	3	SPE 101	Fund. of Eff. Speaking....	3
SEC 103	Elementary Typing	3	SEC 102	Intermediate Shorthand....	3
SEC 110	Secretarial Mathematics..	3	SEC 104	Intermediate Typing	3
			BUS 101	Introduction to Business..	3

Sophomore Year

FIRST SEMESTER			SECOND SEMESTER		
<i>Subjects</i>		<i>Cr. Hours</i>	<i>Subjects</i>		<i>Cr. Hours</i>
THL 206	Gen. Moral Theol. or		THL 206	Gen. Moral Theol. or	
PHL 207	Philosophical Psy. or....	3	¹ PHL 207	Philosophical Psy.	3
PHL 402	General Metaphysics	3	PHL 404	Ethics	3
PHE 201	Physical Education	1/2	PHE 202	Physical Education	1/2
ECO 201	Principles of Economics....	3	BUS 201	Business Machines	3
SEC 201	Dictation and Trans.....	3	SEC 202	Advanced Dictation and	
SEC 203	Advanced Typing	3		Trans.	3
SEC 105	Secretarial Accounting	3	SEC 106	Secretarial Accounting	3
SEC 205	Secretarial Practice	3	SEC 206	Advanced Sec. Practice....	3
			SEC 204	Production Typing	3

¹Non-Catholic may substitute a non-professional elective.

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 regarding these programs can be obtained from the office of the Director of the Evening Division.