



VII

School of Business Administration

WILLIAM J. HOBEN, *Dean*

JOSEPH F. UPDYKE, *Assistant to the 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 the overall average in the total credits required for the degree and in the major.
3. Each candidate must complete at least 62 credits upper level with a minimum of thirty-six credits in 300-400 level courses in the School of Business Administration consisting of the following:
 - a) Eighteen credits in the core courses required of all students enrolled in the Upper Division in the School of Business Administration;
 - b) Fifteen credits (or more) in one of the Upper Division areas of concentration offered in the School of Business Administration.

4. Each candidate must earn twelve credits of electives in the upper division.

These electives may be taken outside the School of Business Administration.

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. Business courses listed in the program shown below should be taken in the sequence listed because they are pre-requisites to core and major courses.

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	102	<i>American Business Environment</i>	3-0-3		
BUS*	110-1	Quantitative Analysis	3-0-3	3-0-3	
ENG	101	<i>Language and Thought</i>	3-0-3		
ENG	106	Language and Literature			3-0-3
HST ³	—	<i>History Elective</i>			3-0-3
PHL	101	<i>Basic Problems in Philosophy I</i>			3-0-3
SPE	101	<i>Fundamentals of Effective Speaking</i>	3-0-3		
THL	—	Theology 100-200 elective	3-0-3		
— ⁴	—	<i>Natural Science Course</i>			3-1-4
			15	16	
<i>Sophomore Year</i>					
BUS	210-1	Quantitative Analysis	3-0-3	3-0-3	
BUS	215	<i>Principles of Management</i>	3-0-3		
ACC	207-8	Principles of Accounting	3-0-3	3-0-3	
ECO	201-2	Principles of Economics	3-0-3	3-0-3	
PHL	201	<i>Basic Problems in Philosophy II</i>			3-0-3
MKT	205	Principles of Marketing			3-0-3
PSY	201	<i>Introduction to Psychology</i>	3-0-3		
			15	15	

*Bus 108 is recommended for students with insufficient knowledge of secondary mathematics. This would be an additional course for those taking it.

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

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

³Elect one of the following history courses: Hst 120, 125, 130, 135.

⁴Choose one of these courses: Bio 114, Chm 110, Geo 109, Phy 105.

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, management, marketing, 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 may 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 accounting profession concerns itself with recording, classifying, summarizing, and analyzing financial data. The professional accountant prepares the reports and statements which business management uses for control of operations, and which investors and credit grantors use to evaluate investments and loans.

In addition to the three basic courses, required of all business administration students, the accounting major must earn credit for seven upper level accounting courses. Five of these are required of all accounting majors; the other two may be selected by the student from elective accounting courses.

Graduates of the accounting program enter careers in public accounting practice, in business enterprises, or in 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 Term¹</i>	<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 ²	301	Corporation Finance		3-0-3	
BUS	303	Business Law I		3-0-3	
ECO	341	Macro Economic Analysis	3-0-3		
ENG	382	Directed Readings		2-0-2	
BUS	409	Business Communications and Report Writing	3-0-3		
ACC	340	Fundamentals of Business Data Processing	3-0-3		
THL ³	—	Theology elective	3-0-3		
— ⁴	—	Elective			3-0-3
			15	17	

PROGRAM—B1—Continued

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ¹	<i>2nd Term</i>	<i>3rd Term</i>
<i>Senior Year</i>					
ACC	407	Federal Income Tax Accounting	3-0-3		
ACC	401	Auditing Principles		3-0-3	
ACC ⁵	—	Accounting electives	3-0-3	3-0-3	
—	—	Humanities Electives	3-0-3	3-0-3	
BUS	423	Business Policies and Management		3-0-3	
— ⁴	—	Electives	6-0-6	3-0-3	
			15	15	

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

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

³Non-Catholic students take philosophy elective.

⁴Choose any 300 or 400 level business or non-business courses. The following are specially recommended: Bus 304, Bus 316, Bus 401, Eco 340, Eco 342, Eco 430, Mkt 340 and Mkt 405.

⁵Select accounting courses in consultation with program advisor.

BUSINESS MANAGEMENT

The major of Business Management is designed, in conjunction with the business core requirements, to give the student the basic principles of the management area. In addition, through the proper selection of electives, the student may obtain a degree of specialization in either industrial management, or administrative management.

The following outline of courses constitutes the upper level work required for a Bachelor of Science with a major in Business Management.

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

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ¹	<i>2nd Term</i>	<i>3rd Term</i>
<i>Junior Year</i>					
BUS ²	301	<i>Corporation Finance</i>	3-0-3		
BUS	303	<i>Business Law I</i>		3-0-3	
BUS	318	<i>Human Relations for Management</i>		3-0-3	
BUS	316	<i>Production Management</i>	3-0-3		
ENG	382	Directed Readings		2-0-2	
ACC	340	<i>Fundamentals of Business</i> <i>Data Processing</i>		3-0-3	
Eco	341	<i>Macro Economic Analysis</i>	3-0-3		
THL ³	—	Theology elective		3-0-3	
— ⁴	—	Elective	3-0-3	3-0-3	
— ⁶	—	Elective	3-0-3		
			15	17	

PROGRAM—B3—Continued

Dept.	No.	Course	1st Term ¹	2nd Term	3rd Term
<i>Senior Year</i>					
Eco	340	<i>Micro Economic Analysis</i>	3-0-3		
BUS	409	<i>Bus. Communication and Rpt. Writing</i>		3-0-3	
BUS	423	<i>Business Policies and Management</i>		3-0-3	
BUS ⁵	—	Business electives	6-0-6	3-0-3	
— ⁴	—	Elective	3-0-3	6-0-6	
— ⁶	—	Elective	3-0-3		
			15	15	

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

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

³Non-Catholic students take philosophy elective.

⁴Choose general electives.

⁵Select three business courses in consultation with the program advisor.

⁶Choose humanities electives.

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 economic majors. Within the core business curriculum, the Department of Economics offers Macro Economic Analysis (Eco 341) and Micro Economic Analysis (Eco 340).

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 economics 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, eighteen hours of economics courses, in addition to Economics 340, and 341, are required of the Business Administration student. After consultation with the Chairman of the Department, the major may select these eighteen 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—B3: BACHELOR OF SCIENCE WITH A MAJOR IN
ECONOMICS**

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>1st Term</i> ¹	<i>2nd Term</i>	<i>3rd Term</i>
<i>Junior Year</i>					
BUS	301	Corporation Finance	3-0-3		
BUS	303	Business Law I		3-0-3	
ACC	340	Fundamentals of Business Data Processing		3-0-3	
ECO	340	Micro Economic Analysis	3-0-3		
ECO	341	Macro Economic Analysis		3-0-3	
—	—	Economics Elective		3-0-3	
ENG	382	Directed Readings III-IV	2-0-2		
THL ²	—	Theology elective	3-0-3		
— ³	—	Elective	3-0-3	3-0-3	
—	—	Humanities elective	3-0-3		
			17	15	
<i>Senior Year</i>					
BUS	409	Business Communication and Report Writing		3-0-3	
BUS	423	Business Policies and Management		3-0-3	
Eco ⁴	—	Economics electives	9-0-9	6-0-6	
—	—	General elective	3-0-3	3-0-3	
—	—	Humanities elective	3-0-3		
			15	15	

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

²Non-Catholic students take Phl elective.

³Choose general electives.

⁴Choose electives in Economics. Consult program advisor.

MARKETING

Recent years have witnessed emergence of a broad marketing management concept. It retains as its central thrust a systematic approach to the discovery and satisfaction of consumer wants as a pervasive and cohesive basis for successful administration. The concept is now broadened to include the development of organizational members to their fullest potential and the achievement of social purpose within the total environment.

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 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 add limited specialization to a base made up of the general education required for all students and a core of business administration courses required of 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. Applications of the social sciences and quantitative techniques are stressed. Communication skills are emphasized. Understanding of institutions and nomenclature is essential.
2. Develop a practitioner of marketing with interests, attitudes, and sufficient understanding to be potentially productive at a responsible level of decision making.
3. Provide 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.

The Department of Marketing is represented through institutional or faculty memberships in the American Academy of Advertising, the American Collegiate Retailing Association, and the American Marketing Association. The courses and programs of the department are in accord with the recommendations of these professional groups.

Some of the options within the field of Marketing which have proved to be popular are:

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.

A major in marketing requires three additional marketing courses selected in consultation with the chairman of the department.

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.

A major in marketing requires three additional marketing courses selected in consultation with the chairman of the department.

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.

A major in marketing requires three additional marketing courses selected in consultation with the chairman of the department.

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.

A major in marketing requires three additional marketing courses selected in consultation with the chairman of the department.

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.

A major in marketing requires three additional marketing courses selected in consultation with the chairman of the department.

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.

A major in marketing requires three additional marketing courses selected in consultation with the chairman of the department.

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

Dept.	No.	Course	1st Term ¹	2nd Term	3rd Term
<i>Junior Year</i>					
BUS ²	301	<i>Corporation Finance</i>		3-0-3	
BUS	303	<i>Business Law I</i>		3-0-3	
ACC	340	<i>Fundamentals of Business</i>			
		<i>Data Processing</i>	3-0-3		
ENG	382	<i>Directed Readings</i>	2-0-2		
MKT ³	—	Marketing courses	6-0-6	3-0-3	
THL ⁴	—	Theology elective			3-0-3
—	—	Electives	3-0-3		3-0-3
— ⁵	—	Elective	3-0-3		
			17	15	
<i>Senior Year</i>					
ECO	341	<i>Macro Economic Analysis</i>	3-0-3		
BUS	409	<i>Business Communication and Report</i>			
		<i>Writing</i>	3-0-3		
BUS	423	Business Policies and Management			3-0-3
MKT ³	—	Marketing courses	3-0-3	6-0-6	
—	—	Electives	6-0-6		3-0-3
— ⁵	—	Elective			3-0-3
			15	15	

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

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

³Select three marketing courses in consultation with the program advisor.

⁴Non-Catholic students take Phl elective.

⁵Take humanities elective.

ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION

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

University-trained secretaries with 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 for responsible positions in commerce and industry.

PROGRAM—B5: ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION

<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>					
—	—	Elective		3-0-3	
ENG	101	English Composition	3-0-3		
PHL	101	Basic Problems in Philosophy I		3-0-3	
SEC	101 or	Fundamental Shorthand			
SEC ³	101A	Refresher	5-0-3		
SEC	102	Intermediate Shorthand		5-0-3	
SEC	103 or	Fundamental Typing			
SEC ³	103A	Refresher	5-0-3		
SEC	104	Intermediate Typing		5-0-3	
SEC	110	Secretarial Mathematics	3-0-3		
SPE	101	<i>Fundamentals of Effective Speaking</i>		3-0-3	
THL	—	Theology Elective 100-200		3-0-3	
			15	15	
<i>Sophomore Year</i>					
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	207	Business Machines	3-0-3		
SEC	208-9	Secretarial Accounting	3-0-3	3-0-3	
SEC	210	Introduction to Business Data Processing			3-0-3
			15	15	

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

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

³Refresher courses for qualified students with prior training.

EVENING PROGRAMS IN BUSINESS ADMINISTRATION

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



