



VII School of Business Administration

Sam Gould, Dean

John E. Rapp, Associate Dean

E. James Dunne, Associate Dean, Director of Graduate Program

Thomas W. Ferratt, Associate Dean for Learning Technology and Faculty Development

Mary Beth DeConinck, Assistant Director, Undergraduate Program

The School of Business Administration seeks to develop people and knowledge which make a difference in business and society. Our mission is to create outstanding value for our stakeholders by providing high quality educational programs, that deliver the best in business thinking and practice, embody the Catholic/Marianist educational tradition and prepare well-rounded graduates for successful business careers and further education.

The undergraduate curriculum has three distinct emphases: a foundation in the liberal arts, a firm grounding in the common body of business knowledge, and specialization in a business major. Supplemented with opportunities for enrichment, the curriculum stimulates critical thinking, enhances communication skills, integrates and synthesizes knowledge, and fosters ethical decision-making and moral leadership. It is built upon the enduring and fundamental bases of knowledge that can prepare students for careers in the complex global economy of the 21st century.

ADMISSION TO THE SCHOOL OF BUSINESS ADMINISTRATION

The minimum requirements for admission to the School of Business Administration are the following:

- Graduation from an accredited high school
- The following units of college preparatory subjects:

English	4 units
Mathematics (Algebra I & II, Geometry)	3 units
Natural Science with a Laboratory	1 unit
Social Science	2 units
- Students who rank in the upper half of their high school graduating class and who have SAT scores of 950 or ACT scores of 22 are automatically eligible for admission to the School of Business Administration. Applicants who do not meet these criteria are judged on an individual basis. Consideration is given to the type of courses taken, the type of secondary school attended, and leadership activities, in addition to class rank and standardized test scores.
- Any person whose native language is not English must submit an acceptable score in the Test of English as a Foreign Language (TOEFL). (See also International Students in Chapter III.)

TRANSFER STUDENTS

Candidates for admission from other accredited colleges or universities must be in good academic standing in the colleges or universities from which they are transferring, and must have a cumulative grade point average of at least 2.00 (on a scale of 4.0). Individual courses can be transferred only if the student earned a grade of C or better; courses in which a D grade was received will not be transferred. They must also meet the admission requirements as set by the faculty of the School of Business Administration. Upper-divisional business

courses can be transferred only from business schools accredited by the American Assembly of Collegiate Schools of Business (AACSB). At least 75 percent of the students' business courses must be completed at the University of Dayton. Students planning to attend two-year colleges before transferring to the School of Business Administration are encouraged to follow arts and sciences or pre-business programs rather than technical terminal programs. (See also Chapter III.)

RETURNING STUDENTS

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

REQUIREMENTS FOR THE BACCALAUREATE DEGREE

The School of Business Administration programs lead to the degree of Bachelor of Science in Business Administration upon satisfactory completion of the following requirements:

1. The candidate must complete successfully the first- and second-year business administration program, which is designed to give a wide and liberal education for a broader comprehension of the fields of business administration and economics. All students in the School of Business Administration must complete a common block of courses known as the SBA core.
2. The candidate must earn a cumulative grade point average of at least 2.0 in the total semester hours required for the degree and in the major. The 2.00 requirement in the major is calculated using *all* 300-400 level courses attempted in the student's major; courses numbered at the 100 or 200 level are *not* included in this calculation.
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 academic majors.
4. Candidates majoring in economics, finance, management, or marketing must complete a minimum of 121 semester hours. A major in accounting requires 122 semester hours, and a major in management information systems requires 124 semester hours.
5. The candidate's final 30 semester hours must be earned in residence at the University of Dayton.
6. The School of Business Administration will not accept any business or business-related courses more than ten years old.
7. A maximum of two semester hours of physical education activities courses (HSS 130) may be applied toward the minimum graduation requirement.
8. The candidate has the responsibility of meeting degree requirements in business administration. Therefore, the student should be thoroughly familiar with the course requirements and should keep a record of courses completed and semester hours applicable to degree requirements.

GRADING OPTION

All students in the School of Business Administration must register under Grade Option 1 for courses in any department of the School of Business Administration. Other courses that must be taken under Option 1 are MTH 128, 129; PHL 313; REL 368; the communication requirement; and general education courses. MIS majors must take required computer science courses under Option 1.

FIRST- AND SECOND-YEAR SBA PROGRAM

The program below is to be followed by students who will major in accounting, economics, finance, management, or marketing. Students planning to major in management information systems should follow the program outlined in the section on the Department of Management Information Systems and Decision Sciences (MIS) in this chapter.

The program below contains all of the requirements for the first and second years. There is flexibility in the sequencing of some courses—e.g., PHL 103 can be taken during either the first or the second semester; some courses listed in the first year can be taken during the second year or vice versa. Consult the academic advisor for sequencing options.

Dept.	No.	Course	Semester Hours	
			1st Term	2nd Term
First Year				
BAI	150	Business Educational Planning ¹	1	
BAI	103L	Business Computing Laboratory ¹	1	
ENG	101-102	College Composition I and II ²	3	3
HST	101 or 102	History of Western Civilization		3
MTH	128	Finite Mathematics ³	3	
MTH	129	Calculus for Business		3
PHL	103	Introduction to Philosophy	3	
REL	103	Introduction to Religion		3
CMM	101	Fundamentals of Oral Communication ⁴	3	
—	—	General Education requirements ⁵	3	4
			<u>17</u>	<u>16</u>
Sophomore Year				
ACC	207-208	Principles of Accounting I and II	3	3
DSC	210-211	Statistics for Business I and II	3	3
ECO	203-204	Principles of Microeconomics and Macroeconomics	3	3
—	—	Social science elective ⁶	3	
—	—	Communication requirement ⁷		3
MGT	203	Legal Environment of Business	3	
—	—	General Education requirements ⁵		3
			<u>15</u>	<u>15</u>

¹Does not count toward minimum graduation requirement. A proficiency test for BAI 103L is available for those with adequate background.

²Students placed in ENG 114 or 198 take a nonbusiness elective the second term.

³MTH 102 is recommended for students with insufficient knowledge of secondary mathematics. MTH 102 does not count toward minimum graduation requirement.

⁴Students testing out of CMM 101 will substitute a nonbusiness elective.

⁵See General Education Requirements, Chapter V. Some General Education courses are specified in the program (e.g. PHL 103); others are to be chosen from the listing of approved courses set forth in Chapter V.

⁶Choose any approved General Education social science elective.

⁷Choose from ENG 370, ENG 372, ENG 378, CMM 321, CMM 420 or CMM 421.

UPPER-LEVEL PROGRAMS

Specialization in the School of Business Administration occurs in the junior and senior years. Majors are available in accounting, economics, finance, management, management information systems, and marketing. These programs are described later in this chapter.

Each major involves some number of general electives, as seen in the appropriate program descriptions. In choosing electives, students must bear in mind two considerations. One is that at least three semester hours of general electives must be taken outside the School of Business Administration. The other is that a minimum of 54 semester hours of *all* academic work must be at the 300-400 level.

Double majors and minors in business administration are available; requirements for minors are set forth under the descriptions for each academic unit later in this chapter. Minors in some nonbusiness programs are also available; consult the appropriate department for details.

CERTIFICATE IN INTERNATIONAL BUSINESS

The certificate in international business is designed to certify a major emphasis in international business and consists of course work, language competency and an international experience. It is open to all university students, regardless of major, and enhances the qualifications of students seeking international careers. The certificate is posted on the student's transcript and a separate certificate is included with the student's baccalaureate degree. Five categories of requirements are involved for the certificate, as follows.

1. CORE BUSINESS COURSES

Two tracks are available, one for those seeking an economics and financial emphasis and the second for those seeking a marketing or personnel emphasis. Those seeking an economics or financial emphasis complete ACC 207 and 208 or ACC 301; ECO 203 and 204; FIN 301 and DSC 316. Those seeking a marketing or personnel emphasis complete ACC 207 or ACC 301 and ECO 203.

2. INTERNATIONAL BUSINESS COURSES

Students take two international business courses. It is recommended that those seeking the economics or financial emphasis select two from among the following: ACC 412, ECO 450, ECO 460, ECO 461 or FIN 450. It is recommended that those seeking a marketing or personnel emphasis select two from the following: ECO 450, MGT 430, MKT 440 or MKT 445. Students following either emphasis may substitute from the above lists, so long as two international business courses are completed.

3. CAPSTONE COURSE

All students seeking the international business certificate are required to complete BAI 450, Seminar in Current Global Issues.

4. LANGUAGE COMPETENCY

All students seeking the international business certificate are required to demonstrate language proficiency equivalent to two years of college language.

5. INTERNATIONAL EXPERIENCE

All students seeking the international business certificate are required to complete an international experience—a study abroad program, a study abroad intensive language program, an international internship or a significant international work experience.

MINOR IN INTERNATIONAL BUSINESS

The minor in international business is an interdisciplinary program in business administration which consists of 18 semester hours. Nine of these are chosen from business courses; the remaining nine are chosen from nonbusiness internationally-related courses, in consultation with the student's academic advisor. It is recommended, but not required, that a portion of the nine semester hours of nonbusiness courses be upper-level language courses.

The requirement for international business courses consists of three courses, one each from any three of the following functional areas. One of these courses may also count toward the student's major, with the approval of the department chairperson.

Accounting:

ACC 412 International Accounting

Economics:

ECO 450 Comparative Economic Systems

ECO 460 Economic Development and Growth

ECO 461 International Economics

Finance:

FIN 450 International Business Finance

Management:

MGT 430 Multinational Corporate Management

Marketing:

MKT 440 Multinational Marketing

MKT 445 Special Topics in International Marketing (for Study Abroad Program)

Business Administration Interdisciplinary:

BAI 301 Practicum in International Business

MINOR IN BUSINESS ADMINISTRATION

Two minors in business administration are available to students in other divisions of the university. One is designed to prepare students with any undergraduate major to pursue a Master of Business Administration (MBA) degree; the other is for students who may be seeking business careers.

MBA preparation. Most MBA programs prefer that incoming students complete courses in the basic business disciplines. Students enrolling in MBA programs without the basic courses are typically required to complete them before proceeding to regular master's level courses, which extends considerably the time required to complete MBA requirements. The courses listed below will fulfill these basic requirements in most MBA programs; completion of the courses entitles a student to list a minor in business administration. Students are required to take all of the following.

ECO 203, 204	Principles of Microeconomics and Principles of Macroeconomics
ACC 301	Financial Accounting
DSC 210, 211	Statistics for Business I and II
DSC 316	Production and Operations Management
FIN 301	Business Finance
MGT 203	Legal Environment of Business
MGT 311	Organization Behavior and Management
MIS 365	Management Information Systems

Career minor. Any student may also complete a minor in business administration which emphasizes a background for business careers. The requirements for this minor are listed below.

Lower level courses. Students are required to complete all of the following:

ECO 203-204	Principles of Microeconomics and Principles of Macroeconomics
ACC 301	Financial Accounting
MTH 207	Statistics for Business I (or some other statistics course)
MGT 203	Legal Environment of Business

Upper level courses: Students must complete any three of the following:

ECO 346	Intermediate Microeconomics
DSC 316	Production and Operations Management
FIN 301	Business Finance
MGT 311	Organization Behavior and Management
MIS 365	Management Information Systems
MKT 305	Principles of Management

Two additional upper level courses, both from the same functional area: DSC, ECO, FIN, MGT, MKT or MIS. These courses must be selected from one of the three areas in which the student has taken the upper level core course listed above.

INTERNSHIP

Internship is work experience offered for academic credit in each of the departments in the School of Business Administration. The intent is to provide practical experience in implementing the theory and skills learned in the classroom, in work associated with the student's academic concentration. It is an option open to all undergraduate students pursuing four-year programs once they have fulfilled the following prerequisites:

1. Students must have completed a minimum of 45 semester hours.
2. A minimum of 2.0 cumulative grade average is required and must be maintained.
3. Approval from the department chairperson of the student's major is a prerequisite for participation in the program.

Positions offered to students may be either compensatory or noncompensatory. The intent of the internship is to be beneficial to both the students and the participating organizations. Students are encouraged to find positions themselves, and these are acceptable if the employers agree to the conditions for participating organizations.

Credits earned in internship may be applied as general electives or associated with the student's major, depending upon the requirements of the individual departments. The maximum number of semester hours that may be earned over the full four-year degree program is twelve. Individual department requirements differ and should be checked under the 497 course numbers in the pages which follow.

The internship program is offered in all terms with special policy and conditions governing the summer session. During the first and second terms internships are offered in the Dayton area, while during the summer session arrangements can be made for out-of-town participation. Interested students should see the internship coordinator for further information as soon as they are eligible for participation.

COOPERATIVE EDUCATION

The School of Business Administration participates in the University of Dayton Cooperative Education Program, which is an optional program of full-time, on-campus study alternating with terms of full-time, off-campus work training. For a fuller explanation of the program, refer to Chapter X.

ACC

ACCOUNTING (ACC)

The Department of Accounting offers a program that prepares students to begin professional careers in public accounting, private industry, government, and not-for-profit organizations. The accounting program emphasizes communication, intellectual and interpersonal skills, general education and business and accounting knowledge, with a professional, ethical orientation.

An accounting major must earn credit in at least seven upper-level accounting courses. Six specific courses are required: ACC 303, 305, 306, 341, 401, and 420. At least one additional accounting course is required. All upper-division accounting courses require a minimum grade of "C" in all prerequisite accounting courses. Students should consult with their academic advisor about selecting accounting and other elective courses appropriate to particular career goals. Students should also consult their advisor or the chairperson about opportunities for professional work-experience (e.g., co-op or internship), minors, international opportunities/study, requirements for professional (e.g., CPA) examination, etc.

Students may complete the new "150 semester hour" requirements to register for the CPA Exam in Ohio (effective in Ohio on Jan. 1, 2000) and numerous other states. The MBA program with a specialization in accounting is particularly useful in this regard. Consult the department chairperson or the advisor for more information.

PROGRAM B1: BACHELOR OF SCIENCE WITH A MAJOR IN ACCOUNTING (ACC)

Dept.	No.	Course	Semester Hours	
			1st Term	2nd Term
Junior Year				
ACC	303	Managerial Accounting	3	
ACC	305-306	Intermediate Financial Accounting I & II	4	3
ACC	341	Accounting Information Systems I		3
FIN	301	Business Finance		3
MGT	311	Organization Behavior and Management	3	
MIS	365	Management Information Systems	3	
MKT	305	Principles of Marketing	3	
PHL	313	Business Ethics		3
or				
REL	368	Christian Ethics and the Business World		
—	—	General Education requirement ¹		3
			16	15
Senior Year				
ACC	401	Auditing Principles		3
ACC	420	Federal Income Taxation	3	
ACC	—	Accounting elective ²	3	
DSC	316	Production and Operations Management	3	
ECO	—	Economics elective ³	3	
MGT	490	Strategic Management and Policy ²		3
—	—	General Education requirement ¹		3
—	—	General electives ⁴	3	6
			15	15

¹See General Education Requirements, Chapter V. Some General Education courses are specified in the program (e.g., PHL 313 or REL 368); others are to be chosen from the listing of approved courses set forth in Chapter V.

²May be waived, and replaced by general electives, for students electing to complete a combined B.S. with a major in accounting and an MBA with a specialization in accounting, the latter as a full-time student, at U.D. Total hours required for graduation for a B.S. with a major in accounting will drop from 122 to 121 and general elective hours increase from 9 to 11 or 14, depending on whether one or both courses are waived.

³Choose any 300 or 400 level economics course.

⁴At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. A minimum of 54 sem. hrs. of all academic work must be at the 300-400 level.

The program above contains all of the junior and senior requirements for an accounting major. There is flexibility in the sequencing of some courses. Consult the academic advisor for sequencing options.

For a minor in accounting, at least 19 semester hours are required as follows:

ACC 207-208, Introduction to Accounting (ACC 301 substitutes for ACC 207.)

ACC 305-306, Intermediate Financial Accounting

Two additional accounting courses, chosen in consultation with the department chairperson.

FACULTY

Ronnie J. Burrows, *Chairperson*

David Smith, *Ernest & Young Faculty Scholar of Accounting*

Professors: Roehm, Smith

Associate Professors: Brady, Burrows, Geary, Rosenzweig, Vorherr

Assistant Professor: Hartwell

Lecturer: Hadley

COURSES OF INSTRUCTION

ACC 207. INTRODUCTION TO FINANCIAL ACCOUNTING: Introduction to financial accounting concepts, procedures, and terminology. The accounting framework for recording transactions and reporting to parties external to the organization. Prerequisites: Sophomore standing and BAI 103L or equivalent.

3 sem. hrs.

ACC 208. INTRODUCTION TO MANAGERIAL ACCOUNTING: Management use of accounting data in planning and controlling organization activities; theories and practices of cash flow reporting, cost accounting and analysis of data for management decision making. Prerequisite: ACC 207.

3 sem. hrs.

ACC 301. INTRODUCTION TO ACCOUNTING: Introduction to financial and managerial accounting concepts, terminology, purposes, and applications for the nonbusiness student. Not open to students in the School of Business Administration or to those with credit in ACC 207.

3 sem. hrs.

ACC 303. MANAGERIAL ACCOUNTING: The production, dissemination, and interpretation of financial information for use within an organization. Information for planning, decision making, and control. Study of typical cost accounting systems in various organizations. Prerequisites: ACC 207 and 208; junior standing.

3 sem. hrs.

ACC 305-306. INTERMEDIATE FINANCIAL ACCOUNTING I & II: Comprehensive treatment of financial accounting concepts, principles, and procedures used in the preparation and analysis of financial statements. Prerequisites: ACC 207 and 208; junior standing. ACC 305 is a prerequisite for ACC 306.

4 and 3 sem. hrs. respectively

ACC 341. ACCOUNTING INFORMATION SYSTEMS I: Study of designs of accounting systems, including their impact on management decision making and control. Emphasis on (1) a systems approach to the flow of data, (2) system internal control, and (3) computer applications in accounting. Prerequisites: ACC 207 and 208 and MIS 365 or permission of chairperson.

3 sem. hrs.

ACC 401. AUDITING PRINCIPLES: Study of the concepts, standards, and procedures used to judge and report on the degree of correspondence between quantifiable information and established criteria; introduction to internal, operational, and governmental auditing. Prerequisites: ACC 306 and 341.

3 sem. hrs.

ACC 402. ACCOUNTING FOR NOT-FOR-PROFIT ORGANIZATIONS: Study of the principles, techniques, and procedures related to financial reporting of governmental units and other not-for-profit entities. Prerequisite: ACC 306.

3 sem. hrs.

ACC 404. ADVANCED MANAGERIAL ACCOUNTING: Study of the more involved methods and concepts of managerial cost accounting. Includes advanced topics in cost determination and analysis, quantitative methods, behavioral aspects of management decision-making and control systems. Prerequisites: ACC 303 and 341.

3 sem. hrs.

ACC 408. ADVANCED FINANCIAL ACCOUNTING: Study of the principles and procedures in accounting for specialized uses in business combinations, consolidations, government and other not-for-profit entities, multinational companies, and foreign currency transactions. Prerequisite: ACC 306.

3 sem. hrs.

ACC 412. INTERNATIONAL ACCOUNTING: Introduction to the issues and problems of international business as they relate to accounting; how various countries perceive and deal with specific accounting problems. Prerequisite: ACC 208 or permission of chairperson.

3 sem. hrs.

ACC 413. ADVANCED ACCOUNTING PROBLEMS: Comprehensive study and analysis of accounting principles and practices, using specific problems for development of approaches to problem solving. Prerequisite: Permission of chairperson.

3 sem. hrs.

ACC 414. SEMINAR IN ACCOUNTING: Study of accounting theory, current accounting issues, and recent authoritative pronouncements. Prerequisite: 12 sem. hrs. of upper-level ACC courses or permission of instructor.

3 sem. hrs.

ACC 420. FEDERAL INCOME TAXATION: Study of federal income tax laws and their application to individuals, partnerships, and corporations. The historical, social, economic, and political influence on taxation laws are emphasized. Consideration is given to legal, moral, business, and personal factors involved in taxation. Prerequisite: ACC 305 or ACC 207 (or ACC 301) with permission of chairperson.

3 sem. hrs.

ACC 421. ADVANCED TAXATION: Study of taxation of corporations, partnerships, and estates and trusts. Emphasis on the impact of taxation on business entities. Prerequisite: ACC 420. *3 sem. hrs.*

ACC 430. LAW FOR THE ACCOUNTING PROFESSION: Study of major laws affecting the public and private practice of accounting; contracts, property, commercial code, bankruptcy, business organizations, legal responsibility, and government regulations. Credit does *not* apply to requirements for ACC major. Prerequisites: MGT 203; permission of chairperson. *3 sem. hrs.*

ACC 441. ACCOUNTING INFORMATION SYSTEMS II: Examination of accounting systems with exposure to systems design and evaluation, complex spreadsheet applications, decision support systems, and data base management applications. Prerequisite: ACC 341 or permission of instructor. *3 sem. hrs.*

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

ACC 497. LABORATORY WORK EXPERIENCE: Supervised accounting work experience in association with a participating public accounting, industrial, commercial, educational, health-care, or governmental organization. (See internship coordinator for details.) Credit does *not* apply to requirements for ACC major. Permission of chairperson required. *1-6 sem. hrs.*

ACC 498. COOPERATIVE EDUCATION: Full-time accounting work term(s), alternating with study terms for a multi-term experience. (See Chapter X; consult Career Placement Center for details.) Credit does *not* apply to requirements for ACC major. Permission of chairperson required. *1-6 sem. hrs.*

ACC 499. INDEPENDENT STUDY IN ACCOUNTING: Directed readings, independent study, and research projects in selected fields of accounting. Periodic conferences with instructor. Prerequisites: Senior status in accounting; permission of chairperson and instructor. *1-6 sem. hrs.*

DSC

DECISION SCIENCES (DSC)

The Department of Management Information Systems and Decision Sciences offers courses in several quantitative and systems areas, a major and a minor in management information systems (see MIS), and a minor in decision sciences.

Decision sciences is the study of analysis, quantitative methodologies, and their application to the functional and behavioral problems of any organization. The major areas of study include applied statistics, operations research, and production and operations management. All business students take three decision sciences courses as part of their core business coursework: DSC 210, Statistics for Business I; DSC 211, Statistics for Business II; and DSC 316, Production and Operations Management.

The minor in decision sciences (DSC) offers business majors and other students an opportunity to develop their skills in the quantitative methods which support managerial decision making. The following courses are required for a minor in decision sciences:

DSC 210, Statistics for Business I

DSC 211, Statistics for Business II

MIS 365, Information Systems in Organizations

DSC 370, Decision Support Systems

DSC 316, Production and Operations Management

Six additional semester hours of DSC or MIS courses.

Specific courses in other areas (e.g. mathematics) may be used. See chairperson for approval.

FACULTY

Jeffrey A. Hoffer, *Chairperson, Department of Management Information Systems and Decision Sciences*

Professor Emeritus: Casey

Prabuddha De, *Sherman-Standard Register Chair in MIS*

Professors: De, Dunne, Ferratt, Hoffer, Vlahos, Wells

Associate Professors: Amsden, Bohlen, Young, Prasad, Sinha

Lecturer: Davis

COURSES OF INSTRUCTION

DSC 210. STATISTICS FOR BUSINESS I: Basic concepts of statistics including descriptive statistics, probability, probability distributions, and estimation. Prerequisites: MTH 129; BAI 103L. 3 sem. hrs.

DSC 211. STATISTICS FOR BUSINESS II: Tests of hypotheses, analysis of variance, simple and multiple regression and correlation, and nonparametric methods. Prerequisite: DSC 210. 3 sem. hrs.

DSC 313. ADVANCED BUSINESS STATISTICS: Selected topics from advanced statistics with emphasis on business applications. Prerequisite: DSC 211 or equivalent. 3 sem. hrs.

DSC 316. PRODUCTION AND OPERATIONS MANAGEMENT: Study of the management of processes that produce goods and services. Emphasis on the use of quantitative techniques in the analysis of production systems. Discussion of current trends such as just-in-time, total quality, and flexible manufacturing. Prerequisite: DSC 211 or equivalent. *3 sem. hrs.*

DSC 370. DECISION SUPPORT SYSTEMS: Information systems and mathematical modeling for managerial analysis and decision making. Develops skills to solve problems using computer-based modeling in selected disciplines, such as marketing or finance. Topics include components of a DSS, linear programming, simulation modeling, group decision making, and intelligent support systems. Prerequisites: DSC 211; MIS 365. *3 sem. hrs.*

DSC 410. DECISION THEORY: Introduction to the analysis of decisions under uncertainty. Topics include structuring of the decision process, Bayesian decision theory, and multicriteria decision making. Prerequisite: DSC 211 or equivalent. *3 sem. hrs.*

DSC 415. SIMULATION MODELING AND ANALYSIS: Introduction to simulation models in support of business decision making. Emphasis on building and analyzing models in a variety of applications including manufacturing and service systems. Study and use of a simulation language. Prerequisites: BAI 103L; DSC 211. DSC 370 recommended. *3 sem. hrs.*

DSC 430. QUALITY AND JIT IN MANUFACTURING: The concepts of just-in-time manufacturing, total quality system, and statistical process control. Projects, tours, and guest speakers. Prerequisite: DSC 316. *3 sem. hrs.*

DSC 435. ANALYSIS OF FACTORY SYSTEMS: Concepts and techniques for the analysis, design, and management of factory production systems. Work-flow layout, scheduling techniques, stochastic process models, simulations, and computerized factory models. Prerequisites: DSC 370, 316. *3 sem. hrs.*

DSC 440. CONTINUOUS IMPROVEMENT: Theory and practice of continuous improvement especially as applied in manufacturing; comparison to the traditional operations management approach, tools and techniques, the KAIZEN approach. Prerequisite: DSC 316. *3 sem. hrs.*

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

DSC 494. SEMINAR IN DECISION SCIENCES: Study of selected topics or issues in applied statistics, quantitative business analysis, and production and operations management. Topics vary from time to time. May be taken more than once if topics change. Title will reflect topics covered in a particular offering. *3 sem. hrs.*

DSC 497. LABORATORY WORK EXPERIENCE: Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, or governmental organization, practical experience in work associated with the student's minor concentration. (See internship coordinator for details.) Does not satisfy MIS elective. Permission of chairperson required. *1-6 sem. hrs.*

DSC 499. INDEPENDENT STUDY IN DECISION SCIENCES: Research in conjunction with a faculty member on a subject within the general area of decision sciences. Normally open only to juniors and seniors who have attained a cumulative grade-point average of 3.0 or above. Permission of chairperson required. *1-6 sem. hrs.*

ECO

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, Principles of Micro- and Macroeconomics; ECO 346, Intermediate Microeconomic Analysis; ECO 347, Intermediate Macroeconomic Analysis; and 15 semester hours of economics electives. Students in the College of Arts and Sciences desiring to major in economics will follow the program for the Bachelor of Arts in Economics. (See ECO, Chapter VI.)

The program below contains all of the junior and senior requirements for an economics major. There is flexibility in the sequencing of some courses. Consult the academic advisor for sequencing options.

PROGRAM B2-A: BACHELOR OF SCIENCE WITH A MAJOR IN ECONOMICS (ECO)

Dept.	No.	Course	Semester Hours	
			1st Term	2nd Term
Junior Year				
ECO	346	Intermediate Microeconomic Analysis	3	
ECO	347	Intermediate Macroeconomic Analysis		3
ECO	—	Economics elective		3
FIN	301	Business Finance	3	
MGT	311	Organization Behavior and Management	3	
MIS	365	Management Information Systems		3
MKT	305	Principles of Marketing		3
PHL	313	Business Ethics	3	
or				
REL	368	Christian Ethics and the Business World		
—	—	General Education requirement ¹	3	
—	—	General elective ²		3
			<hr/>	<hr/>
			15	15
Senior Year				
DSC	316	Production and Operations Management	3	
ECO	—	Economics electives	6	6
MGT	490	Strategic Management and Policy		3
—	—	General Education requirement ¹	3	
—	—	General electives ²	<hr/>	<hr/>
			3	6
			<hr/>	<hr/>
			15	15

¹See General Education Requirements, Chapter V. Some General Education courses are specified in the program (e.g., PHL 313 or REL 368); others are to be chosen from the listing of approved courses set forth in Chapter V.

²At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. A minimum of 54 sem. hrs. of all academic work must be at the 300-400 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 Analysis

Six additional semester hours in economics.

FACULTY

Elizabeth Gustafson, *Chairperson*

Hamid Beladi, *Charles R. and Patricia R. Niehaus*

Chair in Memory of Al H. Mahrt and Marcie N. Mahrt in Business Administration

Professors: Beladi, Chen, Rapp, Weiler, Winger

Associate Professors: Frasca, Gustafson, Hadley, Mohan, Sauer

Assistant Professors: Ruggiero, Steiner, Whyte

Adjunct Instructor: John

COURSES OF INSTRUCTION

* ECO 203. PRINCIPLES OF MICROECONOMICS: An introduction to consumer and producer behavior in a market economy, demand and supply, pricing and firm behavior under perfect and imperfect competition, and the distribution of income. Discussion of current topics in microeconomics may be included. 3 sem. hrs.

* ECO 204. PRINCIPLES OF MACROECONOMICS: Introductory economic analysis of the macroeconomy; the determination of gross national product, employment, inflation and the interest rate in the U.S. economy. Government policy, money and banking, and international trade are analyzed. Prerequisite: ECO 203 recommended. 3 sem. hrs.

* ECO 310. ECONOMICS OF THE ENVIRONMENT: Introduction to the economics of the global environment including an analysis of market failure as a cause of environmental degradation. Topics covered include cost-benefits analysis, criteria for public investment, regulation of the environment, and the sustainable global environment. Prerequisite: ECO 203 strongly recommended. 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 390. ANTITRUST ECONOMICS: Study of how economic analysis has been applied in the interpretation of the antitrust statutes. Examines major anti-trust laws and relevant case law and reviews economic theories of market behavior. Prerequisite: ECO 203. 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. Prerequisites: ECO 203, 204. 3 sem. hrs.

ECO 441. **ECONOMETRICS:** Training in the art of making economic measurements from empirical data, using regression analysis as the principal tool; use of a computer program for determining the parameters and statistical measures of the regression equation; interpretation of the results by statistical inference. Prerequisites: Differential calculus and basic statistics or permission of the instructor.

3 sem. hrs.

ECO 442. **MONEY AND BANKING:** Principles of money and monetary systems; commercial banking and the role of the Federal Reserve System; monetary theory and policy; the mechanism of international payments. Prerequisites: ECO 203, 204.

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. A comparative analysis of how each type of economic system allocates resources to achieve desired economic goals. Prerequisites: ECO 203, 204.

3 sem. hrs.

ECO 460. **ECONOMIC DEVELOPMENT AND GROWTH:** Study of various dynamic economic theories of growth and structural change; the role of particular factors of production and related noneconomic variables in the development process, primarily, though not exclusively, of Third World nations. Prerequisites: ECO 203, 204.

3 sem. hrs.

ECO 461. **INTERNATIONAL TRADE:** Study of international trade and comparative advantage, trade interventions including tariffs and quotas, free trade agreements and trading blocks, international factor movements, and the international pattern of production and trade. Prerequisites: ECO 203, 204. ECO 346 recommended.

3 sem. hrs.

ECO 471. **LABOR ECONOMICS:** Theory of labor supply and demand, human capital theory, and the process by which wages are determined in various factor markets; applications to topics of unemployment, unions, migration, discrimination, and skill differentials. Prerequisites: ECO 203, 204.

3 sem. hrs.

ECO 485. **URBAN AND REGIONAL ECONOMICS:** Treatment of certain theoretical concepts such as location theory and theories of land use and land rent; an economic interpretation for the existence of cities; applying economic analysis to the problems of traffic congestion, pollution, race, poverty, and urban sprawl. Prerequisite: ECO 203. ECO 346 recommended.

3 sem. hrs.

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

3 sem. hrs. each

ECO 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. COOPERATIVE EDUCATION: Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Does *not* count toward economics major. Permission of chairperson required. *3 sem. hrs.*

ECO 497. LABORATORY WORK EXPERIENCE: Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, or governmental organization; practical experience in work associated with the student's major or minor concentration. (See internship coordinator for details.) Does *not* count toward economics major. Permission of chairperson required. *3 sem. hrs.*

ECO 498. STUDIES IN ECONOMICS (HONORS): Directed readings and research in selected fields of economics. The number of sem. hrs. will depend on the amount of work chosen. The course will involve periodic discussions with faculty and other students in the course. May be taken more than once for additional credit. Prerequisite: 3.0 average in economics with a minimum of 9 sem. hrs. in economics; nomination by faculty and permission of chairperson required. *1-6 sem. hrs.*

*General Education course. See Chapter V.



FIN

FINANCE (FIN)

The major program in finance is designed for students seeking careers in finance, banking, security analysis, or financial institutions. A major in finance is also excellent preparation for graduate study in finance, business administration, and law.

The student majoring in finance will complete FIN 301, Business Finance; FIN 360, Investments; FIN 371, Money and Capital Markets; and a minimum of 12 semester hours of finance electives, 9 of which must be at the 400 level. The student has several optional considerations, which include corporate finance, investment banking, and financial institutions.

The program below contains all of the junior and senior requirements for a finance major. There is flexibility in the sequencing of some courses. Consult the academic advisor for sequencing options.

PROGRAM B2-B: BACHELOR OF SCIENCE WITH A MAJOR IN FINANCE (FIN)

Dept.	No.	Course	Semester Hours	
Junior Year			1st Term	2nd Term
ECO	—	Economics elective ¹	3	
FIN	301	Business Finance	3	
FIN	360	Investments		3
FIN	371	Money and Capital Markets		3
MGT	311	Organization Behavior and Management	3	
MIS	365	Management Information Systems	3	
MKT	305	Principles of Marketing		3
PHL	313	Business Ethics		3
or				
REL	368	Christian Ethics and the Business World		
—	—	General Education requirement ²		3
—	—	General elective ³	3	
			15	15
Senior Year				
DSC	316	Production and Operations Management	3	
FIN	—	Finance electives ⁴	6	6
MGT	490	Strategic Management and Policy		3
—	—	General Education requirement ²	3	
—	—	General electives ³	3	6
			15	15

¹Choose any 300 or 400 level economics course.

²See General Education Requirements, Chapter V. Some General Education courses are specified in the program (e.g., PHL 313 or REL 368); others are to be chosen from the listing of approved courses set forth in Chapter V.

³At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. A minimum of 54 sem. hrs. of all academic work must be at the 300-400 level.

⁴The 12 sem. hrs. of finance electives must include at least 9 sem. hrs. at the 400 level.

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

FIN 301, Business Finance

FIN 360, Investments

FIN 371, Financial Markets and Institutions

Six additional semester hours in finance, which must include at least three semester hours at the 400 level.

FACULTY

Elizabeth Gustafson, *Chairperson*

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Associate Professors: Frasca, Gustafson, Hadley, Mohan, Sauer

Assistant Professors: Ruggiero, Steiner, Whyte

COURSES OF INSTRUCTION

FIN 300. 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. 3 sem. hrs.

FIN 301. BUSINESS FINANCE: Principles and techniques used by business firms in managing and financing their current and fixed assets; sources of funds within the capital markets; determinants of the financial structure; analytical techniques. Prerequisites: ECO 203; ACC 207 or 301. 3 sem. hrs.

FIN 330. INSURANCE AND RISK MANAGEMENT: Study of the basic concepts of business and personal risks from the standpoint of creation, identification, reduction, elimination, and evaluation of risks; the use of insurance in meeting problems of risk. 3 sem. hrs.

FIN 336. PRINCIPLES OF REAL ESTATE: Survey of real estate industry with emphasis on its structure, regulation, growth, needs, financing, and future. Analysis of the methods of determining land use and evaluation of the theories of city development. 3 sem. hrs.

FIN 360. INVESTMENTS: The principles and techniques used by the investor in selecting securities, emphasis on the stock and bond markets; security valuation methods leading to the selection of individual issues; portfolio theory. Prerequisite: FIN 301. 3 sem. hrs.

FIN 371. FINANCIAL MARKETS AND INSTITUTIONS: Study of financial markets and financial institutions, including the Federal Reserve, interest rate theories, money and capital market securities, interest rate futures, options and swaps, international financial markets, such as commercial banking, insurance, and investment banking. Prerequisite: FIN 301. 3 sem. hrs.

FIN 450. INTERNATIONAL BUSINESS FINANCE: Introduction to problems facing financial management of international companies, including foreign exchange risk, working capital and capital budgeting decisions for multinational corporations, international financing, accounting and control. Prerequisite: FIN 301. 3 sem. hrs.

FIN 460. PORTFOLIO MANAGEMENT AND SECURITY ANALYSIS: Advanced valuation theory and security analysis; portfolio construction, evaluation, and management. Prerequisites: FIN 301, 360. *3 sem. hrs.*

FIN 471. MANAGEMENT OF FINANCIAL INSTITUTIONS: Integrated and comprehensive analysis of financial institutions that include depository institutions, finance companies, contractual intermediaries, securities firms, and investment companies. Prerequisites: FIN 301, 371. *3 sem. hrs.*

FIN 480. SPECULATIVE MARKETS: Study of options and futures markets fundamentals, trading strategies, hedging and speculation, pricing theories, and market regulations. Prerequisites: FIN 301, 360. *3 sem. hrs.*

FIN 490. ADVANCED FINANCIAL ANALYSIS: Advanced study of current developments in financial planning, acquisition of funds, asset management valuation; policy strategy and techniques in financial decision making. Prerequisite: FIN 301. *3 sem. hrs.*

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

FIN 493. SEMINAR IN INVESTMENTS: Application of investment theory and techniques in a real-world setting. Students manage a funded portfolio in terms of establishing objectives, selecting securities to buy (sell), and evaluating portfolio performance. Emphasis is placed upon attempting to identify undervalued common stocks. Prerequisite: FIN 360 required; FIN 460 highly recommended. Admission to the course is limited and must be approved by the instructor. *3 sem. hrs.*

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

FIN 496. COOPERATIVE EDUCATION: Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Does *not* count toward finance major. Permission of chairperson required. *3 sem. hrs.*

FIN 497. LABORATORY WORK EXPERIENCE: Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, or governmental organization; practical experience in work associated with the student's major or minor concentration. (See internship coordinator for details.) Does *not* count toward finance major. Permission of chairperson required. *3 sem. hrs.*

FIN 498. STUDIES IN FINANCE (HONORS): Directed readings and research in selected fields of finance. The number of semester hours 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; nomination by faculty and permission of chairperson required. *1-6 sem. hrs.*

INTERDISCIPLINARY STUDIES (BAI)

BAI 150. BUSINESS EDUCATIONAL PLANNING: Introduction to the School of Business Administration and the University. Development of approaches to all inclusive educational planning. Does not count toward minimum graduation requirement. *1 sem. hr.*

BAI 103L. BUSINESS COMPUTING LABORATORY: Basic computer literacy—hardware, software, databases, networks; introduction to business computer laboratories; use of word-processing, spreadsheet and other business software. Does not count toward minimum graduation requirement. *1 sem. hr.*

BAI 199. BUSINESS SCHOLARS FORUM I: Exploration and discussion of a wide range of business topics. Weekly sessions led by faculty members and guest professionals in their areas of expertise. Open only to first-year Business Scholars. *1 sem. hr.*

BAI 201. BUSINESS SCHOLARS FORUM II: Similar to BAI 199 with topics geared to sophomore Business Scholars. Open only to sophomore Business Scholars. *1 sem. hr.*

BAI 295. CAREER DEVELOPMENT SEMINAR: Seminar for exploration of career options. Involves exploring career options, investigating tentative career choices, deciding on potential career direction, and developing the knowledge and skill to pursue a career direction. Should be taken second semester sophomore year or either semester junior year. Prerequisite for internship or co-op experience if either is undertaken for academic credit. *1 sem. hr.*

BAI 301. PRACTICUM IN INTERNATIONAL BUSINESS: Study and analysis of international business concepts: objectives and ethics; planning; decision-making; business skills and entrepreneurial aptitudes. Comparative analysis of various cultures and their impact on international business operation. *3 sem. hrs.*

BAI 400. DEAN'S LEADERSHIP LABORATORY: For participation in student advisor program for first year students. Permission of dean's office required. *1 sem. hrs.*

BAI 450. SEMINAR IN CURRENT GLOBAL ISSUES: Seminar focusing on various contemporary international issues and regions; topics vary. Required of students completing the certificate in international business. *3 sem. hrs.*

BAI 497. LABORATORY WORK EXPERIENCE: Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, or governmental organization; practical experience in work associated with the student's major or minor concentration. (See internship coordinator for details.) Does not count toward major. Permission of dean required. *3-6 sem. hrs.*

MGT

MANAGEMENT (MGT)

The Department of Management and Marketing offers a major and a minor in both management and in marketing (see MKT).

A student with a major or minor in management learns the principles necessary for the coordination of organizational resources to achieve personal, organizational, and societal goals. Courses in the major are designed to help students develop understanding and competence in areas such as motivation, organizational design, human resource management, organizational change implementation, effective goal setting, job design, leadership, and project management.

Academic training in management makes students particularly suited for careers in which their understanding and ability to effectively influence human behavior is key to their success. Broadly, these might include such work responsibilities as overseeing operations and sales activities, coordinating transportation of goods and delivery of services, planning and implementing organizational change, selection and training of employees, and defining organizational strategies and setting organizational and individual goals to achieve those strategies. Because management is a broad-based discipline with application across many types of organizations, management majors are equipped for careers in business, educational, governmental, religious, or military organizations.

The major in management consists of:

- MGT 311, Organizational Behavior,
- MGT 312, Organizational Theory and Design and
- 15 additional semester hours of management electives.

The minor in management consists of:

- MGT 311, Organizational Behavior,
- MGT 312, Organizational Theory and Design, and
- 9 additional semester hours of 300-400 level management courses other than MGT 490. Students enrolled in the School of Business Administration may not use core courses for the nine-semester-hour requirement.

Management majors frequently combine their academic studies with either a co-op or internship work experience. Academic credit for such experiences is approved on a case-by-case basis with the criteria being the nature of the experience and its degree of integration into the student's academic program.

The program below contains all of the junior and senior requirements for a management major. Flexibility exists in the sequencing of some courses; however, students should consult an academic advisor for sequencing options.

PROGRAM B3-A: BACHELOR OF SCIENCE WITH A MAJOR IN MANAGEMENT (MGT)

Dept.	No.	Course	Semester Hours	
Junior Year			1st Term	2nd Term
DSC	316	Production and Operations Management		3
ECO	—	Economics elective ¹	3	
FIN	301	Business Finance	3	
MGT	311	Organizational Behavior	3	
MGT	312	Organization Theory and Design		3
MGT	—	Management elective		3

MIS	365	Management Information Systems		3
MKT	305	Principles of Marketing	3	
—	—	General Education requirement ²		3
—	—	General elective ³	3	
			<hr/>	<hr/>
			15	15
Senior Year				
MGT	490	Strategic Management and Policy		3
MGT	—	Management electives	6	6
PHL	313	Business Ethics		3
or				
REL	368	Christian Ethics and the Business World		
—	—	General Education requirement ²	3	
—	—	General electives ³	6	3
			<hr/>	<hr/>
			15	15

¹Choose any 300 or 400 level economics course.

²See General Education Requirements, Chapter V. Some General Education courses are specified in the program (e.g., PHL 313 or REL 368); others are to be chosen from the listing of approved courses set forth in Chapter V.

³At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. A minimum of 54 sem. hrs. of all academic work must be at the 300-400 level.

The following courses are required for a minor in management:

MGT 311, Organization Behavior and Management

MGT 312, Organization Theory and Design

Nine additional semester hours of 300-400-level management courses other than MGT 490. Students enrolled in the School of Business Administration may not use core courses for the nine-semester-hour requirement.

FACULTY

Wesley C. King, Jr., *Chairperson*

Professors Emeriti: Darr, R. Miller

Professor: Gould

Associate Professors: Bickford, Dehler, King, Lee, Schenk,
Stilwell

Assistant Professor: Berger, Combs

Lecturer: Forlani

Adjunct: Manders, T. Miller, Kairis, Reed

COURSES OF INSTRUCTION

MGT 203. LEGAL ENVIRONMENT OF BUSINESS: Introduction to the legal system and judicial process as they affect the business community. Development of legal reasoning in substantive law of contracts, torts, and agency. 3 sem. hrs.

MGT 311. ORGANIZATIONAL BEHAVIOR AND MANAGEMENT: Introduction to the study of organizational behavior, which concerns the behavior of people as they interact within organizations to achieve both personal and organizational goals. Prerequisite: Junior standing. 3 sem. hrs.

MGT 312. ORGANIZATION THEORY AND DESIGN: A survey course focusing on organization-level analysis, context and structure. Topics include environments, effectiveness, power, technology, culture and information processing. Prerequisite: Junior standing. *3 sem. hrs.*

MGT 314. PERSONNEL AND HUMAN RESOURCE MANAGEMENT: Survey of the basic personnel management functions—employment, wage and salary administration, training and development, labor relations, health and safety, and organizational and personnel planning—and their related policies. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 320. ENTREPRENEURSHIP: Study of all phases in the life span of the owner-managed enterprise. Major topics include startup issues, business planning, financing, marketing, managing the growing firm, and succession. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 401. MULTI-CULTURAL MANAGEMENT: Study of general cross-cultural differences and the development of cross-cultural frameworks in decision-making, negotiation, conflict management, communication, and general business relations. Primary emphasis on understanding how and why cultures differ and how such differences affect the organizational setting. Prerequisites: MGT 311, junior standing. *3 sem. hrs.*

MGT 405. NEGOTIATION: Consideration and analysis of conflict resolution and negotiation as applied to the practice of management. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 410. PROJECT MANAGEMENT AND TEAM BUILDING: Focuses on the managerial activities (planning, implementing and controlling) associated with the project organizational design. Prerequisite: MGT 311; DSC 316 recommended. *3 sem. hrs.*

MGT 417. INDUSTRIAL RELATIONS: Study of interrelationships and interactions of employer and employee. Emphasis placed on how employee knowledge and skills can be used to provide competitive advantage for employer. Both union and nonunion situations studied and evaluated. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 430. MULTINATIONAL CORPORATE MANAGEMENT: Introduction to multinational corporation strategies, policies, and various types of environments. Prerequisite: Senior standing. *3 sem. hrs.*

MGT 440. WOMEN IN MANAGEMENT: Study of the problems women encounter in the business world. Discussion includes why some bright women fail, why some do not try to compete, problems of the two-career family, sex stereotyping, and harassment. Prerequisite: Junior standing. *3 sem. hrs.*

MGT 445. TOPICS IN HUMAN RESOURCE MANAGEMENT: Subject varies from time to time. May be taken more than once if topic changes. Prerequisite: MGT 314. *3 sem. hrs.*

MGT 450. MANAGEMENT SEMINAR: A course in research on a subject within the student's major. Open only to those who have attained a cumulative grade point average of 3.0 or above in their sophomore and junior years. Prerequisites: Senior standing; permission of chairperson. *3 sem. hrs.*

MGT 455. LEADERSHIP: A study of the theoretical issues, applicational concerns and practical skills associated with managerial leadership. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 460. SMALL BUSINESS CONSULTING: Application of business knowledge in resolving small business management problems. Emphasis on providing assistance and counseling to small business by giving the student an opportunity to aid in solving problems. Various techniques and methods of management consulting. Prerequisites: Senior standing; permission of chairperson. *3 sem. hrs.*

MGT 471. MANAGEMENT AND SOCIETY: A business firm's relation with society. Technological change, racism, poverty, affirmative action, urban problems, and environmental concerns. Prerequisite: Junior standing. *3 sem. hrs.*

MGT 476. SUPERVISORY MANAGEMENT: The basics of supervisory skills as applied to first-line and middle-level management positions. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 478. MANAGING TECHNOLOGY AND INNOVATION: Analysis of issues related to managing in a changing technological environment, including innovation and the management of professionals. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 479. MANAGING SERVICE ORGANIZATIONS: Introduction to service industries and the problems service managers face on a day-to-day basis. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 480. SPECIAL TOPICS IN ORGANIZATION THEORY: A course uniquely designed for advanced, in-depth study of selected topics/issues in organization and management theory. Prerequisite: Senior standing. *3 sem. hrs.*

MGT 483. CURRENT ISSUES IN MANAGEMENT: Selected topics that consider and analyze current problems and emerging issues in the field of management and the manager's role in addressing them. Prerequisite: MGT 311. *3 sem. hrs.*

MGT 489. TOPICS IN STRATEGIC MANAGEMENT: Analysis and interpretation of the strategic functions within organizations. Readings, cases, research. Prerequisites: MGT 311; senior standing. *3 sem. hrs.*

MGT 490. STRATEGIC MANAGEMENT AND POLICY: The concept of organizational strategy and policy; the tasks and process of strategy formulation and implementation. Case method and/or computer simulation. Prerequisites: DSC 316, FIN 301, MGT 311, MIS 365, MKT 305; senior standing. *3 sem. hrs.*

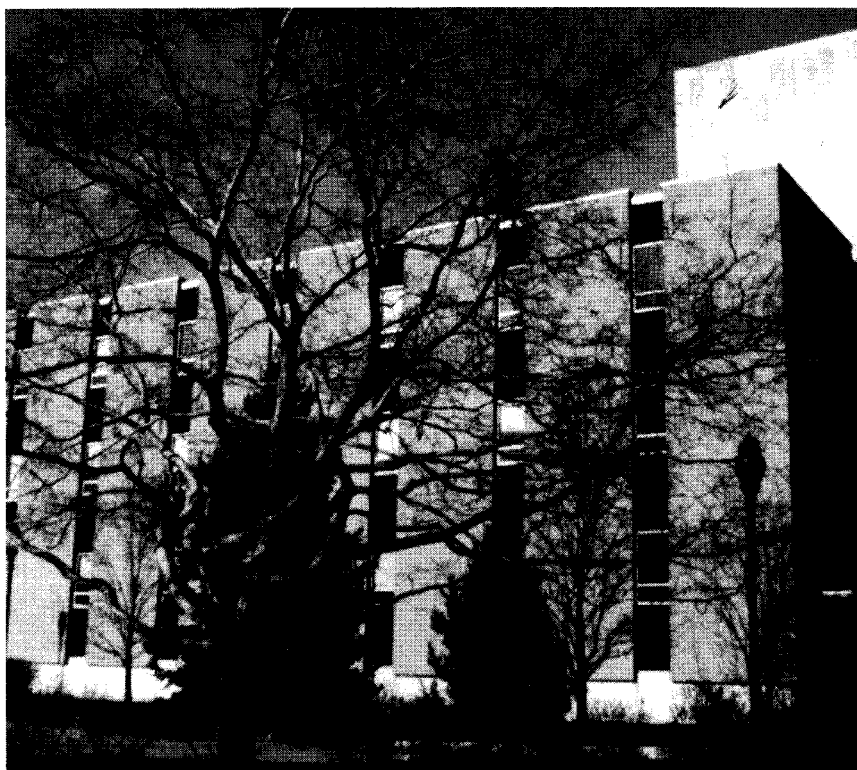
MGT 491-492. HONORS THESIS: Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.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

MGT 496. INTERNSHIP FOR MAJOR, MINOR, OR BLOCK CREDIT. Practical work experience closely associated with student's major, minor, or block concentration. Permission of department chair or designee required. See internship coordinator for details. Prerequisites: BAI 295, junior standing, 6 (to receive minor or block credit) or 9 (to receive major credit) completed semester hours of MGT, overall GPA 2.5 or higher and 2.5 or higher GPA in completed MGT courses. *1-3 sem. hrs.*

MGT 497. INTERNSHIP FOR GENERAL ELECTIVE CREDIT. Practical work experience associated with career development and career exploration. See internship coordinator for details. Permission of department chair or designee required. Prerequisites: BAI 295, junior standing, overall GPA 2.25 or higher. *1-3 sem. hrs.*

MGT 499. INDEPENDENT STUDY IN MANAGEMENT: Supervised study involving directed readings, individual research (library, field, or experimental), or projects in specialized areas of management. May be taken only once. Prerequisites: Major in MGT; senior standing; permission of chairperson. *3 sem. hrs.*

MGT 498. COOPERATIVE EDUCATION: Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Permission of chairperson required. *3 sem. hrs.*



MANAGEMENT INFORMATION SYSTEMS (MIS)

The Department of Management Information Systems and Decision Sciences offers courses in several quantitative and systems areas, a major and a minor in management information systems, and a minor in decision sciences. (See DSC.)

The major in management information systems enables the student to design, implement, and maintain effective information systems in organizations. The curriculum integrates the technical knowledge of computer and networking technologies and the business and organizational knowledge of the business curriculum. Significant emphasis is placed on developing the students' writing and speaking skills in presenting the results of their work and in team problem solving.

The curriculum prepares the graduate to assume any of a variety of positions in organizations dealing with the design, development, and maintenance of information systems as well as the education and training of users of information systems.

The curriculum consists of four major groups of courses:

1. *General Education* provides the student with a well rounded liberal education and includes such courses as history, philosophy, art, science, and English.
2. *Business* provides the student with the business and organizational concepts and skills to perform effectively in organizations.
3. *Computer Science* provides the student with the technical knowledge necessary to design and build effective information systems. Specifically, two courses in programming business applications and computer system networking and architecture are required: CPS 225 and CPS 437.
4. *Management Information Systems* provides knowledge and skills for analyzing the needs for and building systems supporting the information and decision needs in any organization. Specifically, the major consists of MIS 175, Introduction to Business Applications; MIS 380, Systems Analysis and Re-engineering; MIS 385, Systems Implementation with Database Management Systems; MIS 465, Analysis and Design in Teams; MIS 475, Design and Implementation in Teams; and DSC 370, Decision Support Systems.

The program below contains all of the requirements for the major in management information systems. There is flexibility in the sequencing of some courses—e.g., PHL 103 can be taken during either the first or the second semester; some courses listed in the first year can just as well be taken during the second year, and vice-versa; and some upper-level courses can also be taken during various terms of the junior and senior years. Consult the academic advisor for sequencing options.

PROGRAM B4: BACHELOR OF SCIENCE WITH A MAJOR IN MANAGEMENT INFORMATION SYSTEMS (MIS)

Dept.	No.	Course	Semester Hours	
			1st Term	2nd Term
First Year				
BAI	150	Business Educational Planning ¹	1	
BAI	103L	Business Computing Laboratory ¹	1	
ENG	101-102	College Composition I and II	3	3
HST	101 or 102	History of Western Civilization		3
MTH	128	Finite Mathematics ²	3	
MTH	129	Calculus for Business		3

PHL	103	Introduction to Philosophy	3	
REL	103	Introduction to Religion	3	
CMM	101	Fundamentals of Oral Communication		3
—	—	Social science elective ³	3	
—	—	General Education requirements ⁴		4
			17	16
Sophomore Year				
ACC	207-208	Principles of Accounting I and II	3	3
MIS	175	Introduction to Business Applications ⁷	3	
CPS	225	Programming for Business Systems with C/C++		4
DSC	210-211	Statistics for Business I and II	3	3
ECO	203-204	Principles of Microeconomics and Macroeconomics	3	3
—	—	Communication requirement ⁵		3
MGT	203	Legal Environment of Business	3	
			15	16
Junior Year				
MIS	380	Systems Analysis and Re-engineering		3
MIS	385	Systems Implementation with Database Management Systems		3
DSC	316	Production and Operations Management	3	
FIN	301	Business Finance	3	
MGT	311	Organization Behavior and Management		
MIS	365	Information Systems in Organizations	3	
MKT	305	Principles of Marketing		3
—	—	General Education requirements ⁴	3	6
			15	15
Senior Year				
CPS	437	System Architectures and Networking	3	
DSC	370	Decision Support Systems		3
ECO	—	Economics elective ⁶	3	
MGT	490	Strategic Management and Policy		3
MIS	465, 475	Analysis and Design Project I, II	3	3
PHL	313	Business Ethics	3	
or				
REL	368	Christian Ethics and the Business World		
—	—	General electives ⁸	3	3
—	—	General Education requirement ⁴		3
			15	15

¹Does not count toward minimum graduation requirement. Credit by examination for BAI 103L is available for those with adequate background.

²MTH 102 is recommended for students with insufficient knowledge of secondary mathematics. MTH 102 does not count toward minimum graduation requirement. MTH 168 is recommended in lieu of both MTH 128 and 129 for students with high mathematics test scores.

³Choose any course from one of the following: anthropology, political science, psychology, sociology.

⁴See General Education Requirements, Chapter V. Some General Education courses are specified in the program (e.g., PHL 103); others are to be chosen from the listing of approved courses set forth in Chapter V.

⁵Choose from ENG 370, ENG 372, ENG 378; CMM 309, CMM 310 or CMM 313.

⁶Choose any 300 or 400 level economics course.

⁷This may be taken any time after completing BAI 103L.

⁸Students may fulfill General elective requirements by Internship or Co-operative Education credits. See Chairperson for approval.

A minor in management information systems is available for students who wish to acquire skills needed to be an effective user of information systems and to specify needs for information systems.

Required courses:

BAI 103L,	Business Computing Laboratory,
MIS 175,	Introduction to Business Applications,
DSC 210-211,	Statistics for Business I and II,
MIS 380	Systems Analysis and Re-engineering,
DSC 370	Decision Support Systems, and
three credit hours of MIS or DSC electives	

FACULTY

Jeffrey A. Hoffer, *Chairperson*

Prabuddha De, *Sherman-Standard Register Chair In MIS*

Professors: De, Dunne, Ferratt, Hoffer, Vlahos, Wells

Associate Professors: Amsden, Bohlen, Prasad, Sinha, Young

Lecturer: Davis

COURSES OF INSTRUCTION

MIS 175. INTRODUCTION TO BUSINESS APPLICATIONS: PROBLEM SOLVING WITH VISUAL TOOLS: Introduction to the role of information technology (IT) in business, graphical user interface design using a visual programming language, and programming based on principles of problem-solving. Relationship of visual programming to business computing tools. Web-based programming. Prerequisite: BAI 103L or equivalent. 3 sem. hr.

MIS 365. INFORMATION SYSTEMS IN ORGANIZATIONS: Survey of theory and applications of computer-based information systems in organizations. The role of information in organizational processes, current information technology, decision support systems, and end-user computing and distributed processing systems. Prerequisites: BAI 103L and junior standing. 3 sem. hrs.

MIS 380. SYSTEMS ANALYSIS AND RE-ENGINEERING: Concepts, methods, techniques, and tools needed to initiate a systems development project and to conduct the requirements collection, analysis, and structuring activities of systems development. Structured life cycle and alternatives. Re-engineering business processes through information systems. Prerequisites: MIS 365. Prerequisite/Co-requisite: MIS 175. 3 sem. hrs.

MIS 385. SYSTEMS IMPLEMENTATION WITH DATABASE MANAGEMENT SYSTEMS: Concepts, techniques, and tools to convert a logical system design into a working application using a relational DBMS. File and data structures, logical and physical database design, security and data integrity, file design and processing. DBMS functions, SQL, 3GL and 4GL access to databases, linkage to WWW pages, database architectures, CASE. Prerequisite: MIS 225. 3 sem. hrs.

MIS 410. ADVANCED BUSINESS SOFTWARE SYSTEMS: Introduction to the theory and applications of advanced business software such as fourth-generation languages, artificial intelligence, and advanced software engineering tools. Prerequisite: MIS 175 or permission of instructor. *3 sem. hrs.*

MIS 420. EXPERT AND KNOWLEDGE-BASED SYSTEMS: Introduction to artificial intelligence and expert and knowledge-based systems; knowledge acquisition, implementation, and validation; advanced topics; applications to business. Use of expert system software. Prerequisite: BAI 103L or equivalent. DSC 370 recommended. *3 sem. hrs.*

MIS 425. INFORMATION FOR TOTAL QUALITY: Theory and practice of total quality management (TQM); applications of TQM in the information systems function, information system requirements for TQM programs. Prerequisite: DSC 316. *3 sem. hrs.*

MIS 465. MIS PROJECT 1—ANALYSIS AND DESIGN IN TEAMS: First of a two-course sequence. Team participation/management and project management skills. Apply these skills in teams to perform an analysis and preliminary re-design of an existing organization's information system. Emphasis on written and oral communications, including team-prepared reports and presentations. Prerequisites: MIS 380. *3 sem. hrs.*

MIS 475. MIS PROJECT II—DESIGN AND IMPLEMENTATION IN TEAMS: Continuation of MIS 465. With its organizational client, each team carries its project as far as possible towards final design and actual implementation. Emphasis on written and oral communications, including team-prepared reports and presentations. Prerequisite: MIS 465. Prerequisites/Co-requisites: MIS 385 and CPS 437. *3 sem. hrs.*

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

MIS 494. SEMINAR IN MANAGEMENT INFORMATION SYSTEMS: Study of selected technical and/or organizational issues in information systems. Topics vary from time to time. May be taken more than once if topics change. Title will reflect topics covered in a particular offering. *3 sem. hrs.*

MIS 497. LABORATORY WORK EXPERIENCE: Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, or governmental organization; practical experience in work associated with the student's major concentration. (See internship coordinator for details.) Permission of chairperson required. *1-6 sem. hrs.*

MIS 498. COOPERATIVE EDUCATION: Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Permission of chairperson required. *1-6 sem. hrs.*

MIS 499. INDEPENDENT STUDY: Research in conjunction with a faculty member on a subject within the general area of management information systems. Open only to juniors or seniors who have attained a cumulative grade point average of 3.0 or above. Permission of chairperson required. *1-6 sem. hrs.*

MARKETING (MKT)

The Department of Management and Marketing offers a major and a minor in both marketing and management (see MGT).

A student with a major or minor in marketing learns systematic ways for identifying, understanding, and satisfying consumer and organizational needs. Courses in the major are designed to instill in students an appreciation for both the total marketing process as well as specialized marketing activities such as purchasing sales, transportation, warehousing, and marketing research. They likewise focus on how to integrate the marketing process within the objectives of the organization, the functions of the economy, and the constraints of society from national and global perspectives. Students learn to apply conceptual principles and quantitative techniques in their study of consumer and business markets with the goal of becoming informed, skilled, and competent marketing professionals.

The breadth of courses provides for either a broad covering of marketing or a specialization. Through the proper selection of electives, marketing majors may obtain specialization in marketing management, marketing communications, retailing, or personal selling.

The major in marketing consists of:

- MKT 405, Consumer Behavior,
- MKT 430, Marketing Research,
- MKT 455, Marketing Planning and Strategy, and
- 9 additional semester hours of marketing electives.

The minor in marketing consists of:

- MKT 305, Principles of Marketing, and
- 12 additional semester hours of 300-400 level marketing courses in a pattern chosen in consultation with an academic advisor.

Marketing majors frequently combine their academic studies with either a co-op or internship work experience. Academic credit for such experiences is approved on a case-by-case basis with the criteria being the nature of the experience and its degree of integration into the student's academic program.

The program below contains all of the junior and senior requirements for a marketing major. Flexibility exists in the sequencing of some courses; however, students should consult an academic advisor for sequencing options.

PROGRAM B3-B: BACHELOR OF SCIENCE WITH A MAJOR IN MARKETING (MKT)

<i>Dept.</i>	<i>No.</i>	<i>Course</i>	<i>Semester Hours</i>	
Junior Year			1st Term	2nd Term
DSC	316	Production and Operations Management		3
ECO	—	Economics elective ¹		3
FIN	301	Business Finance	3	
MGT	311	Organizational Behavior	3	
MIS	365	Management Information Systems	3	
MKT	305	Principles of Marketing	3	
MKT	405	Consumer Behavior		3

MKT	—	Marketing elective ²		3
PHL	313	Business Ethics		3
or				
REL	368	Christian Ethics and the Business World		
—	—	General elective ³	3	
			<hr/>	<hr/>
			15	15
		Senior Year		
MGT	490	Strategic Management and Policy		3
MKT	430	Marketing Research	3	
MKT	455	Marketing Planning and Strategy		3
MKT	—	Marketing electives ²	3	3
—	—	General Education requirements ⁴	6	
—	—	General electives ³	3	6
			<hr/>	<hr/>
			15	15

¹Choose one of the following: ECO 346, 347, 441, 442, 445, 461, 471, 485.

²Marketing courses selected in consultation with program advisor.

³At least 3 sem. hrs. of the general electives must be taken outside the School of Business Administration. A minimum of 54 sem. hrs. of all academic work must be at the 300-400 level.

⁴See General Education Requirements, Chapter V. Some General Education courses are specified in the program (e.g., PHL 313 or REL 368); others are to be chosen from the listing of approved courses set forth in Chapter V.

FACULTY

Wesley C. King, Jr., *Chairperson*

Distinguished Service Professor: Murphy

Professor Emeritus: Comer

Associate Professors: DeConinck, Lewis, Merenski, Oumlil, Sekely, Yates-Wells

Assistant Professor: Sparks

Lecturer: Dicky

Adjunct: Krystofik

COURSES OF INSTRUCTION

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

MKT 310. PRINCIPLES OF SELLING: The nature of selling, explored through the practical application of buying motives and selling techniques. Projects and role-playing to experience the preparation, closing, and post-purchase phases of selling. Prerequisite: MKT 305. 3 sem. hrs.

MKT 315. RETAIL MARKETING: Survey of the development of retailing and the impact of consumer behavior, fashion, computers, and other innovations. Structural organization, location, and layout. Merchandising operations including planning of sales, purchases, stock control, markup, and expense control. Prerequisite: MKT 305. 3 sem. hrs.

MKT 318. RETAIL ADVERTISING AND SALES PROMOTION: Principles and practices of promotion in retail stores with emphasis on advertising, display, and sales promotion. Developing creative efforts, budgeting, and coordination of where, when, what, and how to promote. Prerequisites: MKT 305, 315. *3 sem. hrs.*

MKT 330. SERVICES MARKETING: Basic concepts of services marketing including discussion of marketing concepts and their management implications in services organizations, the scope of ethics and social responsibility at the national and global levels, and how the external environment, both domestic and international, influences organization strategy. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 341. BUSINESS-TO-BUSINESS MARKETING: Concepts and analytical procedures associated with marketing to business. Business consumer and competitor analysis, marketing information systems, marketing research, and demand forecasting. Strategy development in product, promotion, distribution, and pricing with focus on manufacturers of business products. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 345. ENTREPRENEURIAL MARKETING: An examination of academic marketing aspects of a new and growing business with the practical side of operating an entrepreneurial company. Students will be shown the techniques applicable for successful marketing of small and entrepreneurial firms. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 405. CONSUMER BEHAVIOR: Comprehensive study of buyer decision making which offers insight into the buyer-seller relationship. Application of theories from psychology and social psychology to investigate the behavior of industrial and consumer buyers. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 406. MARKETING CHANNELS: Study of the place element of the marketing mix. A focus on the relationships between manufacturers, wholesalers, and retailers. Channel structure and design including franchising. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 408. MARKETING LOGISTICS: Study of the physical distribution element of the marketing mix. Customer service, service quality, transportation, inventory, warehousing, and information systems used by manufacturers and retailers. 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. Prerequisites: MKT 305, 310. *3 sem. hrs.*

MKT 417. RETAIL BUYING AND MERCHANDISING: Determining what and how much to buy, market research, and model stocks, as well as the mathematic principles involved in purchase planning, planning initial markup, terms and dating, stockturn, inventory methods. Prerequisites: MKT 305, 315. *3 sem. hrs.*

MKT 421. ADVERTISING: Nature and scope of advertising, social and economic aspects, role of research, creative strategy, media planning and selection, coordination with other marketing efforts. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 428. PROMOTION MANAGEMENT: Integration course to familiarize marketing students interested in promotion and marketing communication with tools necessary for the development, implementation, and management of promotional programs. Focus on management and coordination of advertising, personal selling, publicity and public relations, sales promotion, and collateral materials. Prerequisite: MKT 421. *3 sem. hrs.*

MKT 430. MARKETING RESEARCH: Study of marketing information systems, research technology, value of information, research design and execution, questionnaire design, measurement and scaling, multivariable data analysis, metric and non-metric techniques, data interpretation, computer applications, and writing and interpreting research reports. Prerequisites: MKT 305, DSC 210-211. *3 sem. hrs.*

MKT 435. PRODUCT DEVELOPMENT, MANAGEMENT, AND PRICING: Investigation and analysis of the new product development process, the management of a product through its life cycle, and the importance of the price variable in the product management process. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 440. GLOBAL MARKETING: Emphasis on understanding global marketing environments, developing skills of global market analysis, designing and developing appropriate marketing strategies for global markets, decision making in global marketing. Prerequisite: MKT 305. *3 sem. hrs.*

MKT 445. SPECIAL TOPICS IN INTERNATIONAL MARKETING: Study abroad program. Subject varies from time to time. May be taken more than once if topic changes. Prerequisite: Junior standing. *3 sem. hrs.*

MKT 455. MARKETING PLANNING AND STRATEGY: Integrative course in marketing with emphasis on managerial decision making. The course is designed around a strategic marketing planning approach with a clear emphasis on how to do strategic analysis and marketing planning. Prerequisite: Senior standing and MKT 430, FIN 301, ACC 207-208. *3 sem. hrs.*

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

MKT 494. SPECIAL TOPICS IN MARKETING: Subject varies from time to time. May be taken more than once if topic changes. Prerequisite: Varies with topic. *3 sem. hrs.*

MKT 496. INTERNSHIP FOR MAJOR, MINOR, OR BLOCK CREDIT: Practical work experience closely associated with student's major, minor, or block concentration. Permission of department chair or designee required. See internship coordinator for details. Prerequisites: BAI 295, junior standing, 6 (to receive minor or block credit) or 9 (to receive major credit) completed semester hours of MKT, overall GPA 2.5 or higher and 2.5 or higher GPA in completed MKT courses. *1-3 sem. hrs.*

MKT 497. INTERNSHIP FOR GENERAL ELECTIVE CREDIT: Practical work experience associated with career development and career exploration. See internship coordinator for details. Permission of department chair or designee required. Prerequisites: BAI 295, junior standing, overall GPA 2.25 or higher. *1-3 sem. hrs.*

MKT 498. COOPERATIVE EDUCATION: Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Permission of chairperson or designee required. Prerequisite: BAI 295. *3 sem. hrs.*

MKT 499. INDEPENDENT STUDY IN MARKETING: 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 or designee required. Prerequisite MKT 305. *3 sem. hrs.*

TEACHER CERTIFICATION

SCHOOL OF BUSINESS ADMINISTRATION BACCALAUREATE PROGRAM WITH TEACHER CERTIFICATION (E11B)

Students matriculating in the School of Business Administration may enroll in the teacher education program (Secondary Education Program) of the School of Education without transferring to the School of Education. For requirements in professional education courses and in teaching fields consult the chairperson of the Department of Teacher Education.

Enrollment in the E11B program is subject to the admission requirements, counseling, maintenance of a unified system of records, screening, and other provisions standard for regular students of the School of Education working toward the Bachelor of Science in Education. These include maintaining at least a 2.5 average overall, as well as in the principal teaching field and in professional education courses and taking the comprehensive National Teacher Examinations (NTE). Upon acceptance into the program each student is assigned an education advisor for counseling on certification requirements.

In order to finish in four years, students in the School of Business Administration will need to process their applications for admission to the teacher education program no later than the third semester of matriculation, at which time the professional education sequence should begin. Failure to enroll on time could necessitate going beyond the normal four years to qualify for teacher certification and graduation. The requirements for the School of Business Administration as well as the requirements designated by the School of Education and the State of Ohio for secondary school certification must be completed before any degree is granted. Students must complete 300 hours of field and/or clinical experience before student teaching.

Students who have completed the proper course requirements may register for student teaching in the eighth semester (provided their applications for student teaching are duly processed at the beginning of the semester directly prior to student teaching and they have passed the normal screening procedure).

Students who have completed the requirements for teacher certification should make application for the standard four-year Provisional Ohio Teaching Certificate through the Office of the Dean, School of Education. See also EDT, Chapter VIII.

PROGRAM E11B: SECONDARY SCHOOL TEACHING CERTIFICATION

Dept.	No.	Course	Semester Hours	
			1st Term	2nd Term
		First Year		
BAI	101	Business Educational Planning ¹	1	
BAI	103L	Business Computing Laboratory ¹	1	
EDT	110	The Profession of Teaching ²		3
ENG	101-102	College Composition I and II ³	3	3
HST	101 or 102	History of Western Civilization	3	
MTH	128	Finite Mathematics ⁴	3	
MTH	129	Calculus for Business		3
PHL	103	Introduction to Philosophy	3	
REL	103	Introduction to Religion	3	
CMM	101	Fundamentals of Oral Communication ⁵		3
—	—	General Education requirements ⁶		4
			17	16

Sophomore Year				
ACC	207-208	Principles of Accounting I & II	3	3
DSC	210-211	Statistical Analysis for Business I and II	3	3
ECO	203-204	Principles of Microeconomics and Macroeconomics	3	3
EDT	207	Child and Adolescent in Education	3	
EDT	208	Teaching and Learning ²		3
MGT	203	Legal Environment of Business	3	
—	—	General Education requirements ⁶	3	6
			18	18
Junior Year				
ECO	—	Economics elective ⁷		3
EDT	318	Human Relations in Education ⁸	2	
EDT	351	School, Self and Society ²	3	
FIN	301	Business Finance	3	
MGT	311	Organization Behavior and Management		3
MIS	365	Management Information Systems		3
MKT	305	Principles of Marketing	3	
PHL	313	Business Ethics		3
or				
REL	368	Christian Ethics and the Business World		
—	—	Required major field courses ⁹	6	6
			17	18
Senior Year				
DSC	316	Production and Operations Management	3	
EDT	404	Business Education in Secondary School	4	
EDT	419	Philosophy of Education		3
EDT	420	Student Teaching: Secondary		10
EDT	469	Reading in the Content Areas	2	
MGT	490	Strategic Management and Policy	3	
—	—	Required major field courses ⁹	6	
			18	13

¹Does not count toward minimum graduation requirement. A proficiency test for BAI 103L is available for those with adequate background.

²Field experience; register for EDT 100.

³Students placed in ENG 114 or 198 take a nonbusiness elective the second term.

⁴MTH 102 is recommended for students with insufficient knowledge of secondary mathematics. MTH 102, however, does not count toward graduation requirement.

⁵Students testing out of CMM 101 will substitute a nonbusiness elective.

⁶See General Education Requirements, Chapter V. Some humanities based and thematic cluster courses are specified in the program (e.g., PHL 103); others are to be chosen from the listing of approved courses set forth in Chapter V.

⁷Choose any 300 or 400 level economics course.

⁸Not required for students with management major, who take MGT 387.

⁹For students majoring in economics, finance, management, or marketing. Students majoring in accounting must complete a total of 24 sem. hrs. of required major field courses. The E11B program is not available to those majoring in management information systems.

The sample program above prepares the student for certification in bookkeeping and basic business. Additional certification is available with the inclusion of a few other courses. Consult checksheets and academic advisor. Students are encouraged to take 6 semester hours of typing to qualify for an endorsement in typewriting-keyboarding; this facilitates student teaching placement and obtaining a teaching position. Courses must be taken off campus and a transcript provided.

