

School of Business Administration

Paul M. Bobrowski, Dean
 Terence J. Lau, Associate Dean
 Harvey G. Enns, Associate Dean

Mission

The School of Business Administration is a learning community committed in the Catholic and Marianist tradition to educating the whole person and to connecting learning and scholarship with leadership and service in an innovative business curriculum designed to prepare ethical leaders for successful careers in a global business environment.

Through the curriculum and co-curriculum of the School, students develop the ability to integrate learning across disciplines, apply the theory they are learning to real business problems, and lead with ethics and integrity. Success in business requires an understanding of human values and the society in which business operates as well as mastery of the various areas of business. For this reason, the undergraduate curriculum includes three areas of coursework:

- A foundation in the liberal arts (which includes the University Common Academic Program)
- A firm grounding in the common body of business knowledge (core business requirements)
- Specialization in a business major

Academic Programs

The School of Business Administration offers a Bachelor of Science in Business Administration degree with majors and minors in:

- Accounting (p. 286)
- Business Economics (p. 291)
- Entrepreneurship (p. 307)
- Finance (p. 292)
- International Business Management (p. 309)
- Management Information Systems (p. 298)
- Marketing (p. 310)
- Operations and Supply Management (p. 300)

Minors are also available in:

- Business Administration (p. 290)
- Business Analytics (p. 302)
- Business Intelligence (p.)
- Cyber-Security (p.)

Double majors and minors in business administration programs, and also in non-business programs, are available. A maximum of seven hours of coursework can double count between double majors and a major and a minor. Interested students should consult with their academic advisor in the SBA Undergraduate Advising Office for details.

A Bachelor of Science in Business Administration with a major in accounting, coupled with an MBA degree is also available. This program normally requires a fifth year of study. Students must apply and qualify for admission into graduate school during their fourth year in order to participate.

BWISE

Business Wisdom through International, Service and Experiential Education (BWISE)

To provide students in The School of Business Administration with the necessary skills for success upon graduation, all students will be required to complete two of the following three educational components, critical for success in both the global business environment and as contributing citizens of their communities:

1. International Competence – demonstrated by completing one of the following options:
 - a. Education abroad completing a minimum of 6 semester credit hours or
 - b. International Internship or
 - c. Successfully complete 2 of the following internationally focused courses: INB 302, INB 450, INB elective, MGT 403, MKT 440, FIN 450, ECO 461, ACC 412, or any UD taught foreign language course.
2. Service and Civic Engagement
 - a. Participation in a campus Service and Social Action Club, or
 - b. Participation in a civic engagement/service learning ongoing program
3. Experiential
 - a. Significant employment in a student's field of study approved by the Department Chair in the student's major or the Assistant Dean for Discover Business students or
 - b. Officer in Flyer Enterprises for two semesters or
 - c. Department approved student proposal that incorporates significant experiential activity or
 - d. Other Department approved equivalent activity

See an Academic Advisor before planning or completing any service activity.

Curriculum Overview

The undergraduate curriculum for students earning a BS in Business Administration includes three areas of coursework:

- A foundation in the liberal arts (which includes the University Common Academic Program)
- A firm grounding in the common body of business knowledge (core business requirements)
- Specialization in a business major

All business students follow essentially the same curriculum during their first and second years, regardless of major. This curriculum consists of a common set of liberal arts and core business requirements with the first year mostly devoted to liberal arts requirements.

In the third and fourth years, all business students also take a common set of upper level liberal arts and core business requirements in addition to courses to complete their chosen major.

For information on majors and minors offered by the School of Business Administration and their requirements, visit the Programs of Study link.

Each major requires several hours of general electives, typically 0-12 hours depending upon the major and choice of courses in the Common Academic Program. Students often use these general electives to support an additional major or minor.

Students need 126 hours to graduate, with 54 hours at the upper level (300-400). Only 6 hours of the required courses in business disciplines can be taken at other schools for transfer credit.

Students should consult with their academic advisor in the SBA Undergraduate Advising Office in addition to tracking their own progress towards degree requirements.

Common Academic Program (CAP)

*credit hours will vary depending on courses selected		
First-Year Humanities Commons ¹		12
HST 103	West and the World	
REL 103	Introduction to Religious and Theological Studies	
PHL 103	Intro To Philosophy	
ENG 100	Writing Seminar I ²	
Second-Year Writing Seminar ³		0-3
ENG 200	Writing Seminar II	
Oral Communication		3
CMM 100	Principles of Oral Communication	
Mathematics		3
Social Science		3
SSC 200	Social Science Integrated	
Arts		3
Natural Sciences ⁴		7
Crossing Boundaries		variable credit
Faith Traditions		
Practical Ethical Action		
Inquiry		
Integrative		
Advanced Study		variable credit
Philosophy and/or Religious Studies		
Historical Studies		
Diversity and Social Justice		3
Major Capstone		0-3

1 Completed with ASI 110 and ASI 120.
 2 Or ENG 100A and ENG 100B, or ENG 200H, by placement.
 3 Completed with ENG 200H or ASI 120.
 4 Must include two different disciplines and accompanying lab.

SBA Core Curriculum

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting	3
BAI 103L	Business Computing Laboratory	1
BIZ 101	Business Education Planning	1
BIZ 102	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing (Satisfies CAP Inquiry)	3
or ENG 371	Technical Communication	

or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368	Practical wisdom in the business world	
ECO elective (300/400 level)		3
BWISE requirement		0

Major Requirements

For courses required for the major, visit program descriptions in Programs of Study.

General Electives

Majors have 0-12 hours of general electives depending upon the major and choice of courses in the Common Academic Program. Many students use the general elective hours to support an additional major or minor.

Degree Requirements

1. The candidate must successfully complete all course requirements for the BS in Business Administration including:

- a. courses in the liberal arts required by the University Common Academic Program
- b. courses in business and liberal arts required for all School of Business Administration (SBA) students;
- c. courses required to complete a major in the SBA.

2. Students must complete 126 total semester hours to graduate.

- a. Courses totaling 54 semester hours must be at the 300-400 level.
- b. Waived course hours must be made up with an equivalent number of undergraduate course hours.
- c. Only 7 hours of course work can double count between two majors or a major and a minor.
- d. From 0 to 12 hours of general elective credits are required to reach the required total semester hours, depending on major and choice of courses to fill Common Academic Program requirements. The general elective hours may be used to support a second major or minor.
- e. At least 30 of the final 36 semester hours must be earned in residence at the University of Dayton.
- f. Only 6 semester hours of transfer credit toward Business classes may apply to a student's degree program. Exceptions are made for transfer students.

3. The candidate for graduation must have at least a 2.0 cumulative grade point average and also at least a 2.0 grade point average in each major and minor. The 2.0 grade point average in the major includes all courses attempted in the student's major except for the courses that are part of the SBA core.

4. In addition to those courses which must be taken under Option 1, a student may take a maximum of 12 semester hours of general electives under Option 2 within the hours required for graduation in the degree program. A student may take any course beyond the minimum hours required for graduation in the degree program under Option 2. All courses that are used to fulfill the Common Academic Program, Business, major, minor and competency requirements must be taken under Option 1.

5. The candidate has the responsibility of meeting degree requirements for the BS in Business Administration. Therefore, the student should be thoroughly familiar with the degree requirements and with his or her progress towards meeting those requirements.

6. Students must complete the BWISE requirements.

Study Abroad Programs

Students in the School of Business Administration (SBA) may participate in the University of Dayton Summer Study Abroad Programs as well as Semester Exchange Programs with partners throughout the world. Details on both these programs can be found at www.udayton.edu/edabroad and brief descriptions are provided below. Students may also study abroad at universities that are not affiliated with the University of Dayton as long as they receive prior written approval from the UD Center for International Programs and their academic advisor.

The University of Dayton China Institute offers full semesters of study in China for fall and spring semesters as well as a summer program. Learn more at www.udayton.edu/china_institute.

Summer Programs

A variety of summer programs are available for students to consider, each with its own theme and location. For example, students can travel to Europe, South America, Asia or Africa. Most of these programs are conducted during two separate five-week summer terms. Shorter two-week trips are also available during summer and the Intersession (winter break). The programs are taught by UD faculty and offer students the opportunity to complete required and theme-based elective courses in settings such as England, Spain, Italy, Germany, China and more. Students participating in Summer Study Abroad register to take at least two classes (6 credit hours) plus a 1-credit cultural immersion mini-course in a summer session. Participants will complete work equivalent to that of courses taken on campus, with the added requirement of applying their studies to the site they are visiting.

Accepted students are required to participate in a comprehensive orientation and preparation class in which features about their destination country are studied along with University safety and security procedures and other pre-departure details. Students on academic or behavioral probation are not permitted to participate in any University study abroad program. All interested students are encouraged to meet with their advisor or the Study Abroad Director well in advance of any travel.

Semester Exchange Programs

Students may also wish to spend an extended time studying overseas. For those students, UD provides several opportunities to take classes with one of our foreign exchange partners throughout the world. Exchanges can be undertaken either during the Fall or Spring semesters, and students will live and study with other domestic and international students at our foreign exchange partner institutions. Courses are typically taught in English, although some partners have foreign language requirements. To ensure courses taken during a semester exchange transfer to UD, students must seek approval by advisors in the Center

for International Programs (CIP) as well as their SBA advisor before undertaking an exchange.

Planning for Education Abroad

Students should ideally begin planning during their first year for participation in a study abroad program, determining which courses are normally offered and then holding those courses for their international experience and completing any necessary prerequisites prior to the program. If pre-approved by SBA advisors, the courses taken abroad will then count for the student's degree program, keeping the student on track to graduate on time or even ahead of schedule.

For more information please contact:

Short Term Study Abroad Exchange Programs/Partner Information

Peter G. Wagner, Director Heather Schieman, Education Abroad Advisor
SBA Study Abroad Programs Center for International Programs
AN 119 Rike 211
937-229-2479 937-229-1251
pwagner1@udayton.edu hschieman1@udayton.edu

Transfer Students

EXTERNAL TRANSFERS

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 submit a complete application in accordance with UD admissions policies. Students must have a minimum 2.7 GPA and have successfully completed a college level math class. For more information please visit the School of Business website (<http://business.udayton.edu>).

INTERNAL TRANSFERS

Students must first attend an initial internal transfer meeting with an Academic Advisor in the School of Business Administration. Stop in the SBA Undergraduate Advising Office in Miriam Hall 108 to schedule this initial SBA internal transfer meeting.

Minimum Requirements:

1. Minimum cumulative UD GPA of 2.7
2. Successful completion of an appropriate UD Math course, such as a UD Calculus class, a C+ or higher in MTH 116 or MTH 128, or a B- or higher in MTH 207. Math courses taken at another college or university will not be considered.

Programs of Study

To learn more about the available programs in the School of Business Administration, explore the departments:

- Accounting (p. 286)
- Business Interdisciplinary Studies (p. 290)
- Economics and Finance (p. 290)
- Management and Marketing (p. 306)
- Management Information Systems, Operations Management, and Decision Sciences (p. 298)

Accounting

Major:

- Bachelor of Science in Business Administration, Accounting

Minor:

- Accounting

Our mission is to educate distinctive accounting students by providing high quality educational programs that combine theory and practice within a Catholic and Marianist environment. We are committed to educating the whole person by integrating learning, scholarship, leadership, and service preparing our graduates to add value to employers and society.

In addition to other requirements, an accounting major must earn credit in seven upper-level accounting courses: ACC 303, ACC 305, ACC 306, ACC 341, ACC 401, ACC 408, and ACC 420. For students electing to complete a combined BSBA with a major in accounting and an MBA, ACC 408 may be waived and replaced by MBA 603A. All upper-division accounting courses require a minimum grade of "C" in all prerequisite accounting courses, except that ACC 303 and ACC 305 require a minimum of "C+" in ACC 207 and ACC 208. 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 department chairperson about opportunities for professional work-experience, double majors and minors, foreign exchange opportunities, and requirements for professional examinations (e.g., CPA).

Ohio and numerous other states require 150 semester hours to become a CPA. The MBA program, with an optional concentration in accounting, is particularly useful in this regard. Consult the department chairperson or an advisor for more information.

Faculty

Donna Street, Chairperson and Mahrt Chair in Accounting
 Professors Emeriti: Burrows, Clark, Eley, Fioriti, Geary, Greenlee, Roehm, Rosenzweig
 Professors: Castellano, Street
 Associate Professor: Archambeault
 Assistant Professors: Grilliot, M. Keune, T. Keune, Webber, Zelazny
 Lecturers: Stangel, Stover

Bachelor of Science in Business Administration, Accounting (ACC) minimum 126 hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 West and the World	
REL 103 Introduction to Religious and Theological Studies	
PHL 103 Intro To Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
SSC 200 Social Science Integrated	
Arts	3
Natural Sciences ⁴	7

Crossing Boundaries variable credit

Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

- Completed with ASI 110 and ASI 120.
- Or ENG 100A and ENG 100B, or ENG 200H, by placement.
- Completed with ENG 200H or ASI 120.
- Must include two different disciplines and accompanying lab.

SBA Core Curriculum

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ACC 208	Introduction to Managerial Accounting	3
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BIZ 101	Business Education Planning	1
BIZ 102	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing (Satisfies CAP Inquiry)	3
or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368	Practical wisdom in the business world	
ECO elective (300/400 level)		3
BWISE requirement		0

Major Requirements

ACC 303	Managerial Accounting	3
ACC 305	Intermediate Financial Accounting I Part I	4
ACC 306	Intermediate Financial Accounting II Part II	3
ACC 341	Accounting Information Systems I	3
ACC 401	Auditing Principles	4

ACC 408	Advanced Financial Accounting (Satisfies CAP Major Capstone) ¹	3
ACC 420	Federal Income Taxation	4
ACC 497	Professional Work Experience ²	0-3

Academic electives to bring total to at least 126 credits

¹ May be waived for students electing to complete a combined BSB with a major in Accounting and an MBA by completing MBA 603A. Consult an advisor of the chair of the department for details.

Minor in Accounting (ACC)

Accounting (business majors)

ACC 305	Intermediate Financial Accounting I Part I	4
ACC 306	Intermediate Financial Accounting II Part II	3
Select two ACC electives ¹		6-8
Total Hours		13-15

Accounting (non-business majors)

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting ²	3
ACC 305	Intermediate Financial Accounting I Part I	4
ACC 306	Intermediate Financial Accounting II Part II	3
Select two ACC electives		6-8
Total Hours		19-21

¹ In consultation with the department chairperson.

² Prerequisite and corequisite must be taken.

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100	3
HST 103	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103	3
REL 103	3
CAP Component	3
	35
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO Elective	3
ENG 200	3
MGT 201	3
MKT 301	3
SSC 200	3
CAP Components	4
	31
Third Year	Hours
ACC 303	3
ACC 305	4

ACC 306	3
ACC 341	3
FIN 301	3
MGT 301	3
MIS 301	3
OPS 301	3
CAP Components and/or General Electives	6
	31

Fourth Year

Hours	
Business Writing	3
ACC 401	4
ACC 408	3
ACC 420	4
MGT 490 (Satisfies CAP Integrative)	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
CAP Components and/or General Electives	9
	29

Total credit hours: 126

Courses

ACC 200. Introduction to Accounting. 3 Hours

Introduction to primarily financial and secondarily 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.

ACC 207. Introduction to Financial Accounting. 3 Hours

Introduction to financial accounting concepts, procedures, and terminology. The accounting framework for recording transactions and reporting to parties external to the organization. Prerequisite(s): Sophomore standing or permission of department chairperson.

ACC 208. Introduction to Managerial Accounting. 3 Hours

Management use of accounting data in planning and controlling organization activities; cost accounting and analysis of data for management decision making. Prerequisite(s): ACC 207. Corequisite(s): BAI 103L.

ACC 300A. Principles of Financial Accounting. 1.5 Hour

An introduction to the concepts and procedures underlying financial accounting and financial statements, and the use of financial accounting information for decision making. Credit may not be earned for both ACC 300A and either ACC 200 or ACC 207. Prerequisite(s): Engineering major; sophomore standing; permission of department chairperson.

ACC 300B. Principles of Managerial Accounting. 1.5 Hour

An introduction to the concepts underlying the preparation and use of accounting data by managers as they plan, control, and make decisions within an organization. Credit may not be earned for both ACC 300B and ACC 208. Prerequisite(s): ACC 300A; engineering major; sophomore standing; permission of department chairperson.

ACC 303. Managerial Accounting. 3 Hours

The production, dissemination, and interpretation of financial and nonfinancial information for use within an organization. Information for planning, decision making, and control. Study of typical cost accounting systems in various organizations. Prerequisite(s): (ACC 207, ACC 208, with minimum grades of 'C+'; junior standing) or permission of department chairperson.

ACC 305. Intermediate Financial Accounting I Part I. 4 Hours

Part I (part II in ACC 306) of a comprehensive treatment of financial accounting concepts, principles, and procedures used in the preparation and analysis of financial statements. Prerequisite(s): (ACC 207, ACC 208, with minimum grades of 'C+'; junior standing) or permission of department chairperson.

ACC 306. Intermediate Financial Accounting II Part II. 3 Hours

Part II of comprehensive treatment of financial accounting concepts, principles, and procedures used in the preparation and analysis of financial statements. Prerequisite(s): ACC 305 with a minimum grade of 'C'.

ACC 341. Accounting Information Systems I. 3 Hours

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. Prerequisite(s): ACC 305 with a minimum grade of 'C'; MIS 301.

ACC 401. Auditing Principles. 4 Hours

Study of the concepts, standards, and procedures used to judge and report on the degree of correspondence between quantifiable information and established criteria; the ethical, regulatory, and professional responsibilities of the auditor and introduction to internal, operational, and governmental auditing. Prerequisite(s): ACC 306 with a minimum grade of 'C'; ACC 341 with a minimum grade of 'C'.

ACC 404. Advanced Strategic Cost Management. 3 Hours

Study of processes focused on strategic cost management. Topics include balanced scorecards, activity-based costing management, target costing, lean accounting, six sigma, environmental accounting, and performance measurement and control systems. Prerequisite(s): (ACC 303; OPS 301) with a minimum grade of 'C'.

ACC 408. Advanced Financial Accounting. 3 Hours

Satisfies the accounting capstone requirement for accounting majors and serves as evidence of the culmination of the Common Academic Program. Study of advanced financial accounting topics including consolidated financial statements and accounting for business combinations, multinational subsidiaries, and foreign currency transactions. A case based practical role play experience as an accountant and a case based analysis addressing fraud and the consequences of unethical behavior and the important role accountants play in protecting the public interest and serving society in general are integrated into the course. Prerequisite(s): ACC 306 with a minimum grade of C or permission of Department Chairperson; Senior standing.

ACC 412A. Contemporary Issues in Accounting. 3 Hours

Seminar covering emerging or controversial issues for the student who has a strong accounting background. Topics include the business and financial situations that underlie accounting problems and controversies, alternative accounting techniques which are accepted or proposed, and the consequences of various accounting practices. Prerequisite(s): ACC 306 or permission of instructor.

ACC 412B. International Accounting. 3 Hours

Study of current topics in international accounting. This course will typically include a week or more of study outside of the U.S. that will include lectures and relevant site visits. In addition to normal tuition, there may be travel and other costs and fees. Foreign locations, countries, topics, and duration may vary. Prerequisite(s): ACC 306 or permission of instructor.

ACC 412C. International Accounting- IFRS Certificate and Research. 3 Hours

This class includes a comprehensive study of International Financial Reporting Standards (IFRS). Students will complete the Institute of Chartered Accountants in England and Wales' (ICAEW) IFRS learning and assessment program and upon successful completion earn an IFRS certificate from this globally recognized professional accountancy body. Prerequisite(s): ACC 408 or permission of the instructor. Effective Fall 2013: minimum 3.0 cumulative and major gpa required.

ACC 412D. International Accounting-IFRS Certificate and Research. 3 Hours

This class is for NON-UD degree seeking students. The class includes a comprehensive study of International Financial Reporting Standards (IFRS). Students will complete the Institute of Chartered Accountants in England and Wales' (ICAEW) IFRS learning and assessment program and upon successful completion earn an IFRS certificate from this globally recognized professional accountancy body. Prerequisite(s): ACC 408 or permission of instructor.

ACC 420. Federal Income Taxation. 4 Hours

Study of federal income tax laws and their application to individuals, partnerships, and corporations. Develop research techniques for federal income tax issues as they relate to preparation of federal individual income tax preparation. 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(s): ACC 305 with a minimum grade of 'C' or permission of department chairperson.

ACC 421. Taxes and Business Strategy. 3 Hours

Primary emphasis is given to analyzing tax planning opportunities for individuals and businesses through the use of in-depth tax research projects. This course builds upon the Federal Income Taxation course to further develop tax policy considerations and discusses possible tax reform. The course provides an introduction to several advanced taxation topics including tax exemption organizations, state and local taxation, international taxation and estate and gift taxation. Prerequisite(s): ACC 420 or permission of instructor.

ACC 441. Accounting Information Systems II. 3 Hours

Examination of accounting systems with exposure to systems design and evaluation, complex spreadsheet applications, decision support systems, and data base management applications. Prerequisite(s): ACC 341 or permission of instructor.

ACC 491. Honors Thesis. 3 Hours

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.

ACC 492. Honors Thesis. 3 Hours

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.

ACC 497. Professional Work Experience. 0-3 Hours

Supervised accounting work experience in association with a participating public accounting, industrial, commercial, educational, health-care, or governmental organization. May be used for general elective credit only. Option two grading only. Maximum of three credits toward graduation requirements. Permission of chairperson required.

ACC 499. Independent Study in Accounting. 1-6 Hours

Individual research in accounting topics under the guidance and direction of an accounting faculty member. A formal, detailed proposal must be completed and approved by the department chair. Prerequisite(s): Senior status in accounting; permission of department chairperson.

Business Interdisciplinary Studies

Minor in Business Administration (BUS)

Interdisciplinary studies in business are represented by individual courses that are interdisciplinary, such as BIZ 101, BIZ 102, and BAI 103L, and by the interdisciplinary minor in Business Administration that is offered for students who are not in the School of Business Administration.

BIZ 101, BIZ 102, and BAI 103L are all required courses for first year students in the School of Business Administration and are part of the business core curriculum.

The minor in Business Administration is a valuable program for non-business majors who intend to pursue careers in business or want to prepare for an MBA program.

The minor in Business Administration is available to non-business majors only. The course requirements are listed below. Note that additional prerequisites may apply to some of the course selections which would increase the total number of hours needed to complete the minor.

ACC 200	Introduction to Accounting	3
or ACC 207 & ACC 208	Introduction to Financial Accounting and Introduction to Managerial Accounting	
ECO 203	Principles of Microeconomics	3
Select four courses from:		12
FIN 301 or FIN 229	Introduction to Financial Management Corporate Finance	
MGT 201	Legal Environment of Business	
MGT 229	Introduction to Entrepreneurship	
MGT 300	Survey of Organizational Behavior	
MIS 300 or MIS 302	Survey of Management Information Systems Systems Thinking in Organizations	
MKT 300	Survey of Marketing	
OPS 300	Introduction to Operations & Supply Management	
Total Hours		18

Business Courses

BIZ 101. Business Education Planning. 1 Hour

Introduction to the School of Business Administration, the University and educational planning.

BIZ 102. Introduction to Business. 3 Hours

An introduction to business topics that include accounting, economics, entrepreneurship, finance, marketing, management, information systems, operations, and the global marketplace. Business ethics, social responsibility, and professionalism will also be examined. Students will develop individual plans for completing the BWISE (Business Wisdom through International, Service, and Experiential) graduation requirement.

BIZ 150. Business Educational Planning. 1 Hour**BIZ 294. Special Topics in the School of Business Administration. 3 Hours**

Special Topics in the School of Business Administration.

BIZ 400. Dean's Leadership Lab. 0-6 Hours**BIZ 497. Lab Work Experience. 1-6 Hours**

Interdisciplinary-Bus Courses

BAI 103L. Business Computing Laboratory. 1 Hour

Introduction to business software skills including spreadsheets, relational databases, and integration of computer applications. Overview of UD computer ethics policies.

Economics and Finance

Majors:

- Bachelor of Science in Business Administration, Business Economics
- Bachelor of Science in Business Administration, Finance
- Bachelor of Science in Business Administration, Finance-Investment Management Emphasis

Minors:

- Business Economics
- Finance

The Department of Economics and Finance offers majors in business economics and finance for students in the School of Business Administration. Finance majors also have the ability to earn an (optional) emphasis in investment management. The department also offers majors in economics (p. 160) and applied mathematical economics (p. 203) for students in the College of Arts and Sciences (search these majors to view their requirements). Minors in economics, business economics, and finance are available to all students.

Faculty

Trevor Collier, Chairperson

Professors: Caporale, Chen, Ruggiero

Associate Professors: Collier, Mohan, Poitras, Wang, Zhang

Assistant Professors: Chang, Haskell, Schutte, Williams

Lecturers: Douglas, John, Livesay, Shimmin

Business Economics

Economics teaches students to think analytically about problems that arise in business, politics, and everyday life. The business economics major offers students the strength of economic theory combined with a focus in an area of applied business and develops the student's quantitative skills by requiring course work in econometrics or forecasting. The major is excellent preparation for a wide range of employment opportunities in business, government, and education. It also prepares students for graduate study in law, public policy, and business. Students who wish to pursue graduate study in economics should supplement the major with additional mathematics courses or major in applied mathematical economics.

In addition to other requirements, a major in business economics requires: ECO 203-204 (with a grade of C or better), ECO 340 or 346, ECO 410 or 441, ECO 490, 6 additional semester hours of economics electives, and a breadth requirement, which is a total of 6 additional semester hours of courses in economics electives, or mathematics or business courses from the approved list. See the department office for the approved breadth requirement courses.

Faculty

Trevor Collier, Chairperson
 Edmund B. O’Leary Professor of Economics: Ruggiero
 Professors: Caporale, Ruggiero
 Associate Professors: Collier, Poitras
 Assistant Professors: Haskell, Williams
 Lecturer: John

Bachelor of Science in Business Administration, Business Economics (ECB) minimum 126 hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 West and the World	
REL 103 Introduction to Religious and Theological Studies	
PHL 103 Intro To Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
SSC 200 Social Science Integrated	
Arts	3
Natural Sciences ⁴	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

- ¹ Completed with ASI 110 and ASI 120.
- ² Or ENG 100A and ENG 100B, or ENG 200H, by placement.
- ³ Completed with ENG 200H or ASI 120.
- ⁴ Must include two different disciplines and accompanying lab.

SBA Core Curriculum

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting	3
BAI 103L	Business Computing Laboratory	1
BIZ 101	Business Education Planning	1
BIZ 102	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3

ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing (Satisfies CAP Inquiry)	3
or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368	Practical wisdom in the business world	
ECO elective (300/400 level)		3
BWISE requirement		0
Major Requirements ¹		18
ECO 340	Managerial Economics	3
or ECO 346	Intermediate Microeconomic Analysis	
ECO 410	Bus&Eco Forecasting	3
or ECO 441	Econometrics	
ECO 490	Senior Seminar in Applied Economics (Satisfies CAP Major Capstone) ²	3
ECO upper level elective (in addition to SBA ECO Upper Level Elective)		3
Breadth requirements (see Department Chair for approved selections)		6

- ¹ Business economics majors must earn a grade of C or better in ECO 203 and ECO 204.
- ² Beginning in 2015-16, the prerequisite for ECO 490 is ECO 410 or ECO 441.

Academic electives to bring total to at least 126 credits

Minor in Business Economics (ECB)

Business Economics

Business Majors		
ECO 340	Managerial Economics	3
or ECO 346	Intermediate Microeconomic Analysis	
ECO 410	Bus&Eco Forecasting	3
or ECO 441	Econometrics	
Select two ECO electives (300/400 level)		6
Total Hours		12

Non-Business Majors

ECO 203	Principles of Microeconomics	3
ECO 204	Principles of Macroeconomics	3

ECO 340	Managerial Economics	3
or ECO 346	Intermediate Microeconomic Analysis	
ECO 410	Bus&Eco Forecasting	3
or ECO 441	Econometrics	
Select two ECO electives (300/400 level)		6
Total Hours		18

Finance

The finance major provides students with a working understanding of the financial decision-making process, how financial markets function, and the acquisition and management of capital. A student may choose a general finance curriculum or specialize in courses relating to investment analysis and portfolio management, financial institutions and services, or corporate financial management. Students will be prepared for a variety of careers in business and in the government sector with work in areas such as financial analysis, capital budgeting, banking, mergers and acquisitions, working capital management, real estate, and insurance. A major in finance is also excellent preparation for graduate studies in business administration or corporate and securities law.

In addition to other requirements, the major in finance consists of FIN 360, and FIN 401 or FIN 460; six semester hours of 400 level finance electives; and six additional semester hours of 300 or 400 level finance electives. Finance majors must earn at least a C+ in FIN 301, Introduction to Financial Management. One of the electives may come from: ACC 305, ECO 415, or MTH 490.

Finance Major with Investment Management Emphasis

The objective of the Investment Management Emphasis is to provide better guidance on finance course selection to our students interested in a career in investment management. Investment management is the professional management of assets on behalf of a client. These assets can be publicly traded securities (stocks, bonds, and derivatives), commodities, real estate or foreign currencies. An investment manager acts as a fiduciary agent and her main occupation is to help her clients' meet their specified investment goals. An investment manager can work for or on behalf of a financial institution (insurance companies, mutual funds, hedge funds, pension funds, corporations, brokerage firms, investment banks, and non-profits) or a private investor. Money managers, financial advisors, traders, and analysts are all part of the investment management industry. The services provided by financial managers include financial statement analysis, asset and portfolio selection, and evaluation of investment performance.

To earn the Investment Management Emphasis, the courses selected for the finance major should fulfill the following three requirements:

1. FIN 470 (Fixed Income Securities) or FIN 480 (Options and Futures Markets)
2. FIN 460 (Portfolio Management and Security Analysis)
3. One course from the following list (if not already taken):

- FIN 470 (Fixed Income Securities)
- FIN 480 (Options and Futures Markets)
- FIN 479 (Seminar in Bond Portfolio Management)
- FIN 481 (Fundamental and Technical Trading)
- FIN 482 (Energy Markets)
- FIN 484 (Advanced Trading Techniques)
- FIN 493 (Seminar in Investments)

Faculty

Trevor Collier, Chairperson
 William J. Hoben Professor of Finance: Chen
 Professor: Chen
 Associate Professors: Mohan, Wang, Zhang
 Assistant Professors: Chang, Schutte
 Lecturers: Douglas, Livesay, Shimmin

Bachelor of Science in Business Administration, Finance (FIN) minimum 126 hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 West and the World	
REL 103 Introduction to Religious and Theological Studies	
PHL 103 Intro To Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
SSC 200 Social Science Integrated	
Arts	3
Natural Sciences ⁴	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

⁴ Must include two different disciplines and accompanying lab.

SBA Core Curriculum

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting	3
BAI 103L	Business Computing Laboratory	1
BIZ 101	Business Education Planning	1
BIZ 102	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3

ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370 or ENG 371 or ENG 372	Report & Proposal Writing (Satisfies CAP Inquiry) Technical Communication Business and Professional Writing	3
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313 or REL 368	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL) Practical wisdom in the business world	3
ECO elective (300/400 level)		3
BWISE requirement		0

Major Requirements ¹ 18

FIN 360	Investments	3
FIN 401 or FIN 460	Finance Capstone: Advanced Financial Analysis Finance Capstone: Portfolio Management & Security Analysis	3
Select two FIN electives (400 level)		6
Select two FIN electives (300-400 level), one may be from:		6
ACC 305	Intermediate Financial Accounting I Part I	
ECO 415	Game Theory with Business Applications	
MTH 490	Readings in Mathematics	

¹ Finance majors must earn a C+ or better in FIN 301.

Investment Management Emphasis Requirements 9

FIN 470 or FIN 480	Fixed Income Securities Options & Futures Markets	3
FIN 460	Finance Capstone: Portfolio Management & Security Analysis	3
Select one FIN elective (if not already taken):		3
FIN 470	Fixed Income Securities	
FIN 480	Options & Futures Markets	
FIN 479	Seminar in Bond Portfolio Management	
FIN 481	Introduction to Technical Trading	
FIN 482	Energy Markets	
FIN 484	Advanced Trading Techniques	
FIN 493	Seminar in Investments	

¹ Finance majors must earn a C+ or better in FIN 301.

Academic electives to bring total to at least 126 credits

Minor in Finance (FIN)

Finance

Business Majors ¹		
FIN 360	Investments	3
Select three FIN electives (at least one at the 400 level)		9
Total Hours		12

¹ Finance minors must earn a C+ or better in FIN 301.

Non-Business Majors

FIN 301	Introduction to Financial Management ^{1, 2}	3
FIN 360	Investments	3
Select three FIN electives (at least one at the 400 level)		9
Total Hours		15

¹ Prerequisites for FIN 301 must be completed.

² Finance minors must earn a C+ or better in FIN 301.

- Business Economics
- Finance
- Finance with Investment Management Emphasis

Business Economics

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Arts or CAP Natural Science)	3
35	
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 340 or 346	3
ENG 200	3
MGT 201	3
FIN 301	3
SSC 200	3
CAP Components	4
31	
Third Year	Hours
ECO 410 or 441	3
MIS 301	3
MGT 301	3
MKT 301	3
OPS 301	3
PHL 313 or REL 368	3

ECB Major Breadth Elective	3
CAP Components or General Electives	9
	30

Fourth Year	Hours
Business Writing	3
ECO electives (satisfies economics elective for ECB major)	6
ECB major breadth elective	3
ECO 490 (Satisfies CAP Major Capstone)	3
MGT 490 (Satisfies CAP Integrative)	3
CAP Components or General Electives	12
	30

Total credit hours: 126

Finance

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (general CAP Arts or CAP Natural Sciences)	3
	35

Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO Elective	3
ENG 200	3
FIN 301	3
MGT 201	3
SSC 200	3
CAP Components	4
	31

Third Year	Hours
FIN Electives (see major reqs for choices)	6
FIN 360	3
MGT 301	3
MIS 301	3
MKT 301	3
OPS 301	3
PHL 313 or REL 368	3
CAP Components or General Electives	6
	30

Fourth Year	Hours
Business Writing	3
FIN Electives (see major reqs for choices)	6
FIN 401 or 460	3
MGT 490 (Satisfies CAP Integrative)	3
CAP Components or General Electives	15

*See DegreeWorks to ensure one of FIN courses taken is an approved Major Capstone course.

30

Total credit hours: 126

Finance with Investment Management Emphasis

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
ENG 100 (CAP Humanities Commons)	3
ECO 203	3
ECO 204	3
HST 103 (CAP Humanities Commons)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP Component (generally CAP Arts or CAP Natural Sciences)	3
	35

Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO Elective	3
ENG 200	3
FIN 301	3
MGT 201	3
SSC 200	3
CAP Components	4
	31

Third Year	Hours
MGT 301	3
MIS 301	3
OPS 301	3
MKT 301	3
FIN 360	3
PHL 313 or REL 368	3
FIN Electives (see major requirements for choices)	6
CAP Components or General Electives	6
	30

Fourth Year	Hours
Business Writing	3
FIN 460	3
FIN 470 or 480	3
FIN Elective from the Investment Management list	3
MGT 490 (Satisfies CAP Integrative)	3
CAP Components or General electives	15

*See DegreeWorks to ensure one of FIN courses taken is an approved Major Capstone course.

30

Total credit hours: 126

Economics Courses

ECO 203. Principles of Microeconomics. 3 Hours

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.

ECO 204. Principles of Macroeconomics. 3 Hours

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.

ECO 301. Seminar in Market Economics. 3 Hours

Market solutions to economic and political issues. Topics vary, but may include issues relating to drugs, gun control, environmental concerns, government interventions, economic and political freedom, and others. Team taught course. Prerequisite(s): ECO 203.

ECO 340. Managerial Economics. 3 Hours

Application of economic models to managerial decision making. Topics include demand analysis, forecasting demand, short-run cost analysis, long-run cost and production functions, pricing, and risk and uncertainty. May not get credit for both ECO 340 and ECO 346. ECB, ECO, MTE majors & minors only. Prerequisite(s): ECO 203.

ECO 346. Intermediate Microeconomic Analysis. 3 Hours

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, and welfare economics. May not get credit for both ECO 346 and ECO 340. ECO, ECB, and MTE majors and minors only. Prerequisite(s): ECO 203.

ECO 347. Intermediate Macroeconomic Analysis. 3 Hours

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. ECO, ECB, and MTE majors and minors only. Prerequisite(s): ECO 204, ECO 203.

ECO 390. Antitrust Economics. 3 Hours

Study of how economic analysis has been applied in the interpretation of the antitrust statutes. Examines major anti-trust laws and relevant case law; reviews economic theories of market behavior. Prerequisite(s): ECO 203.

ECO 410. Business & Economic Forecasting. 3 Hours

Forecasting techniques, including ARIMA time series models, econometric models, moving averages, exponential smoothing, and time series decomposition, are used to forecast business and economic variables. Data sources, selection of appropriate forecasting tools and models, and evaluation of forecast results are studied. Prerequisite(s): ECO 203, ECO 204; Statistics (DSC 211 or MTH 207 or MTH 367 or MTH 412).

ECO 415. Game Theory with Business Applications. 3 Hours

Introductory course in strategic decision making; provides a thorough discussion of the basic techniques of applied game theory and of systematic thinking in making business decisions. Among the topics covered with applications to business are equilibrium strategies, understanding situations involving conflict and cooperation, auction design and bidding strategy, and bargaining and negotiations. Prerequisite(s): ECO 203.

ECO 435. Economics of the Environment. 3 Hours

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(s): ECO 203.

ECO 441. Econometrics. 3 Hours

Training in the art of making economic measurements from empirical data using regression analysis as the principle tool; use of computer software to estimate and test regression equations; interpretation of results using statistical inference. Prerequisite(s): ECO 203, ECO 204, [one of the following DSC 211, MTH 207, MTH 367, or MTH 412].

ECO 442. Money & Banking. 3 Hours

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. Prerequisite(s): ECO 203, ECO 204.

ECO 445. Public Finance. 3 Hours

The economic aspects of government finance at the local, state, and especially the 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. Prerequisite(s): ECO 203, ECO 204.

ECO 460. Economic Development & Growth. 3 Hours

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. Prerequisite(s): ECO 203, ECO 204.

ECO 461. International Economics. 3 Hours

Major issues surrounding international trade and finance, the economic interdependence of nations and businesses, essential theoretical and empirical tools necessary to monitor and analyze international economic phenomena, and the application of these tools to contemporary business problems and issues. Prerequisite(s): ECO 203, ECO 204.

ECO 471. Labor Economics. 3 Hours

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. Prerequisite(s): ECO 203, ECO 204.

ECO 480. Sports Economics. 3 Hours

The application of economic analysis to the sports industry. Examines demand and efficiency in the product market; the labor market for professional athletes and mechanisms for restricting competition in that market; problems in achieving an efficient allocation of resources in the sports industry. Prerequisite(s): ECO 203.

ECO 485. Urban & Regional Economics. 3 Hours

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(s): ECO 203.

ECO 488. Production Economics & Performance Evaluation. 3 Hours

Intermediate course in theoretical and applied microeconomic production theory; provides a thorough discussion of the basic techniques of applied production theory and performance evaluation of decision making units. Topics include returns to scale, technical and allocative efficiency, benchmarking, environmental costs, and programming. Prerequisite(s): ECO 203.

ECO 490. Senior Seminar in Applied Economics. 3 Hours

The capstone seminar course is required for all Economics and Business Economics majors. Students apply economic analysis to topics of interest through projects, presentations, and group discussion, as directed by the instructor. The course provides students the opportunity to extend their proficiency in theoretical, mathematical, and statistical methods learned in previous economics courses through practical application. Typically offered during the spring semester. Economics or Business Economics majors only. Prerequisite(s): 12 semester hours in Economics, including one (1) of the following: ECO 441 or ECO 410. Senior standing only.

ECO 491. Honors Thesis. 3 Hours

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.

ECO 492. Honors Thesis. 3 Hours

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.

ECO 494. Seminar. 3 Hours

Subject varies from time to time. May be taken more than once if topic changes. Prerequisites to be announced.

ECO 496. Cooperative Education. 3 Hours

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. Economics or Business Economics majors only. Prerequisite(s): Permission of department chairperson.

ECO 497. Internship for General Elective Credit. 1-3 Hours

Practical work experience associated with career development and career exploration relating to the student's major. Permission of the department chair or designee required. Does not replace economics courses for the economics major. Economics or Business Economics majors only. Prerequisite(s): Forty-five semester hours of credit.

ECO 498. Independent Study in Economics. 1-6 Hours

Directed readings and research in selected fields of economics. The number of semester hours 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(s): 3.0 GPA in economics with a minimum of nine semester hours in economics; nomination by faculty; permission of the department chairperson.

Finance Courses

FIN 229. Corporate Finance. 3 Hours

Studies link between corporate finance, financial markets and stockholder gains or losses.

FIN 250. Personal Finance. 3 Hours

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. Does not count toward the finance major.

FIN 301. Introduction to Financial Management. 3 Hours

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. Prerequisite(s): (ACC 200 or ACC 207 or [ACC 300A and ACC 300B]); (ECO 203 or 204).

FIN 315. Spreadsheet Modeling in Finance. 3 Hours

This lab course focuses on building financial models in Excel. Students will learn to construct models for practical, real-world applications that cover simple examples such as cash flow and ratio analysis to more complicated models of bond pricing, stock valuation and option pricing. In the process, students will master basic Excel skills and more advanced useful techniques. Prerequisite(s): FIN 301.

FIN 330. Insurance & Risk Management. 3 Hours

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. Prerequisite(s): FIN 301.

FIN 336. Principles of Real Estate. 3 Hours

Survey of real estate industry with emphasis on its structure, regulation, growth, needs, financing, and future. Analysis of the methods for determining land use and evaluation of the theories of city development. Prerequisite(s): FIN 301.

FIN 340. Personal Financial Consulting. 3 Hours

This course introduces students to the concepts and practical implementation of professional financial planning, with a focus on the fundamentals of asset and income protection, capital accumulation, retirement planning, and estate planning. Emphasis is on integrating these elements into a comprehensive personal financial plan. The course also addresses client interactions, professional ethics and standards, the regulatory environment, and the business of financial planning. Prerequisite(s): FIN 301.

FIN 360. Investments. 3 Hours

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(s): FIN 301 with minimum grade of C+.

FIN 371. Financial Markets & Institutions. 3 Hours

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(s): FIN 301 with minimum grade of C+.

FIN 401. Finance Capstone: Advanced Financial Analysis. 3 Hours

This course creates a capstone experience for finance majors interested in pursuing a career in corporate finance. Topics introduced in FIN301 and FIN360 (prerequisites) as well as in Accounting 207 and Economics 203 and 204, are integrated into the financial analysis required to successfully play the simulation FinGame5.0. Students run a single product firm and must analyze current and estimated quarterly data to make decisions about capital budgeting proposals (efficiency projects as well as capital expansion); production scheduling; product pricing; dividend policy; capital structure; and short term financing. Prerequisites include FIN 301 with minimum grade of C+, FIN360, Senior Status. Note that Economics 203 and 204, as well as Accounting 207 are required for FIN301. Prerequisite(s): FIN 301, FIN 360.

FIN 402. Mergers, Acquisitions, Capital Restructuring & Corporate Governance. 3 Hours

In depth study of company valuation techniques and the influence of the governance structure - the CEO, President, and the Board of Directors - on company value. Prerequisite(s): FIN 360.

FIN 450. International Business Finance. 3 Hours

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(s): FIN 301.

FIN 460. Finance Capstone: Portfolio Management & Security Analysis. 3 Hours

Advanced valuation theory and security analysis; portfolio construction, evaluation, and management. Senior status required. Prerequisite(s): FIN 360.

FIN 470. Fixed Income Securities. 3 Hours

Introduction to the analytical/computational techniques for pricing fixed income securities, interest rate derivatives, and implementing effective portfolio strategies to control interest rate risk and enhance return. Prerequisite(s): FIN 360 or FIN 371.

FIN 471. Management of Financial Institutions. 3 Hours

Integrated and comprehensive analysis of financial institutions that include depository institutions, insurance companies, securities firms, and investment companies. Prerequisite(s): FIN 371.

FIN 475. Commercial Bank Management. 3 Hours

Explores the environment in which banks must operate, the financial statements of banks, and a thorough study of bank management topics which include: asset-liability management, the investment portfolio, sources of funds, and the loan portfolio. Prerequisite(s): FIN 360 or FIN 371.

FIN 479. Seminar in Bond Portfolio Management. 3 Hours

Theory and practice in active bond portfolio management. Literature and practical issues related to managing a bond fund. Seminar format; students are divided into teams, each responsible for a specific sector of the fixed income market. Prerequisite(s): FIN 360 or FIN 371.

FIN 480. Options & Futures Markets. 3 Hours

Study of options, futures, and other derivatives fundamentals, trading strategies, hedging, speculation, and arbitrating, pricing theories, and market regulations. Prerequisite(s): FIN 360 or FIN 371.

FIN 481. Introduction to Technical Trading. 3 Hours

The art and science of speculative foreign exchange trading, focusing on spot trading of Euros. Students implement a trading plan in a real foreign exchange environment under a set risk management policy. Students learn to watch the market, analyze profitable situations, and produce winning trades. Prerequisite(s): FIN 360.

FIN 482. Energy Markets. 3 Hours

Energy market portfolio skills: physicality of natural gas market, natural gas pricing, natural gas portfolio transactions including hedging, basic risk management. VaR simulation produced, power pricing and risk management, weather hedging, credit derivatives and their use in energy. Oil basics and pricing a tolling agreement. Prerequisite(s): FIN 360.

FIN 484. Advanced Trading Techniques. 3 Hours

Topics include appropriate leverage, when to take profits, when to have a stop loss, and hedging strategies. Students will learn to write short-term trading plans encompassing fundamental news events and technical charting, then implement a longer view. Each student is expected to open a real micro account from \$300-\$500. Prerequisite(s): FIN 481.

FIN 490. Special Topics in Finance. 3 Hours

Subject varies from time to time. May be taken more than once if the topic changes. Prerequisite(s): FIN 301.

FIN 491. Honors Thesis. 3 Hours

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.

FIN 493. Seminar in Investments. 3 Hours

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. Admission to the course is limited and must be approved by the instructor. Prerequisite(s): FIN 360 and permission of department chair.

FIN 494. Sem-Comm, Drvt&Eq Trad. 3 Hours

Application of derivatives trading strategies and financial data mining techniques based on equity, futures, options, and swaps in a real-world setting. Simulated derivatives trading using professional trading platform and strategies. Admission to the course is limited. Prerequisite(s): FIN 301.

FIN 496. Cooperative Education. 3 Hours

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. Finance majors only. Prerequisite(s): Permission of department chairperson.

FIN 497. Internship for General Elective Credit. 1-3 Hours

Practical work experience associated with career development and career exploration relating to the student's major. Permission of department chair or designee required. Does not replace finance courses for the finance major. Finance majors only. Prerequisite(s): Forty-five semester hours of credit.

FIN 498. Independent Study in Finance. 1-6 Hours

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(s): 3.0 GPA in Finance; minimum of nine semester hours in Finance; nomination by faculty; permission of department chairperson.

Management Information Systems, Operations Management, and Decision Sciences

Majors:

- Bachelor of Science in Business Administration, Management Information Systems
- Bachelor of Science in Business Administration, Operations and Supply Management

Minors:

- Business Analytics
- Business Intelligence
- Cyber-Security
- Management Information Systems
- Operations and Supply Management

The Department of Management Information Systems, Operations Management, and Decision Sciences offers courses in several quantitative and systems areas, a major and a minor in management information systems, a major and minor in operations and supply management, and minors in business analytics, business intelligence, and cyber-security.

Faculty

Jayesh Prasad, Chairperson
 Professor Emeritus and Distinguished Service Professor: Bohlen
 Professors Emeriti: Amsden, Casey, Hoffer, Vlahos
 Sherman-Standard Register Professor of MIS: Ferratt
 Niehaus Chair in Operations Management: Kanet
 Professors: Bobrowski, Dunne, Enns, Ferratt, Gorman, Kanet, Prasad, Salisbury, Wells
 Associate Professors: Jacobs, Wynn
 Assistant Professor: Chen
 Lecturers: Edelmann, Hall, Wagner

Management Information Systems

The MIS major at the University of Dayton is designed primarily to develop business systems analysts. These professionals analyze and design information systems in business organizations and marshal resources (i.e. manage projects) to bring the systems development effort to successful completion. MIS professionals also facilitate the successful operation and maintenance of organizational information systems.

The major is comprised of eighteen hours of required courses which make up the MIS core and six hours of elective courses taken for breadth. Optionally, this breadth requirement can be satisfied by completing a related minor - currently Business Intelligence or Cyber Security - or by completing a double major in another business discipline. Related minors will change from time to time, reflecting the dynamic nature of the MIS discipline. Students should meet with their advisor to decide whether to opt for elective courses, a related minor, or a double-major consistent with their interests and career goals.

Faculty

Jayesh Prasad, Chairperson
 Professor Emeritus and Distinguished Service Professor: Bohlen
 Professors Emeriti: Amsden, Casey, Hoffer, Vlahos

Sherman-Standard Register Endowed Chair in MIS: Ferratt
 Niehaus Chair in Operations Management: Kanet
 Professors: Bobrowski, Dunne, Enns, Ferratt, Gorman, Kanet, Prasad, Salisbury, Wells
 Associate Professors: Jacobs, Wynn
 Assistant Professor: Chen
 Lecturers: Edelmann, Hall, Wagner

Bachelor of Science in Business Administration, Management Information Systems (MIS) minimum 126 hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 West and the World	
REL 103 Introduction to Religious and Theological Studies	
PHL 103 Intro To Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
SSC 200 Social Science Integrated	
Arts	3
Natural Sciences ⁴	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

- 1 Completed with ASI 110 and ASI 120.
- 2 Or ENG 100A and ENG 100B, or ENG 200H, by placement.
- 3 Completed with ENG 200H or ASI 120.
- 4 Must include two different disciplines and accompanying lab.

SBA Core Curriculum

ACC 207 Introduction to Financial Accounting	3
ACC 208 Introduction to Managerial Accounting	3
BAI 103L Business Computing Laboratory	1
BIZ 101 Business Education Planning	1
BIZ 102 Introduction to Business	3
DSC 210 Statistics for Business I	3
DSC 211 Statistics for Business II	3

ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370 or ENG 371 or ENG 372	Report & Proposal Writing (Satisfies CAP Inquiry) Technical Communication Business and Professional Writing	3
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313 or REL 368	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL) Practical wisdom in the business world	3
ECO elective (300/400 level)		3
BWISE requirement		0

Major Requirements

MIS 150	Professional Development Experiences in Information Systems	0
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 325	Programming for Business Systems	4
MIS 380	Systems Analysis & Re-Engineering	3
MIS 381	Principles of Project Management	1
MIS 385	Systems Implementation with Database Management Systems	3
MIS 465	MIS Project I-Analysis & Design in Teams (This course and MIS 475 together satisfy CAP Major Capstone.)	3
MIS 475	MIS Project II-Design & Implementation in Teams (This course and MIS 465 together satisfy CAP Major Capstone.)	3
Breadth courses through electives, related minors, or double majors.		6
Total Hours		24

Electives Option

Select two courses from:		6
MIS 366	Business Intelligence	
MIS 368	Principles of Information Security Management	
MIS 430	Telecommunications & Networking-Classified	
MIS 460	Advanced Web Development	
MIS 467	Data Warehousing	
MIS 468	Internet Security-Classified	
MIS 499	Independent Study in Management Information Systems	

Related Minor Option

Complete requirements for one of these two minors: (1) Business Intelligence or (2) Cyber Security

Double Major Option

Complete the requirements for any other SBA major.

Academic electives to bring total to at least 126 credits

Minor in Business Intelligence (BIN)

Minor in Business Intelligence

Business Majors		
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 366	Business Intelligence	3
MIS 385	Systems Implementation with Database Management Systems	3
MIS 467	Data Warehousing	3
MIS elective ¹		3
Total Hours		13

¹ Choose from DSC 375, ECO 410, ECO 441, MIS 368, MIS 460, MKT 436 or as approved by the coordinator. MIS majors must select six semester hours from this list instead of three.

Non-Business Majors

MIS 300 or MIS 301	Survey of Management Information Systems Information Systems in Organizations	3
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 366	Business Intelligence	3
MIS 385	Systems Implementation with Database Management Systems	3
MIS 467	Data Warehousing	3
MIS elective ¹		3
Total Hours		16

¹ Choose from DSC 375, ECO 410, ECO 441, MIS 368, MIS 360, MKT 436 or as approved by the coordinator.

Minor in Cyber-Security (CSM)

Minor in Cyber-Security

Business Majors		
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 368	Principles of Information Security Management	3
MIS 430	Telecommunications & Networking-Classified	3
MIS 468	Internet Security-Classified	3
300/400 MIS elective ¹		3
Total Hours		13

Non-Business Majors

MIS 300 or MIS 301	Survey of Management Information Systems Information Systems in Organizations	3
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 368	Principles of Information Security Management	3
MIS 430	Telecommunications & Networking-Classified	3
MIS 468	Internet Security-Classified	3

300/400 MIS elective ¹	3
Total Hours	16

¹ Any 300/400 MIS course except MIS 491, MIS 492, MIS 497, MIS 498, MIS 499 or as approved by the coordinator.

Minor in Management Information Systems (MIS)

Minor in Management Information Systems

Business Majors		
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 380	Systems Analysis & Re-Engineering	3
MIS 381	Principles of Project Management	1
MIS 385	Systems Implementation with Database Management Systems	3
Two 300/400 level courses ¹		6
Total Hours		14

¹ Select six additional semester hours: at least three hours must be a 300 or 400 level MIS course (excluding MIS 491, MIS 492, MIS 497, MIS 498, and MIS 499); three additional hours may be either from the list of approved relevant major courses or another 300 or 400 level MIS course (excluding those listed above). A relevant major course is one that features concepts intended to bridge between the MIS minor and the student's major. For the list of approved relevant major courses see the MIS minor coordinator. Other courses may be taken with approval of the MIS minor coordinator, in consultation with the student's major advisor(s). Currently approved relevant major courses are: ACC 401, DSC 375, ECO 410, ECO 441, MKT 436, and OPS 350.

Non-Business Majors

MIS 300 or MIS 301	Survey of Management Information Systems Information Systems in Organizations	3
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 380	Systems Analysis & Re-Engineering	3
MIS 381	Principles of Project Management	1
MIS 385	Systems Implementation with Database Management Systems	3
Two 300/400 level courses ¹		6
Total Hours		17

¹ Select six additional semester hours: at least three hours must be a 300 or 400 level MIS course (excluding MIS 491, MIS 492, MIS 497, MIS 498, and MIS 499); three additional hours may be either from the list of approved relevant major courses or another 300 or 400 level MIS course (excluding those listed above). A relevant major course is one that features concepts intended to bridge between the MIS minor and the student's major. For the list of approved relevant major courses see the MIS minor coordinator. Other courses may be taken with approval of the MIS minor coordinator, in consultation with the student's major advisor(s). Currently approved relevant major courses are: ACC 401, DSC 375, ECO 410, ECO 441, MKT 436, and OPS 350.

Operations and Supply Management

The operations and supply management program offered by the Department of Management Information Systems, Operations Management, and Decision Sciences includes a major and a minor in operations and supply management (OPS).

Students who major or minor in operations and supply management learn how to manage the core operations of an organization. These core operations use the human, technical, and financial resources of the organization to create goods and services for customers. Operations managers apply technical and quantitative tools and techniques, together with behavioral skills, to manage the transformation of inputs into outputs desired by customers. Operations managers participate in these transformation processes in many different roles, including:

- Process improvement analyst
- Quality assurance analyst
- Purchasing manager
- Production/inventory manager
- Warehouse manager
- Service facility manager
- Operations consultant

The OPS program is selective. UD students wishing to declare an OPS major must have an overall GPA of 2.8 or higher. Moreover, to declare and/or remain in the program students must earn a grade of B- or higher in the introductory course. Exceptions to these requirements must be approved by the Department Chair.

In addition to other requirements, the major in Operations and Supply Management requires OPS 350, Business Process Management; DSC 375, Management Science; OPS 401, Operations Planning and Control; OPS 480, Supply Chain Management Strategies; OPS 485, Capstone OPS Project I; OPS 495, Capstone OPS Project II; and six semester hours of OPS electives.

Students who major in OPS are encouraged to consider the many OPS co-op and internship opportunities with regional firms through association with UD's Career Services. Although not a requirement, most students do combine such experiences with their program of study in OPS. Experience shows that co-oping or interning in an OPS-related assignment affords students a richer appreciation of the applicability of their coursework and adds to the already strong position OPS grads enjoy in the job market. Normally the co-op experience requires an additional year to complete the degree, but because of the flexibility in course requirements, with advanced planning it is quite possible to complete a co-op and graduate in OPS within four years.

A minor in operations and supply management is available to students who want to acquire basic skills in this area and understand that doing so will enhance their ability to manage operations in any functional area of a business. A minor in operations and supply management consists of twelve hours for students in the School of Business Administration and 21 hours for non-business students.

Faculty

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 Professor Emeritus and Distinguished Service Professor: Bohlen
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Associate Professors: Jacobs, Wynn
 Assistant Professor: Chen
 Lecturers: Edelmann, Hall, Wagner

Bachelor of Science in Business Administration, Operations and Supply Management (OPS) minimum 126 hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 West and the World	
REL 103 Introduction to Religious and Theological Studies	
PHL 103 Intro To Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
SSC 200 Social Science Integrated	
Arts	3
Natural Sciences ⁴	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

⁴ Must include two different disciplines and accompanying lab.

SBA Core Curriculum

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting	3
BAI 103L	Business Computing Laboratory	1
BIZ 101	Business Education Planning	1
BIZ 102	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing (Satisfies CAP Inquiry)	3

or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368	Practical wisdom in the business world	
ECO elective (300/400 level)		3
BWISE requirement		0

Major Requirements

		24
DSC 375	Management Science	3
OPS 350	Business Process Management	3
OPS 401	Operations Planning & Control	3
OPS 480	Supply Chain Management Strategies	3
OPS 485	Capstone Operations & Supply Management Project I (This course and OPS 495 together satisfy CAP Major Capstone.)	1
OPS 495	Capstone Operations & Supply Management Project II (This course and OPS 485 together satisfy CAP Major Capstone.)	5
OPS electives		6

Academic electives to bring total to at least 126 credits

Minor in Operations and Supply Management (OPS)

Operations and Supply Management

Business Majors		
DSC 375	Management Science	3
OPS 350	Business Process Management	3
OPS 401	Operations Planning & Control	3
or OPS 480	Supply Chain Management Strategies	
Select three semester hours from DSC, OPS, MIS, or IET ¹		3
Total Hours		12

¹ Approved by the department chairperson.

Non-Business Majors

DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
DSC 375	Management Science	3
OPS 300	Introduction to Operations & Supply Management	3
or OPS 301	Survey of Operations & Supply Management	
OPS 350	Business Process Management	3
OPS 401	Operations Planning & Control	3

or OPS 480	Supply Chain Management Strategies	
Select three semester hours from DSC, OPS, MIS, or IET ¹		3
Total Hours		21

¹ Approved by department chairperson.

Decision Sciences

The Department of Management Information Systems, Operations Management, and Decision Sciences offers courses in several quantitative and systems areas, a major and a minor in management information systems (see MIS), a major and minor in operations and supply management (see OPS), and minors in business analytics, business intelligence, and cyber-security.

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 and operations management courses as part of their core business coursework.

The minor in business analytics (BAN) offers business majors and other students an opportunity to develop their skills in the quantitative methods which support managerial decision making. A minor in business analytics consists of 21 semester hours for non-business majors and 12 hours for business majors.

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

Faculty

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 Sherman-Standard Register Professor of MIS: Ferratt
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 Professors: Bobrowski, Dunne, Enns, Ferratt, Gorman, Kanet, Prasad, Salisbury, Wells
 Associate Professors: Jacobs, Wynn
 Assistant Professor: Chen
 Lecturers: Edelman, Hall, Wagner

Minor in Business Analytics (BAN)

A minor in Business Analytics consists of 12 hours for students in the School of Business Administration and 21 for non-business students.

Business Analytics

Business Majors		
DSC 375	Management Science	3
OPS 350	Business Process Management	3
Select six semester hours from DSC, MIS, or OPS (300/400 level) ^{1,2}		6
Total Hours		12

¹ In addition to courses used to satisfy the requirements of any other major or minor. Approval of the department chairperson.

² OPS majors must select nine additional semester hours instead of six.

Non-Business majors

DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3

DSC 375	Management Science	3
MIS 300	Survey of Management Information Systems	3
or MIS 301	Information Systems in Organizations	
OPS 300	Introduction to Operations & Supply Management	3
or OPS 301	Survey of Operations & Supply Management	
OPS 350	Business Process Management	3
Select three semester hours from DSC, OPS or MIS (300/400 level)		3
Total Hours		21

Management Information Systems

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies Cap Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Arts or CAP Natural Sciences)	3
	35
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO Elective	3
ENG 200	3
MIS 301	3
MIS 305	1
MGT 201	3
SSC 200	3
CAP Component	3
	31
Third Year	Hours
FIN 301	3
MGT 301	3
MIS 325	4
MIS 380	3
MIS 381	1
MIS 385	3
MKT 301	3
OPS 301	3
CAP Components and/or General Electives	7
	30
Fourth Year	Hours
Business Writing	3
MIS Electives/Breadth Requirements	6
MGT 490 (Satisfies CAP Integrative)	3
MIS 465	3
MIS 475 (Satisfies CAP Major Capstone)	3
PHL 313 or REL 368	3

CAP Components and/or General Electives	9
	30

Total credit hours: 126

Operations Management

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
ENG 100 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Common)	3
HST 103 (Cap Humanities Common)	3
PHL 103 (CAP Humanities Common)	3
ECO 203	3
ECO 204	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP Component	3
	35
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MIS 301	3
OPS 301	3
SSC 200	3
CAP Components	4
	31
Third Year	Hours
DSC 375	3
ECO Elective	3
FIN 301	3
MGT 301	3
MKT 301	3
OPS 350	3
OPS Elective	3
CAP Components and/or General Electives	9
	30
Fourth Year	Hours
MGT 490 (Satisfies CAP Integrative)	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
OPS 401	3
OPS 480	3
OPS 485	1
OPS 495 (Satisfies CAP Major Capstone)	5
OPS Elective	3
CAP Components and/or General Electives	6
Business Writing	3
	30

Total credit hours: 126

Decision Sciences Courses

DSC 210. Statistics for Business I. 3 Hours

Basic concepts of statistics including descriptive statistics, probability, probability distributions, and estimation. Prerequisite(s): MTH 128, MTH 129; BAI 103L (may be taken as a corequisite).

DSC 211. Statistics for Business II. 3 Hours

Tests of hypotheses, analysis of variance, Chi-square tests, simple and multiple regression and correlation. Use of computer software for statistical data analysis. Prerequisite(s): BAI 103L; DSC 210; MTH 129.

DSC 313. Advanced Business Statistics. 3 Hours

Selected topics from advanced statistics with emphasis on business applications. Prerequisite(s): DSC 211 or equivalent.

DSC 375. Management Science. 3 Hours

Quantitative modeling applications for managerial analysis and decision making. Develops skills to analyze and solve problems using computer-based mathematical modeling in a wide variety of business decision situations involving business functional areas such as accounting, economics, finance, human resources, marketing, management information systems, and operations management. Topics include constrained modeling techniques, simulation, and multi-criteria decision making. Prerequisite(s): DSC 211; OPS 301 (may be taken as a corequisite).

DSC 410. Decision Theory. 3 Hours

Introduction to the analysis of decisions under uncertainty. Topics include structuring of the decision process, Bayesian decision theory, and multicriteria decision making. Prerequisite(s): DSC 211 or equivalent.

DSC 415. Simulation Modeling & Analysis. 3 Hours

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. Prerequisite(s): DSC 211; DSC 375 recommended.

DSC 435. Analysis of Factory Systems. 3 Hours

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. Prerequisite(s): DSC 375, OPS 301.

DSC 491. Honors Thesis. 3 Hours

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.

DSC 492. Honors Thesis. 3 Hours

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.

DSC 494. Seminar in Decision Sciences. 3 Hours

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.

DSC 497. Laboratory Work Experience. 1-6 Hours

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. Prerequisite(s): Permission of department chairperson.

DSC 498. Cooperative Education. 3 Hours

Optional full-time work period off campus alternating with study period on campus. Prerequisite(s): Permission of department chairperson.

DSC 499. Independent Study in Decision Sciences. 1-6 Hours

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. Prerequisite(s): Permission of department chairperson.

Management Info Systems Courses

MIS 150. Professional Development Experiences in Information Systems. 0 Hours

Participation in experiences to promote development of practical knowledge, career networks, and professional skills relevant to the field of information systems.

MIS 220. Exploring Careers in Information Systems. 1 Hour

Designed to immerse students into the contemporary issues of management information systems. Site visits and guest lectures from management information systems leaders. Priority given to first and second year students. Satisfactory/No Credit. Prerequisite(s): Permission of department chairperson.

MIS 300. Survey of Management Information Systems. 3 Hours

Introduction to management information systems 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 MIS 301. Permission of department chairperson required. Prerequisite(s): (BAI 103L or CPS 111); junior standing.

MIS 301. Information Systems in Organizations. 3 Hours

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. Sophomores are encouraged to take this course during their second term. Prerequisite(s): BIZ 102 or ACC 207; (ACC 208 or ACC 200) (may be taken as a corequisite); ECO 203; BAI 103L or CPS 111.

MIS 302. Systems Thinking in Organizations. 3 Hours

Focus on understanding systems thinking, decision making, and information systems in organizations. Learn general systems concepts, system diagramming tools, and different approaches to systems thinking as a mode of inquiry. Compare modes of inquiry. Develop a learning community to build knowledge. Apply knowledge by (1) analyzing organizations as systems and the information systems and technologies used to support decision making and (2) suggesting improvements. Prerequisite(s): Completed 45 semester hours.

MIS 305. Introduction to Business Applications: Problem Solving with Visual Tools. 1 Hour

Introduction to basic programming structures, graphical user interface design, and other tools using a visual programming language such as Visual Basic.net. Prerequisite(s): BIZ 102 or BAI 103L or equivalent.

MIS 325. Programming for Business Systems. 4 Hours

Process of software development for business system implementation. Fundamental object-oriented programming concepts include program design, documentation, development, and testing of computer solutions for business problems using a modern programming language, such as Java. Prerequisite(s): MIS 305.

MIS 360. E-Commerce Processes & Technology. 3 Hours

Introduction to information systems technologies and techniques that enable business-to-business and business-to-consumer electronic relationships. Development of interactive websites with an introduction to client- and server-side scripting and simple database access. Prerequisite(s): (MIS 300 or MIS 301); (MIS 305 or equivalent); (BAI 103L or equivalent HTML knowledge).

MIS 366. Business Intelligence. 3 Hours

The use of computer-based data analysis tools to support managers in problem solving and decision making. Prerequisite(s): DSC 211; MIS 300 or MIS 301. Corequisite(s): MIS 385.

MIS 368. Principles of Information Security Management. 3 Hours

Addresses issues relevant to creating a systematic information assurance, compliance control structure and systematic security procedures. Information security policy, assets, physical and logical information resource security, business continuity, and compliance with relevant security standards are covered. Prerequisite(s): MIS 300 or MIS 301.

MIS 380. Systems Analysis & Re-Engineering. 3 Hours

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. Prerequisite(s): MIS 300 or MIS 301; MIS 385 (may be taken as a corequisite); Business majors only or permission of department chairperson. Corequisite(s): MIS 381.

MIS 381. Principles of Project Management. 1 Hour

Introduction to project management concepts and ideas. Possible use of an existing team project from another course to learn principles of scheduling, team management, client management, etc., emphasizing best project management practices. Prerequisite(s): MIS 300 or MIS 301.

MIS 385. Systems Implementation with Database Management Systems. 3 Hours

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(s): MIS 300 or MIS 301; MIS 305 (may be taken as a corequisite).

MIS 410. Object-Oriented Analysis & Design. 3 Hours

Introduction to object-oriented concepts and techniques for analyzing and designing systems. Systems development project using an object-oriented CASE tool. Prerequisite(s): MIS 301 or permission of instructor; MIS 305 recommended.

MIS 420. Expert & Knowledge-Based Systems. 3 Hours

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(s): BAI 103L or equivalent; DSC 375 recommended.

MIS 425. Information for Total Quality. 3 Hours

Theory and practice of total quality management (TQM); applications of TQM in the information systems function, information system requirements for TQM programs. Prerequisite(s): MIS 301; OPS 301.

MIS 430. Telecommunications & Networking-Classified. 3 Hours

Introduction to computer-based communication networks, underlying concepts; basic hardware components and operating systems; network architectures and protocols; data integrity and security; message routing; network management. Offered on the Riverside Campus. US Department of Defense Interim Secret Clearance or higher. Prerequisite(s): MIS 368 (may be taken as corequisite).

MIS 460. Advanced Web Development. 3 Hours

Study of web development concepts and techniques. Design and development of dynamic web-sites using technologies such as ASP.NET. Prerequisite(s): MIS 300 or MIS 301; MIS 305 or equivalent.

MIS 461. E-Business. 3 Hours

Models of how to conduct business electronically. Topics include different forms of e-business, products and services provided on the Internet, how to combine electronic business with brick-and-mortar business, and keys to success for electronically enhanced businesses. Prerequisite(s): MIS 301.

MIS 465. MIS Project I-Analysis & Design in Teams. 3 Hours

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. Offered fall semester only. Prerequisite(s): MIS 325, MIS 380, MIS 381, MIS 385.

MIS 467. Data Warehousing. 3 Hours

Purpose, design, implementation, and effective use of data warehouses and data warehousing technologies. Topics include data warehouse design, data marts, data quality management, extract-transform-load process, and business intelligence. Prerequisite(s): MIS 300 or MIS 301, MIS 385.

MIS 468. Internet Security-Classified. 3 Hours

This course provides students with an understanding of both defensive and offensive issues of information security. The course includes instruction on information security theory, psychological operations, hacking, viruses, and systems management. The course emphasizes security for e-commerce on the Internet. Offered on the Riverside Campus. Prerequisite(s): MIS 430; US Department of Defense Interim Secret Clearance or higher.

MIS 475. MIS Project II-Design & Implementation in Teams. 3 Hours

Continuation of MIS 465. With its organizational client, each team carries its project as far as possible toward final design and actual implementation. Students are guided to reflect about how their UD educational experience has influenced understanding of their major in terms of vocation. Emphasis on written and oral communications, including team-prepared reports and presentations. Offered winter semester only. Prerequisite(s): MIS 150, MIS 465.

MIS 491. Honors Thesis. 3 Hours

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.

MIS 492. Honors Thesis. 3 Hours

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.

MIS 494. Seminar in Management Information Systems. 1-4 Hours

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.

MIS 497. Laboratory Work Experience. 1-6 Hours

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.) Prerequisite(s): Permission of department chairperson.

MIS 498. Cooperative Education. 1-6 Hours

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Prerequisite(s): Permission of department chairperson.

MIS 499. Independent Study in Management Information Systems. 1-6 Hours

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. Prerequisite(s): Permission of department chairperson.

Operations Management Courses

OPS 220. Experiences in Operations & Supply Management. 1 Hour

Designed to immerse students into the contemporary issues of operations and supply management. Site visits and guest lectures from operations management leaders. Priority given to first and second year students. Satisfactory/No Credit. Prerequisite(s): Permission of department chairperson.

OPS 300. Introduction to Operations & Supply Management. 3 Hours

Concepts and OPS software-based techniques of designing, implementing, managing, and improving operations in manufacturing and service organizations, including project management, services systems design, resource allocation modeling, facility location, layout, aggregate planning, scheduling, and material requirements planning. Survey of major OPS strategies such as: just-in-time production, total quality management, business process reengineering, synchronous manufacturing, enterprise resource planning, and supply chain management. Not open to students in the School of Business Administration or to those with credit in OPS 301. Student must show aptitude in quantitative materials. Prerequisite(s): (BAI 103L or equivalent); (MTH 128, MTH 129 or equivalent); junior standing; permission of department chairperson; DSC 210 or equivalent; DSC 211 or equivalent recommended.

OPS 301. Survey of Operations & Supply Management. 3 Hours

Concepts and OPS software-based techniques of designing, implementing, managing, and improving operations in manufacturing and service organizations, including project management, service systems design, resource allocation modeling, facility location, layout, aggregate planning, scheduling, and material requirements planning. Survey of major OPS strategies such as: just-in-time production, total quality management, business process reengineering, synchronous manufacturing, enterprise resource planning, and supply chain management. Prerequisite(s): DSC 211 (may be taken as a corequisite).

OPS 350. Business Process Management. 3 Hours

Analytical and empirical tools for evaluation of operations in manufacturing/service firms. Analytical methods may include flow diagrams, Little's Law, queuing theory, theoretical flow times, critical path networks, resource capacity, and estimates of system flow. Empirical methods include quality sampling and discrete event simulation. Students receive training in simulation software. Projects or case studies require creative problem solving for realist business problems. Prerequisite(s): DSC 211; OPS 301 (may be taken as a corequisite); Business majors only or permission of department chairperson.

OPS 401. Operations Planning & Control. 3 Hours

Concepts and techniques in the planning and control of operations. Advanced treatment topics include: forecasting for operations, operations sequencing and scheduling, inventory and production control, production planning system design, MRP/ERP, warehouse management, purchasing and physical distribution, balanced attention to technical as well as the managerial aspects of operations planning and control. Prerequisite(s): DSC 211, DSC 375.

OPS 413. Project Management. 3 Hours

Broad coverage of technical and human management issues in projects. Emphasis on project planning, scheduling, tracking, and close-down. Task time and cost estimation and description. Use of computer software. Team building and other aspects of managing project teams. Prerequisite(s): OPS 301.

OPS 430. Quality & Just in Time Manufacturing. 3 Hours

The concepts of just-in-time manufacturing, total quality system, and statistical process control. Projects, tours, and guest speakers. Prerequisite(s): OPS 301.

OPS 440. Continuous Improvement. 3 Hours

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(s): OPS 301.

OPS 480. Supply Chain Management Strategies. 3 Hours

Concepts, analytical techniques, and solution methods for designing and managing integrated supply chains. Strategic issues of integrated supply chain design and management, including inventory management, logistics network design, distribution systems, strategic alliances, value of information for centralized decisions and risk-pooling, information technology and decision support, and international supply chain management. Prerequisite(s): DSC 211; DSC 375; OPS 350 (may be taken as a corequisite).

OPS 485. Capstone Operations & Supply Management Project I. 1 Hour

This course centers on the preparation for an experiential operations improvement project. Students evaluate real-world project proposals from clients, develop clear understanding of operations improvement opportunities, and select projects at hand. Student teams learn about process improvement project design and develop well-defined project plans for execution in OPS 495. Students taking OPS 485 in the fall must take OPS 495 in the subsequent winter semester. Corequisite(s): OPS 401, OPS 480.

OPS 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent and 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.

OPS 492. Honors Thesis. 3 Hours

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.

OPS 494. Seminar in Operations & Supply Management. 3 Hours

Study of selected topics or issues in 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.

OPS 495. Capstone Operations & Supply Management Project II. 5 Hours

This course centers on the execution of an experiential project applying operations and supply management concepts and techniques to practical problems with faculty supervision. Student teams address significant operational problems and opportunities in real-world service and manufacturing firms. Teams write recommendation/implementation reports and make presentations of their work. Students are guided to reflect about how their UD educational experience has influenced understanding of their major in terms of vocation. Prerequisite(s): OPS 401, OPS 480, OPS 485.

OPS 497. Laboratory Work Experience. 1-6 Hours

Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, government, or other organization, practical experience in work associated with the student's major. (See internship coordinator for details.) May satisfy OPS elective, with chairperson approval.

OPS 498. Cooperative Education. 1-6 Hours

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.

OPS 499. Independent Study in Operations & Supply Management. 1-6 Hours

Research in conjunction with a faculty member on a subject within the general area of operations management. Normally open only to juniors and seniors who have attained a cumulative grade-point average of 3.0 or above. Permission of chairperson required.

Management and Marketing

Majors:

- Bachelor of Science in Business Administration, Entrepreneurship

- Bachelor of Science in Business Administration, International Business Management-Global Markets Emphasis
- Bachelor of Science in Business Administration, International Business Management-Human Resources Emphasis
- Bachelor of Science in Business Administration, Marketing
- Bachelor of Science in Business Administration, Marketing-Sales Management Emphasis
- Bachelor of Science in Business Administration, Marketing-Product Innovation Emphasis

Minors:

- Entrepreneurship
- International Business Management
- Marketing

The Management program offered by the Management/Marketing Department includes a major or minor in two distinct areas: International Business Management and Entrepreneurship. The department also offers a major or a minor in Marketing.

Faculty

Jay Janney, Chairperson
 Professors: Bickford, Kiewitz, Lau, Sweeney
 Associate Professors: Janney, Meek, Sullivan
 Lecturers: Forlani, Gentner, Lewis, Miller, Zvakos
 Adjunct Faculty: Brady, Cothrel, Dudon, June, Newman, Sandner, Wood

Entrepreneurship

Students majoring or minoring in Entrepreneurship will develop an understanding of how a business enterprise is conceived, launched, and sustained. The curriculum teaches students how to identify viable business opportunities and explores how such opportunities are transformed into new ventures. Additional emphasis is placed on how entrepreneurial ventures:

- Successfully compete for financial resources
- Successfully identify and reach their target markets
- Successfully establish business processes, systems, and controls to manage small and growth-oriented ventures.

Students must apply to and be accepted as an Entrepreneurship major. The admissions process is selective and occurs in the spring semester. The Entrepreneurship major curriculum begins with a two-course sequence in MGT 220 and MGT 221 (taken over an academic year), after which students take MGT 320 and MGT 321. This sequencing of courses means it is very important for students interested in majoring in Entrepreneurship to pay attention to the admissions process. Non-SBA students interested in the Entrepreneurship major cannot be admitted until they are officially transferred into the SBA.

A key feature of the Entrepreneurship major is the Sophomore Experience in which student teams create micro-businesses and actually run them during their sophomore year. This experience includes seminars with faculty and entrepreneurs who work with students to develop the essential knowledge, skills, and abilities for successfully running a micro-business. Another key feature is the senior capstone seminar in which students work as consultants with an entrepreneur to solve an actual problem within an existing entrepreneurial business. Entrepreneurship majors can also participate in the:

- Everest Real Estate Challenge (open to ENT majors only)
- E.A.T.T. - Entrepreneurs At The Table

- Flyer Angels (a student-run angel fund open to ENT majors only)
- JEM - Junior Entrepreneurship Majors
- UD Business Plan Competition (open to all students, all majors - see <http://www.udayton.edu/business/udbpc/>)

Students can also obtain a minor in Entrepreneurship. For both business and non-business majors, the minor in Entrepreneurship consists of twelve semester hours. The minor is designed to be achievable without prerequisites.

Bachelor of Science in Business Administration, Entrepreneurship (ENT) minimum 126 hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected	
First-Year Humanities Commons ¹	12
HST 103 West and the World	
REL 103 Introduction to Religious and Theological Studies	
PHL 103 Intro To Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
SSC 200 Social Science Integrated	
Arts	3
Natural Sciences ⁴	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

- 1 Completed with ASI 110 and ASI 120.
- 2 Or ENG 100A and ENG 100B, or ENG 200H, by placement.
- 3 Completed with ENG 200H or ASI 120.
- 4 Must include two different disciplines and accompanying lab.

SBA Core Curriculum

ACC 207 Introduction to Financial Accounting	3
ACC 208 Introduction to Managerial Accounting	3
BAI 103L Business Computing Laboratory	1
BIZ 101 Business Education Planning	1
BIZ 102 Introduction to Business	3
DSC 210 Statistics for Business I	3

DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing (Satisfies CAP Inquiry)	3
or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368	Practical wisdom in the business world	
ECO elective (300/400 level)		3
BWISE requirement		0
Major Requirements		18
MGT 220	Entrepreneurship Sophomore Experience I (Must be taken first semester Sophomore Year)	2
MGT 221	Entrepreneurship Sophomore Experience II (Must be taken second semester Sophomore Year)	1
MGT 320	New Venture Creation	3
MGT 321	Financing Entrepreneurial Ventures	3
MGT 430	Senior Seminar in Entrepreneurship (Satisfies CAP Major Capstone)	3
Select two courses from:		6
MGT 402	Leadership & Motivation	
MKT 412	Advanced Selling Skills in High Technology Industries	
MKT 413	Value Analysis in Major Sales Engagements	
MGT 414	Multinational Corporate Management	
MGT 420	Entrepreneurial Marketing	
MGT 421	Small Business Management	
MGT 422	Business Plans for Emerging Firms	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 429	Current Issues in Entrepreneurship	
MKT 435	New Product Development	

Academic electives to bring total to at least 126 credits

Minor in Entrepreneurship (ENT)

Entrepreneurship

Business Majors		
MGT 318	Fundamentals of New Venture Creation	3

MGT 319	Fundamentals of Entrepreneurial Finance	3
Select two courses from: ¹		6
MGT 402	Leadership & Motivation	
MKT 412	Advanced Selling Skills in High Technology Industries	
MGT 414	Multinational Corporate Management	
MGT/MKT 420	Entrepreneurial Marketing	
MGT 421	Small Business Management	
MGT 422	Business Plans for Emerging Firms	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 429	Current Issues in Entrepreneurship	
MKT 413	Value Analysis in Major Sales Engagements	
MKT/MGT 420	Entrepreneurial Marketing	
MKT 435	New Product Development	
Total Hours		12

¹ A student minoring in entrepreneurship may petition the department chair to substitute other management courses in place of one, but not two, of these electives. The request will be considered in light of the student's overall academic program and career intention. It is recommended that the student speak to the department to determine the course offerings schedule.

Non-Business Majors

MGT 318	Fundamentals of New Venture Creation	3
MGT 319	Fundamentals of Entrepreneurial Finance	3
MGT 300	Survey of Organizational Behavior	3
Select one course from:		3
MGT 402	Leadership & Motivation	
MKT 412	Advanced Selling Skills in High Technology Industries	
MGT 420	Entrepreneurial Marketing	
MGT 421	Small Business Management	
MGT 422	Business Plans for Emerging Firms	
MGT 423	Human Resource Management in the Emerging Firm	
MGT 424	Family Business Management	
MGT 425	Franchising	
MGT 429	Current Issues in Entrepreneurship	
MKT 435	New Product Development	
Total Hours		12

International Business Management

Students majoring in International Business Management (IBM) will build global leadership competencies by acquiring a deeper understanding of global business and cultural practices while at the same time building a leadership skill set. Upon graduation, students will possess a breadth of business knowledge and abilities enabling them to assess complex problems in global business settings and to lead the implementation of effective, innovative, and transformative solutions.

Features of the Major:

- Exposure to international business academic training

- Bookend experience that launches students into the major and concludes with an experiential learning experience
- Leadership skills built via coursework, hands-on exercises, examination of personal assets/strengths and putting both into practice with application of knowledge and skills to applied problems.
- Project management skills obtained by working on case studies and hands-on projects throughout the major
- A required on-the-ground international learning experience while completing the major

Emphasis in Global Markets or Human Resource Management

IBM students must choose either the Global Markets Emphasis or Human Resource Management Emphasis. The Global Markets Emphasis is best suited for students who wish to pursue the highest level of global literacy and understanding of international markets in terms of opportunities to sell and buy goods and services. The Human Resource Management Emphasis is best suited for students who wish to focus their major on further development of leadership and management skills that best help organizations to position, motivate, and reward human capital globally.

Bachelor of Science in Business Administration, International Business Management (IBM) minimum 126 hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected		
First-Year Humanities Commons ¹		12
HST 103	West and the World	
REL 103	Introduction to Religious and Theological Studies	
PHL 103	Intro To Philosophy	
ENG 100	Writing Seminar I ²	
Second-Year Writing Seminar ³		0-3
ENG 200	Writing Seminar II	
Oral Communication		3
CMM 100	Principles of Oral Communication	
Mathematics		3
Social Science		3
SSC 200	Social Science Integrated	
Arts		3
Natural Sciences ⁴		7
Crossing Boundaries		variable credit
Faith Traditions		
Practical Ethical Action		
Inquiry		
Integrative		
Advanced Study		variable credit
Philosophy and/or Religious Studies		
Historical Studies		
Diversity and Social Justice		3
Major Capstone		0-3

¹ Completed with ASI 110 and ASI 120.
² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.
⁴ Must include two different disciplines and accompanying lab.

SBA Core Curriculum

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting	3
BAI 103L	Business Computing Laboratory	1
BIZ 101	Business Education Planning	1
BIZ 102	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing (Satisfies CAP Inquiry)	3
or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3
MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368	Practical wisdom in the business world	
ECO elective (300/400 level)		3
BWISE requirement		0

Major Requirements

INB 302	Survey of International Business	3
MGT 403	Cross-Cultural Management	3
INB 450	Seminar in Current Global Issues	3
International learning experience requirement		
Global Markets Emphasis or Human Resource Management Emphasis		9

Select on emphasis from:

Global Markets Emphasis

Select two courses from:		6
INB 350	Doing Business in Emerging Markets	
INB 351	Doing Business in Latin America	
INB 352	Doing Business in Asia	
INB 353	Doing Business in Europe	
INB 354	Doing Business in Africa	
INB 357	Export Management	
Select one course from:		3
ACC 412	International Accounting	
FIN 450	International Business Finance	

MKT 440	Global Marketing	
OPS 480	Supply Chain Management Strategies	
Human Resource Management Emphasis		
MGT 350	Managerial Skills	3
MGT 423	Human Resource Management in the Emerging Firm	3
Select one course from:		3
MGT 402	Leadership & Motivation	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 405	Employee Training & Development	

Academic electives to bring total to at least 126 credits

Minor in International Business Management (IBM)

International Business Management		
Business Majors		
INB 302	Survey of International Business	3
MGT 403	Cross-Cultural Management	3
Select two courses from:		6
ACC 412	International Accounting	
FIN 450	International Business Finance	
INB 350	Doing Business in Emerging Markets	
INB 351	Doing Business in Latin America	
INB 352	Doing Business in Asia	
INB 353	Doing Business in Europe	
INB 354	Doing Business in Africa	
INB 357	Export Management	
MGT 350	Managerial Skills	
MGT 402	Leadership & Motivation	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 405	Employee Training & Development	
MGT 423	Human Resource Management in the Emerging Firm	
MKT 440	Global Marketing	
OPS 480	Supply Chain Management Strategies	
Total Hours		12
Non-Business Majors		
MGT 301	Organizational Behavior	3
INB 302	Survey of International Business	3
MGT 403	Cross-Cultural Management	3
Select two courses from (pre-requisites may apply):		6
ACC 412	International Accounting	
FIN 450	International Business Finance	
INB 350	Doing Business in Emerging Markets	
INB 351	Doing Business in Latin America	
INB 352	Doing Business in Asia	
INB 353	Doing Business in Europe	
INB 354	Doing Business in Africa	
INB 357	Export Management	
MGT 350	Managerial Skills	

MGT 402	Leadership & Motivation	
MGT 404	Group Dynamics, Team Processes & Decision Making	
MGT 405	Employee Training & Development	
MGT 423	Human Resource Management in the Emerging Firm	
MKT 440	Global Marketing	
OPS 480	Supply Chain Management Strategies	
Total Hours		15

Marketing

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
- Retailing
- Brand management
- Marketing research

They likewise focus on how to integrate the marketing process with 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. Marketing majors also have the option to earn an emphasis in Sales Management or Product Innovation as part of their major. To earn either emphasis, majors must select all three of their electives from a required list of marketing courses that focus on sales or product innovation. Both emphases are very attractive to many prospective employers. The marketing program also competes annually in the National Collegiate Sales Competition. Marketing majors wishing to participate in the competition apply to be on the UD team in the fall.

Marketing majors frequently combine their academic studies with either a co-op or internship work experience. General elective 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 as well as successful completion of internship/co-op preparation activities required by the department.

Faculty

Jay Janney, Chairperson
 Professors: Pan, Sparks
 Associate Professors: Durmusoglu, Wells
 Assistant Professors: Chaudhuri, Dugan, Harmon-Kizer, Hirunyawipada
 Lecturers: Dickey, Krystofik
 Adjunct Faculty: Blanford, A. Clarke, C. Clarke, Collier, Lackey, Sinnott

Bachelor of Science in Business Administration, Marketing (MKT) minimum 126 hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹

HST 103	West and the World	
REL 103	Introduction to Religious and Theological Studies	
PHL 103	Intro To Philosophy	
ENG 100	Writing Seminar I ²	
Second-Year Writing Seminar ³		0-3
ENG 200	Writing Seminar II	
Oral Communication		3
CMM 100	Principles of Oral Communication	
Mathematics		3
Social Science		3
SSC 200	Social Science Integrated	
Arts		3
Natural Sciences ⁴		7
Crossing Boundaries		variable credit
Faith Traditions		
Practical Ethical Action		
Inquiry		
Integrative		
Advanced Study		variable credit
Philosophy and/or Religious Studies		
Historical Studies		
Diversity and Social Justice		3
Major Capstone		0-3

- ¹ Completed with ASI 110 and ASI 120.
- ² Or ENG 100A and ENG 100B, or ENG 200H, by placement.
- ³ Completed with ENG 200H or ASI 120.
- ⁴ Must include two different disciplines and accompanying lab.

SBA Core Curriculum

ACC 207	Introduction to Financial Accounting	3
ACC 208	Introduction to Managerial Accounting	3
BAI 103L	Business Computing Laboratory	1
BIZ 101	Business Education Planning	1
BIZ 102	Introduction to Business	3
DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
ECO 203	Principles of Microeconomics (Satisfies CAP Social Science)	3
ECO 204	Principles of Macroeconomics	3
ENG 370	Report & Proposal Writing (Satisfies CAP Inquiry)	3
or ENG 371	Technical Communication	
or ENG 372	Business and Professional Writing	
FIN 301	Introduction to Financial Management	3
MGT 201	Legal Environment of Business	3
MGT 301	Organizational Behavior	3
MGT 490	Managing the Enterprise (Satisfies CAP Integrative)	3
MTH 128	Finite Mathematics	3
MTH 129	Calculus for Business (Satisfies CAP Mathematics)	3

MIS 301	Information Systems in Organizations	3
MKT 301	Principles of Marketing	3
OPS 301	Survey of Operations & Supply Management	3
PHL 313	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368	Practical wisdom in the business world	
ECO elective (300/400 level)		3
BWISE requirement		0
Major Requirements		18
MKT 450	Buyer Behavior & Market Analysis (This course and MKT 455 together satisfy CAP Major Capstone.)	6
MKT 455	Marketing Analytics and Strategy (This course and MKT 450 together satisfy CAP Major Capstone.)	3
Select three MKT electives or an emphasis: ¹		9

Sales Management Emphasis

MKT 310	Principles of Selling	
MKT 411	Sales Management	
MKT 412	Advanced Selling Skills in High Technology Industries ²	
or MKT 413	Value Analysis in Major Sales Engagements	
or MGT 313	Negotiation	
or MIS 467	Data Warehousing	
or MIS 467	Data Warehousing	

Product Innovation Emphasis

MKT 435	New Product Development	
MKT 437	Advanced New Product Development	
MKT 330	Services Marketing	
or MKT 350	Digital Marketing	
or MKT 341	Business-to-Business Marketing	
or MKT 430	Brand Management	
or MKT 436	Marketing Intelligence	

- ¹ A student can select three MKT electives or an emphasis in Sales Management or Product Innovation.
- ² MIS 467 may be selected only by MIS and MKT double majors.

Academic electives to bring total to at least 126 credits

Minor in Marketing (MKT)

Marketing

Business Majors		
MKT 301	Principles of Marketing	3
Select four MKT electives (300/400 level) ¹		12
Total Hours		15

Non-Business Majors

MKT 300	Survey of Marketing	3
Select four MKT electives (300/400 level) ¹		12
Total Hours		15

- ¹ In a pattern selected in consultation with an academic advisor.

- Entrepreneurship

- International Business Management with a Global Markets Emphasis
- International Business Management with a Human Resource Management Emphasis
- Marketing
- Marketing with a Sales Management Emphasis
- Marketing with a Product Innovation Emphasis

Entrepreneurship

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Natural Science or CAP Arts)	3
	35
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MGT 220 (Must be taken first semester)	2
MGT 221 (Must be taken second semester)	1
MGT 301	3
MKT 301	3
SSC 200	3
	30
Third Year	Hours
ECO Elective	3
FIN 301	3
MGT 320	3
MGT 321	3
MIS 301	3
OPS 301	3
CAP Components and/or General Electives	13
	31
Fourth Year	Hours
Business Writing	3
ENT Electives	6
MGT 430	3
MGT 490 (Satisfies CAP Integrative)	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
CAP Components and/or General Electives	12
	30

Total credit hours: 126

International Business Management with a Global Markets Emphasis

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanites Commons)	3
HST 103 (CAP Humanites Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanites Commons)	3
REL 103 (CAP Humanites Commons)	3
CAP Component (Generally CAP Natural Science or CAP Arts)	3
	35
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
INB 302	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3
	30
Third Year	Hours
ECO 460 or 461	3
FIN 301	3
INB Electives	6
MIS 301	3
OPS 301	3
CAP Components and/or General Electives	13
	31
Fourth Year	Hours
Business Writing	3
INB 450	3
MGT 403	3
MGT 490 (Satisfies CAP Integrative)	3
MKT 440, FIN 450, or ACC 412C	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv PHL/REL)	3
CAP Components and/or General Electives	12
	30

Total credit hours: 126

International Business Management with a Human Resource Management Emphasis

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication))	3
ECO 203	3
ECO 204	3

ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (Generally CAP Natural Science or CAP Arts)	3

35**Second Year Hours**

ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
INB 302	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3

30**Third Year Hours**

ECO 460 or 461	3
FIN 301	3
MGT 350	3
MGT 423	3
MIS 301	3
OPS 301	3
CAP Components and/or General Electives	13

31**Fourth Year Hours**

Business Writing	3
INB 450	3
MGT 402, 404, or 405	3
MGT 403	3
MGT 490 (Satisfies CAP Integrative)	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv PHL/REL)	3
CAP Components and/or General Electives	12

30

Total credit hours: 126

Marketing

First Year Hours

BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Natural Science or CAP Arts)	3

35**Second Year Hours**

ACC 207	3
ACC 208	3

DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3
CAP Component or General Elective	3

30**Third Year Hours**

ECO Elective	3
FIN 301	3
MIS 301	3
MKT 450	6
MKT Elective	3
OPS 301	3
CAP Components and/or General Electives	10

31**Fourth Year Hours**

Business Writing	3
MGT 490 (Satisfies CAP Integrative)	3
MKT 455	3
MKT Electives	6
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
CAP Components and/or General Electives	12

30

Total credit hours: 126

Marketing with a Sales Management Emphasis

First Year Hours

BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Natural Science or CAP Arts)	3

35**Second Year Hours**

ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3
CAP Component or General Elective	3

30**Third Year Hours**

ECO Elective	3
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FIN 301	3
MIS 301	3
MKT 310	3
MKT 450	6
OPS 301	3
CAP Components and/or General Electives	10
	31
Fourth Year	Hours
Business Writing	3
MGT 490 (Satisfies CAP Integrative)	3
MKT 411	3
MKT 412, 413, MGT 313, or MIS 467	3
MKT 455	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
CAP Components and/or General Electives	12
	30

Total credit hours: 126

Marketing with a Product Innovation Emphasis

First Year	Hours
BAI 103L	1
BIZ 101	1
BIZ 102	3
CMM 100 (Satisfies CAP Oral Communication)	3
ECO 203	3
ECO 204	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CAP Component (generally CAP Natural Science or CAP Arts)	3
	35
Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ENG 200	3
MGT 201	3
MGT 301	3
MKT 301	3
SSC 200	3
CAP Component or General Elective	3
	30
Third Year	Hours
ECO Elective	3
FIN 301	3
MIS 301	3
MKT 450	6
MKT 435	3
OPS 301	3
Cap Components and/or General Electives	10
	31
Fourth Year	Hours
Business Writing	3
MGT 490 (Satisfies CAP Integrative)	3

MKT 330, 350, 341, 430, or 436	3
MKT 437	3
MKT 455	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
CAP Components and/or General Electives	12
	30

Total credit hours: 126

Management Courses

MGT 201. Legal Environment of Business. 3 Hours

Survey of the legal environment in which businesses operates. Includes overview of legal system and judicial processes and coverage of constitutional principles for U.S. legal system, ways to resolve legal disputes, forms of business organization, legal issues relevant to employment, legal responsibility of businesses to clients and customers, and liability issues. Prerequisite(s): Sophomore standing.

MGT 220. Entrepreneurship Sophomore Experience I. 2 Hours

First of two-course sequence. Designed to immerse Entrepreneurship major into the dynamics of starting and running a micro-business. Focuses on identifying market need, researching financial viability of business venture to meet that need, and marshaling the resources (among them, financial, human, technical, and motivational) to launch the business. Overall 2.7 GPA. Prerequisite(s): Entrepreneurship major; sophomore standing. Corequisite(s): ACC 207, MGT 201.

MGT 221. Entrepreneurship Sophomore Experience II. 1 Hour

Continuation of MGT 220. Focuses on growing and running the micro-business throughout the academic year with planned liquidation or shutdown by the end of the academic year. Entrepreneurship majors. Overall 2.7 GPA required. Prerequisite(s): ACC 207, MGT 220. Corequisite(s): ACC 208.

MGT 229. Introduction to Entrepreneurship. 3 Hours

An overview of entrepreneurship for students not taking a major offered by the School of Business Administration. An introductory course that allows students to learn about business start-ups while exploring their related interests and aptitudes. Students use creative and critical thinking skills to develop a product/service idea and evaluate its viability.

MGT 300. Survey of Organizational Behavior. 3 Hours

Survey of Organizational Behavior for non business majors. The course focuses on studying the behaviors of individuals and groups in organizational settings - referred to as Organizational Behavior. The course operates under the assumption that it is people who power organizational performance, competitive advantage and long-term financial success - hence successful managing behavior is organizations is crucial for organizational success. In this spirit the course takes a strategic approach to OB as it provides a big-picture framework helping you appreciate and understand the value of OB to organizational performance and to your future career. Topics include interpersonal communication, leadership, decision making, conflict management, and teams. Prerequisite(s): Sophomore standing; non-business majors only.

MGT 301. Organizational Behavior. 3 Hours

Study of individual, group, and team behavior in organizations as they interact to achieve both personal and organizational goals. Topics include individual differences, interpersonal communication, leadership, decision-making, reward systems, conflict management, and work groups and teams Prerequisite(s): Sophomore standing.

MGT 302. Managerial Skills. 3 Hours

Course focuses on knowledge, skills and abilities in oral and written communication, decision-making, and facilitation of conflict management and group/team management. Demonstrated working competencies are required to complete the course. Prerequisite(s): Sophomore standing.

MGT 313. Negotiation. 3 Hours

Course integrates conceptual understanding with practical application of negotiation and examines cultural and gender differences in negotiation, influence of personality traits, the negotiation process, and different ways in which to negotiate. Demonstrated knowledge, skills and abilities are part of course requirements. Prerequisite(s): MGT 301 or MGT 300; junior standing.

MGT 314. Survey of Human Resources. 3 Hours

Survey course designed to familiarize students with the major functional areas in human resources including planning, recruitment and selection, training and development, compensation, benefits, safety, and employee relations. Course develops framework for understanding the roles of HR professional, issues faced by managers and supervisors, and application of sound management theory to these issues. Prerequisite(s): Junior standing.

MGT 318. Fundamentals of New Venture Creation. 3 Hours

Fundamentals of New Venture Creation for non-Entrepreneurship majors. Overview of the concepts and aspects involving creation of new business ventures, new product development, and innovation within existing companies now popularly called corporate venturing. Topics include entry strategies, creating high potential opportunities, entrepreneurial finance, business plan development, entrepreneurial marketing, the legal structures of new businesses, and government programs for assisting entrepreneurial firms. Does not count towards Entrepreneurship major. Prerequisite(s): Sophomore standing.

MGT 319. Fundamentals of Entrepreneurial Finance. 3 Hours

Fundamentals of entrepreneurial finance for non-ENT majors. Focuses on financial aspects of starting, growing, and harvesting entrepreneurial ventures. Includes assessments of various sources of capital for small and growth businesses with emphasis placed on how common financing deals are structured, common financing pitfalls, and various legal documentation used to consummate financial transactions. Does not count towards Entrepreneurship major. Prerequisite(s): Pre- or co-requisite: MGT 318; Sophomore standing.

MGT 320. New Venture Creation. 3 Hours

Overview of the concepts and aspects involving creation of new business ventures, new product development, and innovation within existing companies (e.g., corporate venturing). Topics include entry strategies, creating high potential opportunities, entrepreneurial finance, business plan development, entrepreneurial marketing, the legal structures of new businesses, and government programs for assisting entrepreneurial firms. Open to Entrepreneurship majors only with overall 2.7 GPA. Prerequisite(s): ACC 208, MGT 221.

MGT 321. Financing Entrepreneurial Ventures. 3 Hours

Focuses on financial aspects of starting, growing, and harvesting entrepreneurial ventures. Includes assessments of various sources of capital for small and growth businesses with emphasis placed on how common financing deals are structured, common financing pitfalls, and various legal documentation used to consummate financial transactions. Fall sections open to Entrepreneurship majors only with overall 2.7 GPA. Prerequisite(s): ACC 208; pre-req or co-req FIN 301. Corequisite(s): MGT 320.

MGT 350. Managerial Skills. 3 Hours

Course focuses on knowledge, skills and abilities in oral and written communication, decision-making, and facilitation of conflict management and group/team management. Demonstrated working competencies are required to complete the course. Prerequisite(s): Sophomore standing.

MGT 401. Organizational Design, Culture & Change. 3 Hours

Course focused at the organizational level of analysis that includes design of organizations, development of organizational culture, and other issues of organizational change. Topics include processes for organizational design and change, power, and information processing. Prerequisite(s): MGT 301 or MGT 300; junior standing.

MGT 402. Leadership & Motivation. 3 Hours

An in-depth study of individual and group/team motivation in an organizational setting through examination of individual, organizational, and societal influences on motivation. Focus is on how leaders can understand, and then affect, motivation through a variety of mechanisms. Prerequisite(s): MGT 301 or MGT 300; junior standing.

MGT 403. Cross-Cultural Management. 3 Hours

Study of general cross-cultural differences and development of cross-cultural frameworks in decision-making, negotiation, conflict management, communication, and general business relations. Primary emphasis is on understanding how and why cultures differ and how such differences can be managed. Prerequisite(s): MGT 301 or MGT 300; junior standing.

MGT 404. Group Dynamics, Team Processes & Decision Making. 3 Hours

In-depth study of group formation, team design, and diagnosis with emphasis on developing and maintaining different types of groups and teams. Course focuses on leaders' knowledge, skills and abilities to work effectively with teams and groups. Prerequisite(s): MGT 301 or MGT 300; junior standing.

MGT 405. Employee Training & Development. 3 Hours

Focuses on training and learning methods and models, career paths, and self-improvement methods within the balance of organizational, job, and individual needs. Additional emphasis on systematic development and evaluation of training programs and role of organizational leader in ensuring employee training and development. Prerequisite(s): MGT 301 or MGT 300; junior standing.

MGT 409. Current Issues in Leadership. 3 Hours

Selected topics that consider and analyze current problems and emerging issues in leadership and in the leader's role in promoting effective organizational change and development. Prerequisite(s): MGT 301 or MGT 300; junior standing.

MGT 410. Senior Seminar in Experiencing Leadership. 3 Hours

Focus on integration of knowledge, skills and abilities acquired in leadership major courses. Seminar combines classroom component with relevant and approved internship or consulting project to integrate the study of leadership with its practice. Prerequisite(s): MGT 401, MGT 402; IBM major; senior standing.

MGT 414. Multinational Corporate Management. 3 Hours

Introduction to use of strategic management in international context with examination of different strategic and tactical approaches organizations use to manage international operations. Prerequisite(s): Senior standing.

MGT 420. Entrepreneurial Marketing. 3 Hours

Study of the techniques used to profitably identify and fill customers' needs when operating with a limited budget during the early stages of a start-up or in a small to medium sized firm. Course strives to develop skills in applying basic marketing principles and high impact sales and promotion techniques in integrated manner to produce a practical, cost-effective action plan for start-ups and smaller companies. Also listed as MKT 420. Prerequisite(s): MKT 300 or MKT 301; junior standing.

MGT 421. Small Business Management. 3 Hours

Course addresses unique characteristics of small businesses (e.g., resource limitations, family participation) and grapples with ways to overcome the "liability of smallness." Coverage includes effect of macro-trends (e.g., changing technology and globalization) on small business, review of topics from functionally-oriented courses, examination of how functional models such as pricing models can be modified for small business use, and ways for small business to identify and exploit weaknesses of larger, better financed competitors. Prerequisite(s): ACC 200 or 208; MGT 201; junior standing.

MGT 422. Business Plans for Emerging Firms. 3 Hours

This course explores multiple business models for launching a new venture. Business models are examined in terms of the type of product/service being offered as well as the goals of the entrepreneur, firm growth, and time to market. The benefits and costs of different types of business plans will be examined relative to the opportunities that students may wish to pursue. Students taking this course must have a potential business opportunity in mind. Prerequisite(s): MGT 320; junior standing; ENT major; permission of department chairperson.

MGT 423. Human Resource Management in the Emerging Firm. 3 Hours

This course explores issues unique to the human resource management (HRM) needs and challenges facing entrepreneurs and their firms. Emphasis is placed on how entrepreneurs can create effective HRM systems in the areas of staffing, recruitment and selection, compensation, motivations, and employee development. Care will be given to address the changes in HRM needs as the firm evolves through several transitional stages. Prerequisite(s): MGT 301 or MGT 300; junior standing.

MGT 424. Family Business Management. 3 Hours

This course explores topics relevant to entrepreneurs within the family business environment. Specific topics examined will include how family businesses emerge and evolve as well as the unique challenges often found in family business context (e.g., dealing with family conflicts, how to motivate and evaluate employees when a mix of family and non-members are involved, and planning for succession). Prerequisite(s): MGT 320; junior standing.

MGT 425. Franchising. 3 Hours

Provides an overview of business franchising and how franchising can be used to grow a business concept. Students will learn how franchises operate and when to use franchising as a business model. Understanding the complexities of franchising (e.g. which ideas can be franchised, pricing strategies, and territory management) and the keys to success (e.g., the importance of communications, networking, teamwork, leadership) are important goals of the course. Counts as elective credit for ENT majors and minors. Prerequisite(s): Junior standing; ENT majors and minors only.

MGT 429. Current Issues in Entrepreneurship. 3 Hours

In-depth examination of selected contemporary topics relevant to entrepreneurship. Subject matter may vary each semester. May be taken only once for credit toward Entrepreneurship major or minor. Prerequisite(s): MGT 318 or MGT 320; junior standing.

MGT 430. Senior Seminar in Entrepreneurship. 3 Hours

Project-based capstone learning experience for Entrepreneurship major. Course objective is to integrate prior coursework through completion of a consulting project with local entrepreneurial firm, including business plan revision, market research, feasibility testing, financial modeling and analysis, and operations analysis. Overall 2.7 GPA or higher required. Prerequisite(s): MGT 301, MGT 320, MGT 321; Entrepreneurship major.

MGT 490. Managing the Enterprise. 3 Hours

Course focuses on creating understanding of how concepts and analytical tools learned in other business courses are integrated in practice to create a unified whole. Students learn how general and top managers gather and use information to influence organizational mission, goals, and strategies. Course typically relies heavily on cases and/or business simulation. Prerequisite(s): DSC 211; FIN 301; MGT 301; MIS 301; MKT 301; OPS 301; senior standing; Business majors only.

MGT 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent and original research thesis under guidance of departmental faculty member. Prerequisite(s): University Honors Program participant; permission of department chairperson and director of Honors Program; senior standing.

MGT 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent and original research thesis under guidance of departmental faculty member. Prerequisite(s): University Honors Program participant; permission of department chairperson and director of Honors Program; senior standing.

MGT 494. Seminar in Management. 3 Hours

Study of selected topics or issues in contemporary managerial practice, domestic or international. May be taken more than once if topics change. Title will reflect topics covered in a particular offering. Prerequisite(s): Vary by topic; junior standing.

MGT 497. Internship for General Elective Credit. 1-3 Hours

Supervised work experience in partnership with sponsoring employer that is directly relevant to major or minor. Must work with internship coordinator and get approval of department chairperson or designee. May be used for general elective credit only. Prerequisite(s): Entrepreneurship or Leadership major; junior standing; overall GPA of 2.7 or higher; permission of Internship Coordinator.

MGT 498. Cooperative Education. 1-3 Hours

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. May be used for general elective credit only. LDR or ENT majors only. Prerequisite(s): Overall GPA of 2.7 or higher.

MGT 499. Independent Study. 1-3 Hours

Supervised study involving directed readings, individual research (library, field, or experimental), or projects in specialized area of management. May be taken only once. May count as general elective credit. Does not apply to requirements for Leadership or Entrepreneurship major or minor. Prerequisite(s): MGT 301; ENT or LDR major; senior standing; sponsorship by faculty member; permission of department chairperson.

Marketing Courses

MKT 300. Survey of Marketing. 3 Hours

Survey of marketing for non-marketing majors. Course introduces students to market and environmental analysis, marketing strategy and links with corporate strategy, market segmentation, organizational and consumer markets, and marketing mix (product, price, promotion, distribution). Prerequisite(s): Non-business majors only; sophomore standing.

MKT 301. Principles of Marketing. 3 Hours

The general principles and practices underlying the processes of marketing. Analysis of the environmental conditions of manufacturers, wholesalers, retailers, and other marketing agencies. Prerequisite(s): Business majors only; sophomore standing.

MKT 310. Principles of Selling. 3 Hours

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(s): MKT 300 or MKT 301.

MKT 315. Retail Marketing. 3 Hours

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(s): MKT 300 or MKT 301.

MKT 330. Services Marketing. 3 Hours

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(s): MKT 300 or MKT 301.

MKT 340. Multicultural Marketing Analysis. 3 Hours

Study of basic concepts and theories of multicultural marketing. Students acquire basic understanding of culture, awareness of cultural differences, and appreciation of importance of cultural adaptation for marketing program, especially as related to development of marketing systems. Prerequisite(s): MKT 300 or MKT 301.

MKT 341. Business-to-Business Marketing. 3 Hours

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(s): MKT 300 or MKT 301.

MKT 350. Digital Marketing. 3 Hours

Comprehensive study of the internet as a marketing channel and as an economic and social phenomenon. Emphasis is on role of internet in firm's overall marketing efforts, especially marketing mix, target markets, and external environment; principles of e-commerce; and application of course knowledge in a managerial and decision-making context. Prerequisite(s): MKT 300 or MKT 301.

MKT 405. Consumer Behavior. 3 Hours

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(s): MKT 300 or MKT 301.

MKT 406. Marketing Channels. 3 Hours

Study of the place element of the marketing mix. A focus on the relationships among manufacturers, wholesalers, and retailers. Channel structure and design including franchising. Prerequisite(s): MKT 300 or MKT 301.

MKT 411. Sales Management. 3 Hours

The structure of the sales organization; determination of sales policies; selection, training, and motivation of salespersons; establishing sales territories and quotas. Prerequisite(s): (MKT 300 or MKT 301); MKT 310.

MKT 412. Advanced Selling Skills in High Technology Industries. 3 Hours

This course is focused on expanding the depth and breadth of the students' knowledge of the professional selling process, so that they can develop a much deeper understanding of Business-to-Business (B2B), Consultative Selling in High Technology Industries, with a significant emphasis placed on the Complex or Major Sale. Prerequisite(s): MKT 310.

MKT 413. Value Analysis in Major Sales Engagements. 3 Hours

According to Neil Rackham, author of "SPIN Selling": "Today, sales forces that simply communicate value to the customer are doomed to fail. Sales must begin to create value for the customer, in order to survive." In this course you will learn how to define and begin the process of investigating and determining three types of value for the customer: Financial Value, Business Value and Personal Value. We will then learn how to further develop and quantify each type of value for the customer. Once we have created the value for the customer, we will focus on how to articulate and present this value to the customer by "selling with impact"; to close the sale, win the business and enhance the long-term Customer Partnering Relationship. Prerequisite(s): MKT 310.

MKT 420. Entrepreneurial Marketing. 3 Hours

Study of the techniques used to profitably identify and fill customers' needs when operating within a limited budget during the early stages of a start-up or in a small to medium sized firm. Course strives to develop skills in applying basic marketing principles and high impact sales and promotion techniques in integrated manner to produce a practical, cost-effective action plan for start-ups and smaller companies. Also listed as MGT 420. Prerequisite(s): MKT 300 or MKT 301.

MKT 421. Advertising. 3 Hours

Nature and scope of advertising, social and economic aspects, role of research, creative strategy, media planning and selection, coordination with other marketing efforts. Prerequisite(s): MKT 300 or MKT 301.

MKT 428. Promotion Management. 3 Hours

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(s): MKT 300 or MKT 301.

MKT 430. Brand Management. 3 Hours

This highly interactive course is a hands-on, practical exploration of product, service, and enterprise-wide brand building and management. The course is structured along the daily responsibilities and challenges faced by brand/marketing managers. As such, the course will provide experience with proven strategies for building successful brands in the competitive marketplace, the decisions and options faced by brand managers, and the tools to effectively manage brands. It covers topics such as product management, branding, brand equity, integrated branding strategies, brand positioning, perceptual mapping and long term brand management. Prerequisite(s): MKT 300 or MKT 301.

MKT 435. New Product Development. 3 Hours

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(s): MKT 300 or MKT 301.

MKT 436. Marketing Intelligence. 3 Hours

This course provides an examination of how consumer marketing is evolving in the context of consumer behavior analysis, personalized marketing channels, and computer automation tools. The focus is on analyzing personalized consumer marketing based on consumer behavior. Prerequisite(s): MKT 300 or MKT 301.

MKT 437. Advanced New Product Development. 3 Hours

Study of the role of new product development in driving marketing success for firms. This course is designed to help students develop an understanding and appreciation of the difficulties and challenges of designing, developing, and launching new products. Prerequisite(s): MKT 435.

MKT 440. Global Marketing. 3 Hours

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(s): MKT 300 or MKT 301.

MKT 445. Special Topics in International Marketing. 3 Hours

Study abroad program. Subject varies from time to time. May be taken more than once if topic changes Prerequisite(s): Junior standing.

MKT 450. Buyer Behavior & Market Analysis. 6 Hours

Integration of theoretical components of buyer behavior and marketing research. Emphasis placed on how marketing managers use concepts from these bodies of knowledge to make better decisions. Topics include common processes and methods of contemporary market research, analysis of purchase decisions, market research techniques used to gather information about purchase decisions, and use of information to formulate and implement a marketing strategy. Prerequisite(s): DSC 211; MKT 301; Marketing major; junior standing.

MKT 455. Marketing Analytics and Strategy. 3 Hours

This course, which is the CAP major capstone, focuses on the analytical methods used to interpret market and customer data and to inform strategic decisions. Emphasis is placed on applying the empirical results from data analyses to issues of market identification and segmentation, product and brand positioning, pricing, distribution, and promotional strategies. Topics include hypothesis testing through statistical analyses, development of data-driven marketing strategy recommendations, and clarity in reporting of results. These topics are covered through analysis of marketing project data from class clients, preparation of a comprehensive marketing research strategy report, and presentation of results and recommendations to clients. Prerequisite(s): ACC 207, ACC 208; MKT 450; Marketing major.

MKT 494. Special Topics in Marketing. 3 Hours

Subject varies from time to time. May be taken more than once if topic changes. Prerequisite(s): Vary by topic.

MKT 497. Internship for General Elective Credit. 1-3 Hours

Practical work experience associated with career development and career exploration. See internship coordinator for details. Permission of department chair or designee required. Prerequisite(s): MKT major; junior standing; overall gpa of 2.7 or higher; permission of internship coordinator.

MKT 498. Cooperative Education. 1-3 Hours

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. For general elective credit only. Prerequisite(s): MKT major; overall gpa of 2.7 or higher.

MKT 499. Independent Study in Marketing. 1-3 Hours

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(s): MKT 301; MKT major; senior standing; permission of department chairperson.