

# THE COLLEGE OF BUSINESS

Millicent Lownes-Jackson, Ph.D., Professor, Dean

Avon Williams Campus

[www.cob.tnstate.edu](http://www.cob.tnstate.edu)

(615) 963-7121

## GENERAL STATEMENT

The College of Business at Tennessee State University is strongly grounded with a stellar reputation afforded by accreditation at both the undergraduate and graduate levels by the major national accrediting agency for business schools-AACSB International – The Association to Advance Collegiate Schools of Business. The College is poised to successfully fulfill its mission with new academic programs, new corporate alliances, new international partners, and a newly renovated academic facility on the Avon Williams Campus which includes a state-of-the art financial trading center.

## VISION

The College of Business strives to achieve national and international prominence in educating current and future business professionals for the global economy.

## MISSION

Our mission is to educate current and future business professionals through innovative teaching and research focused on contemporary business concepts for the global economy, complemented with a commitment to service and lifelong learning.

## GUIDING PRINCIPLES AND CORE VALUES

Accountability  
Continuous Improvement  
Diversity  
Ethical Conduct  
Excellence

Global Perspective  
Mutual Respect  
Scholarship  
Service  
Shared Governance

## STUDENT LEARNING GOALS

- Students must be able to think critically
- Students must be able to integrate knowledge across the functional areas of business when making business decisions
- Students must be able to identify, understand, and evaluate ethical situations that may arise in the conduct of business
- Students must be able to demonstrate an understanding of the fundamental attributes of the global economy
- Students must be able to demonstrate an understanding of the fundamental multicultural and diversity issues
- Students must be able to effectively communicate business information orally
- Students must be able to effectively communicate business information in writing
- Students must be able to effectively apply technology in solving business problems

## INSTRUCTION

The strong credentials of the full-time tenured and tenure-track faculty are exemplified by the fact that 100% hold a doctoral degree and the majority have practical business experience. Instruction is further strengthened by average

class sizes of less than thirty students. The instructional program is designed to provide both traditional and innovative teaching approaches and the integration of business ethics, international business, and computer applications throughout the curriculum. Flexibility in class scheduling is provided by day, evening, weekend, and online course offerings.

## RESEARCH

The College of Business has a strong overall record in research productivity. Each faculty member remains current in his or her academic field and contributes to its advancement. The College has two approved Chairs of Excellence. The First Chair of Excellence in Business is currently designed to provide impetus for accounting research and activities as well as alliances in the community. The Chair of Excellence in Banking and Financial Services is designed to serve as a catalyst for enhancing the College's research as well as curriculum development in the area of banking and financial services. Additionally, the College is home to an international refereed journal, the Journal of Developing Areas.

## PUBLIC SERVICE

Public Service is a strength of the College of Business. Services to the business community are provided through the various vehicles including faculty directed student consulting, Voluntary Income Tax Assistance (VITA) and faculty involvement in the community.

## ACCREDITATION

The College of Business is accredited at both the undergraduate and graduate levels by the prestigious AACSB International – The Association to Advance Collegiate Schools of Business.

## STUDENT DEVELOPMENT SERVICES

### ADVISEMENT

General advising in the College of Business is available Monday through Friday in two advisement centers, Avon Williams Campus, Suite H-408, (615) 963-7138 and Main Campus, Student Development Center, Holland Hall, Room 103, (615) 963-5145. It is recommended that students visit one of these offices on a regular basis to ensure that they are informed about current requirements and procedures. Students desiring career and academic advisement should contact the department appropriate to their major for the assigned faculty advisor. A student handbook is available as a source of information on the College's website, [www.cob.tnstate.edu](http://www.cob.tnstate.edu).

The Student Development Center (SDC), located in Holland Hall on the Main Campus, is established to enhance academic achievement and career success for business majors. The Center maintains a hands-on approach with students and guides them through the matriculation process. The SDC provides easy access to information about College of Business policies, internships, career opportunities, professional development, and student organizations. The Center also produces the College of Business Student Handbook, a guide to College of Business policies and matriculation requirements.

### INTERNATIONAL

The College of Business shares in the University's commitment to make international education and cultural understanding of vital importance; thus, our faculty continues to provide an international dimension to their courses and the opportunity for business students to participate in an international experience through study abroad programs. Additional efforts in international education include a linkage with the University of Ibadan in Nigeria, a signed contract to deliver MBA courses to students in Tianjin University in China and a feasibility study to examine opportunities for program delivery in India. Both initiatives are aimed at increasing enrollment in the College of Business MBA program. Past international linkages with Northern Caribbean University in Jamaica, Tunis El Manar University in Tunisia, L'viv Institute of Management in Ukraine, and the Malawi Institute of Management have served as the foundation for the vibrant international dimension of the College of Business. The international focus of the College is further evident through the Journal of Developing Areas, an internationally recognized scholarly publication distributed throughout the world.

## CAREER OPPORTUNITIES AND PLACEMENT SERVICES

The University's Career Development Center, oversees the placement services for the College of Business and facilitates interviews and information sessions for students desiring internships as well as full-time career positions. Each fall, more than 200 companies recruit on our campus, which include leading international firms such as: IBM, Dell, Cummins, Boeing, General Motors, and Kohl's. Because of these opportunities, TSU business graduates are contributing in companies throughout Nashville, the state, the nation, and the world.

## STUDENT ORGANIZATIONS

The College of Business encourages its students to participate in extracurricular activities. To complement the total educational experience and to provide leadership opportunities, the following business student organizations are available: American Marketing, AITP (Association of Information Technology Professionals), Alpha Kappa Psi, Beta Gamma Sigma, Economics and Finance Society, Finance and Investment Club, MBA Student Association, National Association of Black Accountants, Society for Human Resources Management, Enactus, National Black MBA Association Collegiate Chapter, Beta Alpha Psi, IMA (Institute of Management Accountants), National Society of Collegiate Scholars, and the Supply Chain Student Organization.

For information on these professional organizations, contact the Student Development Center at (615) 963-5145 in the College of Business located on the Main Campus in Holland Hall, Room 103, or contact the College of Business Office of Public Service on the Avon Williams Campus at (615) 963-7369.

## SCHOLARSHIPS

Scholarships and academic awards are available on a competitive basis for College of Business majors. The awards are based on academic excellence, civic achievements, course of study, or other specific criteria developed by the sponsor. The scholarships and awards are sponsored by business, College advisory and governing boards, industry, individuals and professional organizations. For more information and/or applications, contact the College of Business Office of Public Service on the Avon Williams Campus at (615) 963-7369.

## BUSINESS COMMUNITY INVOLVEMENT

Many corporate, business, and government alliances have been forged to further strengthen the College of Business. Through the College's five active advisory and governing boards, industry leaders graciously give their time, expertise, and financial resources to help ensure that our curriculum meets the needs of industry and that our students are prepared to professionally excel. The College is most appreciative of the support insightful industry leaders have provided by serving on its Accounting Advisory Board, Business Information Systems Industry Council, COB Board of Advisors, Economics and Finance Advisory Board, and Supply Chain Management Governing Board. Some of the industry leaders serving on these boards include Dell, Boeing, Cummins, Genco, CINTAS, Corning, HCA, Ingram Barge, Wal-Mart, OH Logistics, Remars, Tractor Supply, Ingram Micro and Lexmark International, Hoskins & Company.

## RESOURCES

In a broad sense, the entire business community of Nashville offers an ideal laboratory for student development. The College of Business is situated in the heart of downtown Nashville where faculty and students alike have ready access to sources of business and government information and relationships.

Special resources of the College of Business of particular interest to students are:

- Accounting Tutorial, Economics and Statistical Tutorial
- Chair of Excellence in Banking and Financial Services
- CISCO Lab, Database Lab, Microcomputer Labs, Networking Lab
- Financial Trading Room
- First Chair of Excellence in Business
- Hassan Adamu Distinguished Professorship
- Placement Services Provided by the University Career Development Center Office
- Special Academic Counselors
- Student Development Center
- Student Professional Organizations

## MAJORS IN BUSINESS

Four undergraduate majors are offered in the College of Business. The curriculum for each of these majors is presented under the section describing each of the four academic departments of the College of Business.

Departments	Majors Degrees	Concentrations
Accounting	Accounting BBA	N/A
Business Administration	Business Administration BBA	Supply Chain Mgmt. Hospitality Management Human Resource Management Management Marketing Real Estate and Urban Development General Business
Business Information Systems	Business Information Systems BBA	e-Business Technology Industry
Economics and Finance	Economics and Finance BBA	Economics Finance International Business

## MINORS IN BUSINESS

A minor affords a traditional, well-accepted way to recognize that a student has completed a significant body of work outside the major field. Students may wish to follow up on long time personal interests, satisfy intellectual curiosity generated by introductory courses, enrich their undergraduate experience, differentiate their individual program of study from those of fellow students, or enhance their opportunities for employment or for admission to graduate or professional schools.

Students pursuing the Bachelor of Business Administration degree are encouraged to obtain minors in fields such as Psychology, and Foreign Language. Students outside the College of Business may apply for a minor in General Business or other minors offered by the College.

### Entrepreneurship Minor

**Overview:** The Minor in Entrepreneurship will prepare students to create and develop new ideas and provide them with the skills and knowledge to translate ideas into viable business entities. The program is designed for business and non-business undergraduate students who desire a course of study that will prepare them to start their own businesses and afford them the opportunity to create their own path to success.

**Prerequisites:** The Minor in Entrepreneurship is available to both business and non-business majors. Some courses require pre-requisites that students must complete.

#### **Entrepreneurship Minor Core (12 hours)**

MGMT 3200	3
Entrepreneurship-New Venture Creation and Management	
MGMT 3240	3
Business Consulting and Entrepreneurship I	
MGMT 3250 or MGMT 4800	3
Business Consulting and Entrepreneurship II or Internship (Entrepreneurship)	
ACCT 3050 or MGMT 4170	3
Financial Information for Entrepreneurial Ventures or Seminar-Contemporary Management: Innovation and Entrepreneurship	

**Entrepreneurship Guided Electives (6 Hours)**

Business majors should choose 2 courses not required for your major, concentration, or track from the list below. Non-business majors should take ACCT 2020 and MGMT 3010 as their electives.

**Entrepreneurship Electives:**

ACCT 3070	Federal Income Tax I	3
BISE 3400	Desktop Presentation Tools	3
BISI 4400	Introduction to Web Site Development	3
ECON 3200	Money and Banking	3
MGMT 4050	Organization Behavior	3
MGMT 4060	Special Topics in Management	3
MKTG 4050	Consumer Behavior	3
MKTG 4150	Promotional Management	3
REUD 3130	Principles of Real Estate and Urban Dev.	3

**General Business Minor**

For the General Business minor, students need to select at least 18 hours of business courses which meet their objectives for taking the minor. If courses selected have prerequisites, these must be satisfied. Only juniors and seniors may enroll in 3000 or 4000 level business courses. ACCT 2010, ECON 2010, and MGMT 3010 should be included in all business minors.

**General Business Minor Core (9 hours)**

ACCT 2010	Principles of Accounting I	3
ECON 2010	Principles of Economics I	3
MGMT 3010	Management and Organization Behavior	3

**General Business Electives (9 Hours)**

Students should select 9 hours of business elective courses that are consistent with their goals for the minor.

Possible electives include the following:

BISE 3150	3
BISI 3230	3
MGMT 4030	3
MKTG 3010	3

**MBA Foundation Courses**

Eighteen hours of the following courses may also be used to constitute a business minor, and are useful in preparing students for a graduate business administration degree. For more information, see the graduate catalog of the school of your choice.

Accounting Principles	6	ACCT 2010, ACCT 2020
Business Finance	3	FINA 3300
Economic Principles	6	ECON 2010, ECON 2020
Information Systems	6	BISI 2150, BISI 3230
Legal Environment	3	BLAW 3000
Mgt. & Org. Behavior	3	MGMT 3010
Marketing Principles	3	MKTG 3010
Quantitative Methods	3	ECON 2040

**International Business Minor**

A minor is available in International Business. It is open to both business and non-business majors. This minor is designed to provide a broad interdisciplinary background of the cultural, social, economic, political, and business environment of the world. The purpose is to prepare more globally competent men and women to function productively in the world economy. The specific curriculum requirements are listed below:

1. Required Courses
 

ECON 4100 International Economics	3
MGMT 4800 Internship/International	3
2. Guided Electives (Choose 3)
 

MGMT 4120 International Business Management	3
MKTG 4350 International Marketing	3
FINA 4700 International Finance	3

ACCT 4250 International Accounting	3
ECON 4150 Economic Development	3
3. General Electives for Business Majors (Choose 1)	
POLI 3600 Intro. to Comparative Govt. & Politics	3
POLI 3930 Political Economy	3
POLI 3630 International Relations	3
4. Area Studies/Study Abroad (Consent of Advisor Needed)	3
Total	21

5. Other Requirements

- All students with a minor in International Business are required to complete two years of college language studies. Students proficient in a foreign language may test out of this requirement through an exam arranged by the Department of Languages, Literature and Philosophy.
- Only students with an overall GPA of 2.5 at the end of the sophomore year, as well as in ECON 2010-ECON 2020 and ACCT 2010-2020, will be allowed to declare a minor in International Business.
- All students are expected to meet the prerequisites for each course taken. Any exceptions, based on the background of any given student, must be approved in writing by an advisor in the Office of International Business Programs and a student's Department Chair.
- Business majors may apply restricted and unrestricted business electives in the major area towards satisfying the International Business minor.

## RETENTION AND GRADUATION

- Business majors, who have completed 60 hours of course work, have a minimum cumulative GPA of at least a 2.0, and have completed the following Lower Division business core courses: ACCT 2010, ECON 2010, ECON 2040, and MGMT 1010, are eligible to take Upper division course (3000/4000 level).
- Administrative Withdrawal. A student may be administratively withdrawn from any College of Business course when the student is not eligible to be enrolled in the course.
- At least 50 percent of the business credit hours for the business degree must be earned at Tennessee State University.
- Transfer students should consult their Department Chair regarding core course requirements if they are transferring in business courses or to determine the acceptability of business courses earned at other institutions.
- Up to 12 hours of approved upper division business credits may be used for degree purposes by students classified as undergraduate special students. However, all upper division business credits earned prior to becoming a special student count towards the 12 hour maximum. These students must meet prerequisites for the courses in which they wish to enroll.
- A maximum of 36 total semester hours (lower division plus upper division credits) may be completed at TSU as a special student. All college course credits earned prior to becoming a special student count towards the 36 hour maximum. All course credits earned as a special student (up to the 36 hour maximum) may be counted upon becoming a degree seeking student.

### Credit Hours Required for Graduation

Credit hours required for the Bachelor of Business Administration degree total a minimum of 120 semester hours for all College of Business majors and concentrations.

### Degree Credit for Business Internship and Independent Study Courses

A maximum of six semester hours of credit earned in business internship and independent study courses (combined) may be applied to degree requirements. Approval of the appropriate Department Chair is required to enroll in College of Business internship and independent study courses. These courses are ACCT 4800, ACCT 4990, BISI 4800, BISI 4990, ECON 4910, ECON 4980, ECON 4990, FINA 4910, FINA 4980, INBU 4910, INBU 4980, MGMT 4800, MGMT 4810, MGMT 4990, MKTG 4990, and REUD 4490.

### Specific College of Business Graduation Requirements

- Business majors must maintain an overall TSU cumulative GPA of at least 2.00 (not including remedial and developmental courses), a GPA of at least 2.00 in the lower division business core courses, a GPA of at least 2.00 in the upper division business core, and a GPA of at least 2.00 in the ten courses (30 hrs) being used to satisfy the major field plus upper division business elective course requirements.
- All business majors, except Accounting, may not have more than two D's in the ten courses being used to

satisfy the major. Accounting majors must have at least a C in all ten courses used to satisfy the major. D's and F's in additional (extra) elective courses beyond the 10 courses required for the major will not count toward determining whether the student is in violation of the 2-D policy.

3. At least 50 percent of the business credit hours required for the business degree must be earned at Tennessee State University; Business Strategy (MGMT 4500) should be taken at Tennessee State University during the final semester of enrollment.
4. Graduation applications will be received only from students who have been admitted to the College of Business and have at least an overall 2.0 G.P.A.
5. All business majors are required to review degree requirements with the Office of Undergraduate Studies at least one full semester (before the end of the registration period) prior to the semester in which graduation is anticipated. Only students who are eligible will be permitted to remain enrolled in MGMT 4500 (Business Strategy). It is the responsibility of the student to schedule an appointment for his/her senior transcript review.
6. Business majors must complete 24 of their final 30 hours in residence at TSU.
7. Students are to participate in performance evaluation measures (taking various tests, responding to inquiries) designated by the College or University.

### **Transfer of Credit Policy**

1. The specific credit for work done at other institutions which will apply toward the BBA degree is determined by the Office of Admissions and Records and the appropriate Department Chair in the College of Business. Allowance of transfer credit by the Office of Admissions and Records does not necessarily mean that all of such credit will be applied toward the BBA degree.
2. The College of Business reserves the right to test the proficiency of any student in course work transferred from other colleges or universities and the right to disallow transfer credit in such course work if the student cannot demonstrate acceptable proficiency.
3. Courses transferred from community and junior colleges may only be used to meet 3000 and 4000 level business course requirements if they are approved as substitutions by the Department Chair and Dean or validated either by (1) the successful completion of an acceptable CLEP or DANTES examination or (2) the successful completion of a departmental examination. Students will be allowed to apply up to 18 credit hours of upper division business credit earned through a combination of approved substitution, CLEP, DANTES, and/or credit by exam for their upper division business course requirements. No more than 9 hours of the transferred course credit may be applied to fulfill the 30 hr requirement in the business major or concentration area.
4. Transient Status: BBA students who wish to attend another institution as "transient" or "visiting" students to take upper division business courses for degree credit must get written approval in advance from their Department Chair. Approval is not automatic. MGMT 4500 (Business Strategy) must be taken at TSU.
5. Re-enrollment after Transferring Elsewhere: BBA students who enroll at another institution as regular students (as opposed to transient or visiting status) will be considered as having transferred to that institution. If such students later re-enroll in the BBA program they may be subject to the curricular degree requirements in effect at the time of their re-enrollment. Such students are encouraged to discuss their transfer to the other institution with their Department Chair in advance if they intend to apply this work towards the BBA degree at TSU.
6. The College of Business subscribes to the philosophy that a student's undergraduate program below the junior year should include no advanced, professional level courses. This philosophy is based on the conviction that the value derived from these advanced courses is materially enhanced when based upon a sound foundation in the liberal arts.

### **Requirements for the BBA Degree – 120 Credit Hours Total**

#### **Business Core**

The Business Core and the freshman and sophomore years are common for all students majoring in Accounting, Business Administration, Business Information Systems and Economics/Finance.

#### **General Education Requirements and Lower Division Business Core – 54 Credit Hours**

COMM 2200	Public Speaking	3
ENGL 1010 and 1020	Freshman English I and II	6
ENGL 2012-2322	English Literature	3
ENGL Lit. or Humanities	Humanities	3
HIST 2010 and 2020	American History I and II	6
Humanities	Humanities	3
MATH 1830*	Basic Calculus	3
UNIV 1000	Orientation	1

NAT. SCIENCE w/LAB	Natural Science	8
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### Lower Division Business Core

MGMT 1010	Introduction to Business	3
ACCT 2010-2020	Principles of Accounting I & II	6
ECON 2010-2020	Principles of Economics I & II	6
ECON 2040	Statistical Analysis	3

### Upper Division Business Core – 27 Credit Hours

BISE 3150	Business Communications	3
BISI 3230	Business Information Systems	3
BLAW 3000	Legal Environment of Business	3
ECON 3050	Quantitative Methods	3
FINA 3300	Business Finance	3
MGMT 3010	Management and Organization Behavior	3
MGMT 3020	Operations Management	3
MKTG 3010	Basic Marketing	3
MGMT 4500**	Business Strategy and Policy	3

### Major Requirements – 30 Credit Hours

All BBA students must complete a minimum of 30 hours of 3000/4000 level business courses to constitute their major as indicated on the following pages.

#### Elective Requirements – 9 Credit Hours

BISI 2150/Non-Business Elective***	3
MATH 1110/Non-Business Elective*	3
Non-Business Elective	3

\* MATH 1110 is a prerequisite for MATH 1830 and can be used as a non-business elective

\*\* MGMT 4500 may not be taken until all other business lower division and upper division core courses have been satisfactorily completed and should be taken during the final semester of enrollment.

\*\*\* Students testing out of BISI 2150 must take any 3 hour non-business elective course.

## Freshman and Sophomore Years (All Accounting, Business Information Systems, Business Administration, and Economics/Finance Majors)

### FRESHMAN YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
Natural Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	3	Elective**	3
	14		16

### SOPHOMORE YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	3	HIST 2020	3
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.



# Department of Accounting

Eva Jermakowicz, Ph.D., CPA, Chair  
Avon Williams Campus, K-422  
615-963-7162

Faculty: R. Banham, R. Hayes, L. Laska, L. Maples, S. Shanklin

General Statement: Consistent with the missions of Tennessee State University and the College of Business, the mission of the Department of Accounting is to prepare a diverse student body for careers in public, management, and government accounting.

Our curriculum is designed in order that our graduates will be:

- Knowledgeable in accounting and aware of the global business environment
- Critical thinkers and problem solvers
- Competent in technology
- Effective communicators and team members
- Aware of ethical ramifications of business decisions

Our Accounting Program provides students with the opportunity to meet the educational requirements to sit for the CPA exam and to achieve other professional certifications

## Major in Accounting

Major in Accounting: 120 semester hours for the BBA degree.

Retention and Graduation:

1. Accounting majors will be required to take a minimum of four upper division accounting courses at TSU including ACCT 4010-Advanced Accounting and ACCT 4230-Auditing Theory.
2. Students must earn at least a grade of "C" in each course used to complete the Accounting Major.
3. See College of Business section on Retention and Graduation for additional requirements.

### Major in Accounting:

(In addition to courses listed below, see College of Business Freshman and Sophomore years, and Business Core.)  
Requirements for Professional Certification: The bachelor's degree provides the educational background for many entry-level accounting positions. Students with this degree will have the necessary educational requirements for the CMA and CIA exams. Students will also have earned at least 120 hours of the 150 hours needed to sit for the CPA exam in those states requiring 150 credit hours. Students may earn the remaining hours needed for the CPA exam by taking additional undergraduate classes or by obtaining a Master of Business Administration – Accounting Concentration or other graduate degrees. Students should consult with their advisors and their State Boards of Accountancy for the exact requirements.

### Accounting Major Core (24 hours)

ACCT 3110	Intermediate Accounting I	3
ACCT 3120	Intermediate Accounting II	3
ACCT 3140	Cost Accounting	3
ACCT 3070	Federal Income Tax I	3
ACCT 3200	Accounting Information Systems	3
ACCT 4010	Advanced Accounting	3
ACCT 4230	Auditing Theory	3
BLAW 3230	Business Law	3

### Accounting Major Electives (6 Hours)

Accounting majors must take 6 hours of guided accounting electives from the list below. Students should consult with

the Accounting Faculty on all upper division electives.

**Accounting Electives:**

ACCT 4030 Governmental/NFP Accounting	3
ACCT 4160 Internal Auditing	3
ACCT 4170 Federal Income Tax II	3
ACCT 4190 Advanced Cost Accounting	3
ACCT 4220 Accounting Theory	3
ACCT 4240 Advanced Auditing	3
ACCT 4250 International Accounting	3
ACCT 4800 Accounting Internship	3
ACCT 4990 Independent Study	3

**Major in Accounting**  
**Suggested Four-Year Plan**

**FRESHMAN YEAR**

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
National Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	<u>3</u>	Elective**	<u>3</u>
	14		16

**SOPHOMORE YEAR**

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	<u>3</u>	HIST 2020	<u>3</u>
	15		15

**JUNIOR YEAR**

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 3110	3	ACCT 3120	3
		ACCT 3070	3
ACCT 3140	3	BISI 3230	3
BISE 3150	3	BLAW 3000	3
MGMT 3010	3		
MKTG 3010	<u>3</u>	MGMT 3020	<u>3</u>
	15		15

**SENIOR YEAR**

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 4230	3		
ACCT 4010	3	BLAW 3230	3
ACCT 3200			
FINA 3300	3	MGMT 4500	3
ACCT Elective***	3	ACCT Elective***	3
ECON 3050	<u>3</u>	Non-Business Elective	<u>3</u>
	15		15

- \* These courses must be chosen from the University's approved list of general education courses.
- \*\* Students that do not have an equivalent course must take the listed course as a non-business elective.
- \*\*\* Students should consult with an Accounting faculty advisor before selecting an accounting elective.

## Department of Business Administration

Festus O. Olorunniwo, Ph.D., Chair  
Avon Williams Campus, K-432  
615-963-7123

Faculty: C. Fan, P. Flott, C. Hurst, J. Jolayemi, K. Kungu, X. Li, M. Lownes-Jackson, V. Lukosius, S. Thach, and R. Unni

**General Statement:** Consistent with the missions of Tennessee State University and the College of Business, the mission of the Department of Business Administration is to provide students with practical and innovative business education with well-grounded managerial skills and ethical awareness that differentiate them in the marketplace, advance their careers, and enable them to compete effectively in the world of business.

**Business Administration Major:** The curriculum in Business Administration provides students with general education requirements, and core requirements in the various disciplines of business. With such a strong background and versatility, opportunities are provided for students to choose from one of several concentrations: Supply Chain Management, Hospitality Management, Human Resource Management, Management, Marketing, Real Estate and Urban Development and General Business.

**Retention and Graduation:** See *College of Business section on Retention and Graduation*.

### Major in Business Administration with Concentration in Supply Chain Management

**General Education Requirements:** See College of Business General Education Requirements

**General Statement:** The Supply Chain Management concentration is primarily concerned with the efficient coordination of the processes through which suppliers, factories, warehouses, distribution centers, and retail outlets produce and distribute items to the right customers, at the right time, and at the right price to minimize costs while satisfying a certain level of service. Our BBA degree with a concentration in supply chain management (SCM) emphasizes the four important areas of: Sourcing (global strategic procurement, supply contract negotiation); Supply (production, quality management and service operations); Delivery (logistics, transportation, demand fulfillment); and E-business/information systems (critical enabler of supply chain efficiencies and responsiveness). Supported by several Fortune 500 companies, up to 16 scholarships are awarded annually to graduate and undergraduate majors in supply chain management.

#### Supply Chain Management Core Courses (30 hours)

BISI 4150	Database Systems	3
MGMT 3050	Introduction to Supply Chain Mgt.	3
MGMT 3040	Business Decision Modeling and Analysis	3
MGMT 3550	ERP Systems	3
MGMT 4020	Quality Management	3
MGMT 4250	Leadership	3
MGMT 4600	Supply Chain Strategy	3
MKTG 4300	Procurement	3
MKTG 4400	Logistics	3
Business Elective	Elective	3

#### Choose one Course from

MGMT 3550	ERP Systems	3
BISI 4550	Project Management	3

## Major in Business Administration with Concentration in Supply Chain Management

### Suggested Four-Year Plan

#### FRESHMAN YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
Natural Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	<u>3</u>	Elective**	<u>3</u>
	14		16

#### SOPHOMORE YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	<u>3</u>	HIST 2020	<u>3</u>
	15		15

#### JUNIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
MGMT 3050	3	BISE 3150	3
BISI 3230	3	ECON 3050	3
MGMT 3020	3	BLAW 3000	3
MGMT 3010	3	MGMT 3040	3
MKTG 3010	<u>3</u>	MGMT 3550 or BISI 4550	<u>3</u>
	15		15

#### SENIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISI 4150	3	MGMT 4250	3
FINA 3300	3	MGMT/MKTG 4020	3
MGMT 3550 or BISI 4550	<u>3</u>	MGMT 4500	3
MKTG 4300	3	MGMT 4600	3
MKTG 4400	<u>3</u>	Business Elective	<u>3</u>
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

## Major in Business Administration with Concentration in Hospitality Management

General Education Requirements: See College of Business General Education Requirements.

General Statement: Hospitality Management concentration is specifically designed to prepare both full-time and part-time business students for management careers in the hospitality, and related sectors. The degree program provides the opportunity for students to build their entrepreneurial, managerial, functional, operational, and analytical capabilities to maximize their success in Hospitality Management related positions under a dynamic local, national, and global competitive environment. Our program provides the skills needed to succeed in the exciting hospitality industry in positions such as: Hotel management, Restaurant management, Country club management, Convention/Event planning, Corporate travel management and Catering directors.

### Hospitality Management Concentration (30 Hours)

HSMG 2000 Intro to Hospitality Management	3
HSMG 3500 Lodging Management	3
HSMG 3600 Restaurant & Food Service Management	3
HSMG 3700 Events Management	3
HSMG 3800 Hospitality Marketing & Sales Management	3
MGMT 4030 Human Resource Management	3
MGMT 4020 Quality Management	3
HSMG 4800 Internship	3
HSMG 4810 Internship	3

Plus two electives from	6
MKTG 4300 Procurement	
MKTG 4050 Consumer Behavior	
HSMG 4020 Building and Facility Management	
HSMG 4200 Food/Beverage Controls	
HSMG 4300 Revenue Management	
MGMT 4250 Leadership	
MGMT3030 Management of Service Organizations	

**Major in Business Administration with Concentration in Hospitality Management**  
Suggested Four-Year Plan

FRESHMAN YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
National Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
	<u>3</u>		<u>3</u>
	14		16

SOPHOMORE YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
HSMG 2000	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	ECON 2040	3
HIST 2010	<u>3</u>	HIST 2020	<u>3</u>
	15		15

JUNIOR YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3150	3	BISI 3230	3
BLAW 3000	3	HSMG 3600	3
HSMG 3500	3	MGMT 3020	3
MGMT 3010	3	MGMT 4030	3
MKTG 3010	<u>3</u>	HSMG 3700	<u>3</u>
	15		15

SENIOR YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
HSMG 4800	3	MGMT 4020	3

FINA 3300	3	HSMG Elective	3
HSMG 3800	3	MGMT 4500	3
ECON 3050	3	HSMG 4810	3
Non-Business Elective	3	HSMG Elective	3
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

## Major in Business Administration with Concentration in Human Resource Management

General Education Requirements: See College of Business General Education Requirements.

General Statement: Human Resource Management (HRM) includes all management decisions and practices that directly impact or influence the people who work for an organization. HRM recognizes that employees enable an organization to reach its goals, and the management of employees (human resources) is critical to organizational outcomes (survival, competitiveness, growth and profitability). HRM's functions and contributions to an organization include: Strategic HR Planning, Job Analysis, Equal Employment Opportunity, Employee Recruiting and Selection, Human Resource Development, Performance Appraisal, Compensation and Benefits, Safety and Health, Labor Relations and Intercultural issues in training.

### Human Resource Management Concentration (30 Hours)

MGMT 4020 Quality Management	3
MGMT 4030 Human Resource Management	3
MGMT 4050 Organization Behavior	3
MGMT 4070 Training and Development	3
MGMT 4100 Performance and Compensation Administration	3
MGMT 4110 Recruitment and Selection	3
MGMT 4190 Employment Law and Labor Relations	3
MGMT 4250 Leadership	3
MGMT 4550 Strategic HR Management	3
Business Elective	3

## Major in Business Administration with Concentration in Human Resource Management

### Suggested Four-Year Plan

FRESHMAN YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
National Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	3	Elective**	3
	14		16

SOPHOMORE YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	3	HIST 2020	3
	15		15

## JUNIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3150	3	BISI 3230	3
BLAW 3000	3	FINA 3300	3
ECON 3050	3	MGMT 3020	3
MGMT 3010	3	MGMT 4030	3
MKTG 3010	3	MGMT 4050	3
	<u>15</u>		<u>15</u>

## SENIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
MGMT 4020	3	MGMT 4100	3
MGMT 4070	3	MGMT 4250	3
MGMT 4110	3	MGMT 4500	3
MGMT 4190	3	MGMT 4550	3
Non-Business Elective	3	Business Elective	3
	<u>15</u>		<u>15</u>

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

## Major in Business Administration with Concentration in Management

General Education Requirements: See College of Business General Education Requirements.

General Statement: The management program provides students with the opportunity for professional preparation applicable to the management of private and public sector organizations. Examples of employment areas are: administration management, personnel administration, industrial relations, production management, and other assignments in small, medium, and large businesses, as well as government agencies, foundations, hospitals, and other service organizations.

### Management Concentration (30 Hours)

MGMT 3400	Business Ethics	3
MGMT 4020	Quality Management	3
MGMT 4030	Human Resource Management	3
MGMT 4050	Organization Behavior	3
MGMT 4120	International Business Management	3
MGMT 4190	Employment Law and Labor Relations	3
MGMT 4250	Leadership	3
MGMT Elective		3
Business Electives		6

## Major in Business Administration with Concentration in Management

### FRESHMAN YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3

National Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	<u>3</u>	Elective**	<u>3</u>
	14		16

#### SOPHOMORE YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	<u>3</u>	HIST 2020	<u>3</u>
	15		15

#### JUNIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3150	3	BISI 3230	3
BLAW 3000	3	MGMT 3020	3
ECON 3050	3	MGMT 4030	3
MGMT 3010	3	MGMT 4050	3
Business Elective	<u>3</u>	MKTG 3010	<u>3</u>
	15		15

#### SENIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
FINA 3300	3	MGMT 3400	3
MGMT 4020	3	MGMT 4250	3
MGMT 4120	3	MGMT 4500	3
MGMT 4190	3	Business Elective	3
MGMT Elective	<u>3</u>	Non-Business Elective	<u>3</u>
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

### Major in Business Administration with Concentration in Marketing

General Education Requirements: See College of Business General Education Requirements.

General Statement: Marketing includes all activities concerned with ascertaining and satisfying the needs and desires of individual and organizational buyers/consumers. It is consequently a function of prime importance in all forms of organizations. The marketing program is designed to facilitate both entry into marketing and long-term professional advancement. Emphasis is placed on marketing management.

Those who choose marketing as a career will be involved in product development and improvement, consumer research, pricing, promotion, sales, and distribution. Professional careers are open to marketing students in advertising firms, research organizations, retail organizations, retail and wholesale firms, and other service organizations, as well as a wide range of manufacturing, service, and non-profit groups devoted to supplying goods or services to meet the needs of the customer/buyer.

#### Marketing Concentration (30 Hours)

MKTG 3300 Applied Marketing Research	3
MKTG 4050 Consumer Behavior	3
MKTG 4250 Retailing Marketing	3
MKTG 4350 International Marketing	3
MKTG 4550 Marketing Strategy**	3
MKTG Electives	12
Business Elective	3



\*\* Prerequisites for MKTG 4550 are: MKTG 4050 and MKTG 3300

## Major in Business Administration with Concentration in Marketing

### Suggested Four-Year Plan

FRESHMAN YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
Natural Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	<u>3</u>	Elective**	<u>3</u>
	14		16

SOPHOMORE YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	<u>3</u>	HIST 2020	<u>3</u>
	15		15

JUNIOR YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3150	3	BLAW 3000	3
BISI 3230	3	FINA 3300	3
ECON 3050	3	MGMT 3020	3
MGMT 3010	3	MKTG 3300	3
MKTG 3010	<u>3</u>	MKTG Elective	<u>3</u>
	15		15

SENIOR YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
MKTG 4050	3	MGMT 4500	3
MKTG 4250	3	MKTG 4350	3
MKTG Elective	3	MKTG 4550	3
MKTG Elective	3	MKTG Elective	3
Non-Business Elective	<u>3</u>	Business Elective	<u>3</u>
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

## Major in Business Administration

### with Concentration in Real Estate and Urban Development

General Education Requirements: See College of Business General Education Requirements.

General Statement: The curriculum for the concentration in Real Estate and Urban Development is designed for those students who are interested in fields concerning the allocation of urban land resources. Accordingly, students are trained for employment in both the private and public sectors. Fields of study include real estate brokerage, appraisal, law, finance, marketing, property management, land-use planning and development, and public and private policies applicable to real estate and urban development. The curriculum is structured to provide students with an

understanding of (1) the specific activities involved in urban land development, (2) the forms of economic, social, physical, and legal services that arise from land use activities, (3) the optimum distribution of residential, commercial, industrial and other specialized land uses, (4) the activities in which real estate business people are engaged, and (5) public and private policies and actions that are designed to improve our urban environment.

**Real Estate Concentration (30 Hours)**

MGMT 4250 Leadership	3
REUD 3130 Real Estate Principles	3
REUD 3200 Urban Land Resource Analysis	3
REUD 3300 Real Estate Finance	3
REUD 3400 Real Estate Law	3
REUD 3500 Real Estate Appraisals	3
REUD 4400 Real Estate Investment Analysis	3
REUD Electives	6
Business Elective	3

**Major in Business Administration  
with Concentration in Real Estate and Urban Development  
Suggested Four-Year Plan**

**FRESHMAN YEAR**

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
Natural Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	<u>3</u>	Elective**	<u>3</u>
	14		16

**SOPHOMORE YEAR**

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	<u>3</u>	HIST 2020	<u>3</u>
	15		15

**JUNIOR YEAR**

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3150	3	BLAW 3000	3
ECON 3050	3	MGMT 3020	3
MGMT 3010	3	REUD 3200	3
MKTG 3010	3	REUD 3300	3
REUD 3130	<u>3</u>	Real Estate Elective	<u>3</u>
	15		15

**SENIOR YEAR**

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISI 3230	3	MGMT 4250	3
FINA 3300	3	MGMT 4500	3
REUD 3500	3	REUD 3400	3
REUD 4400	3	Business Elective	3

Real Estate Elective	<u>3</u>	Non-Business Elective	<u>3</u>
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

### **Major in Business Administration with Concentration in General Business**

General Education Requirements: See College of Business General Education Requirements.

Concentration in General Business: This concentration is designed for students who prefer to acquire broad undergraduate training in business, rather than specializing in a specific area. Opportunities for career advancements exist for experienced individuals with varied work exposures in all areas of business including-but not limited to- management, human resources, finance, economics, accounting and business information systems. Students choose courses that emphasize their specific work areas of interest in business or that correlate to their years of prior work experience before completing their degrees in General Business. Their educational preparation is flexibly designed to meet student's intended work emphasis.

General Education Requirements:

See College of Business General Education Requirements

#### **General Business Concentration Core (9 Hours)**

MGMT 4030- Human Resource Mgt. 3

Any two of the following 6

ACCT 3140 – Cost Accounting

ECON 4800 - Current Economic Problems

BISI 4400 – Introduction to Web Design

#### **General Business Electives (21 Hours)**

MKTG Elective	3
Business Elective	3
Business Elective	3
Business Elective	3
Business Elective	3
Business Elective	3
Business Elective	3

#### **JUNIOR YEAR**

FALL SEMESTER	HR	SPRING SEMESTER	HR
BISE 3150	3	BISI 3230	3
BLAW 3000	3	FINA 3300	3
MGMT 3010	3	MGMT 3020	3
MKTG 3010	3	Business Electives*	3
Business Elective	3	Conc. Core**	3
	<u>15</u>		<u>15</u>

#### **SENIOR YEAR**

FALL SEMESTER	HR	SPRING SEMESTER	HR
MGMT 4030	3	MGMT 4500	3
Marketing Elective	3	Business Electives*	6
Business Electives*	6	Non-Business Electives	6
ECON 3050	3	Conc. Core**	3
	<u>15</u>		<u>18</u>

\*Students concentrating in General Business elect 18 hours of 3000/4000 level business courses according to their career objectives to constitute their major.

\*\*One of following: ACCT 3140/ ECON 4800 / BISI 4400

## Department of Business Information Systems

Jeffrey S. Siekpe, Interim Chair  
Avon Williams Campus, K-413  
615-963-7132

Faculty: J. Ellzy, R. Guy, A. Kamssu, D. King, G. Marquis, J. Siekpe, S. Venkatraman

General Statement: The department of Business Information Systems, in support of the mission of the university, is geared towards preparing students to have the skills, the competencies and the knowledge to use computer information systems and pursue professional careers in business and information technology

Business Information Systems Major: 120 hours are required for the Business Information Systems-Industry Concentration and Business Information Systems e-Business Technology Concentration.

### Major in Business Information Systems with Concentration in Industry

General Statement: BIS-Industry Concentration prepares students to help organizations design, implement, and use information systems for securely managing the transactions and information about stakeholders such as customers, employees and partners. They study how people adapt to new information technologies, and advise organizations how to make the most of the information available to them. Students learn about the latest trends in Information Technology, and how to apply them to enhance the effectiveness and efficiency of organizations.

#### Required Courses (30Hours)

BISI 3160	Business Application Development	3
BISI 3260	Object-Oriented Programming	3
BISI 3360	Applied Information Technology	3
BISI 4150	Database Systems	3
BISI 4230	Analysis, Design, and Implementation	3
BISI 4250	Decision Support Systems	3
BISI 4360	PC Networks	3
BISI 4400	Introduction to Web Site Development	3
BISE/BISI Electives		6

In selecting non-business electives, the department highly recommends that BISI students consider, in consultation with their faculty advisor, programming language courses offered by the department of Computer Science. These courses will provide a strong background in programming, and also allow students to enroll in additional upper division computer science offerings. (Course prerequisites must be taken.)

### Major in Business Information Systems with Concentration in Industry Suggested Four-Year Plan

FRESHMAN YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
National Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	3	Elective**	3
	14		16

SOPHOMORE YEAR	
FALL SEMESTER	SPRING SEMESTER

Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	3	HIST 2020	3
	<u>15</u>		<u>15</u>

#### JUNIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISI 3160	3	BISI 3260	3
BISI 3230	3	BISI 3360	3
BISE 3150	3	FINA 3300	3
BLAW 3000	3	MKTG 3010	3
MGMT 3010	3	ECON 3050	3
	<u>15</u>		<u>15</u>

#### SENIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISI 4150	3	BISI 4230	3
BISI 4400	3	BISI 4360	3
MGMT 3020	3	MGMT 4500	3
BISI 4250	3	BISI/BISE Elective	3
BISE/BISI Elective	3	Non-Business Elective	3
	<u>15</u>		<u>15</u>

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

BISI/BISE electives may be selected from the following list for the BISI-Industry Concentration.

BISI 3500	Data Mining
BISI 3610	Introduction to Relational Databases
BISI 3620	Relational Data Administration
BISI 4240	End-User Computing Development
BISI 4260	Training Strategies for BIS Professionals
BISI 4300	Business Telecommunications
BISI 4364	Network Security and Administration
BISI 4410	Web Site Development
BISI 4550	Project Management
BISI 4800	Internship
BISI 4810/4820	Seminar in Information Systems
BISI 4990	Independent Study
BISE 3400	Desktop Presentation Tools
BISE 4000	Information and Media Management
BISE 4300	Administrative Office Management

### Major in Business Information Systems with Concentration in e-Business Technology

General Statement: The BBA-EB degree prepares students for a career in the rapidly growing field of e-Commerce and e-Business. The degree program provides a solid business foundation upon which rigorous information technology competencies are built. The graduate of the program will possess the requisite management and technology skills required for positions in the e-Business and e-Commerce arena. The main objective of the Program is to develop students who understand the strategic and operational nature of e-Business, and are capable of developing dynamic, Web-based systems that provide a strategic and competitive advantage.

#### Required Courses (30 Hours)

BISI 3160	Business Application Development	3
BISI 3260	Object-Oriented Programming	3
BISI 3360	Applied Information Technology	3

BISI 4150	Database Systems	3
BISI 4230	Analysis, Design, and Implementation	3
BISI 4250	Decision Support Systems	3
BISI 4360	PC Networks	3
BISI 4400	Introduction to Web Site Development	3
BISI 4410	Web Site Development	3
MGMT/BISI Elective	Business Elective	3

### **Major in Business Information Systems with Concentration in e-Business Technology** Suggested Four-Year Plan

FRESHMAN YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
Natural Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	<u>3</u>	Elective**	<u>3</u>
	14		16

SOPHOMORE YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	<u>3</u>	HIST 2020	<u>3</u>
	15		15

JUNIOR YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISI 3160	3	BISI 3260	3
BISI 3230	3	BISE 3150	3
BLAW 3000	3	BISI 3360	3
MGMT 3010	3	MGMT 3020	3
MKTG 3010	<u>3</u>	ECON 2050	<u>3</u>
	15		15

SENIOR YEAR			
FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISI 4150	3	BISI 4410	3
BISI 4250	3	BISI 4360	3
BISI 4400	3	BISI 4230	3
FINA 3300	3	MGMT 4500	3
MGMT 3500/MKTG 3500	<u>3</u>	Non-Business Elective	<u>3</u>
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

## **Department of Economics and Finance**

Soumen Ghosh, Ph.D., Chair  
 Avon Williams Campus, K-417  
 615-963-7145

Faculty: C. Chen, D. Dhakal, N. Modeste, W. Perry, A. Ray, and A. Wahid, M. Johnson.

General Statement: The Department's mission is to provide an academically rigorous program in support of the College of Business mission of offering a high quality academic program. The Department of Economics and Finance offers a program of instruction for those who expect to pursue careers in economics, finance, international business, insurance, or government and provides service courses for business and non-business majors.

Retention and Graduation: See College of Business section on Retention and Graduation.

## Major in Economics and Finance with Concentration in Economics

General Statement: Concentration in Economics prepares students to analyze economic problems that all modern economies face. Students graduating with this concentration acquire rigorous analytical skill to relate and apply economic principles and theories to specific (micro) and general and broad (macro) economic conditions. Graduates with this concentration typically find jobs with various governmental agencies; go to graduate studies in economics, law and other areas of business.

### Economics Concentration (30 Hours)

ECON 3110	Intermediate Microeconomic Theory	3
ECON 3120	Intermediate Macroeconomic Theory	3
FINA 3600	Investment Theory	3
FINA 4500	Corporate Finance	3
ECON Electives		12
FINA Elective		3
Business Elective		3

## Major in Economics and Finance with Concentration in Economics

Suggested Four-Year Plan

### FRESHMAN YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
Natural Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	3	Elective**	3
	14		16

### SOPHOMORE YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	3	HIST 2020	3
	15		15

### JUNIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3150	3	BISI 3230	3
ECON 3120	3	ECON 3110	3
FINA 3300	3	ECON 3050	3

MGMT 3010	3	FINA 4500	3
MKTG 3010	<u>3</u>	MGMT 3020	<u>3</u>
	15		15

#### SENIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BLAW 3000	3	ECON Elective	3
ECON Elective	3	FINA Elective	3
ECON Elective	3	MGMT 4500	3
FINA 3600	3	Business Elective	3
Non-Business Elective	<u>3</u>	ECON Elective	<u>3</u>
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

### Major in Economics and Finance with Concentration in Finance

General Statement: Concentration in Finance prepares students to be financial analysts at the entry level. Students graduating with Finance concentration acquire fundamental analytical skill in the area of finance and can apply those skills in day-to-day financial analysis in modern businesses. Students with finance concentration are highly sought-after by the corporate world including banking sector as well as various branches of the federal and state governments. Students with finance concentration are better equipped to acquire professional certification such as CFA (certified Financial Analyst) or a Certified Financial Planner (CFP).

#### Finance Concentration (30 Hours)

ECON 3110	Intermediate Microeconomic Theory	3
ECON 3120	Intermediate Macroeconomic Theory	3
FINA 3400	Finance Markets and Institutions	3
FINA 3600	Investment Theory	3
FINA 4450	Commercial Bank Management	3
FINA 4500	Corporate Finance	3
FINA 4700	International Finance	3
ECON or FINA Elective		3
FINA Elective		3
Business Elective		3

### Major in Economics and Finance with Concentration in Finance

#### Suggested Four-Year Plan

#### FRESHMAN YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV 1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
Natural Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISI 2150/Non-Business	
Elective**	<u>3</u>	Elective**	<u>3</u>
	14		16

#### SOPHOMORE YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	<u>3</u>	HIST 2020	<u>3</u>
	15		15



### JUNIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3150	3	BISE 3230	3
ECON 3050	3	ECON 3110	3
FINA 3300	3	FINA 3400	3
MGMT 3010	3	FINA 4500	3
MKTG 3010	<u>3</u>	MGMT 3020	<u>3</u>
	15		15

### SENIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BLAW 3000	3	FINA Elective	3
ECON 3120	3	FINA 4450	3
FINA 3600	3	MGMT 4500	3
FINA 4700	3	Business Elective	3
ECON or FINA Elective	<u>3</u>	Non-Business Elective	<u>3</u>
	15		15

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

## Major in Economics and Finance with Concentration in International Business

General Statement: Students with International Business concentration acquire a better sense of the global business environment. In particular this concentration prepares students to seek challenging opportunities that are available globally. By learning to speak another language, and/or being an intern in an international business, which is a requirement in this concentration, gives clear advantage to students with this concentration particularly in an ever changing global environment.

### Finance Concentration (30 Hours)

ACCT 4250	International Accounting	3
BISE 3500	Data Mining	3
ECON 4100	International Economics	3
ECON 4150	Economic Development	3
ECON 4600	Introduction to Business Intelligence	3
ECON 4910 or 4980	Internship or Independent Study	3
FINA 4700	International Finance	3
MGMT 4120	International Business Management	3
MKTG 4350	International Marketing	3
Business Elective		3

## Major in Economics and Finance with Concentration in International Business Suggested Four-Year Plan

### FRESHMAN YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
ENGL 1010	3	ENGL 1020	3
UNIV1000	1	COMM 2200	3
MGMT 1010	3	MATH 1830	3
National Science w/Lab*	4	Natural Science w/Lab*	4
MATH 1110/Non-Business		BISE 2150/Non-Business	
Elective**	<u>3</u>	Elective**	<u>3</u>
	14		16

### SOPHOMORE YEAR

FALL SEMESTER	SPRING SEMESTER
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Courses	HR	Courses	HR
ACCT 2010	3	ACCT 2020	3
ECON 2010	3	ECON 2020	3
ECON 2040	3	ENGL Literature/Humanities*	3
ENGL Literature*	3	Humanities*	3
HIST 2010	3	HIST 2020	3
	<u>15</u>		<u>15</u>

#### JUNIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3150	3	BISE 3230	3
ECON 3050	3	ECON 4100	3
FINA 3300	3	MGMT 3020	3
MGMT 3010	3	MGMT 4120	3
MKTG 3010	3	MKTG 4350	3
	<u>15</u>		<u>15</u>

#### SENIOR YEAR

FALL SEMESTER		SPRING SEMESTER	
Courses	HR	Courses	HR
BISE 3500	3	ACCT 4250	3
BLAW 3000	3	FINA 4700	3
ECON 4150	3	MGMT 4500	3
ECON 4600	3	Business Elective	3
INBU 4910 or INBU 4980	3	Non-Business Elective	3
	<u>15</u>		<u>15</u>

\* These courses must be chosen from the University's approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.

## Course Descriptions

Please refer to the Graduate Catalog for graduate course listings. For degree and MBA admission requirements, contact the MBA Director, Avon Williams Campus, (615) 963-7121.

### Accounting (ACCT)

ACCT 2010: Accounting Principles I (Financial) (3). A study of the principles of financial accounting and reporting as they relate to today's business environment. Both the procedures used and the concepts upon which they are based are studied as well as ethical considerations. Prerequisite: MATH 1110.

ACCT 2020: Accounting Principles II (Managerial) (3). A study of managerial accounting information as it is used by managers in various types of business organizations. The emphasis is on the development, interpretation, and application of managerial accounting for planning activities, controlling operations, and making decisions. Prerequisite: ACCT 2010.

ACCT 3050: Financial Information for Entrepreneurial Ventures (3). Principles and procedures relating to financing small business ventures and uses of accounting information. Topics include accounting control systems, preparation and analysis of financial statements, traditional and non-traditional sources of financing, and budgeting. ACCT 3050 may not be used by accounting majors to satisfy a degree requirement. Prerequisite: ACCT 2020.

ACCT 3070: Federal Income Tax I (3). Principles of federal income taxation with particular attention to determining taxable income for individuals. Prerequisite: ACCT 2020.

ACCT 3110: Intermediate Accounting I (3). A study and application of Generally Accepted Accounting Principles (GAAP) for asset valuation, income measurement, and financial statement presentation for business organizations, and the processes through which these principles evolve. Emphasis is placed on the conceptual framework underlying financial accounting, expanded review of the accounting cycle, time value of money concepts and components of financial statements, such as cash and receivables, inventories, property, plant and equipment and intangible assets, financial instruments and liabilities. Prerequisite: ACCT 2020.

ACCT 3120: Intermediate Accounting II (3). This course represents a continuation of the intensive study and application of the generally accepted accounting principles for asset valuation, income measurement, and financial statement presentation begun in ACCT 3110. Emphasis is placed on accounting for stockholders' equity, investments, revenue recognition, income taxes, pensions, leases, and the statement of cash flows. Accounting changes and error analysis as well as full disclosure in financial reporting is discussed. Prerequisite: ACCT 3110.

ACCT 3140: Cost Accounting (3). The theory and practice of cost accounting with emphasis on its use for planning and control. Introduces the concept of cost control and profit planning, budgeting, standards, performance evaluation, and profitability analysis. Prerequisite: ACCT 2020.

ACCT 3200: Accounting Information Systems (3). Principles underlying the establishment of effective accounting systems in business enterprises. Basic concepts and problems in the consideration of accounting as an information system. Theoretical and pragmatic tools for analysis of accounting systems. Prerequisite: ACCT 2020.

ACCT 4010: Advanced Accounting (3). Provides theory and application of accounting principles to special accounting problems. Topics include partnerships, business combinations and consolidated financial statements, foreign currency transactions and foreign currency translation, nonprofit organizations, governmental entities, and other selected accounting topics. Prerequisite: ACCT 3120.

ACCT 4030: Governmental/NFP Accounting (3). Application of accounting concepts, theories, and conventions to recording and reporting of problems arising from public-sector accounting as applied to governments and to other non-corporate forms of organizations. Prerequisite: ACCT 3110.

ACCT 4160: Internal Auditing (3). Theory and principles of internal audit practice and procedures in accordance with Standards for the Professional Practice of Internal Auditing. The course includes a study of the development of the profession, techniques, purpose, objectives, and administration of internal auditing. Audit reports furnishing management with analyses, appraisals, recommendations, counsel, and information concerning activities review are also covered. Prerequisite: ACCT 3200.

ACCT 4170: Federal Income Tax II (3). Principles of entity taxation (corporations, partnerships, estates, and etc.) Prerequisite: ACCT 3070.

ACCT 4190 Advanced Cost Accounting (3). Advanced managerial accounting concepts, techniques for decision making, capital budgeting, transfer pricing, decision models, inventory management, behavioral accounting, inventory systems and yield/mix models of profit maximization. Prerequisite: ACCT 3140.

ACCT 4220: Accounting Theory (3). A study of propositions, axioms, theories, controversial accounting concepts, authoritative statements, research studies of professional organizations, and professional problems. Critical evaluation of concepts, assumptions, principles, and analytical methodologies of accounting and their application to factual situations. Prerequisite: ACCT 3120.

ACCT 4230: Auditing Theory (3). The fundamental principles of auditing. Emphasis is placed on theory and principles of audit practice and procedures in accordance with generally accepted auditing standards, the auditor's professional code of ethics, the legal liability of the auditor, audit reports, and the role of internal control. Prerequisites: ACCT 3200 and ACCT 3110.

ACCT 4240: Advanced Auditing (3). Application of audit theory and principles, generally accepted auditing standards and generally accepted accounting principles to actual documented audit situations through the case study method. Written analysis of cases is required. Completion of a computerized practice set emphasizing preparation and documentation of working papers is also required. Prerequisite: ACCT 4230.

ACCT 4250: International Accounting (3). The course focuses on the financial and managerial accounting, auditing, and taxation problems faced by multinational corporations operating in countries with different economic, social, cultural, political, and legal systems. Prerequisite: FINA 3300.

ACCT 4800: Accounting Internship (3). Internships are designed to provide accounting students supervised practical learning experiences in public, industry, governmental, or not-for-profit entities. Work experience enhances theory and classroom studies. Student activity and progress must be monitored and evaluated by an assigned senior department faculty. Prerequisites: Consent of Department Chair and full admission to the College of Business.

ACCT 4990: Independent Study (3). Research and reading which allows outstanding accounting students to investigate, in depth, approved accounting topics of the student's major area of interest. Studies will be coordinated by Department Chair and a senior department faculty member. Prerequisite: Consent of Department Chair.

ACCT 4991: Independent Study (3). A course which allows outstanding accounting students to investigate, in depth, approved accounting topics of the student's choice. Studies will be coordinated by Department Chair and a senior department faculty member. Prerequisite: Consent of Department Chair.

## **Business Information Systems (BIS)**

**BISI 2150: Microcomputer Applications (3).** This course is designed to give students hands-on experience to microcomputer applications (word processing, spreadsheet, database, and other business applications including the Internet). All applications software utilized are windows based. Therefore, an introduction to the Windows platform as well as a brief overview of microcomputer concepts is included as components of this course. This course can be used to satisfy a microcomputer applications proficiency requirement at most four-year institutions.

**BISI 3160: Business Application Development (3).** This course is targeted to the student who has no or very little programming knowledge and experience. The goal of this course is to get the student get prepared for the more advanced programming courses. Students will understand the nature of programming as human activity, learn and experience main components of programming process, understand main control structures of procedural and object-oriented programming languages, learn and be able to use major programming logic tools to design a program. The course will provide hands-on demonstration of program design using selected procedural and object-oriented languages.

**BISI 3230: Management Information Systems (3).** This course will introduce the topic of information systems (IS) and discuss how organizations use information systems to support a variety of tasks ranging from basic day-to-day activities to creating competitive advantage in the market place. The course follows an overview of the types of information systems, basic IS hardware and software, computer networks, the impacts of IS on organizations and society, ethical use of information systems, and how to analyze and design information systems. The broad topic coverage in this course is to provide the necessary foundation to understand the ever increasing relationship between information systems, organizations, and society in general. Throughout the semester, students will be given hands-on assignments to review their understanding of applying microcomputer applications to solving business problems.

**BISI 3260: Object-Oriented Programming (3).** Provides an introduction to programming in the business environment using the dot net framework. Students will create user interfaces by selection and placement of objects on the user screen, set priorities on those objects, refine their appearance and behavior, and write code procedures to react to events that occur in the user interface. Prerequisite: BISI 2150.

**BISI 3360: Applied Information Technology (3).** This course provides an introduction to computer hardware and system software in the context of a microcomputer. The course will include a hands-on approach to hardware/software installation and configuration, troubleshooting, and introduction to computer networking. Prerequisite: BISI 2150.

**BISI 3500: Data Mining (3).** This course will cover both the predictive and descriptive models of analysis to discover patterns and relationships in sets of data. The total knowledge discovery process will be examined including; identification of the problem to be solved, collection and preparation of data, deploying the models, and interpreting and monitoring results.

**BISI 3610: Introduction to Relational Databases (3).** This course provides an introduction to the design, organization, and use of a relational database.

**BISI 3620: Relational Data Administration (3).** This course includes topics on database administration. Specifics include the creation of database objects, backup and recovery, and performance monitoring. Prerequisite: BISI 3610.

**BISI 4150: Database Systems (3).** Study of data concepts, planning, database management, database design, current trends, and commercial products. Topics included are: Database models, Structured Query Language (SQL), Entity-Relationship Modeling (E-R), and normalization. Students will develop a single-user database system. Prerequisite: BISI 3230 (or Consent of the Instructor).

**BISI 4230: Analysis, Design, and Implementation (3).** Use of information systems techniques to solve managerial and organizational problems of limited complexity. The course includes discussion of various System Development Life Cycles. Students will use a SDLC approach for the analysis and design of a semester long project. Prerequisite: BISI 4150.

**BISI 4240: End-User Computing Development (3).** This course addresses the links between information technology, people, and organizational goals as well as project management from the information systems perspective. The course also features an end-user approach to project management by providing a comprehensive, practical, up-to-date treatment of information technology evaluation, selection, acquisition, and management. Business process is reviewed with emphasis given to strategies of deploying the technology into the workplace. Prerequisite: BISI 3230.

**BISI 4250: Decision Support Systems (3).** Key technical and managerial issues in the development and use of decision support systems in organizations are addressed. Strategic management decision making and the role of DSS in the process are explored. Contemporary topics including Expert Systems, Executive Information Systems, data warehousing, data visualization, and Group Decision Support Systems are reviewed. Prerequisite: BISI 3230.

**BISI 4260: Training Strategies for BIS Professionals (3).** Designed to provide BIS undergraduate student exposure to training and development theory as it relates to the adult learner. The role of the technical trainer in providing information systems concepts will be investigated. Needs analysis and methods for developing appropriate training as a practitioner are investigated. Prerequisite: BISI 3230.

**BISI 4300: Business Telecommunications (3).** Provides a broad overview of the telecommunications field as well as the implications for business and industry. Prerequisite: BISI 3230.

**BISI 4360: PC Networks (3).** Principles and specific implementation of a local area network system; including predominant networking product methodologies. Includes extensive network administration exercises. Prerequisite: BISI 3230.

BISI 4364: Network Security and Administration (3). This course provides the student with an introduction to network and information security. The student will learn basic terminology and concepts of security and apply them to computer networks. Specific topics will include security policy and procedures, computer networks, user authentication and authorization, encryption, computer crime, network attacks and network protection. Prerequisite: BISI 4360.

BISI 4400: Introduction to Web Site Development (3). This class is designed to give the student the knowledge and skills to build creative, interactive, and well-designed web sites. The intention is to balance technical skills with artistic skills to create web pages that are conceptually interesting, easily navigable, visually pleasing, and functional. The focus is on client side webpage processing. Before employing a Web authoring tool, students are first introduced to the use of Notepad to learn basic html elements. Topics in this course include broad overview of the Internet and the World Wide Web, html, cascading style sheets, and JavaScript.

BISI 4410: Web Site Development (3). This is the capstone course in the E-business curriculum. This course covers the design and implementation of a Web site similar to one used by an E-Commerce Business. This course emphasizes dynamic content driven web development using database concepts. The course covers both client-side and server-side programming. Prerequisites: BISI 4400 and BISI 4150.

BISI 4550: Project Management (3). This course is an introduction to the project management process, with special emphasis on its life cycle, the organizations that are involved in it, and the tools used in managing and delivering projects. The course takes a holistic, integrated approach to management of projects; exploring both technical and managerial challenges. It emphasizes not only individual project execution, but also provides a strategic perspective, demonstrating means to manage projects at the program and portfolio levels. Overall, the course strikes a balance by using cases, examples, and problems from a variety of project types, including IT examples, construction, engineering, manufacturing, new product development, R&D, and services.

BISI 4800: Internship (3). Designed to provide BIS students the opportunity to obtain supervised information systems related-work experience. Theory and reading assignments complement work experience. Student activity and progress must be monitored, evaluated, and graded by an assigned full-time BIS faculty member. Prerequisites: Consent of Department Chair and full admission to the Upper Division.

BISI 4810/4820: Seminar in Information Systems (3/3). Provides an in-depth study of current BIS topics. Extensive readings/research on current information system developments are reviewed and discussed. Prerequisites: BISI 4150 and Consent of Department Chair.

BISI 4900: Practicum (3). Provides the senior BIS student an opportunity to gain hands-on experience in assisting users in resolving user/systems software related problems. Prerequisites: BISI 3230 and Consent of Department Chair.

BISI 4990: Independent Study in BIS (3). Provides the outstanding student the opportunity to investigate in-depth, an approved information systems topic. A senior faculty member of the department will coordinate the work of each individual student. Prerequisites: BISI 3230 and Consent of the Department Chair.

### **Business Information Systems Education (BISE)**

BISE 3150: Business Communications (3). This course encompasses the study of principles, practices, and mechanics of writing in modern business as well as critical thinking and analytical skills that focus on report organization and presentations, problem solving, and argument building. Students will utilize technology in demonstrating presentation and organization skills associated with oral and written communications in a business environment.

BISE 3350 Business Research & Report Writing (3). Designed to help students develop a clear, concise, and correct research writing style; to help students collect, analyze, organize, interpret, and present business data in MLA style. Prerequisite: BISE 3150.

BISE 3400: Desktop Presentation Tools (3). This course is an introduction to concepts and methods of electronic (desktop) publishing that prepares students to design page layouts for packaging, publications, marketing communications and interactive multimedia. Features essential to multimedia presentations are integrated with techniques for capturing and editing photos to produce business publications. Students will develop skills and knowledge in industry standard computer software to produce multipurpose visual communications. Prerequisite: BISI 2150.

BISE 4000: Information and Media Management (3). Provides a detailed treatment of information and media management. Media is defined as the information storage format, and includes paper, micro-records, electronic, video, and other forms of information generation, recording, and storage. Students will develop an understanding of the information life cycle, information value, and how information serves as a critical organizational asset. Legal and ethical issues, information resource management, and varying cultural conventions governing information management are presented. Prerequisite: BISI 2150.

BISE 4300: Administrative Office Management (3). Designed to help students develop an understanding of the complexities associated with systems, methods, and procedures for efficient office management. Prerequisite: BISI 2150.

### **Business Law (BLAW)**

BLAW 3000: Legal and Ethical Environment of Business (3). A study of the legal and ethical aspects of the business environment and the legal rights and liabilities of business persons. Includes the development and nature of the legal system; alternate dispute resolution; business and the Constitution; torts; business crimes; antitrust; administrative law; employment discrimination; securities regulations and international law. Ethical topics include deontology, teleology, social contract theory, codes of ethics, and influence of the group.

BLAW 3230: Business Law (3). A study of the legal rights and potential liabilities of business persons, including an introduction to the

nature of the legal system and the basic law of contracts.Uniform Commercial Code, sales, secured transactions, and bankruptcy. Prerequisite: BLAW 3000.

BLAW 3240: Business Law II (3). A study of the legal rights and potential liabilities of business persons, including the basic legal principles of agency, partnerships, corporations and securities, personal property and bailment, real property and environmental controls, U.C.C. and commercial paper. Prerequisite: BLAW 3000.

## **Economics (ECON)**

ECON 2010: Principles of Economics I (3).Methodology of economics, fundamentals of macroeconomics, fiscal policy, and fundamentals of monetary policy, global issues. Prerequisite: Math 1110.

ECON 2020: Principles of Economics II (3).Economic growth and microeconomics, some domestic and international applications, market structure, role of pricing mechanism environmental issues. Prerequisite: ECON 2010.

ECON 2040: Introduction to Statistical Analysis I (3).Elementary statistical techniques with emphasis on applications to business problems. Topics covered include descriptive statistics, probability, random variation, probability distributions, and statistical inference, hypothesis testing. Prerequisite: Math 1110.

ECON 3000: Mathematical Economics. (3). An introduction to quantitative methods of the management scientist with applications to economic and industrial problems. The course is designed to introduce the student to the use of mathematics, statistics, economics, and accounting as tools in management decision making. Prerequisites: ECON 2040 and ECON 2020.

ECON 3020: Basic Econometrics (3).Classical linear regression model, Gauss-Markov theorem, its assumptions, detection, consequences, and correction of heteroscedasticity, multicollinearity, autocorrelation. Prerequisite: ECON 2040.

ECON 3050: Introduction to statistical Analysis II (3).A continuation of ECON 2040. Topics covered include: linear regression and correlation, multiple regression, the analysis of variance, elements of time series analysis, forecasting models, and survey sampling, linear programming, other decision theoretic applications. Prerequisite: ECON 2040.

ECON 3110: Intermediate Microeconomic Theory (3).The price system and allocation of resources; economic analysis of demand and production. Prerequisite: ECON 2020.

ECON 3120: Intermediate Macroeconomic Theory (3).Aggregate demand, aggregate supply, and equilibrium level of employment; the price level, inflation, and deflation. Prerequisite: ECON 2020.

ECON 3200: Money and Banking (3). Nature and functions of money; analysis of monetary systems; money creating role of commercial banks and the Federal Reserve System; determinants of money supply and demand; monetary theory and policy. Prerequisite: ECON 2020.

ECON 3300: Principles of Labor Economics (3).A study of the labor market; American labor movement; union history, structure and philosophy; labor problem analysis; industrial disputes and labor legislation. Prerequisite: ECON 2020.

ECON 4100 International Economics (3).Introduction to the tools and techniques of international economic analysis concerning the basic theory of free trade, tariffs, and commercial policy as well as international monetary analysis. Prerequisite: ECON 2020.

ECON 4150: Economic Development (3).A basic study of the general nature of the economic development problem, some simple theories of economic growth and underdevelopment, as well as development policies. Prerequisite: ECON 2020.

ECON 4520: Urban Economics (3).Urban history, location theory, city growth, and urban problems. Prerequisite: ECON 2020.

ECON 4600: Introduction to Business Intelligence (3). This course surveys various topics related to corporate and national states' needs to gain, protect, and use information for strategic purposes. Economic, financial, technological, legal, and political issues are addressed. Prerequisites: ACCT 2020, ECON 2020 or consent of the instructor.

ECON 4700: Managerial Economics (3). Application of economic theory to business decision making, emphasis on profit objectives, measurement and forecasting demand, and costs and capital budgeting. Prerequisite: ECON 2020.

ECON 4800: Current Economic Problems (3).Examination of key economic issues. Such major objectives as economic progress and economic justice provide a general framework for analyzing economic growth, inflation, unemployment, public debt, income maintenance, agriculture, and international economic affairs. Prerequisite: ECON 2020.

ECON 4910: Internship (3).Internships are designed to provide Economics students supervised practical learning experiences in government, business or industry. On the job experiences enhance the theoretical knowledge received in the classroom studies. Student activity and progress must be monitored and evaluated by an assigned faculty member. Prerequisites: Approved by the Department Chair and full admission to the College of Business.

ECON 4980-4990: Independent Study (3, 3). A course which allows outstanding students to investigate in depth approved topics of the student's choice. Individual studies are coordinated by a senior member of the departmental faculty. Prerequisites: ECON 3110, ECON 3120.

ECON 4910: Internship (3). Internships are designed to provide Economics students supervised practical learning experiences in government, business, or industry. On the job experiences enhance the theoretical knowledge received in the classroom studies. Student activity and progress must be monitored and evaluated and by an assigned faculty member. Prerequisites: Approved by the Department Chair and full admission to the College of Business.

## **Finance (FINA)**

FINA 3045: Personal Finance (3): Planning personal finances; managing personal finances; making purchasing decisions; insuring personal resources; investing financial resources; and controlling one's financial future. Prerequisite: None

FINA 3300: Business Finance (3). Financial goals, ratios, sources and uses of funds, asset management, capital budgeting, leverage, cost of capital, dividend policy, valuation, mergers and reorganizations and financial performance evaluation. Prerequisite: AC 2020.

FINA 3400: Finance Markets and Institutions (3). Operating characteristics, regulation, flows of funds, intermediation, major sectors of money and capital markets and the institutions operating therein. Prerequisite: FINA 3300.

FINA 3600: Investment Theory (3). Theory of investment value, investment media and strategies, risk returns, price behavior, investment techniques and portfolios, Prerequisite: FINA 3300.

FINA 4450: Commercial Bank Management (3). Organization, administration of commercial banks, balance sheet management, loans and investments. Prerequisite: FINA 3300.

FINA 4500: Corporate Finance (3). Optimizing sources and uses of funds, corporate asset and financial structure management and strategies and sophisticated techniques of analysis. Prerequisite: FINA 3300.

FINA 4550: Corporate Assets Management (3). Advance level exposure to valuation concept, capital budgeting decisions, working capital management, merger and acquisitions. Prerequisite: FINA 3300.

FINA 4600: Security Analysis and Portfolio Management (3). Fundamental and technical techniques analysis, security valuation, capital asset pricing model, portfolio analysis and management, advanced models, theories, and techniques of analysis. Prerequisite: FINA 3600.

FINA 4700: International Finance (3). Problems in international finance; the balance of international payments; financing international trade; foreign departments of banks; foreign exchange markets; and the impact of international financial problems on business. Prerequisite: FINA 3300.

FINA 4980: Independent Study (3). A course which allows outstanding Finance students to investigate in depth approved finance topics of the student's choice. Studies are coordinated by departmental faculty. Prerequisites: Consent of the Department Chair.

FINA 4910: Internship (3). Internships are designed to provide Finance students supervised practical learning experiences in government, business or industry. On the job experiences enhance the theoretical knowledge received in the classroom studies. Student activity and progress must be monitored and evaluated by an assigned faculty member. Prerequisites: Approved by the Department Chair and full admission to the College of Business.

## **International Business (INBU)**

INBU 4980: Independent Study (3). A course which allows outstanding students to investigate in depth approved International Business topics of the student's choice. Studies are coordinated by departmental faculty. Prerequisites: Consent of the Department Chair.

INBU 4910: Internship (3). Internships are designed to provide International Business students supervised practical learning experiences in government, business or industry. On the job experiences enhance the theoretical knowledge received in the classroom studies. Student activity and progress must be monitored and evaluated by an assigned faculty member. Prerequisites: Approved by the Department Chair and full admission to the College of Business.

## **Hospitality Management (HSMG)**

HSMG 2000: Introduction to Hospitality Management (3). This course provides an introduction to the different segments, disciplines, and potential career opportunities in the hospitality industry. Trends in the hospitality industry would be examined. Industry leaders would be featured as guest speakers.

HSMG 3500: Lodging Management (3). This course explores the managerial techniques, conditions, environment, problems, trends and issues inherent in the management of all types of lodging properties. Study of lodging facilities and the services provided throughout the guest cycle. Included are the analysis of front desk operations, front office management, marketing, reservations, data processing, guest services, security, executive housekeeping, and night auditing. A wide-ranging number of field trips to area properties are required for this course. Prerequisite: MGMT 3010

**HSMG 3600: Restaurant & Food Service Management (3).** Identifies the principles and crucial elements involved in the successful operation of restaurant and food service. Students are guided through the process of creating a concept, developing a menu, budgeting and controlling costs, staffing the restaurant and food service, purchasing food and equipment, bar and beverage management, daily operations and developing a marketing plan. Prerequisite: MGMT 3010, MKTG 3010

**HSMG 3700: Events Management (3).** This course is an exploration of the meeting and convention segment of the hospitality and tourism industry and centers on both the public and private sectors including convention and meeting centers, single and multi-purpose arenas, sport stadiums, convention bureaus and the meeting planning industry. Areas explored include planning, coordinating and managing small, medium and large group meetings, seminars, conventions, trade shows, exhibitions, sport, stage and music events, political assemblies and other special events. A key component of the course is the operational detailing required for each activity from first contact through to follow-up after the event. Prerequisite: MGMT 3010.

**HSMG 3800: Hospitality Marketing and Sales Management (3).** A sales-oriented course focusing on the sales process as it relates to the hospitality and events management industry. Particular attention is directed at developing a promotional plan, programs, and materials in the hospitality and events management industry and its industry segments. Students will also be introduced to concepts in revenue management. Prerequisite: MKTG 3010

**HSMG 4020: Building and Facilities Management (3).** A study of the interactive environmental systems that comprise a property's physical plant. Particular attention focuses upon electrical, mechanical, fluids, maintenance, engineering, security systems, fire prevention, emergency systems, safety and health protection, budget analysis, trade practices, government regulations and energy utilization and conservation. Students will be introduced to various computer software programs to control and regulate the physical plant. Prerequisite: MGMT 3020.

**HSMG 4200: Food/Beverage Controls (3).** This course focuses on principles of effective food, beverage and labor control system. Topics will include food safety; federal, state and local regulations and legal issues; standard determination, budget, menu pricing, cost-volume-profit analysis, and relevant computer applications. Prerequisite: HSMG 3600.

**HSMG 4300: Revenue Management (3).** An examination of the basic principles and concepts of revenue management. This course will focus upon dynamic pricing, forecasting, capacity management, discounting, displacement analysis and rate management. Students will learn about relevant tools and techniques in the hospitality industry. Prerequisite: MKTG 3010

**HSMG 4800: Internship Practicum - I (3).** This practicum is required to be completed before or during the first semester of the senior year, to satisfy the required 300 of the 600 hours of supervised employment in a hospitality firm. Students will be attached to a firm for employment at an industry properly approved in advance by the course instructor, faculty advisor and program head. The course exposes the student to the hospitality industry and allows hands-on experience under industry supervision. Weekly Internet conferences with the course instructor and a comprehensive internship report are mandatory.

**HSMG 4810: Internship Practicum - II (3).** This three credit course satisfies 300 hours of the total of 600 hours of supervised employment at a hospitality or events management organization approved in advance by the course instructor, faculty advisor and program head and must be satisfied prior to enrolling as a, or during the second semester senior year. Weekly Internet conferences with the course instructor and a comprehensive internship report are mandatory. Prerequisite.: HSMG 4800.

## **Management (MGMT)**

**MGMT 1010: Introduction to Business (3).** The structure of American business; survey of the fundamental principles of business organizations; exploration of career opportunities and professionalism in business (For freshman business students and students in other fields).

**MGMT 2900: Current Topics in Management (3).** Explores selected areas of management, including global issues. Prerequisite: MGMT 1010 (or equivalent) or approval of the instructor.

**MGMT 3010: Management and Organization Behavior (3).** Effective management is a key success factor in commerce. This course focuses on the principles of managing both organizations and employees in today's global environment. Course topics range from planning for effectiveness to the implementation of the plans, and include: organization goals, organization structure, motivation, leadership, communication, group dynamics, ethics, and managing change. Prerequisite: At least Junior standing.

**MGMT 3020: Operations Management (3).** An overview of the basic principles, concepts, and analytical tools involved in the design, operation, and control of operations that create goods and services, with an emphasis on the efficient use of resources. Prerequisites: Junior Standing, ECON 2040.

**MGMT 3030: Management of Service Organizations (3).** Decision making in service operations such as health care delivery, food/restaurant, hotel/motel, banking and finance, transportation, leisure, and government. Both conceptual framework and application of management techniques to problems peculiar to service organizations. Prerequisite: ECON 2040.

**MGMT 3040: Business Decision Modeling and Analysis (3).** (Formerly Introduction to Management Science). Application of decision analysis tools in business decision making, especially in supply chain collaboration environment. Topical application areas will be drawn from all areas of business, industry, and government, including: accounting, finance, information system, investment portfolio analysis, human resources management, production of goods and services in manufacturing and service operations, quality management, and supply chain management. Prerequisites: ECON 2040.

**MGMT 3200: Entrepreneurship-New Venture Creation and Management (3).** Managerial and business theory functions and



processes applied to small business. Emphasis will be given to problems and practices peculiar to the establishment and operation of small business enterprises. Opportunities, hazards, strategies, and objectives will be analyzed from broad managerial and specific functional aspects. Case studies, research, selected presentation by small business owners and other teaching methodologies will be used. Prerequisites: Senior standing, completion of core junior level business courses, and MGMT 3010.

MGMT 3240-3250: Business Consulting and Entrepreneurship I and II (3, 3). Opportunities for consulting with small business or generating prospects and plans for new enterprises. Provides experience that extends and solidifies what is learned in the classroom and allows students trial and error experiences in a relatively protected environment. Lectures and discussion, but emphasis on problem solution by the student. Prerequisites: Approval of instructor, MGMT 3010, and MGMT 3200. (MGMT 3240 is prerequisite to MGMT 3250).

MGMT 3400: Business Ethics (3). Consideration of ethical, legal, and human relations dimensions in the business and nonprofit environments. Prerequisite: MKTG 3010.

MGMT 3500: E-Business Models (3). A survey of the dynamic business issues surrounding the development and emergent patterns of the electronic commercialization in the global marketplace. Included is an overview of internet development and security. Leveraging new technologies to enhance business processes, unique characteristics of e-marketing, and the legal, ethical, and regulatory issues in conducting e-business. Prerequisite: MKTG 3010. Cross-listed with MKTG 3500.

MGMT 3550: Enterprise Resource Planning (ERP) Systems (3). Planning and control systems for product and service flows in the supply chain. . Extended ERP- the management of inter-enterprise business processes like Customer Relationship Management and Supply Chain Management as well as analytical applications. Integration of management, sales, marketing, finance, operations, e-business technology to create a true customer-focused strategy in Business-to-Business (B2B) and Business-to-Consumer (B2C) markets. Prerequisite: MGMT 3050; or MGMT 3020 may be taken as a pre-requisite or concurrently.

MGMT 4020 Quality Management (3). An integrated study of quality issues in the entire supply chain. The course will emphasize the continuous improvement of business processes, as well as the design, establishment, evaluation, and improvement of quality systems in the supply chain. Issues on Quality System Certification to meet industry and international standards shall also be addressed. Cross-listed with MKTG 4020 Prerequisite: MGMT 3010.

MGMT 4030: Human Resource Management (3). This course surveys the topics that form the foundation for human resource management. The primary topics included in this course are; HR's role in organizations, job analysis, job design, managing a diverse workforce, human resource information systems (HRIS) and employment law. An overview of the following HR processes will be included; acquiring a workforce, developing and evaluating the workforce, determining pay and rewards, and strategic HR issues. Prerequisite: Tentative or Full Admission to the College of Business, or permission of the Department.

MGMT 4040: Organization Theory (3). Theoretical foundations for the study and analysis of organizations including theory development and important research findings. Examines aspects of various systems and behavior. Emphasis will be on the dynamics, efficiency and effectiveness of organizational systems. Prerequisite: MGMT 3010.

MGMT 4050: Organization Behavior (3). Theoretical foundations for the study and analysis of human behavior in complex social organizations and of related managerial problems and challenges. A study of management and behavioral science concepts. Techniques and research as applied toward increasing human productivity and individual and group satisfaction in organizational settings. Prerequisite: MGMT 3010.

MGMT 4060: Special Topics in Management (3). (Formerly MG 406) Research into selected areas of management. Prerequisites: MGMT 3010 or approval of the instructor.

MGMT 4070: Training and Development (3). (Formerly Industrial Relations) This course covers the process of training and development, career planning and measuring HR outcomes. Coaching, facilitating and training will be examined in the context of adult learning. Types of learning, learning theories and self directed learning will be explored. Career planning in the context of emerging organizational forms will be presented. Prerequisite: MGMT 3010.

MGMT 4100: Performance and Compensation Administration (3). (Formerly Compensation Administration). This course includes the following compensation and rewards topics: performance evaluation, rewards beyond compensation, internal and external equity, labor relations (impact on total rewards) and performance management. Included is an analysis of both private and public benefits; pensions, unemployment insurance, worker's compensation. Prerequisite: MGMT 4030.

MGMT 4110: Recruitment and Selection (3). (Formerly Operative Supervision). This course addresses the topics of workforce planning, recruitment, selection, organizational entry, and socialization. The impact of mergers and acquisitions on the workforce is also examined. Prerequisite: MGMT 3010.

MGMT 4120: International Business Management (3). Analysis of managerial and business theory functions and processes practiced by multinational firms. A study of the products and services, strategies, objectives, policies and organizational structures of enterprises operating in various social, economical, political, and cultural environments. Cases, research, and other teaching methodologies will be employed. Prerequisites: Senior Standing and MGMT 3010.

MGMT 4170: Seminar-Contemporary Management Innovations and Entrepreneurship (3). This course examines selected contemporary topics, management innovations, controversial issues and problem areas related to management and

entrepreneurship in a global business environment. Research and review of key creative managerial innovations that revitalize dying enterprises, create new enterprises, greatly enhance products, service, profitability and growth. Prerequisites: MGMT 3010 and Senior Standing.

MGMT 4190: Employment Law and Labor Relations (3).(Formerly Collective Bargaining. Analysis of collective bargaining processes, procedures, and legislation in private and public sector organizations. Review of current and future implications for management. Labor relations, federal legislation, and the collective bargaining process; case studies and arbitration cases in public and private sectors; impact of collective bargaining on the economy, union management problems and opportunities in both the public and private sector. Prerequisite: MGMT 3010.

MGMT 4250: Leadership (3 hrs). This course is a broad survey of theories of leadership with primary focus on contemporary models and the specific contexts within which leadership behaviors occur. It will examine the different mix of personal, interpersonal, technical, and conceptual skills and competencies required of leaders (a) at the supervisory, managerial, and executive levels, (b) within different organizational frameworks such as industry, academia, governmental, non-profit, and the military, and (c) within the context of the rapidly changing 21st century political, economic and technological environment. Prerequisite: MGMT 3010.

MGMT 4500: Business Strategy and Policy (3). A course which integrates the student's knowledge of business functional area disciplines into analysis and solution of managerial and business problems. Corporate strategies, objectives, policies, ethical dilemmas, business problems, functional areas and managerial decision making are examined utilizing case studies. Particular emphasis is placed on operating in a global business environment. Prerequisites: Satisfactorily completed all other core business courses.

MGMT 4550: Strategic HR Management Capstone Course (3).(Formerly MGMT 4090). This course is the capstone for the HR program. This course explores the relationship between HR and organizational strategy, globalization, outsourcing and internal consulting. Specific topics covered are managing organizational culture, change management, vendor management, team building and leadership. Prerequisites: MGMT 4110 or MGMT 4070.

MGMT 4600: Supply Chain Strategy (3). Planning and design of systems for goods and service flows in supply chain. Integrated supply chain strategies synthesizing supply management, production, logistics, and enterprise resource planning (ERP) systems. Use of e-business in the integration, control, and execution of business processes in the supply chain. Prerequisites: MKTG 4400 and MKTG 4300.

MGMT 4800 and 4810: Internship (3, 3). College of Business Internships are designed to provide students supervised practical learning experiences in government, business or industry. Formal proposals, project objectives, and learning plans must be reviewed and approved by the Department Chair. Student activity and progress must be monitored, evaluated and graded by an assigned full-time faculty member. Each course is three credit hours. Prerequisites: Students must be approved by the Department Chair to enroll in each course and must have full admission to the upper division in the College of Business. Specific course requirements are available from the College's Office of the Associate Dean.

MGMT 4990: Independent Study in Business (1-3). A course which allows outstanding students to investigate, in depth, approved business topics of the students' choice. Studies will be coordinated by a senior member of the departmental faculty. Prerequisite: Approval by Department Chair before registering.

## **Marketing (MKTG)**

MKTG 2900: Current Topics in Marketing (3). Explores selected areas of marketing, including global issues. Pre-requisite: MGMT 1010 (or equivalent) or approval of the instructor.

MKTG 3010: Basic Marketing (3). A comprehensive overview of the process employed by profit and nonprofit organizations of marketing goods, services, and ideas. The modern marketing objective is customer satisfaction at a profit (or other measure of success) through product, distribution, promotion, and price. This study of basic marketing concepts and terminology is set in the real-world context of the organization, competition, the economy, regulation, culture/society, and technology. Prerequisites: Junior standing and ECON 2020, or consent of the Department Chair.

MKTG 3200: Sales Management (3). The course covers the nature of the basic selling function as well as salesperson selection, training, compensation, supervision, motivation. In addition, this course touches on how to determine sales budgets, quotas, territory designs, and sales analysis. Prerequisite: MKTG 3010.

MKTG 3300: Applied Marketing Research (3). This course examines the role of information in decision making with special emphasis on the applied techniques and methods used to identify marketing opportunities or solve marketing problems. The completion of an actual research project is generally required. Prerequisite: MKTG 3010.

MKTG 3400: Business Ethics (3). Consideration of ethical, legal, and human relations dimensions in the business and nonprofit environments. Cross-listed with MGMT 3400. Prerequisite: MKTG 3010.

MKTG 3500: E-Business Models (3). A survey of the dynamic business issues surrounding the development and emergent patterns of the electronic commercialization in the global marketplace. Included is an overview of internet development and security. Leveraging new technologies to enhance business processes, unique characteristics of e-marketing, and the legal, ethical, and regulatory issues in conducting e-business. Prerequisite: MKTG 3010. Cross-listed with MGMT 3500.

MKTG 4020: Quality Management (3). An integrated study of quality issues in the entire supply chain. The course will emphasize the continuous improvement of business processes, as well as the design, establishment, evaluation, and improvement of quality systems in the supply chain. Issues on Quality System Certification to meet industry and international standards shall also be addressed. Cross-listed with MGMT 4020. Prerequisite: MGMT 3010.

MKTG 4050: Consumer Behavior (3). An examination of the social, psychological, and decisional aspects of the buying process of individuals and households. Application of this knowledge is made via the selling organization's service of consumers by better satisfying their needs. Prerequisite: MKTG 3010.

MKTG 4060: Contemporary Topics in Marketing (3). Research into selected areas of marketing. Pre-requisite: MKTG 3010 (or equivalent) and approval of instructor.

MKTG 4100: Organizational Marketing Management (3). Roles, relationships and structures of organizational buying and selling with particular emphasis on the economic and social influences. Managing the marketing and channel structures is a major theme. Prerequisite: MKTG 3010.

MKTG 4150: Integrated Marketing Communications (3). This course provides various strategies and tactics used to utilize the promotional variable of the marketing mix. An integrated marketing communications plan contains elements of the coordination of advertising campaigns, public relations, publicity, sales promotional activities, and personal selling decisions. Details of the inception, execution, evaluation and control of a promotional campaign that include media and creative decisions will be presented. Prerequisite: MKTG 3010 or instructor's consent.

MKTG 4200: Marketing Channels (3). Channels of distribution for goods and services in business settings. Considers methods of optimizing the number, quality of institutions and activities employed in dealing with exchange, and space and time aspects of channel management. Relates management of marketing channels to selecting marketing mix and achieving organizational objectives. Prerequisite: MKTG 3010 or instructor's consent.

MKTG 4250: Retailing Management (3). This important industry employs one out of eight people in the U.S. workforce. Exciting and challenging career opportunities are available to business graduates, plus the study of retailing creates better informed and wiser consumers. Since the retail store is a complete business, every aspect of business is brought to bear plus those unique to the field. Prerequisite: MKTG 3010.

MKTG 4300: Procurement (3). All organizations purchase for use and some (middlemen) purchase for both use and resale. A multitude of buying principles has developed separately for each of these purposes but will be studied together in this unique course. Buying in both instances is designed to satisfy the needs of other than the one(s) doing the buying. Organizational and customer need satisfaction act as the motivations for buyers who must serve well in order to succeed. Prerequisite: MKTG 3010.

MKTG 4350: International Marketing (3). Global trade and consumption patterns; alternative methods for international exchange; managerial and marketing issues raised by the inclusion of multiple social, cultural, and political structures in the marketing environment. Prerequisite: MKTG 3010.

MKTG 4400: Logistics (3). Analysis of logistic and transport services. Contemporary issues in: customer service; distribution operations; purchasing; warehousing location, design and operation; carrier selection; transportation costing and negotiation. Prerequisites: MKTG 3010 or MGMT 3020.

MKTG 4500: Non-profit Marketing (3). This course undertakes the dual task of examining the service sector, which comprises an ever-increasing proportion of GNP, as well as the diverse set of organizations which operate under special governmental dispensation for the purpose of serving society with objectives other than achieving profit. While the basic marketing principles apply in both cases, special emphasis will be given to operational differences between these two important categories of marketers and their goods/profit-oriented counterparts. Prerequisite: MKTG 3010.

MKTG 4550: Marketing Strategy (3). This is a capstone course in Marketing (to be taken near graduation). It focuses on strategic planning and operations, which integrates various topics such as the marketing concept, market segmentation, brand building, consumer attitudes, marketing research, and integrated marketing communication. A computer-based marketing simulation as well as business plan is required. Prerequisites: MKTG 4050, and MKTG 3300.

MKTG 4900: Independent Study in Marketing (1-3). A course which allows outstanding students to investigate in depth, approved marketing topics. Studies will be coordinated by a member of the departmental faculty. Prerequisite: Approval of Department Chair.

## **Real Estate and Urban Development (REUD)**

REUD 3130: Principles of Real Estate and Urban Development (3). Introduction to the social, economic, financial, and legal systems and processes involved in the development and use of real property. A survey of Real Estate Brokerage, Finance, Appraisal, Management, Law, Investment Principles. Prerequisites: ECON 2010 and Junior Standing.

REUD 3200: Urban Land Resource Analysis (3). A survey of the changing patterns of urban development and processes of urban growth. An examination of the structure of the real estate market, characteristics of land resources, location and analysis, and the importance of urban land economics in public and private land use decisions. Prerequisite: REUD 3130.

REUD 3300: Real Estate Finance (3). A study of institutional and government funds for financing real estate transactions. Legal

instruments of finance, flow of mortgage funds into local markets, and financial packaging of real estate transactions. Prerequisite: REUD 3130.

REUD 3400: Real Estate Law (3). A survey of the legal environment of real estate. Emphasis on real property law, contract law, law of agency, brokerage, license law, and mortgage law. Prerequisite: REUD 3130.

REUD 3500: Real Estate Appraisals (3). Economics theories of value applied to real estate; valuation methods, analysis of evidences of values; appraising residential properties. Prerequisite: REUD 3130.

REUD 4100: Urban Planning and Public Policy (3). Processes of and use regulations including the organization of public planning, planning methodology, zoning, subdivision regulations, and other governmental impacts on real estate. Prerequisite: REUD 3130.

REUD 4300: Income Property Appraisal (3). Financial theories and methodologies used in estimating the value of income producing properties, i.e., apartments, office buildings, and shopping centers. Prerequisite: REUD 3130.

REUD 4400: Real Estate Investment Analysis (3). Analysis of real estate equity, and ownership, including sole proprietorship, partnership, limited partnership, real estate investment trusts, sub-chapter S and public real estate securities. Computer-assisted analysis of federal income taxation on investment, development, equity yields and risks. Prerequisites: 6 hours of Finance, Economics, Accounting; consent of instructor, and 9 hours of Real Estate.

REUD 4490: Independent Study in Business (3). A course which allows the outstanding student to investigate, in depth, approved business topics of the student's choice. Individual studies will be coordinated by a senior member of the departmental faculty. Prerequisite: Permission of the Department Chair.