

ECON or FINA Elective	3		
	<hr/>	<hr/>	
	15	12	

15

12

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

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

Major in Economics and Finance with a Concentration in International Business

General Statement: Students with an 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 a clear advantage to students with this concentration, particularly in an ever changing global environment.

Finance Concentration (30 Hours):

ACCT 4250	International Accounting	3
BISI 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	HR.	SPRING SEMESTER	HR.
ENGL 1010	3	ENGL 1020	3
UNIV1000	1	Non-Business Elective	3
MGMT 1010	3	MATH 1830	3
Humanities	3	ECON 2010	3
MATH 1110	3	BISI 2150	3
COMM 2200	3		
	<hr/>		<hr/>
	16		15

SOPHOMORE YEAR

FALL SEMESTER	HR.	SPRING SEMESTER	HR.
ACCT 2010	3	ACCT 2020	3
ECON 2020	3	ECON 2040	3
Natural Science*	4	ENGL Literature/Hum.*	3
ENGL Literature	3	Natural Science*	4
History 2010	3	History 2020	3
	<hr/>		<hr/>
	16		16

JUNIOR YEAR

FALL SEMESTER	HR.	SPRING SEMESTER	HR.
BISE 3150	3	BISI 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
	<hr/>		<hr/>
	15		15

SENIOR YEAR

FALL SEMESTER	HR.	SPRING SEMESTER	HR.
BISI 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		
	<hr/>		<hr/>
	15		15

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 global accounting convergence issues and differences between International Financial Reporting Standards (IFRS) and U.S. Generally Accepted Accounting Standards (GAAP).

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.

ACCT 4950: Accounting Topics (1-3). Provide the opportunity for outstanding accounting students to explore, update, and expand the core knowledge of accounting theory, financial, managerial, auditing, taxation, and business law using professional problems. Prerequisite: Consent of instructor.

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 (BISI)

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 3250: Advanced Data Analysis Using Spreadsheets (3). This course presents students with the opportunity to bring their spreadsheet skills to an expert level. Completion of this module will enable students to master the more advanced functions of spreadsheet applications, enabling them to produce more sophisticated reports, and to perform complex mathematical and statistical calculations, thus saving time and improving productivity in the completion of tasks. Prerequisite: BISI 2150

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 4160: Data Visualization and Analytics (3). This course provides students an excellent exposure to the world of Big Data. Upon completion of this course, students will be able to understand the sources, collection, management, analysis, and presentation of large volumes of structured and unstructured data in an effective and efficient manner. Students will be exposed to modern information technology tools to enhance data analytics and visualization. Prerequisite: BISI 2150, BISI 3610 or BISI 4150.

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 2080: 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.

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.

Finance (FINA)

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 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.

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.

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 Department Chair. 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 Department Chair 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 2050: An introduction of fundamental elements and its interactions in supply chain management, including purchase and supply, operations, inventory, distribution, customer service, process integration, e-business and performance measurement along the supply chain.

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). (Formally 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.

The College of Education

Celeste Williams, Ed.D., Interim Dean
Office: 118 Clay Education Building
(615) 963-5451

General Statement

The College of Education is located primarily in the Clay Education Building. In 1968 this building was dedicated to Robert E. Clay (1875-1961), a model of vision, discipline, and service. In 1917, Clay became the Tennessee Building Agent for the Julius Rosenwald Fund, which built schools for African Americans in the South. In just 20 years, the Rosenwald Fund supported the building of 5,300 schools in fifteen states, and Clay raised the matching funds, labor, and community support to build 354 schools in Tennessee. He went on to work as a developer of African American education for the Tennessee Department of Education, and at age 56, he earned a degree at Tennessee State University (then Tennessee A&I State College). Before his retirement at age 80, Clay was deeply engaged in service to the University and was loved for his guidance and encouragement of students.

In the College of Education, our programs reflect our commitment to the success of all. Emblazoned upon the front of the Clay Education Building are three principles which guide the vision and mission of the College of Education: (1) Enlightenment and Understanding (2) Service to Humanity, and (3) Instruction and Discipline.

Vision Statement

The College of Education aspires to be a place where students at both initial and advanced levels explore current research as they prepare to become competent and caring professionals who are able to work effectively with diverse populations.

Further, the College of Education seeks to provide students with global education opportunities, to inspire them toward a demonstrated commitment to service for others, and to provide them with the knowledge, skills, and dispositions necessary to excel in their chosen professions.

Mission Statement

The mission of the College of Education is to prepare teachers, counselors, psychologists, administrators, and other professionals and paraprofessionals to work effectively with schools, organizations and communities.

Additionally, the College of Education provides all students with the technological skills, knowledge and commitment to diversity necessary for the provision of global and community service, and demonstration of professional excellence.

Goals:

1. To provide opportunities for students to learn and apply the principles and tools of psychology and neuroscience in their own lives and communities.
2. To provide opportunities for students to pursue research and its uses in solving the problems of individuals, families, schools, businesses and other organizations, and communities.
3. To assist graduates in finding teaching and other positions after they have had experience in their profession.
4. To provide students with opportunities for knowledge and understanding of the diverse society in which