

College of Business

ADMINISTRATIVE OFFICER

Munir Quddus, *Dean*

MISSION STATEMENT

The vision of the College of Business (COB) is to be a premier business institution that empowers students to realize their dreams through an excellent education. The mission of the COB is to provide a diverse student body with a business education that produces readily employable professionals who are productive, ethical, entrepreneurial, and prepared to succeed in a competitive global economy. The College is committed to the pursuit of excellence in teaching, research and service. We will achieve these through an outstanding faculty and alliances with stakeholders. While undergraduate education remains our primary focus, the COB aspires to expand its graduate programs. The student experience will be distinguished by personal attention, teamwork, leadership training, and an understanding of the link between business and society.

ACCREDITATION

All baccalaureate and the MBA degree programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International.

INSTRUCTIONAL ORGANIZATION

The College offers the Bachelor of Business Administration (B.B.A.) degree program with five majors or areas of specialization: Accounting, Finance, Management Information Systems, Management, and Marketing.

PROGRAM LEARNING GOALS

Program Goal 1: Mastery of Content, Graduates will demonstrate an ability to integrate and use knowledge from multiple business disciplines.

Program Goal 2: Teamwork, Graduates will demonstrate an ability to work well in a team environment.

Program Goal 3: Ethics, Graduates will have an ethical perspective.

Program Goal 4: Global Perspective, Graduates will have a global perspective.

Program Goal 5: Communications, Graduates will be effective communicators.

SPECIAL PROGRAMS

Double Majors

Students enrolled in baccalaureate degree programs in the College of Business who elect to complete requirements of two majors will be awarded the B.B.A. degree with a double major. “See requirements for a second baccalaureate degree under the *Academic Information and Regulations* section.”

Internships and Cooperative Education

Opportunities for practical experience in the business world are available through the co-op and/or internship programs. Eligibility for these structured work experiences include, but is not limited to, sophomore or higher standing with a minimum grade point average of 2.50.

BASIS Pre-College Program

BASIS is the acronym for “Business Advantages for Scholastically Inclined Students.” It is a two-week program designed to familiarize academically talented high school students with the business majors and different career options within each major. Students are exposed to informative discussions and are given challenging projects to provide practical applications of some of the basic concepts they learn. Professionals from a variety of companies serve as role models and speakers provide presentations that inspire and motivate students to seek careers in business (*see page 65 for additional information*).

HONOR SOCIETIES, PROFESSIONAL AND SERVICE ORGANIZATIONS

Business students are encouraged to participate in professional organizations and honor societies. These organizations provide opportunities for students to develop skills success, e.g., team work, planning, organizing, leadership, and communication. The following organizations are open to business majors. In addition, discipline-specific professional organizations are usually open to all business majors and are discussed in the department sections of the catalog.

Beta Gamma Sigma is an International honor society in business for AACSB accredited schools.

Phi Beta Lambda is open to students majoring in all business disciplines. Students are selected on the basis of character, leadership, and professional pride.

Voices of Distinction, the Prairie View A&M chapter of Toastmasters International housed in the College of Business, offers students an opportunity to improve their public speaking skills.

The Student Advisory Council is composed of the president and a representative from each College of Business professional organization. Other students may be invited by the Dean. The Council serves as a liaison between the Dean and business students.

COLLEGE ACADEMIC REQUIREMENTS

Community/Junior College Transfers

Community/Junior College students who plan to transfer to the College of Business are advised to pursue courses recommended for the freshman/sophomore years as outlined in this section. Upper division (3000/4000 level) courses taught in the College of Business should not be taken at a community/junior college. The only exception are courses transferred under special memo of understanding, (Lonestar College). The College has formal agreements with several area community colleges for course transfer to ensure a seamless transition to a baccalaureate degree program.

Admission to the College of Business

Students who meet the University entrance requirements enter the College of Business as Pre-Business students. Admission to the College of Business requires:

1. Satisfactory completion of at least 45 semester hours from the courses listed in the recommended course sequence for the freshmen/sophomore years in their respective disciplines.
2. Earned cumulative grade point average of 2.30 in all credit course work.
3. Completion of the following courses with a grade of “C” or better.

ENGL 1123, ENGL 1133	MISY 1013
MATH 1113, MATH 1153	ECON 2113, ECON 2123
ACCT 2113	MGMT 1013

4. Approval of Department Head and Dean.

Deadline for Application

Application for acceptance into a major field of study at the College of Business will be accepted by the following deadlines:

May 31 - for fall acceptance

October 31 -for spring acceptance

Students in Good Standing

Once accepted into a major, a student must maintain a cumulative grade point average of 2.30 in order to be in good standing in the academic program.

Probation

A student will be on probation if the Cumulative GPA falls below 2.30. In probation, the following restrictions would apply.

1. The student will be allowed to continue up to two semesters
2. The maximum semester credit hour (SCH) a student may take will be 15 of which at least 9 SCH must be in College of Business courses as per degree plan. The business courses may be new or repeat courses.

If the CGPA of 2.30 is achieved during the two semesters following probation, the probation will be lifted.

Suspension

A student will be suspended from the College of Business if either of the following two apply.

1. Under probation, if the CGPA of 2.30 is not achieved during the two semesters following probation
2. CGPA falls below 2.0 in any semester

A suspended student will be barred from taking any business courses. However, the student will have the right to appeal to the Dean to have the suspension lifted under extenuating circumstances.

ACADEMIC STANDARDS AND PROGRESS

Following admission to the College of Business, students will remain in good standing and be eligible to enroll in 3000/4000 level courses as long as they maintain a cumulative grade point average of 2.30 or better.

Students must earn a grade of “C” or better in all business courses presented for graduation. Students must earn a passing grade in a course used as an unrestricted elective. For students graduating with a B.B.A. degree, at least 50 percent of the business SCH required for graduation must be earned at Prairie View A&M University.

MINOR FIELDS OF STUDY

The College offers minors in the following areas:

Accounting	International Business
Business Administration (Management)	Personal Financial Planning
Economics	Management Information Systems (MIS)
Entrepreneurship	Marketing
Finance	Entrepreneurship (Certificate)

The requirements for each minor area are listed under the respective departments.

Business students are encouraged to minor in a business field other than their major. For business students who would like to have a minor in a different business area, a maximum of 6 SCH from their major area may be counted towards the minor. Consult the department head for specific requirements.

For non-business students taking a business minor, a grade of “D” may be acceptable in one business course provided the student has a GPA of 2.0 or higher in the minor area.

The Business Administration (Management) minor is not available to business majors.

Department of Accounting, Finance and Management Information Systems

ADMINISTRATIVE OFFICER

M. Moosa Khan, *Department Head, Finance*

FACULTY

Venugopal Balijepally, *Management Information Systems*

Reginald Bell, *Business Communication*

Wenshin Chen, *Management Information Systems*

Gin Chong, *Accounting*

Bettye Desselle, *Accounting*

Alfreda Dobiyanski, *Accounting*

Fred Feucht, *Accounting*

Francis R. Handforth, *Finance*

Reginald Holloway, *Management Information Systems*

He (Henry) Huang, *Accounting*

Bu-Ryung (Brian) Lee, *Accounting*

Ahmed Mahfouz, *Management Information Systems*

Emmanuel Opara, *Management/Management Information Systems*

Shahedur Rahman, *Management Information Systems*

Ada Till, *Accounting*

William Vetter, *Business Law*

Yi Zhang, *Finance*

PURPOSE AND GOALS

The mission of the Accounting major is to offer high-quality, comprehensive accounting education which prepares students for immediate employment in the private and public sectors as well as for graduate or professional education. Students are provided an accounting curriculum which offers general business education in a liberal arts setting that encourages logical, analytical and creative strategic thinking and ethical conduct that fosters positive competition to develop confident, global-minded individuals who possess the requisite knowledge and skills to become leaders in their organizations. The mission supports a learning environment based on open communication and interaction among faculty, students and employers and provides structured practical experience through student internships.

The Finance major is designed to prepare students for professional careers in the private and public sectors, and to enable them to pursue graduate studies in finance or related disciplines. It seeks to provide students with a comprehensive and contemporary education in financial concepts and practices with sufficient flexibility to respond to dynamic national and global environments. In addition, the program encourages the development of innovative skills among its graduates and focuses on ethical conduct and professionalism in the work environment.

The Management Information Systems (MIS) major is designed to prepare students to design, develop, operate, and manage computer software systems and computer-based management information systems. Program content is broad enough to enable students to integrate concepts and apply knowledge and tools of advanced information technology to practical applications in accounting, finance, and operations management. Graduates of the program are competent and capable of working with current and future information systems technology and knowledgeable of business computer languages.

The program is based on a broad liberal arts education, followed by upper-level study in computer-based information systems. In order to achieve the goal of developing students as confident and well-rounded, the program provides an intense learning environment based on student, faculty, and corporate interaction.

SPECIAL EMPHASIS OPTIONS

Certified Public Accountant

The Texas Public Accountancy Act of 1991 requires 150 hours of academic credits as a prerequisite to register and sit for the 1997 Uniform Certified Public Accountancy (CPA) Examination. Students desiring a career as a CPA should consider admission to the Master of Science in Accounting (MSA) or Master of Business Administration (MBA) program in order to be eligible for the CPA examination. For additional information on the MBA and MSA programs, consult the *Graduate Catalog*. Students are encouraged to complete 150 hours to become eligible to sit for the CPA exam. Completing a MS in Accounting is a good way to develop a career as a CPA accountant

HONOR SOCIETIES AND STUDENT ORGANIZATIONS

Students are encouraged to participate in clubs and honor societies in their respective disciplines. These organizations provide valuable experience and help develop leadership skills.

In addition to the honor societies, clubs, and service organizations listed in the College of Business section, accounting majors are eligible for membership in the *National Association of Black Accountants* (NABA). A national organization for accountants and accounting students, NABA encourages and helps students enter the accounting profession, promotes professional development in accounting, and provides assistance in developing accounting education for members of minority groups. Membership is open to students majoring in accounting and others who subscribe to the club mission.

Association for Information Technology Professionals (AITP) local chapter, an organization for information systems students, conducts seminars, tutorials, and field trips to promote individual and group exposure to advanced information technology theory, tools and methods. Membership is open to all majors.

Students may also participate in the *Finance Club*, which promotes the following goals:

1. Stimulation of the students' interests in the field of finance.
2. Achievement of excellence among students in the department.
3. Application of academic knowledge to practical situations.
4. Promotion of ethical principles, standards, and professionalism as practitioners in the industry.

**BACHELOR OF BUSINESS ADMINISTRATION (ACCOUNTING)
DEGREE PROGRAM REQUIREMENTS**

Core Curriculum	42 SCH
College of Business students must complete PSYC 1113 and MISY 1013 to satisfy the University core behavioral/social science and computing requirements respectively.	
General Education Supplement for Accounting Majors	21 SCH
MATH 1153, 2153.....	6 SCH
ECON 2113, 2123, ECON Elective.....	9 SCH
MGMT 3013.....	3 SCH
ACCT2243.....	3 SCH
General Education Total (core curriculum plus general education supplement)	63 SCH
College Requirements	33 SCH
ACCT 2113, 2123.....	6 SCH
MISY 2013	3 SCH
FINA 3303	3 SCH
BLAW 2203.....	3 SCH
MGMT 1013, 3103, 4303, 4333	12 SCH
MRKT 3103.....	3 SCH
Major Area Requirements	30 SCH
ACCT 3213, 3223, 3313, 3333, 4213, 4223, 4313, BLAW 2213, and 6 semester hours of accounting electives at junior or senior level.	
Total Degree Requirements	126 SCH
Minor in Accounting Requirements	21 SCH

ACCT 2113, 2123, 3213, 3313, 4313, ACCT elective (3 SCH at the junior/senior level), FINA 3103.

Business students will be allowed to count a maximum of 6 SCH from their major area courses towards the minor requirements. Any additional courses which are common between the major area of study and the minor area would have to be made up by additional courses in the minor area. Consult the department head for details.

ACCOUNTING SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
ENGL 1123 Freshman Composition I*	3	ENGL 1133 Freshman Composition II*	3
MGMT 1013 Introduction to Business	3	MATH 1113 College Algebra*	3
POSC 1113 American Government I	3	MISY 1013 Computer Info. Systems	3
SPCH 1003 Fundamentals of Speech Communication	3	POSC 1123 American Government II	3
Natural Science	3	Natural Science	3
Total	15	Total	15

SOPHOMORE YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
ACCT 2113 Financial Accounting	3	ACCT 2123 Managerial Accounting	3
ACCT 2243 Ethics for Accountants	3	ECON 2123 Macroeconomics	3
ECON 2113 Microeconomics	3	BLAW 2203 Legal Environment of Business	3
HIST 1313 The U.S. to 1876	3	HIST 1323 The U.S. – 1876 to Present	3
MATH 1153 Finite Math*	3	MATH 2153 Calculus - Business	3
Humanities/Visual or Perf. Arts	3		
Total	18	Total	15

JUNIOR YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
ACCT 3213 Intermediate Accounting I	3	ACCT 3223 Intermediate Acct. II	3
ACCT 3313 Cost Accounting	3	BLAW 2213 Business Law	3
ACCT 3333 Federal Income Tax I	3	FINA 3103 Principles of Finance	3
MGMT 3013 Business Statistics	3	BCOM 3303 Business Communication	3
MGMT 3103 Principles of Management	3	MRKT 3103 Principles of Marketing	3
MISY 2013 Fundamentals of MIS	3		
Total	18	Total	15

<i>1st Semester</i>	SENIOR YEAR				<i>Hours</i>
	<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>	
ACCT 4313 Accounting Information Systems	3	ACCT 4213	Advanced Accounting	3	
ACCT 4223 Auditing	3	ACCT	Accounting Elective [†]	3	
ACCT Accounting Elective [†]	3	ECON	Economics Elective [†]	3	
MGMT 4333 Production & Op. Management	3	MGMT 4303	Strategic Management and Policy	3	
Visual/Performing Arts	3				
<i>Total</i>	<i>15</i>	<i>Total</i>		<i>12</i>	

*A grade of "C" or higher is required in these courses. Students must also earn a grade of "C" or higher in all business courses presented for graduation.

[†]Elective must be at a junior/senior level.

BACHELOR OF BUSINESS ADMINISTRATION (FINANCE) DEGREE PROGRAM REQUIREMENTS

Core Curriculum..... 42 SCH

College of Business students must complete PSYC 1113 and MISY 1013 to satisfy the University core behavioral/social science and computing requirements respectively.

General Education Supplement for Finance Majors 21 SCH

MATH 1153, 2153..... 6 SCH

ECON 2113, 2123, ECON Elective..... 9 SCH

MGMT 3013 3 SCH

MGMT 2203 3 SCH

General Education Total (core curriculum plus general education supplement) 63 SCH

College Requirements 33 SCH

ACCT 2113, 2123..... 6 SCH

BCOM 3303..... 3 SCH

BLAW 2203..... 3 SCH

BLAW 3303..... 3 SCH

FINA 3103 3 SCH

MISY 2013 3 SCH

MGMT 1013, 3103, 4303, 4333 12 SCH

MRKT 3103..... 3 SCH

Major Area Requirements 24 SCH

FINA 3333, 3383, 4213, 4313 and 6 semester hours of finance electives at the junior or senior level. Also ACCT 3213 and ECON 4213/4223.

Business Elective3 SCH

Total Degree Requirements123 SCH

Minor in Finance Requirements21 SCH

ACCT 2113, 2123, FINA 3103, 3333, 3383, 4213 and 3 semester hours
 of finance elective at the junior or senior level.

Minor in Personal Financial Planning Requirements18 SCH

FINA 3013, 3023, 3333, 4113, 4123, and ACCT 3333.

Business students will be allowed to count a maximum of 6 SCH from their major area courses towards the minor requirements. Any additional courses which are common between the major area of study and the minor area would have to be made up by additional courses in the minor area. Consult the department head for details.

FINANCE SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR					
<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
ENGL 1123	Freshman Composition I*	3	ENGL 1133	Freshman Composition II*	3
MGMT 1013	Introduction to Business	3	MATH 1113	College Algebra*	3
POSC 1113	American Government I	3	MISY 1013	Computer Info. Systems	3
SPCH 1003	Fundamentals of Speech Communication	3	POSC 1123	American Government II	3
	Natural Science	3		Natural Science	3
Total		15	Total		15

SOPHOMORE YEAR					
<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
ACCT 2113	Financial Accounting	3	ACCT 2123	Managerial Accounting	3
ECON 2113	Microeconomics	3	ECON 2123	Macroeconomics	3
HIST 1313	The U.S. to 1876	3	BLAW 2203	Legal Environment	3
MATH 1153	Finite Math*	3	HIST 1323	The U.S. – 1876 to Present	3
MGMT 2203	Leadership & Ethics	3	MATH 2153	Calculus – Business	3
	Humanities/ Visual or Perf. Arts	3			
Total		18	Total		15

*Department of Accounting, Finance and Management Information Systems
Programs and Degree Plans*

JUNIOR YEAR					
<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
ACCT 3213	Intermediate Accounting I	3	FINA 3383	Financial Markets & Inst.	3
ECON	Economics Elective ⁺	3	FINA	Finance Elective ⁺	3
FINA 3103	Principles of Finance	3	MGMT 3013	Business Statistics	3
BCOM 3303	Business Communication	3	MGMT 3103	Principles of Management	3
	Visual/Performing Arts	3	MRKT 3103	Principles of Marketing	3
Total		15	Total		15

SENIOR YEAR					
<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
FINA 3333	Investment Analysis	3	ECON 4213/ 4223	Inter. Micro/Macroecon Analysis	3
FINA 4213	Managerial Finance	3	FINA 4313	Investment Management	3
FINA	Finance Elective ⁺	3	MGMT 4303	Strategic Management & Policy	3
MGMT 4333	Production & Oper. Management	3	PSYC 1113	General Psychology	3
	Business Elective	3	MISY 2013	Fundamentals of MIS	3
Total		15	Total		15

*A grade of "C" or higher is required in these courses. Also, in all business courses, students must earn a grade of "C" or higher.

⁺Elective must be at a junior/senior level.

BACHELOR OF BUSINESS ADMINISTRATION (MIS) DEGREE PROGRAM REQUIREMENTS

Core Curriculum..... 42 SCH

College of Business students must complete PSYC 1113 and MISY 1013 to satisfy the University core behavioral/social science and computing requirements respectively.

General Education Supplement for Management Information

Systems Majors 21 SCH

MATH 1153, 2153.....6 SCH

ECON 2113, 2123, ECON Elective.....9 SCH

MGMT 30133 SCH

MGMT 22033 SCH

General Education Total (core curriculum plus general education

supplement)..... 63 SCH

College Requirements	33 SCH
ACCT 2113, 2123.....	6 SCH
MISY 2013	3 SCH
BLAW 2203	3 SCH
BLAW 3303	3 SCH
FINA 3103.....	3 SCH
MGMT 1013, 3103, 4303, 4333.....	12 SCH
MRKT 3103.....	3 SCH

Major Area Requirements	24 SCH
MISY 2153, 3323, 3413, 3423, 3433, 4523, and 6 semester hours of Management Information Systems electives at the junior or senior level.	

Business Elective	3 SCH
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Total Degree Requirements	123 SCH
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Minor in Management Information Systems Requirements	18 SCH
MISY 2013, 2153, 3323, 3413, 3423, and 3 hours of upper level MIS elective.	

Business students will be allowed to count a maximum of 6 SCH from their major area courses towards the minor requirements. Any additional courses which are common between the major area of study and the minor area would have to be made up by additional courses in the minor area. Consult the department head for details.

MANAGEMENT INFORMATION SYSTEMS (MIS)
SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR					
<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>		
ENGL 1123	3	ENGL 1133	3	Freshman Composition I*	Freshman Composition II*
MGMT 1013	3	MATH 1113	3	Introduction to Business	College Algebra*
POSC 1113	3	MISY 1013	3	American Government I	Computer Info. Systems
SPCH 1003	3	POSC 1123	3	Fundamentals of Speech Communication	American Government II
	3		3	Natural Science	Natural Science
Total	15	Total	15		

*Department of Accounting, Finance and Management Information Systems
Programs and Degree Plans*

SOPHOMORE YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
ACCT 2113 Financial Accounting	3	ACCT 2123 Managerial Accounting	3
ECON 2113 Microeconomics	3	ECON 2123 Macroeconomics	3
HIST 1313 The U.S. to 1876	3	BLAW 2203 Legal Environment of Bus.	3
MATH 1153 Finite Math*	3	HIST 1323 The U.S. – 1876 to Present	3
MISY 2013 Fundamentals of MIS	3	MISY 2153 VB.Net Applications in Business	3
Visual/Performing Arts	3		
Total	18	Total	15

JUNIOR YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
MATH 2153 Calculus – Business	3	FINA 3103 Principles of Finance	3
MISY 3323 Data Communication	3	BCOM 3303 Business Communication	3
MISY 3413 Business Database Applications	3	MISY 3423 Info. System. Anal. & Design	3
MGMT 3013 Business Statistics	3	MISY 3433 Business App. of JAVA Prog.	3
MGMT 3103 Principles of Management	3	MRKT 3103 Principles of Marketing	3
Total	15	Total	15

SENIOR YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
ECON Economics Elective [†]	3	MGMT 4303 Strategic Mgmt. & Policy	3
MGMT 4333 Production & Oper. Management	3	MISY MIS Elective [†]	3
MISY 4523 Strategic IT Management	3	MGMT 2203 Leadership and Ethics	3
MISY MIS Elective [†]	3	PSYC 1113 General Psychology	3
Humanities/Visual or Perf. Arts	3	Business Elective	3
Total	15	Total	15

*A grade of “C” or higher is required in these courses. Also, in all business courses, students must earn a grade of “C” or higher.

[†]Elective must be at a junior/senior level.

Department of Management and Marketing

ADMINISTRATIVE OFFICER

Sudhir Tandon, *Interim Department Head*

FACULTY

Wayne Ballentine, *Management*

Milton R. Bryant, *Management*

Dewaynna Cates, *Management*

Sukumar Debnath, *Management*

John Dyck, *Management*

Jeanne Hill, *Marketing*

Kishwar Joonas, *Marketing*

Daniel Kennebrew, *Management*

Sonja Langley, *Economics*

Lawrence McNeil, *Economics*

Rahim Quazi, *Economics*

Munir Quddus, *Economics*

Sammie L. Robinson, *Management*

Mostafa Soliman, *Economics*

Peter Sutanto, *Management*

Michael Williams, *Economics*

PURPOSE AND GOALS

Preparing managers for employment in organizations requires a liberal education that emphasizes and promotes an understanding of diverse economic, social, political, cultural and environmental perspectives. The major emphases in the management and marketing curriculum are on problem identification, analysis and solution, decision making, business ethics, communication, team dynamics and leadership, as well as understanding and integrating other functional areas of business operations. Attention is given to the dynamic global business environment and to the immediate utilization of business skills.

Specifically, the objectives of the management program are: (1) to educate students for professional careers in management of both small and large businesses as well as provide them with the necessary background to pursue graduate or professional education; (2) to engage in research that will produce new knowledge and/or apply existing knowledge that will enhance the learning process; and (3) to contribute to the professional activities of the management community through service and participation in business organizations.

The mission of the marketing program is to provide high-quality marketing education at the baccalaureate degree level. The program offers a comprehensive survey of the fundamental principles, theories and contemporary practices of marketing professionals in today's global environment. Students learn the necessary skills to effectively plan and execute the conception, pricing, promotion and distribution of goods and services to satisfy the needs of customers, the organization and society. While the core of the program emphasizes a balanced exposure to all aspects of marketing, opportunities are offered for more in-depth study of specific functional areas of marketing. The marketing faculty is committed to preparing students to be ethical, professional and team-oriented business leaders in profit and nonprofit organizations, as well as providing them with the necessary background to pursue graduate or professional education.

Courses in economics are offered to provide students with the basic knowledge of economics relevant to the business environment. The course content combines the basic skills of the subject matter with the analytical and quantitative tools needed to function effectively in making rational business decisions. The courses offered recognize the changing structure of national and global economies and prepare students to analyze economic and business problems from a broad perspective. The course content also encourages effective communication skills and ethical standards expected of professionals in the field.

PROFESSIONAL AND SERVICE ORGANIZATIONS

In addition to the professional and service organizations listed in the College section, management and marketing majors are eligible for membership in the American Marketing Association (AMA) and professional organizations sponsored by other College departments. Student chapters of AMA, the international society for marketing professionals, participate in national, regional, and local marketing activities.

MINORS OFFERED

Business Administration (available to non-business majors only).....(18 SCH)
ACCT 2113, 2123, ECON 2113, 2123 and two of the following:
MGMT 3103, MRKT 3103, FINA 3103

Students with major requirements which include one or more of the above listed courses must substitute other business courses for the course(s) included in their major requirements. The Dean of the College of Business must approve the substitute courses. This minor is an attractive option, especially for students in Engineering, Nursing, and Education. A minimum GPA of 2.0 in these courses is required for graduation; the student can have only one "D" in these courses.

Economics.....(18 SCH)
ECON 2113, 2123, 4213, 4223 and 6 SCH of economics electives

International Business..... (21 SCH)
 ECON 4343, FINA 4353, MGMT 4413, MRKT 4353, MGMT 4393, Foreign Language I,
 Foreign Language II

Marketing..... (18 SCH)
 ECON 2113, MRKT 3103, 3333, 4393, and 6 SCH of Marketing electives.

Business students will be allowed to count a maximum of 6 SCH from their major area coursework towards fulfilling the minor requirements. Any additional courses which are common between the major area of study and the minor area would have to be made up by upper level courses in the minor area. Consult the department head for details.

Entrepreneurship.....18 SCH
Non-Business Majors
 MGMT 1013, MGMT 2013, and MGMT 3333, ENTR 4043, and 6 SCH of Entrepreneurship Electives*

Business Majors
 MGMT 1013, MGMT 3333, ENTR 4043 and 9 SCH of Entrepreneurship Electives*

*Entrepreneurship Electives currently available are ENTR 3013, ENTR 3023, ENTR 3033 and ENTR 3093

Certification in Entrepreneurship..... (9 SCH)
 MGMT 1013, MGMT 2013, and MGMT 3333

**BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT
 DEGREE PROGRAM REQUIREMENTS**

General Education/Core Curriculum42 SCH
 College of Business students must complete PSYC 1113 and MISY 1013 to satisfy the University core behavioral/social science and computing requirement.

General Education Supplement for Management Majors21 SCH
 MATH 1153, 2153.....6 SCH
 ECON 2113, 2123, ECON Elective.....9 SCH
 MGMT 30133 SCH
 MGMT 22033 SCH

General Education Total.....63 SCH

College Requirements.....33 SCH
 ACCT 2113, 2123.....6 SCH
 MISY 20133 SCH
 BLAW 22033 SCH
 BCOM 33033 SCH
 FINA 31033 SCH

MGMT 1013, 3103, 4303, 4333 12 SCH
 MRKT 3103..... 3 SCH

Major Area Requirements 27 SCH

MGMT 3023, 3113, 3343, 3353, and 9 SCH of management electives.
 (MRKT 3313, 4373, 4413, 4493 or 4423, ECON 4303, ECON 4343,
 FINA 3383 also serve as electives); 6 SCH of unrestricted electives.

Total Degree Requirements 123 SCH

MANAGEMENT SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
ENGL 1123 Freshman Composition I*	3	ENGL 1133 Freshman Composition II*	3
MGMT 1013 Introduction to Business	3	MATH 1113 College Algebra*	3
POSC 1113 American Government I	3	MISY 1013 Computer Info. Systems	3
SPCH 1003 Fundamentals of Speech Communication	3	POSC 1123 American Government II	3
	3	Natural Science	3
Total	15	Total	15

SOPHOMORE YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
ACCT 2113 Financial Accounting	3	ACCT 2123 Managerial Accounting	3
ECON 2113 Microeconomics	3	ECON 2123 Macroeconomics	3
HIST 1313 The U.S. to 1876	3	HIST 1323 The U.S. – 1876 to Present	3
MATH 1153 Finite Math*	3	PSYC 1113 General Psychology	3
MGMT 2203 Leadership and Ethics	3	MATH 2153 Calculus - Business	3
	3	MISY 2013 Fundamentals of MIS	3
Humanities	3		
Visual & Performing Arts	3		
Total	18	Total	18

JUNIOR YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
BLAW 2203 Legal Environment of Business	3	BCOM 3303 Business Communication	3
FINA 3103 Principles of Finance	3	MRKT 3103 Principles of Marketing	3
MGMT 3103 Principles of Management	3	MGMT 3023 Quantitative Methods	3
MGMT 3013 Business Statistics	3	ECON Elective+	3
Visual and Performing Arts	3	MGMT Elective+	3
Total	15	Total	15

SENIOR YEAR

<i>1st Semester</i>	<i>Hours</i>	<i>2nd Semester</i>	<i>Hours</i>
MGMT 3113 Introduction to Organizational Behavior	3	MGMT 3153 Human Resource Management	3
MGMT 4333 Production Management	3	MGMT 4303 Strategic Management and Policy	3
MGMT 3343 Management Systems	3	MGMT Elective	3
MGMT Elective	3	Unrestricted Electives	3
Unrestricted Elective	3		
Total	15	Total	12

*A grade of "C" or higher is required in these courses. Business majors must earn a grade of "C" or higher in all business courses. Students must earn a passing grade in course used as unrestricted elective.

*+Management electives must be at the junior/senior level.

**BACHELOR OF BUSINESS ADMINISTRATION (MARKETING)
DEGREE PROGRAM REQUIREMENTS**

General Education/Core Curriculum	42 SCH
College of Business students must complete PSYC 1113 and MISY 1013 to satisfy the University core behavioral/social science and computing requirement.	
General Education Supplement for Marketing Majors	21 SCH
MATH 1153, 2153.....	6 SCH
ECON 2113, 2123, ECON Elective.....	9 SCH
MGMT 3013.....	3 SCH
MGMT 2203.....	3 SCH
General Education Total	63 SCH
College Requirements	33 SCH
ACCT 2113, 2123.....	6 SCH
BCOM 3303.....	3 SCH
BLAW 2203.....	3 SCH
FINA 3103.....	3 SCH
MGMT 1013, 3103, 4303, 4333.....	12 SCH
MRKT 3103.....	3 SCH
Major Area Requirements	27 SCH
MRKT 3333, 4343, 4393, 4413, 4493 and 9 SCH of Marketing electives. MGMT 3333, 3343, 4383, and 4413 also serve as electives; 3 SCH of unrestricted elective.	
Total Degree Requirements	123 SCH

MARKETING SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
ENGL 1123	Freshman Composition I*	3	ENGL 1133	Freshman Composition II*	3
MGMT 1013	Introduction to Business	3	MATH 1113	College Algebra*	3
POSC 1113	American Government I	3	MISY 1013	Management Info. Systems	3
SPCH 1003	Fundamentals of Speech Communication	3	POSC 1123	American Government II	3
	Natural Science	3		Natural Science	3
Total		15	Total		15

SOPHOMORE YEAR

<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
ACCT 2113	Financial Accounting	3	ACCT 2123	Managerial Accounting	3
ECON 2113	Microeconomics	3	ECON 2123	Macroeconomics	3
HIST 1313	The U.S. to 1876	3	HIST 1323	The U.S. – 1876 to Present	3
MATH 1153	Finite Math*	3	MATH 2153	Calculus - Business	3
MGMT 2203	Leadership & Ethics	3	PSYC 1113	General Psychology	3
	Humanities	3	MISY 2013	Fundamentals of MIS	3
Total		18	Total		18

JUNIOR YEAR

<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
BLAW 2203	Legal Environment of Business	3	FINA 3103	Principles of Finance	3
BCOM 3303	Business Communication	3	MGMT 3013	Business Statistics	3
MRKT 3103	Principles of Marketing	3	MGMT 3103	Principles of Management	3
ECON	ECON Elective+	3	MRKT	Elective+	3
	Visual and Performing Arts	3	MRKT 3333	Consumer Behavior	3
Total		15	Total		15

SENIOR YEAR

<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
MGMT 4333	Production Management	3	MGMT 4303	Strategic Management and Policy	3
MRKT 4343	Marketing Research	3	MRKT 4413	Distribution Management	3
MRKT 4393	Marketing Communications	3	MRKT 4493	Marketing Strategy and Analysis	3
MRKT	Elective+	3	MRKT	Elective+	3
	Unrestricted Elective	3			
Total		15	Total		12

Business majors must earn a grade of “C or better” in every business course (except if taken as an unrestricted elective)

*A grade of “C” or higher is required in these courses. Business majors must earn a grade of “C” or higher in all business courses. Students must earn a passing grade in course used as unrestricted elective.

+Electives must be at the junior/senior level.