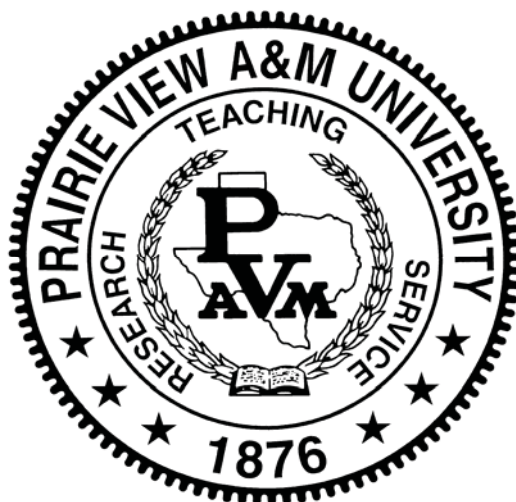


BULLETIN OF
PRAIRIE VIEW A&M UNIVERSITY
PRAIRIE VIEW, TEXAS
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VOLUME 86

NO. 1

THE ONE HUNDRED AND SEVENTEENTH GENERAL CATALOG
ISSUED WITH
ANNOUNCEMENTS FOR THE ACADEMIC YEARS
2008 - 2010



UNDERGRADUATE CATALOG

PRAIRIE VIEW A&M UNIVERSITY IS A MEMBER OF THE TEXAS A&M UNIVERSITY SYSTEM
AND IS ACCREDITED BY THE COMMISSION ON COLLEGES OF THE SOUTHERN
ASSOCIATION OF COLLEGES AND SCHOOLS TO AWARD BACHELOR'S, MASTER'S AND
DOCTORAL DEGREES

A copy of the catalog can be purchased at PVAMU's bookstore.
It will be available on the web at WWW.PVAMU.EDU
EFFECTIVE 08/01/08

College of Business

ACCT 2113. Financial Accounting. (3-0) Credit 3 semester hours. An introduction to the communication of relevant financial information to investors, creditors, and analysts with an emphasis on the accounting information cycle and the preparation of the three major financial statements: the balance sheet, the statement of income and retained earnings, and the statement of cash flows. ******(ACCT 2301, 2401).

ACCT 2123. Managerial Accounting. (3-0) Credit 3 semester hours. Instruction in the managerial decision-making functions using accounting information. Review of internal accounting information systems for planning, monitoring, and decision making with an emphasis on manufacturing cost, budgeting, product pricing, and CVP relationships. Prerequisite: ACCT 2113. ******(ACCT 2302, 2402)

ACCT 2243. Ethics for Accountants. (3-0) Credit 3 semester hours. A study of the legal, regulatory and ethical issues of business with special emphasis pertaining to accounting. Prerequisite: ACCT 2123.

ACCT 3213. Intermediate Accounting I. (3-0) Credit 3 semester hours. The study of accounting principles and the preparation of financial statements with an emphasis on accounting theory, current and non-current assets, revenues and expenses and the time value of money. Prerequisite: ACCT 2123 and junior/senior classification.

ACCT 3223. Intermediate Accounting II. (3-0) Credit 3 semester hours. A continuation of ACCT 3213 with an emphasis on accounting principles and financial statement preparation in the areas: investments, current and long-term liabilities, stockholders' equity, income taxes, leases, accounting changes, pensions, cash flow statements, earnings per share, and financial statement analysis. Prerequisite: ACCT 3213 and junior/senior classification.

ACCT 3313. Cost Accounting. (3-0) Credit 3 semester hours. The fundamental costs of a manufacturing concern such as raw materials, labor cost, and overhead and the preparation of internal reports for managerial decisions in the areas: planning, control and budgets. Prerequisite: ACCT 2123 and junior/senior classification.

ACCT 3333. Federal Income Tax I. (3-0) Credit 3 semester hours. An introduction to the theory and fundamentals of federal income tax as applied to individuals, with an emphasis on individuals involved in business activities or organizations. Includes an introduction to tax research and professional communication of results. Prerequisite: ACCT 2123 and junior/senior classification.

ACCT 3343. Federal Income Tax II. (3-0) Covers federal income tax codes as they apply to proprietorships, partnerships and corporations. Also includes tax research. Prerequisite: ACCT 3333 and junior/senior classification.

ACCT 3393. Accounting Internship I. (0-0) Credit 3 semester hours. Supervised full-time, off-campus training at accounting firms, private and public business organizations, governmental agencies, and not-for-profit organizations that requires individual conferences with a faculty member, performance evaluations from the work place, and written reports. The duration of the program will be one regular semester or two consecutive summer terms. Prerequisite: Accounting major, completion of 9 hours in accounting including ACCT 3213 or approval of department head.

ACCT 3493. Accounting Internship II. (0-0) Credit 3 semester hours. Supervised full-time, off-campus training at accounting firms, private and public business organizations, governmental agencies, and not-for-profit organizations that requires individual conferences with a faculty member, performance evaluations from the work place, and written reports. The duration of the program is one regular semester or two consecutive summer terms. Prerequisite: Accounting major, completion of 12 hours in accounting including ACCT 3213, ACCT 3313, or approval of department head.

ACCT 4123. Advanced Accounting. (3-0) Credit 3 semester hours. Analysis of special problems and theories relative to business combinations, preparation of consolidated financial statements, partnership operations, foreign currency transactions and segment reports. Prerequisite: ACCT 3223 and junior/senior classification.

ACCT 4133. International Accounting. (3-0) Credit 3 semester hours. The course is designed to facilitate an understanding of the fundamental principles and practices of international accounting; includes an analysis of how different social, political, and economic backgrounds influence and interact with accounting, reporting and evaluation processes. Prerequisites: ACCT 3213 and junior classification.

ACCT 4223. Auditing. (3-0) Credit 3 semester hours. The study of auditing concepts and procedures in the areas: auditing standards, internal control, professional ethics and responsibilities, audit evidence, audit documentation, and audit reports. Prerequisite: ACCT 3223 and junior/senior classification.

ACCT 4313. Accounting Information Systems. (3-0) Credit 3 semester hours. Study of overall data flow systems emphasizing financial data and computerized systems of accounting. Covers flow and logic concepts and development of meaningful control concepts and data reporting techniques. Prerequisite: ACCT 2123, MISY 2013 and junior/senior classification.

ACCT 4323. Fund Accounting. (3-0) Credit 3 semester hours. Features of budgetary and fund accounting as applied to not-for-profit organizations such as colleges, universities and governmental units. Prerequisite: ACCT 3223 and junior/senior classification.

ACCT 4343. Financial Statement Analysis. (3-0) Credit 3 semester hours. A study of financial statements in a variety of firm valuation contexts. The course provides various tools for evaluating a firm's accounting and financial performance, the concept of earnings quality, and other related issues. Cross-listed as FINA 4343. Prerequisites: ACCT 3213, FINA 3103 and junior classification.

ACCT 4991-4992-4993-4996. Independent Study. (0-0) Credit 1, 2, 3, or 6 semester hours. Reading, research, and/or field work on selected topics. Prerequisite: Junior/senior classification and consent of instructor and department head.

BCOM 3303. Business Communication. (3-0) Credit 3 semester hours. Development of best practices in business communication as it relates to the collection, organization, and preparation of business reports. Emphasis will be placed on techniques of collecting, interpreting and presenting information useful in a corporate setting. Prerequisites: ENGL 1133, MISY 1013 or equivalent and junior classification.

BLAW 2203. Legal Environment of Business. (3-0) Credit 3 semester hours. A survey of the U.S. legal system with an emphasis on aspects relevant to business operations. Topics include legal systems, constitutional law, criminal law, property law, torts, and basic contract law. Prerequisite: Pass reading section of THEA.

BLAW 2213. Business Law. (3-0) Credit 3 semester hours. Covers topics including the U.S. Uniform Commercial Code, agency law, employment and discrimination law, and regulatory topics. Prerequisite BLAW 2203.

ECON 2003. Fundamentals of Economics. (3.0) Credit 3 semester hours. Designed for non-business majors, this course will survey fundamental principles of micro and macroeconomics. More specifically, it will survey basic economics terminology, rudimentary economic models, the concepts of supply and demand, consumer theory, the theory of the firm, market structures and performance, income inequality and environmental degradation, measures of macroeconomic performance, business cycle theory, monetary and fiscal policy, banking and international trade, and long-term economic growth. Prerequisite: none.

ECON 2113. Principles of Microeconomics. (3-0) Credit 3 semester hours. Analysis of the principles and problems of production and distribution, market structure, business enterprise, and comparative economic systems. **(ECON 2302) Prerequisite: Pass all sections of THEA.

ECON 2123. Principles of Macroeconomics. (3-0) Credit 3 semester hours. Analysis of the principles and problems of money and banking, national income, public finance, international trade, and economic growth. **(ECON 2301)

ECON 3313. Economic Development. (3-0) Credit 3 semester hours. A study of the economic factors affecting economic growth and development. Emphasis is on experience of third world countries. Prerequisite: ECON 2113 and 2123.

ECON 3323. Public Finance. An examination of the public sector and its contribution to economic welfare. An analysis of alternative forms of taxation and their impact on micro- and macroeconomic decision making. Prerequisite: ECON 2113 and 2123.

ECON 3343. Economic and Human Resources. (3-0) Credit 3 semester hours. Examines population growth, poverty, discrimination, human resource development, and training and education. The course is oriented toward explaining the principles, effects, and policies related to each topic. Prerequisite: ECON 2113 and 2123.

ECON 4213. Intermediate Microeconomic Analysis. (3-0) Credit 3 semester hours. Analysis of the principles governing price and output decisions of business firms and the allocation of resources under various market structures. Prerequisite: ECON 2113.

ECON 4223. Intermediate Macroeconomic Analysis. (3-0) Credit 3 semester hour. Analysis of determinants of the aggregate level of employment, output and income of an economy. Prerequisite: ECON 2113, 2123.

ECON 4303. Money and Banking. (3-0) Credit 3 semester hours. Money, credit, commercial and central banking, financial intermediaries, treasury operations, monetary theory and policy, and foreign exchange. Prerequisite: ECON 2113, 2123 and junior/senior classification. Cross-listed as FINA 4303.

**Transfer equivalent from Texas community/junior colleges.

ECON 4343. International Trade. (3-0) Credit 3 semester hours. Principles and practices of foreign trade with special emphasis on international economic relations. Analysis of foreign exchange, balance of payments, foreign investment, tariff history and policy, and currency problems. Prerequisite: ECON 2123, ECON 2113.

ECON 4353. Urban Economics. (3-0) Credit 3 semester hours. Economic analysis of the major problems facing urban areas. Study of the theory of urban industrial and residential locations, including patterns of urban growth and development. Prerequisite: ECON 2113, 2123.

ECON 4373. Economic Research. (3-0) Credit 3 semester hours. Introduces the fundamentals of systematic social science research methods commonly used in economics and business disciplines. Includes problems of measurement, study design, sampling, reliability, validity, and ethical considerations.

ENTR 3013. Economics for Entrepreneurship. (3-0) Credit 3 SCH. This course elaborates upon and applies economics principles, concepts and techniques useful to entrepreneurs. Topics include supply and demand, revenue management, cost minimization, profit maximization, pricing strategies, labor compensation strategies, game theory and competitive strategies, auctions, the macroeconomic environment, financing strategies, forecasting, and international trade and finance. Prerequisite: For Non-Business Majors: MGMT 1013 Introduction to Business and MGMT 2013 Fundamentals of Entrepreneurship; For Business majors: MGMT 1013 and Junior standing; Guest Students: Consent of the Entrepreneurship Program Coordinator.

ENTR 3023. Diversity in Entrepreneurship. (3-0) Credit 3 SCH . This course provides students with an understanding of the historical and contemporary state of women, ethnic (Asian, Middle Eastern and other immigrant groups) and minority (e.g. Black, Hispanic and Native Americans) entrepreneurs. Emphasis is given to how these groups develop ventures and create wealth. Prerequisite For Non-Business Majors: MGMT 1013 Introduction to Business and MGMT 2013 Fundamentals of Entrepreneurship; For Business majors: MGMT 1013 and Junior standing; Guest Students: Consent of the Entrepreneurship Program Coordinator.

ENTR 3033. Social Entrepreneurship. (3-0) Credit 3 SCH. Social Entrepreneurship, which refers to the use of business skills to develop innovative approaches to societal problems, will introduce the concept of social enterprises, the challenges unique to starting and growing them, the emerging capital markets for social ventures, the possible trade-offs in social and financial returns, and some unique expectations and challenging management decisions that are inherent in growing social enterprises. Prerequisite: Non-Business Majors: MGMT 1013 Introduction to Business and MGMT 2013 Fundamentals of Entrepreneurship; Business majors: MGMT 1013 and Junior standing; Guest Students: Consent of the Entrepreneurship Program Coordinator.

ENTR 3093. Special Topics in Entrepreneurship. (3-0) Credit 3 SCH. This course provides the flexibility of presenting a variety of contemporary topics of interest in entrepreneurship. The ever evolving business environment will present new entrepreneurial opportunities to serve customer needs, involving a variety of goods and services, such as oil and gas, telecommunications, medical services or real estate. Topics addressed in this course will vary depending upon student interest and the needs of the market. Prerequisite: For Non-Business Majors: MGMT 1013 Introduction to Business and MGMT 2013 Fundamentals of Entrepreneurship; For Business majors: MGMT 1013 and Junior standing; Guest Students: Consent of the Entrepreneurship Program Coordinator.

ENTR 4043. New Venture Creation. (3-0) Credit 3 Semester hours. This is a hands-on capstone course that focuses on new venture creation and requires a feasibility analysis of the new organization. Working in teams, students will learn to identify, conceptualize, plan, finance, launch, manage and harvest the rewards of building a new venture. Students will be required to actually do all the planning, create the appropriate documentation and present the complete business plan as though it were going to start in the immediate future. Prerequisites: MGMT 3333 and at least 6 hours of Entrepreneurship Electives.

FINA 2103. Personal Financial Management and Planning. (3-0) Credit 3 semester hours. Covers the basics of personal money management and financial planning. The areas covered include personal investments in stocks and bonds, auto and home financing, insurance needs, retirement and estate planning.

FINA 3013. Fundamentals of Financial Planning. (3-0) Credit 3 semester hours. This course prepares students for the business of financial planning. Issues covered include the financial planning process, client interaction, time value of money applications, personal financial statement construction and analysis, cash flow and debt management, ethical issues and considerations, and education planning. Prerequisite: FINA 2103 and junior/senior classification.

FINA 3023. Principles of Insurance. (3-0) Credit 3 semester hours. Applications of fundamental principles of life, property, and casualty insurance, contracts, premiums, legal statutes, risk, and programming. Prerequisite: ACCT 2123 and junior/senior classification.

FINA 3103. Principles of Finance. (3-0) Credit 3 semester hours. Fundamental tools and techniques applicable to financial planning of businesses. Covers valuation of securities, risk-return relationship, capital budgeting, management of current assets and liabilities with extension to international areas. Prerequisite: ACCT 2123 and junior/senior classification.

FINA 3113. Real Estate Principles. (3-0) Credit 3 semester hours. An introduction to the study of the economic and legal environment in which real property is transferred and used. Prerequisite: ACCT 2123, ECON 2113 and junior/senior classification.

FINA 3333. Investment Analysis. (3-0) Credit 3 semester hours. Survey of the risks and returns of investment media in relationship to the investment objectives of individual and industrial investors. Includes an examination of the capital markets, information flows, and analytical techniques in terms of their impact upon the valuation process. Prerequisite: FINA 3103 and junior/senior classification.

FINA 3383. Financial Markets and Institutions. (3-0) Credit 3 semester hours. Domestic financial institutions and markets and their interaction in the flow of funds in the economy and the central bank and other regulatory institutions will be analyzed with an extension to international markets and institutions. Prerequisite: ECON 2123, FINA 3103 and junior/senior classification.

FINA 3393. Finance Internship I. (0-0) Credit 3 semester hours. Supervised full-time training in industry, government or other agencies for junior-level finance majors. Individual conferences, company performance evaluations and written reports required. The duration of the program will be one regular semester or two consecutive summer terms. Prerequisite: FINA 3383 and junior classification or approval of department head.

FINA 4113. Retirement Planning and Employee Benefits. (3-0) Credit 3 semester hours. The course provides students with knowledge of the different types of public and private retirement and benefit plans; specifics and operations of these plans are analyzed as well as their regulatory framework; application of these plans is stressed in such areas as needs evaluation and analysis, strategies for different life-cycle circumstances, and medical issues. Prerequisite: FINA 3013 and junior/senior classification.

FINA 4123. Estate Planning. (3-0) Credit 3 semester hours. The course focuses on the efficient conservation and transfer of wealth, consistent with the client's goals; presents legal, tax, financial, and non-financial aspects of the process, covering such topics as wills, trusts, probate, advanced directives (living wills), charitable giving, wealth transfers and related taxes. Prerequisite: ACCT 3333, FINA 3013 and junior/senior classification.

FINA 4213. Managerial Finance. (3-0) Credit 3 semester hours. Issues and problems faced by financial managers with emphasis on financial analysis, capital budgeting, capital structure, dividend policy, and corporate restructuring. Prerequisite: FINA 3103 and junior/senior classification.

FINA 4303. Money and Banking. (3-0) Credit 3 semester hours. Money, credit, commercial and central banking, financial intermediaries, treasury operations, monetary theory and policy, and foreign exchange. Prerequisite: ECON 2123 and junior/senior classification. Cross-listed as ECON 4303.

FINA 4313. Investment Management. (3-0) Credit 3 semester hours. Principles of portfolio management, investment selection and timing techniques. Prerequisite: FINA 3333 and junior/senior classification.

FINA 4343. Financial Statement Analysis. (3-0) Credit 3 semester hours. A study of financial statements in a variety of firm valuation contexts. The course provides various tools for evaluating a firm's accounting and financial performance, the concept of earnings quality, and other related issues. Cross-listed as ACCT 4343. Prerequisite: ACCT 3213, FINA 3103 and junior classification.

FINA 4353. International Finance. (3.0) Credit 3 semester hours. International financial markets and the flow of funds, exchange rates, parity relationships and arbitrage Exchange rate risk and its management, short- and long-term financing, asset and liability management, capital budgeting, and direct foreign investments for multinationals; international banking issues. Prerequisite: FINA 3103, ECON 2113, and ECON 2123 and junior/senior classification.

FINA 4383. Seminar in Finance. (3-0) Credit 3 semester hours. In-depth study of topics related to the financial management of business operations. Topics may include markets for corporate control, speculative markets, management of financial institutions, etc. Prerequisite: FINA 3103 and junior/senior classification.

FINA 4393. Finance Internship II. (0.0) Credit 3 semester hours. Supervised full-time training in industry, government, or other agencies for senior-level finance majors. Individual conferences, company performance evaluations and written reports required. The duration of the program will be one regular semester or two consecutive summer terms. Prerequisite: FINA 4213 and senior classification or approval of the department head.

FINA 4993. Independent Study in Finance. (0-0) Credit 3 semester hours. Reading, research, and/or field work on selected topics. Prerequisite: Junior/senior classification and consent of instructor and department head.

MGMT 1013. Introduction to Business. (3-0) Credit 3 semester hours. An overview of business operations and the role of business in modern society. Topics of current interest to the business community will be introduced.

MGMT 2013. Fundamentals of Entrepreneurship. (3-0) Credit 3 semester hours. This course is designed for non-business majors. It provides students with functional knowledge and skills in business that are required for a broad understanding of the field of entrepreneurship. Topics include identifying and managing critical resources, understanding financial and accounting issues, marketing and sales, and the legal environment of business. Prerequisite: MGMT 1013.

MGMT 2203. Leadership and Ethics in Business. (3-0) Credit 3 semester hours. Explores the major elements and the basic frameworks of leadership and ethics with emphasis on the linkages between the two. Considers several cases where leaders faced significant ethical challenges. Students will be expected to write and discuss thoughtful analyses of these cases using the frameworks discussed in class. Prerequisite: ENGL 1133 or a University accepted alternative.

MGMT 2393. Cooperative Education I (0,0) Credit 3 semester hours. Cooperative program in approved private and public business organization engaged in planning, organizing, activating and controlling functions in producing and distributing goods and services. Written reports indicating students' work experience are required. Prerequisite: 30 hours of college level course work, MGMT 1013

MGMT 3013. Business Statistics. (3-0) Credit 3 semester hours. Statistical concepts, collection and presentation of data, measures of central tendency and dispersion, index numbers, probability concepts, probability distributions, sampling and linear regression Prerequisite: MATH 1153 or equivalent.

MGMT 3023. Quantitative Methods. (3-0) Credit 3 semester hours. Linear regression, comparisons of means, comparisons of proportions, tests of independence, analysis of variance, formulation of linear programs, decision theory. Use of MS Excel for these topics. Prerequisite: MGMT 3013 (Business Statistics) or equivalent.

MGMT 3103. Principles of Management. (3-0) Credit 3 semester hours. Fundamentals of organization and administration. Planning, organizing, directing, coordinating, and controlling business activities. Goal setting; models for thinking about organizations; organizational design; information systems; models for understanding individual behavior; job performance and job satisfaction; motivation and leadership; behavior in work groups and careers in business. Prerequisite: MGMT 1013, ENGL 1133.

MGMT 3113. Introduction to Organizational Behavior. (3-0) Credit 3 semester hours. Considers elements of several management theories and the implications of individual and group behavior for organizational effectiveness. Topics include perception; learning; personality; group dynamics; norms; inter-group relations; motivation; conflict and change.

MGMT 3333. Entrepreneurship and Small Business Management. (3-0) Credit 3 semester hours. This course provides students with an opportunity to apply business knowledge and skills through experiential learning. As the capstone course in the Certification in Entrepreneurship program, its emphasis is placed on starting, financing, operating, and growing a small business. Prerequisite: MGMT 2013 for non-business majors; FINA 3103 and MRKT 3103 for business majors.

MGMT 3343. Management Systems. (3-0) Credit 3 semester hours. Application of management processes to complex interdisciplinary organizational environments through the study of program and project management. Uses typical project management microcomputer software for project planning; resource allocation; project budgeting; and control of project cost, schedule and performance. Prerequisite: MGMT 3013, 3103.

MGMT 3353. Human Resource Management. (3-0) Credit 3 semester hours. Systematic approach to human resource utilization. Topics include selection, training, promotion, compensation, labor relations, workplace dysfunctions, management of change and human resource accounting. Prerequisite: MGMT 3103.

MGMT 3363. Industrial Relations. (3-0) Credit 3 semester hours. A study of the philosophical, strategic, and behavioral aspects of labor-management relations as it relates to organizing, union contract negotiation and administration within the private and public sectors. Prerequisite: MGMT 3103.

MGMT 3393. Cooperative Education II. (0-0) Credit 1 or 3 semester hours. Cooperative program in approved private and public business organizations engaged in planning, organizing, activating and controlling functions in producing and distributing goods and services. Written reports indicating student's work experience are required. Prerequisite: 60 hours of college-level course work, MGMT 3103.

MGMT 4303. Strategic Management and Business Policy. (3-0) Credit 3 semester hours. A capstone course to acquaint the student with strategic management and business policy. Focuses on management of the entire business. Uses the concepts, skills and tools of the entire business curriculum to develop in-depth situational appraisals and specific recommendations regarding strategies and their implementation and control. Prerequisite: MGMT 3103, MRKT 3103, FINA 3103, and senior classification.

MGMT 4313. Business and Society. (3-0) Credit 3 semester hours. A survey of the critical current issues in business and their relationship to government and the larger society. Ethical guidelines and principles are examined and the traditional and contemporary views of the business community toward its general environment are surveyed. Prerequisite: MGMT 3103.

MGMT 4333. Production and Operations Management. (3-0) Credit 3 semester hours. Major functions, departmental activities and policies for manufacturing firms and service organizations. Organization for production and analysis of production methods. Prerequisite: MGMT 3013 and MGMT 3103.

MGMT 4383. Management Seminar. (3-0) Credit 3 semester hours. Directed study of selected problems in the area of management which requires a multidisciplinary approach and analysis. Prerequisite: MGMT 3013, 3103, MISY 3303.

MGMT 4393. Cooperative Education III. (0-0) Credit 1 or 3 semester hours. Cooperative program in approved private and public business organizations engaged in planning, organizing, activating and controlling functions in producing and distributing goods and services. Written reports indicative of student's work experience are required. Prerequisite: 90 hours college-level work.

MGMT 4413. International Environment of Business. (3-0) Credit 3 semester hours. Analyzes the cultural, political, legal, and geographical environments in which international businesses operate as well as various managerial activities appropriate for an international organization. Topics include multinational enterprises, global competition, managing political risks and negotiations, international laws, U.S. trade policies, strategies for U.S. firms, expatriation and repatriation and challenges for U.S. firms, etc. Prerequisite: MKTG 3103; MGMT 3103; ECON 2113 and ECON 2123.

MGMT 4423. Management Methods. (3-0) Credit 3 semester hours. Application of management concepts and analytical tools to scenario-based business situations likely to be encountered by newly-hired graduates. Strong emphasis is placed on methods for developing operational solutions that can be implemented in the typical workplace. Prerequisite: MGMT 3103 and MGMT 3013.

MGMT 4993. Independent Study. (3-0) Credit 3 semester hours. Reading, research, and/or field work on selected topics. Prerequisite: junior/senior classification and consent of instructor and department head.

MISY 1013. Introduction to Computer Information Systems. (3-0) Credit 3 semester hours. An introduction to the role, concepts and terminology of microcomputers. Experience using current word processing, spreadsheet and database management software packages in a Windows environment. Use of Internet tools to search and access information related to business applications. **(BCIS 1301)

MISY 2013. Fundamentals of MIS. (3-0) Credit 3 semester hours. The course provides a solid foundation in MIS concepts and theory and gives exposure to current technologies being used in business today. The emphasis is on understanding how information systems are used by managers and professionals to improve organizational performance, teamwork, and productivity. Topics covered include telecommunication, networking, enterprise systems, IT security, and emerging technologies. Prerequisite: MISY 1013 or equivalent.

MISY 2123. Information Systems Applications. (3-0) Credit 3 semester hours. An extension of MISY 1013. Includes case-based problems and management decision-making drills with alternative computer-based solutions structure. Extensive applications of contemporary microcomputer software packages to solve problems in functional areas of business. Recommended as an elective course for non-MISY majors. Prerequisite: MISY 1013. **(BCIS 1401)

MISY 2153. VB Net Applications in Business. (3-0) Credit 3 semester hours. Covers the fundamental concepts of programming using Visual Basic (VB) language as they apply to real world business problems. Exposes students to the VB.Net programming environment and emphasizes hands-on practice. Prerequisite: MISY 2013.

MISY 3323. Data Communication. (3-0) Credit 3 semester hours. Covers topics and issues including data communication, transmission facilities and devices, encoding and processing, transmission errors, multiplexing and line control procedures, communication circuits, network architecture and design, and communication protocols. Prerequisite: MISY 2013 and junior/senior classification.

MISY 3393. Information Systems Internship I. (0-0) Credit 3 semester hours. Supervised full-time training in industry, government or other agencies for junior-level information systems majors. Individual conferences, company performance evaluations and written reports required. The duration of the program will be one regular semester or two consecutive summer terms. Prerequisite: Junior classification and 9 semester hours of information systems courses or approval of department head.

MISY 3413. Business Database Applications. (3-0) Credit 3 semester hours. The course provides a solid foundation in database concepts and design as they apply in business. It covers principles of conceptual as well as relational designs and includes translation of business requirements into entity relationship diagrams, normalization of tables and advanced SQL to address specific business problems. Prerequisite: MISY 2013 and junior/senior classification.

MISY 3423. Information Systems Analysis and Design. (3-0) Credit 3 semester hours. Focuses on project management methods, project scheduling and control techniques, and formal presentations and group dynamics. Emphasizes the development of a computer application through the life cycle methodology. Prerequisite: MISY 2013 and junior/senior classification.

MISY 3433. JAVA Applications in Business. (3-0) Credit 3 semester hours. The course covers the fundamental concepts of object-oriented programming (OOP) using Java language and emphasizes basic programming skills using hands-on practices. Intensive exploration of Java programming environment. Prerequisite: MISY 2153 and junior/senior classification.

MISY 4393. Information Systems Internship II. (0-0) Credit 3 semester hours. Supervised full-time training in industry, government or other agencies for senior level information systems majors. Individual conferences, company performance evaluations and written reports required. The duration of the program will be one regular semester or two consecutive summer terms. Prerequisite: Senior classification and 12 semester hours of information system courses or approval of department head.

MISY 4413. E-Commerce. (3-0) Credit 3 semester hours. The course provides technological as well as strategic and managerial aspects of electronic commerce systems. Topics covered include the use of hardware, software, architecture, payment mechanism, data security, and client and server side scripting in electronic commerce systems. Prerequisite: MISY 3323, MISY 3413 and junior/senior classification.

MISY 4433. Advanced JAVA Programming & Applications. (3-0) Credit 3 semester hours. Covers advanced topics of Java programming and emphasizes the hands-on practice of Java applications. Students will be expected to explore Java programming environment intensively and develop adequate Java programming skills particularly in relation to graphical user interface, multimedia, and networking applications. Prerequisite: MISY 3433.

MISY 4453. Special Topics in MIS. (3-0) Credit 3 semester hours. The course provides a forum to bring in current issues in the MIS area such as information security, data mining, mobile/wireless technology and IT project management. Topics may vary from semester to semester and course can be repeated. Prerequisite: MISY 3323, MISY 3413, MISY 3423 and junior/senior classification.

MISY 4523. Strategic Management of IT. (3-0) Credit 3 semester hours. The course provides strategic management concepts underlying the implementation of information technology (IT) in business. It covers pertinent IT issues such as the analysis of the strategic impact of IT, management of IT security and outsourcing, and development of connectivity infrastructure in the networked organization. The course integrates important issues covered in other MIS courses. Prerequisite: MISY 3323, MISY 3413 and MISY 3423.

MISY 4993. Independent Study. (0-0) Credit 3 semester hours. Reading, research, and/or field work on selected topics. Prerequisite: Junior/senior classification and consent of instructor and department head.

MRKT 3103. Principles of Marketing. (3-0) Credit 3 semester hours. A study of the importance of marketing in the American economy. An intensive examination of basic marketing variables (product, place, promotion and price) from the viewpoint of management. Prerequisite: MGMT 1013.

MRKT 3313. Retail Management. (3-0) Credit 3 semester hours. The nature and functions of retail outlets in the marketing structure are studied. Managerial policies and methods of providing goods and services to the ultimate consumer are also studied. Prerequisite: MRKT 3103.

MRKT 3323. Salesmanship. (3-0) Credit 3 semester hours. Concepts of effective selling including selection of sales staff and their training, management and evaluation, are studied. The basic steps in the selling process are stressed. Prerequisite: MRKT 3103.

MRKT 3333. Consumer Behavior. (3-0) Credit 3 semester hours. An analysis of the processes underlying the purchasing behavior of consumers and the major influences on consumer behavior, including culture, attitudes, and reference groups. Prerequisite: MRKT 3103, PSYC 1113.

MRKT 4333. Advertising. (3-0) Credit 3 semester hours. Fundamentals of the communication process in mass promotion (planning, creating the message, media selection, implementation, and measuring the results). Prerequisite: MRKT 3103, Senior Classification.

MRKT 4343. Marketing Research. (3-0) Credit 3 semester hours. Application of the scientific method to the process of obtaining information for structuring marketing strategies and tactics. Emphasis is placed on the role of research in the solution of marketing problems. Prerequisite: MRKT 3103, MGMT 3013.

MRKT 4353. International Marketing. (3-0) Credit 3 semester hours. International marketing opportunities and principles. Marketing tools as a means of adapting the individual domestic business line and its marketing methods to the international environment. Prerequisite: MRKT 3103.

MRKT 4373. Sales Management. (3-0) Credit 3 semester hours. A study of sales management through the use of analytical and problem-solving skills. Managerial responsibilities such as sales force production, sales planning, training of sales staff, sales compensation, establishing territories and controls are covered. Prerequisite: MRKT 3103.

MRKT 4393. Marketing Communications. (3-0) Credit 3 semester hours. An examination of the major elements of promotion including advertising, personal selling, publicity, sales promotion, and the development of an integrated marketing communications plan. Prerequisite: MRKT 3103 and MRKT 3333.

MRKT 4413. Distribution Management. (3-0) Credit 3 semester hours. An analysis of the policies, decisions and planning related to the distribution of goods and services for consumer and industrial sectors. Covers concepts related to physical distribution and marketing channels. Prerequisite: MRKT 3103 and senior classification.

MRKT 4423. Fundamentals of E-Marketing. (3-0) Credit 3 semester hours. Focuses on key marketing issues in E-commerce via the Internet. Explores concepts of customer relationship management, online communities, and web brand development. Prerequisite: MRKT 3103 and MISY 2013.

MRKT 4493. Marketing Strategy and Analysis. (3-0) Credit 3 semester hours. Capstone course for marketing majors that should be taken in the last semester. Highly applications oriented. The course utilizes projects and problems designed to develop marketing strategies. Emphasizes the dynamics of three major foci: customer, competition, and capabilities of the organization. Prerequisite: MRKT 3103, MRKT 3333, six additional hours in Marketing, and senior classification.