

College of Business

ADMINISTRATIVE OFFICER

Munir Quddus, *Dean*

PURPOSE AND GOALS

The vision of the Prairie View A&M University's College of Business is to be recognized as one of the best business programs among its peer institutions. The mission of the College of Business is to provide a high quality management education that would produce managers, entrepreneurs and business leaders of the future. Consistent with this mission, the College is committed to the pursuit of excellence in teaching, research and service, with relative emphasis in that order. While the University continues to expand graduate education, the College recognizes undergraduate education as its primary responsibility. The College of Business builds on its historic mission of providing education for African-Americans to an expanded mission of educating students from diverse ethnic, national, and socio-economic backgrounds. The College of Business intends to interact productively with five key constituents: Students and alumni; faculty and staff; business and industry; the community of academic and professional peers and the citizens of the state of Texas.

Although the College programs are all fully accredited through SACS, the College is also moving rapidly to attain accreditation with AACSB International, the premier accrediting body for Business schools. The College provides an excellent business education at the baccalaureate and master's degree levels in an atmosphere that encourages ethics, learning, professional skills, and fosters research and service. Special emphasis is placed on undergraduate teaching. By using an integrated approach to instruction, the College believes students get a better understanding of the relationship among the functional business areas--an insight essential for participants in both large and small business endeavors.

INSTRUCTIONAL ORGANIZATION

Department	Degrees Offered
<i>Accounting, Finance, and Management Information Systems</i>	B.B.A.
<i>Management and Marketing</i>	B.B.A.

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.

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 includes, but may not be limited to, sophomore or higher standing and 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 to 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.

HONOR SOCIETIES, CLUBS, AND SERVICE ORGANIZATIONS

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

Membership in *Delta Mu Delta*, a national honor society for business administration majors, is available to juniors and seniors who have demonstrated qualities of leadership, ethics, sociability, and breadth of interest in business. A cumulative grade point average of 3.30 or above and 75 semesters hours are required.

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

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

The Student Advisory Council is composed of the president and one selected representative from each of the College of Business clubs. The Council serves as a liaison between the Dean of the College of Business and 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 College has formal agreements with several area community colleges for course transfer to ensure a seamless transition of students with an associate degree to a business program.

Enrollment in a Major Field of Study

Students who meet the University entrance requirements enter the College of Business as Pre-Business students. Admission to upper division (3000/4000 level) business courses requires that students have:

1. Completed satisfactorily at least 45 semester hours from the courses listed in the recommended course sequence for the freshmen/sophomore years in their respective disciplines;
2. Achieved a cumulative grade-point average of 2.00 in all credit course work; and
3. Completed satisfactorily, with a grade of "C" or better, the following sub-set of courses (or their equivalents) required for the degree.

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

ACADEMIC STANDARDS AND PROGRESS

Following admission into the College of Business, students will remain in good standing and will be eligible to enroll in 3000/4000 level courses as long as they maintain a cumulative grade-point average of 2.00 or better. Students must earn a grade of “C” or better in all business courses presented for graduation. Non-Business majors must satisfy the 2.00 grade-point requirement as well as satisfy the necessary prerequisites for admission to all 3000/4000 level business courses.

MINOR FIELDS OF STUDY

Business Administration

Non-business majors may complete a minor in business administration through satisfactory completion of the following set of six courses:

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 especially attractive option for majors in Engineering, Nursing, and Education.

Other Minors

The College offers additional minors in the following areas. These are open to business as well as non-business majors who want to further broaden and enrich their education.

Accounting

Economics

Management

Management Information Systems (MIS)

Marketing

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

Department of Accounting, Finance and Management Information Systems

ADMINISTRATIVE OFFICER

M. Moosa Khan, *Department Head, Finance*

FACULTY

Nancy Chiu, *Management Information Systems*

Bettye Desselle, *Accounting*

Alfreda Dobiyski, *Accounting*

Jan Jasper, *Finance*

Samia L. Massoud, *Management Information Systems*

Emmanuel Opara, *Management/Business Communications*

Diana Kay Pence, *Accounting*

Randy Reed, *Accounting*

Mukesh Srivastava, *Management Information Systems*

William Vetter, *Business Law*

Jian Yang, *Finance*

PURPOSE AND GOALS

The mission of the accounting program 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 who are the program's most valued stakeholders are provided an accounting curriculum which offers general business education in a liberal arts setting that encourages logical, analytical and creative strategic thinking; positive competition to develop confident, global minded individuals who possess the requisite knowledge and skills to become leaders in their organizations; fosters a learning environment based on open communication and interaction among faculty, students and employers; and structured practical experience through student internships.

The finance program is designed to prepare students for professional careers in the private and public sectors, and to pursue graduate study 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 program is structured 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 the 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 professionals who are confident and well-rounded the program provides an intense professional 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 career as a CPA should consider admission to the Master of Business Administration (MBA) program in order to be eligible for the CPA examination. For additional information on the MBA program, consult the *Graduate Catalog*.

HONOR SOCIETIES, CLUBS, AND SERVICE 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 intend to enter the accounting profession.

Students may participate in the *Business Information Systems Association* (BISA). BISA conducts seminars, tutorials, and field trips to promote individual and group exposure to advanced information technology theory, tools and methods.

Students may also participate in the *Finance Club* that 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; and
4. Promotion of ethical principles, standards, and professionalism as practitioners in the industry.

BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING DEGREE PROGRAM REQUIREMENTS

Core Curriculum42 SCH

All Accounting Core Curriculum requirements are shown in the suggested degree program. This includes three SCH of unrestricted elective as a replacement of PSYC 1113, which is a behavioral science course. PSYC 1113 is counted below as a general education supplement.

General Education Supplement for Accounting Majors.....21 SCH

MATH 1153, 2153	6 SCH
ECON 2113, 2123, ECON Elective	9 SCH
MGMT 3013	3 SCH
PSYC 1113	3 SCH

General Education Total (Core Curriculum Plus General Education Supplement).....63 SCH

College Requirements30 SCH

ACCT 2113, 2123	6 SCH
ADSY 3303	3 SCH
FINA 2203, 3103	6 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, FINA 2213, and six semester hours of
 accounting electives

Business Elective..... **3 SCH**

Total Degree Requirements.....**126 SCH**

Minor Field Requirements (Accounting).....**18 SCH**
 ACCT 2113, 2123, 3213, 3313, 4313; FINA 3103

ACCOUNTING SUGGESTED DEGREE PROGRAM SEQUENCE

FRESHMAN YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
MGMT 1013 Introduction to Business*	3	ADSY 1013 Intro. to Management Info. Systems*	3
ENGL 1123 Freshman Composition I*	3	ENGL 1133 Freshman Composition II*	3
MATH 1113 College Algebra*	3	MATH 1153 Finite Math*	3
POSC 1113 American Government I	3	POSC 1123 American Government II	3
SPCH 1003 Fund. of Speech Communication	3	Natural Science	3
Total	15	Total	15

SOPHOMORE YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
HIST 1313 U.S. to 1876	3	HIST 1323 The U.S.-1876 to Present	3
ACCT 2113 Financial Accounting*	3	ACCT 2123 Managerial Accounting*	3
ECON 2113 Microeconomics*	3	ECON 2123 Macroeconomics*	3
MATH 2153 Calculus-Business	3	Humanities	3
Natural Science	3	PSYC 1113 General Psychology	3
		FINA 2203 Legal Environment	3
Total	15	Total	18

JUNIOR YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
ACCT 3213 Intermediate Accounting I*	3	FINA 2213 Business Law*	3
MGMT 3103 Principles of Management*	3	ADSY 3303 Business Communication*	3
ACCT 3333 Federal Income Tax I*	3	ACCT 3223 Intermediate Accounting II*	3
MGMT 3013 Business Statistics*	3	MRKT 3103 Principles of Marketing*	3
ACCT 3313 Cost Accounting*	3	FINA 3103 Principles of Finance*	3
		Visual and Performing Arts	3
Total	15	Total	18

SENIOR YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
Business Elective*	3	ECON Economics Elective*	3
ACCT 4313 Accounting Information Systems*	3	MGMT 4303 Strategic Management*	3
ACCT Elective*	3	ACCT 4213 Advanced Accounting*	3
MGMT 4333 Production Management*	3	ACCT Elective*	3
ACCT 4223 Auditing*	3	Elective (Unrestricted)	3
Total	15	Total	15

* A grade of C or higher is required in these courses.

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

Core Curriculum	42 SCH
All Finance Core Curriculum requirements are shown in the suggested degree program. This includes three SCH of unrestricted elective as a replacement of PSYC 1113, which is a behavioral science course. PSYC 1113 is counted below as a general education supplement.	
General Education Supplement for Finance Majors	21 SCH
MATH 1153, 2153	6 SCH
ECON 2113, 2123, ECON Elective	9 SCH
MGMT 3013	3 SCH
PSYC 1113	3 SCH
General Education Total (Core Curriculum Plus General Education Supplement)	63 SCH
College Requirements	30 SCH
ACCT 2113, 2123	6 SCH
ADSY 3303	3 SCH
FINA 2203, 3103	6 SCH
MGMT 1013, 3103, 4303, 4333.....	12 SCH
MRKT 3103	3 SCH
Major Area Requirements	18 SCH
FINA 3333, 3383, 4213, 4313; six semester hours of finance electives	
Support Area Requirements	6 SCH
ACCT 3213	3 SCH
ECON 4213/4223	3 SCH
Business Elective	3 SCH
Unrestricted Elective	3 SCH
Total Degree Requirements	123 SCH

FINANCE SUGGESTED DEGREE PROGRAM SEQUENCE

FRESHMAN YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
MGMT 1013	Introduction to Business*	3	ADSY 1013	Intro. to Management Info. Systems*	3
ENGL 1123	Freshman Composition I*	3	ENGL 1133	Freshman Composition II*	3
MATH 1113	College Algebra*	3	MATH 1153	Finite Math*	3
POSC 1113	American Government I	3	POSC 1123	American Government II	3
SPCH 1003	Fund. of Speech Communication	3		Natural Science	3
Total		15	Total		15

SOPHOMORE YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
HIST 1313	U.S. to 1876	3	HIST 1323	The U.S.-1876 to Present	3
ACCT 2113	Financial Accounting*	3	ACCT 2123	Managerial Accounting*	3
ECON 2113	Microeconomics*	3	ECON 2123	Macroeconomics*	3
MATH 2153	Calculus-Business	3	PSYC 1113	Psychology	3
	Natural Science	3	FINA 2203	Legal Environment *	3
Total		15	Total		15

JUNIOR YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
ADSY 3303 Business Communications*	3	MGMT 3013 Business Statistics*	3
		MRKT 3103 Principles of Marketing*	3
ECON Economics Elective*	3	FINA 3383 Financial Markets*	3
FINA 3103 Principles of Finance*	3		3
ACCT 3213 Intermediate Accounting I*	3	FINA Elective*	3
		MGMT 3103 Principles of Management*	3
Total	15	Total	18

SENIOR YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
FINA 4213 Managerial Finance*	3	MGMT 4303 Strategic Management*	3
MGMT 4333 Production Management*	3	ECON 4213/ 4223 Inter. Micro/Macro Analysis*	3
FINA Elective*	3	FINA 4313 Investment Management*	3
FINA 3333 Investment Analysis*	3		3
		Unrestricted Elective	3
		Business Elective*	3
		Unrestricted Elective	3
Total	15	Total	18

* A grade of C or higher is required in these courses.

BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT INFORMATION SYSTEMS DEGREE REQUIREMENTS

Core Curriculum42 SCH

All Management Information Systems Core Curriculum requirements are shown in the suggested degree program. This includes three SCH of unrestricted elective as a replacement of PSYC 1113, which is a behavioral science course. PSYC 1113 is counted below as a general education supplement.

General Education Supplement for Management Information Systems Majors21 SCH

MATH 1153, 2153	6 SCH
ECON 2113, 2123, ECON Elective	9 SCH
MGMT 3013.....	3 SCH
PSYC 1113.....	3 SCH

General Education Total (Core Curriculum Plus General Education Supplement).....63 SCH

College Requirements30 SCH

ACCT 2113, 2123	6 SCH
ADSY 3303	3 SCH
FINA 2203, 3103.....	6 SCH
MGMT 1013, 3103, 4303, 4333.....	12 SCH
MRKT 3103	3 SCH

Major Area Requirements.....24 SCH

ADSY 2153, 3323, 3413, 3423, 4503, ACCT 4313, and six semester hours of Management Information Systems electives

Business Elective..... 3 SCH

Unrestricted Elective..... 3 SCH

Total Degree Requirements123 SCH

Minor Field Requirements (ADSY)18 SCH
 ADSY 1013 (or equivalent), 2153, 3303, 3323, 3413, 3423

MANAGEMENT INFORMATION SYSTEMS SUGGESTED DEGREE PROGRAM SEQUENCE

FRESHMAN YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
MGMT 1013	Introduction to Business*	3	ADSY 1013	Intro. to Management Info. Systems*	3
ENGL 1123	Freshman Composition I*	3	ENGL 1133	Freshman Composition II*	3
MATH 1113	College Algebra*	3	MATH 1153	Finite Math*	3
POSC 1113	American Government I	3	POSC 1123	American Government II	3
SPCH 1003	Fund. of Speech Communication	3		Natural Science	3
Total		15	Total		15

SOPHOMORE YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
HIST 1313	U.S. to 1876	3	HIST 1323	The U.S.-1876 to Present	3
ACCT 2113	Financial Accounting*	3	ACCT 2123	Managerial Accounting*	3
ECON 2113	Microeconomics*	3	ECON 2123	Macroeconomics*	3
MATH 2153	Calculus-Business	3	PSYC 1113	General Psychology	3
	Natural Science	3		Humanities	3
			FINA 2203	Legal Environment*	3
Total		15	Total		18

JUNIOR YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
ADSY 2153	Structured Programming*	3	ADSY 3303	Business Communications*	3
ADSY 3323	Data Communication*	3	ADSY 3423	Inf. Sys. Analysis and Design*	3
ADSY 3413	Data Files and Database*	3	FINA 3103	Principles of Finance*	3
MGMT 3013	Business Statistics*	3	MRKT 3103	Principles of Marketing*	3
MGMT 3103	Principles of Management*	3		Unrestricted Elective	3
Total		15	Total		15

SENIOR YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
ACCT 4313	Accounting Information Systems*	3	MGMT 4303	Strategic Management*	3
MGMT 4333	Production Management*	3		Visual and Performing Arts	3
ECON	Economics Elective*	3	ADSY	Elective*	3
ADSY	Elective*	3		Business Elective*	3
	Unrestrictive Elective	3	ADSY 4503	Decision Support Systems*	3
Total		15	Total		15

* A grade of C or higher is required in these courses.

Department of Management and Marketing

ADMINISTRATIVE OFFICER

Omprakash Gupta, *Head, Management*

FACULTY

Rick Baldwin, *Marketing/Management*
Reginald Bell, *Business Communication*
Sukumar Debnath, *Management*
Jan Jasper, *Finance*
George Nelson, Jr., *Management*
Rahim Quazi, *Economics*
Munir Quddus, *Economics*
Mostafa Soliman, *Economics*
Peter Sutanto, *Management*
Sudhir Tandon, *Marketing*
Kuttalam Thiagarajan, *Economics*
Sheng Yang, *Economics*

PURPOSE AND GOALS

The preparation of managers of organizations requires a liberal education emphasizing an understanding of the economic, social, and political issues in a multi-cultural environment. The major emphases in the management curriculum are on problem identification, analysis and solution, decision making, business ethics, communication, team dynamics and leadership, as well as understanding and integrating the functional areas of business operations. Attention is given to the dynamic global business environment and to the immediate utilization of management skills.

Specifically, the objectives of the management faculty are: (1) to educate students for professional careers in quality management of both small and large businesses, as well as provide them the necessary background to pursue graduate or professional education; (2) to conduct research which 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 community through service and participation in business organizations; and to maintain propensity for teaching and research in the fields of production and operations, human resources, and strategic management.

The mission of the marketing program is to provide high quality marketing education at the baccalaureate degree level. The program provides a comprehensive survey of the fundamental principles, theories, and contemporary practices of marketing in today's global environment. Students are provided the necessary skills to effectively plan and execute the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that will satisfy customers, organizational and societal objectives. While the core of the program emphasizes a balanced exposure to all aspects of marketing, opportunities are offered for more in-depth exposure to specific functional areas of marketing. The marketing faculty are committed to preparing students to be ethical, professional, and team-oriented business leaders in profit and non-profit organizations, as well as providing them 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 recognizes the changing structure of national and global economies, and prepares 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.

CLUBS AND SERVICE ORGANIZATIONS

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

Requirements for the Minor in Economics (18 SCH)

ECON 2113, 2123, 4213, 4223, and six semester hours of economic electives

BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT DEGREE PROGRAM REQUIREMENTS

Core Curriculum **42 SCH**
 All Management Core Curriculum requirements are shown in the suggested degree program.

General Education Supplement for Management Majors **21 SCH**
 MATH 1153 3 SCH
 ADSY 1013 3 SCH
 ECON 2113, 2123, ECON Elective 9 SCH
 MGMT 3013 3 SCH
 PSYC 1113 3 SCH

General Education Total (Core Curriculum Plus General Education Supplement) **63 SCH**

College Requirements **30 SCH**
 ACCT 2113, 2123 6 SCH
 ADSY 3303 3 SCH
 FINA 2203, 3103 6 SCH
 MGMT 1013, 3103, 4303, 4333 12 SCH
 MRKT 3103 3 SCH

Major Area Requirements **21 SCH**
 MGMT 3113, 3343, 3353, 4313 and nine semester hours of management electives (MRKT 3313, 4373, or 4423 also serve as management electives.)

Unrestricted Electives **9 SCH**

Total Degree Requirements **123 SCH**

MANAGEMENT SUGGESTED DEGREE PROGRAM SEQUENCE

		FRESHMAN YEAR			
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
MGMT 1013	Introduction to Business*	3	ADSY 1013	Intro. to Management Info. Systems*	3
ENGL 1123	Freshman Composition I*	3	ENGL 1133	Freshman Composition II*	3
MATH 1113	College Algebra*	3	MATH 1153	Finite Math*	3
POSC 1113	American Government I	3	POSC 1123	American Government II	3
SPCH 1003	Fund. of Speech Communication	3		Natural Science	3
Total		15	Total		15

SOPHOMORE YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
HIST 1313 U.S. to 1876	3	HIST 1323 The U.S.-1876 to Present	3
ACCT 2113 Financial Accounting*	3	ACCT 2123 Managerial Accounting*	3
ECON 2113 Microeconomics*	3	ECON 2123 Macroeconomics*	3
MATH 2153 Calculus-Business	3		3
	3	PSYC 1113 General Psychology	3
Total	15	Total	15

JUNIOR YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
FINA 2203 Legal Environment of Business*	3	MRKT 3103 Principles of Marketing*	3
FINA 3103 Principles of Finance*	3	MGMT 3343 Management Systems*	3
MGMT 3103 Principles of Management*	3	ECON Elective*	3
	3	MGMT Elective*	3
MGMT 3013 Business Statistics*	3	ADSY 3303 Business Communication*	3
	3		3
Total	18	Total	15

SENIOR YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
MGMT 4303 Strategic Management*	3	MGMT 3113 Intro. to Organizational Behavior*	3
MGMT 3353 Human Resource Management*	3	MGMT 4333 Production Management*	3
MGMT 4313 Business and Society*	3	MGMT Elective*	3
MGMT Management*	3		6
	3	Unrestricted Electives	6
Total	15	Total	15

* A grade of C or higher is required in these courses.

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING DEGREE PROGRAM REQUIREMENTS

Core Curriculum**42 SCH**

All Marketing Core Curriculum requirements are shown in the suggested degree program.

General Education Supplement for Marketing Majors**24 SCH**

MATH 1153	3 SCH
ADSY 1013	3 SCH
ECON 2113, 2123, ECON Elective	9 SCH
MGMT 3013.....	3 SCH
PSYC 1113	3 SCH
SOCG 1013.....	3 SCH

General Education Total (Core Curriculum Plus General Education Supplement).....**66 SCH**

College Requirements**30 SCH**

ACCT 2113, 2123	6 SCH
ADSY 3303	3 SCH
FINA 2203, 3103.....	6 SCH
MGMT 1013, 3103, 4303, 4333.....	12 SCH
MRKT 3103	3 SCH

Major Area Requirements.....**21 SCH**
 MRKT 3333, 4343, 4393, 4413, 4493, and six semester hours of marketing electives.

Unrestricted Electives **6 SCH**

Total Degree Requirements**123 SCH**

Requirements for Marketing as a Minor Field

ECON 2113, MRKT 3103, 3333, 4393, and six semester hours of marketing electives.

MARKETING SUGGESTED DEGREE PROGRAM SEQUENCE

FRESHMAN YEAR

<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
MGMT 1013	Introduction to Business*	3	ADSY 1013	Intro. to Management Info. Systems*	3
ENGL 1123	Freshman Composition I*	3	ENGL 1133	Freshman Composition II*	3
MATH 1113	College Algebra*	3	MATH 1153	Finite Math*	3
POSC 1113	American Government I	3	POSC 1123	American Government II	3
SPCH 1003	Fund. of Speech Communication	3		Natural Science	3
Total		15	Total		15

SOPHOMORE YEAR

<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
HIST 1313	U.S. to 1876	3	HIST 1323	The U.S.-1876 to Present	3
ACCT 2113	Financial Accounting*	3	ACCT 2123	Managerial Accounting*	3
ECON 2113	Microeconomics*	3	ECON 2123	Macroeconomics*	3
MATH 2153	Calculus-Business	3		Humanities	3
	Natural Science	3	PSYC 1113	General Psychology	3
Total		15	Total		15

JUNIOR YEAR

<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
SOCG 1013	Sociology	3	FINA 2203	Legal Environment of Business*	3
ADSY 3303	Business Communications*	3	MGMT 3013	Business Statistics*	3
FINA 3103	Principles of Finance*	3	MGMT 3103	Principles of Management*	3
MRKT 3103	Principles of Marketing*	3		Economics Elective*	3
	Visual and Performing Arts	3	MRKT 3333	Consumer Behavior*	3
Total		15	Total		15

SENIOR YEAR

<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
	Unrestrictive Elective*	3	MGMT 4303	Strategic Management*	3
MGMT 4333	Production Management*	3	MRKT 4413	Distribution Management*	3
MRKT 4343	Marketing Research*	3	MRKT 4493	Marketing Strategy and Analysis*	3
MRKT 4393	Marketing Communications*	3	MRKT	Elective*	3
MRKT	Marketing *	3		Unrestrictive Electives	6
Total		15	Total		18

* A grade of C or higher is required in these courses.