

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 the Southern Association of Colleges and Schools, it 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.

Minor Fields of Study

The College of Business offers minors in the following areas.

- Accounting
- Business Administration (Management)
- Economics
- Finance
- Management Information Systems (MIS)
- Marketing

Completing a minor field of study in a business area is an attractive option for majors especially in Engineering, Nursing, and Education.

The requirements for a minor in *business administration* can be satisfied through completion of the following six courses:

ACCT 2113, 2123, ECON 2113, 2123, and two of the following:
MGMT 3103, MRKT 3103, FINA 3103

The minor in business administration option is not open to business students. 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.

The requirements for all other minor areas are listed under respective departments.

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 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 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 semester 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 an opportunity 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 smooth transition of students with an associate degree to a business degree 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. Have been successfully admitted to the College of Business
2. 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;
3. Achieved a cumulative grade-point average of 2.30 in all credit course work; and
4. Completed satisfactorily, with a grade of "C" or better, the following courses (or their equivalents) required for the degree.

ENGL 1123, ENGL 1133
MATH 1113, MATH 1153
ACCT 2113
MISY 1013
ECON 2113 or ECON 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 2.30 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.

Department of Accounting, Finance and Management Information Systems

ADMINISTRATIVE OFFICER

M. Moosa Khan, *Department Head, Finance*

FACULTY

William T. Bailey, *Accounting*

Bettye Desselle, *Accounting*

Alfreda Dobiyski, *Accounting*

Jan Jasper, *Finance*

Emmanuel Opara, *Management/MIS*

Diana Kay Pence, *Accounting*

Randy Reed, *Accounting*

Mukesh Srivastava, *Management Information Systems*

Daniel Tomiuk, *Management Information Systems*

William Vetter, *Business Law*

Jian Yang, *Finance*

Shelley Hinson, *Management Information Systems*

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 Science (M.S.) in Accounting or Master of Business Administration (M.B.A) program in order to be eligible for the CPA examination. For additional information on the M.S./M.B.A. 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 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 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
PHIL 2023 3 SCH

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

College Requirements 30 SCH

ACCT 2113, 2123 6 SCH

MISY 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

Total Degree Requirements..... **123 SCH**

Minor Field Requirements (Accounting)
For non-business majors**21 SCH**
 ACCT 2113, 2123, 3213, 3313, 4313; ACCT Elective (3 sch); FINA 3103
For business majors, the minor requires 21 SCH. Consult Department Head for requirements.

ACCOUNTING SUGGESTED DEGREE PROGRAM SEQUENCE

FRESHMAN YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second 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	Fund. of Speech Communication	3	POSC 1123	American Government II	3
	Natural Science	3		Natural Science	3
				Visual/Performing Arts	3
Total		15	Total		18

SOPHOMORE YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second 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	FINA 2203	Legal Environment*	3
MATH 1153	Finite Math*	3	HIST 1323	The U.S. – 1876 to Present	3
PHIL 2023	Ethics	3	MATH 2153	Calculus - Business	3
	Humanities	3	PSYC 1113	General Psychology	3
Total		18	Total		18

JUNIOR YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
ACCT 3213	Intermediate Accounting I*	3	ACCT 3223	Intermediate Acct. II*	3
ACCT 3313	Cost Accounting*	3	FINA 2213	Business Law*	3
ACCT 3333	Federal Income Tax I*	3	FINA 3103	Principles of Finance*	3
MGMT 3013	Business Statistics*	3	MISY 3303	Business Communication*	3
MGMT 3103	Principles of Management*	3	MRKT 3103	Principles of Marketing*	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	ACCT 4213	Advanced Accounting*	3
ACCT 4223	Auditing*	3	ACCT	Elective*	3
ACCT	Elective*	3	ECON	Economics Elective*	3
MGMT 4333	Production Management*	3	MGMT 4303	Strategic Management*	3
				Elective (Unrestricted)	3
Total		12	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**

College of Business students must complete PSYC 1113 and MISY 1013 to satisfy the University core behavioral/social science and computing requirement 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
 PHIL 2023 3 SCH

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

College Requirements **30 SCH**

ACCT 2113, 2123 6 SCH
 MISY 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 **126 SCH**

Minor Field Requirements (Finance)

For non-business majors **21 SCH**

ACCT 2113, 2123, FINA 3103, 3333, 3383, 4213, FINA elective (3 sch)

For business majors, consult Department Head for requirements.

FINANCE SUGGESTED DEGREE PROGRAM SEQUENCE

FRESHMAN YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second 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	Fund. of Speech Communication	3	POSC 1123	American Government II	3
	Natural Science	3		Natural Science	3
				Visual/Performing Arts	3
Total		15	Total		18

SOPHOMORE YEAR

<i>First Semester</i>		<i>Hours</i>	<i>Second 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	FINA 2203	Legal Environment*	3
MATH 1153	Finite Math*	3	HIST 1323	The U.S. – 1876 to Present	3
PHIL 2023	Ethics	3	MATH 2153		3
	Humanities	3	PSYC 1113	General Psychology	3
Total		18	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 3383	Financial Markets & Inst*	3
ECON	Economics Elective*	3	FINA	Elective*	3
FINA 3103	Principles of Finance*	3	MGMT 3013	Business Statistics*	3
MISY 3303	Business Communication*	3	MGMT 3103	Principles of Management*	3
			MRKT 3103	Principles of Marketing*	3
Total		12	Total		15

SENIOR YEAR

<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
FINA 3333	Investment Analysis*	3	ECON 4213/ 4223	Inter. Micro/Macro Analysis*	3
FINA 4213	Managerial Finance*	3	FINA 4313	Investment Management*	3
FINA	Elective*	3	MGMT 4303	Strategic Management*	3
MGMT 4333	Production Management*	3		Unrestricted Elective	3
	Business Elective*	3			
Total		15	Total		12

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

**BACHELOR OF BUSINESS ADMINISTRATION IN *MANAGEMENT INFORMATION SYSTEMS*
DEGREE 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 requirement respectively.

General Education Supplement for Management Information Systems Majors **21 SCH**

MATH 1153, 2153	6 SCH
ECON 2113, 2123, ECON Elective	9 SCH
MGMT 3013	3 SCH
PHIL 2023	3 SCH

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

College Requirements **30 SCH**

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

Major Area Requirements..... **24 SCH**
 MISY 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 Requirements **123 SCH**

Minor Field Requirements (MISY)

For non-business majors **18 SCH**
 MISY 1013 (or equivalent), 2153, 3303, 3323, 3413, 3423

For business majors, consult Department Head for requirements.

MANAGEMENT INFORMATION SYSTEMS SUGGESTED DEGREE PROGRAM SEQUENCE

FRESHMAN YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second 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	Fund. of Speech Communication	3	POSC 1123	American Government II	3
	Natural Science	3		Natural Science	3
				Visual/Performing Arts	3
Total		15	Total		18

SOPHOMORE YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second 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	FINA 2203	Legal Environment*	3
MATH 1153	Finite Math*	3	HIST 1323	The U.S. – 1876 to Present	3
PHIL 2023	Ethics	3	MATH 2153	Calculus - Business	3
	Humanities	3	PSYC 1113	General Psychology	3
Total		18	Total		18

JUNIOR YEAR					
<i>First Semester</i>		<i>Hours</i>	<i>Second Semester</i>		<i>Hours</i>
MISY 2153	Structured Programming*	3	FINA 3103	Principles of Finance*	3
MISY 3323	Data Communication*	3	MISY 3303	Business Communication*	3
MISY 3413	Data Files and Database*	3	MISY 3423	Info. Syst. Anal. & Design*	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
ECON	Elective*	3	MISY 4503	Decision Support Systems*	3
MGMT 4333	Production Management*	3	MISY	Elective*	3
MISY	Elective*	3		Business Elective*	3
Total		12	Total		12

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

Department of Management and Marketing

ADMINISTRATIVE OFFICER

Omprakash K. Gupta, *Department Head*

FACULTY

Reginald Bell, *Business Communication*

Sukumar Debnath, *Management*

John Dyck, *Management*

Jeanne Hill, *Marketing*

George Nelson, Jr., *Management*

Rahim Quazi, *Economics*

Munir Quddus, *Economics*

Mostafa Soliman, *Economics*

Peter Sutanto, *Management*

Sudhir Tandon, *Marketing*

Kuttalam Thiagarajan, *Economics*

James Owen, *Economics*

Larry White, *Management*

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 is 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 recognize 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**

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

General Education Supplement for Management Majors **21 SCH**

MATH 1153, 2153 6 SCH
 ECON 2113, 2123, ECON Elective 9 SCH
 MGMT 3013 3 SCH
 PHIL 2023 3 SCH

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

College Requirements **30 SCH**

ACCT 2113, 2123 6 SCH
 MISY 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>
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	Fund. of Speech Communication	3	POSC 1123	American Government II	3
	Natural Science	3		Natural Science	3
Total		15	Total		15

SOPHOMORE YEAR

<i>First Semester</i>		<i>Hours</i>	<i>Second 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
PHIL 2023	Ethics	3	MATH 2153	Calculus - Business	3
	Humanities	3			
Total		18	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	MISY 3303	Business Communication*	3
FINA 3103	Principles of Finance*	3	MRKT 3103	Principles of Marketing*	3
MGMT 3103	Principles of Management*	3	MGMT 3343	Management Systems*	3
MGMT 3013	Business Statistics*	3	ECON	Elective*	3
	Visual and Performing Arts	3	MGMT	Elective*	3
Total		15	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		Unrestricted Electives	6
	Unrestricted Elective	3			
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**
 College of Business students must complete PSYC 1113 and MISY 1013 to satisfy the University core behavioral/social science and computing requirement respectively.

General Education Supplement for Marketing Majors **24 SCH**
 MATH 1153, 2153 6 SCH
 ECON 2113, 2123, ECON Elective 9 SCH
 MGMT 3013 3 SCH
 PHIL 2023 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
 MISY 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>
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 Fund. of Speech Communication	3	POSC 1123 American Government II	3
	3	Natural Science	3
Total	15	Total	15

SOPHOMORE YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second 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
PHIL 2023 Ethics	3	PSYC 1113 General Psychology	3
	3	Humanities	3
Total	18	Total	15

JUNIOR YEAR

<i>First Semester</i>	<i>Hours</i>	<i>Second Semester</i>	<i>Hours</i>
FINA 3103 Principles of Finance*	3	FINA 2203 Legal Environment of Business*	3
MISY 3303 Business Communications*	3	MGMT 3013 Business Statistics*	3
MRKT 3103 Principles of Marketing*	3	MGMT 3103 Principles of Management*	3
SOCG 1013 Sociology	3	ECON Elective*	3
	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>
MGMT 4333 Production Management*	3	MGMT 4303 Strategic Management*	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
	3	Unrestrictive Electives	3
Total	15	Total	15

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