

# COLLEGE OF COMMERCE AND BUSINESS ADMINISTRATION

Dean: William T. Fielding

Accredited by AACSB International

The Association to Advance Collegiate Schools of Business

## MISSION STATEMENT

The mission of the College of Commerce and Business Administration (CCBA) is to educate undergraduate and graduate students for successful managerial careers in a dynamic global environment, to be productive and ethical citizens, and to be prepared for advanced studies.

The CCBA carries out its mission through its commitment to the following four core values:

### Teaching

We seek to provide our students with an educational experience through which they become literate, articulate, and broadly educated individuals, who are knowledgeable in fundamental economic principles, the business disciplines, and the impact of global forces on domestic affairs. The curricula prepare baccalaureate and MBA graduates to be computer literate, ethically and globally aware, as well as analytical decision-makers who possess fully developed oral, written, and interpersonal communication skills. Graduates should be able to adapt to rapidly changing technologies, and to adapt to a diverse work-place environment. The faculty seek to be recognized as excellent teachers and scholars, dedicated first and foremost to the development of students, through effective teaching, advising, and mentoring.

### Intellectual Contributions

The CCBA values basic research, applied research, and instructional development activities of the faculty, with primary focus on applied scholarship (contribution to practice) and instructional development (learning and pedagogical research). The faculty believe that teaching and scholarly activity are interdependent and that research enhances faculty effectiveness in the classroom and provides students with state-of-the-art business knowledge.

### External Interaction

The CCBA seeks to take a leadership role in the economic development of the State of Alabama, specifically its Northeast region. Faculty and staff are expected to be a resource for the economic development of the State and region by extending their knowledge, skills, and values to society. Interaction with external constituents is fostered through a variety of efforts to include the Center for Economic Development, the Center for Business and Free Enterprise Education, guest speakers, executives-in-residence, and advising groups.

### Continuous Improvement

The College strives to provide quality undergraduate and graduate management education through traditional as well as distance delivery. The faculty, staff, and administration of the CCBA are committed to continuously improving the quality of our academic programs, our student support activities, and our service to the local and regional community.

## VISION STATEMENT

The College aspires to be recognized as one of the premier public regional undergraduate schools of business in the Southeast.

### GUIDING PRINCIPLES

The CCBA carries out its mission through its commitment to the following guiding principles:

- emphasizing effective teaching;
- instilling integrity in students;
- recognizing the contribution of others through intellectual and external interactions; and
- improving academic programs, student support activities, and service to the community.

### PROGRAMS OF STUDY

This College offers the Bachelor of Science degree with majors in the following areas of study: Accounting, Economics, Finance, Management (concentrations are available in Human Resource Management and Information Management/E-Commerce), and Marketing. A Bachelor of Arts degree with a major in Economics and approved minor which, among others, may include Urban Economics/Real Estate Development is an option. A major in Economics with a concentration in International Business is also available. The CCBA offers minors in accounting, economics, finance, business administration, information management/e-commerce, international business, management, marketing, and urban economics/real estate development.

### ADMISSION POLICY

In addition to meeting the general admission requirements of the University, students wishing to pursue a degree from the College of Commerce and Business Administration must adhere to the following:

1. All Bachelor of Science students enrolling in the College will list their major as Pre-Business until the completion of the CCBA Pre-Business program. Upon completion of this 60-hour program with a GPA of 2.0 or higher in the Pre-Business program, students will be admitted, upon application, to one of the five business degree majors (accounting, economics, finance, management, or marketing).
2. While in the Pre-Business Program, all students should schedule English composition and math courses each semester until such courses are completed.
3. CCBA students who complete the 60-hour Pre-Business Program without attaining a 2.0 GPA will be required to repeat courses in the Pre-Business Program until they have attained a 2.0 GPA. For the purposes of calculating the Pre-Business GPA, only the highest grade for repeated courses will be included in the GPA calculation. Students not meeting the conditions to declare a major will be allowed to continue in only the following upper division courses: FIN 301; EC 303, 321, or 322; MKT 301; MGT 301, 305; CBA 350, 390, 396, IME 375 (all prerequisites must be adhered to). Students who attempt to enroll in classes without appropriate prerequisites will be dropped from these classes.
4. Students who begin their program at JSU will follow the program of study outlined in the JSU Catalogue that is current at the time they initially enroll. However, if at some later date, a student wishes to change to a more recent Catalogue, this is permissible. Students electing to change to a more recent Catalogue will need to satisfy all requirements of the selected Catalogue. See appropriate section of the University Catalogue for Catalogue Requirements and Time Limits.
5. Students transferring from any two-year college or other four-year institution must abide by all rules and regulations as specified in the appropriate JSU Catalogue relative to their admission, both into the University as well as into the College of Commerce and Business Administration. Transfer students also have the right to move to a more current Catalogue, if desired.
6. Students planning to transfer from other junior or senior level colleges should consult with the Student Support Services Coordinator in the College of Commerce and Business Administration for information relative to degree requirements.

### ADVISING POLICY

The College of Commerce and Business Administration maintains an Advising Center in which all Pre-Business Freshmen and Sophomore students are advised. In addition, all first-time transfer students are advised in the Center. Juniors and Seniors who have met the requirements of the Pre-Business Program and have been admitted into one of the College's five majors are advised by a faculty member from that major. Advisor assignments are made at the time of admission into the major.

### COURSE TRANSFER POLICY

Students transferring to JSU from other accredited institutions must satisfy course and GPA requirements specified for the CCBA Pre-Business Program prior to being admitted into a degree major. Also, students may transfer into JSU from another institution no more than 50 percent of the business credit hours required for the business degree (CCBA Core plus major requirements). Transfer credits for 300/400 level business courses will be accepted only from AACSB-International accredited schools. This applies only to courses that are approved for transfer once a student has enrolled as a business student at Jacksonville State University and not to credits that have been completed at another institution prior to enrolling in JSU's business program. See appropriate section of the University Catalogue for Transfer Student Admissions.

### CCBA CORE REQUIREMENTS

The following courses are included in the CCBA Core: CBA 100, 350, 390, 396, 469; ACC 200, 210; CS 201; ST 260, 261; FIN 292, 301; EC 221, 222, 303 or 321 or 322; MKT 301; MGT 301, 305; and IME 375. A student must earn a minimum "C" average (2.00 GPA) in CCBA core subjects and CCBA core subjects taken in residence.

### OTHER GRADE AND PROGRAM REQUIREMENTS

All other business courses listed in a student's program are included in the student's major. The student must earn a grade of at least a "C" in each of his/her major subjects.

### CCBA GRADUATION REQUIREMENTS

In addition to successfully completing all course requirements for the major, students graduating with a degree from the College of Commerce and Business Administration must meet all requirements listed below for graduation:

1. Attain an overall GPA of 2.0 or higher on all courses attempted.
2. Attain a GPA of 2.0 or higher on all courses attempted at JSU.
3. Attain a GPA of 2.0 or higher on all CCBA core courses attempted (See CCBA Core Requirements above).
4. Attain a GPA of 2.0 or higher on all CCBA core courses attempted at JSU.
5. Earn a passing score on the English Competency Exam (ECE). Students should then submit an Application for Degree to the Student Support Services Coordinator in the CCBA Advising Center, Room 110 Merrill Building.
6. Complete the College Based Assessment Skills Exam (CBASE). This is an assessment of students' accomplishments in general education and also measures reasoning skills.
7. Complete the Business Test. This is an assessment tool that is used to measure students' understanding of the basic business subject areas to include: accounting, economics, management, quantitative business analysis, finance, marketing, legal and social environment, and international studies.

Students are encouraged to incorporate internships and practical field experiences in their degree plans. These field experiences may or may not be credit bearing, but are considered integral to the learning process. Students should consult their academic advisors for prior approval and guidance.

### ADMITTANCE OF BUSINESS MAJORS TO UPPER DIVISION CCBA COURSES

In order to enroll in upper division (300 and 400 level) CCBA courses, students must have completed at least 50 semester hours to include: ACC 200, 210; EC 221, 222; MS

112, and ST 260,261. Students who are enrolled in ACC 210, EC 222 (having completed EC 221), and/or ST 261 may request special permission to enroll simultaneously in upper division CCBA core courses. This permission, if granted, will be allowed only once per student; failure to successfully complete prerequisite courses will result in the student not being allowed to enroll in additional CCBA core courses until such prerequisite course(s) have been successfully completed. In order to enroll in major courses, students must have completed all requirements for the Pre-Business program and declared a major.

**ADMITTANCE OF NON-BUSINESS MAJORS  
TO UPPER DIVISION CCBA COURSES**

Non-business majors having completed at least 50 semester hours may be admitted to upper division courses if they have met all prerequisites for each course. Others may be admitted only with the written permission of the appropriate department head.

NOTE: FIN 311, FIN 341, 343, and 344 are exceptions to the requirements stated above; these courses are open to all students. FIN 343 and 344 require FIN 341 as a prerequisite.

**PRE-BUSINESS PROGRAM**

**FRESHMAN YEAR**

1st Semester	2nd Semester
EH Comp 101 ..... 3	EH Comp 102 ..... 3
Science <sup>1</sup> ..... 4	Science <sup>1</sup> ..... 4
MS 112, Precalculus Algebra ..... 3	ST 260, St & QM I with Lab ..... 4
HY <sup>3</sup> ..... 3	Fine Arts & Humanities <sup>2</sup> ..... 3
CBA 100, CBA Orientation ..... 1	
<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 14	<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 14

**SOPHOMORE YEAR**

1st Semester	2nd Semester
Literature <sup>4</sup> ..... 3	Literature <sup>4</sup> ..... 3
ST 261, St. & QM II. .... 3	PSY 201, SY 221, or AN 224 <sup>5</sup> ..... 3
FIN 292, Leg & Soc. Environment .... 3	EC 222, Principles of Macro Econ .... 3
EC 221, Principles of Micro Economics. 3	ACC 210, Principles of Mgr Acc ..... 3
ACC 200, Principles of Fin Accounting 3	Fine Arts & Humanities <sup>2</sup> ..... 3
..... 3	CS 201, Intro to Info Tech or CS 230 Fund of Comp <sup>6</sup> ..... 3
<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 15	<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 18

<sup>1</sup>Eight credits of science, with corresponding labs, are required. Select from the following: BY 101, 102; CY 105, 106; GL 241, 242; PHS 201, 202; GY 250, 251.

<sup>2</sup>Students must select from the following classes: Art 202, DR 242, MU 233, SH 101, or FH 101.

<sup>3</sup>Students must take HY 101 & 102 or 201 & 202. (Note: Students may take a second literature course in lieu of a second history course)

<sup>4</sup>Students must select from the following literature classes: EH 201 & 202 or 203 & 204 or 219 & 220 or 231 & 232. (Note: Students may take a second history course in lieu of a second literature course)

<sup>5</sup>Students may use any of the three options to satisfy this requirement; however, PSY 201 is preferred.

**BACHELOR OF SCIENCE DEGREE  
ACCOUNTING, ECONOMICS, FINANCE,  
MANAGEMENT, MARKETING MAJORS  
ACCOUNTING**

**JUNIOR YEAR**

1st Semester	2nd Semester
ACC 301, Acc Info Systems. . . . . 3	ACC 372, Income Tax. . . . . 3
ACC 310, Financial Acc I. . . . . 3	ACC 360, Financial Acc II. . . . . 3
CS 305, Spreadsheet Modeling. . . . . 3	MGT 305, Org. Behavior. . . . . 3
EH 141, Oral Communication . . . . . 3	FIN 301, Business Finance. . . . . 3
MGT 301 Principles of Mgt. . . . . 3	MKT 301, Principles of Mkt . . . . . 3
CBA 350, Business Communication . . . 3	CBA 396, Int'l Business . . . . . 3
18	18

**SENIOR YEAR**

1st Semester	2nd Semester
ACC Elective. . . . . 3	ACC 477, Audit . . . . . 3
ACC 371, Cost Accounting . . . . . 3	ACC Elective. . . . . 3
CBA 390, Operations Mgt. . . . . 3	CBA 469, Business Policy . . . . . 3
EC 303, 321, or 322 . . . . . 3	General Electives . . . . . 4
IME 375, Intro to E-Commerce. . . . . 3	PSC 100, Intro to Am Government . . . 3
15	16

**CPA EXAMINATION 150 Hour Legislation**

To be eligible for an initial sitting for the uniform written Certified Public Accountant Examination in Alabama, a person must have completed a total of 150 semester hours of postsecondary education, including a baccalaureate degree at an accredited college or university. This education must include a concentration in accounting, including at least 33 semester hours in certain specified accounting subject areas. In addition, the 150 semester hours must also include 3 semester hours of business law, and 27 semester hours from among specified business subject areas.

The requirements exceed the current JSU requirement for a bachelor's degree in accounting by 22 semester hours. Students who desire to be a CPA in Alabama should consult with the Associate Dean/MBA Director for assistance in planning a course of study that includes the appropriate additional undergraduate or graduate coursework.

**ECONOMICS**

**JUNIOR YEAR**

1st Semester	2nd Semester
EC 321, Intermediate Micro . . . . . 3	EC 322, Intermediate Macro . . . . . 3
PSC 100, Intro to Am Government . . . 3	EC Elective <sup>1</sup> . . . . . 3
EH 141, Oral Communication . . . . . 3	FIN 301, Business Finance. . . . . 3
MGT 301, Principles of Management . . 3	CBA 390, Operations Mgt. . . . . 3
MKT 301, Principles of Marketing. . . . 3	MGT 305, Org Behavior. . . . . 3
CBA 350, Business Communication . . . 3	CBA 396, Int'l Business . . . . . 3
18	18

**SENIOR YEAR**

1st Semester		2nd Semester	
EC Electives <sup>1</sup> . . . . .	3	EC 463, Seminar . . . . .	3
EC 303, Money & Banking . . . . .	3	EC Electives. . . . .	6
General Electives <sup>2</sup> . . . . .	6	CBA 469, Bus Policy. . . . .	3
IME 375, Intro to E-Commerce. . . . .	3	General Electives <sup>2</sup> . . . . .	3
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	15		16

<sup>1</sup>Six credits of Economic Electives may be taken from Finance courses numbered 300 or above.

<sup>2</sup>At least one credit must be at the 300+ level.

**FINANCE**

1st Semester		2nd Semester	
CBA 350, Bus Communication . . . . .	3	FIN 441, Fin Mgt . . . . .	3
FIN 301, Bus Finance . . . . .	3	FIN Elective . . . . .	3
MGT 301, Principles of Mgt . . . . .	3	CBA 396, Int'l Bus. . . . .	3
MKT 301, Principles of Mkt . . . . .	3	MGT 305, Org Behavior. . . . .	3
EH 141, Oral Communication . . . . .	3	CBA 390, Operations Mgt. . . . .	3
PSC 100, Intro to Am Govt . . . . .	3	EC 303, 321 or 322 . . . . .	3
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	18		18

**SENIOR YEAR**

1st Semester		2nd Semester	
FIN Elective . . . . .	3	FIN 434, Int'l Fin . . . . .	3
FIN 474, Invest . . . . .	3	FIN Elect . . . . .	3
FIN 475, Adv. Topics . . . . .	3	FIN 481, Seminar . . . . .	3
General Electives <sup>1</sup> . . . . .	3	CBA 469, Bus Policy. . . . .	3
IME 375, Intro to E-Commerce. . . . .	3	General Electives <sup>1</sup> . . . . .	4
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	15		16

**MANAGEMENT**

**JUNIOR YEAR**

1st Semester		2nd Semester	
EH 141, Oral Communication . . . . .	3	MGT 372, Dynamics of Org . . . . .	3
PSC 100, Intro to Am Government . . . . .	3	MGT 385, Hum Resource Mgt . . . . .	3
CBA 350, Business Communication . . . . .	3	MGT 305, Org Behavior. . . . .	3
FIN 301, Business Finance . . . . .	3	CBA 396, Int'l Business . . . . .	3
MGT 301, Principles of Mgt . . . . .	3	EC 303, 321 or 322. . . . .	3
MKT 301, Principles of Marketing. . . . .	3	CBA 390, Operations Mgt. . . . .	3
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	18		18

**SENIOR YEAR**

1st Semester		2nd Semester	
MGT 420, Teams. . . . .	3	CBA 469, Bus Policy . . . . .	3
MGT Electives. . . . .	6	MGT 491, Seminar . . . . .	3
IME 375, Intro to E-Commerce. . . . .	3	MGT Elective . . . . .	3
General Elective <sup>1</sup> . . . . .	4	General Elective <sup>1</sup> . . . . .	6
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	16		15

<sup>1</sup>At least one General Elective credit must be taken at the 300+ level.

**MAJOR: MANAGEMENT WITH CONCENTRATION IN  
HUMAN RESOURCE MANAGEMENT**

Students interested in the Bachelor of Science degree with a major in Management and a concentration in Human Resource Management may select their 9 hours of MGT electives from the following five courses: MGT 389 - Advanced Human Resource Management, MGT 422 - Seminar in Human Resource Management, MGT 468 - Compensation Management, MGT 489 - Management Internship, and MGT 490 - Collective Bargaining.

**MAJOR: MANAGEMENT WITH CONCENTRATION IN  
INFORMATION MANAGEMENT/E-COMMERCE**

Students interested in the Bachelor of Science degree with a major in Management and a concentration in Information Management/E-Commerce may select 9 hours of IME electives from the following five courses: IME 380 - Project Management, IME 420 - Virtual Enterprises, IME 450 - E-Commerce Information Management, IME 451 - E-Commerce Applications, and CS 305 - Spreadsheet Modeling.

**MARKETING**

**JUNIOR YEAR**

1st Semester	2nd Semester
EH 141, Oral Communication . . . . . 3	MKT 378, Consumer Behavior . . . . . 3
PSC 100, Intro Am Government . . . . . 3	MKT elective . . . . . 3
CBA 350, Bus Communication . . . . . 3	MGT 305, Org Behavior . . . . . 3
FIN 301, Bus Fin . . . . . 3	CBA 396, Int'l Business . . . . . 3
MGT 301, Principles of Mgt . . . . . 3	EC 303, 321 or 322 . . . . . 3
MKT 301, Principles of Marketing . . . . . 3	CBA 390, Operations Mgt . . . . . 3
18	18

**SENIOR YEAR**

1st Semester	2nd Semester
MKT 361, Sales . . . . . 3	CBA 469, Bus Policy . . . . . 3
MKT 395, Bus-to-Bus Marketing . . . . . 3	MKT 495, Marketing Mgt . . . . . 3
MKT 493, International Marketing . . . . . 3	MKT 497, Marketing Research . . . . . 3
General Elective . . . . . 4	MKT Elective . . . . . 3
IME 375, Intro to E-Commerce . . . . . 3	General Elective . . . . . 3
16	15

**MINORS**

Minors in business related areas are not available as part of the regular degree program (128-131 hours) to students earning a Bachelor of Science Degree in Accounting, Economics, Finance, Management, or Marketing. At least six (6) credits toward completion of a minor must be taken at JSU. **All course prerequisites stated in the course descriptions in this Catalogue must be met.**

A minor in Accounting consists of at least 17 hours of Accounting courses including: ACC 200, 210, 301, 310, 372, and three additional hours of 300-400 level Accounting courses.

A minor in Business Administration consists of at least 25 hours including: ACC 200, ACC 210, FIN 292, FIN 301, MGT 301, 305, MKT 301, and ST 260. This minor is not open to business majors.

A minor in Economics consists of at least 18 hours of Economics classes including 221, 222, 303, 321, 322 and three additional hours of 300-400 level EC electives.

A minor in Finance consists of at least 18 hours of Finance courses, including FIN 301, 441, 474 and nine additional hours of 300-400 level FIN electives.

A minor in Information Management/E-Commerce consists of at least 18 hours including IME 375, IME 475, EC 475, MGT 301, CS 400, and one of the following: FIN 300, MKT 301, or MGT 330.

A minor in International Business consists of at least 21 hours including CBA 396, FIN 301, FIN 434, MKT 493 (requires MKT 301 as a prerequisite)<sup>1</sup>, EC 450 (requires EC 221, 222 as prerequisites)<sup>1</sup>, 3 hours of a foreign language, and either PSC 305 or PSC 432.

A minor in Management consists of at least 18 hours of Management courses including MGT 301, 305, 385, 468 or 490, and six additional hours of 300-400 level MGT electives.

A minor in Marketing consists of at least 18 hours of Marketing courses including MKT 301, 361, 378, 395, 495 and three additional hours of marketing electives.

A minor in Urban Economics/Real Estate Development consists of at least 24 hours including FIN 341, 343, 344, 440 (requires FIN 301 as a prerequisite and FIN 301 requires ACC 200 as a prerequisite)<sup>1</sup>, EC 471 (requires EC 221, 222 as prerequisites), MKT 301, 394, and GY 341.

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<sup>1</sup>This information is provided since these prerequisite courses are in addition to the actual requirements for the minor.

**BACHELOR OF ARTS**

**MAJOR: ECONOMICS WITH APPROVED MINOR**

**FRESHMAN YEAR**

1st Semester		2nd Semester	
EH Comp 101 .....	3	EH Comp 102 .....	3
Science <sup>1</sup> .....	4	Science <sup>1</sup> .....	4
MS 112, Precalculus Algebra .....	3	ST 260, ST & QM I with Lab .....	4
Fine Arts and Humanities <sup>5</sup> .....	3	Social/Behavioral Science <sup>4</sup> .....	3
HY <sup>2</sup> .....	3		
	16		14

**SOPHOMORE YEAR**

1st Semester		2nd Semester	
EC 221, Prin of Micro Econ. ....	3	Literature <sup>3</sup> .....	3
Literature <sup>3</sup> .....	3	EC 222, Prin of Macro Econ .....	3
General Electives .....	3	Minor Course .....	3
Minor Course .....	3	CS 201, Intro to Info Tech .....	3
Fine Arts & Humanities <sup>5</sup> .....	3	Social/Behavioral Science <sup>4</sup> .....	3
	15		15

**JUNIOR YEAR**

1st Semester		2nd Semester	
Economics Electives .....	6	EC 321, Intermediate Micro .....	3
Minor Course .....	3	Economics Electives .....	3
General Elective .....	3	Minor Course .....	3
EH 141, Oral Communication .....	3	General Electives .....	6
EC 303, Money & Bank .....	3		
	18		15

SENIOR YEAR

1st Semester	2nd Semester
EC 322, Intermediate Macro . . . . . 3	EC 450, International Economics . . . . . 3
Economics Electives . . . . . 3	Minor Course . . . . . 3
EC 310, Public Finance . . . . . 3	General Electives
Minor Course . . . . . 3	or minor courses if needed) <sup>6</sup> . . . . . 12
General Elective . . . . . 5	
17	18

<sup>1</sup>Two semesters of science with corresponding labs are required. Select from the following: BY 101, 102; CY 105, 106; GL 241, 242; PHS 201, 202; GY 250, 251.

<sup>2</sup>Students must select from HY 101 & 102, or 201 & 202. (Students may take a second literature course in lieu of a second history course)

<sup>3</sup>Literature—Select from the following: EH 201 & 202, 203 & 204, 219 & 220, or 231 & 232. (Students may take a second history course in lieu of a second literature course)

<sup>4</sup>Social and Behavioral Science—Select from the following: AN 224, GY 120, PSC 100, PSY 201, SY 221.

<sup>5</sup>Fine Arts and Humanities—Select from the following: ART 202, DR 242, MU 233, SH 101, FH 101.

<sup>6</sup>Of the total hours, 52 must be numbered 300 or above.

**MAJOR: ECONOMICS WITH CONCENTRATION IN INTERNATIONAL BUSINESS AND APPROVED MINOR**

Students interested in the Bachelor of Arts degree with a major in Economics and a concentration in International Business may substitute 12 hours of Economics electives with the following 12 hours: CBA 396 International Business, FIN 434 International Finance (requires FIN 301 as a prerequisite), MKT 493 International Marketing (requires MKT 301 as a prerequisite), and PSC 305 Comparative and International Politics or PSC 432 International Relations.

**MAJOR: ECONOMICS WITH MINOR IN URBAN ECONOMICS/REAL ESTATE DEVELOPMENT**

Students interested in the Bachelor of Arts degree with a major in Economics and a minor in Urban Economics/Real Estate Development may substitute 24 hours of minor courses/electives with the following 24 hours: FIN 341 Principles of Real Estate, FIN 343 Real Estate Appraisal, FIN 344 Legal Aspects of Real Estate, FIN 440 Real Estate Finance/Development (requires FIN 301 as a prerequisite and FIN 301 requires ACC 200 as a prerequisite), EC 471 Urban Economics (requires EC 221, 222 as prerequisites), MKT 301 Principles of Marketing, MKT 394 Retailing, and GY 341 Economic Geography.

**DESCRIPTION OF COURSES GENERAL BUSINESS (CBA)**

- 100. **CBA Orientation (1).** Orientation to the CCBA. Topics include: Personal and social skills, academic/study skills, College career planning, advising, program requirements, and use of library. (PASS/FAIL only).
- 115. **Introduction to Business (3).** Course provides a general overview of the various functional business operations with an emphasis on the role of the enterprise within modern society. (General elective credit only—not open to CCBA Juniors and Seniors).

Courses listed below require, in addition to stated prerequisites, ACC 200, 210, EC 221, 222, MS 112, and ST 260, 261.

- 300. **American Business Enterprise (3)** *Prerequisites: EC 221 and 2221.* Examines the evolution of business activity in America, including large industrial enterprises, monopolies, financial institutions, and the rise of the internet an service economies. Scheduled on demand.
- 350. **Business Communications (3).** *Prerequisite: EH 101, 102, 141 and Junior Standing.* Principles, procedures, and skills underlying oral and written communications in the field of business.

390. **Operations Management (3).** *Prerequisites: MGT 301 and ST 260 or MS 204.* Concepts and techniques for operational decision-making regarding the conversion of inputs to goods and services within business organizations. This course stresses the application of management principles and the utilization of quantitative methods in both the manufacturing and service sectors. (Formerly MGT 390)
396. **International Business (3).** *Prerequisite: Junior Standing.* Study of the nature and scope of international business, including the basic problems associated with inter-national trade, payments, investment, and cultural differences.
469. **Business Policy and Strategy (3).** *Prerequisites: Senior status and completion of all 200-300 level CCBA Core courses.* Focuses on the formulation and implementation of business strategy and establishment and maintenance of an efficient organization.
488. **Small Business Experience (3).** *Prerequisites: Senior status and completion of all 200-300 level CCBA Core courses.* An integrating management course that focuses on the special problems and skills related to starting, maintaining and expanding small business in a dynamic environment.

**DEPARTMENT OF FINANCE (FIN),  
ECONOMICS (EC) AND ACCOUNTING (ACC)**

214 MERRILL HALL

**Department Head: Scroggins**

**FINANCE FACULTY**

**Professor: Clayton, Schmidt, Scroggins**

**Assistant Professor: Landry**

**Associate Professor: Hardy, McIntyre**

**Instructor: Padgham**

**ECONOMICS FACULTY**

**Professor: Fielding, Bennett, McCarty**

**Associate Professor: Carter, Westley**

**ACCOUNTING FACULTY**

**Professor: Sandberg, C. Sneed, J. Sneed**

**Associate Professor: Zanzig**

**Instructor: Collum**

**STATISTICS FACULTY**

**Professor: Clark**

**Assistant Professor: Lowe**

**Instructor: Graham**

**DESCRIPTION OF COURSES**

**FINANCE (FIN)**

292. **Legal and Social Environment (3).** Examination of current problems and issues facing managers in a changing society. Explores business, government and interest-group interrelationships. Extensive examination of ethical considerations in business. (Formerly CBA 292. Business and Society). May not be taken for credit if student has completed CBA 292, Business and Society.

Courses listed below, with the exception of FIN 311, and FIN 341, 343 and 344 require, in addition to stated prerequisites, ACC 200, 210, EC 221, 222, MS 112, and ST 260, 261.

300. **Business Law (3).** Legal principles related to Uniform Commercial Code; contracts and personal property and bailments; the law of sales; commercial paper; and secured transactions.

301. **Business Finance (3).** *Prerequisite: Junior Standing.* A survey of business finance. Coverage of the basic financial decisions including investment, financing, and dividend.
311. **Personal Financial Planning (3).** Personal financial planning including time buying, insurance, housing, investments, budgeting, use of financial institutions, and taxes.
341. **Principles of Real Estate (3).** Real estate ownership interest, legal processes, financing instruments and institutions, consideration of subdividing and zoning, federal housing litigation, and taxation.
343. **Real Estate Appraisal (3).** *Prerequisite: FIN 341.* Analysis of sites and buildings; collection, analysis interpretation of cost and market data; depreciation, capitalization; correlation of value factors; writing of appraisal reports.
344. **Legal Aspects of Real Estate (3).** *Prerequisite: FIN 341.* Estates in land, purchase and sales contracts, conveyances, mortgages and trust deed transactions, property taxes, landlord and tenant, wills and inheritance.
361. **Bank Management (3).** *Prerequisite: FIN 301.* The commercial bank as a business enterprise; principles of organization and operation; regulatory framework; and problems of competition and growth.
397. **Financial Institutions and Markets (3).** *Prerequisite: FIN 301.* Analysis of the operating policies of financial institutions and the effect upon the structure of the capital and money markets.
410. **Wills, Estates, and Trusts (3).** A study of the basic legal and financial principles and practices involved in the planning and administration of wills, estates, and trusts.
434. **International Finance (3).** *Prerequisite: FIN 301.* Problems in foreign operations and other aspects of multi-national-business; the role of international money and capital markets; financing trade and economics development.
440. **Real Estate Finance (3).** *Prerequisite: FIN 301.* Institutions, instruments and mortgage banking practices. Emphasis on analyzing mortgage risks, loan terms and rates, servicing, foreclosure, sources of mortgage credit and government influences.
441. **Financial Management (3).** *Prerequisite: FIN 301.* A study of financial decision making. Profit planning, financing strategies, financial analysis and ethical questions are emphasized.
474. **Investments (3).** *Prerequisite: FIN 301.* A survey of investment principles and practices. Emphasis is given to security analysis and portfolio management, with special attention focused on the individual investor.
475. **Advanced Topics in Finance (3).** *Prerequisite: FIN 441.* Application of financial management techniques to capital structure policy, dividend policy, financing decisions, working capital management and corporate restructuring.
481. **Seminar in Finance (3).** *Prerequisite: Should be taken in Senior year and after the completion of FIN 441.* Financial theories and problems involving investment, financing, and dividend decisions.
486. **Independent Research in Finance (3).** *Prerequisite: Permission of the department head.* Research will be conducted into an area of "special interest" documented by a thesis-styled research paper.
489. **Finance Internship (3).** *Prerequisites: Senior status and the approval of the Finance Department Head.* Provides the finance major with practical experience in the field via an internship arrangement. (PASS/FAIL grade only).

The following courses may be used to satisfy up to six credits of elective requirements for the Finance major. All prerequisites must be met.

- Accounting 371.—Cost Accounting (3).** *Prerequisite:* ACC 210. For course description see Accounting 371.
- CBA 300.—American Business Enterprise (3)** *Prerequisites:* EC 221, 222. For course description, see CBA 300.
- Economics 316.—Managerial Economics (3).** *Prerequisites:* EC 221, 222. For course description see Economics 316.
- Economics 321.—Intermediate Microeconomics (3).** *Prerequisites:* EC 221, 222. For course description see Economics 321.
- Economics 322.—Intermediate Macroeconomics (3).** *Prerequisites:* EC 221, 222. For course description see Economics 322.
- Economics 471.—Urban Economics (3).** *Prerequisites:* EC 221, 222. For course description see Economics 471.
- Economics 485.—Field Experience (3).** For course description see Economics 485.
- Information Management/e-commerce 380.—Project Management (3).** *Prerequisite:* IME 375. For course description, see IME 380.
- Information Management/e-commerce 420.—Virtual Enterprises (3).** *Prerequisite:* IME 375. For course description, see IME 420.
- Management 330.—Entrepreneurship (3).** *Prerequisite:* MGT 301. For course description, see MGT 330.
- Marketing 361.—Sales/Sales Force Management (3).** *Prerequisite:* MKT 301. For course description, see MKT 361.

#### ECONOMICS (EC)

- 221. Principles of Microeconomics (3).** *Prerequisite:* MS 100 or higher level math course. Microeconomic analysis, including the consumer, the firm, the market and price determination.
- 222. Principles of Macroeconomics (3).** *Prerequisite:* MS 100 or higher level math course. A macroeconomic approach, including money and banking, national income accounting monetary and fiscal policy, and international economics.
- Business Statistics 261.—Statistics/Quantitative Methods II (3).** *May be counted as a course in Department of Economics for students pursuing the BA in Economics.* For description, see Statistics 261.

Courses listed below require, in addition to stated prerequisites, ACC 200, 210, EC 221, 222, MS 112 and ST 260, 261 for students pursuing the B.S. degree in a business field.

- 303. Money and Banking (3).** *Prerequisites:* EC 221, 222. Topics in monetary policy, theory, monetary standards, the commercial banking system, and the federal reserve system are considered in detail.
- 305. Comparative Economic Systems (3).** *Prerequisites:* EC 221, 222. Examines the theoretical and practical differences between a centralized economy and decentralized economy. Emphasis on the ideological and political aspects of these different systems.
- 310. Public Finance (3).** *Prerequisites:* EC 221, 222. An economic analysis of the role of government. Topics to be examined include externalities and public goods, tax policies, government expenditures and social decision-making.
- 316. Managerial Economics (3).** *Prerequisites:* EC 221, 222. Application of the principles of economics to business management situations. Emphasis in reconciling simple but meaningful models with the complex situations encountered in business.

321. **Intermediate Microeconomic Theory (3).** *Prerequisites:* EC 221, 222. The theory of the pricing system under varying market conditions and the distribution of income among the factors of production.
322. **Intermediate Macroeconomic Theory (3).** *Prerequisites:* EC 221, 222. The measurement of national output, including income and employment theory, general equilibrium theory, and the theories of interest, investment, and consumption.
345. **Industrial Organization and Economic Regulation (3).** *Prerequisites:* EC 221, 222. Investigates the nature of firms and industry structures. Topics include competition, monopoly, firm behavior, transaction costs theory, and the effects of anti-trust and regulatory policy.
420. **History of Economic Thought (3).** Examination of the main theoretical developments since the beginning of the systematic study of economics in the 18th century. Special emphasis is given to the following major schools of economic thought: Mercantilists, Physiocrats, Classicists, Socialists, Marginalists, Neo-Classicalists, Keynesians, and Post-Keynesians.
446. **Environmental and Natural Resources Economics (3).** *Prerequisites:* EC 221, 222. Use of economic analysis to examine global environmental problems and the depletion of natural resources. An examination of issues related to market failure including benefit-cost analysis, externalities, property rights, and energy policy.
450. **International Economics (3).** *Prerequisites:* EC 221, 222. Economic analysis of international relations. Emphasis will be placed on theories of exchange and international monetary economics with only secondary interest placed on institutional arrangements.
463. **Senior Seminar in Economics (3).** *Prerequisite:* Capstone course, should be taken in Senior year. *Exceptions approved by Department Head.* Considers the methodology of economics and provides a comprehensive review of economic theory.
465. **Health Care Economics (3).** *Prerequisites:* EC 221, 222. An economic exploration of the health care industry including demand-cost analysis, methodology development, financing health care services, and efficient resource allocation.
471. **Urban Economics (3).** *Prerequisites:* EC 221, 222. An analysis of economic forces affecting urbanization and the economic processes influencing urban form and structure. Spatial and location concepts are included. Topic coverage includes: the economic origin of cities, urban functions, urban economic base, land use structure, urban form and urban efficiency.
475. **Economics of E-Commerce (3).** Use of economic analysis to provide insight and understanding necessary to succeed in today's information technology age. Emphasis is placed on practical business strategies to develop price and protect and market goods in an emerging network economy.
480. **Applied Business Forecasting (3).** *Prerequisites:* EC 221, 222, and ST 261. An introduction to quantitative business forecasting methods. Students will learn how to apply forecasting techniques to examine contemporary business and economic situations.
485. **Field Experience (3).** Field trip to New York City to study important New York business and economic sites, such as the New York Stock Exchange, the Federal Reserve, the Fulton Fish Market, a large international bank, an advertising agency, a bond advisory company, and other tours relevant to economics. Summer only.
486. **Econometrics (3).** *Prerequisites:* EC 221, 222; and ST 261. The application of mathematics and statistics to economics. Techniques by which economic theory can be applied in order to estimate quantitatively functional relationships.
489. **Economics Internship (3).** *Prerequisite:* Senior status and approval of the Economics Department Head. Provides the economics major with practical experience in the field via an internship arrangement (Pass/Fail grade only).

499. **Special Topics and Research (3).** *Prerequisites:* EC 221, 222. Techniques of research and writing are emphasized. Students select an economic topic of interest and write a thesis-type term paper.

In addition to the above listed Economics courses, up to six credits of elective requirements for the Economics major may also be selected from Finance courses numbered 300 or above (For descriptions of these courses, see FINANCE COURSE DESCRIPTIONS) and/or the following courses listed below. Check with your advisor to determine which courses are best for you. All course prerequisites must be met.

**CBA 300.—American Business Enterprise (3).** *Prerequisites:* EC 221, 222. (For course description see CBA 300).

**Information Management/E-commerce 380.—Project Management (3).** *Prerequisite:* IME 375. For course description, see IME 380.

**Information Management/E-commerce 420.—Virtual Enterprises (3).** *Prerequisite:* IME 375. For course description, see IME 420.

**Management 330.—Entrepreneurship (3).** *Prerequisite:* MGT 301. For course description, see MGT 330.

#### BUSINESS STATISTICS (ST)

260. **Statistics/Quantitative Methods I (4).** *Prerequisite:* MS 112. *Corequisite:* ST 260 *LAB required.* Lecture: Quantitative methods and statistics as applied to business and economics including decision/optimization methods, descriptive statistics, probability & statistical inference. Lab: An introduction to Microsoft EXCEL, Microsoft WORD, and the MINITAB statistical software package. Course will focus on computer assignments to complement work covered in the ST 260 course. Student must register for both lecture and lab in same semester.
261. **Statistics/Quantitative Methods II (3).** *Prerequisites:* MS 112, ST 260. Sampling and statistical inference; hypothesis testing; regression and correlation analysis; and analysis of variance.

#### ACCOUNTING (ACC)

200. **Principles of Financial Accounting (3).** *Prerequisite:* MS 100 or higher level math course. An introduction to financial accounting fundamentals with an emphasis on the accounting cycle, along with financial reporting and interpretation of the basic financial statements.
210. **Principles of Managerial Accounting (3).** *Prerequisites:* MS 112, ACC 200. An introduction to the use of accounting information for planning, decision-making, product costing, and performance evaluation.

Courses listed below require, in addition to stated prerequisites, ACC 200, 210, EC 221, 222, MS 112, and ST 260, 261.

- Finance 300.—Business Law (3).** May be counted as course in the Department of Accounting. For course description, see Finance 300.
301. **Accounting Information Systems (3).** *Prerequisites:* CS 201 and ACC 210. Basic information system concepts including the transaction processing cycles of a business, the fundamental characteristics of a system of internal controls, the role of information technology in information processing, and the stages of systems development.
310. **Financial Accounting I (3).** *Prerequisite:* ACC 210. An introduction to accounting standards, an overview of accounting statements, and detailed study of asset and liability accounting. (Formerly ACC 393). A minimum grade of "C" in ACC 310 is required as a prerequisite for ACC 360, 410, 477, 478, 489, 490, and 497.

360. **Financial Accounting II (3).** *Prerequisite:* ACC 310 with minimum grade of C. A detailed study of financial accounting topics including liabilities (bonds, pensions, deferred taxes, leases), stockholder's equity, earnings per share, accounting changes and errors, and the statement of cash flows. The course focuses on understanding accounting theory and applying the theory in solving problems.
371. **Cost Accounting (3).** *Prerequisite:* ACC 210. An introduction to cost accounting through a study of job-order costing, process costing, activity-based costing, standard costing, and variable costing. Emphasis on master, flexible and pro forma budgets with variance analysis.
372. **Income Tax Accounting (3).** *Prerequisite:* ACC 210. Federal income tax laws as they apply to individuals. Training in the interpretation of regulations and the preparation of a comprehensive federal income tax return. Tax research is also required with a focus on tax planning. Limited coverage is provided of the history of the tax laws as well as additional types of taxes paid by U.S. citizens.
398. **Governmental Accounting (3).** *Prerequisite:* ACC 210, 310 with minimum grade of C. Accounting procedures for all governmental units, and nonprofit service organizations. Analysis of fund accounting and procedures to prepare government-wide entity statements.
401. **Advanced Accounting Information Systems (3).** *Prerequisite:* ACC 301 with minimum grade of C. A continuation of the transaction cycles of a business with emphasis placed on flowcharting, context diagrams, and data flow diagrams. Risk assessment of inadequate internal controls in an Electronic Data Processing environment.
410. **Financial Accounting III (3).** *Prerequisite:* ACC 310 with minimum grade of C. A detailed study of business expansion including combinations and international operations, and an overview of partnership accounting.
476. **Advanced Income Tax Accounting (3).** *Prerequisite:* ACC 372 with minimum grade of C. Advanced federal income tax topics including property transactions and inter-national taxation issues. The course also focuses on the taxation of corporation, S corporations, and partnerships. Limited coverage is provided on the taxation of trusts and estates as well as the alternative minimum tax. Understanding the implementation of the current regulations as well as tax planning strategies are discussed.
477. **Auditing (3).** *Prerequisites:* ACC 301, 310, and 360 (minimum grade of C required for all prerequisites). An overview of the theory and process of performing external audits and other attestation services. Courses coverage includes a study of professional standards, the independence of the external auditor, ethical issues, legal liability, internal controls, statistical sampling, auditing with computers, and the internal audit process.
478. **Accounting Theory (3).** *Prerequisites:* ACC 360 and 410 (minimum grade of C required for all prerequisites). The function of accounting in society including the conceptual framework of accounting and its application to current financial reporting requirements.
489. **Accounting Internship (3).** *Prerequisites:* Senior status and consent of the instructor and the Accounting Department Head. Provides the accounting major with practical experience in the field via an internship arrangement. (PASS/FAIL grade only).
490. **Advanced Auditing (3).** *Prerequisites:* Senior standing and ACC 477 with a minimum grade of C. The practical application of auditing concepts and standards. An understanding of auditing principles is reinforced and explained by exposure to problems and cases.
497. **Seminar in Accounting (3).** *Prerequisite:* Senior accounting majors only. Examines critical accounting topics through intensive review of current literature and pronouncements. Assesses student's ability to effectively communicate accounting information.

498. **Independent Research in Accounting (3).** *Prerequisite:* Permission of department head. Research will be conducted on an area of special interest documented by a thesis-styled research paper. Scheduled on demand.

**DEPARTMENT OF MANAGEMENT (MGT) AND  
MARKETING (MKT)**

**216 MERRILL HALL Department Head: Cobb**

**MANAGEMENT/IME FACULTY**

**Professor: Borstorff, Cobb, Gooding, Hearn, Marker**

**Associate Professors: Williams**

**Assistant Professors: Featherstone, Palmer**

**Instructors: Buchanan, Newton**

**MARKETING FACULTY**

**Associate Professors: Day, Thomas, Cunningham**

**Instructor: Parker**

**DESCRIPTION OF COURSES**

**MANAGEMENT (MGT)/ INFORMATION MANAGEMENT, E-COMMERCE (IME)**

Courses listed below require, in addition to stated prerequisites, ACC 200, 210, EC 221, 222, MS 112, and ST 260, 261.

**MANAGEMENT (MGT)**

301. **Principles of Management (3).** *Prerequisite:* Junior standing. A basic course in general management principles and theories. (Management 301 is a prerequisite to all other management courses.)
305. **Organizational Behavior (3).** *Prerequisite:* MGT 301. The application of organizational behavior theories in developing managerial competencies in the area of leadership, motivation, team building, group dynamics, interpersonal and group conflict.
330. **Entrepreneurship (3).** *Prerequisite:* MGT 301. Comprehensive overview of entrepreneurship and the entrepreneurial process. A practical guide to starting a small business.
372. **The Dynamics of Organizations (3).** *Prerequisite:* MGT 301. An analysis of the managerial process and dynamics of organization, with the organization viewed as a system interacting with a changing environment.
385. **Human Resource Management (3).** *Prerequisite:* MGT 301. Basic principles, philosophies, and applications of personnel administration.
386. **Advanced Organizational Behavior (3).** *Prerequisite:* MGT 305. Utilizing organizational behavior theories to develop skills necessary to manage in any organizational setting.
389. **Advanced Human Resource Management (3).** *Prerequisite:* MGT 385. An advanced Human Resource Management course. Extensive use of cases, practical application of theory and research into the legal requirements of Human Resource Management.
410. **Advanced Operations Management (3).** *Prerequisite:* CBA 390. An in-depth study of selected topics in production and operations management.
420. **Teams and Quality Management (3).** *Prerequisites:* Senior Status and MGT 305. Focuses on the development and use of teams to improve quality, productivity, and organizational processes. Examines concepts, philosophies, and tools used in managing for quality.

422. **Seminar in Human Resource Management (3).** *Prerequisite:* MGT 385. A comprehensive course covering human resource management strategies, functions, and activities in modern organizations. Particular emphasis is placed on current issues facing human resource managers in organizations.
468. **Compensation Management (3).** *Prerequisite:* MGT 385. An applied study of the development of compensation packages including a review of major theories and techniques regarding internal consistency, external competitiveness, individual contribution, administrative procedures, and benefit.
489. **Management Internship (3).** *Prerequisites:* Senior status and consent of instructor. Provides the management major with practical experience in the management field via an internship arrangement. (PASS/FAIL grade only.)
490. **Collective Bargaining (3).** *Prerequisite:* MGT 385. A comprehensive study of employer and employee relations. Emphasis is placed on legislation, policies, and practices regarding negotiation and bargaining within the employer-union-employee relationship. Attention is also focused on the problem of handling and settling industrial controversy.
491. **Management Seminar (3).** *Prerequisite:* Senior standing. A topical seminar which includes selected readings in current management literature combined with classroom lectures and discussions. Includes supervised and independent student research.
495. **Business Decision Simulation (3).** *Prerequisite:* Senior Standing. GPSS computer simulation software is used to construct business decision-making models. Problem analysis, report writing, and software use are emphasized.
496. **International Management (3).** *Prerequisite:* Senior status. Comparative study in managing the international, multinational and national business organization.
499. **Senior Management Research (3).** *Prerequisites:* Senior status and consent of instructor. Independent research on a management topic jointly selected by student and instructor.

The following courses may also be used to satisfy elective requirements for the Management major. All prerequisites must be met.

**Finance 300.—Business Law (3).** For course description, see Finance 300.

**Finance 311.—Personal Financial Planning (3).** For course description, see Finance 311.

**Finance 341.—Principles of Real Estate (3).** For course description, see Finance 341.

**Finance 361.—Bank Management (3).** *Prerequisite:* FIN 301. For course description, see Finance 361.

**Finance 474.—Investments (3).** *Prerequisite:* FIN 301. For course description, see Finance 474.

**Information Management/E-commerce 380.—Project Management (3).** *Prerequisite:* IME 375. For course description, see IME 380.

**Information Management/E-commerce 420.—Virtual Enterprises (3).** *Prerequisite:* IME 375. For course description, see IME 420.

**Information Management/E-commerce 450.—E-Commerce Information Management (3).** *Prerequisite:* IME 375. For course description, see IME 450.

**CBA 300.—American Business Enterprise (3).** *Prerequisites:* EC 221 and 222. For course description, see CBA 300.

**CBA 488.—Small Business Experience (3).** *Prerequisite:* Senior status and completion of all 200-300 level CCBA core courses. For course description, see CBA 488.

**Marketing 365.—Marketing Successes and Failures (3).** *Prerequisite:* MKT 301. For course description see Marketing 365.

**Marketing 370.—Transportation and Logistics (3).** *Prerequisite:* MKT 301. For course description, see Marketing 370.

**Marketing 378.—Consumer Behavior (3).** *Prerequisite:* MKT 301. For course description, see Marketing 378.

**Marketing 395.—Business-to-Business Marketing (3).** *Prerequisite:* MKT 301. For course description, see Marketing 395.

### INFORMATION MANAGEMENT/E-COMMERCE

375. **Introduction to e-Commerce (3).** *Prerequisite:* Junior Standing. Survey course in e-commerce and the digital enterprise. The course emphasizes using the web to learn about the web and the elements of e-business. Students work in team environments with groupware and collaboration software. Topics include digital design, web business models, web metrics, using intelligent agents, dynamic pricing, security and privacy, governance models, and web ethics. (Formerly CBA 375)
380. **Project Management (3).** *Prerequisite:* IME 375. This course focuses on three vital elements of project management: people, process, and technology. Students learn project management concepts, objectives, and tools, and how to utilize coaching strategies to manage complex e-business and e-commerce projects. Topics include the PM process, project planning, project execution, and project evaluation.
385. **E-Commerce Marketing and Metrics (3).** *Prerequisite:* IME 375. An in-depth study of web business models, this course surveys major e-commerce markets and marketing strategies, including web pricing strategies. The course also focuses on web metrics and performance management criterion and how e-businesses utilize them. Focus group and survey research applications in the digital world are covered. Students will learn the effects electronic markets have on local, national, and global economics.
410. **Process and Methodology (3).** *Prerequisite:* IME 375. Students will examine current enterprise business processes, critique process documents, learn to map methods to processes, and develop a digital business process model.
420. **Virtual Enterprises (3).** *Prerequisite:* IME 375. The Virtual Enterprise represents a new organization for the 21st century, enabled by new information technologies and evolving to compete in a global economy. This course examines the development of the virtual enterprise and explores strategies for managing in virtual and matrixed organizations. Students review a range of electronic collaboration tools for virtual work environments.
450. **E-Commerce Information Management (3).** *Prerequisite:* IME 375. Developing skills in utilizing e-commerce information to assist managerial decisions. Managing and integrating web page information. (Formerly CBA 450)
451. **E-Commerce Applications (3).** *Prerequisite:* Capstone course, should be taken in senior year. Students will participate in an e-commerce project and apply the theories, processes, and methodologies learned in previous IME courses. Students will engage in activities with selected clients to provide strategic consulting guidance and develop high-level solution designs.
475. **Current Issues in e-Commerce (3).** *Prerequisite:* IME 375. Distinguished executive guest lecturers and the e-business faculty discuss topical issues related to business transformation and the cyber economy. (Formerly CBA 475)

### MARKETING (MKT)

Courses listed below require, in addition to stated prerequisites, ACC 200, 210, EC 221, 222, MS 112, and ST 260, 261.

301. **Principles of Marketing (3).** *Prerequisite:* Junior standing. An introduction to marketing strategy. Focuses on the application of product, promotion, price and distribution elements in satisfying the wants and needs of target markets.

361. **Sales/Sales Force Management (3).** *Prerequisite: MKT 301.* A study of the personal selling process. The course focuses on communications, motivation, planning, and practical application of sales techniques.
365. **Marketing Successes and Failures (3).** *Prerequisite: MKT 301.* Students interpret managerial actions in firms in light of insight and knowledge acquired in other business courses. Cases are judged based on marketing results as well as financial and other policy decisions. Many cases involve a strong ethical component.
370. **Transportation and Logistics (3).** *Prerequisite: MKT 301.* Provides a broad and general exposure to transportation issues including modes of transportation, their relationships, and special uses. Business logistics (including, but not limited to coverage of inventory, warehousing, materials and handling, packaging, and order procession) and how transportation and logistics are interrelated are also covered.
378. **Consumer Behavior (3).** *Prerequisite: MKT 301.* A study of fundamental activities, habits, and motives which affect consumer interest, trial, evaluation, usage, and disposal of products. Includes ethical marketing considerations.
388. **Advertising and Promotion (3).** *Prerequisite: MKT 301.* Investigation of methods used to communicate with markets, including advertising, sales promotions, re-seller support, publicity, public relations, and corporate advertising. Includes case combining these methods with a managerial orientation. (formerly MKT 377)
394. **Retailing (3).** *Prerequisite: MKT 301.* A study of the American retailing system. Topics include: the expanding role of e-commerce, store management, atmospherics, location analysis, trading area analysis, site selection, retail buying, merchandise and financial budgeting, inventory control, and promotional strategy.
395. **Business-To-Business Marketing (3).** *Prerequisite: MKT 301.* An analysis of marketing strategy as it applies to firms that engage in the production of finished products or services, including an examination of the buying behavior of profit and non-profit-making enterprises, as well as governmental agencies and the impact of e-commerce on these enterprises and processes. (formerly MKT 363) (May not be taken for credit if student has completed MKT 363 - Industrial Marketing)
489. **Marketing Internship (3).** *Prerequisites: Junior status and consent of instructor.* Provides the marketing major with practical experience in the marketing field via an internship arrangement. (PASS/FAIL grade only).
492. **Senior Marketing Seminar (3).** *Prerequisites: Senior status and MKT 301.* Investigation and analysis of current literature and problems in the field of marketing. Includes classroom lectures and discussions; supervised and independent student research.
493. **International Marketing (3).** *Prerequisites: Senior status and MKT 301.* An introduction to the cultural differences encountered in foreign markets (mainly the Arabic/Islamic and Japanese cultures), and the effects of these on target markets, and the product, price, place, and promotion aspects of marketing. The questions of adaptation vs. standardization as a strategy in international markets, barriers to market entry and trade, and the import/export process are examined.
495. **Marketing Management (3).** *Prerequisites: Senior status and MKT 301.* Capstone course combining lecture, cases, and student discussion in a seminar setting. Examines and analyzes the marketing process with special emphasis on the development of comprehensive marketing plans.
497. **Market Research (3).** *Prerequisites: Senior status and MKT 301.* The application of research techniques and procedures for assessing markets. Students will conduct an actual research project and submit results in a thesis-type report.
498. **Senior Marketing Research (3).** *Prerequisites: MKT 497 and consent of instructor.* Independent research on a marketing topic jointly selected by student and instructor.

The following courses may also be used to satisfy elective requirements for the Marketing major. All prerequisites must be met.

**Finance 300.—Business Law (3).** For course description, see Finance 300.

**Finance 311.—Personal Financial Planning (3).** For course description, see Finance 311.

**Finance 341.—Principles of Real Estate (3).** For course description, see Finance 341.

**Finance 474.—Investments (3).** *Prerequisite: FIN 301.* For course description, see Finance 474.

**Information Management/E-commerce 380.—Project Management (3).** *Prerequisite: IME 375.* For course description, see IME 380.

**Information Management/E-commerce 420.—Virtual Enterprises (3).** *Prerequisite: IME 375.* For course description, see IME 420.

**Information Management/E-commerce 450.—E-Commerce Information Management (3).** *Prerequisite: IME 375.* For course description, see IME 450.

**CBA 488.—Small Business Experience (3).** *Prerequisites: Senior status and completion of all 200-300 level CCBA core courses.* For course description, see CBA 488.

**Management 330.—Entrepreneurship (3).** *Prerequisite: MGT 301.* For course description, see MGT 330.

**Management 372.—Dynamics of Organizations (3).** *Prerequisite: MGT 301.* For course description, see MGT 372.

**Management 385.—Human Resource Management (3).** *Prerequisite: MGT 301.* For course description, see MGT 385.

**Management 468. Compensation Management (3).** *Prerequisite: MGT 301.* For course description, see MGT 468.