

COLLEGE OF BUSINESS ADMINISTRATION

UNIVERSITY OF SOUTH FLORIDA - 1998/99 UNDERGRADUATE CATALOG

COLLEGE MISSION

The USF College of Business Administration will provide high quality programs preparing students to contribute to and take leading positions in business and society. Our teaching, scholarship, and service will link theory and practice to benefit the University and the community.

The College of Business Administration offers courses of study leading to both undergraduate and graduate degrees. All degree programs in the College of Business Administration are fully accredited by the American Assembly of Collegiate Schools of Business (AACSB).

The undergraduate curriculum which leads to a Bachelor of Arts or Bachelor of Science degree is composed of several segments: (1) broad general education in the arts, humanities and sciences; (2) the common body of knowledge for management responsibilities; (3) specialized areas of concentration in Accounting, Economics, Finance, Management, Marketing, General Business, Management Information Systems; and (4) opportunities for breadth in both business and nonbusiness subjects. Through flexibility in its requirements, the College is able to satisfy the different interest and career objectives of students with diverse backgrounds. Graduate programs in the College are described in the USF Graduate Catalog.

BACCALAUREATE LEVEL DEGREE PROGRAMS

Admission to the College Undergraduate Programs

1. Admission to the College of Business Administration is based upon availability of faculty and space by discipline.
2. The College of Business Administration is an upper level limited access college, which means that it has admission requirements in addition to those of the University in general.

The criteria to be admitted to the College of Business Administration are as follows:

- a. Minimum of 60 semester hours of college credit earned.
 - b. Minimum of 2.5 cumulative grade point average on all college-level work and minimum 2.0 on all credit attempted at USF including any prior to salvage.
 - c. Completion of these prerequisite college courses (or equivalents):
 - Financial Accounting
 - Managerial Accounting
 - Microeconomics
 - Macroeconomics
 - Statistics I
 - Computers in Business
 - Calculus for Business
 - d. All courses (or their equivalents) listed in c., above, must be completed: (1) with at least a C grade, and (2) with a combined minimum grade point average of 2.0.
 - e. In computing entry grade point average all business and economics courses taken for S or U grades will be converted to C or F, respectively.
 - f. Students meeting all other requirements and with a cumulative grade point average between 2.3 and 2.5 may apply to the College of Business, and will be considered on a case by case basis.
3. Students working toward meeting the limited access criteria will be permitted to enroll in all foundation courses in Business (listed below) except GEB 4890, provided they have completed 60 semester hours and have met course prerequisites.
 4. Minimum of 550 on TOEFL when applicable.
 5. Students must be admitted to the College of Business Administration at least one term before their anticipated graduation date.

Academic Dismissal

Students who have been dismissed twice from the University for academic reasons will not be readmitted to the College of Business Administration.

Transfers from Junior/Community Colleges

Junior/community college students should complete the program of general education at the junior/community college.

Students pursuing the associate degree in university transfer/parallel curricula at the junior/community college should take two semesters of mathematics to include a course in business calculus, two semesters of accounting principles, two semesters of economic principles, one semester of statistics, and one semester of computers in business and, perhaps, a speech course. (See paragraph 2c above.) Students pursuing associate degrees in terminal/career programs must be aware that some courses taken at the junior/community college may not be acceptable for credit in the baccalaureate programs at USF.

Students should avoid taking any Business courses at the junior/community college which are listed as 3000 and 4000 level courses at USF. Normally, courses in finance, marketing, management, and accounting as well as other business administration and economic courses taken at the lower division level which are offered as upper division courses at USF will not be accepted for upper division credit in business administration or economics. Exceptions to this policy will be made only upon proper validation of such courses. Validation consists of CLEP or other written examinations prepared and administered by the College of Business Administration, USF.

Prerequisites (State Mandated Common Prerequisites)

A student wishing to transfer to USF should complete the A.A. degree at a Florida community/junior college. Some courses required for the major may also meet General Education Requirements thereby transferring maximum hours to the university. A minimum of 60 semester hours must be completed at the university unless prior approval is secured. If a student transfers without an A.A. degree and has fewer than 60 semester hours of acceptable credit, a student must meet the university's entering freshman requirements including ACT or SAT test scores, GPA, and course requirements. A transfer student should also be aware of the immunization, foreign language, and continuous enrollment policies of the university.

Students must meet the State Mandated Prerequisites below.

ACG X021 Financial Accounting
or ACG X001 and ACG X011
ACG X071 Managerial Accounting I
CGS X100 Computers in Business
ECO X013 Economic Principles (Macroeconomics)
ECO X023 Economic Principles (Microeconomics)
MAC X233 Calculus for Business
STA X023 Introductory Statistics I
or QMB X100

Transfer Students From Other Colleges and Universities

Transfer credits ordinarily will be accepted from accredited institutions in the amount earned; however, all hours earned may not always be applied toward graduation. Individual courses will be evaluated and appropriately credited toward requirements in the student's program at USF. Transfer students are required to complete satisfactorily, at USF a minimum of 50 percent (30-33 semester credit hours, depending on major) of required business courses, including 12 - 18 semester hours in the major field. Independent study and independent research courses do not fulfill this requirement. Students should be aware that USF Liberal Arts Exit Requirements will normally

increase the minimum residency at USF by an additional six to nine credit hours. Note that College of Business Administration academic residency requirements for graduation exceed the minimum requirements established for USF.

General Requirements for B.A./B.S. Degree

Students must satisfactorily complete a minimum of 120 semester hours, of which 60 or more must be earned at baccalaureate degree-granting institutions. Of the minimum 120, at least 60 hours must be business courses, and a minimum of 54 hours must be non-business courses (i.e., all courses not normally offered in the College of Business Administration). Additional electives may be required to reach a minimum of 120 hours. These electives may be either business or non-business. More specifically the requirements for graduation are:

1. **Non-Business**

General Education Requirements	Semester Hours
a. English Composition	6
b. Quantitative Methods (Calculus is required)	6
c. Natural Sciences	6
d. Social Sciences	6
e. Historical Perspectives	6
f. Fine Arts	3
g. African, Latin American, Middle Eastern, or Asian Perspectives	3
TOTAL	36
Exit Requirements	Semester Hours
a. Major Works and Major Issues	6
b. Literature and Writing	3
TOTAL	9

(see Liberal Arts Requirements for more details)
SUFFICIENT ELECTIVE COURSES TO REACH A MINIMUM NON-BUSINESS HOURS 54
2. **Business**

Foundation Courses in Business	
ACG 2021 Principles of Financial Accounting	3
ACG 2071 Principles of Managerial Accounting	3
CGS 2100 Computers in Business	3
ECO 2013 Economic Principles: Macroeconomics	3
ECO 2023 Economic Principles: Microeconomics	3
QMB 2100 Business & Economic Statistics I	3
BUL 3320 Law and Business I	3
ECO 3100 Managerial Economics	3
FIN 3403 Principles of Finance	3
QMB 3200 Business & Economic Statistics II	3
MAN 3025 Principles of Management	3
ISM 3431 Management Science POM	3
MAR 3023 Basic Marketing	3
GEB 4890 Business Policy	3
Total Foundation Courses in Business	42
Major Requirements	18-24
Sufficient courses to reach at least 60 hours	
Minimum Business Courses	60-72
3. **Electives in Business or Non-Business**

Sufficient elective courses to reach a minimum of 120 hours	
Minimum Total Hours	120
4. All Business majors are required to take a speech course (SPC 2023, COM 3110 or equivalent) and an advanced writing course (ENC 3213, ENC 3310, or equivalent).
5. All business students are required to select at least one course that deals with contemporary international topics. This course can be included in the business, non-business, or elective category. Consult with a business advisor for suggestions on acceptable courses.
6. A grade-point average of 2.0 must be achieved in the major field, as well as in all college work and in all USF work, for students to be certified for graduation. Students must have satisfactorily completed CLAST and the writing and computation course requirements of 6A-10.30 ("Gordon Rule"). For a Bachelor of Arts degree, students must demonstrate competency in a foreign language (refer to the Academic

Policies and Procedures section of this catalog). American Sign Language is not approved by the College of Business for the Foreign Language Exit Requirement.

7. All courses in the major or minor field and all foundation courses in business must be taken on a graded basis; the S/U option is not available.
8. Accounting majors are not required to take ACG 2071 and may enroll in ACG 3103 upon the completion of ACG 2021 and meeting all other admission requirements for the College of Business Administration.

While the College provides advising services to assist students with academic planning, the responsibility for seeing that all graduation requirements are met ultimately rests solely with the student.

Student Advising and Records

The Office of Undergraduate Programs provides the following services for College of Business Administration students:

1. Academic advising and program information.
2. Orientation for undergraduate students applying for admission to the College of Business Administration. Orientation is mandatory prior to being accepted.
3. Registration and drop/add for business courses.
4. Evaluation of undergraduate transcripts of transfer students.
5. Maintenance of academic advising records for all admitted students.

PROGRAMS AND CURRICULA

■ GENERAL BUSINESS (GBA)

The General Business Major is a program of study that will allow the student to take additional upper level course work in several business and, in some instances, other disciplines related to the student's plan of study.

• Requirements for the B.A./B.S. Degree

Within the 120 semester hour program as listed in the General Requirement section, students must complete a minimum of 18 hours of upper level courses beyond the business core requirements.

Student are required to take one upper level course from each of the following groups:

- | | |
|----------------------------------------------------------------------------------------------------|----------------|
| Accounting: | |
| ACG 3103 Intermediate Financial Accounting I | (3) |
| ACG 3341 Cost Accounting and Control I | (3) |
| TAX 4001 Concepts of Federal Income Taxation | (3) |
| Economics: | |
| Any course offered by the Economics Department numbered 3000 or above. | (3) |
| Finance: | |
| Any course offered by the Finance Department numbered 3000 or above (except FIN 3100 and FIN 3105) | (3) |
| Management: | |
| MAN 3240 Organizational Behavior Analysis | (3) |
| MAN 3401 Industrial Relations | (3) |
| ISM 3011 Management Information Systems | (3) |
| Marketing: | |
| MAR 3823 Marketing Management | (3) |
| MAR 3613 Marketing Research | (3) |
| Other upper level business electives | (3-9) |
| TOTAL | (18-24) |

Independent study and independent research courses are not appropriate electives.

• Requirements for a Minor in Business Administration (Non-Business Majors Only)

Admission to the Business Administration Minor Program requires the signature of the student's major program advisor. All students admitted to the program must complete an introductory computer course (with a content similar to CGS 2100 Computers in Business) or obtain a waiver for this requirement

from the College of Business Administration by demonstrating competence in the use of computers.

The course requirements are:

1. ACG 3074 Managerial Accounting for Non-Business Majors* (3)
 - ECO 1000 Basic Economics** (3)
 - FIN 3403 Principles of Finance (3)
 - MAN 3025 Principles of Management (3)
 - MAN 4930 Managerial Applications (3)
 - MKT 3023 Basic Marketing (3)
2. A grade point average of 2.0 or better must be achieved in the minor course work at USF and in all minor courses completed at any institution.
3. At least 12 hours of the required 18 credit hours must be taken in residence at USF.

*ACG 2021 & ACG 2071 may be substituted for ACG 3074.

**ECO 2013 & ECO 2023 may be substituted for ECO 1000.

■ ACCOUNTING (ACC)

The objectives of the baccalaureate degree program in accountancy are to provide students with accounting and business knowledge that will serve as a basis for careers in industry, government, non-profit organizations and public accountancy.

The baccalaureate program also prepares students for entry into the Master of Accountancy (M.Acc.) professional degree program.

The State of Florida, like most states, requires a fifth year of education in order to sit for the CPA examination. Any further questions concerning the CPA examination should be directed to the faculty of the School of Accountancy.

• Requirements for the B.A./B.S. Degree

In addition to the non-business and business foundation courses listed in the General Requirements section, students must complete a minimum of 27 hours of upper level accounting courses, of which 18 credit hours must be taken in residence at USF, and sufficient elective hours to reach a 120 hour total.

Required Accounting Courses:

ACG 3103 Intermediate Financial Accounting I	(3)
ACG 3113 Intermediate Financial Accounting II	(3)
ACG 3341 Cost Accounting and Control I	(3)
ACG 3401 Accounting Information Systems	(3)
ACG 4632 Auditing I	(3)
TAX 4001 Concepts of Federal Income Taxation	(3)
Total	(18)

Electives (9 hours)

ACG 4123 Intermediate Financial Accounting III	(3)
ACG 4351 Cost Accounting and Control II	(3)
ACG 5201 Advanced Financial Accounting	(3)
ACG 4501 Governmental/Not-for-Profit Accounting	(3)
ACG 4642 Auditing II	(3)
ACG 4931 Selected Topics	(3)
ACG 4932 Honors Accounting Seminar	(3)
ACG 5671 Internal and Operational Auditing	(3)
TAX 5015 Federal Taxation of Business Entities	(3)
Total	(9)

The student's program must also include coursework taken in behavioral sciences and humanities, such as psychology, anthropology, and sociology, and the political environment of business and society, such as political science, public administration, and ethics. College of Business Administration advisors will recommend courses that will satisfy the program requirements.

Accounting majors can use the forgiveness policy only once in upper level accounting courses. Accounting courses taken by accounting majors on an S/U basis will not be counted toward the 120 hour graduation requirement. Independent Research, ACG 4911, will not be accepted as credit toward the minimum degree requirements in the accounting concentration.

Accounting majors must earn a "C" grade in each of the sequential upper-level accounting courses before being allowed to go on to the next course: i.e., ACG 3103, ACG 3113, ACG 3341, ACG 4632, TAX 4001.

■ ECONOMICS (ECN)

Economics offers a clear and logical approach to business decision-making. The department offers broad course choices allowing students to tailor their programs to provide training for careers in business as well as teaching, government, and law. Students interested in majoring or minoring in economics should contact the Undergraduate Advisor in the Economics Department for more information.

• Requirements for the B.A./B.S. Degree

Within the 120-semester hour program as listed in the General Requirements section, students must complete a minimum of 18 hours of upper-level economics beyond the business core requirements. Students must obtain a grade of "C" or higher in ECO 3100 Managerial Economics or ECO 3101 Intermediate Price Theory, in order to enroll in any course for which ECO 3100, ECO3101 or ECO 3203 is a prerequisite. No more than 3 hours credit can be applied toward a major from ECO 4905 and/or ECO 4914. At least 12 hours must be taken in residence at USF. Grades of "C" or better in ECO 2013 and ECO 2023 are required for graduation with a major in Economics.

Required Economics Courses:

ECO 3203 Intermediate Income and Monetary Analysis	(3)
15 hours of upper-level economics courses	(15)
At least 9 hours must be in courses for which ECO 3100, ECO 3101 or ECO 3203 is a prerequisite.	
Total	(18)

Requirements for a Minor in Economics:

Students throughout the University may earn a minor in Economics by satisfactorily completing 18 hours in Economics. The requirements are:

1. ECO 2013 Economic Principles: Macroeconomics (3)
ECO 2023 Economic Principles: Microeconomics (3)
Upper level economics electives (including QMB 3200) (12)
Total Economics Hours (18)
Business majors may obtain a minor with only 6 additional upper level hours in economics beyond the Business Core.
2. Before being recognized as a minor in economics, a student must obtain program approval by the Economics Department Undergraduate Advisor.
3. A grade point average of 2.0 or higher must be achieved in minor course work for certification of the minor for graduation. ECO 4905 and ECO 4914 may not be counted toward the minor.
4. At least 9 hours must be taken in residence at USF.

The Economics Pre-Law Curriculum

Economic principles provide the foundation for much of our legal system. Economics offers a series of courses to provide the abstract and applied skills required by those seeking legal careers.

Beyond ECO 2013 Economic Principles (Macroeconomics) and ECO 2023 Economic Principles (Microeconomics), students should elect ECP 4451 Law and Economics. ECP 3413 Economics of Regulation and Antitrust and ECO 4935 Economics of Crime are strongly recommended. Additional courses of interest are: ECO 4504 Public Finance, ECP 3530 Economics of Health, ECP 3302 Environmental Economics, ECP 3203 Labor Economics, ECP 3201 Economics of Women and Work.

The Economics Pre-Law Curriculum fits easily within the Economics major or minor but is open to other students. The Economics Department Undergraduate Advisor has helpful

advice for students taking the Law School Admissions Test or applying for admission to law schools.

FINANCE (FIN)

The Finance major provides a broad-gauged analytical program for students anticipating a career in the management of both large and small organizations. Finance provides a good background for students seeking a general career in business. Finance majors may elect to follow tracks which prepare them for entry and advanced careers in

- the financial management of corporations
- the management of financial institutions
- investments
- financial services, insurance, and real estate.

In addition, the program in Finance is designed to provide the skills required by students earning degrees in other business disciplines and by students who seek professional degrees in areas such as law and public administration.

The Finance program offers applied and theoretical courses to enable the graduate to identify and solve problems in the acquisition and allocation of funds by organizations in the public and private sectors in domestic and international settings. It provides the background necessary for managing wealth in a risky environment. Finance relies on an interdisciplinary approach which draws on economic theory, accounting, information systems and the quantitative decision frameworks of statistics and mathematics.

The major is designed to insure that graduates will be familiar with the tools of financial decision-making and that they will possess the skills to stay abreast of the developments in the field. Finance graduates will understand the functions and operations of financial markets, will become familiar with computer applications in finance, and will know how to access and utilize financial information. Course content is designed to provide majors with an appreciation of cooperative work skills and to enhance their verbal and written communication skills.

Requirements for the B.A./B.S. Degree

Within the 120 semester hour program as listed in the General Requirements section, students must complete a minimum of 18 hours of upper-level finance courses beyond FIN 3403.

Required Finance Courses:

FIN 4303	Financial Institutions and Markets	(3)
FIN 4414	Advanced Corporation Finance	(3)
FIN 4504	Principles of Investments	(3)
Additional upper level Finance electives		(9-15)
Total		(18-24)

Finance electives may be selected from among those 3000 and 4000 level classes which have FIN, REE, and RMI prefixes. At least two electives must have an FIN prefix. The following Finance tracks are recommended for students with specific interest in the following career areas:

Corporate Financial Management

- FIN 3604 International Finance
- FIN 4412 Working Capital Management
- FIN 4443 Financial Policies and Strategies

Management of Financial Institutions

- FIN 3233 Money and Banking
- FIN 3604 International Finance
- FIN 4324 Bank Management
- FIN 4412 Working Capital Management
- FIN 4443 Financial Policies and Strategies

Investments

- FIN 3604 International Finance
- FIN 4514 Advanced Investment Analysis & Management
- REE 4303 Real Estate Investment Analysis

Financial Services

- FIN 3604 International Finance
- FIN 4514 Advanced Investment Analysis & Management
- REE 3043 Principles of Real Estate
- REE 4303 Real Estate Investment Analysis
- RMI 3011 Principles of Insurance

Requirements for a Minor in Finance (for Business Majors only)

Students majoring in Business Administration may minor in Finance. The requirements are:

1. FIN 4504 Principles of Investments (3)
- FIN 4303 Financial Institutions and Markets (3)
- FIN 4414 Advanced Corporation Finance (3)
- Another upper level Finance Elective with an FIN, REE, or RMI prefix (3)
- TOTAL Finance Hours (12)
2. A grade point average of 2.0 or better must be achieved in the minor course work at USF and in all minor courses completed at any institution.
3. At least 9 of the required 12 credit hours must be taken in residence at USF.

INFORMATION SYSTEMS AND DECISION SCIENCES (ISM)

The Management Information Systems (MIS) major provides the skills and knowledge necessary for information systems development and support positions in both business and non-business organizations.

Requirements for the B.A./B.S. Degree

Within the 120 semester hour program listed in the General Requirements section, students must complete a set of six MIS courses and two approved MIS electives.

Required MIS Courses:

ISM 3230	Introduction to Business Application Development	(3)
ISM 3232	Adv. Business Application Development*	(3)
ISM 3113	Systems Analysis and Design	(3)
ISM 4212	Database Administration	(3)
ISM 4220	Business Data Communications	(3)
ISM 4300	Managing Information Resources	(3)
Approved MIS Electives		(6)
Total		(24)

* An approved 2-semester sequence in COBOL programming (two 3-hour courses) may be substituted for ISM 3232. An approved 2-semester sequence in COBOL is currently offered by the College of Engineering; however, these hours will not count as MIS or Business electives.

ISM 3230 (Introduction to Business Application Development) is to be taken before, or concurrently with, ISM 3113 (Systems Analysis and Design) which is a prerequisite for all other required MIS courses. Normally ISM 3113 should be completed by the end of the first semester of the junior year.

MIS majors must earn a "C" or better in all required MIS courses; they can use grade forgiveness for only one upper-level MIS course. No more than three hours of ISM 4950 may be counted as MIS electives. (ISM 4905 will not count as an MIS elective.)

Requirements for a Minor in MIS (for Business Majors only)

Students majoring in Business Administration may minor in MIS. The requirements are:

1. ISM 3230 Introduction to Business Application Development (3)
- ISM 3113 Systems Analysis & Design (PR/CR ISM 3230) (3)
- Plus, any 2 of the following: (6)
- ISM 3232 Advanced Business Application Development
- ISM 4212 Database Administration
- ISM 4220 Business Data Communication
- Total MIS hours (12)
2. A grade point average of 2.0 or better must be achieved in the minor course work at USF and in all minor courses completed at any institution.
3. At least 9 hours of the required 12 credit hours must be taken in residence at USF.

■ MANAGEMENT (MAN)

The undergraduate degree in the Department of Management prepares students for entry level positions in Human Resource Management, Industrial Relations, and Small Business Management. It also prepares students for entry into graduate programs, such as the Master of Science in Management and the Master of Business Administration.

• Requirements for the B.A./B.S. Degree

Within the 120-semester-hour program as listed in the General Requirements section, students must complete 18 hours of management beyond MAN 3025.

Required Management Courses:

MAN 3240 Organizational Behavior Analysis	(3)
Additional upper-level management courses	(15-21)
Total	(18-24)

MAN 4504 and MAN 4507 do not count towards the management major.

Students are encouraged to seek additional curriculum advice from the Management Department.

• Requirements for a Minor in Management (For Business Majors Only)

Students majoring in Business Administration may minor in Management.

The requirements are:

1. MAN 3240 Organizational Behavior Analysis (3)
Management electives approved by department chair (9)
Total Management hours (12)
2. A grade point average of 2.0 or better must be achieved in the minor course work at USF and in all minor courses completed at any institution.
3. At least 9 hours of the required 12 credit hours must be taken in residence at USF.

■ MARKETING (MKT)

Marketing is a dynamic field with many dimensions, including product selection and planning, product distribution, pricing and promotion. Marketing poses many challenges and yields generous rewards for those meeting these challenges. Marketing operations are carried out domestically and internationally in virtually all business organizations offering a product or service. Many marketing concepts are applicable to the operations of non-profit organizations such as governmental, educational, and health care institutions as well as charitable and political campaigns.

Marketing operations provide the most visible links between the firm or institution and its many publics. Marketing in the end deals with people, people who are constantly changing in their needs, wants and desires; and coupled with these changing tastes is a fiercely competitive environment sustained by all the resources of a rapidly evolving technology. These forces lead to much of the challenge -- to much of the dynamic nature of marketing.

The marketing program at USF prepares students for initial entry and management positions in many areas of marketing with a curriculum that is concerned with:

1. Understanding consumer behavior and the broader environment within which the firm or institution operates;
2. Collecting, analyzing, and using information about customers, competitors, and the environment for managerial decisions;
3. Distributing products effectively and efficiently from producer to user;
4. Advertising and promoting the offerings of the firm or institution effectively;
5. Creatively and effectively managing a sales force selling industrial or consumer goods and services; and
6. Managing retail and wholesale operations including the conceptualization, implementation and evaluation of the buying, merchandising, and control functions.

Each student is strongly encouraged to set up an individualized plan of study with the assistance of a Marketing depart-

ment faculty adviser. Such counseling can lead to a better definition of career objectives and will result in a plan of study that is consistent with each student's career objectives.

Undergraduate students in the College of Business not majoring in Marketing are encouraged to take selected offerings from the Marketing curriculum to broaden their backgrounds and to prepare for marketing-related positions in business or non-profit organizations.

• Requirements for the B.A./B.S. Degree:

Within the 120-semester-hour program as listed in the General Requirements section, students must complete a minimum of 18 hours in marketing beyond MAR 3023.

Required Marketing Courses:

MAR 3823 Marketing Management	(3)
MAR 3613 Marketing Research	(3)
MAR 4824 Marketing Management Problems	(3)
Additional upper-level marketing courses	(9-15)
Total	(18-24)

It is strongly recommended that marketing majors include courses in speech, computer science, finite mathematics, social psychology, and mass communications as part of their general electives.

The following Marketing elective tracks are recommended for students with specific interests.

Business to Business Marketing/Sales Management

MAR 4403 Sales Management
MAR 4453 Business to Business Marketing
MAR 4503 Buyer Behavior
MAR 3400 Professional Selling

Promotion

MAR 4333 Promotion Management
MAR 4503 Buyer Behavior
MAR 4933 Promotion Campaigns
MAR 3400 Professional Selling

Logistics and Physical Distribution

MAR 4203 Channels Management
MAR 4213 Logistics and Physical Distribution Management
MAR 4453 Business to Business Marketing
MAR 4231 Retailing Management
and/or
MAR 4156 International Marketing

Retailing

MAR 4231 Retailing Management
MAR 4503 Buyer Behavior
MAR 4333 Promotion Management
and/or
MAR 3400 Professional Selling
MAR 4213 Logistics and Physical Distribution Management

College of Business Administration International Programs

Certificate in International Business

The Certificate in International Business provides students with the perspectives, knowledge, skills and experience necessary for successful careers in today's global environment. A statement recognizing the completion of the Certificate in International Business will appear on the student's official transcript.

To qualify for the Certificate in International Business students must satisfy the requirements for one of the undergraduate major degree programs in Business Administration, and also complete sufficient additional course work to attain a minimum of 18 semester credit hours of upper level international business or approved related course work. With approval, international courses taken to meet degree requirements may also be used to meet the 18 semester credit hour certificate requirement. At least 12 of the 18 semester credit hours of international courses must be selected from a set of approved international business courses (see below). Up to 6

of the 18 semester credit hours in the certificate may be selected from approved area studies courses, or other courses taken outside the College which are relevant to the student's international area of interest. At least 12 semester credit hours of the course work in the Certificate in International Business program must be taken at USF. A grade point average of 2.0 or higher must be achieved in certificate course work taken at USF, as well as in any transfer work applicable to the certificate program. In addition to the specified course requirements, competency to effectively communicate in a foreign language must be demonstrated. Language competency will normally be evaluated by the USF Division of Languages. Students are required to choose a specific region of the world as the focal point for the area studies and language aspects of their programs.

Minor in International Business

Students Majoring in Business Administration

To qualify for the minor in International Business, students with a major in one of the undergraduate degree programs in Business Administration must successfully complete a minimum of 12 hours of international business or related course work. At least nine semester credit hours in the minor must be selected from a set of approved upper level international business courses (see below). One of the courses in the minor may be an approved area studies course, or other course, taken outside the College which is relevant to the student's international area of interest. A minimum of nine semester hours of the minor course work must be taken at USF. A grade point average of a 2.0 or higher must be achieved in minor course work taken at USF, as well as in any transfer work applicable to the minor. Competency to effectively communicate in a foreign language is strongly advised.

Non-Business Administration Majors

To qualify for the International Business minor non-business majors must complete the requirements for the minor in Business Administration (see previous Requirements for a Minor in Business Administration) and, in addition complete at least nine semester credit hours selected from a set of approved upper level international business courses (see below). At least three of the international courses must be completed at USF. A grade point average of 2.0 or better must be achieved in the minor course work taken at USF, as well as in any transfer work applicable to the certificate program. Competency to communicate in a foreign language is strongly advised.

A statement attesting to the completion of the Minor in International Business will appear on the student's official transcript.

Courses Approved for the Certificate in International Business and the Minor in International Business

The following courses are currently approved for the International Business major and minor:

ECO 3703	International Economics
ECO 4713	International Monetary Economics
ECO XXXX	Economics of Latin America
FIN 3604	International Finance
MAN XXXX	International Management
MAR 4156	International Marketing

Others courses will be added as they are developed and approved. In addition, the College frequently offers **Selected Topics** courses that qualify for the International Business certificate and minors. Students should consult with an advisor for additional approved courses.

Recommendations for Students Interested in International Business

To increase the quality and number of initial job opportunities and to enhance longer-term career objectives students are strongly advised to:

- Couple study of international business with a major or minor

in one of the functional areas of business. The combination of international business and one of the traditional functional areas of business administration is a very attractive set of qualifications in the marketplace.

- Include an international internship and/or overseas study experience in the program. With careful planning, a student can complete an area studies course, an international business course and language training in a single term of relatively inexpensive study abroad. More information is available from the Business Undergraduate Programs Office and the Center for International Business.
- Maintain a portfolio of international academic and professional activity. Information on the content of such a portfolio is available from the International Business Programs Office.

Other Campuses

Due to limited enrollment and faculty, only the following majors are regularly offered at the Regional Campuses:

St. Petersburg

Accounting, Management, and General Business Administration

Sarasota

Accounting and General Business Administration

Lakeland

Accounting and General Business Administration

Students may declare other business majors while attending these locations, but it may be necessary to finish their major study requirements at another campus within the University.

Student Organizations within the College of Business

All students are encouraged to participate in extracurricular activities. The following organizations provide a means for students to develop both professionally and socially while attending the College of Business Administration.

Alpha Kappa Psi - A progressive coed professional business fraternity committed to providing a forum for leadership development in preparation for careers in all areas of business.

Association of Marketing Students - A collegiate chapter of the American Marketing Association, will help to further the growth of business oriented individuals within the field of Marketing.

Beta Alpha Psi - The national professional accounting fraternity devoted to the promotion of the profession, inspiring professional ideals, and recognizing academic achievement.

Beta Gamma Sigma - Honorary society which encourages and rewards outstanding scholarship among business students.

Business College Council - An organization whose representatives from each of the major fields advises the Dean of the College and the faculty on student attitudes and goals. Also, it acts as a liaison between the Student Government Association and the College of Business Administration.

Delta Sigma Pi - Fosters the study of business and a close association between students and the business world.

Economics Club - Provides a forum for discussion of economic issues and actively encourages communication between students and Economics faculty.

International Business Board - Stimulates and promotes interest in international business and provides professional and cultural programs and dialogue regarding opportunities for study and work abroad.

Management Information Systems Society - Student chapter of the Data Processing Management Association, career oriented and interested in all areas of business data management.

Minority Business Association - Encourages and supports students in their efforts to achieve success in a demanding academic setting.

National Association of Black Accountants - Develops, encourages, and serves as a resource for greater participation by African-Americans and other minorities in the accounting and finance professions.

Pi Sigma Epsilon - A professional society interested in marketing, sales management, and selling.

Student Accounting and Business Organization - Promotes professionalism in accounting and other Business disciplines. (St. Petersburg Campus)

Student Finance Association - An organization for finance majors and other business-oriented students which provides exposure to the many facets and opportunities in the field of finance.

BUSINESS ADMINISTRATION FACULTY

Accounting/Law

Director, School of Accountancy: R. M. Keith; **James E. Ellis Rooks Distinguished Professor in Business Administration:** D. M. Dennis, **Professors:** D. M. Dennis, T. J. Engle, J. A. Fellows, G. L. Holstrum, K. L. Hooks, R. M. Keith, G. H. Lander, J. R. Martin, C. J. O'Neil, J. L. Smith, W. L. Stephens, R. J. West; **Professors Emeritus:** L. C. Jurgensen; K. W. Merriam; **Associate Professors:** J. F. Bussman, L. C. Harris, S. C. Kahn, G. A. H. Laursen, W. H. Parrott, J. D. Siebel, R. F. Welker, G. F. Whittaker; **Assistant Professors:** C. A. Frownfelter, J. E. Hunton, J. Lasseter, M. G. McCoskey, J. L. Reck; **Instructors:** C. L. Jozsi, T. A. Price, W. C. Quilliam.

Economics

Chairperson: J. W. Rowe, Jr.; **Professors:** D. M. Bellante, T. D. Curtis, J. S. DeSalvo, K. Gyimah-Brempong, J. S. Hodgson, M. G. Herander, P. K. Porter, J. W. Rowe, Jr., E. W. Shows; **Professors Emeriti:** G. Brunhild, W. J. Herman; **Associate Professors:** J. P. Cooke, E. J. Ford, C. A. Green, E. A. Hanni, J. G. Spence, C. R. Thomas, R. M. Wilson; **Assistant Professor:** B. Kamp, G. Picone, J. Racine, J. Swinton; **Lecturers:** S. Bartlett, S. Brandmeyer; **Other Faculty:** D. Fell.

Finance

Chairperson: R. Meyer; **Lykes Professor of Banking & Finance:** J. L. Pappas; **University Distinguished Service Professor and Serge Bonanni Distinguished Professor of International Finance:** A. Beenhakker; **Professor Emeritus-Dean Emeritus:** R. G. Cox; **Professors:** A. Beenhakker, S. E. Bolten, S. Kapplin, R. L. Meyer, J. L. Pappas, F. B. Power, A. Schwartz, K. F. Wieand; **Associate Professors:** S. Besley, S. B. Bulmash, D. A. Johnson, P. Kares, R. J. Rivard; **Assistant Professors:** B. Francis, J. Goh, J. Qi; **Other Faculty:** J. Rader.

Information Systems & Decision Sciences

Chairperson: S. J. Birkin; **Salomon Brothers/Hidden River Corporate Park Chair of Distributed Technology:** A. R. Hevner; **Professors:** S. J. Birkin, P. H. Cheney, A. R. Hevner; **Associate Professors:** J. E. Blanton, M. E. Cohen, E. M. Hufnagel, T. E. Johnson, Jr., T. L. Sincich, M. J. White, R. P. Will; **Assistant Professors:** A. I. Anton, D. J. Berndt, R. W. Collins, P. Hu, A. Nelson, R. Satterfield; **Instructors:** M. Dummeldinger, R. Fentriss, M. B. Prescott, C. C. Sanford, A. J. Waltz, D. C. White.

Management

Chairperson: A. Balfour; **Professor Emeritus:** E. Dutton; **Professors:** C. F. Cohen, R. E. Dutton, J. Koehler, J. M. Jermier, M. Karlins, J. T. Knippen, W. R. Nord, W. K. Schilit, K. R. VanVoorhis, T. L. Wheelen; **Associate Professors:** A. Balfour, J. Gaines, N. McIntosh, C. E. Michaels, Jr., R. L. Nixon; **Instructors:** E. Hargis, M. Rouse.

Marketing

Chairperson: W. B. Locander; **Professors:** R. L. Anderson, S. A. Baumbarten, W. B. Locander, T. E. Ness, D. J. Ortinau, L. L.

Price, P. J. Solomon, J. R. Stock; **Associate Professors:** E. J. Arnould, W. A. DeBord, J. R. Goolsby, J. S. Hensel, M. B. Stamps; **Assistant Professor:** G. W. Marshall; **Instructors:** V. B. Griffis, J. E. Reedy; **Lecturer:** R. L. Leeds.

BUSINESS ADMINISTRATION COURSES

General Business Administration

BUL 3320 LAW AND BUSINESS I (3)

This course covers the nature of legal and societal institutions and environments, and major aspects of public, private, UCC and related business law.

BUL 3321 LAW AND BUSINESS II (3)

PR: BUL 3320. Legal problems in marketing of goods, nature of property, sales of personal property, securing of credit granted, nature and use of negotiable instruments.

BUL 3360 THE LAW OF BUSINESS ASSOCIATIONS (3)

PR: BUL 3320. A study of the law of corporations, the law of partnerships, and the law of agency.

BUL 4331 LAW AND THE ACCOUNTANT (3)

PR: BUL 3320 or CI. A comprehensive study of commercial law as it affects the practice of accounting.

GEB 2350 DOING BUSINESS AROUND THE WORLD-SS (3)

This course introduces the student to: 1) the nature of international business; 2) the framework of international organizations and the monetary system within which international business functions; 3) forces affecting international business, and 4) management responses to problems caused by international environments.

GEB 2935 SELECTED TOPICS IN BUSINESS (1-6)

PR: CI. Topics to be selected by department chairs. May be repeated if topics vary. Not available for credit to upper-level students who have been admitted to the College of Business.

GEB 4890 BUSINESS POLICY -XMW (3)

PR: Senior standing and FIN 3403, MAN 3025, MAR 3023. The course is intended to provide a unifying, integrating, and coordinating opportunity to tie together concepts, principles, and skills learned separately in other, more specialized courses in Business Administration.

GEB 4905 INDEPENDENT STUDY (1-3)

PR: CI. Specialized independent study determined by the student's needs and interests. May be repeated up to eight credit hours. (S/U only.)

GEB 4915 INDEPENDENT RESEARCH (1-4)

PR: CI. Individual study contract with instructor and department chairperson required. The research project will be mutually determined by the student and instructor. May be repeated up to 8 hours.

GEB 4935 SELECTED TOPICS IN BUSINESS ADMINISTRATION (1-4)

The content and organization of this course will vary according to the current interests of the faculty and needs of students.

Accounting/Law

ACG 2021 PRINCIPLES OF FINANCIAL ACCOUNTING (3)

Study of basic financial accounting principles including the recording, reporting and use of financial information and the preparation and interpretation of financial statements.

ACG 2071 PRINCIPLES OF MANAGERIAL ACCOUNTING (3)

PR: ACG 2021. A study of the accountant's role in assisting management in the planning and controlling of business activities.

ACG 3074 MANAGERIAL ACCOUNTING FOR NON-BUSINESS MAJORS (3)

The study of the uses of accounting data internally by managers in planning and controlling the affairs of organizations. Does not count towards major or CPA requirements.

ACG 3103 INTERMEDIATE FINANCIAL ACCOUNTING I (3)

PR: ACG 2021. Theory and methodology underlying financial reporting, including the FASB's conceptual framework,

the accounting process, financial statements, accounting changes, present value applications, and current assets.

ACG 3113 INTERMEDIATE FINANCIAL ACCOUNTING II (3)
PR: ACG 3103. Continuation of ACG 3103. Topics covered include property, plant and equipment, intangibles, current liabilities, long-term debt, stockholders' equity, earnings per share computations, and investments.

ACG 3341 COST ACCOUNTING AND CONTROL I (3)
PR: ACG 2071 or ACG 3103. Deals with cost accounting systems for different entities, cost behavior patterns, cost-volume-profit analysis, relevant information for decision making, and budgets and standard costs for planning and control.

ACG 3401 ACCOUNTING INFORMATION SYSTEMS (3)
PR: ACG 2021 and CGS 2100. This course provides students with a basic understanding of well-controlled information systems in a variety of technological environments with added emphasis placed on the collection, processing, and reporting of accounting information. Students who complete this course will not receive credit for ACG 4621.

ACG 4123 INTERMEDIATE FINANCIAL ACCOUNTING III (3)
PR: ACG 3113. Theory and practice underlying revenue recognition, income tax allocation, leases, postretirement benefits, error analysis, statement of cash flows, full disclosure, and other current accounting topics.

ACG 4351 COST ACCOUNTING AND CONTROL II (3)
PR: ACG 3341. Application of the material covered in ACG 3341 with specific emphasis on cost allocations, performance measurements, analysis of current cost accounting systems and accounting in today's environment (giving consideration to the influences of the international environment).

ACG 4501 GOVERNMENTAL/NOT-FOR-PROFIT ACCOUNTING (3)
PR: ACG 2021. Application of financial and managerial accounting, and auditing, principles and theory to both governmental and not-for-profit entities.

ACG 4621 COMPUTER CONTROL AND AUDIT (3)
PR: ISM 3113. Study of information systems controls and auditing techniques emphasizing the effect both general and specific controls have on asset protection, data integrity, system effectiveness and efficiency in computerized business environments. Students who complete this course will not receive credit for ISM 4320 or ACG 3401.

ACG 4632 AUDITING I (3)
PR: ACG 3113 and ACG 3401. This course provides a sound conceptual foundation of basic Auditing process from the perspective of the public accounting profession. Professional standards, ethics, legal responsibilities, and the utilization of technology are addressed.

ACG 4642 AUDITING II (3)
PR: ACG 4632. Further development of material covered in ACG 4632, with special emphasis on additional reporting topics and audit techniques not previously addressed.

ACG 4901 INDEPENDENT STUDY (1-3)
PR: Consent of Director. Specialized independent study determined by the students' needs and interests. May be repeated up to 6 credit hours. (S/U only.)

ACG 4911 INDEPENDENT RESEARCH (1-4)
PR: Consent of Director. Individual study contract with instructor and director required. The research project will be mutually determined by the student and instructor. May be repeated up to 8 hours.

ACG 4931 SELECTED TOPICS IN ACCOUNTING (1-4)
PR: CI. The course content will depend on student demand and instructor's interest.

ACG 4932 HONORS ACCOUNTING SEMINAR (3)
PR: Honors accounting student in final semester of bachelor's program. Use of case studies to explore the interaction of accounting and business topics that have been previously emphasized in separate courses.

ACG 5201 ADVANCED FINANCIAL ACCOUNTING IV (3)
PR: ACG 4123. Advanced accounting. Accounting for business combinations, preparation of consolidated financial statements, home office/branch relationships, foreign oper-

ations and transactions, and partnerships.

ACG 5675 INTERNAL AND OPERATIONAL AUDITING (3)
PR: ACG 3113 and ACG 3401; CR: ACG 4632. To provide students with an opportunity to learn about the theory and practice of Internal and Operational Auditing and to apply relevant audit principles and techniques to selected audit problems.

ACG 5935 SELECTED TOPICS IN ACCOUNTING (1-4)
PR: CI. To allow advanced undergraduate students and graduate students to research and study contemporary and emerging topics in the field. May be repeated up to 6 credit hours.

TAX 4001 CONCEPTS OF FEDERAL INCOME TAXATION (3)
PR: ACG 2021. Major concepts used in taxation of income by federal government including enactment of tax laws, basic tax research, preparation of basic tax returns and exploration of tax policy issues.

TAX 5015 FEDERAL TAXATION OF BUSINESS ENTITIES (3)
PR: TAX 4001. Tax issues encountered by small businesses. Includes tax planning, capital formation and preservation, tax compliance and tax alternatives.

Economics

ECO 1000 BASIC ECONOMICS-SS (3)
Survey of Economic principles and issues. Scarcity, choice, markets, prices, the monetary system, unemployment, inflation, international trade and finance. (No credit after completing ECO 2023/2013.)

ECO 2013 ECONOMIC PRINCIPLES (MACROECONOMICS)-SS (3)
Introduction to the theory of income determination with emphasis on monetary and fiscal policies. Objectives of full employment, price stability, economic growth, balance of payments stability.

ECO 2023 ECONOMIC PRINCIPLES (MICROECONOMICS)-SS (3)
PR: ECO 2013. Introduction to the theory of price determination. How an economy decides what to produce, how to produce and how to distribute goods and services.

ECO 2935 SELECTED TOPICS IN ECONOMICS (1-3)
PR: CI. Topics selected by department. May be repeated if topics vary. Not available for credit to upper-level students admitted to the College of Business.

ECO 3100 MANAGERIAL ECONOMICS (3)
PR: ECO 2023. Application of microeconomic theory to problems in business decision making with a special focus on price determination. (May not receive credit for both ECO 3100 and ECO 3101.)

ECO 3101 INTERMEDIATE PRICE THEORY (3)
PR: ECO 2023. The price system and allocation of scarce resources between competing uses. (May not receive credit for both ECO 3100 and ECO 3101.)

ECO 3203 INTERMEDIATE INCOME & MONETARY ANALYSIS (3)
PR: ECO 2013 and ECO 3100 or ECO 3101 with a grade of "C" or better. Determination of income, employment, prices, and interest rates. Aggregate demand and aggregate supply.

ECO 3622 AMERICAN ECONOMIC HISTORY (3)
PR: ECO 2023. Growth and evolution of American economic institutions from Colonial times to the present.

ECO 3703 INTERNATIONAL ECONOMICS -XMW (3)
PR: ECO 3100 or ECO 3101 with a grade of "C" or better. Role of international trade in the U.S. economy. Gains from trade, balance of payments, exchange rate determination, balance of payments stability and international commercial policy.

ECO 4105 ADVANCED PRICE THEORY (3)
PR: Grade of B or better in ECO 3100 or ECO 3101. An advanced survey of special topics in microeconomics: borrowing and saving, decision making under certainty, markets for capital and labor, game theory, production and exchange efficiency, social welfare, and efficiency consequences of market and non-market allocation.

ECO 4201 ADVANCED MACROECONOMIC THEORY (3)
PR: Grade of "B" or better in ECO 3203. An advanced survey of special topics in macroeconomics. Develops and contrasts the neoclassical growth, endogenous growth, real

- business cycle and new Keynesian models. Relevant empirical studies are presented.
- ECO 4303 HISTORY OF ECONOMIC THOUGHT (3)**
PR: ECO 3100 or ECO 3101 with a grade of "C" or better. Development of economic thought from Plato to Marshall.
- ECO 4323 RADICAL POLITICAL ECONOMY -XMW (3)**
PR: ECO 1000 or ECO 2013 or CI. The Marxist school of thought in economics. Application of Marxist theory to problems of advanced capitalist and socialist societies.
- ECO 4401 INTRODUCTION TO MATHEMATICAL ECONOMICS (3)**
PR: ECO 2013, QMB 3200, and MAC 2233 or MAC 2230 or CI. Mathematical models of optimizing behavior and economic equilibrium.
- ECO 4421 INTRODUCTION TO ECONOMETRICS (3)**
PR: QMB 3200 with grade of "B" or better or CI. Survey of basic econometric techniques. Regression analysis employed to estimate consumption, investment, demand, cost, and production functions. Examines problems of autocorrelation, heteroscedasticity, multicollinearity, and specification errors.
- ECO 4504 PUBLIC FINANCE (3)**
PR: ECO 3100 or ECO 3101 with a grade of "C" or better. The public sector and its contribution to economic welfare. Government expenditures and revenues. Resource allocation, income distribution, stabilization, and economic growth.
- ECO 4713 INTERNATIONAL MONETARY RELATIONS (3)**
PR: ECO 3203 Advanced analysis of international macroeconomic relationships. Foreign exchange market, international monetary system balance of payments.
- ECO 4723 INTERNATIONAL COMMERCIAL POLICIES (3)**
PR: ECO 3100 or ECO 3101 with a grade of "C" or better. Advanced analysis of international trade theory and commercial policy, international economic integration, multinational enterprise.
- ECO 4905 INDEPENDENT STUDY (1-3)**
PR: CI. Specialized independent study determined by the student's needs and interests. May be repeated up to 6 credit hours. (S/U only.)
- ECO 4914 INDEPENDENT RESEARCH (1-3)**
PR: CI. Individual study contract with instructor and department chairperson required. The research project will be mutually determined by the student and instructor. May be repeated up to 6 hours.
- ECO 4935 SELECTED TOPICS IN ECONOMICS (1-3)**
PR: CI. Topics to be selected by the instructor or instructors on pertinent economic issues.
- ECP 3201 ECONOMICS OF WOMEN AND WORK -XMW (3)**
PR: ECO 1000 or ECO 2013 and 2023. Survey of research on women, men and work in the labor market and the household. Focuses on the economic status of women. Includes historical perspective, examination of the family as an economic unit, changing work roles, gender differences in occupation and earnings.
- ECP 3203 LABOR ECONOMICS (3)**
PR: ECO 3100 or ECO 3101 with a grade of "C" or better. Determinants of wage and employment levels; occupation, industrial and geographical wage differentials, union and public policy effects on labor markets; the economics of discrimination; inflation and unemployment.
- ECP 3302 ENVIRONMENTAL ECONOMICS -XMW (3)**
PR: ECO 2023. An economic analysis of environmental issues. The economics of resource use and pollution control are examined using the concepts of externalities, cost-benefit analysis, public goods, and property rights.
- ECP 3413 ECONOMICS OF REGULATION AND ANTITRUST (3)**
PR: ECO 2023. Economic analysis of the rationale and performance of government regulation and antitrust policy. Examination of antitrust issues or price fixing, mergers, and monopolization, and issues of regulating electric utilities, airlines, trucking, consumer product safety, product quality, and the environment.
- ECP 3530 ECONOMICS OF HEALTH (3)**
PR: ECO 3100 or ECO 3101 with a grade of "C" or better. Application of economic methods to health care topics. Demand for medical care, public and private health insurance; physician and hospital supply of medical care; government regulations and national healthcare systems.
- ECP 3613 ECONOMICS OF THE URBAN ENVIRONMENT (3)**
PR: ECO 1000 or ECO 2013 or ECO 2023. Economic analysis of cities and urban social problems. Poverty, discrimination, housing, transportation, pollution, crime and fiscal considerations.
- ECP 4232 COLLECTIVE BARGAINING AND PUBLIC POLICY (3)**
PR: ECO 2023 or CI. Administration of labor management agreements. Impact of the government role in collective bargaining and labor relations.
- ECP 4451 LAW AND ECONOMICS (3)**
PR: ECO 2023. Advanced analysis of the economic impact of tort, criminal, property and contract law as well as in the formation and adjudication of law.
- ECP 4506 ECONOMICS OF CRIME (3)**
PR: ECO 3100. Application of economic theory to the analyses of criminal behavior, crime prevention, law enforcement, sanctions and corrections.
- ECS 3013 ECONOMIC DEVELOPMENT (3)**
PR: ECO 2013 or CI. Economic development in emerging nations.
- ECS 4003 COMPARATIVE ECONOMIC SYSTEMS -XMW (3)**
PR: ECO 1000 or ECO 2013 or CI. The major economic systems: traditional, capitalism, democratic socialism, communism and fascism.

Finance

- FIN 2104 PERSONAL FINANCE (3)**
Survey of the problems and techniques of personal financial planning. Includes consumer credit, insurance, home ownership, and personal investing, with attention given to current economic and legal constraints. Not available for credit to upper level students who have been admitted to the College of Business. May not be counted toward major requirements in FIN or GBA.
- FIN 2107 INTRODUCTION TO INVESTMENTS (3)**
Emphasizes the operations of the security markets in the U.S. and the risks and returns of alternative investment media. Designed for non-business administration students. Not available for credit to upper level students who have been admitted to the College of Business. May not be counted toward major requirements in FIN or GBA.
- FIN 2935 SELECTED TOPICS IN FINANCE (1-6)**
PR: CI. Topics to be selected by department chairs. May be repeated if topics vary. Not available for credit to upper level students who have been admitted to the College of Business Administration. May be repeated up to 6 credit hours.
- FIN 3233 MONEY AND BANKING (3)**
PR: ECO 2013. Examines the structure and operations of our monetary system, commercial banking, central banking, money, and capital markets, and provides an introduction to monetary theory and policy.
- FIN 3403 PRINCIPLES OF FINANCE (3)**
PR: ACG 2071 or CI and ECO 2023. Study of the processes, decisions structures, and institutional arrangements concerned with the use and acquisition of funds by a firm. Includes the management of the asset and liability structure of the firm under certain and risky situations. The financial decision process will include and recognize the international as well as domestic aspects of financial management.
- FIN 3604 INTERNATIONAL FINANCE (3)**
PR: ECO 2013, FIN 3403 or CI. Study of factors affecting international business, assessment of risks, international managerial finance; institutions and instruments of international business finance.
- FIN 4245 FEDERAL RESERVE SYSTEM AND MONETARY POLICY (3)**
PR: FIN 3233 or CI. An analysis of the Federal Reserve System, with special emphasis on monetary theory and the formulation and administration of monetary policy.
- FIN 4303 FINANCIAL INSTITUTIONS AND MARKETS (3)**
PR: FIN 3403. A study of financial institutions and their roles in helping to allocate savings in the economy. Also includes

- a description and analysis of securities issued and traded in money and capital markets.
- FIN 4324 BANK MANAGEMENT** (3)
PR: FIN 3403 and FIN 3233. Application of traditional finance concepts to the management of commercial banks with emphasis on decision making and problem solving techniques to major problem areas in banking.
- FIN 4412 WORKING CAPITAL MANAGEMENT** (3)
PR: FIN 3403. This course is designed to provide the student with an understanding of short-term financial management. Topics to be covered include cash management, credit and collection policy, inventory decisions, and sources of short-term financing.
- FIN 4414 ADVANCED CORPORATION FINANCE** (3)
PR: FIN 4504. An examination of the financial policies of corporations, with special reference to dividend policy, financial structure, capital expenditures, acquisitions, mergers, and reorganization.
- FIN 4443 FINANCIAL POLICIES AND STRATEGIES** (3)
PR: FIN 4414. A senior seminar for majors in Finance. Primarily a case course examining financial policies and the application of financial analysis to alternative strategies.
- FIN 4504 PRINCIPLES OF INVESTMENTS** (3)
PR: ECO 2013 and FIN 3403. Survey of the risks and returns of investment media in relation to the investment objectives of individual and institutional investors. Includes an examination of the capital markets, information flows, and analytical techniques in terms of their impact upon the valuation process.
- FIN 4514 ADVANCED INVESTMENT ANALYSIS AND MANAGEMENT** (3)
PR: FIN 4504. A comprehensive survey of security analysis and portfolio management. The course will utilize a quantitative approach to investment selection and management.
- FIN 4905 INDEPENDENT STUDY** (1-3)
PR: CI. Specialized independent study determined by the students' needs and interests. May be repeated up to six credit hours. (S/U only.)
- FIN 4915 INDEPENDENT RESEARCH** (1-3)
PR: CI. Individual study contract with instructor and department chairperson. The research project will be mutually determined by the student and instructor. May be repeated up to six hours.
- FIN 4934 SELECTED TOPICS IN FINANCE** (1-3)
PR: CI. Topics to be selected by instructor and department chairperson on pertinent Finance issues.
- REE 3043 REAL ESTATE DECISION MAKING** (3)
PR: FIN 3403. Acquaints students with the range of knowledge required to engage in real estate decision making in the United States. Integrates the institutional framework with which decisions are made, the elements of financial analysis, deal structuring, and marketing, and the pricing, financing and allocation of real property in the real estate markets.
- REE 4303 REAL ESTATE INVESTMENT ANALYSIS** (3)
PR: FIN 4504. A comprehensive study of the determinants of the market and financial feasibility of the real estate investment decision. The development of market and site analyses, theories of urban development patterns, and the role of taxation will be studied along with the application of analytical techniques for decision making.
- RMI 3011 PRINCIPLES OF INSURANCE** (3)
Analysis of insurable risks of both business and individuals. An examination of the characteristics of those areas of risk and uncertainty where the mechanisms of insurance are effective alternatives. The concept, contracts, and institutions involved in insurance are examined in relationship to the socio-economic environment.
- RMI 4115 LIFE, HEALTH, AND DISABILITY INSURANCE** (3)
PR: QMB 3200, RMI 3011. The course will analyze the use of life, health, and disability insurance contracts as a method of dealing with the risks of death, sickness, and disability. It will include an analysis of cost determination of the various types of coverage.
- RMI 4210 PROPERTY INSURANCE** (3)
PR: RMI 3011. Course dealing with recognition of personal and business property risks, and coverages which may be used in dealing with these risks. Considers the underwriting, marketing, and social problems associated with these coverages. Topics include commercial and residential fire insurance, inland marine and transportation coverages, and multiperil contracts. Not limited to Finance majors.
- RMI 4220 CASUALTY INSURANCE** (3)
PR: RMI 3011. Course dealing with recognition of personal and business casualty risks and coverages which may be used in dealing with these risks. Considers the underwriting, marketing, and social problems associated with these coverages. Topics include workmen's compensation, public liability, auto liability, suretyship and crime insurances. Not limited to Finance majors.

Information Systems and Decision Sciences

- CGS 2100 COMPUTERS IN BUSINESS** (3)
A study of the use and impact of computers in all areas of business organizations. Course includes hands-on experience and the use of software packages for business analysis.
- ISM 3011 MANAGEMENT INFORMATION SYSTEMS** (3)
PR: CGS 2100; ACG 2021; ACG 2071 or equivalent. The study of information management, management information requirements and information systems in modern organizations. (May not be counted toward major requirements in MIS.)
- ISM 3113 SYSTEMS ANALYSIS AND DESIGN** (3)
PR/CR: ISM 3230. Study of the techniques and procedures used in assessing information requirements, analyzing information flows and processing activities, and designing computer-based business systems.
- ISM 3230 INTRODUCTION TO BUSINESS APPLICATION DEVELOPMENT** (3)
PR: CGS 2100 or equivalent, or CI. Introduction to problem-solving and business application development. Review of programming and programming languages. Basic programming concepts are presented in a modern programming language. Principles of programming style are emphasized. Projects cover business applications.
- ISM 3232 ADVANCED BUSINESS APPLICATION DEVELOPMENT** (3)
PR: ISM 3230. Advanced presentation of business application development using a modern programming language. Advanced topics include data structures, indexing, file processing, and user interfaces. Good program design techniques are emphasized. Advanced business applications are developed. (May not be counted toward major requirements in MIS prior to 1998/99 Catalog.)
- ISM 3431 MANAGEMENT SCIENCE PRODUCTION/OPERATIONS MANAGEMENT APPLICATIONS** (3)
PR: MAC 2233. Fundamentals of production operations management (POM) and fundamentals of management science (MS). The application of MS models in the solution of POM problems.
- ISM 4212 DATABASE DESIGN AND ADMINISTRATION** (3)
PR: ISM 3113, ISM 3230 with grades of "C" or better. Principles of database design/management for mainframe, micro, and client/server environments; including data modeling, physical vs. logical representation and back-up and recovery management.
- ISM 4128 ADVANCED SYSTEMS ANALYSIS AND DESIGN** (3)
PR: ISM 3230, ISM 3113, ISM 4212. This course builds on previous class and/or work experience in systems development, with particular emphasis on the use of an integrated CASE tool on a team project. Students will gain an understanding of systems development problems and approaches using a variety of methods, such as, lectures, discussion, team presentations, guest speakers, demonstrations, and computer use.
- ISM 4218 ADVANCED DATABASE ADMINISTRATION** (3)
PR: ISM 3113, ISM 4212. Essential concepts of database administration in a business environment are covered in

- order to prepare students to understand and deal with database administration issues and concepts. Students gain hands-on experience by administering a database environment and completing assignments that involve resource management, data administration, security, backup, recovery and database tuning issues.
- ISM 4220 BUSINESS DATA COMMUNICATIONS (3)**
PR: ISM 3113. Fundamentals of data communication, including network architectures, communication protocols, transmission standards and media access control methods.
- ISM 4233 INFORMATION SYSTEM INTERFACE DESIGN (3)**
PR: ISM 3230. The fundamental concepts of human perception and cognition are studied in order to develop effective human-computer interfaces. Various types of interfaces are examined. Students will develop human-computer interfaces via state-of-the-art development languages and systems.
- ISM 4234 OBJECT-ORIENTED DESIGN AND DEVELOPMENT (3)**
PR: ISM 3232. This course presents an object-oriented approach to software development of business information systems. Students will learn to create object models of the business world and to develop information system designs based on these objects. The designs will be implemented by use of the C++, VisualBasic, or other OO (object-oriented) programming languages.
- ISM 4240 DISTRIBUTED OPERATING SYSTEMS (3)**
PR: ISM 3230. Introduction to distributed operating systems fundamentals such as distributed systems architecture, file structures, client-server, open systems, resource allocation, and basic tools for manipulating these operating environments.
- ISM 4290 SENIOR SEMINAR IN INFORMATION SYSTEMS (3)**
PR: ISM 3113, ISM 4300. A seminar covering advanced topics in systems management, analysis and design. Applications of these procedures to actual or hypothetical cases.
- ISM 4300 MANAGING INFORMATION RESOURCES (3)**
PR: ISM 3113, ISM 4212 and ISM 4220 with grades of "C" or better. Current issues in information systems management focusing on organizational policies, procedures and standards for managing distributed computing resources.
- ISM 4320 INFORMATION SYSTEMS CONTROLS (3)**
PR: MIS Major or CI. A study of information systems control and its application in system design and system management. Students who complete this course will not receive credit for ACG 4621.
- ISM 4400 DECISION SUPPORT SYSTEMS APPLICATIONS-COMPUTER ASSISTED DECISION MAKING (3)**
PR: FIN 3403, QMB 3200, and ISM 3113. Methods and techniques for developing systems to support decision making in business organizations.
- ISM 4475 ELECTRONIC COMMERCE SYSTEMS (3)**
PR: MIS Major or CC. This course is designed to familiarize students with the opportunities and challenges associated with electronic commerce, to explore the underlying technologies used in implementing electronic commerce systems, and to develop the practical skills needed to design and develop effective Web pages.
- ISM 4905 INDEPENDENT STUDY (1-6)**
Independent study as directed by designated faculty. May be repeated up to 6 credit hours. (S/U only)
- ISM 4930 SELECTED TOPICS IN MIS (1-3)**
Selected topics in MIS.
- ISM 4950 INDEPENDENT RESEARCH (1-6)**
PR: CI. Individual study contract with instructor and department chairperson required. The research project will be mutually determined by the student and instructor. No more than 3 hours may be counted as MIS elective.
- MAN 4504 OPERATIONS MANAGEMENT: A SYSTEMS APPROACH (3)**
PR: ISM 3431 or equivalent. Studies the problems of "operations" in all types of enterprises in both the public and private sectors. Emphasis is placed on the application of various decision science methodologies to problem situations.

- MAN 4507 OPERATION PRODUCTION SYSTEMS (3)**
PR: MAN 4504 or CI. Study of closed loop production planning and control systems. Master production planning, inventory management, materials requirements planning, capacity, management, production activity. Relationship to organizational effectiveness.
- QMB 2100 BUSINESS AND ECONOMIC STATISTICS I -6A -QM (3)**
PR: MAC 2233. Description of sample data; calculation of probabilities, frequency functions of random variables, the binomial and normal distributions; sampling theory and estimation; test of hypotheses; elements of Bayesian decision theory.
- QMB 3200 BUSINESS AND ECONOMIC STATISTICS II (3)**
PR: MAC 2233, QMB 2100. Theory and use of statistical inference. Point and interval estimations; criteria for choosing estimators and decision rules; hypotheses tests; analysis of variance; correlation; multiple regression; and non-parametric methods.
- QMB 4600 QUANTITATIVE APPROACH FOR BUSINESS DECISIONS (3)**
PR: ISM 3431. The use of systematic approaches and management science tools for decision making and problem solving in an organizational setting. Emphasis is on quantitative approaches for problem identification, analysis, choice and implementation.
- QMB 4703 SIMULATION AND MODELING TECHNIQUES (3)**
PR: ISM 3431 or CI. A study of manual and computer simulation techniques and their application to problem solving in management (behavioral and quantitative). Knowledge of a computer language and the basic tools and techniques of management science is advised.

Management

- MAN 3025 PRINCIPLES OF MANAGEMENT (3)**
Study of the fundamentals of management. It treats topics in organizational theory, organizational behavior, and interpersonal relations which are relevant to effective management performance.
- MAN 3240 ORGANIZATIONAL BEHAVIOR ANALYSIS (3)**
PR: MAN 3025. The course covers research literature relevant to organizational functioning including behavioral effects of power and authority, formal organization, structural variation, leadership, motivation, and communication.
- MAN 3301 HUMAN RESOURCE MANAGEMENT (3)**
To develop a broad exposure to new approaches, techniques, and future trends in the management of personnel. A study of the major functions in personnel including job analysis, manpower planning, selection, performance evaluation, training, and wage and salary administration.
- MAN 3401 INDUSTRIAL RELATIONS (3)**
A conceptualization of the administrative problems arising from unionization. Emphasis on the relationship between management and employee representatives in private and public employment.
- MAN 4120 MANAGERIAL BEHAVIORAL LABORATORY (3)**
PR: MAN 3240 or equivalent. Development of direct understanding of personal, interpersonal, and intergroup factors present in organizational interaction. Stress is on a series of experiential exercises and written application of results within a laboratory setting.
- MAN 4129 THEORY AND PRACTICE OF MANAGEMENT SKILLS (3)**
This course involves the transference of management theories into practice. It requires the active involvement of students in developing and practicing the skills needed to be a successful manager.
- MAN 4280 ORGANIZATIONAL DEVELOPMENT AND CHANGE (3)**
PR: MAN 3240 or CI. A lab course where students experimentally apply behavioral science techniques in an "action-research" framework to the cycle of planned change so as to build a more effective organization.
- MAN 4282 ORGANIZATIONAL ASSESSMENT (3)**
PR: MAN 3240. The analysis and measurement of factors which influence organizational effectiveness and the quality

of work life. Data based cases will be used by students to assess managerial and supervisory skills and to measure organizational functioning and work design.

MAN 4402 EMPLOYMENT LAWS (3)

Federal and state regulation of the employment relationship, including wage and hour laws; EEO; affirmative action programs; employee benefits; insurance; workers' compensation, safety, health, employee's personal rights; collective bargaining legislation.

MAN 4430 SEMINAR IN NEGOTIATIONS AND ADMINISTRATION OF LABOR AGREEMENTS (3)

Case studies in contract negotiation, administration, grievance settlement, and arbitration. Assumes familiarity with industrial relations system.

MAN 4802 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT (3)

PR: ACC 2021, ACC 2071, MAR 3023, or CI. Study of the factors involved in starting and managing a small- to medium-sized business. Emphasis on conduct of pre-business feasibility study, start-up of business, successful management of the firm, and options for succession or termination.

MAN 4804 SMALL BUSINESS MANAGEMENT COUNSELING (3)

PR: MAN 4802 or CI. Field application in small business settings by (a) analyzing an on-going small business and developing recommendations for making improvements; or (b) conducting a feasibility study for a new enterprise and developing a strategy for implementation if favorable.

MAN 4905 INDEPENDENT STUDY (1-3)

PR: CI. Specialized independent study determined by the students needs and interests. May be repeated up to 8 credit hours. (S/U only.)

MAN 4930 SELECTED TOPICS IN MANAGEMENT (1-3)

PR: CI. Topics to be selected by instructor and department chairperson for pertinent Management issues.

MAN 4931 INDEPENDENT RESEARCH (1-4)

PR: CI. Individual study contract with instructor and department chairperson required. The research project will be mutually determined by the student and instructor. May be repeated up to 8 hours.

Marketing

MAR 2931 SELECTED TOPICS IN MARKETING (1-4)

PR: CI. Topics to be selected by department chairman. May be repeated if topics vary. Not available for credit to upper-level students who have been admitted to the College of Business. May be repeated up to 6 credit hours.

MAR 3023 BASIC MARKETING (3)

PR: ACG 2021, ECO 2013, ECO 2023, or CI. Survey of the marketing of goods and services within the economy. Attention is paid to the impact of marketing on other functional areas of business as well as society.

MAR 3400 PROFESSIONAL SELLING (3)

PR: MAR 3023 or CI. A study of the stages of the professional selling process, and the role of sales in today's marketing environment. Emphasis on learning adaptive selling techniques and developing effective interpersonal communication skills. Sales careers are examined.

MAR 3613 MARKETING RESEARCH (3)

PR: QMB 3200, MAR 3023. A study of research methods and techniques applicable to problem solving in marketing. Attention is also given to defining information needs, determining the value of information, interpreting and reporting information for use in marketing decision making.

MAR 3823 MARKETING MANAGEMENT (3)

PR: MAR 3023. An applications oriented study of the marketing function at an intermediate level. Emphasis upon techniques for analysis and problem-solving. Builds upon the principles and concepts learned in MAR 3023, and provides a strong foundation for the remaining courses in the marketing curriculum.

MAR 4156 INTERNATIONAL MARKETING (3)

PR: MAR 3023. A study of procedures and problems associated with establishing marketing operations in foreign countries. Includes the institutions, principles and methods involved in the solution of these business problems as well as the effects of national differences on business practices and buyer behavior.

MAR 4203 CHANNELS MANAGEMENT (3)

PR: MAR 3023. A detailed study of marketing channels as a functional area of marketing management responsibility and as a part of marketing strategy. Attention is given to wholesaling and retailing and their structural, dynamic interrelationships including distribution logistics.

MAR 4213 LOGISTICS AND PHYSICAL DISTRIBUTION MANAGEMENT (3)

PR: MAR 3023 or CI. A study of logistics in the marketing of goods and services. Includes a description and analysis of the logistics environment as well as components of the physical distribution system with emphasis on information flows and the application of quantitative techniques used in establishing and controlling customer service levels.

MAR 4231 RETAILING MANAGEMENT (3)

PR: MAR 3023. A comprehensive study of the retailing structure, institutions, and environment. Includes pertinent management theories and practices in analyzing, organizing, planning and controlling retail operations, both large and small.

MAR 4333 PROMOTION MANAGEMENT (3)

PR: MAR 3023 or CI. A study of the role of promotion in the marketing program of the firm, including the promotional tools available to the marketing manager and the various types of decisions made in the promotional area. Decision making process in development of a promotional program is emphasized.

MAR 4403 SALES MANAGEMENT (3)

PR: MAR 3023 or CI. A study of sales management and strategy as a subset of marketing management. Emphasis is placed on developing the problem-solving and decision-making skills required of the sales manager in the modern market-oriented company.

MAR 4453 BUSINESS TO BUSINESS MARKETING (3)

PR: MAR 3023. A study of the marketing of goods and services to the industrial and institutional sectors. Includes characteristics of the markets and channels of distribution, sales, management, research and promotional practices, marketing policies and strategies.

MAR 4503 BUYER BEHAVIOR (3)

PR: MAR 3023. A study of the basic concepts of buyer behavior, including pre- and post-purchase attitudes and behavior patterns, information processing relating to the functional areas of marketing and the buyer's decision-making process. Managerial applications to marketing are emphasized.

MAR 4824 MARKETING MANAGEMENT PROBLEMS (3)

PR: Senior Standing, MAR 3823, MAR 3613, and two other 4000 level marketing courses, or CI. The integration of marketing knowledge applied to decision roles in managing the total marketing effort of firms, and coordination with other major functional areas on specific problems.

MAR 4903 INDEPENDENT RESEARCH (1-3)

PR: CI. Individual study contract with instructor and department chairperson required. The research project will be mutually determined by the student and instructor. May be repeated up to 6 credit hours.

MAR 4905 INDEPENDENT STUDY (1-3)

PR: CI. Specialized independent study determined by the students' needs and interests. May be repeated up to 6 credit hours. (S/U only.)

MAR 4933 SELECTED TOPICS IN MARKETING (1-3)

PR: CI. Topics to be selected by instructor and department chairperson.