

# ASU

ALABAMA STATE  
UNIVERSITY



GENERAL UNDERGRADUATE

# Catalog

2012-2014

# **COLLEGE OF BUSINESS ADMINISTRATION**

**Dr. Le-Quita Booth, Dean**

**Dr. Kamal K. Hingorani, Associate Dean**

## **INSTRUCTIONAL ORGANIZATION AND DEGREE CURRICULA**

Alabama State University, through the three departments of the College of Business Administration, is nationally accredited by the Association of Collegiate Business Schools and Programs for the offering of the following degree program: Bachelor of Science degree in business administration with majors in accounting, management (service organization management), marketing (direct marketing, franchising and purchasing), computer information systems, and finance.

### **Departments**

Accounting and Finance

Computer Information Systems

Business Administration

### **Majors**

Accounting

Finance

Computer Information Systems

Management

Marketing

The curricula in the College of Business Administration offer minor programs in International Business (IB) and Entrepreneurship (ENT). Each department provides students ample freedom to select individual courses in other colleges of the university to satisfy their general cultural interests, so that with their specialization they will achieve a well-balanced education.

There are no provisions in the policies of the college for students to obtain a double major. Degrees are granted, upon application, to students who successfully complete the prescribed requirements for one of the four-year curricula offered by the College of Business Administration.

The College of Business Administration reserves the right to modify curricula and specific courses of instruction, to alter the requirements for admission and graduation, and to change the degrees to be awarded in the three above-mentioned departments.

## **COBA MISSION STATEMENT**

The mission of the College of Business Administration is to train its students to become ethical entrepreneurs and professionals capable of succeeding in a competitive global environment through research and effective pedagogy.

## **COBA Vision Statement**

The College of Business Administration endeavors to be recognized as a leader in the production and placement of quality graduates, admired for its academic and community achievements, and respected for its outstanding faculty.

## **COBA Guiding Principles**

The College of Business Administration supports the mission of Alabama State University, a regional historically black institution, by providing the higher educational needs of business students in the state of Alabama and surrounding regions through its commitment to the following areas

### **Student Focus**

COBA strives to engage and empower its students by creating opportunities for people who otherwise might not pursue or have access to higher education. It focuses on serving students who desire a smaller classroom environment with a coaching approach to pedagogy

### **Curriculum**

COBA awards undergraduate and graduate degrees. The undergraduate programs offer selected specializations built on a foundation of general education and a broad business core, with the emphasis on entrepreneurship and global business. All programs stress the application of concepts and the enhanced use of technology. The Master of Accountancy program offers advanced accounting studies.

### **Instructional and Research Focus**

Instructional development and faculty intellectual contributions of applied scholarship are emphasized. Faculty development, community service and involvement in professional organizations resulting in service to key stakeholders are stressed.

### **Community Focus**

The COBA outreach programs provide value-added programming and service learning opportunities that create strong relationships and alliances with local high schools, the greater Montgomery community; corporate, minority and small business organizations; governmental agencies, and alumni partners.

## **PURPOSES AND OBJECTIVES**

The principal objective of the College of Business Administration is teaching/coaching to accomplish a fourfold purpose: (1) to prepare students for managerial and leadership careers in the management of both business and government enterprises in a global environment, (2) to cultivate the entrepreneurial and intrapreneurial spirit so that students will pursue and take advantage of innovative opportunities, both internal and external to the organization, (3) to promote responsible citizenship and leadership roles in a society oriented toward the advancement of knowledge and (4) to foster a foundation that will promote lifelong learning.

Specifically, the College of Business Administration provides:

1. The common professional components of business
2. Service to the community both by course offerings that are relevant for entrepreneurship and intrapreneurship and through consulting and public service activities
3. Avenues for cooperation with other units within the university community in the pursuit of mutual educational objectives
4. Flexible and integrated curriculum background for the students who choose

to enter graduate school in lieu of business careers

### **ADMISSION POLICIES**

Students are eligible for admission to the College of Business Administration after completion of one year of work in a program of liberal studies in University College of this university with an overall grade point average of at least 2.2. Each student will be assigned a faculty adviser. The students, faculty adviser, department chairs and/or dean will plan the tentative schedule of courses the student is required to take in the department selected in the College of Business Administration.

### **TRANSIENT COURSE POLICIES**

Students enrolled in a College of Business Administration program will not be permitted to enroll as a transient student at a two-year college.

#### **Admission of Freshmen**

All freshmen are required to enroll in University College. A student may transfer to the College of Business Administration after completing the courses outlined in the General Studies with an overall grade point average of at least 2.2. The college may require some students to enroll in specific courses in mathematics, writing or reading as modifications of the core.

#### **Admission of Transfer Students**

Two-year college graduates and students from other colleges and universities who wish to transfer to the College of Business Administration are extended a hearty welcome. All transfer students having fewer than 30 semester hours will be enrolled in University College.

The College of Business Administration is organized as a professional college within the university. The comprehensive liberal studies, the basic work for a professional program of management education for business leadership, must be taken prior to admission to the college.

The following conditions will serve as guides in expediting admission and in preparing for a professional career in business leadership:

1. For students transferring from accredited public institutions within the state of Alabama, the amount of credit for freshman and sophomore course work is governed by the Articulation and General Studies agreement. The maximum credit allowed for work completed in a two-year college will be equivalent to one-half of the student's curriculum, but not to exceed 60 semester hours.
2. For students transferring from other institutions, the amount of transfer credit and advanced standing allowed will be determined by the dean and the Office of Admissions and Recruitment.

Transfer students are required to spend a minimum of two semesters in residence or take at least the equivalent of 30 credit hours in the College of Business Administration before they become eligible for a degree.

### **STUDENT OUTCOME ASSESSMENT PROGRAM**

#### **MAJOR FIELD TEST IN BUSINESS**

The College of Business Administration requires every student to take the

online version of the Peregrine Common Professional Components Exam in MGT 462 Business Policies (the Capstone course) as part of the graduation requirement.

The CPC Test in Business is an innovative undergraduate outcomes assessment designed by Peregrine Academic Services to measure the basic student learning in the field of business. The exam contains about 120 multiple-choice items designed to measure a student's subject knowledge and the ability to apply facts, concepts, theories and analytical methods. Some questions are grouped in sets and based on diagrams, charts and data tables. The questions represent a wide range of difficulty and cover depth and breadth in assessing students' achievement levels.

Test results enable the College of Business Administration to refine and improve curriculum development, gauge the progress of students compared to others in the program and those in similar programs at schools throughout the country.

### **INDEPENDENT STUDY POLICY**

Policies of the College of Business Administration make no provision for independent studies.

### **COURSE REPETITION**

A student must earn a "C" or better in all courses. If a student earns a grade of "D" Or "F" in a course, the course must be repeated the next semester of enrollment.

### **STUDENT ACTIVITIES**

Student representatives are elected for service on various types of committees at the collegiate level. The participation of student representatives provides means for students to voice their concerns and to take an active role in matters relating to them.

Majors and minors from other colleges of the university may wish to become active members of one of the special interest student organizations. Students who are enrolled in other colleges of the university may apply for and be recognized as associate members of the various clubs. These clubs, sponsored by the COBA, were organized in order to provide an opportunity for students with similar professional interests to participate as a group in social and intellectual activities.

The clubs meet on a regular basis in order to discuss and adopt policies and activities that are agreeable to and in the best interest of the membership. Their members are also interested in promoting extracurricular activities, such as inviting members of the community to speak on campus and arranging visits to interesting and informative businesses in the local area.

The presidents of the student organizations in the College of Business Administration are official members of the Dean's Council of Students. The council meets with the dean of the college periodically to discuss matters that concern students of the college.

The following organizations are established and functioning in the College of Business Administration:

1. Alpha Kappa Psi
2. American Marketing Association
3. Association of Information Technology Professionals
4. Delta Mu Delta Honor Society (DMD)–Gamma Epsilon Chapter

5. Institute of Management Accountants
6. National Association of Black Accountants
7. National Student Business League
8. Phi Beta Lambda Chapter
9. Phi Gamma Nu
10. Society for the Advancement of Management, John Cannon Chapter
11. ASU Financial Management Association
12. Students in Free Enterprise

### **BUSINESS COOPERATIVE INTERNSHIP PROGRAM**

The College of Business Administration offers qualified students the opportunity to participate in the Business Cooperative Internship Program. The Business Co-op program is administered by the director of cooperative education. Effort is made to place students in jobs that offer maximum educational and financial benefits. Students alternate each semester between work in business or industry and study at the university.

The Business Cooperative Internship Program gives students opportunities for practical experience, enables them to earn part of their expenses and may lead to permanent employment after graduation.

The student may earn a maximum of nine credit hours (three credit hours for each experience) in this particular program. The student must do a satisfactory job as determined by the employer and coordinator, including reports covering his or her job experiences. Students cannot use their full-time or part-time employment to substitute for the business cooperative or internship to earn credit hours. Grades earned in the Business Co-op program cannot be used for electives or counted toward graduation.

### **INTERNSHIP IN BUSINESS**

This program is designed to give the undergraduate student in the College of Business Administration the opportunity to work one semester of each year as an intern in business, industry, government, health, social sciences and community action and receive three semester hours of credit toward the bachelor's degree.

### **BUSINESS DEVELOPMENT**

#### **AND GLOBAL ECONOMIC RESEARCH CENTER**

The Business Development and Global Economic Research Center (BDGERC) is organized within the College of Business Administration to meet the research and service needs of the business community and to provide ancillary services to the students and faculty of COBA. Under the umbrella of the BDGERC resides the Small Business Development Center and the Disadvantaged Business Enterprise and Supportive Services Program. The Center is an associate member of the Association of University Business and Economic Research.

The Center develops and disseminates data on current business and economic conditions. It cooperates with businesses, governmental agencies, professional and service groups and consumers in evaluating and analyzing their specific problems. It also designs and sponsors programs to meet the particular needs of the respective groups. In pursuing these goals, the center has obtained and seeks contracts and grants for research and sponsorship. The center uses the academic- and business-oriented resources of the university's colleges and departments, thereby enriching the instruction of students.

The BDGERC has the capacity of preparing to meet the standards of Total Quality Management (TQM)/ISO. ISO is the International Standards Organization.

### **SMALL BUSINESS DEVELOPMENT CENTER**

The Small Business Development Center (SBDC), located in the College of Business Administration, is a member of a consortium of 11 universities throughout the state of Alabama that make up the Alabama Small Business Development Center.

It was developed in a joint effort between the U.S. Small Business Administration and the state of Alabama to (1) reduce significantly the failure rate of small businesses in the state of Alabama, (2) assist small businesses in the state to improve significantly their ability to generate profit and (3) advise the potential small business persons of the feasibility of a business prior to investing capital.

Consultants consisting of students or faculty are available to act as go-betweens for the business person and the many informational resources provided by the SBDC.

### **PROCUREMENT TECHNICAL ASSISTANT CENTER**

The Procurement Technical Assistant Center (PTAC) at Alabama State University is one of five centers in the state of Alabama and a part of the Alabama Small Business Consortium. The center is funded by the United States Department of Defense and the Alabama Department of Economic and Community Affairs. They provide vast amounts of information and counseling in the area of Government Contracting Opportunities to its clients. The Alabama Small Business Procurement System (ASBPS) is a computerized bid tracking system available to small businesses in the state of Alabama. The bid tracking system seeks to provide a clearinghouse for bid opportunities available through state and federal agencies. Since its inception, the Alabama Small Business Procurement System has assisted thousands of Alabama Businesses with obtaining millions of dollars in contracts. To enroll your company in the ASBPS database, contact the ASU/SBDC.

### **DISADVANTAGED BUSINESS ENTERPRISE AND SUPPORTIVE SERVICES PROGRAM**

The Disadvantaged Business Enterprise (DBE) Supportive Services Program is funded by a grant awarded to Alabama State University's College of Business Administration by the Alabama Department of Transportation. The DBE Supportive Services Program provides technical and managerial counseling and training to minority highway construction-related businesses that seek to formulate working relations with the Department of Transportation.

Through program certification, minority and women business owners are granted eligible status of minority participation on federal, state and municipal contractual opportunities. The program assures that business owners are given the assistance and resources needed to procure, perform and manage contractual opportunities.

### **BUSINESS AND TECHNOLOGY CENTER**

Since the summer of 1999, staff members of the ASU Business and Technology Center have provided businesses, government, educational institutions and individuals with many of the technological tools necessary to manage effectively in the 21st century. Customers may choose from a menu of services that range from classroom instruction on software training to Web-based classes and consulting services on what hardware and software to buy for their business needs; from video-conferencing, opinion polling, market research, project management and information technology to assistance with preparing proposals for government contracts.

### **COLLEGIAL COMPUTING CENTER**

The Collegial Computing Center is equipped with computer facilities to meet

the needs of our learners. Five computer labs are in the College of Business Administration. The labs are open until midnight, seven days a week. The computers in COBA are networked over a fast Ethernet and have Internet access. The computers also interface with the university's mainframe computer.

The college has state-of-the-art PCs, laser printers and scanners in the computer labs. The PCs have Microsoft Office Suite, Adobe Creative Suite, Visual Studio, Project, Visio, SPSS and other software for student use.

All classrooms in the College of Business Administration have been equipped with multimedia facilities that include an overhead data projector.

All users of the computer labs are required to adhere to the letter on the security process that is posted in the labs.

### **SAP UNIVERSITY ALLIANCE**

The College of Business Administration is one of the early members of the SAP University Alliances program. This alliance has allowed the college to gain access to the SAP Business Suite family of solutions, including SAP ERP and SAP Business One. Through hands-on experience with SAP solutions, COBA students gain insight into how technology can empower a business to optimize key processes such as accounting and controlling, human capital management, project planning, plant and materials management, and sales and distribution.

SAP is the world's largest business software company and was founded as Systems Applications and Products in Data Processing.

### **MICROSOFT'S MSDN ACADEMIC ALLIANCE (MSDNAA)**

The College of Business Administration is a member of the MSDN Academic Alliance. This alliance provides COBA's faculty and students with the latest developer tools, servers, and platforms from Microsoft at no cost.

The program helps COBA to keep the computer labs, faculty, and students on the leading edge of technology. All students enrolled in COBA can get licenses to load all Microsoft software (except Word, PowerPoint, and Excel) on their personal computers free of cost. The distribution of the software and license is done electronically using Microsoft's e-academy License Management Systems (ELMS).

### **ORACLE ACADEMY**

The College of Business Administration is a member of the Oracle Academy. The Oracle Academy offers a complete portfolio of software, curriculum, hosted technology, faculty training, support, and certification resources to the College. Students gain hands-on experience with the latest technologies and develop industry-relevant skills prior to entering the workplace.

The College has already obtained a curriculum that prepares students to earn the Oracle Certified Associate certification from Oracle while still in school.

### **CENTER FOR ACADEMIC REINFORCEMENT**

The Center for Academic Reinforcement provides tutoring service for students in accounting and finance, computer information systems (computer languages), quantitative services (mathematics, calculus and statistics) and business communications (reading, writing and basic research). It also provides service for seniors, assisting them in report writing and perfecting their interviewing techniques and counseling in matters pertaining to their personal needs.



**DEPARTMENT OF ACCOUNTING AND FINANCE**  
**Dr. Gow-Cheng Huang, Chair**  
**Ms. Jorja Bradford, Dr. Xueyu Cheng, Dr.**  
**Rama Guttikonda, Ms. Ashia Meeks,**  
**Dr. Sontachai Suwanakul, Dr. Dave Thompson,**  
**Dr. Chiou-nan Yeh**

The department of accounting and finance offers two degree programs leading to the Bachelor of Science degree. One is the major in accounting, which prepares the student for a wide variety of professional careers in either public, industrial or governmental accounting. The other program, a major in finance, prepares the student for a professional career in organizations that require special training in finance and an understanding of financial systems. Both programs also provide a sound foundation in theory and skills that are necessary requisites for students to pursue graduate degrees in either accounting or finance.

**ACCOUNTING MAJOR**  
**(Leading to a Bachelor of Science Degree)**

*Students must complete a six (6) semester-hour sequence either in literature or history.*

**General Studies ..... 42**

*Computer Information Systems majors must choose General Studies courses as follows:*

**Orientation: (1 hour)**

ORI 100 Freshmen Orientation..... 1

**English Composition: (6 hours)**

ENG 131 English Composition ..... 3

ENG 132 English Composition ..... 3

or

ENG 140 English Composition (Honors) ..... 3

ENG 141 English Composition (Honors) ..... 3

**Humanities and Fine Arts: (12 Hours)**

HUM 103 The Humanities through the African-American Experience . 3

ENG 209 Introduction to Literature ..... 3

*Choose one of the following: (3 Hours)*

ART 131 Art Appreciation ..... 3

MUS 121 Music Appreciation ..... 3

THE 111 Introduction to Theater Arts ..... 3

*Choose one of the following: (3 Hours)*

ENG 210 Introduction to Literature ..... 3

HUM 101 Interdisciplinary Humanities ..... 3

HUM 102 Interdisciplinary Humanities ..... 3

CMS 200 Voice and Diction ..... 3

CMS 205 Public Speaking ..... 3

PHL 201 Logical Reasoning ..... 3

**Natural Sciences and Mathematics: (11 Hours)**

PSC 231 Physical Science Survey.....	4
PSC 232 Physical Science Survey.....	4
MAT 137 Pre-calculus Algebra.....	3

**History, Social and Behavioral Sciences: (12 Hours)**

ECO 251 Principles of Economics I.....	3
ECO 252 Principles of Economics II.....	3
HIS 131 World History.....	3

*Choose one of the following: (3 Hours)*

HIS 132 World History.....	3
PSY 251 General Psychology.....	3
SOC 110 Introduction to Sociology.....	3
ANT 113 Societies Around the World.....	3
GEO 206 World Geography.....	3
POS 207 American Government.....	3

**Pre-professional Courses..... 16**

MGT 202 Business Statistics I.....	3
CIS 205 Introduction to Computer Information Systems.....	3
ACT 214 Principles of Financial Accounting.....	3
ACT 215 Principles of Managerial Accounting.....	3
MGT 331 Business Statistics II and Decision Theory.....	3
PED 114 Beginning Golf.....	1
or	
PED 122 Beginning Tennis.....	1

**Required Business Support Courses..... 33**

FLF 141 French I.....	3
or	
FLS 161 Spanish I.....	3
CIS 206 Business Programming Languages.....	3
MGT 201 Business Orientation.....	3
MGT 204 Business Communications.....	3
MGT 255 Business Law/Legal Environments for Administration I.....	3
FIN 321 Essentials of Managerial Finance.....	3
MKT 321 Elements of Marketing and Direct Marketing.....	3
MGT 321 Principles of Management.....	3
CIS 329 Business Process Integration using SAP.....	3
MGT 422 Production Management.....	3
MGT 462 Business Policies.....	3

**Preprofessional, Major and Elective Courses..... 19**

MGT 201 Business Orientation.....	3
MGT 202 Business Statistics I.....	3
CIS 205 Introduction to Computer Information Systems.....	3
ACT 214 Principles of Financial Accounting.....	3
ACT 215 Principles of Managerial Accounting.....	3
MGT 331 Business Statistics II and Decision Theory.....	3
PED 114 Beginning Golf.....	1
or	
PED 122 Beginning Tennis.....	1

**Required Support Courses..... 36**

CIS 206 Business Programming Languages3	
FLF 141 French I3	
or	
FLS 161 Spanish I.....	3
FIN 321 Essentials of Managerial Finance.....	3

MKT 321 Elements of Marketing and Direct Marketing .....	3
MGT 204 Business Communications .....	3
MGT 255 Business Law/Legal Environments for Administration I .....	3
MGT 321 Principles of Management .....	3
CIS 329 Business Process Integration using SAP .....	3
MGT 400 Entrepreneurship and Small Business Management .....	3
MGT 422 Production Management .....	3
MGT 462 Business Policies .....	3
<b>Required Major Courses (Accounting) .....</b>	<b>21</b>
ACT 313 Intermediate Accounting I .....	3
ACT 314 Intermediate Accounting II .....	3
ACT 318 Income Tax Accounting .....	3
ACT 411 Cost Accounting .....	3
ACT 415 Advanced Accounting .....	3
ACT 418 Auditing .....	3
ACT 419 Fund Accounting .....	3
<b>Required Elective Minor Courses .....</b>	<b>12</b>
<b>Option I- Minor in International Business</b>	
CIS 331 Global Supply Chain Management .....	3
FIN 331 Global Finance .....	3
MKT 331 Global Marketing .....	3
MGT 460 International Business .....	3
<b>Option II- Minor in Entrepreneurship</b>	
MGT 200 Entrepreneurial Mindset .....	1
MGT 300 Innovation / New Venture Creation .....	3
MGT 301 Ethics and Negotiations .....	3
MGT 400 Entrepreneurship and Small Business Management .....	3
<i>Entrepreneurship Minor Elective</i>	
<i>Choose One</i>	
MKT 341 Retailing .....	3
MKT401 Small Business Consulting .....	3
MKT 400 Product Development .....	3
MKT 336 Professional Selling/Sales Management .....	3
<b>Accounting Electives .....</b>	<b>3</b>
ACT 350 Accounting Information System .....	3
ACT 331 International Accounting .....	3
FIN 323 Intermediate Financial Management .....	3
FIN 324 Principles and Practices of Real Estate Finance .....	3
FIN 416 Insurance .....	3
FIN 421 Investments .....	3
FIN 423 Financial Institutions .....	3
ECO 455 Money and Banking .....	3
ECO 459 Public Finance .....	3
MGT 430 Internship in Business .....	3
<b>TOTAL SEMESTER HOURS TO GRADUATE .....</b>	<b>124</b>

## FINANCE MAJOR

### (Leading to a Bachelor of Science Degree)

*Students must complete a six (6) semester-hour sequence either in literature or history.*

<b>General Studies .....</b>	<b>42</b>
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Computer Information Systems majors must choose General Studies courses as follows:

<b>Orientation:</b> (1 hour)	
ORI 100 Freshmen Orientation.....	1
<b>English Composition:</b> (6 hours)	
ENG 131 English Composition .....	3
ENG 132 English Composition .....	3
or	
ENG 140 English Composition (Honors) .....	3
ENG 141 English Composition (Honors) .....	3
<b>Humanities and Fine Arts: (12 Hours)</b>	
HUM 103 The Humanities through the African-American Experience .	3
ENG 209 Introduction to Literature.....	3
<i>Choose one of the following: (3 Hours)</i>	
ART 131 Art Appreciation .....	3
MUS 121 Music Appreciation .....	3
THE 111 Introduction to Theater Arts.....	3
<i>Choose one of the following: (3 Hours)</i>	
ENG 210 Introduction to Literature.....	3
HUM 101 Interdisciplinary Humanities .....	3
HUM 102 Interdisciplinary Humanities .....	3
CMS 200 Voice and Diction.....	3
CMS 205 Public Speaking .....	3
PHL 201 Logical Reasoning .....	3
<b>Natural Sciences and Mathematics:</b> (11 Hours)	
PSC 231 Physical Science Survey.....	4
PSC 232 Physical Science Survey.....	4
MAT 137 Pre-calculus Algebra .....	3
<b>History, Social and Behavioral Sciences:</b> (12 Hours)	
ECO 251 Principles of Economics I.....	3
ECO 252 Principles of Economics II.....	3
HIS 131 World History .....	3
PSY 251 General Psychology .....	3
<i>Option for History and Literature Sequence</i>	
HIS 132 World History .....	3
<b>Pre-professional Courses</b> .....	<b>16</b>
MGT 202 Business Statistics I3	
CIS 205 Introduction to Computer Information Systems .....	3
ACT 214 Principles of Financial Accounting.....	3
ACT 215 Principles of Managerial Accounting .....	3
MGT 331 Business Statistics II and Decision Theory .....	3
PED 114 Beginning Golf.....	1
or	
PED 122 Beginning Tennis.....	1
<b>Required Business Support Courses</b> .....	<b>33</b>
FLF 141 French I .....	3
or	
FLS 161 Spanish I .....	3

CIS 206 Business Programming Languages.....	3
MGT 201 Business Orientation.....	3
MGT 204 Business Communications .....	3
MGT 255 Business Law/Legal Environments for Administration I .....	3
FIN 321 Essentials of Managerial Finance.....	3
MKT 321 Elements of Marketing and Direct Marketing .....	3
MGT 321 Principles of Management.....	3
CIS 329 Business Process Integration using SA.....	3
MGT 422 Production Management .....	3
MGT 462 Business Policies.....	3
<b>Required Major Courses (Finance) .....</b>	<b>21</b>
FIN 323 Intermediate Financial Management .....	3
FIN 324 Principles and Practices of Real Estate Finance.....	3
FIN 416 Insurance .....	3
FIN 421 Investment .....	3
FIN 423 Financial Institutions .....	3
ECO 250 Credit Management and Consumer Finance.....	3
ECO 455 Money and Banking .....	3
<b>Required Elective Minor Courses.....</b>	<b>12</b>
<b>Option I- Minor in International Business</b>	
CIS 331 Global Supply Chain Management.....	3
FIN 331 Global Finance.....	3
MKT 331 Global Marketing .....	3
MGT 460 International Business .....	3
<b>Option II- Minor in Entrepreneurship</b>	
MGT 200 Entrepreneurial Mindset .....	1
MGT 300 Innovation / New Venture Creation.....	3
MGT 301 Ethics and Negotiations.....	3
MGT 400 Entrepreneurship and Small Business Management .....	3
<i>Entrepreneurship Minor Elective</i>	
<i>Choose One</i>	
MKT 341 Retailing .....	3
MKT401 Small Business Consulting .....	3
MKT 400 Product Development.....	3
MKT 336 Professional Selling/Sales Management .....	3
<b>Electives</b>	
ACT 318 Income Tax Accounting.....	3
ACT 411 Cost Accounting .....	3
CIS 391 Management Science.....	3
ECO 459 Public Finance .....	3
FIN 417 Real Estate Finance.....	3
FIN 418 Real Estate Appraisal .....	3
MGT 430 Internship in Business.....	3
MGT 460 International Business .....	3
<b>TOTAL SEMESTER HOURS TO GRADUATE.....</b>	<b>124</b>

**DEPARTMENT OF COMPUTER INFORMATION SYSTEMS**

**Dr. Kamal Hingorani, Chair;  
Dr. Sun-Gi Chun, Ms. Nasrin Askari-Danesh,  
Mr. Adarsh Kakar, Dr. Jongheon Kim,  
Mr. Donald Woodard, Dr. Jiin Wang**

The department of computer information systems (CIS) offers a degree program leading to a Bachelor of Science degree. The program in CIS prepares the student for a wide variety of professional careers in business, industry or government that requires development and management of computer information systems. CIS instruction consists of hands-on computer use, coaching, lecture, discussion, field trips, demonstrations, presentation by practitioners, applied team projects in the business community and case studies. The program also provides a sound foundation in theory and skills that are necessary requisites for students to pursue graduate degrees in computer information systems.

**COMPUTER INFORMATION SYSTEMS MAJOR  
(Leading to a Bachelor of Science Degree)**

*Students must complete a six (6) semester-hour sequence either in literature or history.*

**General Studies ..... 42**

*Computer Information Systems majors must choose General Studies courses as follows:*

**Orientation: (1 hour)**

ORI 100 Freshmen Orientation..... 1

**English Composition: (6 hours)**

ENG 131 English Composition ..... 3

ENG 132 English Composition ..... 3

or

ENG 140 English Composition (Honors) ..... 3

ENG 141 English Composition (Honors) ..... 3

**Humanities and Fine Arts: (12 Hours)**

HUM 103 The Humanities through the African-American Experience . 3

ENG 209 Introduction to Literature ..... 3

*Choose one of the following: (3 Hours)*

ART 131 Art Appreciation ..... 3

MUS 121 Music Appreciation ..... 3

THE 111 Introduction to Theater Arts ..... 3

*Choose one of the following: (3 Hours)*

ENG 210 Introduction to Literature ..... 3

HUM 101 Interdisciplinary Humanities ..... 3

HUM 102 Interdisciplinary Humanities ..... 3

CMS 200 Voice and Diction ..... 3

CMS 205 Public Speaking ..... 3

PHL 201 Logical Reasoning ..... 3

<b>Natural Sciences and Mathematics: (11 Hours)</b>	
PSC 231 Physical Science Survey.....	4
PSC 232 Physical Science Survey.....	4
MAT 137 Precalculus Algebra .....	3
<b>History, Social and Behavioral Sciences: (12 Hours)</b>	
ECO 251 Principles of Economics I.....	3
ECO 252 Principles of Economics II.....	3
HIS 131 World History .....	3
<i>Choose one of the following: (3 Hours)</i>	
HIS 132 World History .....	3
PSY 251 General Psychology .....	3
<b>Pre-professional Courses.....</b>	<b>16</b>
MGT 202 Business Statistics I.....	3
CIS 205 Introduction to Computer Information Systems .....	3
ACT 214 Principles of Financial Accounting.....	3
ACT 215 Principles of Managerial Accounting .....	3
MGT 331 Business Statistics II and Decision Theory .....	3
PED 114 Beginning Golf.....	1
or	
PED 122 Beginning Tennis.....	1
<b>Required Business Support Courses .....</b>	<b>33</b>
FLF 141 French I .....	3
or	
FLS 161 Spanish I .....	3
CIS 206 Business Programming Languages.....	3
MGT 201 Business Orientation.....	3
MGT 204 Business Communications .....	3
MGT 255 Business Law/Legal Environments for Administration I .....	3
FIN 321 Essentials of Managerial Finance.....	3
MKT 321 Elements of Marketing and Direct Marketing .....	3
MGT 321 Principles of Management.....	3
CIS 329 Business Process Integration using SAP .....	3
MGT 422 Production Management .....	3
MGT 462 Business Policies.....	3
<b>Required Major Courses (Computer Information Systems).....</b>	<b>21</b>
CIS 302 Internet Programming .....	3
CIS 304 Programming in JAVA .....	3
CIS 310 Networking Fundamentals.....	3
CIS 404 Database Administration.....	3
CIS 410 Systems Analysis.....	3
CIS 415 Management Information Systems.....	3
CIS 461 Advanced Database Systems .....	3
<b>Required Elective Minor Courses.....</b>	<b>12/13</b>
<b>Option I- Minor in International Business</b>	
CIS 331 Global Supply Chain Management.....	3
FIN 331 Global Finance.....	3
MKT 331 Global Marketing .....	3
MGT 460 International Business .....	3
<b>Option II- Minor in Entrepreneurship</b>	

MGT 200 Entrepreneurial Mindset .....	1
MGT 300 Innovation / New Venture Creation.....	3
MGT 301 Ethics and Negotiations.....	3
MGT 400 Entrepreneurship and Small Business Management .....	3

Entrepreneurship Minor Elective  
Choose One

MKT 336 Professional Selling/Sales Management .....	3
MKT 341 Retailing .....	3
MKT 400 Product Development.....	3
MKT 401 Small Business Consulting .....	3

**TOTAL SEMESTER HOURS TO GRADUATE..... 124**



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Mrs. Janel Bell-Haynes, Acting Chair**  
**Dr. Saad Bakir, Dr. Edward Brown,**  
**Dr. Michelle Crawford, Mr. Charlie Hardy,**  
**Ms. Michelle Johnson, Dr. Sara Kiser,**  
**Dr. Joyce McGriff, Dr. Robert McNeal,**  
**Dr. Tammy Prater, Mrs. Kim Smith, Dr. Eric Walton**

The department of business administration offers two degree programs leading to the Bachelor of Science degree with majors in management and marketing. Additionally, these majors prepare the students to fill the role of citizens well informed of the economic problems confronting a modern society.

A major in management (with an optional concentration in hospitality management) or marketing (with an optional concentration in purchasing), provides students with the necessary background for future employment in industry and government or the opportunity to own their own business. It also provides a basic platform for additional study for advanced degrees.

**MANAGEMENT MAJOR**  
**(Leading to the Bachelor of Science Degree)**

*Students must complete a six (6) semester-hour sequence either in literature or history.*

**General Studies** ..... 42

*Management majors must choose General Studies courses as follows:*

**Orientation:** (1 hour)

ORI 100 Freshmen Orientation..... 1

**English Composition:** (6 hours)

ENG 131 English Composition ..... 3

ENG 132 English Composition ..... 3

or

ENG 140 English Composition (Honors) ..... 3

ENG 141 English Composition (Honors) ..... 3

**Humanities and Fine Arts:** (12 Hours)

HUM 103 The Humanities through the African-American Experience . 3

ENG 209 Introduction to Literature ..... 3

*Choose one of the following: (3 Hours)*

ART 131 Art Appreciation ..... 3

MUS 121 Music Appreciation ..... 3

THE 111 Introduction to Theater Arts ..... 3

*Choose one of the following: (3 Hours)*

ENG 210 Introduction to Literature ..... 3

HUM 101 Interdisciplinary Humanities ..... 3

HUM 102 Interdisciplinary Humanities ..... 3

CMS 200 Voice and Diction ..... 3

CMS 205 Public Speaking ..... 3

PHL 201 Logical Reasoning ..... 3

**Natural Sciences and Mathematics:** (11 Hours)

PSC 231 Physical Science Survey.....	4
PSC 232 Physical Science Survey.....	4
MAT 137 Precalculus Algebra .....	3

**History, Social and Behavioral Sciences: (12 Hours)**

ECO 251 Principles of Economics I.....	3
ECO 252 Principles of Economics II.....	3
HIS 131 World History .....	3

*Choose one of the following: (3 Hours)*

HIS 132 World History .....	3
PSY 251 General Psychology .....	3
SOC 110 Introduction to Sociology .....	3
ANT 113 Societies Around the World.....	3
GEO 206 World Geography.....	3
POS 207 American Government.....	3

**Preprofessional, Major and Elective Courses..... 19**

MGT 201 Business Orientation.....	3
MGT 202 Business Statistics I.....	3
CIS 205 Introduction to Computer Information Systems .....	3
ACT 214 Principles of Financial Accounting.....	3
ACT 215 Principles of Managerial Accounting .....	3
MGT 331 Business Statistics II and Decision Theory .....	3
PED 114 Beginning Golf.....	1
or	
PED 122 Beginning Tennis.....	1

**Required Support Courses..... 36**

CIS 206 Business Programming Languages.....	3
FLF 141 French I .....	3
or	
FLS 161 Spanish I .....	3
FIN 321 Essentials of Managerial Finance.....	3
MKT 321 Elements of Marketing and Direct Marketing .....	3
MGT 204 Business Communications .....	3
MGT 255 Business Law/Legal Environments for Administration I .....	3
MGT 321 Principles of Management.....	3
CIS 329 Business Process Integration using SAP .....	3
MGT 422 Production Management .....	3
MGT 400 Entrepreneurship and Small Business Management .....	3
MGT 462 Business Policies.....	3

**Required Major Courses (Management)..... 24**

**Courses Required: (12 hours)**

MGT 220 The Systems Approach to Business.....	3
MGT 325 Human Behavior in Organizations.....	3
MGT 421 Personnel Management.....	3
MGT 460 International Business .....	3

*Choose four courses from the following: (12 Hours)*

CIS 302 Internet Programming.....	3
CIS 391 Management Science.....	3
CIS 415 Management Information Systems.....	3
ECO 250 Credit Management and Consumer Finance.....	3
MGT 324 Fundamentals of Quality Management.....	3
MGT 356 Business Law/Legal Environments for Administration II .....	3
MGT 425 Public Management.....	3
MGT 430 Internship in Business.....	3

MGT 453 Labor Relations.....	3
MKT 333 Consumer Behavior .....	3
MKT 336 Sales Management .....	3

**Required Elective Minor Courses.....12/13**

**Option I- Minor in International Business**

CIS 331 Global Supply Chain Management.....	3
FIN 331 Global Finance.....	3
MKT 331 Global Marketing .....	3
MGT 460 International Business .....	3

**Option II- Minor in Entrepreneurship**

MGT 200 Entrepreneurial Mindset .....	1
MGT 300 Innovation / New Venture Creation.....	3
MGT 301 Ethics and Negotiations.....	3
MGT 400 Entrepreneurship and Small Business Management .....	3

Entrepreneurship Minor Elective  
Choose One

MKT 336 Professional Selling/Sales Management .....	3
MKT 341 Retailing .....	3
MKT 400 Product Development.....	3
MKT 401 Small Business Consulting .....	3

**TOTAL SEMESTER HOURS TO GRADUATE..... 124**

**MANAGEMENT MAJOR Hospitality and  
Tourism Concentration (Leading to the  
Bachelor of Science degree)**

*Students must complete a six (6) semester-hour sequence either in literature or history.*

**General Studies ..... 42**

*Management majors must choose General Studies courses as follows:*

**Orientation:** (1 hour)

ORI 100 Freshmen Orientation.....	1
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**English Composition:** (6 hours)

ENG 131 English Composition .....	3
ENG 132 English Composition .....	3
or	
ENG 140 English Composition (Honors) .....	3
ENG 141 English Composition (Honors) .....	3

**Humanities and Fine Arts:** (12 Hours)

HUM 103 The Humanities through the African-American Experience .	3
ENG 209 Introduction to Literature .....	3

*Choose one of the following: (3 Hours)*

ART 131 Art Appreciation .....	3
MUS 121 Music Appreciation .....	3
THE 111 Introduction to Theater Arts .....	3

<i>Choose one of the following: (3 Hours)</i>	
ENG 210 Introduction to Literature .....	3
HUM 101 Interdisciplinary Humanities .....	3
HUM 102 Interdisciplinary Humanities .....	3
CMS 200 Voice and Diction .....	3
CMS 205 Public Speaking .....	3
PHL 201 Logical Reasoning .....	3
<b>Natural Sciences and Mathematics: (11 Hours)</b>	
PSC 231 Physical Science Survey .....	4
PSC 232 Physical Science Survey .....	4
MAT 137 Precalculus Algebra .....	3
<b>History, Social and Behavioral Sciences: (12 Hours)</b>	
ECO 251 Principles of Economics I .....	3
ECO 252 Principles of Economics II .....	3
HIS 131 World History .....	3
<i>Choose one of the following: (3 Hours)</i>	
HIS 132 World History .....	3
PSY 251 General Psychology .....	3
SOC 110 Introduction to Sociology .....	3
ANT 113 Societies Around the World .....	3
GEO 206 World Geography .....	3
POS 207 American Government .....	3
<b>Preprofessional, Major and Elective Courses ..... 19</b>	
MGT 201 Business Orientation .....	3
MGT 202 Business Statistics I .....	3
CIS 205 Introduction to Computer Information Systems .....	3
ACT 214 Principles of Financial Accounting .....	3
ACT 215 Principles of Managerial Accounting .....	3
MGT 331 Business Statistics II and Decision Theory .....	3
PED 114 Beginning Golf .....	1
or	
PED 122 Beginning Tennis .....	1
<b>Required Support Courses ..... 36</b>	
CIS 206 Business Programming Languages .....	3
FLF 141 French I .....	3
or	
FLS 161 Spanish I .....	3
FIN 321 Essentials of Managerial Finance .....	3
MKT 321 Elements of Marketing and Direct Marketing .....	3
MGT 204 Business Communications .....	3
MGT 255 Business Law/Legal Environments for Administration I .....	3
MGT 321 Principles of Management .....	3
CIS 329 Business Process Integration using SAP .....	3
MGT 422 Production Management .....	3
MGT 400 Entrepreneurship and Small Business Management .....	3
MGT 462 Business Policies .....	3
<b>Required Major Courses (Required) ..... 24</b>	
MGT 250 Introduction to Hotel, Restaurant, and Tourism Management .....	3
MGT 323 Lodging Management .....	3
MGT 330 Restaurant Management .....	3
MGT 335 Tourism Marketing .....	3

MGT 340 Event and Convention Planning .....	3
MGT 405 Food and Beverage Cost Control .....	3
MKT 425 Hospitality Marketing.....	3
MGT 455 Hospitality Management Strategies .....	3
<b>Required Elective Minor Courses.....</b>	<b>12/13</b>
<b>Option I- Minor in International Business</b>	
CIS 331 Global Supply Chain Management.....	3
FIN 331 Global Finance.....	3
MKT 331 Global Marketing.....	3
MGT 460 International Business .....	3
<b>Option II- Minor in Entrepreneurship</b>	
MGT 200 Entrepreneurial Mindset .....	1
MGT 300 Innovation / New Venture Creation.....	3
MGT 301 Ethics and Negotiations.....	3
MGT 400 Entrepreneurship and Small Business Management .....	3
Entrepreneurship Minor Elective	
Choose One	
MKT 336 Professional Selling/Sales Management .....	3
MKT 341 Retailing .....	3
MKT 400 Product Development.....	3
MKT 401 Small Business Consulting .....	3
<b>TOTAL SEMESTER HOURS TO GRADUATE.....</b>	<b>124</b>

**MARKETING MAJOR**  
**(Leading to the Bachelor of Science Degree)**

*Students must complete a six (6) semester-hour sequence either in literature or history.*

**General Studies** ..... 42

*Marketing majors must choose General Studies courses as follows:*

**Orientation:** (1 hour)

ORI 100 Freshmen Orientation ..... 1

**English Composition:** (6 hours)

ENG 131 English Composition ..... 3

ENG 132 English Composition ..... 3

or

ENG 140 English Composition (Honors) ..... 3

ENG 141 English Composition (Honors) ..... 3

**Humanities and Fine Arts:** (12 Hours)

HUM 103 The Humanities through the African-American Experience. 3

ENG 209 Introduction to Literature ..... 3

*Choose one of the following: (3 Hours)*

ART 131 Art Appreciation ..... 3

MUS 121 Music Appreciation ..... 3

THE 111 Introduction to Theater Arts ..... 3

*Choose one of the following: (3 Hours)*

ENG 210 Introduction to Literature ..... 3

HUM 101 Interdisciplinary Humanities ..... 3

HUM 102 Interdisciplinary Humanities ..... 3

CMS 200 Voice and Diction ..... 3

CMS 205 Public Speaking ..... 3

PHL 201 Logical Reasoning ..... 3

**Natural Sciences and Mathematics:** (11 Hours)

PSC 231 Physical Science Survey ..... 4

PSC 232 Physical Science Survey ..... 4

MAT 137 Precalculus Algebra ..... 3

**History, Social and Behavioral Sciences:** (12 Hours)

ECO 251 Principles of Economics I ..... 3

ECO 252 Principles of Economics II ..... 3

HIS 131 World History ..... 3

*Choose one of the following: (3 Hours)*

HIS 132 World History ..... 3

PSY 251 General Psychology ..... 3

SOC 110 Introduction to Sociology ..... 3

ANT 113 Societies Around the World ..... 3

GEO 206 World Geography ..... 3

POS 207 American Government ..... 3

**Preprofessional, Major and Elective Courses** ..... 19

ECO 201 Mathematics for Business and Economics ..... 3

ECO 202 Business Statistics I ..... 3

CIS 205 Introduction to Computer Information Systems.....	3
ACT 214 Principles of Financial Accounting .....	3
ACT 215 Principles of Managerial Accounting.....	3
ECO 331 Business Statistics II and Decision Theory .....	3
PED 114 Beginning Golf .....	1
or	
PED 122 Beginning Tennis .....	1
<b>Required Support Courses .....</b>	<b>36</b>
CIS 206 Business Programming Languages .....	3
FLF 141 French I.....	3
or	
FLS 161 Spanish I.....	3
FIN 321 Essentials of Managerial Finance .....	3
MKT 321 Elements of Marketing and Direct Marketing.....	3
MGT 204 Business Communications .....	3
MGT 255 Business Law/Legal Environments for Administration I .....	3
MGT 321 Principles of Management.....	3
CIS 329 Business Process Integration using SAP .....	3
MGT 422 Production Management .....	3
MGT 400 Entrepreneurship and Small Business Management.....	3
MGT 462 Business Policies .....	3
<b>Required Major Courses (Marketing) .....</b>	<b>24</b>
<b>Courses Required: (15 hours)</b>	
MKT 333 Consumer Behavior .....	3
MKT 335 Creating Direct Marketing Response, Advertising and Promotion .....	3
MKT 339 Principles of Transportation and Logistics.....	3
MKT 434 Marketing Research.....	3
MKT 435 Marketing Strategy.....	3
<i>Choose three courses from the following: (9 hours)</i>	
ACT 411 Cost Accounting .....	3
CIS 302 Internet Programming.....	3
CIS 415 Management Information Systems .....	3
MGT 220 Systems Approach to Business .....	3
MGT 324 Fundamentals of Quality Management .....	3
MGT 325 Human Behavior in Organizations .....	3
MGT 356 Business Law/Legal Environments for Administration II .....	3
MGT 430 Internship in Business .....	3
MGT 460 International Business.....	3
MKT 336 Sales Management.....	3
MKT 337 Fundamentals of Purchasing and Supply Management.....	3
MKT 340 Research and Negotiation .....	3
MKT 341 Retailing.....	3
MKT 342 Sport and Event Marketing.....	3
MKT 400 Advanced Purchasing and Supply Management .....	3
<b>Required Elective Minor Courses .....</b>	<b>12/13</b>
<b>Option I- Minor in International Business</b>	
CIS 331 Global Supply Chain Management .....	3
FIN 331 Global Finance .....	3
MKT 331 Global Marketing.....	3
MGT 460 International Business.....	3
<b>Option II- Minor in Entrepreneurship</b>	
MGT 200 Entrepreneurial Mindset .....	1
MGT 300 Innovation / New Venture Creation .....	3

MGT 301 Ethics and Negotiations.....	3
MGT 400 Entrepreneurship and Small Business Management.....	3
Entrepreneurship Minor Elective	
Choose One	
MKT 336 Professional Selling/Sales Management.....	3
MKT 341 Retailing.....	3
MKT 400 Product Development.....	3
MKT 401 Small Business Consulting.....	3

**TOTAL SEMESTER HOURS TO GRADUATE .....124**

Students may also have a concentration in Purchasing.

**Required Purchasing Concentration Courses:**

**Courses Required:** (18 hours)

MKT 321 Elements of Marketing.....	3
MKT 337 Fundamentals of Purchasing and Supply Management.....	3
MKT 339 Principles of Transportation and Logistics.....	3
MKT 340 Research and Negotiation.....	3
MKT 400 Advanced Purchasing and Supply Management.....	3
ACT 411 Cost Accounting.....	3

**MINOR IN INTERNATIONAL  
BUSINESS FOR COBA MAJORS**

Recognizing the role of the United States in world affairs and the importance of international operations to American business enterprise, this minor is designed to help prepare students for positions in global business operations, government, or international agencies in the fields of economic development and global trade.

**Required Courses.....12**

CIS 331 Global Supply Chain Management.....	3
FIN 331 Global Finance.....	3
MGT 460 International Business.....	3
MKT 331 Global Marketing.....	3

*Students majoring in Management will have to take MGT 430 Internship in Business in place of MGT 460 International Business which is a part of their major curriculum.*

**BUSINESS COOPERATIVE EDUCATION PROGRAM**

The student may earn a maximum of nine semester hours (three credit hours for each of the first three experiences) in this particular program. No credit is earned for the fourth experience.

BCO 401 Business Cooperative Internship.....	3
BCO 402 Business Cooperative Internship.....	3
BCO 403 Business Cooperative Internship.....	3
BCO 404 Business Cooperative Internship.....	0

**MINOR PROGRAMS  
FOR NON-BUSINESS MAJORS**

The College of Business Administration (COBA) offers the following Minors for



non-business majors.

### **MINOR IN INTERNATIONAL BUSINESS**

The College of Business Administration (COBA) offers the following Minors for non-business majors.

#### **(For Non-business Majors)**

<b>Required Courses</b> .....	<b>18</b>
CIS 331 Global Supply Chain Management .....	3
FIN 331 Global Finance .....	3
MGT 460 International Business .....	3
MKT 331 Global Marketing.....	3
MGT 430 Internship in Business .....	3
FLF 141 French I.....	3
or	
FLS 161 Spanish I.....	3
MKT 321 Elements of Marketing and Direct Marketing.....	3
or	
MGT 321 Principles of Management.....	3
or	
FIN 321 Essentials of Managerial Finance .....	3
<b>TOTAL SEMESTER HOURS REQUIRED</b> .....	<b>18</b>

### **MINOR IN ACCOUNTING** **(For Non-business Majors)**

<b>Required Courses</b> .....	<b>18</b>
ACT 214 Principles of Financial Accounting .....	3
ACT 215 Principles of Managerial Accounting.....	3
ACT 313 Intermediate Accounting I .....	3
ACT 314 Intermediate Accounting II .....	3
ACT 315 Intermediate Accounting III .....	3
<i>Choose one course from the following:</i>	
ACT 318 Income Tax Accounting.....	3
FIN 321 Essentials of Managerial Finance .....	3
ACT 411 Cost Accounting .....	3
ACT 418 Auditing .....	3
ACT 419 Fund Accounting .....	3
ACT 421 EDP Auditing.....	3
<b>TOTAL SEMESTER HOURS REQUIRED</b> .....	<b>18</b>

### **MINOR IN FINANCE (For** **Non-business Majors)**

<b>Required Courses</b> .....	<b>18</b>
ECO 202 Business Statistics I.....	3
ACT 214 Principles of Financial Accounting .....	3
ACT 215 Principles of Managerial Accounting.....	3
FIN 321 Essentials of Managerial Finance .....	3
<i>Choose two courses from the following:</i>	
FIN 323 Intermediate Financial Management .....	3

FIN 324 Principles and Practices of Real Estate Finance .....	3
FIN 416 Insurance .....	3
FIN 418 Real Estate Appraisal .....	3
FIN 421 Investments .....	3
FIN 423 Financial Institutions .....	3
ECO 250 Credit Management and Consumer Finance .....	3
MGT 321 Principles of Management.....	3
<b>TOTAL SEMESTER HOURS REQUIRED .....</b>	<b>18</b>

**MINOR IN COMPUTER INFORMATION SYSTEMS  
(For Non-business Majors)**

<b>Required Courses .....</b>	<b>18</b>
CIS 329 Business Process Integration using SAP .....	3
CIS 404 Database Administration .....	3
CIS 410 Systems Analysis .....	3
CIS 415 Management Information Systems .....	3

*Choose two courses from the following:*

CIS 302 Internet Programming.....	3
CIS 304 Programming in JAVA.....	3
CIS 320 Advanced Business Programming Language .....	3
CIS 402 Data Communications .....	3

<b>TOTAL SEMESTER HOURS REQUIRED .....</b>	<b>18</b>
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**MINOR IN MANAGEMENT  
(For Non-business Majors)**

<b>Required Courses .....</b>	<b>18</b>
MGT 204 Business Communications .....	3
MGT 220 The Systems Approach to Business .....	3
MGT 321 Principles of Management.....	3
MGT 325 Human Behavior in Organizations .....	3
MGT 421 Personnel Management .....	3
MGT 460 International Business .....	3

<b>TOTAL SEMESTER HOURS REQUIRED .....</b>	<b>18</b>
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**MINOR IN MARKETING  
(For Non-business Majors)**

<b>Required Courses .....</b>	<b>18</b>
MKT 321 Elements of Marketing and Direct Marketing.....	3
MKT 333 Consumer Behavior .....	3
MKT 335 Creating Direct Marketing Response, Advertising and Promotion .....	3
MKT 336 Sales Management.....	3
MKT 339 Principles of Transportation and Logistics.....	3
MKT 341 Retailing .....	3

<b>TOTAL SEMESTER HOURS REQUIRED .....</b>	<b>18</b>
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## ACCOUNTING (ACT)

ACT 214. PRINCIPLES OF FINANCIAL ACCOUNTING (3). Basic first-level college course designed for business and non-business students. The course emphasizes the use of financial statement information (income statement, statement of owners' equity, balance sheet and statement of cash flows) for decision making. The user orientation is based on the needs of present and potential investors, creditors and other interested parties in sole proprietors, partnerships and corporations. Prerequisite: MAT 137, CIS 205.

ACT 215. PRINCIPLES OF MANAGERIAL ACCOUNTING (3). A basic first-level college course designed for business and non-business students. The course focuses on the use of accounting information for sound managerial decision-making in planning and controlling business activities. Subject matter includes performance measurements, patterns of cost behavior, cost volume-profit relationships, budgets, standards, evaluation techniques and an introduction to long-range planning. Prerequisite: ACT 214.

ACT 313. INTERMEDIATE ACCOUNTING I (3). A study of financial reporting and the accounting profession that includes the conceptual framework of accounting; the accounting process; the preparation of the income statement, statement of owners equity, balance sheet and statement of cash flows. Prerequisite: ACT 214.

ACT 314. INTERMEDIATE ACCOUNTING II (3). A study of noncurrent operating assets-acquiring, utilization, impairment and retirement; investment securities trading, available-for-sale and held to maturity; long-term investments in equity securities; current liabilities; bonds and long-term notes; leases; pensions and postretirement benefits; stockholders' equity; share-based compensation and earnings per share. Prerequisite: ACT 313.

ACT 318. INCOME TAX ACCOUNTING (3). A basic course in income tax law and accounting; preparation of federal individual, partnership and corporation tax returns. This course also involves tax planning and accounting records for income tax purposes. Prerequisites: ACT 215, ECO 252, MGT 255.

ACT 411. COST ACCOUNTING (3). Fundamental concepts of cost accounting. Emphasis is on job order, process and standard cost systems; cost accounting as a managerial tool in decision-making processes; and preparation of various cost reports. Prerequisite: ACT 215.

ACT 415. ADVANCED ACCOUNTING (3). Theory and problems relating to corporate mergers and consolidations, multinational corporations and foreign currency transactions, translations and re-measurements, insolvency and liquidations, and partnerships. Prerequisite: ACT 314.

ACT 418. AUDITING (3). This course explores the "Risk-Based Auditing Approach" to auditing and assurance engagements; orients students to auditing standards and emphasizes the accounting principles utilized in the expression of the auditor's opinion; and explains the ethics of the profession and the responsibilities of the auditor. Prerequisite: ACT 415.

ACT 419. FUND ACCOUNTING (3). Accounting theory, GAAP and reporting standards for governmental and not-for-profit entities such as federal, state and local governments, and private charities, mutual nonprofits, social welfare organizations, etc. Topics include the entities organization, fiscal procedures, budgetary control, classification and use of funds, auditing, financial statements and reports. Prerequisite: ACT 314.

ACT 420. C.P.A. REVIEW (3). Comprehensive review of the areas of concentration covered on the Uniform Certified Public Accountants Examination. Assists students who desire to sit for the C.P.A. examination. Prerequisites: All required major courses, senior standing.

ACT 421. EDP AUDITING (3). This course deals with the process of collecting and evaluating evidence to determine whether a computer system safeguards assets, maintains data integrity, achieves

organizational goals effectively and consumes resources efficiently. Prerequisites: ACT 418, CIS 206.

ACT 422. INTERNAL AUDITING (3). This course introduces the student to the underlying standards, principles and procedures relating to the professional practice of internal auditing. Prerequisite: ACT 314 or consent of department chair.

ACT 424. C.I.A. REVIEW (3). This course serves as a review for students who intend to take the Certified Internal Auditors Examination. Prerequisite: ACT 422.

ACT 430. ACCOUNTING THEORY SEMINAR (3). An in-depth study of basic tenets of accounting; special emphasis on pronouncements of various authoritative bodies. History of accounting briefly reviewed. Prerequisites: ACT 315, senior standing.

### COMPUTER INFORMATION SYSTEMS (CIS)

CIS 205. INTRODUCTION TO COMPUTER INFORMATION SYSTEMS (3). This course provides hands-on instruction on microcomputers using various kinds of software such as Microsoft Windows, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Microsoft Front Page. Introductory theoretical concepts of hardware and software are covered along with business applications of computer technology.

CIS 206. BUSINESS PROGRAMMING LANGUAGES (3). Basic concepts of databases are covered with the hands-on use of Microsoft Access. The fundamentals of computer programming are introduced using Visual Basic. Programming topics focus on developing object-oriented, event-driven applications. The World Wide Web and the development of multimedia presentations are also covered. Prerequisite: CIS 205.

CIS 302. INTERNET PROGRAMMING (3). This course provides the students with a working knowledge of developing web pages. Topics include Hypertext Markup Language (HTML), XML, CSS, Web management and publishing software (Microsoft Expression and Microsoft Visual Studio), graphic/imaging software (Adobe Creative Suite-Flash and Photoshop) and JavaScript for client-side programming. Basic concepts and practice of e-business will also be covered. Prerequisite: CIS 206.

CIS 303. "C" PROGRAMMING LANGUAGE (3). This course is designed to provide students with a working knowledge of "C" programming language, including the use of "C" pre-processor commands. A thorough coverage is given to basic data types, operators, various program constructs, special data structures, file I/O techniques and commonly used library functions. Prerequisite: CIS 206.

CIS 304. PROGRAMMING IN JAVA (3). This course provides students with a comprehensive knowledge and hands-on experience with the Java programming environment and features. Students will design, write, debug, and run Java stand-alone programs and Java applets. Topics covered include: Java language fundamental, syntax, elements, operators, flow control, declaration, access control, arrays, string manipulation, object-oriented programming, handling events, graphics, user interface components, common classes, layout manager, I/O operations. Prerequisite: CIS 206.

CIS 309. COBOL (Common Business Oriented Language) (3). Study of structured COBOL with emphasis on hands-on development of business applications in a mainframe environment. Prerequisite: CIS 206.

CIS 310. NETWORKING FUNDAMENTALS (3). This course will provide students hands-on instruction using the CCNA material developed in partnership with Cisco. Topics covered will include network terminology and protocols, local-area networks (LANs), wide-area networks (WANs), Open System Interconnection (OSI) models, cabling, cabling tools, routers, router programming, Ethernet, Internet Protocol (IP) addressing, network standards, initial router configuration, Cisco IOS Software management, routing protocol configuration, TCP/ IP, and access control lists (ACLs). Students will develop skills on how

to configure a router, manage Cisco IOS Software, configure routing protocols, and create access list controlling access to the router. Prerequisite: CIS 206.

CIS 313. OBJECT-ORIENTED PROGRAMMING IN C++ (3). This course discusses different programming paradigms and introduces students to object-oriented design methodology. Concepts of data abstraction, inheritance, and encapsulation are discussed. Additionally, this course presents an overview of the C++ programming language. Topics discussed will include classes, operator and function overloading and virtual functions. Students are required to develop several programming assignments using Microsoft Visual C++. Prerequisite: CIS 303.

CIS 320. ADVANCED BUSINESS PROGRAMMING LANGUAGE (3). An investigation of advanced topics in the use of Visual Studio 2005 with the C# programming language for developing ASP.net applications for the web. Prerequisite: CIS 206.

CIS 329. BUSINESS PROCESS INTEGRATION USING SAP (3). This course will provide students with a fundamental knowledge and hands-on experience of the SAP R/3 environment. Students will learn business process integration through the configuration of a hypothetical company from the ground up using SAP R/3. Throughout the semester, students will create the organization structure, master data and business rules to support the core business buy, make, sell and track (accounting) processes of the company. Testing will also be completed to ensure that the processes function as anticipated. Prerequisite: CIS 206.

CIS 331. GLOBAL SUPPLY CHAIN MANAGEMENT (3). This course covers issues relating to global supply chain management and coordinating production and services plans across the world. Key issues of global operations and SCM will be addressed, including how to develop and manage an efficient and effective global supply chain. The course also discusses the development of a comprehensive global SCM strategy, including strategic planning for individual global operations. Also addressed are issues relating to cost/benefit analysis, transportation and physical distribution, global facility location, labor productivity differentials, tariffs and quotas, and cultural differences. Prerequisite: Junior standing.

CIS 391. MANAGEMENT SCIENCE (3). This course covers fundamental concepts and business applications of mathematical programming and trial-and-error problem-solving techniques. Topics include linear programming, integer programming, dynamic programming, distribution models, inventory models, queuing models and computer simulation. Also, students are required to implement algorithms using a spreadsheet program or writing computer code using a programming language. Prerequisite: MGT 321.

CIS 402. DATA COMMUNICATIONS (3). Combines study of fundamental concepts of data communications and networking with practical applications for computer-based business data communications. Topics include data communications and networking hardware, media, software, protocols and planning, design, and implementation of communications networks such as LANs, WANs and VANs. All coursework is framed within current issues and future trends. Prerequisite: CIS 206.

CIS 404. DATABASE ADMINISTRATION (3). Study of databases and database management systems from four viewpoints: those of the database user, the database designer, the database implementer and the database manager. Emphasis is placed on the relational database model in a PC environment using Access and Visual Basic. Prerequisite: CIS 206.

CIS 410. SYSTEMS ANALYSIS (3). This course covers comprehensive and contemporary analysis and design of information systems as an integration of information technology, management and human behavior. Structured system development approach and modeling tools are covered with computer-assisted software engineering (CASE) technology. Systems investigation, analysis, design, implementation and documentation are covered with real-world applications. The object-oriented development approach will also be introduced. Students are required to complete a semester project. Prerequisites: CIS 404.

CIS 415. MANAGEMENT INFORMATION SYSTEMS (3). Study of the theoretical foundations of information systems and the development, management and application of Management Information Systems (MIS) for effective decision making. Topics include fundamental concepts of information systems; decision support systems and expert systems; information systems planning and implementation; and end-user computing. Students are also required to develop an MIS project using IS Tools and languages such as Front Page, Access and Visual Basic. Prerequisite: CIS 329.

CIS 422. COMPUTER INFORMATION SYSTEMS FIELD PROJECT (3). Practical computer information systems development experience is provided by allowing the student to design, develop, code and implement a CBIS to facilitate decision making. Prerequisites: CIS 404, CIS 410 and CIS 415.

CIS 460. ADVANCED PROGRAMMING LANGUAGE - CICS (3). This course presents the concepts and fundamental features of CICS, with particular emphasis on the use of coding models and efficient program design. Students learn to implement interactive programs through use of CICS command-level COBOL interface and report writer facilities. Prerequisite: CIS 319.

CIS 461. ADVANCED DATABASE SYSTEMS (3). A second course in database management systems that builds on the fundamentals of relational database management systems covered in CIS 404. The primary focus is on integrating database systems into the Web environment using technologies such as ASP and JSP. Other topics covered are architectures for web-based information systems, content delivery networks, XML and databases, data warehouses, multimedia databases and advanced SQL. Prerequisite: CIS 404.

#### ECONOMICS (ECO)

ECO 201. MATHEMATICS FOR BUSINESS AND ECONOMICS (3). This course provides essential mathematical background for students of business and economics, including linear equations and their applications, break-even analysis, linear supply and demand functions, systems of linear equations and inequalities, mathematics of finance and its applications, summation, differential calculus and integral calculus. Prerequisite: MAT 137.

ECO 202. BUSINESS STATISTICS I (3). Topics covered are types of data and levels of measurement, sampling, measures of central tendency, measures of dispersion, frequency distributions and histograms, probability, discrete probability distributions, continuous probability distributions, sampling distributions, confidence intervals for one population. Prerequisite: ECO 201.

ECO 250. CREDIT MANAGEMENT AND CONSUMER FINANCE (3). This course will describe the nature and types of consumer and business credit. It also discusses the current techniques and strategies used by credit managers in credit decisions and controlling. No prerequisite.

ECO 251. PRINCIPLES OF ECONOMICS I (3). A study of the basic economic concepts underlying the structure and functioning of the American economic system, with emphasis on basic macroeconomic analysis. References are also given for issues on contemporary economic problems in areas such as unemployment and poverty, labor relations and economic development. Prerequisite: MAT 136 or MAT 137.

ECO 252. PRINCIPLES OF ECONOMICS II (3). A study of the basic economic concepts, with emphasis on household behavior, marginal utility and demand-supply analysis; firm behavior, producing and pricing output, factor market analysis and resource employment; and international economics. Prerequisites: ECO 201 and ECO 251.

ECO 254. INTRODUCTION TO ECONOMICS (3). A general study of basic micro- and macroeconomic analysis, with special references to fiscal and monetary policies, stability and growth, the price system and resource allocation. Designed for other than business administration students.

ECO 331. BUSINESS STATISTICS II AND DECISION THEORY (3). Topics covered include hypothesis testing for one population, hypothesis testing on the means of two populations, tests of two proportions, chi-square test for independence, one-way analysis of variance, two-way analysis of variance, simple and multiple linear regression. Prerequisite: ECO 202.

ECO 341. INTERMEDIATE MICROECONOMIC THEORY (3). This course is a study of the pricing system and resource allocation in the private economy. It covers the theories of demand and production, the determination of prices for commodities and factors of production in competitive and noncompetitive markets, and behavior of markets. Prerequisite: ECO 252.

ECO 342. INTERMEDIATE MACROECONOMIC THEORY (3). Aggregate economic analysis emphasizing the determination of the levels of income, employment, output and distribution of income. The treatment is largely nonmathematical beyond the simple geometrical tools and equations. Prerequisite: ECO 251.

ECO 440. ECONOMETRICS (3). An application of econometric techniques to economic problems. An examination of econometric models, probability, estimation estimators, random variables, regression and correlation as tools in economic analysis. Prerequisites: ECO 331, ECO 341, ECO 342.

ECO 442. MANAGERIAL ECONOMICS (3). This course surveys the analytical tools and the institutional characteristics of the production process. It develops and integrates principles and practices from various fields of economics and management that apply to management Decision-making and policies regarding production. The course draws upon the wealth of models and prescriptions of the analytical tools of decision making. Prerequisite: ECO 252.

ECO 451. URBAN ECONOMICS (3). Analysis of the economy of the city, its growth and development; theory and empirical analysis of urban markets and problems, and policies of urban economics. Prerequisite: ECO 252.

ECO 455. MONEY AND BANKING (3). A general study of money, the organization, function and operation of commercial banks. Emphasis is placed on the organization, power and responsibility of the Federal Reserve authorities. Included is a study of domestic and international monetary policies. Prerequisite: ECO 251.

ECO 459. PUBLIC FINANCE (3). A study of the public economy at the national, state and local levels. The course is divided into the microeconomic topics of resource allocation and income distribution and the macroeconomic topics of employment and price stability. Particular topics include the rationale for government expenditures in a market economy; cost-benefit analysis and budgeting; evaluation of taxes; and efficiency and equity effect. Prerequisites: ECO 251 and ECO 252.

ECO 470. BUSINESS CYCLES AND FORECASTING (3). This course explores the nature, the characteristics and the causal factors of business cycles. It also covers the measurement of economic fluctuations and the forecasting of economic activity. Prerequisites: ECO 331 and ECO 341.

ECO 471. ECONOMICS OF ENERGY (3). This course introduces learners to the analysis of energy and environmental policy issues and their economic impacts on business and industry. Prerequisite: ECO 252.

#### FINANCE (FIN)

FIN 321. ESSENTIALS OF MANAGERIAL FINANCE (3). An introductory course of the theory of business finance: the financial environment, risk and return, the time value of money, valuation models, cost of capital, capital budgeting, sources/uses of funds and capital structure of the firm. Prerequisites: ACT 215, ECO 202, ECO 252, CIS 206.

FIN 323. INTERMEDIATE FINANCIAL MANAGEMENT (3). An advanced study of risk and return, evaluation models, cost of capital, capital budgeting and project evaluation. Also considers forecast-based financial analysis and financial planning and evaluation of current items: cash, marketable securities, receivables and payables, and inventories. Prerequisite: FIN 321.

FIN 324. PRINCIPLES AND PRACTICES OF REAL ESTATE FINANCE (3). This course is designed to provide a clear and detailed understanding of every aspect of real estate with special emphasis on new federal legislation affecting real estate along with chapters on analysis for the investment decision. Prerequisites: FIN 321, MGT 321, MKT 321.

FIN 331. GLOBAL FINANCE (3). This course is a study of global financial markets and the financial decision making of multinational firms. Topics include international monetary systems, exchange rate determination, foreign currency derivatives, risk management techniques, multinational capital budgeting, multinational corporate governance, and investments, financing and operations in global markets. Prerequisite: Junior standing.

FIN 416. INSURANCE (3). This course is designed to give the student a basic knowledge of the various types of insurance, warranties, liabilities and coverage peculiar to each one treated. Attention is also given to distinctions and divisions within each type. Prerequisite: ECO 252

FIN 417. REAL ESTATE FINANCE (3). An overall view of the real estate market. The course surveys the different property ownerships. It looks at real estate as a business opportunity. Finally, the course covers the area of evaluation and appraisal of real estate property. Prerequisite: ECO 252.

FIN 418. REAL ESTATE APPRAISAL (3). A course designed primarily for finance majors. Emphasis is placed on the development of a keen sense of judgment in an attempt to obtain a just and fair opinion or estimate of the value of a parcel of real property. Prerequisite: FIN 417.

FIN 421. INVESTMENTS (4). A study of various investment instruments and their characteristics, investor choice, and an introduction to the basics of security analysis, portfolio management and speculative markets. Prerequisite: ECO 321.

FIN 423. FINANCIAL INSTITUTIONS (3). A study of the functions, operations and structure of the financial institutions industry. Analysis of similarities and differences in their sources and uses of funds. Prerequisite: FIN 252.

#### FOUNDATIONS OF EDUCATION (EDU)

EDU 099. ADMISSION TO TEACHER EDUCATION (0). This class is REQUIRED for all education majors. A grade of "P" will be assigned upon acceptance into the Teacher Education Program (TEP).

EDU 100. PREPARATION FOR ADMISSION TO TEACHER EDUCATION (1). This course is REQUIRED for all education majors. This course is designed to assist students in their attempt to meet requirements for admission to teacher education and includes instruction in reading for information, applied mathematics, and writing in preparation for the basic skill assessment of the Alabama Prospective Teacher Testing Program (APTTP).

EDU 200. ORIENTATION IN EDUCATION (0 - 3). This course is designed to prepare students to successfully complete PRAXIS II. Classroom instruction is offered to Elementary, Early Childhood, and Collaborative (K-6) majors. Secondary Education majors will use PLATO Web-learning for instruction.

EDU 300. FOUNDATIONS OF EDUCATION (3). A brief orientation to the field of education, specifically focusing on the various roles and responsibilities of teachers. An integral aspect of the course is a school-observation requirement.

EDU 301. EVALUATION IN EDUCATION (3). An introductory course for elementary and secondary



school teachers, which is designed to improve the methods of observing and evaluating pupil growth in the classroom. While consideration is given to standardized tests, the major focus of the course is devoted to the less formal methods of evaluating employed by classroom teachers. Field-based experience is required.

EDU 321. INSTRUCTIONAL TECHNOLOGY FOR EDUCATORS (3). Using current technology in instruction; including selection of equipment and software, strategies and techniques for use, and incorporating instructional technology into the K-12 curriculum. An introductory course that deals with principles, theories, selection, evaluation and uses of materials for instructional purposes. Laboratory experience in the operation of instructional technology equipment is provided.

EDU 400. PSYCHOLOGY OF LEARNING (3). A study of the psychological basis of education and the application of principles of psychology to the learning process. Emphasis is given to human development, learning theory and managing students in groups.

#### MANAGEMENT (MGT)

MGT 204. BUSINESS COMMUNICATIONS (3). A study of the fundamentals of English and report writing leading to better knowledge of business letter writing and other forms of business communications both oral and written. Prerequisites: ENG 131 and ENG 132 or equivalent; CIS 205.

MGT 220. SYSTEMS APPROACH TO BUSINESS (3). This course uses the systems approach to study the problems, risks and opportunities in the formation of a new business, and provides an overview of the business system's planning, development, operations, information and communications. The student is exposed to each major in the college and is better able to make a decision as to the options provided in each major. No prerequisites.

MGT 250. INTRODUCTION TO HOTEL, RESTAURANT, AND TOURISM MANAGEMENT (3). This course offers an overview of the hospitality industry, exploring lodging, restaurants and managed services, theme clubs, gaming entertainment, tourism, as well as meeting, convention, and event management. Students will learn about the structure, nature, and operating characteristics of these different sectors, including career opportunities in the hospitality industry. The course also includes a review of the operational areas of the industry. (i.e., leadership and management, hospitality marketing, human resources, cost control, and information technology). Prerequisites: MGT 204 (co-requisite), CIS 206, ECO 201.

MGT 255. BUSINESS LAW/LEGAL ENVIRONMENTS FOR ADMINISTRATION I (3). Introduction to basic principles of business law, including source of law, legal requirements for contracts and the agency relationship, commercial paper, personal property and bailments. No prerequisites.

MGT 304. ADVANCED BUSINESS COMMUNICATIONS (3). This course teaches expository writing by moving from writing unified and coherent paragraphs to the writing of well-developed themes. It stresses the mastery of several different techniques in writing business reports through examination of samples, theoretical understanding and practice. This course also focuses on making effective presentations using computer software packages. Prerequisites: MGT 204, CIS 206.

MGT 321. PRINCIPLES OF MANAGEMENT (3). An introduction to the role of the administrator within business enterprises and relationships with superiors, associates and subordinates. Considers various schools of management thought, theories of organization and the nature and application of good management practices. Prerequisites: CIS 205, ECO 252, MGT 204.

MGT 323. LODGING MANAGEMENT (3). This is an introductory course to lodging management that is designed to help hospitality students gain a comprehensive understanding of lodging operations. It opens with a history of the industry and explores front office operations, maintenance, housekeeping, and hotel accounting systems. Prerequisites: MGT 250, MGT 321 (co-requisite).

MGT 324. FUNDAMENTALS OF TOTAL QUALITY MANAGEMENT (3). Emphasis is on the basic quality principles and tools. Quality principles include leadership, culture, teams, empowerment, customer focus, vendor partnership and continuous improvement. Quality tools and techniques include: benchmarking, quality function deployment, just-in-time, group techniques, re-engineering and zero-defect philosophy. Prerequisites: ECO 202, MGT 321, MKT 321.

MGT 325. HUMAN BEHAVIOR IN ORGANIZATIONS (3). A study of the behavioral science philosophies, theories and concepts relevant to functional areas of business. Prerequisites: MGT 321 and PSY 251.

MGT 330. RESTAURANT MANAGEMENT (3). This course concentrates on specific topics such as the quality process applied to food and beverages operations, menu design, facility design, lay out and equipments and food and beverage service controls as well as different management approaches quality restaurants and function caterings. Prerequisites: MGT 250, MGT 321 (co-requisite).

MGT 335. TOURISM MANAGEMENT (3). Tourism Management focuses on the concepts, terminology, and definitions that underpin the study of tourism management, and provide an understanding of the nature and elements of the tourism system. The emphasis is on organization-wide and conceptual approach to tourism management while addressing some of the present and future challenges and directions within this area. Prerequisites: MGT 250, MGT 321 (co-requisite).

MGT 340. EVENT AND CONVENTION PLANNING (3). This course explores the vast array of meetings, expositions, events and conventions that take place in today's world. It explains the different venue types, approaches and the management of group gatherings. The role of convention and visitor bureaus, destination management companies, and service contractors are explored as well as international issues. Prerequisites: MGT 250, MGT 321 (co-requisite).

MGT 356. BUSINESS LAW/LEGAL ENVIRONMENTS FOR ADMINISTRATION II (3). Fundamental principles of various legal forms of business organizations and laws concerning sales, security devices, real property, estates and bankruptcy. Prerequisite: MGT 255.

MGT 400. ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT (3). Students learn the concepts needed to start and manage a small business, including franchises. Topics include overview of entrepreneurship, aspects of launching a new venture (including the business plan, legal aspects, marketing, financing) and problems connected with managing an ongoing venture such as accounting, marketing, computers, human relations, purchasing and inventories, and social responsibilities and ethics. Prerequisites: MGT 321, MKT 321, FIN 321, MGT 255.

MGT 405. FOOD AND BEVERAGE COST CONTROL (3). This course explores the complexities of controlling food, beverages, labor and sales income/cost control, as well as control systems, the basics of computers, and computer applications in planning and control functions. Topics include preparation and portion control, menu pricing, staffing, scheduling; food cost accounting systems, and financial statement analysis. Prerequisites: MGT 250, MGT 321, MGT 325, MGT 330, MGT 335, MGT 340.

MGT 421. PERSONNEL MANAGEMENT (3). Emphasis is placed on the philosophy and policy considerations that are basic to sound personnel programs. Includes consideration of staffing, utilization of employee potential, individual and group behavior, management and labor relations, security, remuneration and manpower planning. Prerequisites: MGT 321 and CIS 205.

MGT 422. PRODUCTION MANAGEMENT (3). The study of production/operations management concepts and quantitative tools required in the design, operation and control of manufacturing and service systems. Topics include forecasting, productivity, competitiveness, product design, process selection, waiting-line theory, facility design, project management, inventory models, statistical quality control, strategic capacity planning, MRP and operations scheduling. Prerequisites: ECO 331, MGT 321.

MGT 425. PUBLIC MANAGEMENT (3). An analysis of the basic managerial functions relating to

local, federal and state government processes. Prerequisite: MGT 321.

MGT 430. INTERNSHIP IN BUSINESS (3). This course is designed to provide students an opportunity to work within the field of their academic major and in a life experiential situation. Professional experience is gained by working in either the public or private sector. Assignments are made commensurate with the academic achievements and abilities of the interns. Applicable academic areas are accounting, computer information systems, finance, management and marketing. The program is open to juniors and seniors within the College of Business Administration. The internship course is an advanced elective which can be used for graduation credit. Prerequisites: MGT 204, junior or senior classification with at least 12 hours completed in major field of study, recommendation of advisor and approval of chair and dean.

MGT 450. MANAGING STRATEGIC DIVERSITY (3). This course serves as an introduction to the principles of and conceptual approach to organizational diversity management. Students discuss the business rationale for managing diversity. Students explain the implications of diversity to the marketplace, workplace, workforce and community. Students define diversity and differentiate between diversity and affirmative action. Students create a strategic diversity management plan for an organization at the conclusion of the course. Prerequisites: MGT 321, MKT 321 and FIN 321.

MGT 453. LABOR RELATIONS (3). This course covers labor management relations. It focuses on collective bargaining with emphasis on labor-management disputes in today's environment. Specifically, the course concerns itself with the environmental framework of industrial, governmental and labor relations. Prerequisites: MGT 321, MKT 321 and FIN 321.

MGT 455. HOSPITALITY MANAGEMENT STRATEGIES (3). Strategic management of lodging, Food service, and travel related businesses focuses on current issues, operations, development, finance, human resources, and marketing. This subject will enable students to determine and analyze the factors contributing to the strategic development and survival or failure of a hospitality operation and on the basis of such analysis evaluate long-term strategies that will enable the operation to achieve its corporate objectives. Prerequisites: MGT 250, MGT 321, MGT 325, MGT 330, MGT 335, MGT 340, MGT 400 and MGT 425.

MGT 460. INTERNATIONAL BUSINESS (3). A study of the development of international business and the peculiar problems faced by multinational operations. Included are the different forms of organization (centralized and decentralized) as well as the impact of social and political differences on business methods. Prerequisites: MGT 321, MKT 321, FIN 321.

MGT 462. BUSINESS POLICIES (3). A case method approach to organization problems and strategies. Emphasis is placed upon alternative actions in decision making relating to the various business functions. Prerequisites: MGT 321, FIN 321, MKT 321 and seniors in their final semester who have filed for graduation. This course must be taken at COBA Alabama State University.

#### MARKETING (MKT)

MKT 321. ELEMENTS OF MARKETING AND DIRECT MARKETING (3). A study of the activities in marketing and their influence on business policies. To acquaint the student with the nature and scope of modern marketing management and the direct marketing concept and to provide the student with concepts for consideration of consumer and industrial goods, distribution channels, sales promotion and price legislation. This course is a prerequisite for all senior courses in marketing. Prerequisites: CIS 205, ECO 252, MGT 204.

MKT 331. GLOBAL MARKETING (3). The purpose of this course is to examine the specific issues involved in developing and executing marketing strategies on a global scale as opposed to a "domestic" scale. It is intended to give students a thorough understanding of global marketing strategies, including the fundamental trends underlying convergence of world markets, the pitfalls and challenges of entering another country, how to design a global marketing strategy, and how organization structure, management processes, culture, and people help to implement a global marketing strategy. This course will help

students in achieving their career goals if they are working in – or with – companies that are active in the global marketplace, or if they are working in – or with – domestic (local) companies that face competitors who are globally active. Prerequisite: junior standing.

MKT 333. CONSUMER BEHAVIOR (3). An analysis of the cultural, social and psychological factors that influence the consumer decision-making process; considers methods, techniques for measuring consumer behavior and analyzing consumer markets. Prerequisites: MKT 321, PSY 251.

MKT 335. CREATING DIRECT MARKETING RESPONSE ADVERTISING AND PROMOTION (3). A study of promotion that considers the use of advertising and the advertising media, especially mass media, in the sale of goods and services. This involves the development of direct marketing offers and meshing benefits with customer's needs. Also involves selection of media and copy strategies to promote offers appropriately and efficiently to target markets. Prerequisites: MKT 321, PSY 251.

MKT 336. SALES MANAGEMENT (3). An introduction to the different aspects of sales and the analysis of the nature and role of field sales operations. Emphasis is placed on the operations and administration of field sales management. Prerequisites: MKT 321 and MGT 321.

MKT 337. FUNDAMENTALS OF PURCHASING AND SUPPLY MANAGEMENT (3). Management of the purchasing function. Emphasis is on the overall goals of purchasing. Goals include: provide an uninterrupted flow of materials and services, keep inventory at a minimum, maintain quality standards, develop competent suppliers, standardize the items bought, obtain the lowest ultimate price, improve the organization's competitive position and achieve good external and internal working relationships. Prerequisites: ACT 214, ACT 215, ECO 252, MGT 321, MKT 321.

MKT 339. PRINCIPLES OF TRANSPORTATION AND LOGISTICS (3). Analysis of the various marketing institutions emphasizing their functions, interactions and interdependences. Additional emphasis is placed on channel design and selection and recent trends in distributive channels. A systems approach is utilized. Prerequisite: MKT 321.

MKT 340. RESEARCH AND NEGOTIATION (3). The course reviews the current philosophy, methods, and techniques for conducting strategic and tactical supply chain research and negotiations. Includes supplier price and cost analysis. Reviews the process of negotiation, human behavior involved in negotiations, techniques of communication, persuasion, strategy, tactics and formulation of game plans. Prerequisites: MKT 337, MKT 339 (can be taken concurrently).

MKT 341. RETAILING (3). An analysis of all aspects of retail store management, including promotion, product selection, sales management, location, store layout and inventory control. The relationship between retailing and the other aspects of the economy is also presented. Prerequisites: MKT 321.

MKT 342. SPORT AND EVENT MARKETING (3). This course differentiates sport marketing theory from traditional marketing theory. This course also provides a mental framework for making sound sport marketing decisions and for directing sporting events. Topics for this course include sport event planning, sport marketing management, and careers in sport marketing. Prerequisites: MKT 321.

MKT 400. ADVANCED PURCHASING AND SUPPLY MANAGEMENT (3). A continuation of MKT 337: Fundamentals of Purchasing and Supply Management. Emphasizes purchasing and supply management strategy and planning through the use of the latest research in purchasing and supply management. Covers information essential to meet the requirements of the Accredited Purchasing Practitioner (A.P.P.) or the Certified Purchasing Professional (CPP) examination. Prerequisite: MKT 337.

MKT 425. HOSPITALITY MARKETING (3). Hospitality Marketing investigates the principles and concepts in marketing hospitality and tourism domestically as-well-as internationally. It uses current marketing research and practical examples in the industry as well as economics, behavioral sciences and modern management theory. The focus is the application of marketing principles to both internal and external customers, relationship marketing to build customer satisfaction and loyalty, a marketing approach to human resources management, public relations as a marketing tool, and destination marketing as a component of the hospitality industry. Prerequisite: MGT 250, MGT 321, MGT 325, MGT 330, MGT 335,

MGT 340, and MGT 400.

MKT 434. MARKETING RESEARCH (3). Application of scientific methods of obtaining information for structuring marketing policies and techniques, emphasis on the role of research in the solution of marketing problems. Actual problems and cases are utilized. Application of marketing research is related to motivation, product, advertising, sales control and other areas of marketing. Prerequisites: MKT 321, ECO 331.

MKT 435. MARKETING STRATEGY (3). A culminating course to be taken in the student's senior year, in which the knowledge learned from core courses in marketing is applied in case material. This course is designed to intensify the student's familiarity with the marketing manager's responsibilities and authority. Prerequisites: MKT 335, MKT 339 (can be taken concurrently), MKT 434, MKT 333 and senior classification.