

College of Business

Departments: Accounting and Business Law, Economics and Finance, Information Systems and Analysis, Management and Marketing

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The University established the College of Business in 1972. Prior to this time, degrees in business and economics were granted by the Division of Business, which was established in 1951, and the School of Business, established in 1954. All undergraduate and graduate degree programs of the College of Business are accredited by AACSB International.

Four departments—Accounting and Business Law; Economics and Finance; Information Systems and Analysis; and Management and Marketing—make up the College of Business. The Bachelor of Business Administration degree is granted in all areas.

The Master of Business Administration degree program also is offered. Details may be found in the Graduate Bulletin.

Mission

The mission of the College of Business at Lamar University is to provide quality undergraduate and graduate business education in Southeast Texas to a diverse student population and thereby meet the needs of employers operating in a global environment characterized by rapid technological change.

The primary responsibility of the College is undergraduate education, wherein we prepare students for entry and mid-level managerial/professional positions, entrepreneurial roles and lifelong learning.

The College also offers a quality M.B.A. program designed primarily for working professionals. The M.B.A. program produces managers/professionals capable of innovative problem solving, decision-making and leadership.

Degrees Offered

The Bachelor of Business Administration curriculum consists of three distinct phases: business core, major specialization, and electives.

The business core requirements are patterned to develop an understanding of the social, legal, political, economic and global frameworks within which business organizations exist and operate. A common body of fundamental business and economic

theory and principles is also represented in the business core. These theories and principles are developed along with certain basic quantitative tools of analysis and communication skills as preparation for the specialized major courses. Understanding of the interaction of all areas and functions of business operations is the objective of the core courses required of all business graduates.

The major specialization provides opportunities for study in a particular field of interest. This specialized study should enable a graduate to assume a position of responsibility in business, public service or education.

Finally, the student may choose electives that complement and supplement the specialization area.

The Bachelor of Business Administration degree will be awarded upon completion of the University core curriculum (p. 15) plus

- I. Business core courses (57 semester hours)*:
 - ECON 2301, 2302 Principles of Economics
 - BULW 1370 Business Environment and Public Policy
 - MISY 1373 Introduction to Business Technologies
 - ACCT 2301, 2302 Principles of Accounting
 - BUAL 3310, 3320 Business Analysis I & II
 - MISY 3310 Management Information Systems
 - BULW 3310 Business Law
 - ECON 3340 Macro Economics **or**
 - ECON 3390 Managerial Economics
 - FINC 3310 Principles of Finance
 - MGMT 3310 Principles of Organizational Behavior & Mgmt
 - MKTG 3310 Principles of Marketing
 - BCOM 3350 Business Communications
 - MGMT 3320 Production Management
 - MGMT 4370 Strategic Analysis in a Digital Global Economy
- II. Major Specialization (18-28 semester hours)
- III. Approved electives to complete a minimum of 120 semester hours
- IV. A minimum grade point average of 2.00 in all College of Business coursework
- V. A minimum cumulative grade point average of 2.00
- VI. Application for the degree must be made through the Office of the Chair of the department of the student's major.

**Slightly different business core requirements exist for Economics majors. See Department of Economics and Finance in this catalog.*

Accounting Major (24 semester hours)

ACCT 3370 Systems
 ACCT 3310, 3320 Inter Acct
 ACCT 3330 Governmental
 ACCT 3340 Cost Acct
 ACCT 3380 Tax Acct I
 ACCT 4300 Intro to Auditing
 ACCT 4310 Adv Acct

Economics Major (21 semester hours)

ECON 3310 Economics of Entrepreneurship
 ECON 3320 Money & Banking
 ECON 3340 Macro
 ECON 3390 Managerial Economics
 ECON electives 9 sem. hours

Finance Major (21 semester hours)

FINC 3320 Intermediate Financial Management
 FINC 4310 Investments
 FINC 4320 Financial Markets
 FINC 4330 Commercial Banking
 Professional Track Elective
 Professional Track Elective
 Professional Track Elective

**Management Information Systems Major
(24 semester hours)**

MISY 3310 Principles of MIS
 MISY 3320 IS Hardware/Software
 MISY 3340 Network/Telecomm
 MISY 3350 JAVA Development or MISY 3360
 Visual BASIC
 MISY 3370 IS Analysis & Design
 MISY 4350 Project Management
 MISY 4380 IS Development
 MISY elective

Management Major (21 semester hours)

ACCT 3340 Cost Accounting
 MKTG 4310 Marketing Management
 MGMT 3330 Human Resource Management
 MGMT 3340 Project Management
 MGMT 4320 Organizational Behav
 MGMT 4340 Productivity Management
 MGMT 4380 Seminar on Entrepreneurship

Marketing Major (21 semester hours)

MKTG 4310 Marketing Management
 MKTG 4330 International Mkt
 MKTG 4360 Marketing Research
 MKTG 4370 Adv Marketing Problems
 MKTG 3360 Consumer Behavior
 MKTG 3350 E-Marketing
 MKTG 4340 Marketing Promotion

General Business Major (18 semester hours)**Business Concentration**

ACCT 3340 Cost Accounting or
 ACCT 3380 Taxation Accounting
 FINC 3320 Intermediate Financial Management
 MGMT 3330 Human Resource Management
 MKTG 4310 Marketing Management
 MGMT 4380 Seminar on Entrepreneurship
 MGMT 4350 Issues in Human Resources or
 MGMT 3340 Project Management or
 MGMT 4340 Productivity Management

Advertising Communication Concentration

ARTS 3351 2D Graphics
 ARTS 3352 3D Graphics
 MKTG 3360 Consumer Behavior
 COMM 3361 Desktop Publishing or
 COMM 4396 Web Publishing
 COMM 4380 Advertising Campaign Strategies
 MKTG 4380 Marketing Promotion

Entrepreneurship Concentration

ACCT 3340 Cost Accounting
 FINC 3320 Intermediate Financial Management
 MGMT 3330 Human Resources Management
 ECON 3310 Economics of Entrepreneurship
 MKTG 4350 Entrepreneurial Marketing
 MGMT 4380 Seminar on Entrepreneurship

Industrial Engineering Concentration

INEN 3300 Industrial Engineering
 INEN 3330 Engineering Economy or INEN 3322
 Engineering Materials and Processes
 INEN 3380 Work Design
 INEN 4301 Quality Control Applications
 INEN 4316 Industrial and Product Safety or
 INEN 4369 Engineering Management
 INEN 4374 Human Factors Engineering, INEN
 4376 Occupational Ergonomics or INEN 4379
 Facilities Design

Retail Merchandising Concentration

FCSC 1320 Textiles or
 FCSC 2383 Apparel Analysis and Evaluation
 FCSC 2379 Visual Merchandising and Display
 FCSC 4320 Fashion History
 FCSC 4340 Fashion Production and Distribution
 FCSC 3370 Fashion Promotion and Advertising
 MKTG 3350 E-Marketing

**Human Resources Management
(21 semester hours)**

MGMT 3330 Human Resource Management
 MGMT 4320 Advanced Organizational Behavior
 MGMT 4330 Compensation Management
 MGMT 4340 Quality & Productivity Management
 PSYC 3360 Psy Tests and Measurements
 BULW 3320 Employment Law
 MGMT 4350 Issues in Human Resources

Regardless of degree program, all students must earn at least 50 percent of the business credit hours required for any College of Business degree at Lamar University.

Requirements for the **Master of Business Administration** degree are given in detail in the Graduate Bulletin.

Admission to the College of Business

All newly entering Freshmen who meet the University's general entrance requirements will be admitted to the College of Business.

Minor Program in Business

Non-business students may minor in business but without any specialized field of study. Such students should complete ECON 1301, ACCT 1301, FINC 3310, MGMT 3310, MKTG 3310, and MISY 3310. **One** of the following courses must also be completed: BULW 3310, 3320, 3330, 3340, ECON 3310, MGMT 3320, or 3330. In keeping with the spirit of a Minor, the students must have less than 25 percent of their total curriculum in Business subjects. This 25 percent restriction also applies to all students who are not registered for a major in the College of Business, but who wish to have any kind of a business emphasis or concentration.

The minor in Management Information Systems (MIS) is available to any student at Lamar University. To receive a minor in MIS, you must complete six (6) classes: four (4) required classes and two (2) elective classes from the following list.

Four **required** courses (**12 hours**) are:

MISY 3310	Principles of Management Information Systems
MISY 3340	Networking and Telecommunication
MISY 3370	IS Analysis and Design
MISY 4370	Database Applications

Two of the following **elective** courses (**6 hours**) should be taken:

MISY 3320	IS hardware and Software
MISY 3395	E-Commerce Design and Development (with MKTG 3350 E-Marketing as a course substitution)
MISY 4350	Project Management and Practice (with MGMT 3340 Project Management as a course substitution)
MISY 3350/3360	Java Development/Visual Basic Programming

Prerequisite Policy – College of Business

Students registering for business courses must meet all course prerequisites, including the implicit prerequisite indicated by the course level. The chair of the department offering the course must approve any exceptions.

2000 level courses – Student must have 30 hours*

3000 level courses – Student must have 60 hours*

4000 level courses – Student must have 90 hours*

* These hours include the hours in which a student is currently enrolled.

General Business Programs

Director: Marleen R. Swerdlow 232 Galloway Business Bldg., Phone: 880-7804

The academic major in General Business provides students an opportunity to study the fundamentals of a business enterprise. The program allows students to take courses in General Business only or to concentrate their coursework in one of the following areas: Advertising Communication, Entrepreneurship, Industrial Engineering, and Retail Merchandising.

General Business – Business

The General Business–Business concentration enables an individual to receive a thorough education in business without a major in any one business discipline. This concentration gives enough flexibility so that an individual can explore career paths in accounting, real estate, insurance, personnel management, marketing, and finance. This program is designed for an individual who is interested in majoring in business but who is undecided about an area of specialization.

General Business – Advertising Communication

The General Business–Advertising Communication concentration is an interdisciplinary program between the College of Business, the Department of Art and the Department of Communication. This concentration combines a solid knowledge of business with the creation and placement of information designed to produce sales; it is a substitute for the human salesperson. This career, blending commercial business and show business, attracts interesting people with a desire to be creative. Advertising communication encompasses many areas including marketing, copy writing, art and layout, research, television production, photography, graphics, packaging, printing, and retail promotion.

General Business – Entrepreneurship

The General Business–Entrepreneurship concentration prepares students who are interested in one day starting and running their own businesses. A solid understanding of budgeting and understanding financial statements is obtained from accounting and finance courses. Knowledge of how to hire, train, motivate, and retain employees is gained from the human resources management course. Finally, the three entrepreneurship courses help students crystallize how to identify opportunities in the marketplace and put together a plan to exploit those opportunities through a new business.

General Business – Industrial Engineering

The General Business–Industrial Engineering concentration is an interdisciplinary program between the College of Business and the Department of Industrial Engineering. This concentration combines a solid knowledge of business with the technical expertise of engineering. This combined education enables a graduate to make decisions concerning products to manufacture or services to provide, layout of the production facilities, materials used in manufacturing a product, production procedure, quality control, and inventory control as well as methods of motivating and rewarding employees. Because their skills and knowledge can be used to improve operating efficiency in almost any type of company, graduates from this concentration can be employed by insurance companies, banks, construction firms, public utilities, hospitals, retail organizations, manufacturing companies, and other large business firms, as well as by government agencies.

General Business – Retail Management

The Retail Management concentration is an interdisciplinary program between the College of Business and the Department of Family and Consumer Sciences. This concentration combines a solid knowledge of business with the understanding of fashion and consumer sciences. With advances in computer technology, large-scale retailers have become much more research oriented. Computerized merchandise systems provide buyers with the information they need to identify trends and reorder fast-selling items of merchandise. The retail management concentration is designed for the individual wanting to pursue career paths in fashion coordination, visual merchandising, and buying and retail management. Other career paths include accounting control, store operations and management, retail sales analysis, and sales promotion.

**GB – Business Concentration, GB – Advertising Concentration,
GB – Entrepreneurship Concentration,
GB – Industrial Engineering Concentration,
GB – Retail Management Concentration**

Suggested Programs of Study – All Majors

First Year – 33 hours

Semester 1	
BULW 1370 Business Environment and Public Safety	3
PHIL 1370 Philosophy of Knowledge	3
American History	3
English Composition	3
Laboratory Science	4
	4

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Semester 2	
MATH 1325 Elements of Analysis	3
MISY 1373 Intro Software Tool Kit	3
American History	3
English Composition	3
Laboratory Science	4
PEGA	1
	17

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Second Year – 30 hours**Semester 1**

ACCT 2301 Intro to Financial Accounting	3
COMM 3310 Business and Professional Speech	3
ECON 2301 Principles (Macro).....	3
POLS 2301 Introduction to American Government I	3
English Literature	3
	<u>15</u>

Semester 2

ACCT 2302 Intro to Managerial Accounting	3
ECON 2302 Principles (Micro)	3
POLS 2302 Introduction to American Government II	3
Fine Arts	3
Elective (non-business)	3
	<u>15</u>

General Business – Business Concentration**Total Min. Hours: 120****Third Year – 30 hours**

BCOM 3350 Business Communications	3
BUAL 3310, 3320 Business Analysis	6
BULW 3310 Business Law	3
FINC 3310 Principles of Finance	3
MGMT 3310 Principle of Organizational Behavior and Management	3
MGMT 3320 Production Management	3
MISY 3310 Management Information Systems	3
MKTG 3310 Principles of Marketing	3
ECON 3340 Macro Economics or ECON 3390 Economics of the Firm.....	3
	<u>30</u>

Fourth Year – 27 hours

ACCT 3340 Cost Accounting or ACCT 3380 Tax Accounting	3
FINC 3320 Intermediate Financial Mgmt	3
MGMT 3330 Human Resources Management	3
MGMT 4350 Issues in Human Resources or MGMT 3340 Project Management or MGMT 4340 Productivity Management	3
MGMT 4370 Strategic Analysis	3
MGMT 4380 Seminar on Entrepreneurship	3
MKTG 4310 Marketing Management	3
Electives (College of Business 3000-4000 Level)	6
	<u>27</u>

General Business – Advertising Communication Concentration**Total Min. Hours: 120****Third Year – 30 hours**

MKTG 3360 Consumer Behavior	3
ARTS 3351 2D Graphics	3
BCOM 3350 Business Communications	3
BUAL 3310, 3320 Business Analysis	6
BULW 3310 Business Law	3
FINC 3310 Principles of Finance	3
MGMT 3310 Principles of Organizational Behavior and Management	3
MGMT 3320 Production Management	3
MKTG 3310 Principles of Marketing	3
	<u>30</u>

Fourth Year – 27 hours

ARTS 3352 3D Graphics	3
COMM 3361 Desktop Publishing or COMM 4390 Web Publishing	3
ECON 3340 Macro Economics or ECON 3390 Economics of the Firm	3
COMM 4380 Advertising Campaign Strategies	3
MGMT 4370 Strategic Analysis	3
MKTG 4340 Marketing Promotion	3
MISY 3310 Management Information Systems	3
Electives (College of Business 3000-4000 level)	6
	<u>27</u>

General Business – Entrepreneurship Concentration
Total Min. Hours: 120

Third Year – 30 hours

BCOM 3350 Business Communication	3
BUAL 3310, 3320 Business Analysis	6
BULW 3310 Business Law	3
FINC 3310 Principles of Finance	3
MGMT 3310 Principles of Organizational Behavior and Management	3
MGMT 3320 Production Management	3
MISY 3310 Management Information Systems	3
MKTG 3310 Principles of Marketing	3
Electives (non-business)	3
ECON 3340 Macro Economics or ECON 3390 Economics of the Firm	3
	<u>30</u>

Fourth Year – 27 hours

ACCT 3340 Cost Accounting	3
ECON 3310 Economics of Entrepreneurship ...	3
FINC 3320 Intermediate Financial Mgmt	3
MGMT 3330 Human Resources Management ..	3
MGMT 4370 Strategic Analysis	3
MGMT 4380 Seminar on Entrepreneurship	3
MKTG 4350 Entrepreneurship Marketing	3
Electives (College of Business 3000-4000 level)	6
	<u>27</u>

General Business – Industrial Engineering Concentration
Total Min. Hours: 120

Third Year – 30 hours

BCOM 3350 Business Communications.....	3
BUAL 3310, 3320 Business Analysis	6
BULW 3310 Business Law	3
FINC 3310 Principles of Finance	3
INEN 3300 Industrial Engineering – MGMT 3310 Principles of Organizational Behavior and Management	3
MGMT 3320 Production Management	3
MISY 3310 Management Information Systems	3
MKTG 3310 Principles of Marketing	3
	<u>30</u>

Fourth Year – 27 hours

ECON 3340 Macro Economics or ECON 3390 Economics of Firm	3
INEN 3330 Engineering Economy or INEN 3322 Engineering Materials and Processes	3
INEN 3380 Work Design	3
INEN 4301 Quality Control Applications	3
INEN 4316 Industrial Product Safety or INEN 4369 Engineering Management	3
INEN 4374 Human Factors Engineering or INEN 4376 Occupational Ergonomics or INEN 4379 Facilities Design	3
MGMT 4370 Strategic Analysis	3
Electives (College of Business 3000-4000 level)	6
	<u>27</u>

General Business – Retail Management Concentration**Total Min. Hors: 120****Third Year – 30 hours**

BCOM 3350 Business Communications	3
BUAL 3310, 3320 Business Analysis	6
BULW 3310 Business Law	3
FCSC 1320 Textiles or FCSC 2383 Apparel Analysis & Evaluation	3
FCSC 2379 Visual Merchandising & Display ...	3
FINC 3310 Principles of Finance	3
MGMT 3310 Principles of Organizational Behavior and Management	3
MGMT 3320 Production Management	3
MKTG 3310 Principles of Marketing	3

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Fourth Year – 27 hours

ECON 3340 Macro Economics or ECON 3390 Economics of the Firm	3
FCSC 3370 Fashion Promotion and Advertising	3
FCSC 4320 Fashion History	3
FCSC 4340 Fashion Production and Distribution	3
MGMT 4370 Strategic Analysis	3
MISY 3310 Management Information Systems	3
MKTG 3350 E-Marketing	3
Electives (College of Business 3000-4000 level)	6

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**Department of Accounting
and Business Law****Department Chair:** Gisele Moss, Interim**235 Galloway Business Bldg.****Phone 880-8610****Professors:** Cavaliere, Lynch, Mulvaney, Swerdlow, Veuleman**Associate Professor:** McCoy, Moss, Varick**Instructor:** Burns**Objectives**

The principal objective of the department is to develop in the student the knowledge, intellectual abilities, values, attitudes, skills and leadership qualities needed:

1. to perform effectively in an entry-level position on an accounting track in business, government, education, or other fields and to advance to levels of increasing responsibility.
2. to grow and to develop as an individual both professionally and personally.
3. to become a contributing member of society.

The attainment of this objective requires successful teaching, research and service from the accounting faculty.

Requirements for Becoming an Accounting Major

Completion of ACCT 2301 (minimum grade of “B”) and Acct 3370 [minimum grade of “B”]. Transfer students must meet the equivalent of the above requirements.

Requirements for Graduation

In addition to the College of Business degree requirements, the accounting major must earn a minimum grade of “C” in each accounting course attempted (exception: see requirements above). Students pursuing this degree program should take all professional courses at Lamar University.

150-Hour Program

CPA Exam candidates in Texas are required to have completed 150 semester hours of coursework. The BBA degree in this catalog will not meet this requirement. Students wishing to sit for the CPA Exam should plan to take additional hours to satisfy this exam requirement. One way to satisfy the requirement and receive a graduate degree is to complete the MBA degree with Accounting Emphasis (refer to the Graduate Catalog for additional information). Another way to satisfy this requirement is to take additional undergraduate courses.

Bachelor of Business Administration – Accounting Major

Suggested Program of Study – Total Min. Hours: 120

Freshman Year

First Semester	3	Second Semester	3
ENGL 1301.....	3	ENGL 1302, 1374.....	3
BULW 1370	3	MISY 1373	3
MATH 1325	3	ECON 2301	3
ECON 2302	3	Elective	3
Lab Science.....	4	Lab Science.....	4
PEGA.....	1		
	17		16

Sophomore Year

First Semester	3	Second Semester	3
PHIL 1370	3	Fine Arts	3
HIST 1301	3	HIST 1302.....	3
POLS 2301	3	POLS 2302	3
ACCT 2301 Intro to Fin Acct	3	ACCT 3370 Sys & Practice Appl.....	3
Soph Lit	3	COMM 3310	3
	15		15

Junior Year

First Semester	Second Semester
ACCT 3310 Intermediate I 3	ACCT 3320 Intermediate II 3
ACCT 3380 Tax I 3	FINC 3310 3
MGMT 3310 3	MGMT 3320 3
BUAL 3310 3	BUAL 3320 3
ACCT 3340 Cost 3	BCOM 3350 3
15	15

Senior Year

First Semester	Second Semester
ACCT 3330 Governmental 3	ACCT 4300 Intro to Auditing 3
BULW 3310 3	ACCT 4310 Advanced 3
MKTG 3310 3	MGMT 4370 3
MISY 3310 3	Elective 3
ECON 3340 or 3390 3	
15	12

Accounting Courses (ACCT)

1301	Survey of Accounting This course is designed for non-business majors. Students will develop an understanding of fundamental financial and managerial accounting concepts. In the process, students will also develop an awareness of the language and environment of business, an appreciation of accounting methods, and skills in problem-solving and decision making.	3:3:0
2301	Intro to Financial Acct Concepts of financial accounting. Emphasis is on the conceptual framework of accounting and the preparation and uses of financial statements. <i>Prerequisite: Sophomore standing</i>	3:3:0
2302	Intro to Managerial Acct This course is designed for non-accounting majors. Uses of accounting information in managerial planning, decision making, and control. Includes study of cost behavior, cost-volume-profit analyses, and budgeting. <i>Prerequisites: ACCT 2301 with a minimum grade of "C" and sophomore standing.</i>	3:3:0
3310	Intermediate Accounting I Analysis of theory and its applications in the areas of cash, temporary investments, receivables, inventories, plant and intangible assets, long-term investments, current liabilities and revenue recognition. <i>Prerequisites: ACCT 2301 with a minimum grade of "B," ACCT 3370 with a minimum grade of "B" and junior standing.</i>	3:3:0
3320	Intermediate Accounting II Continuation of ACCT 3310 with emphasis on long-term debt, short-term liabilities, leases, pensions, owner's equity and earnings per share. <i>Prerequisites: ACCT 3310 with a minimum grade of "C" and junior standing.</i>	3:3:0
3330	Governmental Accounting Primary emphasis on governmental accounting and accounting for not-for-profit organizations. Also includes Statement of Cash Flows. <i>Prerequisites: ACCT 3310 with minimum grade of "C" and junior standing.</i>	3:3:0
3340	Cost Accounting Cost accounting with a managerial emphasis: Job order and process cost; standard cost and variance analysis; budgetary control; relevant costing for decision making; capital budgeting. <i>Prerequisites: ACCT 2302 or ACCT 3370 with minimum grade of "C" and junior standing.</i>	3:3:0
3370	Systems & Practice Applications An intensive examination of manual and computer accounting systems. Students will use extensive manual and computer practice sets. <i>Prerequisites: ACCT 2301 with minimum grade of "B" and junior standing.</i>	3:3:0
3380	Taxation Accounting I Provisions of the income tax code as applied to individuals: taxable income; gains and losses; capital gains; dividends; expenses; itemized deductions; depreciation; losses; and credits. <i>Prerequisites: ACCT 2301 with minimum grade of "C" and junior standing.</i>	3:3:0

- 3390 Taxation Accounting II** **3:3:0**
Provisions of the income tax code as applied to proprietorships, partnerships, estates, trusts and corporations; reorganizations; filing returns; refunds; social security taxes; estate taxes; gift taxes.
Prerequisites: ACCT 2301 with minimum grade of "C"; strongly recommended that ACCT 3380 be completed; junior standing.
- 4170 Planning for Retirement** **1:1:0**
This course is intended for persons who plan to retire within the next five years and for those who are planning later retirement who wish to maximize benefits and flexibility.
Prerequisite: Senior standing.
- 4300 Introduction to Auditing** **3:3:0**
Introduction to the theory of auditing, with emphasis on generally accepted auditing standards (GAAS) and the profession's Statements on Auditing Standards. Understanding of the types of reports issued by auditors and the circumstances which would occasion the issuance of each. Also, discussion of the role of internal auditors and operational and compliance audits.
Prerequisites: ACCT 3320 with minimum grade of "C" and senior standing.
- 4310 Advanced Accounting** **3:3:0**
Analysis of special problems and theories relative to corporate mergers and acquisitions; consolidated financial statements; and partnerships. A major team research project and oral presentation is required.
Prerequisites: ACCT 3320 with minimum grade of "C" and senior standing.
- 4370 Special Problems** **3:3:0**
This course is intended for the examination of new or special accounting problems under direction of a faculty member and through internships. A participant may repeat the course when the topic differs significantly from previous enrollment.
Prerequisites: Senior standing and approval of the department chair.

Business Law Courses (BULW)

- 1370 Business Environment and Public Policy** **3:3:0**
Survey course emphasizing interaction of business with its external and internal environments. Introduction to public policy process and issues with focus on ethical and moral considerations. Recommended for freshmen, especially business majors.
- 3310 Business Law** **3:3:0**
A survey of the legal environment and its impact upon business. Nature and sources of law, administrative and enforcement agencies, and governmental regulations. Students become aware of the legal framework of common business transactions.
Prerequisite: Junior standing.
- 3320 Employment Law** **3:3:0**
Historical interpretations and present provisions of regulations governing labor. Common law; state and federal statutes; Fair Labor Standards Act; Worker's Compensation; Social Security; liability; United States Department of Labor; social legislation; fair employment practices.
Prerequisite: Junior standing.
- 3330 Environmental Law** **3:3:0**
A survey of the environmental, health and safety laws and their impact on business. Social policy and legal framework, administrative and enforcement agencies, judicial interpretation. Students become aware of the positive aspects of "green" business and business' social responsibility toward the environment, in addition to the potential civil and criminal liability for noncompliance with the law.
Prerequisite: Junior standing.
- 3340 Business Ethics** **3:3:0**
An introduction to ethical decision-making in business. An examination of individual, organizational, and macro-level issues in business ethics. Both descriptive and normative models of unethical and ethical decision making in business are analyzed to assist the student as a potential business person to make more informed ethical decisions.
Prerequisite: Junior standing.
- 4340 Advanced Legal Principles** **3:3:0**
Detailed study of applicable statutes and other laws governing sales, real property, bankruptcy, forms of business enterprise (corporations and partnerships), insurance and documents of title.
Prerequisite: Senior standing.

- 4350 Estate Planning Fundamentals** 3:3:0
A survey of the federal and state laws dealing with the estates of individuals, including living trusts, estate tax-saving trust, charitable trusts, spendthrift trusts, providing for children, avoiding probate, minimizing estate taxes, second marriages, protecting businesses at death, gifts, wills, and living wills.
Prerequisite: Senior standing.
- 4370 Administrative Internship** 3:3:0
Experiential learning in a business or professional setting with career-related assignments and projects under the guidance of a faculty member. (Because of a limited number of placement opportunities, applicants are not guaranteed an assignment; thus, assignments are competitive.)
Prerequisites: 2.5 minimum grade point average, pre-registration consent of instructor and senior standing.
- 4380 Real Estate Law** 3:3:0
Survey of real property law, including types of ownership interests, methods of acquiring title (deeds, probate, gift), usage of these records, leases, mortgage instruments, and regulation of land use.
Prerequisite: BULW 3310 and senior standing.
- 4390 Special Topics in Business Law** 3:3:0
Intensive investigation of topics in business law. Library and/or laboratory research and conferences with supervising faculty member. May be repeated when area of study differs.
Prerequisite: approval of instructor and department chair and senior standing.

Department of Economics and Finance

Department Chair: Jimmy D. Moss **240 Galloway Business Bldg., Phone 880-8647**

Professors: Allen, Bacdayan, Choi, Hawkins, Montano, Moss, Price

Assistant Professor: Slaydon, Thompson

Adjunct Instructor: Aubey

Professor Emeritus: Parigi

Economics

Bachelor of Business Administration: Recommended to the student who desires a thorough grounding in business courses to augment the Economics knowledge which is necessary for understanding the complexities of modern business, government and nonprofit organizations.

Representative employment opportunities are found in banking, government, industrial relations, management, research and forecasting, communications, international trade and sales.

In addition to the College of Business degree requirements, the economics major must earn a minimum grade of "C" in each economics course and/or advanced elective attempted. Students pursuing this degree program must take all professional courses at Lamar University.

Finance

The Finance program provides the student with a broad education in financial markets and institutions, in investments, and in the financial management of organizations. Electives can be selected to provide an emphasis in insurance, in real estate, in financial planning, or in financial management. Finance graduates are qualified for careers in banking or other financial institutions, stock brokerage firms, in the growing financial services industry, and in the financial division of major organizations.

In addition to the College of Business degree requirements, the finance major must earn a minimum grade of “C” in each finance course and/or track elective attempted. Students pursuing this degree program must take all professional courses at Lamar University.

Teacher Certification – Economics

For details concerning requirements for teacher certification and information on professional courses, consult the College of Education and Human Development section in this catalog.

Bachelor of Business Administration – Economics Major Suggested Program of Study – Total Min. Hours: 120

First Year	Second Year
ECON 2302, 2301 Principles 6	ACCT 2301, 2302 Principles 6
ENGL Comp 6	ENGL Lit 3
MATH 1325 Math for Bus Anal 3	POLS 2301, 2302 6
Lab Science 8	American History 6
MISY 1373 Intro to Microcomputers 3	BULW 1370 3
PHIL 1370 Phil of Knowledge 3	Comm 3
PEGA 1	Fine Arts 3
Elective 3	
<u>33</u>	<u>30</u>
Third Year	Fourth Year
BCOM 3350 Bus Comm..... 3	ECON 3320 Money and Banking 3
FINC 3310 Prin of Finance..... 3	MGMT 3310 Prin of Org Beh & Mgt 3
MKTG 3310 Prin of Marketing..... 3	MGMT 3320 Prod Management..... 3
BUAL 3310, 3320 Bus Analysis..... 6	MGMT 4370 Strategic Analysis..... 3
ECON 3310 Economics of Entrepreneurship 3	BULW 3310 Bus Law..... 3
ECON 3340 Macro Economics 3	MISY 3310 IS Theory and Practice..... 3
ECON 3390 Managerial Economics 3	*Electives..... 6
*Electives..... 9	
<u>33</u>	<u>24</u>

**Electives must include nine semester hours of advanced courses in economics, and six semester hours of approved, advanced electives.*

Bachelor of Business Administration – Finance Major Suggested Program of Study – Total Min. Hours: 120

First Year	
First Semester	Second Semester
BULW 1370 Bus Environ and Public Policy 3	ENGL Comp 3
ENGL Comp 3	ECON 2302 3
ECON 2301 Principles 3	MISY 1370 Intro to Microcomputers 3
Lab Science 4	Math 1325 Elements of Anal for Bus or MATH 2377 Calculus II 3
PEGA 1	PHIL 1370 Phil of Knowledge 3
Elective 3	
<u>17</u>	<u>15</u>

Second Year

First Semester

Lab Science	4
American History	3
ACCT 2301 Principles	3
POLS 2301	3
Fine Arts	3
	16

Second Semester

Comm	3
ENGL Lit	3
American History	3
ACCT 2302 or 3470	3
POLS 2302	3
	15

Third Year

First Semester

BUAL 3310 Bus Analysis I.....	3
BULW 3310 Bus Law.....	3
FINC 3310 Prin of Finance.....	3
MKTG 3310 Prin of Marketing.....	3
BCOM 3350 Bus Comm.....	3
	15

Second Semester

BUAL 3320 Bus Analysis II	3
FINC 3320 Intermediate Financial Management ..	3
FINC 4310 Investments	3
MGMT 3310 Prin of Org Beh & Mgt	3
*Professional track elective	3
	15

Fourth Year

First Semester

ECON 3340 Macro Econ.....	3
FINC 4320 Fin Markets and Institutions	3
MGMT 3320 Prod Management.....	3
*Professional track elective	3
**Elective (College of Business 3000 or 4000 Level)	3
	15

Second Semester

MISY 3310 IS Theory and Practice.....	3
FINC 4330 Commercial Banking	3
MGMT 4370 Strategic Analysis.....	3
*Professional track elective	3
	12

**Professional electives selection requires approval of the department chair.*

***The faculty advisor should be consulted by the student to select electives that will be most beneficial in terms of career goals.*

Economics Courses (ECON)

1301	Principles and Policies	3:3:0
	Comprehensive introduction to economic principles and problems for non-business students. Resource utilization; price determination; distribution of income; fiscal and monetary problems; economic growth.	
2301	Principles of Economics I (Macro)	3:3:0
	Emphasizes monetary theory; national income analysis; fluctuation and growth; public finance; international trade; and current economic problems.	
2302	Principles of Economics II (Micro)	3:3:0
	Introduction to economic principles; allocation of resources; determination of output and prices; distribution; and managerial economics.	
3310	Economics of Entrepreneurship	3:3:0
	Comprehensive analysis and practice exercises in entrepreneurship. Studies include demand analysis; pragmatic economic feasibility studies; identification and use of resources; function and use of profits. <i>Prerequisite: ECON 1301 or ECON 2301 and ECON 2302.</i>	
3320	Money and Banking	3:3:0
	Functions and policies of the American monetary and banking system. Commercial banking; Federal Reserve System; monetary theories and policies; economic stabilization and growth. <i>Prerequisite: Six hours of Economics.</i>	
3330	Intermediate Theory	3:3:0
	Economic analysis and methodology. Distribution theory; price theory; pure and imperfect competition. <i>Prerequisite: ECON 2302.</i>	

3340	Macro Economics A descriptive-analytical approach to the dynamic forces that influence the aggregate level of economic activity. Income and employment determinants; levels of income and employment, stabilization theory; investment and income relationship; monetary and fiscal policies. <i>Prerequisite: ECON 2301.</i>	3:3:0
3350	International Trade Theories, practices and problems involved in international commerce between nations. Bases of trade; tariffs; exchange controls; international monetary policies; current problems. <i>Prerequisite: Six hours of Economics.</i>	3:3:0
3370	Public Finance Study of the constitutional, administrative and economic aspects of governmental fiscal activities; government debt; intergovernmental fiscal relations; federal, state and local taxes. <i>Prerequisite: Six hours of Economics.</i>	3:3:0
3390	Managerial Economics The application of the techniques of economic analysis to managerial problems of business enterprises utilizing a problem solving or case study approach. Goals of the firm; business forecasting; demand analyses; cost analysis; game theory; pricing policies; governmental relations. <i>Prerequisite: ECON 2302.</i>	3:3:0
4311	Problems in Economics Investigation into special areas in economics under the direction of a faculty member. This course may be repeated for credit when topics of investigation differ. Not intended for students with grade point deficiencies.	3-6:0:0
4340	Economic Development Introduction to the theories and history of economic growth and development applicable to advanced and emerging economies; analysis of processes of growth including cultural, technological and economic factors; identification of problem areas with policy implications. <i>Prerequisite: Three hours of Economics.</i>	3:3:0
4380	Environmental Economics Basic economic approach to the environment for students with little or no training in economics. With strong emphasis on public policy, uses economics both to understand the behavioral forces of environmental problems and to provide the foundation for innovative solutions. Focuses on globally sustainable development.	3:3:0

Finance Courses (FINC)

3306	Personal Finance Introduction to financial problems of the consumer. Emphasis is placed on problems concerning financial planning, investments in real estate, personal property, insurance, and securities. <i>Prerequisite: Non-finance majors only.</i>	3:3:0
3310	Principles of Finance An introductory survey of the principal issues, decision areas, and analytical procedures relevant to the financial management of private business firms including capital budgeting, cost of capital, short and long-term financing, dividend policy and valuation. <i>Prerequisite: ECON 1301 or ECON 2302 and 2301, ACCT 2302 and Junior standing.</i>	3:3:0
3320	Intermediate Financial Management Analytical techniques used in financial decision making, including ratio analysis, funds analysis, capital structure, dividend policy, financial forecasting, and valuation models. <i>Prerequisite: FINC 3310.</i>	3:3:0
3350	Cases in Financial Management A study of various issues facing financial managers using the case method of instruction. Topics include working capital management, capital budgeting, cost of capital, valuation, and long-term financing decisions. <i>Prerequisite: FINC 3310.</i>	3:3:0
3370	International Finance A study of the international monetary system in its theoretical and institutional setting. Examines how business firms conduct international trade considering exchange rates, international monetary policies, derivatives and purchasing power parity. <i>Prerequisite: FINC 3310.</i>	3:3:0

4306	Security Analysis and Portfolio Management Analysis of investment alternatives in a portfolio context, recent theoretical developments in portfolio management, construction of portfolios to achieve specific investment objectives, investment portfolio monitoring and performance evaluation. <i>Prerequisite: FINC 3310.</i>	3:3:0
4310	Investments An appraisal of investment alternatives in financial markets. Markets, securities, methods of analysis, investment programming. <i>Prerequisite: FINC 3310.</i>	3:3:0
4320	Financial Markets and Institutions A study of the supply and demand for funds in financial markets; analysis of sectoral supply and demand in various sub-markets; the role of financial intermediaries; interest rate forecasting. <i>Prerequisite: FINC 3310.</i>	3:3:0
4330	Commercial Banking An overview of the regulation, operation, and management of the commercial bank; asset and liability management policy; loan policy, investment policy, capital adequacy, liquidity management. <i>Prerequisite: FINC 3310.</i>	3:3:0
4390	Mortgage Lending Methods of real estate financing, sources of funds from financial institutions and governmental agencies. Financial instruments available to the investor, mortgage, risk analysis, and loan principles. <i>Prerequisite: FINC 3310.</i>	3:3:0

Department of Information Systems and Analysis

Department Chair: Purnendu Mandal **237 Galloway Business Bldg., Phone 880-8635**

Professors: Barnes, Drapeau, Mandal

Associate Professors: K. Bandyopadhyay

Assistant Professor: Aydin, El-Houbi, Saputro

Instructors: Flosi

Professor Emeritus: Spradley

The Department of Information Systems and Analysis offers both a Bachelor of Business Administration major and a minor program in Management Information Systems (MIS). MIS courses are integrated with SAP education through the SAP-University Alliance Program. All students receiving degrees must meet the general education degree requirements of the University described under the Academic Policies and Procedures section of this catalog. Students pursuing the degree program in Management Information Systems must meet the College of Business degree requirements and must earn a minimum 2.5 GPA in the MIS major specialization courses.

Management Information Systems

Management Information Systems, as an academic field, encompasses two broad areas: (1) acquisition, deployment, and management of information technology resources and services (the information systems function) and (2) development and evolution of infrastructure and systems for use in organization processes (system development).

Information Systems is pervasive in all organization functions. Accounting, finance, marketing and production, among other areas, use it. This pervasive use increases the need for information systems professionals with systems management and system development expertise.

Graduates of this program are highly sought after due to their training in analysis and problem solving. They contribute to productivity increases through planning and implementation of information systems. They are prepared to meet the challenges of a technological business environment because they have mastered many professional skills.

The program prepares graduates to communicate effectively both orally and in writing. It requires students to develop interpersonal skills and to apply both qualitative and quantitative techniques to solve business problems in group and team settings.

According to US Department of Labor projections, jobs in MIS and related areas will grow at a faster rate than most other areas. Careers awaiting the graduate with a BBA degree in Management Information Systems include: Systems Analyst, Project Manager, Programmer Trainer, Chief Information Officer, Electronic Commerce Manager, Information Technology Consultant, Database & Data Warehousing Administrator, Director Management Information Systems, and others.

The department offers a minor in MIS which is open to any student of the university. The minor in MIS structure consists of 18 credit hours work (6 courses), and students have opportunity to take various courses, such as principles of MIS, e-commerce, systems analysis and design, IS project management, information systems development, etc.

Students complete 18 credit hours from the following list of courses:

- A. Any two courses (6 hours) from the following:
 - MISY 3320: IS Hardware & Software
 - MISY 3395: E-commerce Design & Development
(with MKTG 3350: E-Marketing course substitution)
 - MISY 4350: Project Management & Practice
(with MGMT 3340: Project Management substitution)
 - MISY 3350/3360: JAVA Development/Visual Basic Programming
- B. Four required courses (12 hours):
 - MISY 3310: Principles of Management Information Systems
 - MISY 3340: Networking & Telecommunications
 - MISY 3370: IS Analysis & Design
 - MISY 4370: Database Applications

Bachelor of Business Administration Management Information Systems Major

Suggested Program of Study – Total Min. Hours: 120

First Year	Second Year
BULW 1370 Business Environment & Public Policy..... 3	ACCT 2301, 2302 Principles..... 6
MISY 1373 Intro to Business Technologies..... 3	ENGL Lit 3
ECON 2302 Principles..... 3	Fine Arts 3
ENGL Comp 6	COMM 3310 3
MATH 1325 Elements of Analysis..... 3	POLS 2301, 2302 6
Lab Sci 8	Amer His..... 6
PHIL 1370 Phil of Knowledge..... 3	ECON 2301 3
PEGA..... 1	MISY Elective..... 3
Elective (non-business) 3	
<u>33</u>	<u>33</u>
Third Year	Fourth Year
BUAL 3310, 3320 Business Analysis 6	MISY 3350 JAVA Development or MISY 3360 Visual BASIC..... 3
MISY 3340 Network/Telecomm..... 3	MISY Elective..... 3
MISY 3320 IS Hardware/Software..... 3	MISY 3370 IS Analysis & Design..... 3
BULW 3310 Business Law 3	MISY 4380 IS Development..... 3
FINC 3310 Prin of Finance..... 3	ECON 3340 Macro Eco or ECON 3390 Eco of the Firm 3
MGMT 3310 Prin of Org Bhav & Mgt 3	MGMT 3320 Production Mgt..... 3
MKTG 3310 Prin of Mkt..... 3	MGMT 4370 Strategic Analysis..... 3
MISY 3310 Principles of MIS 3	MISY 4350 Project Management..... 3
BCOM 3350 Business Communications..... 3	
<u>30</u>	<u>24</u>

Business Analysis Courses (BUAL)

3310 Business Analysis I	3:3:0
Introduction to the quantitative methods of analysis as applied to business problems. Topics of study include data analysis, statistical description, correlation analysis, probability theory, probability distribution, sampling theory, estimation, and introduction to test of hypothesis.	
<i>Prerequisite: MATH 1314 or higher.</i>	
3320 Business Analysis II	3:3:0
Emphasis on use of statistics in business decision-making. Topics of study include hypothesis testing, inferences between two populations, analysis of variance, chi-squared and other non-parametric tests, simple-multiple linear regression/correlation analysis, model building techniques, classical time series analysis, and index numbers.	
<i>Prerequisite: BUAL 3310.</i>	
4390 Special Topics in Business Analysis	3:0:0
Intensive investigation of topics in business analysis. Library and/or laboratory research and conferences with supervising faculty member. May be repeated when area of study differs.	
<i>Prerequisite: Approval of instructor and department chair.</i>	

Management Information Systems Courses (MISY)

- 1373 Introduction to Business Technologies** **3:3:0**
 Computers are an integral part of all business activities and careers. This course is designed to introduce potential business majors to the understanding of the roles of computers in business information systems and to learn the basic skills of business software that are essential to support business activities. Students will obtain valuable information technology knowledge and skills needed in all areas of business. Students will be introduced to the history of computing; components of a personal computer; word processing application software, spreadsheets, databases, presentation graphics, e-mail, Internet tools. In addition, students will be introduced to basic business transactions using SAP enterprise resource planning software.
- 2320 Fundamentals of Information Systems** **3:3:0**
 Systems concepts; system components and relationships; cost/value and quality of information; competitive advantage and information; specification, design and re-engineering of information systems; application versus system software; package software solutions; procedural versus non-procedural languages; object oriented design; database features; functions and architecture; networks telecommunication systems and application; characteristics of IS professionals and career paths; knowledge work productivity concepts; software functionality to support personal and group productivity; organization and management of software and data; accessing organization data, accessing external data; selecting a computer solution; developing a macro program by doing; designing and implementing a user interface; developing a solution using database software; refining and extending individual and group information management activities.
Prerequisite: MISY 1373
- 2350 Web Site Fundamentals** **3:3:0**
 This is an introductory course on web site development. It starts with a broad overview of the Internet, communication protocols, search engines, and browsers. In addition, it presents mastering the fundamentals of HTML and using Microsoft Front Page to author web sites with a focus on using graphics and multimedia to create web pages. The course also discusses topics such as domain registration, information privacy, and copyright protection.
Prerequisite: MISY 1373
- 3310 Principles of Management Information Systems** **3:3:0**
 Systems theory and concepts; information systems and organizational systems; decision theory and how it is implemented by IT; roles of information and information technology; roles of people using, developing and managing systems; IS planning; human-computer interface; network and telecommunications systems management; electronic commerce; societal and ethical issues related to information systems design and use; concepts of ERP systems; learning SAP R/3 system and processing transactions for purchasing function.
Prerequisite: MISY 1373.
- 3320 IS Hardware and Software** **3:3:0**
 Hardware: The visible PC, microprocessor architecture, memory, chipsets and BIOS/CMOS, device drivers, expansion bus, motherboards, power supplies, hard drive technologies, and implementing hard drives. Software: Installing and upgrading Windows Operating systems, understanding Windows, common line interfaces, maintaining and troubleshooting Windows networking, security, creating users and groups, and setting account permissions.
Prerequisite: MISY 3310
- 3321 Network Administration I** **3:3:0**
 Students examine fundamentals of managing a Microsoft-based network. Course covers the installation and configuration of Windows desktop and server operating systems from the perspective of the network administrator. Topics include installation and configuration of Windows, basic network configuration and troubleshooting, proper implementation of security, and management of network storage. This course is designed to help students prepare for Microsoft certification.
Prerequisites: MISY 3320 and junior standing
- 3322 Network Administration II** **3:3:0**
 Continuation of MISY 3321 and Network Administration I. Advanced network design, administration, and configuration topics are covered. The course is designed to help the student prepare for Microsoft certification.
Prerequisites: MISY 3321 and junior standing
- 3330 COBOL Development** **3:3:0**
 An introduction to COBOL programming in a business environment. Introduction to and use of program development, top-down structured programming, and program correctness concepts. Coverage will include language syntax, data and file structures and sequential file processing. Development of COBOL programs that run in an Internet environment will be covered.
Prerequisite: MISY 3310

- 3340 Networks and Telecommunication** 3:3:0
Telecommunications devices, media, systems; network hardware and software; network configuration; network applications; coding of data; cost/benefit analysis; distributed versus centralized systems; architectures, topologies, protocols; installation and operation of bridges, routers and gateways; network performance analysis, privacy, security, reliability; installation and configuration of LAN and WAN networks; management of telecommunications, and communications standards. Intranet and Internet.
Prerequisite: MISY 3310
- 3341 Router Configuration & LAN Management** 3:3:0
This course provides an introduction to Cisco basic router configuration for Local Area Networks and the management of LAN traffic and network devices . It explains initial configuration of a Cisco router in a TCP/IP or IPX environment, management of router configuration, backup of router configuration files, router specific protocols, the use of router security features, filter traffic, and identifying and resolving network congestion problems. This course is the second of three courses, which will prepare the student for the Cisco Certified Networking Associate (CCNA) certification test.
Prerequisites: MISY 3340 and junior standing
- 3342 Introduction to WAN** 3:3:0
This course provides an introduction to Wide Area Networking (WAN) services and their management through the use of Cisco routers. it explains the following WAN services: LAPB, Frame Relay, ISDN/LAPD, HDLC, PPP, DDR and xDSL. Students will learn how to configure Cisco routers to support Frame relay, PPP, and ISDN Wide Area Networking connections. The content of this course is Semester 4 of the Cisco Networking Academy CCNA Curriculum.
Prerequisites: MISY 3341 and junior standing
- 3350 JAVA Development** 3:3:0
Data structures and representation: characters, records, files, multimedia; precision of data; information representation, organization and storage; algorithm development; object representation compared to conventional data flow notation; programming control structures; program correctness, verification, and validation; file structures and representation, program development in at least one high-level language.
Prerequisite: MISY 3310
- 3360 Visual BASIC Development** 3:3:0
Introduction to programming using Visual BASIC language. A software engineering approach to developing programs and business systems is stressed and object-oriented concepts are introduced. Coverage includes language syntax and file or database processing; development of graphical user interfaces; development of Visual BASIC programs that run in the Internet environment.
Prerequisite: MISY 3310
- 3370 IS Analysis and Design** 3:3:0
Life-cycle phases: requirements determination, logical design, physical design, test planning, implementation planning, and performance evaluation; communication, interpersonal skills, interviewing, presentation skills; group dynamics; risk and feasibility analysis; group-based approaches: project management, joint application development (JAD), structured walkthroughs; object oriented design; software production and reviews; prototyping; database design; software quality metrics; application categories; software package evaluation and acquisition; professional code of ethics.
Prerequisite: MISY 3310
- 3380 Business Simulation** 3:3:0
This course examines the modeling of business and industry discrete-event processes, random number generation techniques, Monte-Carlo simulation, and queuing applications. Students will learn and use various simulation tools such as GPSS, GASP, and SIMULA.
Prerequisite: MISY 3310, BUAL 3310 and junior standing
- 3390 E-Commerce Technologies** 3:3:0
This course will address various e-Commerce technologies: Packet switched networks, markup languages, web client and servers, intranets, extranets, EDI, web server hardware, web server software, web server tools (intelligent agents, portals, search engines, push technologies), electronic payment systems, and current security issues for e-commerce. It will also cover emerging technologies and standards. Students will be required to develop proficiency in using an application tool such as DreamWeaver for implementing online business activities.
Prerequisite: MISY 3310 and junior standing
- 3395 E-Commerce Design and Development** 3:3:0
This course will examine the processes necessary to integrate a web site into the strategic plan of an organization. Primarily, the course will address the strategic application of the web site to enhance corporate profit, serve customers, and market the organization. It will cover how to maintain and continually improve the web-site, including registering with search engines and directories. Students will be required to have a home page for posting homework and to create a simulated company web site.
Prerequisite: MISY 3310 and junior standing

- 4340 Multimedia Applications** **3:3:0**
Use of personal computers to develop multimedia applications; use of various hardware and software components in the production of multimedia systems; working in a workgroup using a Local Area Network with shared resources; the most current hardware and software tools for processing text, graphics, sound, video and animation. Class projects require hands-on use of authoring and applications packages. Students develop and present an interactive multimedia system project.
Prerequisite: MISY 3310
- 4350 Project Management and Practice** **3:3:0**
Managing the system life cycle: requirements determination, logical design, physical design, testing, implementation; system and database integration issues; network and client-server management; metrics for project management and system performance evaluation; managing expectations: superiors, users, team members and others related to the project; determining skill requirements and staffing the project; cost-effectiveness analysis; reporting and presentation techniques; effective management of both behavioral and technical aspects of the project; change management.
Prerequisite: MISY 3370
- 4360 Management Information Systems** **3:3:0**
Analysis of the role of information systems in business organizations. Fundamental concepts of systems; information flows; nature of information support systems; computer applications in decision systems; applications of decision support and expert systems.
Prerequisite: MISY 1373
- 4370 Database Applications** **3:3:0**
This course introduces students to SAP, an enterprise application software that runs on large database systems, which is widely used by large corporations. In this overview course, students will learn business processes in different modules of SAP with a focus on supply-chain processes: purchasing, materials management, production planning, and sales and distribution. Students will have ample opportunity to perform business transactions on SAP servers to gain a deeper understanding of business process integration.
Prerequisite: MISY 3310
- 4380 IS Development** **3:3:0**
This is a capstone course in which the student is required to complete a project that demonstrates command of a significant body of Information Systems knowledge. The course requires application of concepts, techniques, and tools used in analysis, design and implementation of computer-based information systems in an applied or real-world setting. Students are required to present their project to the instructor and other students in the class. This course is required of all senior Information System majors.
Prerequisites: MISY 3350/3360 and MISY 3370
- 4390 Special Topics in Management Information Systems** **3:0:0**
Intensive investigation of topics in management information systems. Library and/or laboratory research and conferences with supervising faculty member. May be repeated when area of study differs.
Prerequisite: Approval of instructor and department chair.

Business Communication Courses (BCOM)

- 3350 Business Communications** **3:3:0**
Practical instruction in learning how to write business memos, letters, and analytical reports and learning the fundamentals of giving a formal business presentation.

Department of Management and Marketing

Department Chair: K. C. Sen 236 Galloway Business Bldg., Phone 880-8622

Professors: S. Bandyopadhyay, Godkin, Mayer, Sen, Venta

Associate Professor: Fraccastoro

Assistant Professors: Kenyon, Natarajan

Degree Programs

Management

Management involves the coordination of resources – both human resources (people) non-human resources (machine, materials, etc.) – to achieve organizational objectives efficiently. The curriculum in Management, therefore, provides the student with an understanding of the specialized functional areas and with a broad, integrated view of the firm as a whole. Men and women with university degrees in Management are equipped to advance more rapidly into positions of increasing responsibility in private business firms, in not-for-profit organizations, and in government.

Human Resources Management

Human Resources Management involves the recruitment, selection, maintenance, and development of human resources by organizations. It includes such diverse functional areas as interviewing, training, compensation and benefits, health and safety, and labor relations. University graduates in Human Resources Management are found in all types of business firms, larger service organizations, and governmental agencies.

Marketing

Marketing, as a professional field, is concerned with the whole range of activities that facilitate the movement of goods and services from the producer to the ultimate consumer. The Marketing curriculum provides the student with a fundamental understanding of each of the specialties involved in the process as well as with the management of the marketing function generally. Typical kinds of careers open to Marketing graduates include advertising, market research, sales and sales management, purchasing, services marketing, business to business marketing, brand management, consumer behavior, and retail management.

The following requirements are effective for all students entering or transferring into Human Resources, Management and Marketing:

- (1) A minimum overall 2.0 GPA is required to enter these programs.
- (2) In order to graduate, a student must have a minimum 2.5 GPA within their discipline (major specialization courses).

Academic Counseling

Management, Marketing and Human Resources Management majors are assigned an academic advisor when they first enter the program. Students who are seniors are advised by the Department Chair.

Suggested Programs of Study – All Majors Total Min. Hours: 63

First Year

First Semester		Second Semester*	
ENGL Comp	3	ENGL Comp	3
Lab Sci	4	PEGA.....	1
PHIL 1370 Phil of Knowledge.....	3	Lab Sci	4
BULW 1370 Bus Env and Public Policy	3	MISY 1373 Intro Software Tool Kit	3
MATH 1314	3	MATH 1325	3
	16		14

Second Year

First Semester		Second Semester	
ENGL Lit	3	POLS 2302 Intro Am Gov. II	3
POLS 2301 Intro Am Gov I	3	Am Hist.....	3
Am Hist.....	3	Fine Arts	3
**COMM 3310.....	3	ACCT 2302 Intro Mgrl Acct	3
ACCT 2301 Intro Fin Acct	3	ECON 2301 Prin (Macro)	3
ECON 2302 Prin (Micro)	3		
	18		15

*Human Resources Management majors must take PSYC 2301.
 ** Human Resources Management majors must take COMM 3340.

**Bachelor of Business Administration
 Human Resources Management**

Suggested Program of Study – Total Min. Hours: 120

(See above for First and Second Year)

Third Year

First Semester		Second Semester	
BCOM 3350 Bus Comm.....	3	BULW 3310 Bus Law.....	3
BUAL 3310 Bus Analysis I.....	3	BUAL 3320 Bus Analysis II	3
FINC 3310 Prin of Fin	3	MGMT 3320 Production Management	3
MGMT 3310 Prin of Organ Bhav & Mgmt	3	MGMT 3330 HR Mgt	3
MKTG 3310 Prin of Mkt.....	3	PSYC 2301	3
	15		15

Fourth Year

Third Semester		Fourth Semester	
MISY 3310 Mgt Information Systems.....	3	MGMT 4350 Issues in HR	3
MGMT 4320 Adv Org Behavior	3	MGMT 4330 Compensation Management.....	3
PSYC 3360 Tests & Measurements.....	3	MGMT 4370 Strategic Analysis.....	3
ECON 3340/3390	3	MGMT 4340 Qual & Prod	3
	12	BULW 3320	3
			15

Bachelor of Business Administration Management Major

Suggested Program of Study – Total Min. Hours: 120

(See above for First and Second Year)

Third Year

First Semester	Second Semester
BCOM 3350 Bus Comm..... 3	BULW 3310 Bus Law..... 3
BUAL 3310 Bus Analysis I..... 3	BUAL 3320 Bus Analysis II 3
FINC 3310 Prin of Fin 3	MGMT 3320 Production 3
MGMT 3310 Prin of Organ Bhav & Mgmt 3	MGMT 3330 HR Mgt..... 3
MKTG 3310 Prin of Mkt..... 3	ACCT 3340 Cost Accounting..... 3
15	15

Fourth Year

First Semester	Second Semester
MISY 3310 Mgt Info Systems..... 3	Bus Elec (3000/4000 level) 3
MGMT 4320 Adv Org Behavior 3	MGMT 4370 Strategic Analysis..... 3
MGMT 4380 Seminar on Entrepreneurship 3	MGMT 4340 Qual & Prod 3
MGMT 3340 Project Management 3	MKTG 4310 Mkt Management..... 3
ECON 3340/3390..... 3	
15	12

Bachelor of Business Administration Marketing Major

Suggested Program of Study – Total Min. Hours: 120

(See above for First and Second Year)

Third Year

First Semester	Second Semester
BCOM 3350 Bus Comm..... 3	BULW 3310 Bus Law..... 3
BUAL 3310 Bus Analysis I..... 3	BUAL 3320 Bus Analysis II 3
FINC 3310 Prin of Fin 3	MGMT 3320 Production 3
MGMT 3310 Prin of Organ Bhav & Mgmt 3	MKTG 3350 E-Marketing 3
MKTG 3310 Prin Mkt..... 3	MKTG 3360 Consumer Behavior..... 3
15	15

Fourth Year

First Semester	Second Semester
MISY 3310 Mgt Info Systems..... 3	MKTG 4360 Mkt Research 3
MKTG 4330 International 3	MGMT 4370 Strategic Analysis..... 3
MKTG 4340 Marketing Promotion 3	MKTG 4370 Adv Mkt Problems 3
MKTG 4310 Marketing Management..... 3	Bus. Elec (3000/4000 level) 3
ECON 3340/3390..... 3	
15	12

Management Courses (MGMT)

- 3310 Principles of Organizational Behavior & Management** **3:3:0**
Includes the study of organization behavior concepts such as leadership, motivation, individual behavior, group behavior and communication. Their use in U.S. and multinational organizations in management practice is examined in the context of today's legal, social and ethical environment.
Prerequisite: Junior standing.
- 3320 Production Management** **3:3:0**
A survey of the production function and the analytical tools used to solve problems associated with the development and operation of a production system. Analytical tools include: linear programming, critical path scheduling, waiting line, statistical quality control and forecasting.
Prerequisite: Junior standing and BUAL 3310.
- 3330 Human Resource Management** **3:3:0**
A behavioral approach to the management of the human resource in business enterprise. The fundamentals of human relations and organizational behavior will be used to structure an understanding of the managerial problems of recruitment, selection, training, promotion and termination of personnel. Supervision of the work force will be considered as an examination of theories of motivation, communication and leadership.
Prerequisites: Junior Standing, MGMT 3310.
- 3340 Project Management** **3:3:0**
Designed to introduce students to the theory and practice of managing projects. Students will be guided through a systematic approach for the planning and execution of modern projects.
Prerequisites: Junior Standing, MGMT 3310, MGMT 3320.
- 4320 Advanced Organizational Behavior** **3:3:0**
A survey of organization theory with emphasis on behavioral issues in both the private and public sectors.
Prerequisites: Senior Standing and MGMT 3310.
- 4330 Compensation Management** **3:3:0**
This course discusses procedures for designing and administering a compensation system, the special aspects of pay-for-performance, total rewards systems, as well as individual compensation.
Senior Standing and MGMT 3330.
- 4340 Quality and Productivity Management** **3:3:0**
A survey course emphasizing the need for improved productivity in profit and non-profit organizations. The course will focus on the historical and current aspects of productivity as well as problems and methods of measuring, planning, and implementing productivity programs.
Prerequisites: Senior Standing, MGMT 3320, and BUAL 3310.
- 4350 Issues in Human Resources** **3:3:0**
An analysis of issues in the field of human resources management in the 21st century.
Prerequisites: Senior Standing.
- 4370 Strategic Analysis in a Digital Global Economy** **3:3:0**
The capstone course for the undergraduate business program. The course has been developed to help you understand the task of the strategic management process in a digital global environment. The course assumes that a company's success depends on you to adapt to rapidly changing markets, globalization, shifting governmental policies, and new technologies. The emphasis of this course will be on sharpening analytical, decision-making and communication skills. The case study method and/or a global simulation will be used to acquaint the student with probable, authentic strategic situations in the economy.
Prerequisites: Senior standing, MKTG 3310, MGMT 3310, MGMT 3320, FINC 3310.
- 4380 Seminar on Entrepreneurship**
Designed to give student overview of the new venture creation process. Includes topics of entrepreneurial psychology opportunities in the marketplace, gathering resources, and the "Business Plan".
Prerequisites: Prerequisites: Senior standing, BUAL 3310, MKTG 3310, MGMT 3310, FINC 3310.
- 4390 Special Problems in Business** **3:0:0**
Investigation into special areas in business under the direction of a faculty member.
Prerequisite: Permission of supervising faculty member and chair of the department.

Marketing Courses (MKTG)

- 3310 Principles of Marketing** **3:3:0**
 A description and analysis of business activities designed to plan, price, promote and distribute products and services to customers. Topics studied include the marketing environment, consumer buying habits and motives, types of middlemen, marketing institutions and channels, governmental regulations, advertising and current marketing practices.
Prerequisite: Junior Standing
- 3350 E-Marketing** **3:3:0**
 Tools and techniques of marketing on the Internet are introduced in the context of E-business. From the perspective of strategic marketing, students learn how to effectively leverage technology in applying fundamental marketing theories and concepts to harness the marketing potential of the Internet.
Prerequisites: Junior Standing, MKTG 3310.
- 3360 Consumer Behavior** **3:3:0**
 Acquaints the student with consumer behavior models and behavior research techniques.
Prerequisites: Junior Standing, MKTG 3310.
- 4310 Marketing Management** **3:3:0**
 The planning and execution of various marketing activities from the managerial viewpoint are presented, via: determining the basic product or service market analysis, price policies, product promotion, management of the sales force and sales analysis and physical distribution with logistics system concept.
Prerequisites: Senior Standing, ECON 1301 or ECON 2301 and ECON 2302, ACCT 2301, MKTG 3310 and MGMT 3310.
- 4330 International Marketing** **3:3:0**
 A survey of international marketing, world markets, political restraints in trade and international marketing principles.
Prerequisites: Senior Standing, ECON 1301 or ECON 2302 and ECON 2302, ACCT 2301, MKTG 3310 and MGMT 3310.
- 4340 Marketing Promotion** **3:3:0**
 An overview of the broad field of advertising. Creation of primary and selective demand, promotional programs selection, media effectiveness coordination of promotional mix. Selection and determination of advertising.
Prerequisites: Senior Standing, ECON 1301 or ECON 2302 and 2302, ACCT 2301, MKTG 3310 and MKTG 3360.
- 4350 Entrepreneurial Market Opportunities** **3:3:0**
 Focused on recognizing opportunities in the marketplace; analyzing industry/market trends, size, growth opportunities, niches; capitalizing on opportunities through new business creation.
Prerequisites: Senior Standing, MKTG 3310.
- 4360 Marketing Research** **3:3:0**
 The importance and use of marketing research in business is stressed. A detailed analysis is made of each marketing research step from the formulation of the problem to the preparation of the research report and follow-up. The basic research methods (survey, observational and experimental) are presented.
Prerequisites: Senior Standing, ECON 1301 or ECON 2301 and ECON 2302, ACCT 2302, MKTG 3310, and BUAL-3320.
- 4370 Advanced Marketing Problems** **3:3:0**
 Oral and written cases in the area of marketing management and marketing strategy are utilized (organization, product lines, pricing, channels of distribution, selling, etc). Emphasis is placed on simulated problem solving and decision making in the marketing environment.
Prerequisites: Senior standing, MKTG 4310, FINC 3310, BUAL 3320.



The College of Education and Human Development offers state-of-the-art labs and accredited programs to students in several fields, including education, health, kinesiology, dietetics, fashion retailing and merchandising, interior design and hospitality administration.
