

3020 E-Commerce (4 sem. hours). Course will explore the e-commerce concept in the computer lab with focus on its business processes, opportunities, limitations, issues, and risks. Modules on creating web pages, working with XML, and web programming with Java will be included. Prerequisites: Computer Science 1010 or equivalent and at least junior standing.

3110 Business Networks and the Internet (4 sem. hours). Provides those responsible for technology management, strategic planning, and various aspects of organizational management with an understanding of networking, electronic communications, and the Internet. Topics will be covered from the management perspective and will include LAN, WAN, hubs, servers, various systems configurations, and Internet technologies with emphasis on implications for management. Prerequisites: junior standing.

Special Purpose Course Numbers

4750–4753 Special Topics (1, 2, 3, or 4 sem. hours).

4800–4803 Independent Studies (1, 2, 3, or 4 sem. hours).

4850–4853 Internship (1, 2, 3, or 4 sem. hours).

Marketing

3000 Fundamentals of Marketing (4 sem. hours). Consideration of pricing, promoting, and distributing products and services to satisfy buyers' needs in an ethical and socially responsible manner, with particular attention to the impact of demographic, economic, social, environmental, political, legal, regulatory, and technological forces on domestic and global organizational marketing systems. Prerequisite: Econ 2000 and at least junior standing. This course is offered during the spring semester.

4010 Consumer Behavior (4 sem. hours). This course focuses on the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. To consider the scope of consumer behavior, the course emphasizes the complex and interdependent relationships between marketing stimuli and the day-to-day lives of consumers. Prerequisite: Marketing 3000.

4020 Marketing Research (4 sem. hours). The course imparts an understanding of and the skills to apply the methods and techniques required for gathering, recording, and analyzing information for making marketing decisions. Prerequisites: Marketing 3000.

Special Purpose Course Numbers

4750–4753 Special Topics (1, 2, 3, or 4 sem. hours).

4800–4803 Independent Studies (1, 2, 3, or 4 sem. hours).

4850–4853 Internship (1, 2, 3, or 4 sem. hours).

Quantitative Management

3000 Operations Management (4 sem. hours). The course introduces managerial decision-making tools for manufacturing and service organizations from a managerial perspective. Suggested coverage includes decision making, quality management, statistical quality control. Product and service design, supply chain management, project management, forecasting, capacity and aggregate planning, inventory management, simulation, materials requirements planning, and application design.

The course makes significant use of EXCEL spreadsheets. Prerequisite: Math 1150 and junior standing. This course is offered during the spring semester.

4010 Applications of Artificial Intelligence (4 sem. hours). The course focuses on the basics of expert systems and neural networks, with emphasis on developing useful business applications. Expert system shells and neural network development software is used extensively in the course.

4020 Quantitative Management in Spreadsheets (4 sem. hours). The course uses EXCEL spreadsheets as the medium for teaching quantitative management concepts. Coverage includes modeling, simulation, forecasting, decision-analysis, and optimization. This course meets in the computer lab for its entire duration.

Special Purpose Course Numbers

4750–4753 Special Topics (1, 2, 3, or 4 sem. hours).

4800–4803 Independent Study (1, 2, 3, or 4 sem. hours).

4850–4853 Internship (1, 2, 3, or 4 sem. hours).

Economics

2000 Principles of Economics (4 sem. hours). This course investigates examination of basic micro and macro concepts of economics including the role of economics, supply and demand, price determination, demand and production theory, costs, competition, monopoly, the role of government in the economy, national income determination, the monetary system, and fiscal and monetary policy. Prerequisites: sophomore standing is required. Survey of Calculus or Calculus I is recommended.

2200 Economic Policy Issues (4 sem. hours). This course investigates various aspects of public policy regarding economic issues. Both macro and micro policy issues may be considered. (This course is the same as Political Science 2200.) Prerequisites: Economics 2000 and sophomore standing.

3000 Intermediate Macroeconomic Theory (4 sem. hours). This course studies the measurement of and determination of the level of national income and output, aggregate demand and supply, inflation, unemployment, the theory of money and interest rates, the causes of economic cycles, and national economic policy analysis. Prerequisite: Economics 2000 and at least junior standing.

3010 Intermediate Microeconomic Theory (4 sem. hours). This course examines price and output determination in markets, equilibrium, market intervention, externalities, the theory of value, production and cost theory, resource markets, and welfare and policy implications. Prerequisite: Economics 2000 and at least junior standing or consent of instructor.

3020 Money and Financial Systems (4 sem. hours). This course is a survey of both the microeconomic and macroeconomic aspects of financial systems, including market structure, behavior, and regulation of commercial banks and other financial intermediaries; the creation of money; central bank organization and monetary control; and policy issues. Prerequisite: Economics 2000 and at least junior standing.

3030 Econometrics and Applied Statistics (4 sem. hours). This course involves a study of the general linear regression model and the considerations associated with using that technique. Prerequisite: Economics 2000, MATH 1150, or consent of instructor and at least junior standing.