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## Charles W. and Eloise T. Else School of Management

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## Mission Statement

The Else School of Management produces business leaders who also become community, national, and world leaders. This mission is accomplished through teacher-scholars who provide students an academically rigorous business education strengthened by critical thinking, quantitative reasoning, ethical awareness, and communication skills. Quality of delivery is reflected through maintenance of AACSB accreditation. Leadership development is enhanced by international experiences, experiential learning opportunities, and individual attention to the student in and out of the classroom. The Else School serves the business community and the community at large through community service and executive education.

## Values

- promoting the academic objectives of the College through a general management perspective and advancement of professional accounting education;
- providing a student-centered, participative learning environment;

- maintaining and expanding partnerships between the College and the regional business community;
- creating diversity within the Else community and developing diverse perspectives from which to evaluate problems, issues, and challenges, and
- attracting and retaining educators who are outstanding teachers, scholars, and writers.

## Measures of Success

The Else School of Management will provide innovative programs that focus on crucial concepts, theories and methods that foster the critical thinking and judgment necessary for enlightened business citizens. Through the activities of the faculty, staff, and students, the Else School will be recognized as a contributor to the College community and society.

The Else School of Management offers undergraduate degree programs that lead to a B.B.A. degree with majors in accounting or in business administration and a program that leads to B.A. or B.S. degrees with a major in economics. The Else School also offers two graduate degrees: master of business administration (M.B.A.) and master of accountancy (M.Acc.). The M.B.A. degree may be completed in one year beyond the bachelor's degree for students who have completed the B.B.A. program at Millsaps or at any other AACSB International accredited institution, as well as for non-business students who complete the Major Plus program. The master of accountancy degree generally requires one additional year of study beyond the B.B.A. for students who have majored in accounting and wish to complete the educational requirements to take the C.P.A. examination. For details of the M.B.A., Major Plus, and M.Acc., see other sections of this catalog and other College publications. The business programs offered by the Else School of Management at Millsaps College are accredited by the AACSB International (the Association to Advance Collegiate Schools of Business).

## Bachelor of Business Administration (B.B.A.)

**Educational goals:** The curriculum of the bachelor of business administration degree (B.B.A.) is designed to provide an educational base for a lifetime of learning to enable each student to realize his or her potential. To accomplish this mission, educational goals have been identified to develop in each student: 1) a management outlook toward organizations and the ability to work with others to accomplish common goals; 2) the ability to organize information for analysis and decision making; 3) an understanding of the standards of professional behavior that are consistent with ethical precepts; 4) an awareness of the attributes necessary to attain positions of leadership; 5) an understanding of innovation and the importance of agents of change in society; 6) a global perspective, and 7) an understanding of the changing societal, political, legal, and cultural environments that organizations face.

**Degree requirements:** To earn a B.B.A. degree, students major in either accounting or business administration. The B.B.A. academic program is a three-year, integrated body of study ordinarily beginning in the fall of the sophomore year. Courses are sequenced so that each course is taught with the assumption that students in a class have a common academic background. To ensure educational diversity, at least 50 percent of courses (usually 64 or more semester hours) must be nonbusiness courses. Up to nine semester hours of economics courses may be considered nonbusiness courses.

**Foundation prerequisites:** Students pursuing a B.B.A. degree must complete Survey of Calculus (MATH 1210) or Analytical Geometry and Calculus I (MATH 1220), or higher level mathematics, preferably during their **freshman year**. The mathematics requirement must be satisfied before commencing junior-level courses. Elementary Statistics (MATH 1150) should

be completed prior to the fall semester of the junior year. Sophomore-level B.B.A. Core courses will be completed before commencing junior-level B.B.A. courses.

**Curriculum:** Eight Core courses totaling 32 semester hours are required of all B.B.A. students in addition to the courses required for the particular major (business administration or accounting). The business administration major includes the B.B.A. Core courses plus Business Strategy and 12 semester hours (typically three courses) of Else School electives totaling 48 semester hours. Students planning to complete degree requirements and leave the College at the end of a fall semester must take Management 4000: Business Strategy in the spring of the preceding academic year. The accounting major includes the B.B.A. Core courses and 32 additional semester hours (eight courses) totaling 64 semester hours. Courses should be taken in the sequence prescribed. The B.B.A. Core courses are:

### **Sophomore Year**

Fall semester:

- Principles of Economics
- Principles of Financial Accounting

Spring semester:

- Managerial Accounting, Budgeting, and Systems Control

### **Junior Year**

Fall semester:

- Introduction to Management
- Principles of Corporate Finance

Spring semester:

- Operations Management
- Fundamentals of Marketing

### **Senior Year**

Fall semester:

- Legal Environment of Business

**Requirements for the business administration major:** A minimum of 48 (12 courses) semester hours are required to earn a B.B.A. degree. In addition to the B.B.A. Core, students pursuing a major in business administration must complete Business Strategy, to be taken in the senior year, and three Else School elective courses.

**Requirements for the accounting major:** Students pursuing the B.B.A. with a major in accounting must complete a minimum of sixty semester hours, including the B.B.A. Core, Intermediate Accounting I and II, Cost Accounting, Federal Taxation of Income, Advanced Financial Accounting, Auditing, Business Law, and Senior Seminar in Accounting.

**Requirements for minor in business administration:** A student may elect a minor in business administration by completing Principles of Economics, Principles of Financial Accounting, Introduction to Management, and two of the following Else School courses: Principles of Corporate Finance, Fundamentals of Marketing, or Operations Management. This is 20 semester hours for the minor in business administration. Minors in accounting are not offered.

**Transfer credit:** Students may transfer from other schools and pursue a B.B.A. at the Else School, **but at least 50 percent of the B.B.A. course work must be taken at Millsaps.** For the business administration major, this means at least 24 semester hours of B.B.A. course work must be completed at Millsaps. For the accounting major, 32 semester hours (generally 6 courses) of B.B.A. course work must be completed at Millsaps. Transfer students may receive credit for Principles of Accounting or Managerial Accounting, Budgeting and Systems

Control if they passed comparable courses, completing three semester hours each, with a C or better at their previous institution. Students may receive credit for Principles of Economics if they passed six semester hours in Principles of Economics with a grade of C or better at their previous institution. Ordinarily, students must take the four junior-level B.B.A. Core courses at Millsaps.

Credit for junior- and senior-level courses taken at other four-year colleges will be evaluated on an individual basis by the Else School. For business administration majors, Business Strategy (MGMT 4000) must be taken at Millsaps; for accounting majors, at least 12 semester hours in accounting (three courses) required in the major must be taken at Millsaps. Ordinarily, course work taken more than six years prior to admission or readmission to the Else School and academic work in which the student receives a grade below C must be repeated. The academic affairs committee of the Else School will evaluate extenuating circumstances for exceptions to these standards.

Millsaps students who wish to take B.B.A. courses at the 3000 level or above at an institution other than Millsaps must do so at an AACSB International accredited institution and have prior approval from the dean of the Else School of Management. All students are required to complete at least 50 percent of their B.B.A. courses at Millsaps.

### **Master of Accountancy Program (M.Acc.)**

The Else School offers the master of accountancy degree, which is designed for students who intend to pursue professional careers in public accounting, business, and the government/nonprofit sector. A M.Acc. degree fulfills the educational requirements to sit for the CPA examination in states that have adopted the AICPA's 150-credit-hour requirement. In general, the M.Acc. program involves a fifth year of study beyond the accounting major. Students who plan to seek an M.Acc. degree should pursue the basic accounting major as outlined above. For more details about the M.Acc. program, see any member of the accounting faculty and other College publications ([www.millsaps.edu/esom/](http://www.millsaps.edu/esom/)).

### **Student's Guide to Earning a B.B.A.**

The following is a four-year curriculum typical of Millsaps students majoring in business administration. Though this is representative of a B.B.A. student's four-year course of study, there are opportunities for individual variations including second majors and minors depending upon the student's particular interests. By the end of their sophomore year, B.B.A. students will complete Core 1–9 as well as the mathematics courses, which are the foundations for the B.B.A. curriculum. It should be noted that a B.B.A. student may choose to take more than the minimum of 48 semester hours of Else School courses **but at least 50 percent of total semester hours credit must be nonbusiness courses.**

### **Suggested Curriculum for B.B.A. in Business Administration**

#### **Freshman Year—Topics Course Option**

##### **Fall semester:**

- Core 1 (LBST 1000)
- Core 2 (Ancient World)
- math (Algebra or Precal–Core 8)
- fine arts elective or general elective
- Total sem. hours—16

**Spring semester:**

- Core 3 (Premodern World)
- Core 7 (Natural Science)
- math (Survey or Cal. I—Core 9)
- fine arts elective or general
- Elective sem. hours—16

**Freshman Year—Heritage Option****Fall semester:**

- Core 1 (LBST 1000)
- Heritage (8 sem. hours)
- math (Algebra or Precal—Core 8)
- Total sem. hours—16

**Spring semester:**

- Math (Survey or Cal. I—Core 9)
- Heritage (8 sem. hours)
- math 1150 (Elementary Statistics), Core 7, 8, or 9 or elective
- Total sem. hours—16

**Sophomore Year—Topics Course Option****Fall semester:**

- Core 4 (Modern World)
- Principles of Economics (Core 6)
- Principles of Financial Accounting
- elective or Core 7
- Total sem. hours—16

**Spring semester:**

- Core 5 (Contemporary World)
- Elementary Statistics (Math 1150)
- Managerial Accounting, Budgeting, and Systems Control
- elective
- elective or Core 7
- Total sem. hours—16

**Sophomore Year—Heritage Option****Fall semester:**

- Core 7 or Elective
- Principles of Economics
- Principles of Financial Accounting
- elective
- Total sem. hours—16

**Spring semester:**

- Core 7 or elective
- Elementary Statistics (Math 1150)
- Managerial Accounting, Budgeting, and Systems Control
- elective or Core 7
- Total sem. hours—16

**Junior Year****Fall semester:**

- Introduction to Management
- Principles of Corporate Finance

- general elective
- general elective
- Total sem. hours—16

**Spring semester:**

- Fundamentals of Marketing
- Operations Management
- general or Else School elective
- general or Else School elective
- Total sem. hours—16

**Senior Year**

**Fall semester:**

- Legal Environment of Business
- general or Else School elective
- general or Else School elective
- general or Else School elective
- Total sem. hours—16

**Spring semester:**

- Business Strategy (Core 10)
- general or Else School elective
- general or Else School elective
- general or Else School elective
- Total sem. hours—16

**Suggested Curriculum for B.B.A. in Accounting**

172 | Since the freshman and sophomore-year courses are common to both business administration and accounting major B.B.A. students, the following table illustrates a typical curriculum for the junior and senior years for B.B.A. accounting majors. The fifth year of study leading to the master of accountancy degree (M.Acc.), which provides the additional course work necessary to qualify to sit for the CPA exam, is described in other College publications.  
[www.millsaps.edu/esom/](http://www.millsaps.edu/esom/)

**Junior Year**

**Fall semester:**

- Introduction to Management
- Principles of Corporate Finance
- Intermediate Accounting I
- general elective
- Total sem. hours—16

**Spring semester:**

- Fundamentals of Marketing
- Operations Management
- Intermediate Accounting II
- Federal Taxation of Income
- Total sem. hours—16

**Senior Year**

**Fall semester:**

- Auditing I
- Legal Environment of Business
- Advanced Financial Accounting
- general elective
- Total sem. hours—16

### **Spring semester:**

- general elective
- general elective
- Senior Seminar (Core 10)
- Business Law
- Total sem. hours—16

Accounting majors have the option of participating in an eight-semester-hour, full-time residency program during the spring semester of the senior year.

The Accounting Residency program allows selected undergraduate students to work full time for a Big 4, regional, or local accounting firm in the spring of their senior year. In the fall, accounting firms interview Millsaps accounting seniors for spring residency positions. Selected students work full-time, receiving full pay in positions that foster professional growth and maturity.

## **Financial Services Concentration**

**Description of concentration:** The financial services concentration allows students to demonstrate to potential employers or graduate schools particular competence in finance within the broader context of the student's degree program.

**Curriculum:** Students seeking the financial services concentration are required to successfully complete four courses as prerequisites to the advanced courses: Principles of Financial Accounting I (ACCT 2000); Managerial Accounting, Budgeting, and Systems Control (ACCT 2010); Principles of Economics (ECON 2000); and Principles of Corporate Finance (FINC 3000). These four courses comprise sixteen semester hours.

Following the completion of the four prerequisite courses, students are required to complete the following four advanced courses: Advanced Finance (FINC 4000), Seminar in Portfolio Management (FINC 4900), Money and Financial Systems (ECON 3020), and Intermediate Financial Accounting I (ACCT 3000). These courses total sixteen semester hours.

In the event that one of the four advanced courses is unavailable or when students suffer an unavoidable scheduling conflict, other courses may serve as substitutes. These courses include Student Managed Fund I (FINC 4902) and Student Managed Fund II (FINC 4912), International Finance (FINC 4750), Independent Study (FINC 4800), Intermediate Financial Accounting II (ACCT 3010), Intermediate Macroeconomics (ECON 3000), and Intermediate Microeconomics (ECON 3010). Substitutions to the recommended curriculum are made only with the permission of the director of the undergraduate program. For B.B.A. students, these courses may simultaneously satisfy both B.B.A. degree and Financial Services Concentration requirements.

## **Economics**

**Requirements for B.A. or B.S. degree with a major in economics:** In addition to other stated degree requirements for B.A. or B.S. degrees, the student majoring in economics will complete twenty four semester hours in the Core economics courses: Principles of Economics (ECON 2000), Intermediate Macroeconomics (ECON 3000), Intermediate Microeconomics (ECON 3010), Econometrics (ECON 3030), International Economics (3040); Senior Thesis I (ECON 4901), Senior Thesis II (ECON 4911), and the Senior Seminar in Economics (ECON 4902). In addition, the student must pursue one of three specialized tracks: Business Economics, Quantitative Economics, or Policy Economics. Additional economics courses and

other courses required of the economics major depend upon the track chosen. All three tracks require an additional 24 semester hours in order to satisfy their minimum requirements for a total of 48 semester hours.

**Requirements for the business economics track:** The student choosing this track will take the economics Core courses, Introduction to Finance (FINC 3000) and one other business economics elective course at the 3000 level or higher. In addition to these economics courses, students pursuing this track will also take either Survey of Calculus (MATH 1210) or Calculus I (MATH 1220), Elementary Statistics (MATH 1150), Principles of Financial Accounting (ACCT 2000), and any other Else School course of 3000 or higher level.

**Requirements for the quantitative economics track:** The student choosing this track will take the economics Core courses, Quantitative Economics (ECON 3060), and one other economics electives at the 3000 level or higher. In addition to these economics courses, students pursuing this track will also take Calculus I (MATH 1220), Calculus II (MATH 2230), Elementary Statistics (MATH 1150), and Linear Algebra (MATH 3650).

**Requirements for the policy economics track:** The student choosing this track will take the economics Core courses and any two policy economics elective courses from the list below. In addition to these economics courses, students pursuing this track will also take either Survey of Calculus (MATH 1210) or Calculus I (MATH 1220), Elementary Statistics (MATH 1150). Policy economics elective courses: Economics Policy Analysis (Econ 2200); Legal Environment of Business (ADMN 4000); Introduction to Government (PLSC 1000); American Public Policy (PLSC 3400); The Great Depression (HIST 3170); U.S. History (HIST 2100); or History of the United States Since 1877 (HIST 2110).

## Economics Electives

**Business economics electives:** Money and Financial Systems (ECON 3020), Introduction to Finance (FINC 3000), and Industrial Organization (ECON 3070).

**General economics electives:** Quantitative Economics (ECON 3060) and History of Economic Thought (ECON 3110).

**Policy economics electives:** Labor Economics (ECON 3120), Health Economics (ECON 3050), International Economics (ECON 3040), and Money and Financial Systems (ECON 3020).

**Requirements for a minor in economics:** A student may elect a minor in economics with Principles of Economics (ECON 2000), Intermediate Microeconomics (ECON 3010) or Intermediate Macroeconomics (ECON 3000), and any other two economics courses at or above the 3000 level. The economics minor requires a minimum of sixteen semester hours. Students pursuing a B.B.A. degree and seeking the economics minor may not apply the three courses beyond Principles of Economics (ECON 2000) to satisfy B.B.A. elective requirements.

## Accounting

**2000 Principles of Financial Accounting (4 sem. hours).** The basic concepts, systems, and terminology of accounting data in modern accounting leading to the interpretation for decision making by external users. The course emphasizes understanding of general purpose financial statements. Prerequisite: sophomore standing.

- 2010 Managerial Accounting, Budgeting, and Systems Control (4 sem. hours).** This course is a survey of principles of managerial accounting and controllership issues, including cost behavior, cost-volume-profit analysis, absorption and variable costing methods, budgeting, performance analysis, and internal control systems. Prerequisite: Accounting 2000.
- 3000 Intermediate Financial Accounting I (4 sem. hours).** A focus on the conceptual framework of financial reporting that emphasizes the accounting model, the rationale underlying generally accepted accounting principles, and the external disclosure consequences of corporate decisions. Prerequisite: Accounting 2000 and 2010. This course is offered during the fall semester.
- 3010 Intermediate Financial Accounting II (4 sem. hours).** A continuation of Intermediate Financial Accounting with a focus on issues relating to the financial reporting by public corporations, stockholders equity, long-term liabilities, cash flow, and income reporting. Prerequisite: Accounting 3000. This course is offered during the spring semester.
- 4000 Federal Taxation of Income (4 sem. hours).** This course prepares students to examine the sources of tax law relating to individual taxpayers and to gain orientation and practical experience in preparing tax forms and meeting filing requirements. Prerequisite: Accounting 2000 and Accounting 2010. This course is offered during the spring semester.
- 4010 Auditing I (4 sem. hours).** This course includes the environment of the auditing sector in business and the role of auditing in society. Topics include the legal and ethical responsibilities of accountants; professional auditing standards; the acquisition, evaluation, and documentation of audit evidence; and reports on the results of the auditing engagement. Prerequisite: Accounting 3010. This course is offered during the fall semester.
- 4020 Advanced Financial Accounting (4 sem. hours).** Financial accounting and reporting for selected noncorporate entities, such as partnerships and governmental units, and for multicorporate or consolidated business enterprises. Selected accounting topics concerning multinational enterprises will be introduced. Prerequisite: Accounting 3010. This course is offered during the fall semester.
- 4030 Accounting Information Systems (4 sem. hours).** Exposes students to analysis, design, and evaluation of accounting systems with emphasis on transaction processing and the related internal controls for the major accounting cycles. Also included is development of systems, flow-charting skills, and exposure to advanced computerized accounting systems. Prerequisite: Accounting 3010.
- 4040 Advanced Taxation (4 sem. hours).** A study of the taxation of corporations, partnerships, estates, and trusts. Prerequisite: Accounting 4000.
- 4050 Senior Seminar: Contemporary Issues and Global Accounting (4 sem. hours).** A seminar course exploring the current accounting environment and the major issues facing the accounting profession. The course also addresses the role accounting plays in the global economy. Includes group projects and oral presentations by students. Prerequisite: completion of junior-level accounting courses and enrollment in Accounting 4000 and Accounting 4010. This course is offered during the spring semester.

**4060 Governmental/Nonprofit Accounting (4 sem. hours).** Principles and applications appropriate to governmental and other nonprofit institutions. Emphasis is on budgeting and fund accounting. Prerequisite: Accounting 3010.

**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).**

## **Business Administration**

**4000 The Legal Environment of Business (4 sem. hours).** An introduction to legal systems and the business-related provisions of the U.S. Constitution; to the common law of torts and business organizations; to administrative law and procedures; to regulatory programs involving labor, antitrust, and securities, and to the impact of foreign and domestic laws on international business. Prerequisite or Corequisite: junior-level B.B.A. Core courses. This course is offered during the fall semester.

**4020 Business Law (4 sem. hours).** Emphasis on common law contracts and Uniform Commercial Code sections dealing with sales, commercial paper, and secured transactions. Prerequisite: Business Administration 4000. (Available to non-accounting majors with permission of instructor.) This course is offered during the spring semester.

**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).**

## **Finance**

**3000 Principles of Corporate Finance (4 sem. hours).** This course introduces corporate finance concepts. Emphasis is placed on financial decision-making within the corporation in such areas as capital investment, capital structure, working capital management, and financing the firm. The student is also introduced to bond and stock valuation and to the role of global financial markets including regulatory aspects. Prerequisite: Econ 2000 and Acct 2000. This course is offered during the fall semester.

**4000 Advanced Finance (4 sem. hours).** An advanced course in corporate finance. Selected topics include working capital management, risk analysis in capital budgeting, financing, mergers and acquisitions, international financial markets, derivative financial instruments, and capital market theory. Cases and projects are used in the course. Prerequisite: Finance 3000.

**4750 Topics in Finance (4 sem. hours).** Several topics in finance will be considered on a rotational basis. Topics may include international finance, mergers and acquisitions, fixed income markets, speculative markets, international financial markets, and the management of risk. Prerequisite: Finance 3000 or permission of the instructor.

**4900 Seminar in Portfolio Management (4 sem. hours).** The course focuses on portfolio management with focus on management and investments. Emphasis is on analysis of equity securities, fixed income securities, and derivatives in the context of

portfolio management. Equity portfolio management is emphasized in the context of support of management of the General Louis Wilson Fund, the student-managed fund. The course requires readings, cases, field trips, projects, student research, and presentation.

**4902 Student-Managed Fund I (2 sem. hours).** A course in the practice of portfolio management with focus on management of the General Louis Wilson Fund, the student managed portfolio. Provides an opportunity for managing the investment of college endowment funds by utilizing economic, industry, and company analysis in the context of security valuation models. Combines the study of sophisticated security analysis and portfolio theory, management, and performance measurement. To be taken during the fall semester. Prerequisite: Finance 4900 and permission of instructor.

**4912 Student-Managed Fund II (2 sem. hours).** A course in the practice of portfolio management with focus on management of the General Louis Wilson Fund, the student managed portfolio. Provides an opportunity for managing the investment of college endowment funds by utilizing economic, industry, and company analysis in the context of security valuation models. Combines the study of sophisticated security analysis and portfolio management with the practical demands of hands-on money management. Extends the study of portfolio theory, management, and performance measurement. To be taken during the spring semester. Prerequisite: Finance 4900 and permission of instructor.

#### **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).**

### **Management**

**2000 International Business—Latin America (4 sem. hours).** This is an intense course that requires students to travel and live in Latin America for at least a two-week period. Students are required to assess and understand geographic, environmental, economic, social-cultural, political, and legal factors that impact the business environment of Latin America. The course includes six hours of formal classroom instruction at Millsaps College before departure for the region and an additional thirty eight hours of classroom instruction once in the region. In addition to the classroom instruction, the course provides experiential learning opportunities by requiring students to participate in field trips that expose them to the history and culture of the region, as well as to various leaders of business, industry, and government.

**3000 Introduction to Management (4 sem. hours).** Provides an introduction to the arts and sciences of management. Theories of organization structure, communication, and managerial decision making are addressed. Particular emphasis is given to organizational behavior. Additionally, a detailed analysis is made of the planning, organizing, leading, and controlling functions. Prerequisite: junior standing. This course is offered during the fall semester.

**3010 Entrepreneurship (4 sem. hours).** Students incorporate concepts from accounting, marketing, finance and management to develop a vision for a new business plan. Prerequisites: ACCT 2000, ACCT 2010, MGMT 3000 and FINC 3000.

- 3020 Managerial Ethics (4 sem. hours).** This course is intended to help students recognize the ethical dilemmas that employees and managers typically face in day-to-day dealings with colleagues, subordinates, bosses, customers, the public and other stakeholders and to provide ethical frameworks for evaluating alternative courses of action. The emphasis of the course will be on managerial decisions, including those that students are likely to encounter in the early stages of their careers.
- 3030 International Management (4 sem. hours).** Introduction to behavioral and human resources issues facing managers of multinational corporations. Students will evaluate the effectiveness of various management practices and techniques when applied across the globe. Topics include culture, leadership, decision making, communication, motivation, and employee development, selection, and repatriation. Prerequisite: MGMT 3000.
- 3040 Organizational Behavior (4 sem. hours).** This course explores human behavior in organizational settings using theories from multiple disciplines including psychology, social psychology, and management. Examines how theories can be applied to create a positive work environment and improve worker morale and productivity. Prerequisite: junior standing.
- 4000 Business Strategy (4 sem. hours).** Takes a searching look at the major components of strategy from an upper-level management perspective. Using case studies and simulations, this course provides a learning laboratory that integrates the knowledge and skills learned in the Core courses of each function. Prerequisite: Admin 4000 and all four junior-level B.B.A. Core courses. This course is offered during the spring semester.
- 4010 International Business (4 sem. hours).** Focuses on issues and problems facing managers whose firms do business abroad. The strategic issues, operational practices, and external relations of multinational companies are analyzed through cases that bridge individual functional areas. Prerequisite: junior-level B.B.A. Core courses.
- 4020 Human Resource Management (4 sem. hours).** This course addresses contemporary human-resource challenges arising out of the social, economic, and governmental environments in which organizations operate. Topics include the changing role of the human resource department in organizations, building and developing a competent workforce, issues in international human resource management, cultural diversity in the workplace, and the changing nature of labor relations. Prerequisite: 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).**

## Management Information Systems

- 3010 Management Information Systems (4 sem. hours).** This course focuses on breadth of coverage rather than depth in any particular area. The topics covered include the strategic role of IT, discussion of MIS specific computer hardware and applications, managing IT-related organizational change, systems development and outsourcing, and the Internet and electronic commerce. Prerequisites: junior standing or permission of the instructor.

**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.

- 3040 International Economics (4 sem. hours).** This course extends and applies economic theory to international issues with an examination of world money markets, exchange rates, adjustment mechanisms, and issues. Prerequisite: Economics 2000 and at least junior standing or permission of instructor.
- 3050 Health Economics (4 sem. hours).** This course provides an introduction to the microeconomics of health, healthcare, and health policy. Its main goals are to apply economic principles to health-related issues; to explain the social, political, and economic contexts of healthcare delivery; to explore the changing nature of health-care; and to analyze public policy from an economic perspective. Prerequisite: Economics 2000 and at least junior standing.
- 3060 Quantitative Methods (4 sem. hours).** This course examines analytical and statistical tools useful in economic decision making. Topics will include data collection, data analysis, advanced econometric models, and the communication of quantitative thinking. Additional topics may include constrained optimization and simulations. Prerequisite: ECON 3030 and MATH 1150.
- 3070 Industrial Organization (4 sem. hours).** This course addresses imperfectly competitive markets. Emphasis is on the structure, behavior, and performance of and public policy toward markets in which power is concentrated in the hands of a few firms. Prerequisite: Economics 2000 and junior standing.
- 3110 History of Economic Thought (4 sem. hours).** This course traces the development of economic thought from the classical school to the present time. Prerequisite: Economics 2000 and junior standing.
- 3120 Labor Economics (4 sem. hours).** This course examines the organization, functioning, and outcomes of labor markets. Topics include wage and employment determination, labor market discrimination, the economic impact of unions, the worker's investment in human capital, and the effects of regulation on firms and workers. Emphasis is placed on the compensation and incentives of workers. Prerequisite: Economics 2000 and junior standing.
- 3130 The Business of Sports (4 sem. hours).** This course addresses various topics in the business of sport. Topics may include issues pertaining to stadium site selection and financing, the relationship between team and municipality, legal aspects of sports business and other issues related to sports and society. Prerequisites: MGMT 3000, ACCT 2000, ECON 2000 and at least junior standing. This course is offered in alternate years.
- 4901 Senior Thesis I (1 sem. hour).** This is a research course and is the initial preparation of a thesis on an approved topic in economics that will be used as a part of the comprehensive examination for economic majors. Prerequisite: senior standing, Economics 3000, and Economics 3010.
- 4902 Senior Seminar in Economics (2 sem. hours).** This course includes discussion of selected topics in economics. Prerequisite: senior standing, Economics 3000, and Economics 3010.

**4911 Senior Thesis II (1 sem. hour).** This is a research course in which the student concludes research begun in Economics 4901. It involves the final preparation of a thesis on an approved topic in economics that will be used as a part of the comprehensive examination for economics majors. Prerequisite: senior standing and Economics 4901.

**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).**