

# College of Administration and Business

## Officers of Instruction

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Associate Dean, Graduate Affairs & Academic Research

Marc C. Chopin, Interim

Assistant Dean, Undergraduate Affairs

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Director, Research Division

Marc C. Chopin

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Thomas J. Phillips, Jr., Director

Department of Computer Information Systems & Analysis

Thomas L. Means, Head

Department of Economics & Finance

Dwight C. Anderson, Head

Department of Management & Marketing

Mark J. Kroll, Head

## Our Mission

Our “flagship” DBA program drives our mission to engage in basic and applied scholarship that improves management practice and enhances business performance. This scholarship undergirds and animates our commitment to excellence in teaching in our undergraduate and graduate program. We also strive to provide appropriate and meaningful service to our various stakeholders.

We strive to serve a diverse student population (including those who can bring relevant work experience into the classroom) drawn from our state and nation. Our undergraduate programs equip graduates to succeed in entry-level professional positions in the area of their academic major. Our master’s programs address the continuing professional development needs of those preparing for mid-level general management positions, intrapreneurial/entrepreneurial leadership positions, and advanced specialist positions. Our DBA program equips graduates to become scholars in their disciplines and to think beyond traditional boundaries in teaching and scholarship.

We aim to be exemplars to our students as we utilize our professional skills in service to our College and University, our professional societies, and our community. We recognize an obligation to advance the lifelong professional education needs of our alumni and the broader business community in Louisiana and to assist public policy makers as they work to enhance the economic development of Louisiana.

## Accreditation

The undergraduate and master’s business programs offered by the College of Administration and Business, Louisiana Tech University, are accredited by the AACSB - International Association for Management Education. Also, the three programs offered by the College in Accounting - BS, MPA, and MBA (Concentration in Accounting) are accredited by AACSB. The Research Division of the College of Administration and Business is accredited by the Association for University Business and Economic Research (AUBER).

## Degrees and Curricula

**Bachelor.** The baccalaureate degree offered by the College is the Bachelor of Science degree. The four-year curricula leading to the degree of Bachelor of Science are the Accounting Curriculum, the Business Administration Curriculum, the Business Economics Curriculum, the Computer Information Systems Curriculum, the Finance Curriculum, the Management Curriculum, and the Marketing Curriculum.

**Master.** The Master of Business Administration degree is offered. The curriculum emphasizes management decision-making that is applicable to all specialties in business administration, as well as to general management responsibilities. A number of specialties are available.

The Master of Professional Accountancy degree is offered.

**Doctor.** The Doctor of Business Administration (D.B.A.) degree is offered. See the University Graduate School section for additional information on graduate degrees.

## History

Among the purposes listed in the original act creating the University was to give instruction in business subjects, and Tech's first graduate, Harry Howard, graduated in 1897 in business. In 1940, the School of Business Administration was created by the Louisiana State Board of Education. In 1970, Tech was designated as a University and the School became the College of Administration and Business.

## Purpose

The purpose of Louisiana Tech University is to provide excellent educational opportunities for qualified students. This includes strong baccalaureate programs and an expanding commitment to graduate-level education, as reflected in diverse master’s degree programs and selected doctoral degree programs. The University's purpose is implemented through instruction, research, and service.

Consistent with Louisiana Tech's purpose, the College of Administration and Business recognizes as its primary role meeting the educational needs of its undergraduates and graduate students. Additionally, the College recognizes an expanding commitment to advance knowledge in business through theoretical and applied research and the objective of providing selected services to the public -- such as research information, consulting, participation in professional societies, and in-service educational opportunities. Most of the College's activities are pursued in a traditional environment of a predominantly full-time faculty and student body in a non-urban setting.

## Research Division

The activities of the Research Division involve public service and contract research.

## Center for Economic Education

The Center for Economic Education, is affiliated with the Louisiana Council and the National Council on Economic Education. The Center's primary purpose is to provide a program for increasing the level of economic understanding in its service area.

For additional information, contact Dr. Dwight Anderson, P.O. Box 10318, Ruston, LA 71272 or phone (318) 257-4140.

## Small Business Development Center

Louisiana Tech's Small Business Development Center is one of fourteen in the state comprising a network of offices providing specialized management and technical assistance, counseling, and training to small business firms and prospective small business owners. The SBDC focuses on activities that provide in-depth, quality assistance to small businesses in areas that promote growth, expansion, innovation, increased productivity, and management improvement. The Small Business Development Center operates in partnership with the U. S. Small Business Administration and the Louisiana Department of Economic Development.

For additional information, contact the Director, Small Business Development Center, Louisiana Tech University, P. O. Box 10318, Ruston, Louisiana 71272 or phone (318) 257-3537.

### **Center for Real Estate Studies**

The Louisiana Real Estate Commission's grant to develop the Real Estate program at Louisiana Tech constituted the Center's initial funding. The Center coordinates Real Estate research and promotes interaction with Real Estate professionals.

### **Scholarships**

All incoming freshmen students become eligible for scholarships by applying for admission to the University and submitting the requisite scholarship applications available through the Division of Admissions, Basic, and Career Studies. In addition, the following are examples of scholarships available to students pursuing a degree in the CAB: William Roy and Maxine R. Adams, Jr. Scholarship; Century Telephone Enterprises, Inc./Clarke M. Williams, Jr. Memorial Scholarship; O.B. Clark Endowment for Business Scholarships; Eugene L. Gill Scholarship; Loraine N. Howard Endowed Scholarship; Lothar I. Iverson Memorial Scholarship; The William A. and Virginia Lomax Marbury Endowment for Business Scholarships; J. Murray Moore Scholarship; Edward L. Moyers Scholarship; W.R. "Reggie" Rives Scholarship; Lawson L. Swearingen-Commercial Union Assurance Companies Scholarship; The George Curtis and Esther Belle Taylor Endowment for Business Scholarships; Cynthia Ann Clark Thompson Memorial Scholarship; The Thomas A. and Lucinda Ritchie Walker Endowment Fund Scholarship; and Charles L. Wingfield-C.I.T. Financial Scholarship Fund.

Those administered by the CAB are awarded by faculty scholarship committees and information may be obtained by contacting the Office of the Dean, College of Administration and Business, P. O. Box 10318, Ruston, Louisiana, 71272.

### **Organizations**

#### **Accounting Society**

The Accounting Society was organized in December, 1953, as a professional organization. The purpose of the society is to encourage higher standards of scholarship and develop a closer relationship among the accounting students, faculty, and business people.

#### **Alpha Kappa Psi**

Alpha Kappa Psi is a professional national business fraternity with the objectives of furthering the individual welfare of its members; fostering scientific research in the fields of commerce, accounts, and finance; educating the public to appreciate and demand higher ideals therein; and promoting academic programs in business.

#### **Beta Alpha Psi Fraternity**

Alpha Chi chapter of the national fraternity of Beta Alpha Psi was established in May, 1956. Beta Alpha Psi is a national professional and honorary fraternity, the purpose of which is to encourage and foster the idea of service as the basis of the accounting profession; to promote the study of accountancy and its highest ethical standards; to develop high moral, scholastic, and professional attainments in its members; and to encourage cordial relations among its members and the profession.

#### **Beta Gamma Sigma**

Beta Gamma Sigma is the national honorary scholastic society for students in all fields of business. It is the scholastic society recognized by the Accreditation Council of the

American Assembly of Collegiate Schools of Business. A school or college of business administration must be a member of the Accreditation Council of the AACSB in order to have a chapter of Beta Gamma Sigma. Membership in the society is highly prized as a badge of merit recognized by leading business administrators everywhere.

#### **Business Students Association**

The official student body organization of the College is the Business Students Association. Dues are assessed each quarter, and the assessment is an official charge recognized by the College.

#### **Association of Information Technology Professionals**

The Association of Information Technology Professionals chartered on January 23, 1973, is a student organization affiliated with the National Association of Information Technology Professionals. The organization's purposes are to encourage the interest of its members in information systems and to facilitate the exchange of information between students and professionals in information technology in their efforts to develop better understanding.

#### **Delta Pi Epsilon**

Delta Pi Epsilon is a national honorary professional graduate fraternity in business education. Scholarship, cooperation, and leadership in business education are the primary functions of the fraternity.

#### **Delta Sigma Pi**

Beta Psi chapter of the professional international fraternity of Delta Sigma Pi was chartered on May 15, 1948. The purpose of the fraternity is to foster the study of business; to encourage scholarship and the association of students; to promote closer affiliation between the commercial world and students of business; to further a high standard of business ethics and culture; and to promote the civic and commercial welfare of the community.

#### **Financial Management Association**

Membership in the Financial Management Association is open to any student interested in a career in Finance, including Real Estate, Insurance, Banking, Investments, and Financial Management. The Club is devoted to the professional development of its members and to fostering improved relationship among students, faculty, and professionals in the several areas of Finance.

#### **Marketing Club**

The Louisiana Tech Marketing Club is a collegiate chapter of the American Marketing Association, the international organization for professional marketers. The club is open to any student interested in marketing, and the goals are to have personal, scholarly, and professional development of its members and to promote friendly relations among students, faculty, and the business community.

#### **Society for Human Resource Management**

The Louisiana Tech Chapter of the American Society of Personnel Administration was chartered in 1977. The organization is a worldwide professional association of personnel and industrial relations practitioners, university faculty members, and students. The programs and activities of the organization are designed to provide a professional enrichment for the student's academic experience.

## **Advising Program**

Each undergraduate student is assigned to a CAB faculty member who is the student's curricular advisor. This assignment is made early during the student's first term of enrollment in the University, and the advisor is designated based on the curriculum or concentration the student enrolls in at registration.

Assigned CAB faculty advise students which courses to take in future quarters during established early registration periods and are available during posted conference hours to advise the students on academic and career matters.

## **Undergraduate Preparation for Master of Business Administration**

Undergraduate students desiring to pursue a Master of Business Administration degree should take Quantitative Analysis 390 or its equivalent. To confirm course equivalency, a student should check with the Associate Dean for Graduate Affairs and Academic Research, CAB 105.

There has been a substantial demand for MBA graduates who specialized in another field in their undergraduate programs. The demand by industry has been particularly heavy for MBA graduates with undergraduate programs in mathematics, science, and engineering, but the demand also exists for MBA graduates having social science and other liberal arts undergraduate majors. Undergraduate non-business students should consult the Associate Dean for Graduate Affairs and Academic Research for proper foundation courses prior to pursuing an MBA degree.

## **Undergraduate Admissions & Transfer Policies**

### **Admissions Policies**

Louisiana Tech's College of Administration and Business seeks to assist students in determining and achieving appropriate educational objectives. Part of the CAB's responsibility to present and potential students and to the general public is to admit to the CAB only those students who, by past educational preparation and demonstrated capability, are prepared to complete their intended curriculum at the CAB's required level of quality.

In general, students who have an overall, attempted average of 2.0 or higher and are not on probation may be admitted. The complete current statement of admissions requirements may be obtained upon request to the CAB Dean's office, which makes all admissions decisions and transfers students into the CAB at the beginning of each quarter in accordance with policies in effect at that time.

### **Transfer Policies**

With some exceptions, the College of Administration and Business accepts for degree credit work such as that taken by examination and at other institutions in accordance with published policies of Louisiana Tech University as stated in the general information section of the University's Bulletin. The final determination of degree credit in any CAB curriculum, is, however, made by the CAB Dean's office. Transfer evaluations will reflect all grades earned at another institution, but only grades of "C" or above will be accepted for credit. A complete statement of current degree credit evaluation policies may be obtained upon request from the CAB Dean's office.

## **Scholastic Standards**

Students in the CAB in good standing may carry a normal course load as defined by the University. When on probation, the student may schedule no more than nine semester hours.

Each time CAB students are suspended, their total academic status is subject to a review by the CAB Scholastic Standards Committee. In addition to acting on appeals for reinstatement from a suspension, the Committee may impose special conditions on suspended students. The Committee may also unenroll a student from the CAB when the requirements for admission are not being met by the student in the quality of work after admission. Additionally, a student is normally "Dropped from the CAB" when an indefinite suspension, or the equivalent, has been received.

## **CAB Graduation Requirements**

To receive a degree from the CAB, a student must be admitted to and spend the senior year enrolled in the CAB. In addition, 50 percent of the required business courses must be taken at Tech. The number of semester hours defined in the senior year and other graduation requirements are the same as for the University.

## **Catalog Requirements and Changes**

All official notices affecting CAB undergraduate students are posted on the bulletin board directly across the hall from the Dean's office (CAB 106). The notices placed thereon officially update the University Bulletins and are binding on students pursuing programs offered by the College as if published in the Bulletins.

All CAB students enter the College under all University and CAB policies then in effect. Each student is responsible for meeting all catalog requirements for graduation, including taking courses in the proper sequence as shown in each curriculum. Most 300- and 400-level CAB courses are open only to students with the proper foundation courses and academic background. For further information, contact the appropriate head/director of the academic unit that offers the courses.

When course requirements are changed in the curricula, they are to improve the education of students. Such changes are not retroactive on work already taken by admitted students but will apply on work yet to be taken, except that the total remaining hours required for graduation cannot be increased and a student is not required to take an added course not available prior to graduation or for which the specified prerequisite course(s) will not have been required.

Each time a student changes curricula or concentrations, reevaluation of all work already taken is done in terms of that particular program's requirements. Because of the rapid advancement in knowledge, a student is permitted five years from the first admission date to complete a four-year curriculum, after which time a reevaluation of all work previously taken may be required.

Any deviations from curricular and other CAB requirements must be approved in writing in advance of the deviation (e.g., substitution of courses). Such changes must normally be recommended by the student's assigned advisor and approved by the student's academic head/director and the CAB undergraduate division director.

## **Electives System in CAB**

Students are responsible for selecting courses that meet catalog requirements including electives. Certain electives are defined in the curricula. Any courses taken that are not specified in the student's program and are not specifically included in the electives requirements will be counted as non-degree courses. To be acceptable for degree credit any deviation in required or elective courses must be recommended in writing, in advance, by the student's advisor and have the written approval by the student's academic head/director and the CAB undergraduate division director. In general, course substitutions are

discouraged, including electives, and must have a sound justification to be approved.

## Internship

Each discipline in the College of Administration and Business has an internship course that students may apply as credit toward their academic degrees. To register for an internship course, a student should contact the department head/director for his/her major area prior to early advising to secure permission for enrolling in the internship course(s). The student will be advised as to applicable policies and requirements for receiving credit in the course.

## Requirements for Business Minors

Any student pursuing an undergraduate major may earn a minor in one of the following fields. Students enrolled in the CAB may not pursue a business minor. This restriction is necessary to comply with AACSB accreditation regulations.

**Minor in Accounting:** Accounting 201, 202, 301, 303, 304, 305, 307, 308, and 413; total 27 semester hours. Students in other colleges may not major in accounting.

**Minor in Computer Information Systems:** Business Communication 435; Computer Information Systems 201; and 15 hours of 300- or 400- level courses in Computer Information Systems to complete 21 semester hours.

**Minor in Economics:** Economics 201, 202, 312; and 12 hours of Economics courses at the 300 and 400 level, to complete 21 semester hours.

**Minor in Finance:** Economics 215; Accounting 201, 202; Finance 318; and nine other hours of 300- or 400- level Finance courses to complete 21 semester hours.

**Minor in Business Administration:** Accounting 201, 202; Economics 215; Finance 318; Management 310; Marketing 300; and a 3-hour 300- or 400-level CAB elective to complete 21 semester hours.

**Minor in Management, including Human Resources and Production/Operations Management:** Management 310; and 18 hours from 300- and 400-level Management courses to complete 21 semester hours.

**Minor in Marketing:** Marketing 300; and 18 hours from 300- and 400-level Marketing courses to complete 21 semester hours.

**Students in other colleges pursuing a minor or taking electives in the CAB are limited to a maximum of 27 hours of business courses.**

Most 300- and 400-level CAB courses are open only to students with the proper foundation courses and academic background. For further information contact the appropriate head/director of the academic unit that offers the courses.

## Second Baccalaureate Degree in Business

Students outside the College planning to pursue a second baccalaureate degree in the CAB should see the appropriate department head in the CAB to plan their course work and be advised as to the order in which business courses must be taken.

## Undergraduate Programs

### Bachelor Degree Programs

Ten baccalaureate degree curricula are offered by the College of Administration and Business: Accounting, Computer Information Systems, Business Administration, Business Economics, Finance, Management - Business Management & Entrepreneurship, Management - Human Resources Management, Management - Production/Operations Management, and Marketing. The course requirements for these four-year programs are given in the following pages.

Students enrolling in CAB programs who have already decided what curriculum they wish to pursue may designate that curriculum when they register.

All ten of the baccalaureate degree programs have the following objectives: (1) to assist students to prepare personally and professionally for future roles as citizens and leaders in a complex, changing society by providing a broad education, including a background in the liberal arts and natural and social sciences; (2) to encourage students to develop their individual capabilities and the incentive for continued future learning, self-improvement, and advancement by requiring personal discipline, industry, and high-level performance; and (3) to provide an educational background sufficient for the needs of those students who are interested in, and qualified for, pursuing studies at the post- baccalaureate level.

Natural Sciences (GER) courses must be selected from the following: Physical Sciences - Chemistry 120, 121; Geology 111, 112, 200; Physics 205, 206, 220. Biological Sciences: Biological Sciences 101, 102.

Humanities (GER) courses must be selected from the following: History 101, 102, 201, 202, 360; English 201, 202; Speech 300; Philosophy 201, 305; any Foreign Language at the 200 level or above.

## School of Professional Accountancy

### Accounting Curriculum (B.S.)

The School of Professional Accountancy offers a four-year accounting program leading to the Bachelor of Science (B.S.) degree and a fully integrated five-year accounting program leading to the Master of Professional Accountancy (M.P.A.) degree.

The accounting profession is one of the most rapidly growing professions in the country. To meet this demand, the curriculum provides a thorough education in the accounting discipline. This specialized accounting knowledge, together with the broad liberal arts, mathematics, sciences, and business background, is designed to prepare students: (1) for future growth and development within the accounting profession; (2) for advanced studies in accounting and other business fields, and (3) with an educational foundation for future advancement to administrative and leadership positions (4) with an awareness of ethical and global business issues; and (5) with a background in oral and written communication.

The School of Professional Accountancy was established by the University of Louisiana System and the Louisiana Board of Regents in 1976. The undergraduate and master degree programs offered by the School are accredited by the AACSB – International Association for Management Education. The School was a charter member of the Federation of Schools of Accountancy and currently holds full membership in this organization. The school is committed to excellence in teaching, research, and service for the benefit of our students, the public, and other constituencies.

A minimum acceptable grade of "C" must be earned in all required 200 and 300 level accounting courses. Students may not enroll in higher level accounting courses until this minimum in previous courses has been met. Students enrolling in the accounting program will normally be allowed to schedule a maximum of two accounting courses simultaneously in a single quarter.

Transfer students electing this curriculum will be required to take at least fifteen semester hours (all at the 500 level for the M.P.A.) in accounting courses numbered 300 and above (at least 6 hours at the 400 level) at Louisiana Tech. Any student currently enrolled in the accounting program may not take an accounting course at another institution without the approval of the director.

**IMPORTANT:** Many states have increased the education requirements for eligibility to sit for the Certified Public Accountant (CPA) examination. For example, Louisiana's statutes, effective January 1, 1997, require a baccalaureate degree and minimum of 150 semester hours of credit with such adequate concentration in the area of accounting as the state board of accountancy may prescribe.

**Pre-Professional Curriculum**

Freshman Year

Computer Literacy (GER)	
Administration & Business 101 .....	3
English (GER) .....	6
Humanities (GER)	
History .....	3
Mathematics (GER)	
Mathematics 125, 222 .....	6
Natural Sciences (GER) .....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201 .....	3
Elective (Non-CAB) .....	3
	30

Sophomore Year

Accounting 201, 202, 301 .....	9
Business Law 255 .....	3
Economics 201, 202 .....	6
Humanities (GER)	
English 201 or 202 .....	3
Natural Sciences (GER) .....	3
Social Sciences (GER)	
Political Science 201 .....	3
Quantitative Analysis 233 .....	3
	30

(GER): General Education Requirements (pg. 28)

Students and prospective students are reminded of their obligation to obtain program information and advice on meeting all program requirements from the director's office.

**Advanced Professional Curriculum (B.S.)**

Junior Year

Accounting 303, 304, 305, 307 .....	12
Arts (GER) .....	3
Business Communications 305 .....	3
Humanities (GER)	
English 303 or 336 .....	3
Speech 377 .....	3
Management 310 .....	3
Marketing 300 .....	3
	30

Students pursuing the M.P.A. degree may be conditionally admitted to the Graduate School at the completion of their junior year. Fifth-year courses can be taken only after completion of the first four years and unconditional admission to the Graduate School has been attained. To be considered for admission to the graduate phase, students must meet established GPA requirements and submit an admission application with Graduate Management Admission Test (GMAT) scores.

Senior Year

Administration & Business 495 .....	3
Accounting 308, 413 .....	6
Computer Information Systems 435 .....	3
Economics 312 .....	3
Finance 318 .....	3
Humanities Elective .....	3
Directed Electives* .....	9
	30

Total Semester Hours for B.S. Degree.....120

(GER): General Education Requirements (pg. 28)

\*Directed Electives chosen by student in consultation with faculty advisor. These electives are limited to three hours of accounting courses.

Graduate Year	
Accounting 506 or 507, 508, 513, 521 .....	12
Accounting Electives* .....	9
Directed Electives** .....	6
Business Law 410 .....	3
	30

Total Semester Hours for M.P.A. Degree.....150

\*Accounting 505 may not be taken as an elective.

\*\*Directed Electives chosen by student from 500-level, non-accounting CAB courses in consultation with faculty advisor.

**Department of Computer Information Systems**

**Computer Information Systems Curriculum (B.S.)**

The Computer Information Systems Curriculum prepares students for careers working with information technology by stressing the application and use of information technology in the business environment. The CIS Curriculum provides learning experiences in systems analysis, design, and implementation; project management; e-commerce; telecommunications; networking; databases; programming; and interpersonal communication. As the increase in the use of technology in business continues, tremendous growth is predicted in the demand for people with these skills.

Freshman Year

Administration & Business 101 .....	3
English (GER) .....	6
Humanities (GER)	
History .....	3
Mathematics (GER)	
Mathematics 101, 125 .....	6
Natural Sciences (GER) .....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201 .....	3
Elective (Non-CAB) .....	3
	30

Sophomore Year

Accounting 201, 202 .....	6
Business Law 255 .....	3
Economics 201, 202 .....	6
Humanities (GER)	
English 201 or 202 .....	3
Additional Humanities Course .....	3
Computer Information Systems 201 .....	3
Natural Sciences (GER) .....	3
Quantitative Analysis 233 .....	3
	30

Junior Year

Arts (GER) .....	3
Business Communication 305 .....	3
Social Sciences (GER)	
Political Science 201 .....	3
Economics 312 .....	3
English 303, 332, or 336 .....	3
Finance 318 .....	3
Management 310, 333 .....	6
Marketing 300 .....	3
Humanities (GER)	
Speech 377 .....	3
	30

Senior Year	
Administration & Business 495 .....	3
Business Communication 435.....	3
Computer Information Systems 323, 335, 339, 435, 444, 450.....	18
Directed Electives* (300-or 400-level).....	6
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	30
Total Semester Hours.....	120
(GER): General Education Requirement (pg. 29)	
*Directed Electives chosen by student in consultation with faculty advisor.	

**Department of Economics & Finance**

**Business Administration Curriculum (B.S.)**

Rapid changes in the business world have made it essential that future business administrators be broadly educated in order to adjust and adapt themselves to changing practices. Therefore, this curriculum is tailored to allow a student to receive instruction in a variety of functional areas of business. This program is appropriate for non-technical, entry-level positions and is an excellent background for students planning certain advanced degrees in business and law.

Freshman Year	
Administration & Business 101 .....	3
English (GER) .....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125 .....	6
Natural Sciences (GER) .....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201 .....	3
Elective (Non-CAB).....	3
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	30
Sophomore Year	
Accounting 201, 202 .....	6
Business Law 255 .....	3
Social Sciences (GER)	
Economics 201, 202 .....	6
Humanities (GER)	
English 201 or 202.....	3
Additional Humanities Course .....	3
Natural Sciences (GER) .....	3
Social Sciences (GER)	
Political Science 201 .....	3
Quantitative Analysis 233 .....	3
	<hr/>
	30
Junior Year	
Arts (GER) .....	3
Business Communication 305.....	3
Directed Elective*.....	3
Economics 312 .....	3
English 303, 332, or 336 .....	3
Finance 318 .....	3
Management 310, 333.....	6
Marketing 300 .....	3
Humanities (GER)	
Speech 377 .....	3
	<hr/>
	30
Senior Year	
Administration & Business 444, 495.....	6
Computer Information Systems 435.....	3
Directed Electives* (300- or 400-level).....	15
Economics or Finance Elective (300- or 400-level) .....	3
Management or Marketing Elective (300- or 400-level).....	3
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	30
Total Semester Hours.....	120
(GER) General Education Requirements (pg. 29)	

\*Directed Electives chosen by student in consultation with faculty advisor.

**Business Economics Curriculum (B.S.)**

Economics majors are employed in all sectors of the economy, government, industry and finance, and non-profit organizations. In addition, undergraduate training in economics is an ideal major for those contemplating continuing their formal education in public administration, general business administration, or law.

The use of economists in all areas of the economy has expanded rapidly in the past and is expected to continue in the future. Business economists perform a wide variety of tasks for governmental agencies and private organizations, such as statistical and general research, pricing and marketing, financial analysis, economic regulation, and forecasting business conditions.

To function effectively, the business economist must have both knowledge of theory and an understanding of economic and business facts and institutions. Although not all economists specialize in statistical or mathematical analysis, an adequate knowledge of mathematics is usually required. Students can also broaden their training by combining their economics major with other areas of their interest.

Freshman Year	
Administration & Business 101.....	3
English (GER).....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125.....	6
Natural Sciences (GER).....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201.....	3
Elective (Non-CAB).....	3
	<hr/>
	30
Sophomore Year	
Accounting 201, 202 .....	6
Business Law 255.....	3
Social Sciences (GER)	
Economics 201, 202.....	6
Political Science 201 .....	3
Humanities (GER)	
English 201 or 202.....	3
Additional Humanities Course.....	3
Natural Sciences (GER).....	3
Quantitative Analysis 233 .....	3
	<hr/>
	30
Junior Year	
Arts (GER).....	3
Business Communication 305 .....	3
Directed Elective* .....	3
Economics 312 .....	3
Economics Elective .....	3
Finance 318.....	3
Humanities (GER)	
Speech 377.....	3
Management 310, 333 .....	6
Marketing 300.....	3
	<hr/>
	30
Senior Year	
Administration & Business 495.....	3
Accounting or Finance Elective.....	3
Directed Electives* (300- or 400-level) .....	6
Computer Information Systems 435 .....	3
English 303, 332, or 336.....	3
Economics 408, 437 .....	6
Economics Electives.....	6
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	30

Total Semester Hours.....120

(GER): General Education Requirements (pg. 28)

\*Directed Electives chosen by student in consultation with faculty advisor.

**Finance Curriculum (B.S.)**

The Finance curriculum provides students with the background to enter a variety of financial fields. The Finance curriculum is designed for students who have an interest in financial management (including financial position analysis, working capital management, funds acquisition and capital investment analysis), commercial banking, securities analysis, insurance, and real estate. The curriculum combines a liberal arts foundation and an in-depth coverage of business subjects as well as specialized knowledge in a variety of financial topics.

Transfer students electing the Finance curriculum will be required to take at least twelve (12) semester hours in finance courses at Louisiana Tech. Any student currently enrolled in the Finance curriculum may not take a finance course at another institution without the prior approval of the department head.

Freshman Year	
Administration & Business 101 .....	3
English (GER) .....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125 .....	6
Natural Sciences (GER) .....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201 .....	3
Elective (Non-CAB).....	3
	30
Sophomore Year	
Accounting 201, 202 .....	6
Business Law 255 .....	3
Social Sciences (GER)	
Economics 201, 202 .....	6
Political Science 201 .....	3
Humanities (GER)	
English 201 or 202 .....	3
Additional Humanities Course .....	3
Natural Sciences (GER) .....	3
Quantitative Analysis 233 .....	3
	30
Junior Year	
Arts (GER) .....	3
Business Communication 305.....	3
Directed Elective*.....	3
Economics 312 .....	3
Finance 318, 319.....	6
Humanities (GER)	
Speech 377 .....	3
Management 310, 333.....	6
Marketing 300 .....	3
	30
Senior Year	
Administration & Business 495 .....	3
Accounting or Economics Elective .....	3
Directed Electives* (300- or 400-level).....	6
Computer Information Systems 435.....	3
English 303, 332, or 336 .....	3
Finance 414, 425.....	6
Finance Electives .....	6
	30
Total Semester Hours.....120	

(GER): General Education Requirements (pg. 28)

\*Directed Electives chosen by student in consultation with faculty advisor.

**Department of Management and Marketing**

Managers are found at every level and in every kind of private and public organization. Managers all have in common the responsibility of helping their organizations meet their objectives.

A career in management is ideal for those who possess good leadership qualities and have the ability to work well with other people. Individuals interested in management should be creative, outgoing, and have the ability to guide and motivate people toward common goals.

**Management - Business Management & Entrepreneurship Curriculum (B.S.)**

Designed for the student who desires training in general business management, the business management curriculum concentrates on management courses such as personnel, sales, small businesses, and industrial management. Other courses include the legal aspects of government and business, marketing research, and managerial economics.

Students electing this curriculum often seek management trainee positions with established firms or governmental bodies. Other students use their training in this curriculum to become an entrepreneur and start a business of their own.

Freshman Year	
Administration & Business 101.....	3
English (GER).....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125.....	6
Natural Sciences (GER).....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201.....	3
Elective (Non-CAB).....	3
	30
Sophomore Year	
Accounting 201, 202 .....	6
Business Law 255 .....	3
Social Sciences (GER)	
Economics 201, 202.....	6
Political Science 201 .....	3
Humanities (GER)	
English 201 or 202.....	3
Additional Humanities Course.....	3
Natural Sciences (GER) .....	3
Quantitative Analysis 233 .....	3
	30
Junior Year	
Arts (GER).....	3
Business Communication 305 .....	3
Directed Elective*.....	3
English 303, 332, or 336.....	3
Economics 312 .....	3
Finance 318.....	3
Management 310, 333 .....	6
Marketing 300.....	3
Humanities (GER)	
Speech 377.....	3
	30

Senior Year	
Management 340, 400, 470, 475.....	12
Management 476 or 485, or Marketing 482, or	
Quantitative Analysis 430 .....	3
Directed Electives* (300- or 400-level).....	9
Computer Information Systems 435.....	3
Administration & Business 495 .....	3
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	30

Total Semester Hours.....120  
 (GER): General Education Requirements (pg. 28)  
 \*Directed Electives chosen by student in consultation with faculty advisor.

**Management - Human Resources Management Curriculum (B.S.)**

The Human Resources Management curriculum is often referred to as personnel management or industrial relations. Job opportunities for personnel specialists exist throughout the country in both the private and public sectors.

Freshman Year	
Administration & Business 101 .....	3
English (GER) .....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125 .....	6
Natural Sciences (GER) .....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201 .....	3
Elective (Non-CAB).....	3
	<hr/>
	30

Sophomore Year	
Accounting 201, 202 .....	6
Business Law 255 .....	3
Social Sciences (GER)	
Economics 201, 202 .....	6
Political Science 201 .....	3
Humanities (GER)	
English 201 or 202.....	3
Additional Humanities Course.....	3
Natural Sciences (GER) .....	3
Quantitative Analysis 233 .....	3
	<hr/>
	30

Junior Year	
Arts (GER) .....	3
Business Communication 305.....	3
Directed Elective*.....	3
English 303, 332, or 336 .....	3
Economics 312 .....	3
Finance 318 .....	3
Management 310, 333.....	6
Marketing 300 .....	3
Humanities (GER)	
Speech 377 .....	3
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	30

Senior Year	
Management 447, 470, 472, 478.....	12
Management Elective.....	3
Directed Electives* (300- or 400-level).....	9
Computer Information Systems 435.....	3
Administration & Business 495 .....	3
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	30

Total Semester Hours.....120  
 (GER): General Education Requirements (pg. 28)  
 \*Directed Electives chosen by student in consultation with faculty advisor.

**Management - Production/Operations Management Curriculum (B.S.)**

This curriculum is designed to fill a growing demand for business graduates with sufficient technical background to cope with modern management problems in business and industry. The production manager's job is to direct and coordinate ways of improving existing production facilities, to expand and modify these facilities as needed, to obtain optimum efficiency and economy of operations, and to maximize profits.

This curriculum prepares graduates for jobs in production planning and control, quality control, methods analysis, materials management, and related areas.

Freshman Year	
Administration & Business 101.....	3
English (GER).....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125.....	6
Natural Sciences (GER).....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201.....	3
Elective (Non-CAB).....	3
	<hr/>
	30

Sophomore Year	
Accounting 201, 202 .....	6
Business Law 255.....	3
Social Sciences (GER)	
Economics 201, 202.....	6
Political Science 201 .....	3
Humanities (GER)	
English 201 or 202.....	3
Additional Humanities Course.....	3
Natural Sciences (GER).....	3
Quantitative Analysis 233 .....	3
	<hr/>
	30

Junior Year	
Arts (GER).....	3
Business Communication 305 .....	3
Directed Elective* .....	3
English 303, 332, or 336.....	3
Economics 312 .....	3
Finance 318.....	3
Management 310, 333 .....	6
Marketing 300 .....	3
Humanities (GER)	
Speech 377 .....	3
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	30

Senior Year	
Marketing 460, 475, 476.....	9
Quantitative Analysis 430 or Management Elective .....	3
Management Elective .....	3
Directed Electives* (300- or 400-level) .....	9
Computer Information Systems 435 .....	3
Administration & Business 495.....	3
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	30

Total Semester Hours ..... 120  
 (GER): General Education Requirements (pg. 28)  
 \*Directed Electives chosen by student in consultation with faculty advisor.

**Marketing Curriculum (B.S.)**

In the past several decades, marketing has become the focal point of many business operations. The marketing curriculum is designed to help prepare individuals for a wide range of possible positions in this exciting field. These positions include retailing, advertising, sales and sales management, wholesaling, product development, public relations, and marketing research.

This curriculum should provide the student with a body of knowledge pertaining to marketing principles, decision-making, and practices. It should also provide the student with the opportunity for flexibility in career choices.

Freshman Year	
Administration & Business 101 .....	3
English (GER) .....	6
Humanities (GER)	
History .....	3
Mathematics (GER)	
Mathematics 101, 125 .....	6
Natural Sciences (GER) .....	6
Social Sciences (GER)	
Psychology 102 or Sociology 201 .....	3
Elective (Non-CAB) .....	3
	30

Sophomore Year	
Accounting 201, 202 .....	6
Business Law 255 .....	3
Social Sciences (GER)	
Economics 201, 202 .....	6
Political Science 201 .....	3
Humanities (GER)	
English 201 or 202 .....	3
Additional Humanities Course .....	3
Natural Sciences (GER) .....	3
Quantitative Analysis 233 .....	3
	30

Junior Year	
Arts (GER) .....	3
Business Communication 305 .....	3
Directed Elective* .....	3
English 303, 332, or 336 .....	3
Economics 312 .....	3
Finance 318 .....	3
Management 310, 333 .....	6
Marketing 300 .....	3
Humanities (GER)	
Speech 377 .....	3
	30

Senior Year	
Marketing 473, 482 .....	6
Choose any three (3) courses from the following:	
Marketing 307, 320, 420, 425, 435, 485 .....	9
Directed Electives* (300- or 400-level) .....	9
Computer Information Systems 435 .....	3
Administration & Business 495 .....	3
	30

Total Semester Hours.....120  
 (GER): General Education Requirements (pg. 28)  
 \*Directed Electives chosen by student in consultation with faculty advisor.

## Graduate Programs

### Master of Business Administration

The Master of Business Administration (MBA) degree is offered by the College of Administration and Business. Employment and doctoral-level studies opportunities are excellent for MBA graduates. Students may enter the program from baccalaureate programs either in business or non-business fields. For admissions, curriculum, and other information, consult the Graduate School section of the Bulletin.

### Master of Professional Accountancy

The Master of Professional Accountancy (MPA) is offered by the College of Administration and Business. For admissions,

curriculum, and other information, see the earlier listing under the Professional Accounting Program and consult the Graduate School section of the Bulletin.

### Doctoral Program

The Doctor of Business Administration (DBA) degree is offered by the College of Administration and Business. The requirements of the program are given in the Graduate School section of the Bulletin.