

College of Administration and Business

Officers of Instruction

Dean

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Associate Dean, Graduate Studies & Research

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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 Vision

We will be increasingly recognized for advancing the interests of our stakeholders through research, teaching, and service that leads to innovation in administration and business and prepares our students to think strategically and become effective leaders.

Our Mission

Our graduate programs drive our mission to engage in basic and applied scholarship that advances knowledge, improves management practice, and enhances business performance. This scholarship is both the foundation and stimulus of the College's commitment to excellence in teaching in our undergraduate and graduate programs.

Our undergraduate programs equip graduates to succeed in entry-level professional positions in the area of their academic major and/or to pursue entrepreneurial activities. 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.

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 our area and to contribute toward the economic development of Louisiana.

Accreditation

All degree programs offered by the College of Administration and Business, Louisiana Tech University, are accredited by AACSB - International (The Association to Advance Collegiate Schools of Business). Also, all programs offered by the School of Professional Accountancy are separately 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 Curricula, 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

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.

Essential Tasks

In order to respond to our mission, act in accordance to our values, and achieve our vision, the College must provide educational opportunities that enhance our students' continued development in:

- Understanding Leading-Edge Technology and Practice in a discipline, including skill in use of quantitative analysis, digital technology, and research tools that empower these advances.
- Utilizing Cognitive Skills, including critical and creative evaluation of problems and the capacity to exercise judgment that includes ethical considerations in the solutions offered, the ability to reach beyond traditional boundaries and to integrate insights from both general education and professional disciplines, and the capacity to think strategically and see opportunities that others miss.
- Recognizing the Major Internal and External Forces of Change that impact strategic thinking, including the technological, global, and demographic transformations that can be harnessed to achieve a sustainable competitive advantage.
- Enhancing the Capacity to Lead Change, including knowledge of effective organization renewal and re-engineering strategies; the ability to participate in, build, and lead teams that span disciplines; the capacity to formulate and communicate a vision of what could be that engenders enthusiastic support from an increasingly diverse workforce; and the humility to acknowledge and profit

from mistakes as well as accomplishments as part of a dedication to lifelong learning.

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 and 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.

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) or are posted on the College's Web pages (www.cab.latech.edu). 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. All courses applied toward the minor must be completed with the grade of "C" or higher.

Minor in Accounting: Accounting 201, 202, 303, 304, 305, 307, 308, and 413; total 24 semester hours.

Minor in Computer Information Systems: Business Communication 435; Computer Information Systems 110, 310, 339; and 9 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. All courses applied toward the minor must be completed with the grade of "C" or higher.

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.

Bachelor Degree Programs

Eight 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, and Marketing. The course requirements for these four-year programs are given in the following pages.

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

Mission

Consistent with the missions of Louisiana Tech University and the College of Administration and Business (CAB), the School of Professional Accountancy (SPA) is committed to excellence in teaching, research, and service for the benefit of our scholarly, public, and private constituencies.

The SPA is dedicated to the intellectual growth of its students and to their preparation for successful careers and productive lives. To this end, the SPA offers academic degrees in accounting at the undergraduate, masters, and doctoral levels characterized by extensive, personal faculty-student interaction. The curricula are designed to provide students with a broad understanding of accounting and business administration.

Programs

The School of Professional Accountancy was established by the University of Louisiana Board of Regents in 1976. The undergraduate and master degree programs offered by the School are accredited by the Association to Advance Collegiate Schools of Business (AACSB International). The School is a charter member of the Federation of Schools of Accountancy and currently holds full membership in this organization.

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 School also offers an accounting concentration for

a Master of Business Administration (MBA) degree and a Doctor of Business Administration (DBA) degree.

The accounting profession affords individuals a large variety of opportunities in business. Graduates are found in numerous managerial positions since their accounting background offers them upward mobility in any business environment. Accounting also continues to be a field with one of the highest demands for graduates. To meet this demand, the curriculum provides a thorough education in the accounting discipline, together with a broad liberal arts and business background

Accounting Curriculum (B.S.)

Program Objectives

Broad Objectives

Provide students with the knowledge and tools needed to obtain meaningful employment and have successful careers.

Prepare students for graduate school.

Provide the educational background for students to meet the educational requirements of various professional accounting certification examinations.

Learning Objectives

Provide students with a general knowledge of accounting and business.

Enable students to improve their analytical skills.

Improve students' oral and written communication skills.

Expand student awareness of ethical issues.

Enhance students' technological skills.

Program Information

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 MPA) 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.

Pre-Professional Curriculum

Freshman Year

Administration & Business 110.....	3
Computer Literacy (GER)	
Computer Information Systems 110.....	3
English (GER).....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 125, 222.....	6
Natural Sciences (GER).....	3
Social Sciences (GER)	
Psychology 102 or Sociology 201.....	3
Elective (Non-CAB).....	3
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Sophomore Year

Accounting 201, 202.....	6
Business Law 255.....	3
Social Science (GER)	
Economics 201, 202.....	6
Humanities (GER)	
English 201 or 202.....	3
Natural Sciences (GER).....	6
Social Sciences (GER)	
Political Science 201.....	3

Quantitative Analysis 233.....	3
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(GER): General Education Requirements (pg. 29)

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
Elective (Non-CAB).....	3
Humanities (GER)	
Speech 377 or 110.....	3
Management 310.....	3
Marketing 300.....	3
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Senior Year

Administration & Business 495.....	3
Accounting 308, 413.....	6
Accounting Elective (300 or 400 level).....	3
Computer Information Systems 310.....	3
Economics 312.....	3
Finance 318.....	3
Humanities (GER).....	3
Directed Electives*.....	6
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Total Semester Hours for B.S. Degree120

(GER): General Education Requirements (pg. 29)

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

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.

Graduate Year

Accounting 506 or 507, 508, 513, 521.....	12
Accounting Electives*.....	9
Directed Electives**.....	6
Business Law 410.....	3
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Total Semester Hours for M.P.A. Degree150

*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, growth is predicted in the demand for people with these skills.

Program Objectives

1. To provide students with a broad-based, entry-level understanding of CIS and its possible career areas.
2. To teach CIS principles conceptually so that they can be understood and applied regardless of the specific software package being used.
3. To help CIS students develop problem-solving skills, including strategic and innovative applications of information technology.
4. To accentuate the necessary skills for successful interfacing with users of computer systems.

Program Information

A minimum acceptable grade of “C” must be earned in all required Computer Information Systems courses, in Quantitative Analysis 233, and in Business Communication 435. Students have two attempts in each course to earn a “C” or higher. After two attempts in one of these courses, if a student fails to earn a “C” or higher, he or she will no longer be allowed to pursue a degree in Computer Information Systems. Withdrawing from a class and receiving a “W” counts as an attempt.

Freshman Year	
Administration & Business 110.....	3
Computer Literacy (GER)	
Computer Information Systems 110.....	3
English (GER).....	6
Humanities (GER)	
History	3
Mathematics (GER)	
Mathematics 101, 125.....	6
Natural Sciences (GER).....	3
Social Sciences (GER)	
Psychology 102 or Sociology 201	3
Elective (Non-CAB).....	3
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Sophomore Year	
Accounting 201, 202	6
Business Law 255	3
Social Science (GER)	
Economics 201, 202.....	6
Computer Information Systems 339.....	3
Natural Sciences (GER)	6
Social Science (GER)	
Political Science 201.....	3
Quantitative Analysis 233.....	3
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Junior Year	
Arts (GER).....	3
Business Communication 305	3
Humanities (GER)	
English 201 or 202.....	3
Additional Humanities Course	3
Economics 312.....	3
Computer Information Systems 310.....	3
Finance 318.....	3
Management 310, 333	6
Marketing 300.....	3
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Senior Year	
Administration & Business 495.....	3
Business Communication 435	3
Computer Information Systems 323, 335, 444, 450.....	12
Directed Electives* (CAB 300-or 400-level course)	6

Elective (Non-CAB).....	3
Humanities (GER)	
Speech 377 or 110.....	3
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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.

Program Objectives

1. To provide students with an opportunity to obtain a broad exposure to the field of business.
2. To allow students to tailor their curriculum to match their career interests.
3. To provide a business base on which to build a professional career or to prepare for government service.

Freshman Year	
Administration & Business 110.....	3
Computer Literacy (GER)	
Computer Information Systems 110	3
English (GER).....	6
Humanities (GER)	
History	3
Mathematics (GER)	
Mathematics 101, 125	6
Natural Sciences (GER).....	3
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
Natural Sciences (GER).....	6
Quantitative Analysis 233	3
	30
Junior Year	
Arts (GER)	3
Business Communication 305	3
Computer Information Systems 310.....	3
Economics 312	3
Finance 318	3
Management 310, 333	6
Marketing 300.....	3
Humanities (GER)	
Speech 377 or 110	3
Additional Humanities Course	3
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Senior Year	
Administration & Business 495.....	3
Elective (Non-CAB).....	3
Directed Electives* (300- or 400-level).....	9
Accounting or CIS Elective (300- or 400-level).....	3
Economics Elective (300- or 400-level).....	3
Finance Elective (300- or 400-level).....	3
Management Elective (300- or 400-level).....	3
Marketing Elective (300- or 400-level).....	3
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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.

Program Objectives

1. To provide students with knowledge of price, production, and distribution theories and practices.
2. To foster students' understanding of the dynamics of the supply and demand for money and the role of the central bank in the money supply process.
3. To develop students' understanding of the origins and operations of human capital allocation.
4. To promote students' ability to analyze monetary and fiscal policies and their impact on business and society.

Freshman Year	
Administration & Business 110.....	3
Computer Literacy	
Computer Information Systems 110.....	3
English (GER).....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125.....	6
Natural Sciences (GER).....	3
Social Sciences (GER)	
Psychology 102 or Sociology 201.....	3
Elective (Non-CAB).....	3
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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
Natural Sciences (GER).....	6
Quantitative Analysis 233.....	3
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Junior Year	
Arts (GER).....	3
Business Communication 305.....	3
Computer Information Systems 310.....	3
Economics 312.....	3
Finance 318.....	3
Humanities (GER)	
Speech 377 or 110.....	3
Additional Humanities Course.....	3
Management 310, 333.....	6
Marketing 300.....	3
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Senior Year	
Administration & Business 495.....	3
Accounting or Finance Elective.....	3
Directed Electives* (300- or 400-level).....	6
Elective (Non-CAB).....	3
Economics 408, 437.....	6
Economics Electives (300- or 400-level).....	9
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Total Semester Hours.....	120
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(GER): General Education Requirements (pg. 29)

*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. In addition, finance majors are encouraged to take three hours (one course) of their Directed Electives in accounting or economics.

Program Objectives

1. To provide students with knowledge of the fundamentals of financial management, securities analysis, capital markets, and financial institutions.
2. To develop students' abilities to access and utilize databases through the use of current technology.
3. To develop students' understanding of global capital flows.
4. To develop students' decision-making skills within a market valuation context.

Freshman Year	
Administration & Business 110.....	3
Computer Literacy (GER)	
Computer Information Systems 110.....	3
English (GER).....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125.....	6
Natural Sciences (GER).....	3

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
Natural Sciences (GER)	6
Quantitative Analysis 233	3
	30
Junior Year	
Arts (GER)	3
Business Communication 305	3
Computer Information Systems 310	3
Economics 312	3
Finance 318, 319	6
Humanities (GER)	3
Management 310	3
Management 333 or Accounting 308	3
Marketing 300	3
	30
Senior Year	
Administration & Business 495	3
Elective (Non-CAB)	3
Directed Electives* (300- or 400-level)	6
Finance 414, 425	6
Finance Electives	9
Humanities (GER)	
Speech 377 or 110	3
	30
Total Semester Hours	120

(GER): General Education Requirements (pg. 29)

*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.

Program Information

A minimum acceptable grade of “C” must be earned in all required courses. Students have two attempts in each course to earn a “C” or higher. After two attempts in one of these required courses, if a student fails to earn a “C” or higher, he or she will no longer be allowed to pursue a degree in Business Management & Entrepreneurship, Human Resources Management, or Marketing. Withdrawing from a class and receiving a “W” counts as an attempt.

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.

Program Objectives

1. To develop the conceptual and analytical skills necessary to assess current organizational and environmental realities and to anticipate future challenges and opportunities in order to accomplish organizational objectives.
2. To provide the necessary tools to manage the processes of an existing enterprise or to design the processes and structures needed for a new enterprise.
3. To develop the communication skills and human relations skills of the student and to enhance the ability to work in a culturally diverse environment and to manage contemporary organizations effectively.

Freshman Year	
Administration & Business 110	3
Computer Literacy (GER)	
Computer Information Systems 110	3
English (GER)	6
Humanities (GER)	
History	3
Mathematics (GER)	
Mathematics 101, 125	6
Natural Sciences (GER)	3
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
Natural Sciences (GER)	6
Quantitative Analysis 233	3
	30

Junior Year	
Arts (GER)	3
Business Communication 305	3
Computer Information Systems 310	3
Elective (Non-CAB)	3
Economics 312	3
Finance 318	3
Management 310, 333	6
Marketing 300	3
Humanities (GER)	
Additional Humanities Course	3
	30

Senior Year	
Administration & Business 495	3
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

Humanities Elective (GER)	
Speech 377 or 110.....	3
	30
Total Semester Hours.....	120

(GER): General Education Requirements (pg. 29)

*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.

Program Objectives

1. To develop an understanding of the role of strategic human resource planning in achieving competitive advantage in a challenging and increasingly global environment.
2. To enhance the development of conceptual skills, analytical abilities, and oral and written communication skills to facilitate problem-solving and decision-making in human resource management.
3. To prepare students for careers in the field by emphasizing the functional areas of human resource management, including planning, recruitment, selection, compensation, performance appraisal, training and development, personnel law, ethics, labor relations, and managing diversity.

Freshman Year	
Administration & Business 110.....	3
Computer Literacy (GER)	
Computer Information Systems 110.....	3
English (GER).....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125.....	6
Natural Sciences (GER).....	3
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
Natural Sciences (GER).....	6
Quantitative Analysis 233.....	3
	30

Junior Year	
Arts (GER).....	3
Business Communication 305.....	3
Computer Information Systems 310.....	3
Elective (Non-CAB).....	3
Economics 312.....	3
Finance 318.....	3
Management 310, 333.....	6
Marketing 300.....	3
Humanities (GER)	
Additional Humanities Course.....	3
	30

Senior Year	
Administration & Business 495.....	3

Management 447, 470, 472, 478.....	12
Management Elective (300- or 400-level).....	3
Directed Electives* (300- or 400-level).....	9
Humanities (GER)	
Speech 377 or 110.....	3
	30

Total Semester Hours.....	120
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(GER): General Education Requirements (pg. 29)

*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.

Program Objectives

1. To provide an understanding of the domestic and global aspects of product management, pricing, distribution, and promotion of goods, services, and ideas that satisfy both consumer and organizational buyers.
2. To gain an understanding of the marketing process and its interaction with the legal, political, economic, social, cultural, technological, competitive, and ethical environments. This understanding of the marketing process includes competitive analysis and strategic planning and how these functions aid the overall organization.
3. To develop effective critical thinking skills, written and oral communication skills, and quantitative analysis skills necessary to succeed in such fields as professional selling, marketing research, advertising and promotion, distribution management, product development and management, and overall marketing management.

Freshman Year	
Administration & Business 110.....	3
Computer Literacy (GER)	
Computer Information Systems 110.....	3
English (GER).....	6
Humanities (GER)	
History.....	3
Mathematics (GER)	
Mathematics 101, 125.....	6
Natural Sciences (GER).....	3
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
Natural Sciences (GER).....	6
Quantitative Analysis 233.....	3
	30

Junior Year	
Arts (GER).....	3
Business Communication 305.....	3
Computer Information Systems 310.....	3
Elective (Non-CAB).....	3
Economics 312.....	3