

# Chapter 10 - College of Administration and Business (CAB)

## Administration

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## Address

More information about the College of Administration and Business can be obtained by writing:

College of Administration and Business

P.O. Box 10318

Louisiana Tech University

Ruston, LA 71272

(318) 257-4526

and/or visiting the College's web site:

<http://www.cab.latech.edu>

## Vision

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

## 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 instruction 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.

## 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 ability to acknowledge and profit from mistakes as well as accomplishments as part of a dedication to lifelong learning.

## Accreditation

All degree programs offered by the College of Administration and Business 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.

## Undergraduate Degrees and Curricula

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:

- ? Accounting
- ? Computer Information Systems
- ? Business Administration
- ? Business Economics
- ? Finance
- ? Management – Business Management and Entrepreneurship
- ? Management – Human Resources Management
- ? Marketing

## 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.

## Business Minors Offered

Students pursuing an undergraduate major in a college other than Administration and Business may earn a minor in one of the following fields:

- ? Accounting
- ? Computer Information Systems
- ? Business Administration
- ? Economics
- ? Entrepreneurship
- ? Finance
- ? Management
- ? Marketing

A student must earn a grade of **C** or better in each course applied toward meeting the requirements of a minor. This requirement will be applicable to new undergraduates students (freshmen and transfers) whose initial enrollment is Fall Quarter 2003 or quarters thereafter.

Accrediting agency standards mandate that 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 to non-CAB students with the proper foundation courses (prerequisites) and academic background. For further information contact the appropriate head/director of the academic unit that offers the courses.

## **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 current and future students, and to the general public, is to admit to the CAB only those who, by past educational preparation and demonstrated capability, are prepared to complete their intended curriculum at the CAB's required level of quality.

Generally, 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 viewed on the College's web site or 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 Catalog. 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.

### **Scholastic Standards**

Students pursuing degrees in the CAB must make a **C** or better in all courses in their major area. For example, all finance majors are required to make a **C** or better in all finance courses.

Students are responsible for taking courses in the proper order and with the appropriate prerequisites. Credit will not be given for courses taken without the appropriate prerequisites and/or foundation courses.

Students in good standing may carry a normal course load as defined by the University. However, when a student is placed on probation, he/she may schedule no more than 9 semester hours per quarter.

Each time a student is suspended, his/her 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 a suspended student. The Committee may also unenroll a student from the CAB when the requirements for admission are not being met by the student.

## **Graduation Requirements**

Each student must be admitted to and spend the senior year enrolled in the CAB. In addition, 50% 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) and are posted on the College's web site ( [www.cab.latech.edu](http://www.cab.latech.edu) ). The notices placed thereon officially update the University Catalog and are binding on students pursuing programs offered by the College.

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.

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.

### **Electives**

General Education Requirements (GER) in the Natural Sciences 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.

### **Internships**

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. In addition, the Internship Guidelines are posted on the CAB web site.

## 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.

### 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 (Accounting)
- ? Century Telephone Enterprises, Inc./Clarke M. Williams, Jr. Memorial Scholarship
- ? O.B. Clark Endowment for Business Scholarships
- ? Eugene L. Gill Scholarship (Accounting)
- ? Loraine N. Howard Endowed Scholarship (CIS)
- ? 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 (Accounting)
- ? 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 (Accounting)
- ? The Thomas A. and Lucinda Ritchie Walker Endowment Fund Scholarship
- ? Charles L. Wingfield-C.I.T. Financial Scholarship

Scholarships administered by the CAB are awarded by faculty scholarship committees and information may be obtained by contacting the Office of the Dean.

### Organizations

#### 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 Association to Advance Collegiate Schools of Business (AACSB). 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.

Other professional organizations for students include:

- ? Accounting Society
- ? American Marketing Association
- ? Association of Information Technology Professionals

- ? Association of Business, Engineering, and Science Entrepreneurs
- ? Beta Alpha Psi Fraternity (accounting honor society)
- ? Delta Sigma Pi (professional business fraternity)
- ? Financial Management Association
- ? Omicron Delta Epsilon (economics honor society)
- ? Phi Beta Lambda
- ? Society for Human Resource Management

## Bachelor Degree Programs

### School of Professional Accountancy

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.

#### Mission

The School of Professional Accountancy (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, master's, 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.

Our undergraduate program equips students with the knowledge and technological skills for positions in public accounting, industry, and government, and prepares students for graduate programs. The masters' programs provide continuing professional development for students who desire careers where stronger skills are essential. The doctoral program in accounting prepares students for academic careers primarily in universities that value a balanced emphasis among instruction, research, and service.

#### Programs

The School of Professional Accountancy was established by the University of Louisiana Board of Regents in 1976, which was the Department of Accounting prior to that time. The undergraduate and master degree programs offered by the School are accredited by AACSB International - The Association to Advance Collegiate Schools of Business. 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 (BS) degree and a fully integrated five-year accounting program leading to the Master of Professional Accountancy (MPA) degree.

#### Accounting Curriculum (BS)

##### Program Objectives

###### Broad Objectives

1. Provide students with the knowledge and tools needed to obtain meaningful employment and have successful careers.
2. Prepare students for graduate school.

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

**Learning Objectives**

1. Provide students with a general knowledge of accounting and business.
2. Enable students to improve their analytical skills.
3. Expand student awareness of ethical issues.
4. Enhance students' technological skills.

**Program Requirements**

A grade of C or better must be earned in all 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 15 semester hours in accounting courses numbered 300 and above, of which at least 6 hours must be 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 (see pg. 14 for full description)

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 (BS)**

**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. degree..... 120

(GER): General Education Requirements (see pg. 14 for full description)

\*Directed Electives are chosen by the student in consultation with the faculty advisor. These electives are limited to 3 hours of accounting courses.

Students must meet established GPA requirements and submit an admission application with Graduate Management Admission Test (GMAT) scores to be considered for admission to the graduate phase.

**Master of Professional Accountancy Curriculum (MPA)**

**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. degree..... 150

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

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

**Minor in Accounting for Non-CAB Students:** Accounting 201, 202, 303, 304, 305, 307, 308, and 413; total 24 semester hours.

**Department of Computer Information Systems and Analysis**

**Computer Information Systems Curriculum (BS)**

The Computer Information Systems (CIS) 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 Requirements**

A grade of C or better must be earned in all CIS courses.

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
Computer Information Systems 323, 335, 337, 444, 450 .....	15
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 Requirements (see pg. 14 for full description)  
 \*Directed Electives are chosen by the student in consultation with the faculty advisor.

**Minor in Computer Information Systems for Non-CAB Students:** Computer Information Systems 110, 310, 339; and 12 hours of 300- or 400-level courses in Computer Information Systems to complete 21 semester hours.

## Department of Economics and Finance

### Business Administration Curriculum (BS)

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
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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
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 Requirement (see pg. 14 for full description)  
 \*Directed Electives are chosen by the student in consultation with the faculty advisor.

**Minor in Business Administration for Non-CAB Students:** 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.

### Business Economics Curriculum (BS)

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.

#### Program Requirements

A grade of C or better must be earned in all economics courses.

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

(GER): General Education Requirement (see pg. 14 for full description)  
 \*Directed Electives are chosen by the student in consultation with the faculty advisor.

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

### Finance Curriculum (BS)

The Finance curriculum provides students with the background to enter a variety of financial fields. The 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 12 semester hours in finance courses at Louisiana Tech. Any student currently enrolled in the finance program 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 3 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.

#### Program Requirements

A grade of C or better must be earned in all finance courses.

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 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, 319.....	6
Humanities (GER).....	3
Management 310.....	3
Management 333 or Accounting 308.....	3
Marketing 300.....	3
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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
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Total Semester Hours.....	120

(GER): General Education Requirement (see pg. 14 for full description)  
 \*Directed Electives are chosen by the student in consultation with the faculty advisor.

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

## 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 and Entrepreneurship Curriculum (BS)

Designed for the student who desires training in general business management, the Business Management and Entrepreneurship 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 entrepreneurs and start their own businesses.

### 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.

### Program Requirements

A grade of **C** or better must be earned in all management courses.

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 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
Elective (Non-CAB).....	3
Economics 312.....	3
Finance 318.....	3
Management 310, 333.....	6
Marketing 300.....	3
Humanities (GER)	
Additional Humanities Course.....	3
	<hr/>
	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
	<hr/>
	30

Total Semester Hours..... 120  
 (GER): General Education Requirement (see pg. 14 for full description)  
 \*Directed Electives are chosen by the student in consultation with the faculty advisor.

**Minor in Entrepreneurship for Non-CAB Students:**  
Accounting 206; Business Law 255; Economics 215; Marketing 300; and Management 305, 340, 400.

**Management - Human Resources Management Curriculum (BS)**

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.

**Program Requirements**

A grade of C or better must be earned in all management courses.

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

(GER): General Education Requirement (see pg. 14 for full description)  
\*Directed Electives are chosen by the student in consultation with the faculty advisor.

**Minor in Management for Non-CAB Students:** Management 310; and 18 hours from 300- and 400-level Management courses to complete 21 semester hours.

**Marketing Curriculum (BS)**

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.

**Program Requirements**

A grade of C or better must be earned in all marketing courses.

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
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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
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Senior Year	
Administration & Business 495 .....	3
Marketing 320, 473, 482.....	9
Choose any 3 courses from the following:	
Marketing 307, 401, 420, 425, 435, 485.....	9
Directed Electives* (300- or 400-level) .....	6
Humanities (GER)	
Speech 337 or 110 .....	3
	30
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Total Semester Hours .....	120

(GER): General Education Requirement (see pg. 14 for full description)  
 \*Directed Electives are chosen by the student in consultation with the faculty advisor.

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