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 instruction, research, 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 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. Our graduate programs drive our mission to engage in disciplined-based 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.

We serve as 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.

Instructional Aims

In order to achieve our vision, uphold our mission, and act accordingly to our core values, we 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.
• 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.
• 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 the ability to participate in, build, and lead teams that span disciplines; the capacity to formulate and communicate a vision that engenders enthusiastic support from an increasingly diverse workforce; and the ability to acknowledge and learn from mistakes as well as from 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 Offered

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.
Transfer Policies

Generally, students who have an overall, attempted average of 2.0 or better in each course are admitted to the College of Administration and Business. A student must be admitted to and spend the senior year enrolled in the CAB. In addition, 50% of the required 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). The notices placed thereon officially update the University Catalog and are binding on students pursuing programs offered by the College.

Graduation Requirements

Each student must carry a normal course load as defined in the senior year and other graduation requirements are the same as for the University.

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.

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; 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 endowed scholarships available to students pursuing a degree in the CAB.

- William Roy and Maxine R. Adams, Jr. Scholarship (Accounting)
- Maggie Risinger Carter Scholarship
- Judge James E. Clark & Family Scholarship
- 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)
- Humana Foundation/McCallister Scholarship
- Lothar I. Iverson Memorial Scholarship
- The William A. and Virginia Lomax Marbury Endowment for Business Scholarships
- Travis E. Melton Scholarship (Accounting)
- James R. Michael Scholarship
- 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 an understanding of business administration with a focus on accounting.

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 undergraduate and master degree programs are separately 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 business with a focus on accounting.
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 transfer an accounting course from another institution without the approval of the director.

Pre-Professional Curriculum

Freshman Year
Administration & Business 110 ......................................................3
Computer Literacy (GER) .................................................................3
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) .................................................................3
Psychology 102 or Sociology 201 ....................................................3
Elective ...........................................................................................3

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

Senior Year
Accounting 303, 304, 305, 307 .................................................... 12
Arts (GER) ......................................................................................3
Business Communication 305 or English 303 or 336 ....................3
Elective ...........................................................................................3
Humanities (GER) 
  Speech 110 or 377 ..................................................................3
Management 310 .........................................................................3
Marketing 300 ............................................................................. 3

Graduate Year
Accounting Elective (300- or 400-level) ...........................................3
Computer Information Systems 310 ............................................. 3
Economics 312 ...............................................................................3
Finance 318 ..................................................................................3
Humanities (GER) .........................................................................3
Directed Electives*: .......................................................................6

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

Advanced Professional Curriculum (BS)

Junior Year
Accounting 303, 304, 305, 307 .................................................... 12
Arts (GER) ......................................................................................3
Business Communication 305 or English 303 or 336 ................. 3
Elective ...........................................................................................3
Humanities (GER) 
  Speech 110 or 377 ..................................................................3
Management 310 .........................................................................3
Marketing 300 ............................................................................. 3

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

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

Master of Professional Accountancy Curriculum (MPA)

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

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

*Accounting 505 may not be taken as an elective. At least one of these electives must be at the 500-level.
**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 (or 206), 202, 303; and 9 hours of 300- or 400-level courses in Accounting to complete 18 semester hours.

Minor in Accounting for CAB Students: Accounting 202, 303; and 12 hours of 300- or 400-level courses in Accounting to complete 18 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 allows 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. It is an ideal curriculum for students interested in the area of International Business. The senior-year discipline electives may include various international business courses offered in the College.

Program Objectives
1. Students will obtain a broad exposure to the field of business.
2. Students can tailor the curriculum to match their career interests.

Program Requirements
A grade of C or better must be earned in all courses designated with **.

Freshman Year
Administration & Business 110 ......................................................... 3
Computer Literacy (GER) ................................................................. 3
   Computer Information Systems 110 ............................................. 3
English (GER) .............................................................................. 6
   Humanities (GER) ................................................................... 6
History ........................................................................................ 3
   Mathematics (GER) ................................................................. 3
   Mathematics 101, 125 ............................................................ 6
   Natural Sciences (GER) .......................................................... 6
Social Sciences (GER)
   Psychology 102 or Sociology 201 ............................................. 6
   Elective ..................................................................................... 3

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

Junior Year
   Arts (GER) ............................................................................. 3
   Business Communication 305 or English 303 or 336 ............... 6
   Computer Information Systems 310 ....................................... 3
   Economies 312 .................................................................... 3
   Finance 318 ......................................................................... 3
   Management 310, 333 ............................................................ 6
   Marketing 300 ....................................................................... 3
   Humanities (GER)
      Speech 110 or 377 .............................................................. 3
      Additional Humanities Course ............................................ 3

Senior Year
   Administration & Business 495 .............................................. 3
   Elective ..................................................................................... 3
   Directed Elective* (300- or 400-level) .................................... 6
   Directed Elective* (300- or 400-level)** .................................. 6
   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

Total Semester Hours .................................................................. 120

(GER): General Education Requirement (pg. 14)
(IER): International Education Requirement (pg. 15). Effective with the freshman class of 2005, each student must complete a minimum of one 3-hour course which has been identified as satisfying the international education requirement. Course choices are on pg. 15 of this Catalog.
*Directed Electives are chosen by the student in consultation with the faculty advisor.
**A grade of C or better must be earned in this course.

Minor in Business Administration for Non-CAB Students:
Accounting 201, 202; Computer Information Systems 310; Economics 215; Finance 318; Management 310; and Marketing 300 for a total of 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 and is expected to continue. 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. Students will understand price, production, and distribution theories and practices.
2. Students will understand the dynamics of the supply and demand for money and the role of the central bank in the money supply process.
3. Students will understand the origins and operations of human capital allocation.
4. Students will be able 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) ................................................................ 6
   History .................................................................................. 3
   Mathematics (GER) ............................................................... 6
   Mathematics 101, 125 ............................................................ 6
   Natural Sciences (GER) .......................................................... 3
   Social Sciences (GER)
      Psychology 102 or Sociology 201 ........................................ 3
   Elective ................................................................................. 3

Total Semester Hours .................................................................. 120

(GER): General Education Requirement (pg. 14)
(IER): International Education Requirement (pg. 15). Effective with the freshman class of 2005, each student must complete a minimum of one 3-hour course which has been identified as satisfying the international education requirement. Course choices are on pg. 15 of this Catalog.
*Directed Electives are chosen by the student in consultation with the faculty advisor.
**A grade of C or better must be earned in this course.
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

Junior Year
Arts (GER) ........................................................................... 3
Business Communication 305 or English 303 or 336 ................. 3
Computer Information Systems 310 ........................................... 3
Economics 312 ........................................................................ 3
Finance 318 ........................................................................... 3
Humanities (GER)
Speech 110 or 377 .................................................................. 3
Management 310, 333 ................................................................. 6
Marketing 300 ........................................................................ 3

Senior Year
Administration & Business 495 .............................................. 3
Accounting or Finance Elective ................................................... 3
Directed Electives* (300- or 400-level) ........................................ 6
Elective .................................................................................... 3
Economics 408, 437 ................................................................. 6
Economics Electives (300- or 400-level) ....................................... 9

Total Semester Hours.....................................................................120

(GER): General Education Requirement (pg. 14)
(IER): International Education Requirement (pg. 15). Effective with the freshman class of 2005, each student must complete a minimum of one 3-hour course which has been identified as satisfying the international education requirement. Course choices are on pg. 15 of this Catalog.

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

Minor in Economics for Non-CAB Students: Economics 201 (or 215), 202, 312; and 9 hours of Economics courses at the 300- or 400-level to complete 18 semester hours.

Minor in Economics for CAB Students: Economics 202, 312; and 12 hours of Economics courses at the 300- or 400-level to complete 18 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.

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. Students will know the fundamentals of financial management, securities analysis, capital markets, and financial institutions.
2. Students will be able to access and utilize financial databases.
3. Students will understand global capital flows.
4. Students will be able to make decisions 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 .................................................................................... 3

Sophomore Year
Accounting 201, 202 ................................................................. 6
Business Law 255 ........................................................................ 3
Social Sciences (GER)
Economics 201, 202 ................................................................. 6
Political Science 201 ................................................................. 3

Junior Year
Arts (GER) ........................................................................... 3
Business Communication 305 or English 303 or 336 ................. 3
Computer Information Systems 310 ........................................... 3
Economics 312 ........................................................................ 3
Finance 318 ........................................................................... 3
Humanities (GER)
Speech 110 or 377 .................................................................. 3
Management 310, 333 ................................................................. 6
Marketing 300 ........................................................................ 3

Senior Year
Administration & Business 495 .............................................. 3
Elective .................................................................................... 3
Directed Electives* (300- or 400-level) ........................................ 6
Finance 414, 425 ........................................................................ 6
Finance Electives ........................................................................ 9
Humanities (GER)
Speech 110 or 377 .................................................................. 3

Total Semester Hours.....................................................................120

(GER): General Education Requirement (pg. 14)
(IER): International Education Requirement (pg. 15). Effective with the freshman class of 2005, each student must complete a minimum of one 3-hour course which has been identified as satisfying the international education requirement. Course choices are on pg. 15 of this Catalog.

*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 9 hours of 300- or 400-level Finance courses to complete 21 semester hours.

Minor in Finance for CAB Students: Finance 318; and 15 hours of 300- or 400-level Finance courses to complete 18 semester hours.

**Department of Management and Information Systems**

**Computer Information Systems Curriculum (BS)**

The Computer Information Systems (CIS) curriculum prepares students for careers 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. Students will understand the “real world” of information systems as enablers of successful performance, organizational strategy, and the integration of all organizational levels and business functions.
2. Students will acquire skills in designing and implementing information technology solutions that enhance organizational performance; modeling organizational process and data; defining and implementing technical and process solutions; managing projects; integrating systems; acquiring, converting, transmitting, and storing data and information; and achieving organizational goals through IT applications.

**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) .............................................................................. 6
- History .................................................................................................. 3
- Mathematics (GER)
  - Mathematics 101, 125 ................................................................. 6
- Natural Sciences (GER) ..................................................................... 3
- Social Sciences (GER)
  - Psychology 102 or Sociology 201 .................................................. 3
- Elective .................................................................................................. 3

**Sophomore Year**

- Accounting 201, 202 ........................................................................... 6
- Business Law 255 ............................................................................. 3
- Social Science (GER)
  - Economics 201, 202 ..................................................................... 6
- Computer Information Systems 315 .................................................. 6
- Natural Sciences (GER) ..................................................................... 6
- Social Science (GER)
  - Political Science 201 ..................................................................... 3
- Quantitative Analysis 233 ................................................................. 3

**Junior Year**

- Arts (GER) .......................................................................................... 3
- Business Communication 305 or English 303 or 336 ....................... 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, 335 ...................................................................... 6
- Marketing 300 ................................................................................... 3

**Senior Year**

- Administration & Business 495 ......................................................... 3
- Computer Information Systems 321, 335, 344, 445 .......................... 15
- Directed Electives* (CAB 300- or 400-level course) ......................... 6
- Elective .................................................................................................. 3
- Humanities (GER)
  - Speech 110 or 377 ........................................................................ 3

**Total Semester Hours**........................................................................... 120

*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 310, 315; and 12 hours of 300- or 400-level courses in Computer Information Systems to complete 18 semester hours (Students pursuing this minor must have credit for CIS 110 or its equivalent prior to registering for CIS 310).

**Minor in Computer Information Systems for CAB Students:**

- Computer Information Systems 310, 315; and 12 hours of 300- or 400-level courses in Computer Information Systems to complete 18 semester hours

**Management Degree Programs**

Managers are found at every level and in every kind of private and public organization. All managers have 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.

Graduates of this program often seek management trainee positions with established firms or governmental bodies. Others use their training to become entrepreneurs and start their own businesses.

**Program Objectives**

1. Students will be able to assess current organizational and environmental realities and to anticipate future challenges and opportunities in order to accomplish organizational objectives.
2. Students will understand organizational structure and process, be able to facilitate the development of a strategic perspective, be able to manage the processes of an existing enterprise, and to design the processes and structures needed for a new enterprise.

3. Students will be able 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) ................................................................. 3
- Computer Information Systems 110 .................................................... 3
- English (GER) ..................................................................................... 6
- Humanities (GER)................................................................................ 3
  - History ................................................................................................. 3
- Mathematics (GER)............................................................................ 6
  - Mathematics 101, 125 ................................................................. 6
- Natural Sciences (GER) ...................................................................... 3
- Social Sciences (GER) ....................................................................... 6
- Psychology 102 or Sociology 201 ......................................................... 3
- Elective .................................................................................................. 3

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

**Junior Year**
- Arts (GER) ............................................................................................ 3
- Business Communication 305 or English 303 or 336 ...................... 3
- Computer Information Systems 310 .................................................. 3
- Elective .................................................................................................. 3
- Economics 312 .................................................................................... 3
- Finance 318 ....................................................................................... 3
- Management 310, 333 ....................................................................... 6
- Marketing 300 ...................................................................................... 3
- Humanities (GER)................................................................................ 3
  - Additional Humanities Course ...................................................... 3

**Senior Year**
- Administration & Business 495 ......................................................... 3
- Management 340, 400, 470 ................................................................ 9
- Management 460 or 475 or 477 .......................................................... 3
- Management 476 or 485, or Marketing 482, or Quantitative Analysis 430
- Management Elective .......................................................................... 3
- Directed Electives* (300- or 400-level). .................................................. 6
- Humanities Elective (GER) ................................................................. 3
  - Speech 110 or 377 ........................................................................... 3

**Total Semester Hours** ....................................................................... 120

(GER): General Education Requirement (pg. 14)
(IER): International Education Requirement (pg. 15). Effective with the freshman class of 2005, each student must complete a minimum of one 3-hour course which has been identified as satisfying the international education requirement. Course choices are on pg. 15 of this Catalog.

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

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**Minor in Entrepreneurship for Non-CAB Students:**
Accounting 206; Business Law 255; Economics 215; Marketing 300; and Management 305, 340, 400 (or Entrepreneurship 410).

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

Human Resources Management 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. Students will understand the role of strategic human resource planning in achieving a competitive advantage in a challenging and increasingly global environment.
2. Students will have knowledge of the functional areas of human resource management, including planning, recruitment, selection, compensation, performance appraisal, training and development, personnel law, ethics, labor relations, managing diversity, career development, and mentoring.

**Program Requirements**

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

**Freshman Year**
- Administration & Business 110 .......................................................... 3
- Computer Literacy (GER) ................................................................. 3
- Computer Information Systems 110 .................................................... 3
- English (GER) ..................................................................................... 6
- Humanities (GER)................................................................................ 3
  - History ................................................................................................. 3
- Mathematics (GER)............................................................................ 6
  - Mathematics 101, 125 ................................................................. 6
- Natural Sciences (GER) ...................................................................... 3
- Social Sciences (GER) ....................................................................... 6
- Psychology 102 or Sociology 201 ......................................................... 3
- Elective .................................................................................................. 3

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

**Junior Year**
- Arts (GER) ............................................................................................ 3
- Business Communication 305 or English 303 or 336 ...................... 3
- Computer Information Systems 310 .................................................. 3
- Elective .................................................................................................. 3
- Economics 312 .................................................................................... 3
- Finance 318 ....................................................................................... 3
- Management 310, 333 ....................................................................... 6
- Marketing 300 ...................................................................................... 3
- Humanities (GER)................................................................................ 3
  - Additional Humanities Course ...................................................... 3

**Senior Year**
- Administration & Business 495 ......................................................... 3
- Management 340, 400, 470 ................................................................ 9
- Management 460 or 475 or 477 .......................................................... 3
- Management 476 or 485, or Marketing 482, or Quantitative Analysis 430
- Management Elective .......................................................................... 3
- Directed Electives* (300- or 400-level). .................................................. 6
- Humanities Elective (GER) ................................................................. 3
  - Speech 110 or 377 ........................................................................... 3

**Total Semester Hours** ....................................................................... 120
Senior Year
Administration & Business 495 ......................................................3
Management 447, 470, 472, 478 .......................................................12
Management Electives (300- or 400-level) ......................................6
Directed Electives* (300- or 400-level) ..............................................6
Humanities (GER)
   Speech 110 or 377 ........................................................................3
                                      30
Total Semester Hours ....................................................................120

(GER): General Education Requirement (pg. 14)
(IER): International Education Requirement (pg. 15). Effective with the
freshman class of 2005, each student must complete a minimum of one
3-hour course which has been identified as satisfying the international
education requirement. Course choices are on pg. 15 of this Catalog.
*Directed Electives are chosen by the student in consultation with the
faculty advisor.

Minor in Management for Non-CAB Students: Management
310, and 15 hours from 300- and 400-level Management courses
to complete 18 semester hours.

Minor in Management for CAB Students: Management 310;
and 15 hours from 300- and 400-level Management courses
to complete 18 semester hours. (MGMT 333 cannot be used for
credit in the minor.)

Department of Marketing and Analysis

Marketing Curriculum (BS)
In the past several decades, marketing has become the focal
point of many business operations. The Marketing curriculum
prepares individuals for a wide range of 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. Students will understand 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. Students will understand 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 facilitate the operation
of the overall organization.

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 .....................................................................................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 or English 303 or 336 .................3
Computer Information Systems 310 ..............................................3
Elective .....................................................................................3
Economics 312 ...........................................................................3
Finance 318 ..............................................................................3
Management 310, 335 ...............................................................6
Marketing 300 .......................................................................... 3
Humanities (GER)
   Additional Humanities Course .............................................. 3
                                      30
Senior Year
Administration & Business 495 ................................................... 3
Marketing 320, 473, 482 .............................................................9
Choose any 3 courses from the following:
   Marketing 307, 420, 425, 435, 485 or Management 460, 477 ....9
Directed Electives* (300- or 400-level) .......................................6
   Humanities (GER)
   Speech 110 or 377 .................................................................3
                                      30
Total Semester Hours ..................................................................120

(GER): General Education Requirement (pg. 14)
(IER): International Education Requirement (pg. 15). Effective with the
freshman class of 2005, each student must complete a minimum of one
3-hour course which has been identified as satisfying the international
education requirement. Course choices are on pg. 15 of this Catalog.
*Directed Electives are chosen by the student in consultation with the
faculty advisor.

Minor in Marketing for Non-CAB Students: Economics 215;
Marketing 300; and 12 hours from 300- and 400-level
Marketing courses to complete 18 semester hours.

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