
Business Administration Course Descriptions

@=Indicates a non-liberal arts course. Please refer to page 48 for a description. All 300 and 400 level courses require at least a junior standing.

195, 295, 395, 495 – Special Topics (1-12)

198, 298, 398, 498 – Tutorial (1-3)

Accounting

@ACCT 201 – Principles of Accounting I (3) This course focuses on basic accounting principles and concepts for sole proprietorship. The emphasis is on accounting cycle statements and supporting schedules. Fall and Spring.

@ACCT 202 – Principles of Accounting II (3) This course is a continuation of basic accounting principles. It focuses on partnerships and corporations, and provides an introduction to managerial accounting. Prerequisite: ACCT 201 or permission of instructor. Fall and Spring.

@ACCT 301 – Intermediate Accounting I (3) This course focuses on financial accounting and reporting for corporations. The course objective is to give students an understanding of financial accounting practices, generally accepted accounting principles (GAAPs), and accounting theories underlying current principles and practices. Specific topics covered include the environment of financial accounting and the development of accounting standards, the conceptual framework underlying financial accounting, revenue recognition and income measurement, and asset measurement including cash, receivables, inventories, and long-term assets. This course is the first course in a two-course sequence. Prerequisite: ACCT 202. Fall, even years.

@ACCT 302 – Intermediate Accounting II (3) This course focuses on financial accounting and reporting for corporations. The course objective is to give students an understanding of financial accounting practices, generally accepted accounting principles (GAAPs), and accounting theories underlying current principles and practices. Specific topics covered include current and long-term liabilities, corporate equity and dividends, convertible securities, investments, revenue recognition, and income taxes. This course is the second course in a two-course sequence. Prerequisite: ACCT 301. Spring, odd years.

@ACCT 360 – Federal Individual Taxation (3) This course is an overview of the federal individual tax structure. Emphasis will be placed on 1) a practical understanding of how to complete the common forms used by a individual tax payer, 3) an introduction to the Internal Revenue Code and Court cases regarding tax issues and 3) a limited amount of theory underlying taxation. Prerequisite: ACCT 202. Spring, even years.

@ACCT 385 – Managerial Accounting (3) This is an introduction to the use of accounting information for management decisions in the context of planning and controlling private, government, and not-for-profit organizations. Topics include cost analysis, activity-based costing, budgeting, responsibility accounting and performance measurement. Prerequisite: ACCT 202. Fall, odd years.

@ACCT 450 – Fraud Examination (3) This course will cover the principles and methodology of fraud detection and deterrence. Emphasis will be placed on 1) structuring of illegal or false schemes, 2) uncovering such items through investigation and interview, and 3) preventing fraud abuses. A case study analysis will be used to highlight the problems and possible solutions. Prerequisite: ACCT 202. Fall, odd years.

@ACCT 485 – Cost Management (3) This course considers the measurement and reporting of financial and non-financial information related to the cost of acquiring and consuming resources within an organization. Topics include cost estimation and accumulation for reporting, job order and process costing systems for manufacturing and service organizations, cost allocation issues and standard costing systems. Prerequisite: ACCT 202. Spring, even years.

@ACCT 491 – Internship (1-12) The internship is a combination of academic study and work experience in an organization. A qualified student will

work part-time or full-time at a private or public institution. A faculty member in the Department of Business Administration will supervise the academic project, while a supervisor at the work site will monitor the work experience. Either an instructor or the student may initiate the type of work. No more than six credit hours may be counted toward the major. Prerequisite: Senior/Junior standing at the time of internship. For application deadlines and more information, see your adviser. Fall and Spring.

Finance

@FINA 301 – Finance (3) This course focuses on the sources and costs of funds used by businesses to obtain the assets needed for operations. It also analyzes working capital components and the sources and uses of cash. Additional topics include the basic analysis of risk and return, the time value of money, and an introduction to basic financial statement analysis. Prerequisites: ACCT 202 and MATH 125 or STAT 100. Fall and Spring.

@FINA 320 – Management of Risk and Insurance (3) This course focuses on analyzing and managing the risks inherent in running any economic enterprise. Emphasis will be placed on identification of risk exposure and using specific types of insurance to address those exposures. This course may be of interest to Math majors interested in actuarial science. Prerequisite: MATH 125 or STAT 100. Fall.

@FINA 410 – Investments and Portfolio Analysis (3) This course provides an introduction to various investment possibilities for both institutional and individual investors with a concentration on the use of portfolios and diversification for risk management. Topics include job-related investments such as 401Ks, stocks, bonds, mutual funds, and real estate with an emphasis on valuation theory and modeling. Prerequisite: FINA 301. Fall and Spring.

@FINA 460 – Financial Statement Analysis (3) This course focuses on the use of corporate financial statements in the analysis of past, present, and expected future financial performance. Topics include industry analysis, accounting analysis, ratio analysis, forecasting, valuation models, and mergers and acquisitions. Emphasis is placed on case analysis. Prerequisite: FINA 301. Spring.

@FINA 491 – Internship (1-12) The internship is a combination of academic study and work experience in an organization. A qualified student will work part-time or full-time at a private or public institution. A faculty member in the Department of Business Administration will supervise the academic project, while a supervisor at the work site will monitor the work experience. Either an instructor or the student may initiate the type of work. No more than six credit hours may be counted toward the major. Prerequisite: Senior/Junior standing at the time of internship. For application deadlines and more information, see your adviser. Fall and Spring.

Management

@MGMT 301 – Principles of Management (3) This course focuses on theories and strategies that marketing managers use to create competitive advantage for the organization. The marketing process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods and services will be emphasized. The course includes the creation of a group-oriented marketing plan term project. Fall and Spring.

@MGMT 310 – Organizational Behavior and Ethics (3) This course focuses on theories and practices about individual behaviors, interpersonal dynamics, and group processes in organizations. Topics include motivation, teamwork, leadership, communication, power, influence tactics, conflict resolution, ethics, and job satisfaction. Spring.

@MGMT 320 – International Business (3) This course focuses on current international business practices. It covers the cultural, political, economic,

and financial forces that influence international business decisions. Concepts in international marketing, management, and human resource management will also be discussed. Fall.

@MGMT 330 – Legal Environment of Business (3) This course will examine the legal framework for business activities and how to manage that legal framework in a rapidly changing business environment. It will also show the role of law in society, including sources of law, the processes of law, and law as a means of achieving social and economic changes. Fall and Spring.

@MGMT 340 – Information Systems for Business (3) This course examines concepts and tools for the design and use of information systems in a business environment. Business information systems components, trends, and use in managing resources and decision making are covered. Topics include computer hardware and software, telecommunications and networks, database resource management, e-commerce, systems development, security and ethical challenges. Case study analyses and/or assignments are used to enable students to acquire skills and proficiency in word-processing, database, presentation graphics, and spreadsheet applications for problem solving, decision making, reporting and oral presentations. Prerequisite: MGMT 301. Fall and Spring.

@MGMT 360 – Corporate Law (3) This course begins with a brief overview of agency law. Emphasis will be placed on corporate structure and standards of conduct that the officers, managers, and directors have regarding duties of care and loyalty. Other various interrelated entities such as partnerships, closed corporations, and limited liability companies will also be examined. Fall, even years.

@MGMT 370 – Entrepreneurship (3) This course is a survey of the practice of entrepreneurship and small business management. Topics include entrepreneurial process, characteristics of entrepreneurs, starting new ventures, business plans, and the entrepreneurial life cycle. Students will apply entrepreneurial knowledge to the process of creating a business plan term project. Prerequisite: MGMT 301, MKTG 301, ACCT 201. As demand warrants.

@MGMT 410 – Operations Management (3) This course introduces the primary operations activities in manufacturing and service organizations. Topics include operations strategy for goods and services, TQM, goods and services design, process and capacity design, layout design, supply chain management, project management, inventory management for independent and dependent demand (MRP), aggregate scheduling, and short-term scheduling. Spreadsheets and/or commercial software will be used for quantitative analysis whenever possible. Prerequisites: MGMT 301 and MATH 125 or STAT 100. Fall and Spring.

@MGMT 420 – Leadership in Organizations (3) This course is a survey of theory, research, and practice of leadership in formal organizations. Topics include leadership behaviors, participative leadership, sources of power, the influence process and managerial effectiveness, managerial traits and skills, charismatic leadership, strategic leadership by top executives, and leadership in decision-making groups. Prerequisite: MGMT 301. Spring.

@MGMT 490 – Strategic and Global Management (3) This course focuses on the strategic functions and responsibilities of top management in guiding, shaping, and achieving the directions for the total organization. Theories and principles of strategy will be applied to local, national, and global organizations. Topics include organizational vision, mission, strategies, tactics, and implementation. Prerequisites: MGMT 301, MKTG 301, and Senior standing. Fall and Spring.

@MGMT 491 – Internship (1-12) The internship is a combination of academic study and work experience in an organization. A qualified student will work part-time or full-time at a private or public institution. A faculty member in the Department of Business Administration will supervise the academic project, while a supervisor at the work site will monitor the work experience. Either an instructor or the student may initiate the type of work. No more than six credit hours may be counted toward the major. Prerequisite: Senior/Junior standing at the time of internship. For application deadlines and more information, see your

adviser. Fall and Spring.

Marketing

@MKTG 301 – Principles of Marketing (3) This course focuses on theories and strategies that marketing managers use to create competitive advantage for the organization. The marketing process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods and services will be emphasized. The course includes the creation of a group-oriented marketing plan term project. Fall and Spring. Gen Ed: SI credit.

@MKTG 320 – Principles of Advertising and Promotion (3) This course focuses on advertising and promotion from the advertiser's point of view. It explores marketing institutions in consumer advertising, business advertising, sales promotion, direct response, personal selling and public relations. Topics also include media and strategy, advertising research and creating the copy. The course includes a hands-on team project that is a complete advertising campaign. Prerequisite: MKTG 301. Fall.

@MKTG 330 – Marketing Research (3) This course is a survey of theory, research, and practice of marketing research. Marketing research is the function that links the market to the marketing professional. It involves the systematic gathering, recording, processing, and analyzing of marketing data. Topics include data collection methods, sampling theory, measurement, scaling, questionnaire design, data analysis, presentation of the research findings, and ethical issues. As a part of the course, students will apply their knowledge to marketing research team projects. Prerequisite: MKTG 301. As demand warrants.

@MKTG 370 – Business-to-Business Marketing (3) This course focuses on the business-to-business segment that makes up one third of the economy. The concepts of marketing strategy applied to business-to-business situations will be explored in the context of a dynamic global environment. Topics will include marketing planning, organizational buyer behavior, business marketing channels, and the marketing mix elements. Prerequisite: MKTG 301. As demand warrants.

@MKTG 491 – Internship (1-12) The internship is a combination of academic study and work experience in an organization. A qualified student will work part-time or full-time at a private or public institution. A faculty member in the Department of Business Administration will supervise the academic project, while a supervisor at the work site will monitor the work experience. Either an instructor or the student may initiate the type of work. No more than six credit hours may be counted toward the major. Prerequisite: Senior/Junior standing at the time of internship. For application deadlines and more information, see your advisor. Fall and Spring.

Information Technology (not currently offered)

@CMPT 101 – Introduction to Computing and Information Systems (4) An introduction to computer and management information systems, with an emphasis on the software available for microcomputers that address organizational, management, and communication problems encountered in the workplace. Not currently offered.

@CMPT 210 – Introduction to Information Technology (3) This course will introduce students to the concepts and technologies that make up the modern information revolution. It introduces the fundamental concepts of hardware and software as a foundation for treating the computer as a general information-processing tool. The class will explore the basic parts of a personal computer and the major types of application software. Students will be introduced to the role of computers in education, medicine, business, government, humanities, sciences and art. Not currently offered.

@CMPT 301 – Introduction to Business Applications (3) This course covers the uses of productivity applications in a business environment at the basic and intermediate levels. It includes the use of word-processing, spreadsheets, databases, and presentation graphics. Prerequisite: CMPT 210 or CIS 100 or permission of instructor. Not currently offered.

@CMPT 310 – Using Spreadsheets (3) This course covers the uses of spreadsheet software in a business environment. It covers intermediate and advanced topics including the creation of template workbooks, using scenarios, using functions, and managing data lists. Prerequisites: CMPT 210 or CIS 100 and CMPT 301. Not currently offered.

@CMPT 320 – Networking and Computer Communications (3) This course will explore how computer users experience a local area network. Elements of both a peer-to-peer and a client-server structure will be discussed. Topics will include network components and design, network access, network environments, network security, and the role of the network administrator. Prerequisite: CMPT 210 or CIS 100 or permission of instructor. Not currently offered.

@CMPT 330 – Database Management (3) This course will introduce the technologies used to develop and implement database systems. It covers the implementation of logical design specifications in a database environment. It provides an understanding of how database information technology contributes to organizational data management. Data modeling concepts and principles of good database design will be used to illustrate the construction of integrated databases. Students will be required to complete a project that incorporates good database design concepts. This course also includes lab instruction in Microsoft Access, Visual dBase, and Paradox. Prerequisite: CMPT 210 or CIS 100. Not currently offered.

@CMPT 410 – Visual Programming Basics (3) This class will explore structured programming in a visual environment. Primary focus will be given to Visual Basic and its use in productivity applications. Students will be introduced to the concept of object-oriented programming, structured procedures and the use of function libraries. Students will have the opportunity to develop a program that simplifies office-oriented tasks. Prerequisite: CMPT 210 or CIS 100. Not currently offered.

@CMPT 420 – Web Page Design (3) This course shows students how to create web pages using HTML, JavaScript, Active Server Pages and web server management. Prerequisite: CMPT 210 or CIS 100 or permission of instructor. Not currently offered.

@CMPT 491 – Internship (1-12) Students who wish to obtain workplace experience can complete an internship where they provide assistance to users of personal computers. The internship is a structured academic program. During the internship, a student will develop skills for solving user problems, techniques for providing users with assistance and training methods for computer applications. In addition, students will work on term projects such as analyzing the uses of computers in specific fields, the impact of computers on the workplace, or the psychological or social impact of information technology. Prerequisites: CMPT 210 or CIS 100 and CMPT 310. Not currently offered.