

# COLLEGE OF BUSINESS ADMINISTRATION

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 Finance and Economics .....A. Steven Holland, Ph.D.  
 Management .....To Be Named  
 Marketing .....To Be Named

## COLLEGE OF BUSINESS ADMINISTRATION

The mission of SWT's College of Business Administration is to provide broad-based undergraduate- and masters-level educational programs that produce graduates with the skills, knowledge, and values to help them excel in a diverse, globally-competitive environment.

The College's mission reflects the responsibility of a regional College of Business Administration to provide educational opportunity for the people it serves by making the education of its students the focus of all activities and by creating and continuously improving programs that add value through relevance, convenience, and overall quality. To students the College offers an accessible, reasonably-priced, professional education that enables them to transform their lives. To faculty and staff the College supports a culture and provides resources to educate a diverse, multicultural student population and to pursue relevant professional development. To the region the College offers a pool of talented faculty and student resources.

The four major goals of the College are to:

- enhance our quality and prestige,
- increase the retention and success of students,
- promote ethnic, gender, and cultural diversity in the SWT community, and
- increase SWT's leadership and presence in the surrounding metropolitan area, with special emphasis in North Austin and Williamson County.

To achieve its mission, the College focuses on creating a learning environment that places primary importance on teaching excellence supported by an appropriate blend of research and service. Scholarly endeavors are generally directed at applying knowledge in the functional areas of business to solve relevant problems and, to a lesser extent, to instructional development and basic research. The cornerstone of the College is an enthusiastic, student-oriented faculty knowledgeable in their particular disciplines. Many faculty have augmented their academic expertise with business and/or consulting experience.

The educational environment prepares students for careers in both the private and public sectors by emphasizing comprehensive learning that combines general education and professional studies in business. The College's core requirements cover the main functional areas of business. Specialized study in one of six traditional business majors (accounting, computer information systems, economics, finance, management, or marketing) provides knowledge upon which to base a career. The curriculum also addresses the economic, legal, political, social, technological, and demographically diverse environments in which modern business is conducted.

The following values are widely shared within the College and are fundamental to its success.

- Commitment to excellence in all endeavors.
- Respect for individuals.
- Commitment to personal and professional development of faculty, staff, and students.
- Personal integrity and adherence to professional and ethical standards.
- Sensitivity to a diverse culture which creates community among faculty, staff, and students.
- Responsiveness and accountability to the College's community and region.
- Reliance on continuous improvement for ongoing success.

The College of Business Administration offers a baccalaureate program leading to the Bachelor of Business Administration (BBA) degree with majors in accounting, computer information systems, economics, finance, management, and marketing.

The management major offers a teacher certification option. The Certified Financial Planner™ and Latin American Studies Certificate programs are also offered. Additionally, the College cooperates with the College of Liberal Arts in offering the Bachelor of Arts (BA) with a major in economics. Although the BBA degree does not require a minor, non-business majors may choose Business Administration as their minor. The requirements for this minor are listed in the Degrees and Programs section.

The College has five academic departments: Accounting, Computer Information Systems and Quantitative Methods, Finance and Economics, Management, and Marketing\*.

## Upper-Division Entry into the College of Business Administration

Students who meet university admissions requirements enter the College of Business Administration as pre-business students. Admission to the upper-division (3000/4000 level) courses and to one of the six BBA degree majors requires a separate application. Enrollment in upper-division business courses is limited to (1) students who have been admitted to the College of Business Administration and who are in good academic standing (i.e., not on probation) and (2) non-business majors who satisfy stated course prerequisites, are in good academic standing, and have completed at least 60 semester hours.

To be considered for admission to the upper division and a major in the College of Business Administration, students must file an application in the academic department of their intended major early during the second semester of their sophomore year. In addition to passing the Texas Academic Skills Program (TASP) tests in mathematics, reading, and writing as mandated by the Texas Legislature, applicants selected for admission, at a minimum, must:

1. have satisfactorily completed at least 60 semester hours, including the following courses or their equivalents:
 

English 1310, 1320	Accounting 2361, 2362
Mathematics 1319, 1329	Economics 2314, 2315
Computer Information Systems 1323*	
2. be in good academic standing.
3. GPA of 2.25 overall, GPA of 2.25 average in ACC 2361, 2362 & ECO 2314, 2315.

\*Students possessing skills in software usage of spreadsheets, wordprocessing, and presentation have the option of a fee-based test administered by the SWT Testing Center. Call 245-2291 for more information.

## General Requirements (BBA Degree)

All students seeking the BBA must complete (1) the General Education Core Curriculum prescribed by the University, (2) a common core of business courses outlined by the College of Business Administration, (3) courses in the major program area specified by the appropriate academic department, and (4) a combination of free electives and restricted upper-division business electives to complement the degree program and achieve a minimum total of 128 semester hours. To ensure compliance with the course requirements for a BBA degree, freshmen and sophomores should follow the general sequence of courses specified for the pre-business curriculum in this section of the catalog. Juniors and seniors should follow the sequence outlined in the section of the catalog for their major academic department.

Students are reminded that it may be necessary to select free electives and advanced business electives that are designated as “writing intensive” (WI) to meet the university’s writing intensive course work. Also, students graduating from high school after January of 1988, who did not complete satisfactorily at least two years of the same foreign language in high school, must complete two semesters (6-8 hours) of a single foreign language as part of the General Education Core Curriculum.

A maximum of four-semester hours of physical fitness component courses may be applied to degrees offered by the College of Business Administration.

### **Fifty Percent Requirement**

A maximum of 50% of the semester hours of the required curriculum for the College’s various degree programs (excluding 9 hours of economics and 3 hours of statistics) may come from courses offered by the College of Business Administration. Most degree programs in the College of Business Administration require 128 semester hours. Therefore, a maximum of 64 semester hours of course work offered by the College of Business Administration (not including 9 hours of economics and 3 hours of statistics) may be applied to a business degree.

Additionally, at least 50% of the semester hours in business required for the College’s various degree programs must be completed in residence at Southwest Texas State University.

### **Common Business Core**

To provide a common body of knowledge in business, all students seeking the BBA are required to complete the following courses or their equivalents:

#### **Lower-Division Courses (18 semester hours)**

Accounting 2361, Introduction to Financial Accounting  
 Accounting 2362, Principles of Managerial Accounting  
 Economics 2314, Principles of Microeconomics  
 Economics 2315, Principles of Macroeconomics  
 Business Law 2361, Legal Environment of Business  
 Quantitative Methods 2333

#### **Upper-Division Courses (24 semester hours)**

Management 3303, Management of Organizations  
 Marketing 3343, Principles of Marketing  
 Computer Information Systems 3370, Management Information Systems or  
 Computer Information Systems 3317, Information Technology in a Global  
 Business Environment, or CIS 4348, Fundamentals of Data Communications  
 Economics, Advanced Elective  
 Finance 3312, Business Finance  
 Management 3353, Business Communication  
 Management 4330, Production and Operations Management, or Quantitative  
 Methods and Statistics 3373, Introduction to Management Science, or  
 Quantitative Methods and Statistics 4333, Intermediate Business Statistics  
 Management 4335, Strategic Management and Business Policy

### **Community/Junior College Transfers\***

Community/junior college students who plan to transfer to the College of Business Administration at SWT are advised to pursue the pre-business curriculum outlined in this section. The appropriate course equivalency guide should be consulted to resolve questions of course transferability. Courses acceptable for

transfer by SWT will transfer at the level at which the courses were taken (i.e., acceptable courses from a community/junior college transfer as freshman or sophomore courses and cannot be used to satisfy junior/senior-level requirements). A maximum of 66 hours from an accredited community/junior college may be applied to a business degree.

\*This policy is consistent with the transfer curriculum for business administration adopted January 30, 1981, and found in Transfer of Credit and Curricula Policies of the Texas Higher Education Coordinating Board, January, 1988.

## Grade-Point Average for Graduation

Students majoring in business must achieve the following minimum grade-point averages: (1) 2.00 on all credit course work completed at SWT and (2) 2.25 in the major (common business core, department major courses and restricted advanced business electives). Students seeking teacher certification may be subject to additional grade point average requirements as determined by the College of Education.

## Pre-Business Curriculum

The following pre-business curriculum applies to all BBA degree majors except CIS majors (see that departmental section), and management majors seeking teacher certification (see that departmental section).

### Freshman Year

First Semester	Hours	Second Semester	Hours
English 1310.....	3	English 1320.....	3
University Seminar 1100.....	1	History 1320.....	3
History 1310.....	3	Mathematics 1329.....	3
Mathematics 1319.....	3	Natural Science Component*.....	4
Natural Science Component*.....	3-4	Physical Fitness and Wellness.....	1
Physical Fitness and Wellness.....	1	CIS 1323 (Can test out).....	3
	<u>14-15</u>		<u>17</u>

### Sophomore Year

First Semester	Hours	Second Semester	Hours
Accounting 2361.....	3	Accounting 2362.....	3
Economics 2314.....	3	Business Law 2361.....	3
Literature Component*.....	3	Economics 2315.....	3
Political Science 2310.....	3	Political Science 2320.....	3
Quantitative Methods 2333.....	3	Speech Communication 1310.....	3
	<u>15</u>		<u>15</u>

\*See University College section of the catalog for course options that satisfy science and Literature components.

## College of Business Administration Advising Center

The mission of the College of Business Administration Advising Center is to provide accurate and specific academic information to facilitate successful completion of an undergraduate degree. The services available for students include information sheets for schedules, peer advising for walk-in questions, one-on-one advising sessions by appointment, registration-advising sessions at the beginning of

early registration, and the certification of undergraduate graduation applicants. The Advising Center is located in Derrick Hall 110. Students may visit its website at [www.business.swt.edu/advising](http://www.business.swt.edu/advising).

### **Latin American Business Certificate Program**

The Latin American Business (LAB) Certificate Program is an innovative undergraduate program offered by the College of Business Administration. Both interdisciplinary and Latin American in its orientation, the LAB certificate program offers SWT students the opportunity to establish a comprehensive knowledge base in international business, Latin America studies, and the Spanish language to meet the challenges of doing business in Latin America. This program recognizes the accomplishments of students who have successfully completed a program of study designed to create expertise in conducting business in Latin America.

Requirements for the Latin American Business Certificate Program include 21 hours of course work that may be accommodated within the 128 hours required in the undergraduate curriculum for most majors. Although enrollment may take place any time during an undergraduate program, students are encouraged to file an application while a freshman in order to facilitate integration of the certificate requirements within the regular undergraduate program. Students must complete Marketing 3377, Management 3375, Economics 3320, Spanish 3311, Spanish 3312, and two courses from the following: Economics 3317, Finance 4331, Business Law 3363, History 3324, or Political Science 4358.

Enrollment in the Latin American Business Certificate Program is open to business majors who have been admitted into the College of Business Administration and assigned an appropriate major code, non-business majors who have attained junior/senior standing, satisfy individual course prerequisites, and who are in good academic standing (not on probation) at SWT, and post-baccalaureate students who satisfy individual course prerequisites, and who are in good academic standing (not on probation) at SWT. More information is available in the College of Business Administration Advising Center located in Derrick Hall 110.

### **Minor in Business Administration**

A Bachelor of Arts or a Bachelor of Science in the undergraduate major of your choice combined with a Business minor can be beneficial. The minor requires the completion of 21 semester credit hours including Accounting 2361, Economics 2314, and at least 4 courses from: Business Law 2361, Computer Information Systems 3370, 3374, Finance 3312, Marketing 3343 or Management 3303, 3353, and 4375, and one sophomore-level business course to be selected by the student. For more information contact the College of Business Administration Advising Center located in Derrick Hall 110.

## Department of Accounting

*Acting Chair and Professor-Humphrey. Professors-Flaherty, Meixner, Montondon, Oliver. Associate Professors-Eikner, Koogler, Moffeit, Morris, Smith. Assistant Professors-Stott. Instructors-Thoede. Lecturers-Brown, Chapman, Croan, Elam, and Ross.*

The mission of the Department of Accounting is to develop in its students the skills and abilities necessary for a successful career in the accounting profession. To accomplish this mission, the faculty combine teaching with professional interaction, service, and a mix of intellectual activities. The Department strives for quality in its degree programs, which prepare students for careers in public practice, private industry, and government and not-for-profit organizations. Depending on the courses and number of semester credit hours they complete, graduates may take the certified public accountant (CPA), certified management accounting (CMA), certificate in financial management (CFM) and/or other professional examinations. These credentials validate one's formal education, indicate a lifelong commitment to learning, and thus enhance career opportunities.

The accounting curriculum provides a broad education in theory, ethics and practice. The curriculum exposes students to the Internet and computer software (e.g. word processing, spreadsheet, accounting and tax applications). Students completing the four-year prescribed program of study earn the BBA degree with a major in accounting. Career options include accounting for corporations and governmental and other not-for-profit organizations.

Current law requires 150 semester credit hours, including 36 hours of accounting and 20 hours of related business courses\* to take the Uniform CPA Examination in Texas. Although these hours may be satisfied with undergraduate courses, the Department provides a 151 hour 5-Year Integrated BBA/Master of Accountancy Program. This program offers greater opportunities for initial employment and career success. Career options include positions in public accounting such as auditing, tax, and management consulting, in addition to those available to four-year graduates.

For the 5-Year Integrated BBA/Master of Accountancy Program, each student must apply for admission to the SWT Graduate College and be accepted into the Graduate School of Business before taking graduate courses. Application materials must be submitted to the SWT Graduate College not later than the following deadline dates to ensure processing for the desired semester. **Deadline dates are subject to change.** First graduate courses are normally taken the second semester of the senior year.

Fall Semester	June 15
Spring Semester	October 15
Summer Session I	April 15

Applications received after the published deadline dates will be processed on a time-available basis only. Please refer to the SWT graduate catalog for additional information.

**Bachelor of Business Administration  
Major in Accounting  
(Minimum required: 128 semester hours)**

**Junior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Accounting 3313 .....	3	Accounting 3314 .....	3
Social Science Perspective*** .....	3	Accounting 3385 .....	3
Accounting 3365 .....	3	Music (etc) 2313.....	3
Finance 3312.....	3	Management 3353.....	3
Management 3303.....	3	CIS 3370, 3317, or 4348 .....	3
	<u>15</u>	Adv. Business Elective.....	<u>3</u>
			18

**Senior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Systems Elective.....	3	Accounting 4328 .....	3
Accounting Adv. Elective** .....	3	Management 4335.....	3
Marketing 3343 .....	3	Accounting Adv. Electives** .....	6
Quantitative Course.....	3	Advanced Economic Elect. ....	<u>3</u>
Free Elective .....	<u>3</u>		15
	15		

\*Students are reminded that 18 semester hours of courses designated writing intensive (WI) must be completed at SWT to satisfy degree requirements.

\*\*To be chosen from Accounting 3363, 4314, 4328, 4366, 4388, or 4399 (internship).

**5-Year Integrated  
Bachelor of Business Administration/  
Master of Accountancy Program  
(Minimum Required: 151 semester hours)**

**Junior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Accounting 3313 .....	3	Accounting 3314 .....	3
ANTH 1312 or GEO 1310 or PSY 1300 or SOC 1310.....	3	Accounting 3385 .....	3
Accounting 3365 .....	3	Art, Dance, Music, or Theatre Arts 2313.....	3
Finance 3312.....	3	Management 3353.....	3
Management 3303.....	3	Computer Information Systems 3370, 3317, or 4348 .....	3
	<u>15</u>	Business advanced elective .....	<u>3</u>
			18



**Senior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Accounting 4316 .....	3	Accounting 4313 .....	3
Accounting 3363 .....	3	Business Law 3362 .....	3
Economics advanced elective .....	3	Quantitative Methods and Statistics	
Accounting 3327 .....	3	5334 .....	3
Marketing 3343 .....	3	Accounting 5360 .....	3
	<u>15</u>	Management 4335 .....	<u>3</u>
			15

**Graduate Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Management 5314 .....	3	Accounting 5368 .....	3
Management 5390 .....	3	Accounting elective* .....	3
Accounting elective* .....	3	Finance 5387 .....	3
Accounting elective* .....	3	Accounting elective* .....	3
	<u>12</u>		<u>12</u>

\*To be chosen from: Accounting 5362, Accounting 5363, Accounting 5365, Accounting 5366, and Accounting 5367

**Courses in Accounting (ACC)**

To enroll in upper-division accounting courses, students must satisfy all pre-requisites, be classified as a junior or senior, and be in good academic standing.

**2361 (ACCT 2301) Introduction to Financial Accounting. (3-0)** An introduction to financial accounting concepts and their application in the accounting process for business organizations, including financial statement preparation, analysis and communication of financial information and related ethical responsibilities. Prerequisite: Math 1319 or equivalent.

**2362 (ACCT 2302) Introduction to Managerial Accounting. (3-0)** An introduction to the use of accounting information as an aid to management decision making, budgeting, and the control process, including accounting reports, and related ethical responsibilities. Prerequisite: ACC 2361.

**3313 Intermediate Accounting I. (3-0)** An in-depth study of accounting concepts and standards with emphasis on current theory and practices relating to corporate financial statements particularly stressing asset and liability measurement and related problems of income determination and presentation. Prerequisite: ACC 2361 with a grade of "C" or better and Math 1329.

**3314 Intermediate Accounting II. (3-0)** A study of accounting problems related to the determination of stockholders' equity, earnings per share, the preparation of a Statement of Cash Flows, financial statement analysis, and accounting for changing prices. Specialized areas including accounting for leases, pensions, and income taxes. Prerequisite: ACC 3313 with grade of "C" or better.

**3327 Income Tax Accounting. (3-0)** A study of the tax concepts and issues involved in an individual's employment and personal life, and in sole proprietorships, property transactions, tax administration and tax practice. Regulatory and ethical issues are incorporated into the discussions. Prerequisites: ACC 2361 and ACC 2362.

**3363 Governmental Accounting. (3-0)** A study of concepts and techniques of fund accounting, and financial reporting for governmental and not-for-profit or-

ganizations including state and local government, universities, hospitals, and other public sector entities. Prerequisite: ACC 3313.

**3365 Cost/Managerial Accounting. (3-0)** The study of cost/management accounting within the manufacturing and merchandising environment. Includes the analysis of cost accumulation, planning, and control within the organization. Specific topics emphasized are job order and process costing; standard costing, standard costing and variance analysis; absorption and direct costing; budgetary procedures; cost/volume profit analysis; and capital budgeting techniques. Prerequisites: QMST 2333, ACC 2362 with a grade of "C" or better, and completion or concurrent enrollment in ACC 3313.

**3385 Accounting Systems. (3-0)** A study of elements of theory, procedures, and practice relating to system design and implementation for manual and computerized accounting information systems. Emphasis placed on system selection, data entry, file structure, internal control implementation, and report generation for various information end-users. Prerequisites: ACC 3313 with a grade of "C" or better, and either CIS 3317, CIS 3370, or CIS 4348.

(WI) **4313 Auditing. (3-0)** A study of the underlying theory of financial auditing including professional ethics, auditing standards and procedures, and the role of an auditor's judgment in developing working papers and reports. Prerequisites: ACC 3314 with a grade of "C" or better and QMST 2333.

(WI) **4314 Advanced Auditing. (3-0)** A continuing study of financial auditing with a concentration on audit reports, computer auditing and sampling techniques, and the role of the SEC. Includes an introduction to the fields of internal and international auditing and audits of governmental and other not-for-profit entities. Prerequisite: ACC 4313.

**4316 Advanced Accounting. (3-0)** A study of accounting for business combinations and consolidated financial statements. Additional selected areas may include accounting for multinational operations, interim reporting, SEC reporting, partnership accounting, and governmental and not-for-profit accounting. Prerequisite: ACC 3314 with a grade of "C" or better.

**4328 Federal Income Tax in Corporate Decisions. (3-0)** A study of the federal income tax provisions affecting business decisions, with an emphasis on C and S corporations. Coverage includes an introduction to the U.S. income tax, formation and reorganization of corporations, corporate property transactions, distributions to shareholders, and corporate taxes. Prerequisite: ACC 3313.

(WI) **4366 Advanced Cost/Managerial Accounting. (3-0)** A study of advanced techniques and topics used in the internal decision making process for planning and control. Emphasis on accounting information used for management decisions, cost control, and quantitative analysis including contemporary issues. Prerequisite: ACC 3365.

(WI) **4388 Theory of Financial Accounting. (3-0)** An investigation of underlying theoretical concepts of financial accounting including the historical development of accounting theory, various advanced and special reporting topics, and the impact of academic and professional research. Emphasis on current developments in accounting standard-setting. Prerequisite: ACC 3314 with a grade of "C" or better.

(WI) **4399 Directed Studies in Accounting. (3-0)** A one semester course of independent reading, tutorial sessions, individual research projects, or business internship. Open to students of senior rank with consent of the Chair of the Department of Accounting.

## Department of Computer Information Systems and Quantitative Methods

*Chair and Professor-Mehta. Professors-Cook, Johnston, Martin, Morgan, Shah, Stephenson. Associate Professors-Davis, Ploeger, Sivitanides. Instructors-White. Lecturers-Barclay, Jetton, Keefe.*

The mission of the Department of Computer Information Systems and Quantitative Methods is to provide optimal educational opportunities to students engaged in courses focusing on computer information systems and decision sciences. The department strives to create an environment for preparing individuals for a lifetime of learning and growth by producing graduates who understand the concepts of information systems and are capable of applying these concepts to business and government.

The computer information systems curriculum gives its majors the opportunity to study programming languages, data structures, and the integration of hardware and software systems with management practices. Students completing the prescribed program of study earn the BBA degree with a major in computer information systems. CIS graduates pursue careers as computer programmers, programmer/analysts, systems analysts, data base administrators, or data processing/information systems managers. Graduates work for technology companies, government agencies, manufacturing concerns, financial institutions, retail firms, accounting firms, and oil companies.

### Bachelor of Business Administration Major in Computer Information Systems\* (Minimum Required: 128 semester hours)

#### Freshman Year

First Semester	Hours	Second Semester	Hours
English 1310.....	3	English 1320.....	3
General Education 1100 .....	1	History 1320.....	3
History 1310.....	3	Math 1329.....	3
Math 1319.....	3	Natural Science Component** .....	4
Natural Science Component** .....	3-4	Physical Fitness & Wellness (PFW) .....	1
Physical Fitness & Wellness (PFW) .....	1	Computer Information Systems 1323 .....	3
	14-15		17

#### Sophomore Year

First Semester	Hours	Second Semester	Hours
Accounting 2361 .....	3	Accounting 2362 .....	3
Computer Information Systems 2324 .....	3	ANTH 1312, GEO 1310, PSY 1300, or SOC 1310 .....	3
Economics 2314 .....	3	Computer Information Systems 2371 .....	3
Literature Component** .....	3	Economics 2315 .....	3
Political Science 2310 .....	3	Political Science 2320 .....	3
Speech Communication 1310 .....	3	Quantitative Methods 2333 .....	3
	18		18

\*\*See University College section of the catalog for course options that satisfy social science, natural science, and Literature components.

Students are reminded that 18 semester hours of courses designated as writing intensive (WI) must be completed at SWT to satisfy degree requirements.

**Junior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Business Law 2361 .....	3	Computer Information Systems 3325 ..3	
Computer Information Systems 3370, 3317, or 4348 .....	3	Computer Information Systems 3382 ..3	
Computer Information Systems 3374 ..3		Finance 3312.....	3
Computer Information Systems 3375 ..3		Management 3353.....	3
Management 3303.....	3	Marketing 3343 .....	3
	15		15

**Senior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Art, Dance, Music or Theatre Arts 2313 .....	3	Computer Information Systems advanced elective .....	3
Computer Information Systems advanced elective .....	3	Economics advanced elective.....	3
Computer Information Systems advanced elective .....	3	Free elective*.....	3
Free elective* .....	3-4	Management 4335.....	3
Management 4330, QMST 3373, or QMST 4333 .....	3	Philosophy 1305.....	3
	15-16		15

\*Students are reminded that 18 semester hours of courses designated as writing intensive (WI) must be completed at SWT to satisfy degree requirements.

\*\*To be chosen from CIS 3317, 3319, 3322, 3372, 4322, 4323, 4346, 4348, 4349, 4358, and 4373.

**Courses in Computer Information Systems (CIS)**

To enroll in upper-division computer information systems courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

**1323 (BCIS 1301) Introduction to Microcomputer Applications. (3-0)** An examination of technical and non-technical aspects of microcomputer systems with emphasis on applications software and its relationship with computer hardware. Various applications software including word processing, electronic spreadsheets, database management systems, graphics, and data communications will be covered. Cannot be applied toward the CIS major.

**2324 (BCIS 1316) Visual Programming. (3-0)** Introduction to and use of program development, top-down structured programming, step-wise refinement, and program correctness. The application of these programming techniques to form logical solutions to business data processing problems using a visual programming language will be covered.

**2371 (COSC 1332) COBOL Programming. (3-0)** An introduction to COBOL computer programming in a business environment. Coverage will include language syntax, data and file structures, and operating systems facilities for implementing batch programs for report generation, input editing, subscript table handling, and sequential file processing.

**3317 Information Technology in a Global Business Environment. (3-0)** Information Technology (IT) in a Global Business Environment explores information systems and technology issues from a global perspective. This course will empha-

size IT challenges and opportunities unique to the global marketplace while focusing on international issues of management, implementation, and integration. Prerequisite: CIS 1323 or equivalent.

**3319 Internet Applications Development. (3-0)** An introduction to the advanced computer technologies used in creating applications for the Internet and intranets. Students will be introduced to the design, implementation, and management of business applications that create presence on the World Wide Web as well as Intranet, using graphics, hypertext, multimedia, GUI, CGI, and Java scripts. Prerequisite: CIS 3325.

**3322 Programming Techniques and Machine Organization. (3-0)** Concepts of problem analysis and solution using lower-level symbolic languages as a man-machine language interface. Emphasis is on program debugging techniques, program optimization, and data representation and translation.

**3325 Advanced Visual Programming. (3-0)** Advanced visual programming course covering topics such as OLE, ActiveX server, and data aware controls will be explored. In addition, students will be taught to take advantage of Windows API through dynamic link libraries (DLL) and custom controls. Prerequisite: CIS 2324 with a grade of "C" or better.

**3370 Management Information Systems. (3-0)** A framework for the understanding of the role of Management Information Systems in organizations. The course includes related terminology and concepts, organizational information requirements and database and systems development principles. The objective is to prepare students to understand, evaluate, and appreciate the role of management information systems in today's business world, primarily from an end-user, managerial perspective.

**3372 DataBase Management and Retrieval. (3-0)** Concepts and methods in design, establishment, and maintenance of the database for a management information system. Included are one-way lists, two-way lists, circular lists, trees, queues, tables, stacks, and directories. Emphasis is on construction of file organizations and retrieval methods for accessing the database. Prerequisite: CIS 2371.

(WI) **3374 Systems Analysis and Design. (3-0)** Overview of the systems development life cycle. Emphasis is on current system documents flow, data flows, data structures, file designs, input and output designs and program specifications. Discussion of information gathering and reporting activities and of the transition from analysis to design.

**3375 Advanced COBOL. (3-0)** Intermediate and advanced features of the COBOL programming language. Programming in COBOL of a structured set of problems. Included are index sequential and direct access file processing, report-writer feature, sort feature, and sub-programming. Prerequisite: CIS 2371 with a grade of "C" or better.

**3382 Computer DataBase Systems. (3-0)** Concepts and methodology of data base planning, design, development, and management of the computerized data base of a management information system. The emphasis is on logical database design and a study of hierarchical, network and relational implementations. A relational DBMS with a relational query language is used for the development of a business application system. Prerequisite: CIS 3374.

**4322 Computer System Development and Design. (3-0)** Concepts and methods of systems analysis and design for information processing in business following an introduction to general systems theory. Designed to allow the students to extend their knowledge in structured programming techniques and to undertake a development case study. Prerequisites: CIS 3325, CIS 3375, and CIS 3382.

**4323 Client-Server Applications Development. (3-0)** Concepts and methods of developing and managing business information processing applications in a

variety of computing environments. Coverage will include use of computer application development tools for designing and implementing specific business applications in client-server, micro-computer, workstation, multi-user and multi-tasking environments. Designed to allow students to extend their knowledge of system analysis/design. Prerequisites: CIS 3325, CIS 3382, and CIS 4348.

**4346 Decision Support Systems. (3-0)** This course is designed to provide broad, conceptual coverage of Decision Support Systems (DSS) and their applications in a variety of business situations. The primary thrust of the course will be the design and implementation of selected parts of DSS using the state-of-the-art visual programming tools. Students will gain hands-on experience both by preparing applications-oriented projects/cases and also by designing DSS graphical user interfaces (GUI). Prerequisite: CIS 3325.

**4348 Fundamentals of Data Communications. (3-0)** A course oriented to the technical concepts of data communications and network designs and how they relate to contemporary computer end-user environments. It incorporates the systems approach for understanding, designing, managing, securing, and implementing data communication networks. Students will analyze and design data communication networks for various business situations.

**4349 Fourth Generation Computer Languages. (3-0)** A course oriented to the concepts of fourth generation computer languages in computer information systems. It incorporates what fourth generation languages are, how they are used, and what factors contribute to their successful use. Students will design and code fourth generation computer language programs for business applications. Prerequisite: CIS 3382

**4358 Local Area Network Administration. (3-0)** Provides the student with an understanding of the responsibilities, tools, and technologies assigned to the Local Area Network administrator. Network operating systems will be reviewed that meet the needs of small business, professional offices, workgroups and departments. Emphasis will be placed on operating systems that support simultaneous access from workstations while providing access to shared disk storage, memory, and interconnected LANS. Prerequisite: CIS 4348.

**\*4373 Special Topics in Computer Information Systems. (3-0)** The study of advanced concepts and techniques of computer information systems. Content will vary according to the needs and interests of the students, and according to the latest state-of-the-art in computing. Prerequisite: Consent of the chair of the department.

**4399 Internship in Computer Information Systems. (3-0)** A one semester course involving business internship. Emphasis is on the application of the computer information systems theory to business problems in the area of computer based management information systems. Open to students of junior or senior rank with the consent of the chair of the department.

## Courses In Quantitative Methods (QMST)

To enroll in upper-division quantitative methods and statistics courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

**2333 Business Statistics. (3-0)** A basic introductory course covering descriptive and inferential statistical techniques for business and economic decision making. Topics include measures of central tendency and dispersion, probability distributions, sampling distributions, confidence intervals, hypothesis testing, simple linear regression, and correlation analysis. Prerequisite: MATH 1329.

**3373 Introduction to Management Science. (3-0)** Introduction to the applications of management science techniques for business decision making. The course will focus on developing and understanding a variety of management science approaches used to analyze and solve business problems. Techniques include decision analysis, linear programming and optimization models, project management, simulation, and inventory models. The course will use Microsoft Excel extensively. Prerequisite: QMST 2333.

**4333 Intermediate Business Statistics. (3-0)** A course providing students with the concepts of employing computers in statistical business decision making. The course will focus on different modeling and statistical techniques. Topics may include advanced statistical techniques, business forecasting, linear and multiple regression, time series analysis, analysis of variance, and quality control. The course will use Microsoft Excel extensively. Prerequisite: QMST 2333.

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\*May be repeated with different emphasis.

## Department of Finance and Economics

*Chair and Professor-Holland. Professors-Bible, Blankmeyer, Carman, Flammang, Garnett, Gowens, McGee, Mogab. Associate Professors-Charles, Dare, Kishan, Sanders, Stutzman, Yeagan. Assistant Professors-Campbell, Carbacho-Burgos, Davis, Emberton, Englert, Hale, McClung, Pavlik, Showalter, Tanner, Toles, Trinidad.*

The mission of the Department of Finance and Economics is to provide students involved in its educational programs an opportunity to recognize the importance of the life-long pursuit of truth, acceptance of individual responsibility, and contribution to the common good of society. Departmental programs seek to develop informed, critically thinking citizens capable of functioning in a highly complex, interdependent, global society. Majors are prepared for service, technical analysis, and management positions found in corporate, financial and public institutions. Majors also are prepared for financial planning services, teaching, and various graduate school programs.

The Department includes two closely related disciplines-finance and economics. Economics studies the use of scarce resources to satisfy unlimited wants. The department's introductory courses meet the need for basic economic and legal understanding in a complex modern society. Upper-division economics and business law courses build upon this foundation. Finance addresses the behavior and determinants of securities prices, portfolio management, and the management of corporate and public funds. In addition, the relationships among monetary policy, the banking system, and financial markets are analyzed.

Students completing one of the three curricula offered by the department earn a BBA with a major in either economics or finance, or they may earn a BA in economics. Finance graduates pursue careers in financial management, banking and other financial institutions, the securities industry, financial planning, and real estate. Students interested in obtaining the Certified Financial Planner™ designation should contact the chair of the Department. Economics graduates follow career paths similar to finance majors. Those with the BA degree often enter graduate or law school.

### Bachelor of Business Administration Major in Finance† (Minimum Required: 128 semester hours)

#### Junior Year

First Semester	Hours	Second Semester	Hours
Computer Information Systems 3370, 3317, or 4348 .....	3	Free elective** .....	3
Economics 3311 .....	3	Free elective** .....	3
Free elective** .....	3	Economics advanced elective** .....	3
Finance 3312.....	3	Finance 3313.....	3
Management 3303.....	3	Management 3353.....	3
ANTH 1312, GEO 1310, PSY 1300 or SOC 1310 .....	3	Marketing 3343 .....	3
	18		18

\*See University College section of the catalog for course options that satisfy the social science components.  
 \*\*Students are reminded that 18 semester hours of courses designated writing intensive (WI) must be completed at SWT to satisfy degree requirements.  
 †All courses are not offered each semester.



**Senior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Accounting advanced elective*** .....3		Accounting advanced elective*** .....3	
Free elective** .....0-1		Art, Dance, Music	
Finance 3318.....3		or Theatre Arts 2313 .....3	
Finance 4319.....3		Finance advanced elective**** .....3	
Management 4330, QMST 3373,		Finance advanced elective**** .....3	
or QMST 4333 .....3		Management 4335.....3	
Philosophy 1305.....3			15
	15-16		

\*See University College section of the catalog for course options that satisfy the social science components.

\*\*Students are reminded that 18 semester hours of courses designated writing intensive (WI) must be completed at SWT to satisfy degree requirements.

\*\*\*Advanced electives in accounting to be chosen from the following: Accounting 3313, 3314, 3327, 3385 or 4365.

\*\*\*\*Advanced electives in finance to be chosen from the following: Finance 4317, 4318, 4321, 4325, 4331, or 4380.

**Bachelor of Business Administration**  
**Major in Economics†**  
**(Minimum Required: 128 semester hours)**

**Junior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Computer Information Systems 3370,		Economics 3315 .....3	
3317, or 4348 .....3		Economics advanced elective* .....3	
Economics 3314 .....3		Free elective* .....3	
Economics advanced elective* .....3		Free elective* .....3	
Free elective* .....3		Finance 3312.....3	
Management 3303.....3		Management 3353.....3	
ANTH 1312, GEO 1310,			18
PSY 1300, or SOC 1310 .....3			
	18		

**Senior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Business advanced elective* .....3		Art, Dance, Music	
Economics advanced elective* .....3		or Theatre Arts 2313 .....3	
Free elective* .....0-1		Business advanced elective* .....3	
Management 4330, QMST 3373,		Business advanced elective* .....3	
or QMST 4333 .....3		Economics advanced elective* .....3	
Marketing 3343 .....3		Management 4335.....3	
Philosophy 1305.....3			15
	15-16		

\*Students are reminded that 18 semester hours of courses designated writing intensive (WI) must be completed at SWT to satisfy degree requirements.

†All courses are not offered each semester.

## Bachelor of Arts Major in Economics† (Minimum Required: 128 semester hours)

**Notes:**

1. A major in economics requires 24 semester hours, including Economics 2314, 2315, 3314, 3315, and 3353.
2. Majors are encouraged to take a minimum of 12 semester hours of mathematics.

### Freshman Year

First Semester	Hours	Second Semester	Hours
English 1310.....	3	English 1320.....	3
University Seminar 1100.....	1	History 1320.....	3
History 1310.....	3	Mathematics 1329.....	3
Mathematics 1319.....	3	Natural Science Component.....	4
Natural Science Component.....	3-4	Physical Fitness & Wellness (PFW) .....	1
Physical Fitness & Wellness (PFW) .....	1	CIS 1323 (Can test out).....	3
	14-15		17

### Sophomore Year

First Semester	Hours	Second Semester	Hours
Economics 2314.....	3	Economics 2315.....	3
Literature Component* .....	3	Minor as required** .....	3
Minor as required** .....	3	Modern Language*** .....	3
Modern Language*** .....	3	Political Science .....	3
Physical Fitness & Wellness (PFW) .....	1	ANTH 1312, GEO 1310, PSY 1300, or SOC 1310 .....	3
Political Science 2310 .....	3		15
	16		

### Junior Year

First Semester	Hours	Second Semester	Hours
Art, Dance, Music, Or Theatre Arts 2313.....	3	Economics 3315.....	3
Economics 3314.....	3	Economics advanced elective.....	3
Free elective** .....	3	Literature Component.....	3
Minor as required** .....	3	Minor as required** .....	3
Minor as required** .....	3	Minor as required** .....	3
Communication 1310.....	3	Minor as required or free elective.....	3
	18		18

### Senior Year

First Semester	Hours	Second Semester	Hours
Economics advanced elective.....	3	Economics 3353.....	3
Free elective .....	3	Economics advanced elective.....	3
Free elective .....	3	Free elective .....	3
Free elective .....	3	Free elective.....	3
Minor as required or free elective.....	3	Free elective .....	3
Philosophy 1305.....	3		15
	18		

\*See University College section of the catalog for course options that satisfy the social science components.

\*\*Students are reminded that 18 semester hours of courses designated as writing intensive (WI) must be completed at SWT to satisfy degree requirements.

\*\*\*For the BA, a proficiency level of successful completion of French, German, Japanese, Russian, or Spanish 2310 and 2320 is required.

†All courses are not offered each semester.

## Courses in Business Law (BLAW)

To enroll in upper-division business law courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing. Students should note that not all courses are taught each semester. If a specific course is needed, students should verify the prospective course offering with the department.

**2361 (BUSI 2301) Legal Environment of Business. (3-0)** A survey of basic features of the American legal system and legal aspects of business transactions. Topics include the nature and sources of law, court systems and procedures, agency, torts, contracts, ethics, and government regulation of business.

**3362 Commercial Law and Business Associations. (3-0)** A traditional business law course which examines negotiable instruments, business organizations, secured transactions, and bankruptcy law. Recommendation: BLAW 2361 is recommended prior to BLAW 3362.

**3363 International Business Law. (3-0)** A study of the principles of international business law which emphasizes the commercial activities of the multinational firm conducting business in global economic, political, social and cultural environments.

**3367 Employment Law. (3-0)** Study of legal developments in the workplace, with emphasis on attempts to maintain a proper balance between employees' interest in earning a livelihood and employers' interest in operating their business efficiently and profitably.

## Courses in Economics (ECO)

To enroll in upper-division economics courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing. Students should note that not all courses are taught each semester. If a specific course is needed, students should verify the prospective course offering with the department.

**Note:** Economics 2314 and 2315 are prerequisites to all advanced courses.

**2301 (ECON 1301) Economics of Contemporary Issues. (3-0)** A non-technical study of economic philosophies and problems that stresses the relevance of economic analysis to current societal problems. Not for business administration or economics majors; cannot be used as a prerequisite for any other economics course.

**2314 (ECON 2302) Principles of Microeconomics. (3-0)** An introduction to the microeconomics of a modern industrial society. Emphasis is on supply and demand, cost and price concepts, market structures, income distribution, and similar issues. Prerequisite: MATH 1319 or equivalent.

**2315 (ECON 2301) Principles of Macroeconomics. (3-0)** An introduction to the macroeconomics of a modern industrial society. Emphasis is on the analysis of national income, economic stability, fiscal policy, money and banking, economic growth, and international trade. Prerequisite: MATH 1319 or equivalent and ECO 2314.

**3311 Money and Banking. (3-0)** A study of money and credit in the modern economy. Examines the development of modern money and banking systems, the structure of the Federal Reserve System, and monetary theory.

**3313 Labor Economics. (3-0)** A study of the application to labor markets of supply and demand principles. Topics include the work/leisure decision, time allocation in the household, the demand for education and training, the firm's use of labor inputs, the impact of unions, and discrimination in labor markets based on race and gender.

**3314 Intermediate Microeconomics. (3-0)** An in-depth study of theories of supply and demand; consumer and producer decision-making; firm pricing policies; product and resource markets under conditions of perfect and imperfect competition; and imperfect and asymmetric information.

**3315 Intermediate Macroeconomics. (3-0)** An analysis of the traditional and modern theories of inflation, unemployment, long-run economic growth, and stabilization policies for promoting economic stability.

**3317 International Economics. (3-0)** A study of the basis for trade among nations and the means of its financing, customs unions, balance-of-payments problems, and similar issues.

(WI) **3320 Latin American Economies. (3-0)** A study of the structural characteristics of the Latin American economies, with an emphasis on analyzing the salient economic problems and opportunities facing contemporary Latin American economies.

(WI) **3322 Economic Growth and Development. (3-0)** An introduction to the history and theory of economic growth, with special emphasis on presently underdeveloped regions and countries.

(WI) **3327 Public Finance. (3-0)** A study of the growth of the revenue and debt of the United States, taxation and tax incidence theory, and the effect of public expenditures and taxes on economic growth.

(WI) **3334 Business Enterprise and Public Policy. (3-0)** A survey of the development and structure of American industry and of governmental regulation of business.

**3335 Managerial Economics. (3-0)** A study of the application of economic analysis in the formulation of business policies. Includes demand analysis and pricing policies.

(WI) **3344 Economic History of the United States. (3-0)** A survey of United States economic history from colonial times to the present. See History 3344.

**3353 Comparative Economic Systems. (3-0)** An analysis of the theory and practice of capitalism, socialism, and communism.

(WI) **4301 History of Economic Thought. (3-0)** A study of major trends in economic theory and the economic thinkers responsible for them.

**4390 Internship in Economics. (3-0)** Integration of professional and academic experience through an internship with an external employer. Prerequisites: Open to Economics majors only, students must have completed at least nine hours of major courses, enrollment subject to availability and approval, and credit awarded as pass/fail or grade at departmental election.

## Courses in Finance (FIN)

To enroll in upper-division finance courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing. Students should note that not all courses are taught each semester. If a specific course is needed, students should verify the prospective course offering with the department.

**3301 Real Estate. (3-0)** A study of basic real estate principles. Topics include legal instruments and processes, property management, valuations, planning, development and sales, financing, and private and public interests.

**3312 Business Finance. (3-0)** An introduction to the finance function and to problems confronting financial managers. Topics include financial analysis, time value of money, capital budgeting, financial decisions, and working capital management. Prerequisite: ACC 2362.

**3313 Financial Management. (3-0)** An advanced study of intermediate and long-term financing alternatives, the incorporation of risk analyses in capital budgeting and the determination of capital costs, capital structure, and dividend policies. Prerequisites: QMST 2333 and FIN 3312.

**3318 Investment Analysis. (3-0)** A study of principles governing the investment of personal and institutional funds. Also examines information sources, exchanges, and regulation. Prerequisite: FIN 3312.

**3325 Fundamentals of Financial Planning. (3-0)** A study of modern money management, including budgeting, banking, real estate, insurance, consumer credit, and retirement and estate planning. Prerequisite: Junior standing.

**3330 Insurance. (3-0)** An analysis, from the consumer perspective, of risk and insurance principles and fire, marine, casualty, property, life, and health contracts.

**3335 Retirement Planning and Employee Benefits. (3-0)** Planning for individual and family retirement using models, software, and the analysis of federal regulations. Employee benefits are described and analyzed based on current practices and federal regulations.

(WI) **4317 Case Problems in Finance. (3-0)** An application of investment and financial management techniques and concepts to finance cases. Issues and alternatives are identified and evaluated. Prerequisites: QMST 2333 and FIN 4312.

**4318 Portfolio Analysis. (3-0)** An advanced course for finance majors interested in investment theory. Topics include the investment setting, specific industry and company analysis, portfolio analyses, and performance evaluation. Prerequisites: QMST 2333 and FIN 3318.

**4319 Financial Markets and Institutions. (3-0)** A study of financial assets, money and capital markets, institutional intermediaries, and the impact of interest rates. Affords a thorough examination of the financial system facilitating economic growth and development. Prerequisites: ECO 3311 and FIN 3312.

**4321 Real Estate Finance. (3-0)** An analysis of problems involved in selecting and financing real estate investment opportunities. Prerequisite: FIN 3312.

**4325 Advanced Financial Planning. (3-0)** A capstone course for finance majors interested in financial planning. Topics include ethics in the financial services industry, retirement planning and employee benefits, and estate planning. Prerequisites: FIN 3318 and FIN 3325.

**4331 International Finance. (3-0)** A study of international finance principles and their application in a multinational financial management setting. Prerequisite: FIN 3313.

**4380 Topics in Finance:**

- A Advanced Capital Budgeting**
- B Financial Statement Analysis**
- C Options and Futures**
- D Commercial Bank Management**

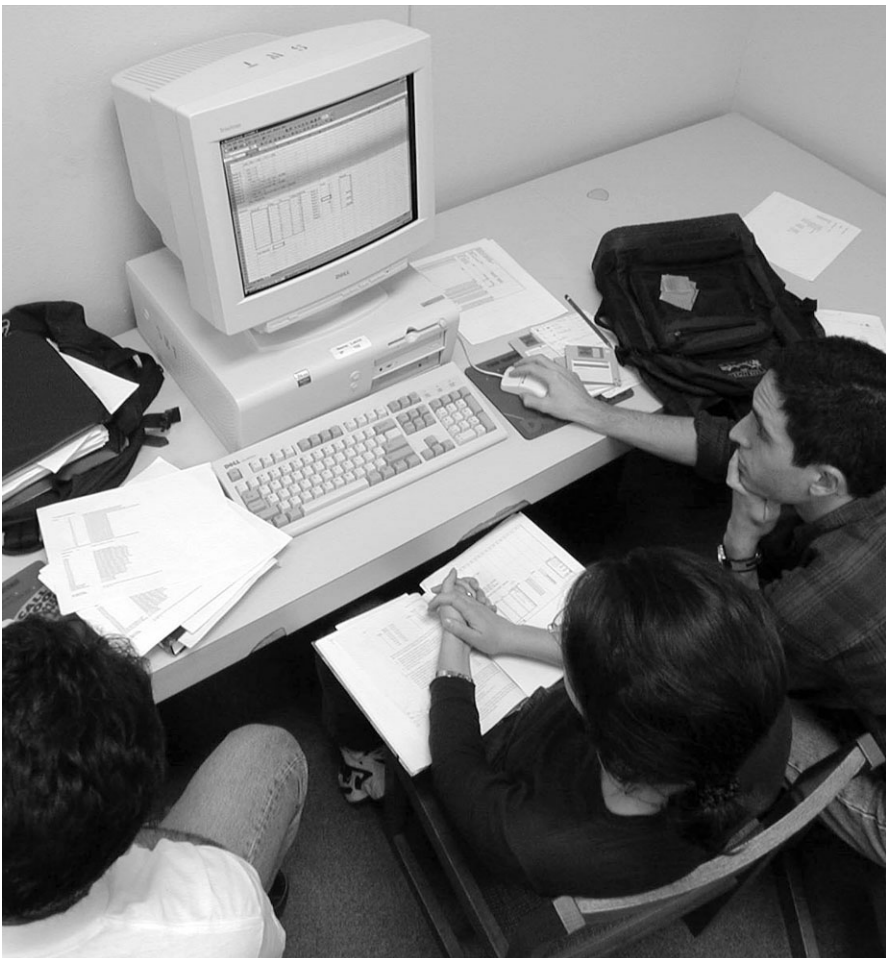
**4380A Advanced Capital Budgeting. (3-0)** A study of capital budgeting techniques, analyses (including risk), and strategies and their implementation in capital asset investment. Prerequisite: FIN 3313.

**4380B Financial Statement Analysis. (3-0)** An introduction to the techniques used to analyze financial statements for investment, corporate financial management, and credit decisions. Prerequisites: FIN 3312 and ACC 3313.

**4380C Options and Futures. (3-0)** An introduction to options and futures, including how they are valued, traded and used to hedge investments and capital market transactions. Prerequisite: FIN 3318.

**4380D Commercial Bank Management. (3-0)** The application of a theoretical framework to provide a foundation for maintaining financial institution liability and meeting the challenges faced by commercial bank managers in a dynamic financial marketplace. Prerequisite: FIN 3313.

**4390 Internship in Finance. (3-0)** Integration of professional and academic experience through an internship with an external employer. Prerequisites: Open to Finance majors only, students must have completed at least nine hours of major courses, enrollment subject to availability and approval, credit awarded as pass/fail or grade at departmental election.



## Department of Management

*Chair-to be named. Professors-Abrahamson, Bell, Chiodo, Halatin, Hunnicutt, Middlebrook, Olney. Associate Professors-Keeffe, Minifie, Ross. Temponi. Assistant Professor-S. Kirby. Instructor-Zigrossi. Lecturers-Augustin, Champagne, Dietert, Herring, Hinkson. Visiting Assistant Professor-E. Kirby.*

The mission of the Department of Management is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty combine effective teaching with scholarship and professional service. Faculty strive for quality in all department course offerings and undertakings to help prepare students for leadership and service in private and public organizations. The Department offers courses leading to the BBA degree with a major in management and includes programs leading to teacher certification in management. Programs prepare students for challenging careers in a variety of business and governmental organizations, and secondary education. The management major prepares students for a broad range of positions, including personnel management, industrial relations, production management, hospital administration, office management, and sales management. Students choosing teacher certification pursue careers as secondary education teachers or in the private sector.

### Bachelor of Business Administration Major in Management (Minimum Required: 128 semester hours)

#### Junior Year

First Semester	Hours	Second Semester	Hours
Art, Dance, Music or Theatre Arts 2313.....	3	Business advanced elective* .....	3
Free elective*.....	3	Computer Information Systems 3370, 3317, or 4328 .....	3
Management 3303.....	3	Free elective*.....	3
Marketing 3343 .....	3	Finance 3312.....	3
Philosophy 1305.....	3	Management 3353.....	3
	15		15

#### Senior Year

First Semester	Hours	Second Semester	Hours
Business advanced elective* .....	3	Business advanced elective* .....	3
Economics advanced elective* .....	3	Free elective* .....	3-4
Free elective*.....	3	Management advanced elective** .....	3
Management 4330, QMST 3373, or QMST 4333 .....	3	Management advanced elective** .....	3
Management 4373.....	3	Management 4335.....	3
Management 4375.....	3		15-16
	18		

\*Students are reminded that 18 semester hours of courses designated writing intensive (WI) must be completed at SWT to satisfy degree requirements. The advanced elective in business may be chosen from any 3000-4000 level course in the College of Business Administration not required for the major.

\*\*Advanced electives in management must be chosen from the following: 3340, 4336, 4340, 4371, 4377, 4380, Internship, and SIFE.

**Bachelor of Business Administration  
Major in Management  
(Minimum required: 136-137 semester hours  
with teaching certification)**

**Freshman Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
English 1310.....	3	English 1320.....	3
University Seminar 1100.....	1	History 1320.....	3
History 1310.....	3	Mathematics 1329.....	3
Mathematics 1319.....	3	Natural Science Component**.....	4
Natural Science Component**.....	3-4	Physical Fitness & Wellness (PFW).....	1
Physical Fitness & Wellness (PFW).....	1	CIS 1323 (can test out).....	3
	14-15		17

**Sophomore Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Accounting 2361.....	3	Accounting 2362.....	3
Economics 2314.....	3	Art, Dance, Music, Or Theatre Arts 2313.....	3
Literature Component.....	3	Business Law 2361.....	3
Political Science 2310.....	3	Economics 2315.....	3
Speech Communication 1310.....	3	Political Science 2320.....	3
Philosophy 1305.....	3	Quantitative Methods 2333.....	3
	18		18

**Junior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Computer Information Systems 3370, 3317, or 4348.....	3	Curriculum and Instruction 3325.....	3
Curriculum and Instruction 3310.....	3	Finance 3325.....	3
Literature Component.....	3	Management 3353.....	3
Management 3303.....	3	Management 3365.....	3
Marketing 3343.....	3	Management 4373.....	3
Finance 3312.....	3	Management 4375.....	3
	18		18

**Senior Year**

<b>First Semester</b>	<b>Hours</b>	<b>Second Semester</b>	<b>Hours</b>
Reading 3324.....	3	Education 4681****.....	6
Curriculum and Instruction 4332.....	3	Management 4335.....	3
Curriculum and Instruction 4343.....	3	Management advanced elective.....	3
Management 4315.....	3	Management advanced elective.....	3
Management 4330, QMST 3373, or QMST 4333.....	3	Economics advanced elective.....	3
Social Science Component.....	3		18
	18		

\*Students are reminded that 18 semester hours of courses designated writing intensive (WI) must be completed at SWT to satisfy degree requirements.

\*\*See University College section of the catalog for course options that satisfy literature, natural science, and social science components.

\*\*\*Advanced electives in management must be selected from MGT 3340, 4336, 4340, 4371, 4377, 4380-Internship, and MGT 3350-SIFE.

\*\*\*\*Although depicted as a class to be taken in this semester, Education 4681, Student Teaching, must be taken as the only class during a student's last semester.



## Courses in Management (MGT)

To enroll in upper-division management courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

**3303 Management of Organizations. (3-0)** A study of management functions in modern organizations, the internal and external environmental factors affecting organizational efficiency, and the application of quantitative and behavioral science to management study.

**3340 Small Business Management. (3-0)** An analysis of the principles and problems involved in managing a small business. Topics include entrepreneurship, forms of ownership, location analysis, physical facility requirements, sources of funds, marketing, and legal and environmental issues affecting small businesses. Prerequisite: MGT 3303.

(WI) **3350 Studies in Free Enterprise. (3-0)** The course will focus on developing goal setting, project identification, project planning and management, marketing, financing, and implementing student directed educational programs within the I-35 corridor. The projects are aimed at increasing citizen awareness and understanding of business and economic issues. Instructor approval required.

(WI) **3353 Business Communication. (3-0)** An introduction to the uses of communication in modern organizations. The course provides students the opportunity to gain practice in making decisions involving selection and organization of communication content, in choosing an appropriate medium for presentation of information, and developing an effective writing style. The course includes the study of the theory of business communication, including communication models, general semantics, and the causes of miscommunication. Prerequisites: ENG 1310, ENG 1320, and COMM 1310

(WI) **3365 Communication Systems. (3-0)** Office information and decision support systems are examined as critical elements in business data and information systems. Emphasis is given to information processing considerations at the systems level, including analysis and management of support activities such as data and records management, electronic filing and retrieval systems, word processing, micro and reprographics, and telecommunications. The course includes discussions of current and future technological trends. Prerequisite: MGT 3303.

(WI) **3375 International Business - Latin America.** Introduce Latin American Business perspectives underlying difference business functions. Latin American Business concepts, processes, and philosophical bases for international operations are emphasized with culture and a global dynamic environment as the basis. A project is required.

**4315 Business Principles, Issues and Trends. (3-0)** review of the fundamentals of business administration as applied to contemporary business problems. Also, a discussion of current business issues and trends. Prerequisite: MGT 1325. Open to students seeking certification only.

**4330 Production and Operations Management. (3-0)** A study of the various aspects of managing the production and operational functions of manufacturing and service organizations. Examines plant location, layout of facilities, inventory and cost control, total quality management, work flow planning, productivity, and managerial decision-making tools using an international perspective. simulation, queuing theory, network models, and liner programming; and productivity and energy management. Prerequisite: QMST 2333.

(WI) **4335 Strategic Management and Business Policy. (3-0)** An integrative course in strategic management and business policy that utilizes the case method of instruction. A capstone course involving the analysis of business through the application of principles of accounting, communications, economics, finance, man-

agement, marketing, quantitative methods, and related disciplines. Prerequisites: MGT 3303, MKT 3343, FIN 3312, and QMST 2333. Capstone course and open only to seniors in business.

**4336 Problems of Small Business Management. (3-0)** An analysis of the organization and operation of a small business. Provides experience in small business consulting, including problem identification and solution recommendation and implementation. Open to all business majors. Prerequisite: MGT 3303.

(WI) **4340 Quality Management and Beyond. (3-0)** A conceptual and practical overview of the role of quality as a system for establishing a "world class" competitive position. It explores philosophies and ideas of the leading thinkers in quality management, impact of process improvement methods, quality requirements definition and organizational change as it applies to total quality initiatives. Prerequisites: QMST 2333 or consent of professor. Management 4330 is recommended.

**4371 Social Responsibility of Business. (3-0)** An integration of a number of disciplines and value systems which affect and determine the proper role of business in satisfying the needs of customers, creditors, community, government, stockholders, managers, employees, suppliers, and society in general. Prerequisite: MGT 3303.

**4373 Human Resource Management. (3-0)** A study of the principles of human resource management in public and private institutions. Stresses the human resource aspects of recruitment, selection and placement, performance appraisal and compensation. Prerequisite: MGT 3303.

**4375 Organizational Behavior and Human Relations. (3-0)** A study of the role of the individual in formal organizations, group dynamics, motivation theory, communication and leadership. Integrates behavioral science concepts. Prerequisite: MGT 3303.

(WI) **4377 Labor Relations and Collective Bargaining. (3-0)** A study of unions and their impact on private and public employment. Examines union growth and governance, collective bargaining, contract negotiation and administration, and arbitration and mediation. Prerequisite: MGT 4373.

**4380 Compensation Management. (3-0)** A study of the compensation administration in public and private organizations, with stress on the determinants of general wage levels; job analysis and evaluation; incentive, merit, seniority, and executive compensation; fringe benefits, and wage and salary control. Prerequisite: MGT 4373.

## Department of Marketing

*Chair-to be named. Professors-Eure, Patterson, Smart, Stutts, Taylor, Wilson. Associate Professors-Milhomme, Natesan. Assistant Professors-Smith. Lecturers-Wasserman, West.*

The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty combine effective teaching with scholarship and professional service. Faculty strive for quality in all department course offerings and undertakings to help prepare students for leadership and service in private and public organizations. The Department offers courses leading to the BBA degree with a major in marketing. This program prepares students for challenging careers in a variety of business and governmental organizations. Marketing majors typically pursue careers in sales and sales management, product and brand management, retail management, physical distribution, marketing research, advertising, or international marketing.

### Bachelor of Business Administration Major in Marketing (Minimum Required: 128 semester hours)

#### Junior Year

First Semester	Hours	Second Semester	Hours
Art, Dance, Music or Theatre Arts 2313 .....	3	Free elective* .....	3
Computer Information Systems 3370, 3317, or 4348 .....	3	Finance 3312 .....	3
Free elective* .....	3	Management 3353 .....	3
Philosophy 1305 .....	3	Marketing 3355 .....	3
Management 3303 .....	3	Marketing 3358 .....	3
Marketing 3343 .....	3	ANTH 1312, GEO 1310, PSY 1300, or SOC 1310 .....	3
			<u>18</u>
	<u>18</u>		

#### Senior Year

First Semester	Hours	Second Semester	Hours
Business advanced elective* .....	3	Business advanced elective* .....	3
Economics advanced elective* .....	3	Free elective* .....	3-4
Management 4330, QMST 3373, Or QMST 4333 .....	3	Management 4335 .....	3
Marketing 4320 .....	3	Marketing 4321 .....	3
Marketing 3367 .....	3	Marketing 4337 .....	3
			<u>15-16</u>
	<u>15</u>		

## Courses in Marketing (MKT)

To enroll in upper-division marketing courses, students must satisfy all prerequisites, be classified as a junior standing, and be in good academic standing.

**3343 Principles of Marketing. (3-0)** A study of the marketing process. Examines the role of the consumer, marketing institutions, and the social and legal environment of business.

**3355 Retailing. (3-0)** A study of the principles of retail store management, including market and trade area analysis, store location and design, organization and operation management, merchandising, inventory control, and promotion and pricing policies. Prerequisite: MKT 3343.

**3358 Professional Selling. (3-0)** A study of the professional selling process including strategically planning sales calls, strengthening communication skills, responding helpfully to objections, obtaining commitment and building partnerships. Examines cultivating committed relationships, strategic alliances, and partnering skills to provide total sales quality to the company, to suppliers, and to customers. Prerequisite: MKT 3343.

**3360 Sales Management. (3-0)** A study of issues related to planning for, managing, motivating, directing, and controlling a sales force and related sales territories. Both international and domestic perspectives are addressed. Special emphasis is given to the efficiency (cost consideration) and effectiveness (satisfaction consideration) of sales management.

(WI) **3367 Promotional Strategy. (3-0)** Analysis of promotional methods used in marketing and their relation to other business functions. Examines advertising, selling, and sales promotion. Prerequisite: MKT 3343.

**3377 International Marketing. (3-0)** A study of the international planning and coordination of marketing functions, marketing policies, and the analysis of marketing on an international scope including environmental and cultural aspects. Prerequisite: MKT 3343.

(WI) **4320 Marketing Research. (3-0)** A comprehensive study of marketing research. Examines the research process, including problem formulation, developing a research plan, sampling, data analysis, and preparing a research report. Prerequisites: QMST 2333 and MKT 3343.

**4321 Consumer Behavior. (3-0)** A study of the role of the consumer in marketing. Considers the motivation, personality, aptitude, perception, lifestyle, and decision-making processes of consumers. Prerequisite: MKT 3343. This course is open only to seniors majoring in marketing.

(WI) **4337 Marketing Management. (3-0)** An integrative course that applies management concepts and techniques to the solution of marketing problems. Analyzes market segments and product positioning, product and product line price, channels of distribution, and promotion. Prerequisites: QMST 2333, MKT 3343, and six additional hours of marketing courses.

**4397 Special Topics in Marketing. (3-0)** Directed study and research in selected marketing topics, including the development of a promotional or marketing plan. Course can be offered as individual instruction or as an organized class. Prerequisite: Consent of instructor and Chair.