



**Major Group B electives—0–9**

Electives may be selected from ACCT, ECON, FNCE, INFS or MKTG courses

**BBA core—39****BBA cognates—3****General Education requirements—47****General electives—8****Total credits for the BBA degree—124**

Since management is a broad field, variation is allowed in academic programs. Management majors are urged to focus their course work in an area of concentration. Also available are double degrees (BA/BBA) in International Business and Language and in Music (see p. 229).

**Minor in Management****Required courses—15**

BSAD345, 355, 384, 410; MKTG310

**Minor electives—6**

Choose two courses from any courses in the School of Business

**Total credits for the minor—21****MARKETING**

Organizations from every area of business are driven by marketing and its concepts. Marketing monitors and investigates the changing needs of businesses and non-profit organizations. Marketers then create a product/service designed to meet these needs including determining the price, distribution pattern and promotional plan. Marketing provides a well-rounded business education for those considering opening their own business or for careers in areas such as advertising and promotion, retail or marketing management, marketing research, sales, or international business. The marketing curriculum helps students attain general marketing skills as well as those needed for developing marketing strategies and policies.

All marketing majors must obtain a C (2.00) minimum grade in ACCT121, 122 and a C (2.00) minimum grade in MKTG310.

**BBA: Marketing****Required courses in major—12**

MKTG320, 368, 440, 456

**Elective major courses****Major Group A electives—12**

Choose four courses from the following: MKTG375, 435, 444, 450, 465; BSAD410, 487

**Major Group B elective—3**

One appropriate upper division elective approved by advisor.

**BBA core—39****BBA cognates—3****General Education requirements—47****General electives—8****Total credits for the BBA degree—124****Minor in Marketing****Required courses—12**

MKTG310, 320, 368, 440

**Minor electives—9**

Choose three courses from the following: MKTG375, 435, 444, 450, 456 (with statistics background), 465; BSAD410

**Total credits for the minor—21****INFORMATION SYSTEMS**

The Information Systems major is designed to produce graduates equipped with the ability to integrate information systems into the business environment, to explore methods of leveraging business functions through information systems, and to function in entry-level, information systems positions with a basis for continued career growth. The curriculum reflects input from both industry and universities and responds to industry requests for increased emphasis in technical orientation and improved skills for managers in strategic uses of information systems.

**BBA: Information Systems****Required major courses—24–27**

INFS226, 235, 310, 318, 428, 437, 447, CPTR125 (“C” language, if needed), 151

**Elective major courses—3**

INFS457 or 467

**BBA core—39****BBA cognates—3****General Education requirements—47****General electives—5–8****Total credits for BBA degree—124****Minor in Information Systems****Required courses—21**

CPTR125, 151, INFS215, 226, 235, 310, 318.

CPTR125 may be waived in lieu of previous programming course. If there is a waiver, either INFS428 or INFS457 may be used as substitute.

**Total credits for the minor—21**

**Three courses degree—124**  
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- BSAD342** (3)  
***Business Law II***  
Extensive coverage of debtor-creditor relations including secured transactions and bankruptcy; business organization, including partnership and corporate law; consumer and environmental protection, employment law and insurance, estate planning and international law. Prerequisite: BSAD341. *Spring*
- BSAD345** (3)  
***Business and Society***  
A study of how business operates within the political, legal, and social environment, its relationship to government agencies and government controls, and how business relates its activities to various social problems. Ethical considerations of business decisions as related to this environment. *Fall*
- BSAD355** (3)  
***Management and Organization***  
Introduces concepts of effective management in organizational settings. Primary emphases include the organizational processes necessary for organizational effectiveness (planning, organizing, leading, and controlling), the nature of individual and group behavior, and the role of management in facilitating a mutually satisfying fit between employee needs and organizational requirements.
- BSAD365** (3)  
***International Environment of Business***  
A survey of the world environment in which international business is conducted, including both economic relations among nations and environmental factors that affect business operations within different nations. Topics include international trade and trade restrictions, the balance of payments, the international monetary systems, and the multinational corporation.
- BSAD384** (3)  
***Human Resource Management***  
A survey of the objectives and issues associated with personnel management in organizations. Topics include studies in human resources planning and forecasting, job analysis and evaluation, personnel recruitment, selection and assessment, training and development, performance evaluation, compensation and benefits, grievance procedures and disciplinary actions. Prerequisite: BSAD355. *Spring*
- BSAD397** (1-3)  
***Topics in \_\_\_\_\_***  
Intensive study of selected topics of current interest in the sub-discipline area noted and not ordinarily covered in depth in other courses. Repeatable in different topics with approval of department. Prerequisite: Permission of instructor.
- BSAD410** (3)  
***Entrepreneurship***  
A systematic study of entrepreneurship, with an emphasis on contemporary trends. The creation, assessment, development, and operation of new and emerging ventures, including home-based businesses, franchises, and existing business purchases. Addresses entrepreneurial profiles and elements required to write a business plan. Prerequisites: BSAD355 and MKTG310. *Spring*
- BSAD436** (3)  
***Motivation and Work Behavior***  
Advanced topics dealing with individual and organizational
- factors affecting employee motivation, performance, and satisfaction. Areas may include the work climate, organizational attachment, job design, goal-setting, group dynamics, and reward systems. Cases and projects. Prerequisite: BSAD355. *Spring*
- BSAD438** (variable)  
***Workshop***
- BSAD450** (3)  
***Multicultural Business Relations***  
A study of globalization and the increasing ethnic and cultural diversity in the workplace that requires managers to become more aware of and sensitive to the role of culture in business relations. Communication, negotiation, principles and practices of management in a cross-cultural context is the focus of study. *Fall*
- BSAD467** (3)  
***International Management***  
Among the subjects considered are the decision process in making investments abroad, relationships with host governments, and organizational and operating problems of the multinational corporation including setting strategic goals, personnel management, planning, communication, and control. Assumes a background in management and in the international environment of business. Prerequisite or corequisite: BSAD355. *Fall*
- BSAD470** (3)  
***Quality Management***  
Examines the theory, history, and management of quality management programs in business organizations. Primary focus is on the T2851 Tf0 -1.2222 TD(Entrepreneurship)Tj/TT75ent

**BSAD498**

**(1-3)**

*Independent Readings/Study in* \_\_\_\_\_

Directed study or readings under the guidance of the instructor.

Oral and reading reports may be required. Graded S/U.

Permission of the dean required. Prerequisite: previous upper-divi-

reports may be required. Graded S/U. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.

**BSAD694 (2-3)**

***Independent Research***

Designed to fit the individual needs of the student. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.

## **INFORMATION SYSTEMS**

**INFS110 (3)**

***Introductory Computer Tools***

Computer usage including application software, operating systems, Internet, development concepts and ethics. Explores the appropriate role of IT in an organization. The lab portion of the class covers presentations, wordprocessing, spreadsheets, database, and the creation of web pages. Recommended math placement exam score of M0 or better, or MATH107 or higher. Prerequisites: familiarity with wordprocessing and keyboarding skills of 20 wpm. Credit for this class cannot be obtained by CLEP test. *Fall, Spring, Summer*

**INFS 215 (3)**

***Information Systems Theory and Application***

Focuses on extending the students skills in applications and explores information systems theory. Applications focused on include advanced spreadsheet, PC database usage, and the development of interactive web pages. Students also gain an understanding of organizational systems, planning, the decision process, and decision support technologies. Prerequisite: INFS110. *Fall, Spring*

**INFS226 (3)**

***Information Technology Hardware and Software***

Provides the hardware/software technology background to enable systems development personnel to understand tradeoffs in computer architecture of effective use in a business environment. Single-user,

practices examined from the viewpoint of their effects on exchange transactions linking producers with consumers. Assumes a working knowledge of micro-economics. *Fall, Spring*

**MKTG320 (3)**  
***Consumer Behavior***

An integration of the various disciplines in the behavioral sciences with marketing theory to understand, explain, and predict consumer decisions. Explores both the theoretical and practical implications of individual behavioral variables, group influences, and consumer decision processes. Prerequisite or corequisite: MKTG310. *Fall*

**MKTG368 (3)**  
***Advertising and Promotion***

Focuses on the role of promotion and communication in the marketing mix. Explores the nature and types of promotion, including advertising and point-of-purchase display, the steps in developing an advertising campaign, and measures of advertising effectiveness. Explores the management of the promotion and advertising functions in an organization. Prerequisite: MKTG310. *Spring*

**MKTG375 (3)**  
***Direct Marketing***

Marketing goods and services directly to consumers, marketing through catalogs, direct-mail, telemarketing, TV and radio direct response, magazine and newspaper direct response, electronic shopping and kiosk shopping. Prerequisite: MKTG310. *Spring*

**MKTG435 (3)**  
***Marketing Ethics and Contemporary Issues***

Emphasizes the ethical challenges that confront the decision maker and their impact on society at large as well as ethically-based contemporary issues. Marketing ethics topics include: survey of ethical decision-making theories, organizational processes, ethics research, and case histories. Contemporary issues are constantly updated. Prerequisite: MKTG310.

**MKTG440 (3)**  
***Marketing Management***

An integrative capstone course for marketing majors. Emphasizes process by which marketing managers seek solutions to marketing problems and considers marketing opportunities. Field studies provide students with opportunities to apply knowledge gained in marketing course work to concrete situations. Assumes completion of majority of courses in marketing major. Prerequisites: MKTG310, 320, 368 and 456, or permission of instructor.

**MKTG444 (3)**  
***Not-for-Profit Marketing***

Examines the meaning and role of marketing concepts and tools in nonprofit institutions such as hospitals, schools, public agencies, foundations, and churches. The role of activities such as marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the non-profit sector. Prerequisite: MKTG310. *Fall*

**MKTG450 (3)**  
***Retailing***

Designed to help students increase awareness of the retailing process, understand the changes in customer needs, demographics, and shopping behaviors, assess the emerging technologies which have a dramatic effect on retail operations, and analyze the strategic long-term plans which retailers are using for creating

advantages in this rapidly changing environment. Prerequisite with concurrency allowed: MKTG310.

**MKTG456 (3)**  
***Marketing Research***

Focuses on the systematic collection of business and marketing-related data to provide information to decision makers. Emphasis on translating management problems into research questions, developing a research design to address these questions, and analyzing research results with recommendations to management. Prerequisites: STAT285, MKTG310. *Fall*

**MKTG465 (3)**  
***International Marketing***

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. Prerequisite: MKTG310. *Fall*

**MKTG500 (2)**  
***Survey of Marketing***

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program.

**MKTG540 (3)**  
***Marketing for Non-Profit Organizations***

The study of marketing concepts and tools for not-for-profit organizations.

**MKTG444 (3)**