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—49
General electives—6
  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—49
General electives—6
  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
  INFS226, 235, 310, 318, 397, 428, 436, 447
Elective major courses—6
  INFS457, BSAD487
BBA core—39
BBA cognates—3
General Education requirements—49
General electives—3–6
  Total credits for BBA degree—124

Minor in Information Systems
Required courses—15
  INFS215, 226, 235, 310, 318
Electives—6
  INFS397, 428, 457
Total credits for the minor—21

Courses   (Credits)
See inside front cover for symbol code.

BUSINESS ADMINISTRATION

BSAD104   **(2-3)**

The nature of the American business system, including the role
of business in society, examination of the functions of a business
enterprise, contemporary problems, and future challenges. Career
decision-making in terms of business careers. Does not apply
towards management major during junior and senior years.

BSAD210   **(3)**

A practical course on the principles and problems of organizing
and operating a small business. Topics include a procedural
system for establishing a new business, providing physical
facilities, financing, organizing, and management of the small
business. Does not apply towards a management major during
junior and senior years. *Spring*

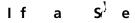**BSAD341**   **(3)**

Introduction to general principles of law and its interpretation
including limited coverage of business torts and crimes, as well
as coverage of contract and sales law, property law, agency, and
commercial paper.

BSAD345   **(3)**

A study of how business operates within the political, legal,

and social environment, its relationship to government agencies
and govern

BSAD694   **(2-3)**

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)**

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 MATH092 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)**

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

INFS226   **(3)**

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, central, and networked computing systems; single
and multi-user operating systems are all examined. Prerequisite:
CPTR125; Prerequisite with concurrency allowed: INFS215. *Fall*

INFS235   **(3)**

Explores programming, computer concepts and the design of
business applications using both object-oriented and procedural
methodologies. Covers the logical and physical structures of
both programs and data. Emphasizes data and file processing.
Prerequisite: CPTR151. *Spring*

INFS310   **(3)**

Covers data communications and networking, covering hardware
and software. Emphasis upon the analysis and design of PC
networking applications. Management of telecommunications
networks, cost-benefit analysis, and evaluation of connectivity
options are also covered. Students learn to evaluate, select,
and implement different communication options within an
organization. Prerequisite INFS226. *Fall*

INFS318   **(3)**

Provides an understanding of the system development,
modification, decision process, and choices in business process
development and reengineering methodology. Emphasizes
integration with users and user systems. Encourages interpersonal
skill development, operations and maintenance of the system,
and covers quality and decision theory, information theory, and
practice. Prerequisite: INFS215. *Fall*

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