

*SCHOOL*

*OF*

*BUSINESS*

## **School of Business**

Dr. Harpal S. Grewal, Dean

### ***The Claflin Imperative: Preparing Students for Leadership and Service in a Multicultural, Global and Technological Society***

The School of Business prepares students for successful careers in business professions. More job opportunities for men and women educated in the managerial techniques of business operations and administration will be available in our expanding business sector. The demand for salaried managers and administrators will continue to grow in the global economy of the 21<sup>st</sup> century as firms increasingly depend on well trained professionals.

The School of Business offers the following degree programs:

- Master of Business Administration (Refer to MBA Manual for details)
- Bachelor of Science in Business Administration with concentrations in accounting and finance
- Bachelor of Science in Business Administration with non-business minor
- Bachelor of Science in Management
- Bachelor of Science in Marketing and
- Bachelor of Science in Organizational Management (For adult learners only. Refer to Organizational Management Adult Learner Handbook for details)

Claflin University, through the School of Business, is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) to offer the degrees of Master of Business Administration, and Bachelor of Science in Business in Business Administration, Management, Marketing and Organizational Management.

### **School of Business**

#### **General Objectives**

Students who complete the degree requirements in Business Administration will:

1. develop the knowledge, analytical ability and balanced judgment to solve business problems;
2. understand individual disciplines in the business world as well as the interrelationship of each discipline to the whole;
3. understand necessary techniques for dealing with the economic, social and political environment of the business firm, especially quantitative techniques, technological skills and communication skills;
4. possess the needed skills for jobs that will be available upon graduation as well as for jobs that will be created in the future;

5. develop an appreciation of and respect for industry's role in the development of Western Civilization as well as the entire world and
6. receive encouragement and preparation to pursue advanced (graduate) studies and professional certifications.

### **Curriculum Requirements**

A minimum total of 123 (127 for Honor students) semester hours is required for the Bachelor of Science degree in Business Administration, Management and Marketing. These credits do not include hours from developmental courses. Students enrolled in the Honors College must also complete the stated requirements of the Honors Program.

Students entering the School of Business must meet the standards prescribed by Claflin University for selecting a major. Students may apply for admission to the School of Business in the beginning of their junior year. To be accepted into the program, a student must have at least a 2.0 grade point average in business courses (Financial Accounting, Managerial Accounting, Macroeconomics, Microeconomics, Business English and Communication, Principles of Management and Principles of Marketing) taken through the sophomore year.

A grade of "C" or higher is required in all business courses. In addition, students must pass the School of Business' Exit Examination, and fulfill the professional development seminar and senior project requirements before graduation. Honors students must also complete the Honors Thesis requirements.

### **Business Administration Concentrations**

**Accounting:** This concentration is designed to provide an in-depth understanding of accounting principles and applications. It meets the needs of students who wish to take the CPA examination in the state of South Carolina or to pursue graduate studies. It also provides adequate training to those students who wish to pursue a career in private accounting.

#### **Specific Objectives for the Accounting Concentration**

Upon completion of the curriculum for Business Administration with a concentration in accounting, a student should be able to:

1. understand the nature and role of accounting in providing useful and reliable information that is helpful in making decisions about the deployment and use of resources in business and non-business entities in the economy;
2. comprehend and apply generally accepted accounting principles, concepts, and methodologies;
3. understand the use of accounting information for managerial decision making with a planning and control focus;
4. pursue further studies in preparation for the CPA examination and practice in the field of public accounting; and
5. pursue graduate studies and/or a career in private accounting.

**Finance:** This concentration prepares students for careers, graduate studies and certifications in corporate finance, investment finance and institutional finance. Students receive an in-depth understanding of financial management principles and their applications to business decisions. Particular emphasis is placed on developing analytical skills, use of technology and understanding of the complex financial markets in global economy.

#### **Specific Objective for the Finance Concentration**

Upon completion of the curriculum for Business Administration with a concentration in finance, a student should be able to:

1. Understand the role of finance in the operations of a business organization;
2. understand the concept of time value of money and its applications in financial decisions;
3. comprehend the functioning of financial markets and pricing of financial equity and debt Instruments;
4. Understand the roles and responsibilities of financial managers at various levels.
5. Pursue certifications in finance professions;
6. develop the analytical skills and the ability to use computer technology to make complex Financial decisions for multinational business entities; and
7. pursue graduate studies in fields of finance.

#### **Major in Business Administration with non-business minor**

This major provides a broad based knowledge of management principles and practices of business enterprises. The students majoring in general business will choose a non-business minor to allow them to receive interdisciplinary education.

#### **Specific Objectives for General Business Major**

Upon completion of the curriculum for major in general business, students should be able to:

1. understand the production, financial, management and marketing aspects of a business enterprise;
2. understand the importance of business enterprises to society and individuals;
3. understand the principles and practices, and acquire analytical skills for selecting goal, preparing plans, implementing programs and assessing outcomes of business projects;
4. understand the varied situations encountered by business managers in a technological and global society;
5. understand career paths and their implications for attitudes and behavior related to work-related activities over a lifetime; and
6. pursue graduate studies and/or certification in management.

### **Major in Management**

The major in management provides a broad knowledge of the practice of management, the working of business as an economic unit and the behavior of individuals within the organization. In addition, students receive substantial exposure to quantitative techniques and the use of technology in managerial decision-making.

#### **Specific Objectives for the Management Major**

Upon completion of the curriculum for major in management, students should be able to:

1. understand the role and functions of management;
2. understand the importance of management to society and individuals;
3. understand the goals selected, principles used and procedures followed by managers in business enterprises;
4. understand the varied situations encountered by managers and be familiar with the tools available to analyze situations, using pertinent classical behavioral systems management science approaches;
5. understand career paths and their implications for attitudes and behavior related to work-related activities over a lifetime; and
6. pursue graduate studies and/or certification in management.

### **Major in Marketing**

This major prepares students to understand the business activities employed in the anticipation, management and satisfaction of demand through the exchange process. Good marketing calls for performing many small tasks thoroughly and intelligently. It also requires a firm to have good products/services, and to know and reach customers and prospects better than its competitors.

#### **Specific Objectives for the Marketing Major**

Upon completion of the curriculum for major in marketing, a student should be able to:

1. understand the basic concepts in marketing and how they are used to encourage an exchange;
2. identify and utilize basic marketing strategies used in the measurement, targeting, positioning and selling of a product to a market;
3. understand the nature, scope and responsibilities of retailers, together with the required skills;
4. understand the effects of advertising on business and society, the control and evaluation of advertising programs and the impact of government regulations on advertising;
5. identify the process(es) involved in conducting independent marketing research, and
6. pursue graduate studies and/or certification in marketing.

### **Curriculum Summary**

## Bachelor of Science in Business Administration

### General Education Requirements

45 Semester Hours

### Business Administration Requirements

ACCT 211, Financial Accounting	3
ACCT 212, Managerial Accounting	3
BADM 201, Business English and Communication	3
BADM 301, Business Statistics	3
BADM 302, Business Calculus	3
BADM 304, Business Law	3
BADM 314, Business Research	3
BADM 406, International Business	3
BADM 410, Business Policy	3
BADM 460, Business Internship	3
ECON 201, Macroeconomics	3
ECON 202, Microeconomics	3
ECON 312, Quantitative Methods for Business	3
FINC 311, Business Finance	3
MGMT 201, Principles of Management	3
MGMT 303, Human Resource Management	3
MGMT 403, Production & Operations Management	3
MGMT 405, Organizational Theory and Behavior	3
MGMT 407, Management Information Systems	3
MRKT 201, Principles of Marketing	3
<b>Total</b>	<b>60</b>
Concentration/Minor requirements:	<u>18</u>
<b>Total</b>	<b>123</b>

### Concentration /Minor Requirements

Accounting Concentration	
ACCT 311, Intermediate Accounting I	3
ACCT 312, Intermediate Accounting II	3
ACCT 421, Cost Accounting	3
Accounting electives	<u>9</u>
<b>Total</b>	<b>18</b>

### Accounting Electives

ACCT 411, Federal Taxes I	3
ACCT 412, Federal Taxes II	3
ACCT 422, Auditing	3
ACCT 430, Governmental and Non-Profit Accounting	3
ACCT 432, Advanced Accounting	3
ACCT 434, Accounting Information Systems	3
ACCT 441, Accounting Theory	3
ACCT 445, CPA Examination Review	3
FINC 312, Personal Finance	3
CSCI 230, Business Application Software	3

### Finance Concentration

FINC 312, Corporate Finance	3
FINC 411, Financial Markets and Institutions	3
FINC 412, Investment Theory	3
Finance Electives	<u>9</u>
<b>Total</b>	<b>18</b>

**Finance Electives**

ACCT 421, Cost Accounting	3
FINC 314, Personal Finance	3
FINC 315, Real Estate Finance	3
FINC 316, Insurance and Risk Mgmt	3
FINC 411, Financial Mrkts. And Insts.	3
FINC 414, Bank Management	3
FINC 415, Financial Derivatives	3
FINC 416, International Fin. Mgmt	3
CSCI 230, Business Applications Software	3

**Non-Business Minor**

Business majors who choose a non-business minor must pass a minimum of eighteen (18) Semester hours of courses with a minimum of 'C' grade. Any of these courses should not be required in the General Education curriculum.

**Bachelor of Science in Management**

**General Education Requirements**

45 Semester Hours

**Business Administration Core Requirements**

ACCT 211, Financial Accounting	3
ACCT 212, Managerial Accounting	3
BADM201, Business English and Comm	3
BADM 301, Business Statistics	3
BADM 302, Business Calculus	3
BADM 304, Business Law	3
BADM 314, Business Research	3
BADM 410, Business Policy	3
BADM 460, Business Internship	3
ECON 201, Macroeconomics	3
ECON 202, Microeconomics	3
FINC 311, Business Finance	3
MGMT 201, Principles of Management	3
MRKT 201, Principles of Marketing	<u>3</u>
<b>Total</b>	<b>42</b>

**Management Major Core Requirements**

BADM 406, International Business	3
ECON 411, Managerial Economics	3
LDST 400, Leading in Today's Organizations	3
MGMT 303, Human Resource Management	3
MGMT 304, Entrepreneurship	3
MGMT 403, Production and Operations Management	3
MGMT 405, Organizational Theory and Behavior	3

MGMT 407, Management Information Systems	3
MGMT 436, Quality Management	3
MGMT 442, Conflict Resolution/Negotiation	3
Total Semester Hours	30
Management Restricted Elective Requirements	<u>6</u>
<b>Total</b>	<b>123</b>

**Management Restricted Electives**

ECON 312, Quantitative Methods	3
FINC 314, Personal Finance	3
MGMT 412, Advanced Human Res. Mngmt	3
MGMT 415, Labor Relations	3
MGMT 416, Adv. Org. Theory	3
CSCI 230, Business Applications and Software	3
SOCI 308, Social Psychology	3

**Bachelor of Science in Marketing**

**General Education Requirements**

45 Semester Hours

**Business Administration Core Requirements**

ACCT 211, Financial Accounting	3
ACCT 212, Managerial Accounting	3
BADM201, Business English and Comm	3
BADM 301, Business Statistics	3
BADM 304, Business Law	3
FINC 311, Business Finance	3
BADM 410, Business Policy	3
BADM 460, Business Internship	3
ECON 201, Macroeconomics	3
ECON 202, Microeconomics	3
MGMT 201, Principles of Management	3
MGMT 403, Prod. and Operations Mgmt	3
MGMT 405, Org. Theory and Behavior	3
MGMT 407, Mgmt. Information Systems	3
MRKT 201, Principles of Marketing	<u>3</u>
<b>Total</b>	<b>45</b>

**Marketing Major Core Requirements**

MRKT 301, E-commerce	3
MRKT 302, Consumer Behavior	3
MRKT 304, Marketing Research	3
MRKT 305, Database Marketing	3
MRKT 310, Marketing Channels	3
MRKT 401, Advertising	3
MRKT 403, Marketing Management	3
MRKT 404, Retailing	3
MRKT 406, International Marketing	<u>3</u>
<b>Total</b>	<b>27</b>



Marketing Restricted Elective Requirements	6
<b>Total</b>	<b>123</b>

**Marketing Restricted Electives**

BADM302, Business Calculus	3
MRKT 307, Public Relations	3
MRKT 309, Business to Business Marketing	3
MRKT 402, Sales Management	3
ECON 312, Quantitative Methods	3
MGMT 421, Entrepreneurship	3

**Other Graduation Requirements**

- Student Portfolio
- Professional Development Seminars I through VI or Honors Leadership Seminars
- General Education Exit Examination
- School of Business Exit Examination
- Senior Honors Thesis/Senior Project

**Minor in Business Administration**

Non-business administration majors desiring a minor in Business Administration must complete ECON 200 (Survey of Economics) And eighteen (18) semester hours from the business curriculum as prescribed below:

ACCT 211, Financial Accounting	3 semester hrs.
MGMT 201, Principles of Management	3 semester hrs.
MRKT 201, Principles of Marketing	3 semester hrs.
Business Electives	9 semester hrs.

**Curriculum leading to the Degree of Bachelor of Science in Business Administration with a Concentration in Accounting-123/127 Semester Hours**

**FRESHMAN YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. – Science	3
Gen. Ed. - Science lab	1
Gen. Ed – Communications	3
Gen. Ed – Afri. Amer. Heritage	3
Gen. Ed. – Mathematics	3
EDUC 101, Orientation	0.5
ASMB 101, Assembly	<u>0.5</u>
Total	14

**Second Semester**

<i>Courses</i>	<i>Sem.Hrs.</i>
Gen. Ed. – Mathematics	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
EDUC 102, Orientation	0.5
Gen. Ed-Hlth & Human Perform.	2
Gen. Ed.-Soc/Behav Sci/History	3
ASMB 102, Assembly	<u>0.5</u>
Total	15

**SOPHOMORE YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 211, Fin. Acct.	3
ECON 201, Macroecon	3
BADM 201, Bus.Comm	3
MGMT. 201, Prin.Mgmt.	3
Gen. Ed. – Foreign Lang.	3
BADM 261, Prof.Dev. Sem. I	0
ASMB 201, Assembly	<u>0.5</u>
Total	15.5

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 212 Manag. Acct.	3
ECON 202, Microecon	3
MRKT 201, Prin. of Mrkt	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
Gen. Ed. – Foreign Lang.	3
BADM 262, Prof.Dev.Sem.II	0
ASMB 202, Assembly	<u>0.5</u>
Total	18.5

**JUNIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 311, Int. Acct	3
BADM 201, Bus. Stat.	3
BADM 311, Bus. Finance	3
MGMT 303, Hum.Res.Mgt.	3
Gen. Ed. – Relg and Phil	3
*HNTH 391, Hons. Thesis I	1
BADM 361, Pro.Dev.SemIII	0
ASMB 301, Assembly	<u>0</u>
Total	15/16

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 312, Int. Acct. II	3
BADM 302, Bus. Calculus	3
BADM 304, Business Law	3
BADM 314, Bus. Research	3
ECON 312, Quant. Methods	3
*HNTH 392, Hons.Thesis II	1
BADM 362, Prof.Dev.Sem IV.	0
ASMB 302, Assembly	<u>0</u>
Total	15/16

**SENIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 421, Cost Acct.	3
MGMT 405, Prod.Op.Mgt	3
MGMT 405,Org.The & Beh	3
MGMT 407, MIS	3
Concentration Elective	3
*HNTH 491, Hons.Thesis III	2
BADM 461, Prof.Dev.Sem.V	0
ASMB 401, Assembly	<u>0</u>
Total	15/17

**Second Semester**

<i>Courses</i>	<i>Sem Hrs.</i>
BADM 406, Inter. Bus.	3
BADM 410, Business Policy	3
BADM 460, Bus. Internship	3
Concentration Electives	6
BADM 462, Pro. Dev. Sem. VI	0
ASMB 402, Assembly	<u>0</u>
Total	15

*\*Required for Honor Students*

**Curriculum leading to the Degree of Bachelor of Science in Business Administration with a Concentration in Finance-123/127 Semester Hours**

**FRESHMAN YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. - Science	3
Gen. Ed. - Science lab	1
Gen. Ed - Communications	3
Gen. Ed-Afri Amer Heri	3
Gen. Ed. - Mathematics	3
EDUC 101, Orientation	0.5
ASMB 101, Assembly	<u>0.5</u>
Total	14

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. – Mathematics	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
EDUC 102, Orientation	0.5
Gen. Ed-Hlth & Human Perform.	2
Gen. Ed.-Soc/Behav Sci/History	3
ASMB 102, Assembly	<u>0.5</u>
Total	15

**SOPHOMORE YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 211, Fin. Acct.	3
ECON 201, Macroeconomics	3
BADM 201, Bus.Comm	3
MGMT. 201, Prin.Mgmt.	3
Gen. Ed. – Foreign Lang.	3
BADM 261, Prof.Dev. Sem. I	0
ASMB 201, Assembly	<u>0.5</u>
Total	15.5

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 212 Manag. Acct.	3
ECON 202, Microeconomics	3
MRKT 201, Prin. of Marketing	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
Gen. Ed. – Foreign Lang.	3
BADM 262, Prof. Dev. Sem. II	0
ASMB 202, Assembly	<u>0.5</u>
Total	18.5

**JUNIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
BADM 301, Bus. Statistics	3
FINC 311, Bus. Finance	3
MGMT 303, Hum.Res.Mgt.	3
Gen. Ed. – Relg and Phil	3
Restricted Elective	3
BADM 361, Pro. Dev. Sem. III	0
*HNTH 391, Hons.Thesis I	1
ASMB 301, Assembly	<u>0</u>
Total	15/16

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
BADM 302, Bus. Calculus	3
BADM 304, Business Law	3
BADM 314, Bus. Research	3
FINC 312, Corporate Fin.	3
ECON 312, Quant. Methods	3
BADM 362, Prof. Dev. Sem IV.	0
*HNTH 392, Honors Sem. II	1
ASMB 302, Assembly	<u>0</u>
Total	15/16

**SENIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
FINC 411, Fin, Mrkts & Inst	3
MGMT 403, Prod.Op. Mgt	3
MGMT 405, Org.Theo.	3
MGMT 407, MIS	3
Restricted Elective	3
BADM 461, Prof. Dev. Sem. V	0
*HNTH 491, Hons Thesis III	2
ASMB 401, Assembly	<u>0</u>
Total	15/17

**Second Semester**

<i>Course</i>	<i>Sem. Hrs.</i>
BADM 410, Business Policy	3
BADM 460 Bus. Int.	3
FINC 412, Investments Fin.	3
BADM 406, International Bus.	3
Restrictive Elective	3
BADM 462, Pro. Dev. Sem. VI	0
ASMB 402, Assembly	<u>0</u>
Total	15

*\*Required for Honor Students*

**Curriculum leading to the Degree of Bachelor of Science in Business Administration with an Open Minor-123/127 Semester Hours**

**FRESHMAN YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. - Science	3
Gen. Ed. - Science lab	1
Gen. Ed - Communications	3
Gen. Ed-Afri Amer Heri	3
Gen. Ed. - Mathematics	3
EDUC 101, Orientation	0.5
ASMB 101, Assembly	<u>0.5</u>
Total	14

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. – Mathematics	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
EDUC 102, Orientation	0.5
Gen. Ed-Hlth & Human Perform.	2
Gen. Ed.-Soc/Behav Sci/History	3
ASMB 102, Assembly	<u>0.5</u>
Total	15

**SOPHOMORE YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 211, Fin. Acct.	3
ECON 201, Macroeconomics	3
BADM 201, Bus.Comm	3
MGMT. 201, Prin.Mgmt.	3
Gen. Ed. – Foreign Lang.	3
BADM 261, Prof.Dev. Sem. I	0
ASMB 201, Assembly	<u>0.5</u>
Total	15.5

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 212 Manag. Acct.	3
ECON 202, Microeconomics	3
MRKT 201, Prin. of Marketing	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
Gen. Ed. – Foreign Lang.	3
BADM 262, Prof. Dev. Sem. II	0
ASMB 202, Assembly	<u>0.5</u>
Total	18.5

**JUNIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Minor Elective	3
BADM 301, Bus. Statistics	3
FINC 311, Bus. Finance	3
MGMT 303, Hum.Res.Mgt.	3
Gen. Ed. – Relg and Phil	3
BADM 361, Pro. Dev. Sem. III	0
*HNTH 391, Hons.Thesis I	1
ASMB 301, Assembly	<u>0</u>
Total	15/16

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Minor Elective	3
BADM 302, Bus. Calculus	3
BADM 304, Business Law	3
BADM 314, Bus. Research	3
ECON 312, Quant. Methods.	3
BADM 362, Prof. Dev. Sem IV.	0
*HNTH 392, Honors Sem. II	1
ASMB 302, Assembly	<u>0</u>
Total	15/16

**SENIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Minor Elective	3
Minor Elective	3
MGMT 403, Prod.Op. Mgt	3
MGMT 405, Org.Theo.	3
MGMT 407, MIS	3
BADM 461, Prof. Dev. Sem. V	0
*HNTH 491, Hons Thesis III	2
ASMB 401, Assembly	<u>0</u>
Total	15/17

**Second Semester**

<i>Course</i>	<i>Sem. Hrs.</i>
Minor Elective	3
Minor Elective	3
BADM 406 International Bus.	3
BADM 410 Business Policy	3
BADM 460, Bus. Internship	3
BADM 462, Pro. Dev. Sem. VI	0
ASMB 402, Assembly	<u>0</u>
Total	15

*\*Required for Honor Students*

**Curriculum leading to the Degree of Bachelor of Science in Management – 123/127**  
**Semester hours**

**FRESHMAN YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. – Science	3
Gen. Ed. – Science Lab	1
Gen. Ed. – Communications	3
Gen. Ed. – African Amer. Herit.	3
Gen. Ed. – Mathematics	3
EDUC 101 – Orientation	0.5
ASMB 101 – Assembly	<u>0.5</u>
Total	14

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. – Mathematics	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
EDUC 102 – Orientation	0.5
Gen. Ed. – Health & Human Perform.	2
Gen. Ed. – Soc./Behav. Sci./Hist.	3
ASMB 102 – Assembly	<u>0.5</u>
Total	15

**SOPHOMORE YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 211, Fin. Acct.	3
ECON 201, Macroeconomics	3
BADM 201, Bus.Comm	3
MGMT. 201, Prin.Mgmt.	3
Gen. Ed. – Foreign Lang.	3
BADM 261, Prof. Dev. Sem. I	0
ASMB 201, Assembly	<u>0.5</u>
Total	15.5

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 212 Manag. Acct	3
ECON 202, Microeconomics	3
MRKT 201, Prin. of Mrkt	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
Gen. Ed. – Foreign Lang.	3
BADM 262, Prof. Dev. Sem. II	0
ASMB 202, Assembly	<u>0.5</u>
Total	18.5

**JUNIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
BADM 201, Bus. Statistics	3
BADM 311, Bus. Finance	3
MGMT 303, Hum.Res.Mgt	3
Gen. Ed.–Relg and Phil	3
Restricted Elective	3
*HNTH391, Hons.Thesis I	1
BADM 361, Pro. Dev. Sem. III	0
ASMB 301, Assembly	<u>0</u>
Total	15/16

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
BADM 302, Bus. Calculus	3
BADM 304, Business Law	3
BADM 314, Business Research	3
*HNTH 392, Honors Sem. II	1
BADM 362, Prof. Dev. Sem IV.	0
MGMT 304 Entrepreneurship	3
LDST 400 Leadership	3
ASMB 302, Assembly	<u>0</u>
Total	15/16

**SENIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
MGMT 403, Prod.Op.Mgt.	3
MGMT 405, Org. Theory	3
MGMT 407, MIS	3
MGMT 409, Conflict Resol.	3
ECON 411, Mang. Econ.	3
*HNTH 491, Hons Thesis III	2
BADM 461, Prof.Dev.Sem.V	0
ASMB 401, Assembly	<u>0</u>
Total	15/17

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
BADM 406, Inter. Bus.	3
BADM 410, Business Policy	3
MGMT 408, Quality Mgmt.	3
BADM 460, Bus. Internship	3
Concentration Elective	3
BADM 462, Pro. Dev. Sem. VI	0
ASMB 402, Assembly	<u>0</u>
Total	15

*\*Required for Honor Students*

**Curriculum leading to the Degree of Bachelor of Science in Marketing-123/127  
Semester Hours**

**FRESHMAN YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. - Science	3
Gen. Ed. - Science lab	1
Gen. Ed - Communications	3
Gen. Ed-Afri Amer Heri	3
Gen. Ed. - Mathematics	3
EDUC 101, Orientation	0.5
ASMB 101, Assembly	<u>0.5</u>
Total	14

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
Gen. Ed. - Mathematics	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
EDUC 102, Orientation	0.5
Gen. Ed-Hlth & Human Perform.	2
Gen. Ed.-Soc/Behav Sci/History	3
ASMB 102, Assembly	<u>0.5</u>
Total	15

**SOPHOMORE YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 211, Fin. Acct.	3
ECON 201, Macroeconomics	3
BADM 201, Bus.Comm	3
MGMT. 201, Prin.Mgmt.	3
Gen. Ed. – Foreign Lang.	3
BADM 261, Prof.Dev. Sem. I	0
ASMB 201, Assembly	<u>0.5</u>
Total	15.5

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
ACCT 212 Manag. Acct.	3
ECON 202, Microeconomics	3
MRKT 201, Prin. of Marketing	3
Gen. Ed. – Communications	3
Gen. Ed. – Culture	3
Gen. Ed. – Foreign Lang.	3
BADM 262, Prof. Dev. Sem. II	0
ASMB 202, Assembly	<u>0.5</u>
Total	18.5

**JUNIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
BADM 301, Bus. Statistics	3
FINC 311, Bus. Finance	3
MRKT 301, E-Commerce	3
Gen. Ed. – Relg and Phil	3
MRKT 310, Marketing Channels	3
*HNTH 391, Hons.Thesis I	1
BADM 361, Pro. Dev. Sem. III	<u>0</u>
Total	15/16

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
MRKT 302, Consumer Behav.	3
BADM 304, Business Law	3
MRKT 303, Database Marketing	3
MRKT 304, Marketing Research	3
Restricted Elective	3
*HNTH 392, Honors Thesis II	1
BADM 362 Prof. Dev. Sem. IV	<u>0</u>
Total	15/16

**SENIOR YEAR**

**First Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
MGMT 407, MIS	3
MGMT 403, Prod. & Ope. Mgt	3
MRKT 401 Advertising	3
MGMT 405, Org. Theory & Beh.	3
Restricted Elective	3
*HNTH 491, Hons Thesis III	2
BADM 461, Prof. Dev. Sem. V	<u>0</u>
Total	15/17

**Second Semester**

<i>Courses</i>	<i>Sem. Hrs.</i>
MRKT 403, Marketing Mgmt.	3
BADM 410, Business Policy	3
MRKT 406, Intl. Mrkt	3
BADM 460 Bus. Int.	3
MRKT 404 Retailing	3
BADM 462, Pro. Dev. Sem. VI	<u>0</u>
Total	15

*\*Required for Honor Students*

## **SCHOOL OF BUSINESS COURSE DESCRIPTIONS**

### **Accounting (ACCT)**

#### **ACCT 211: Financial Accounting**

Prerequisite: Sophomore standing. Basic theory, methodology and problems involved in the preparation of the income statement, the balance sheet and the statement of cash flows. An introduction to managerial accounting topics. Three hours.

#### **ACCT 212: Managerial Accounting**

Prerequisite: ACCT 211. Analysis of accounting data used in the planning, control and decision-making activities of business. Three hours.

#### **ACCT 311-312: Intermediate Accounting I and II**

Prerequisite: ACCT 211. In-depth study of theory, methodology and problems involved in accounting for assets, liabilities, capital and income determination. Other topics covered are cash flow statements, statement analysis, error correction and accounting for income taxes. Three hours each.

#### **ACCT 411-412: Federal Taxation I and II**

Prerequisite: ACCT 211. A study of tax principles and regulations related to individuals, corporations, estates and trusts. Three hours each.

#### **ACCT 421: Cost Accounting**

Prerequisite: ACCT 211. A study of the concepts and techniques of cost accounting. Topics include job-orders and process-cost systems, standard costs, budgeting and management's use of cost accounting information. Three hours.

#### **ACCT 422: Auditing**

Prerequisite: ACCT 311. A study of auditing theory, standards and procedures. Topics include audit planning, sampling, internal control, the preparation of the auditor's report and ethics. Three hours.

#### **ACCT 430: Governmental and Non-Profit Accounting**

Prerequisite: ACCT 312. Accounting for governmental entities, colleges, hospitals and other non-profit organizations. Topics include theory of fund accounting, GASB standards, procedures of accounting and entity reporting. Three hours.

#### **ACCT 432: Advanced Accounting**

Prerequisites: ACCT 312 and Senior standing. A discussion of special accounting topics, such as consolidated financial statements, mergers and acquisitions and reporting for the Securities and Exchange Commission. Three hours.

#### **ACCT 434: Accounting Information Systems**

Prerequisites: CSCI 200 and ACCT 312. A study of the design and use of information systems to collect, process and interpret financial data, emphasizing internal control systems and computer audit techniques, systems design and implementation. Three hours.

#### **ACCT 441: Accounting Theory**

Prerequisite: ACCT 312. Advanced study of fundamental concepts, conventions and assumptions underlying accounting practice. Three hours.

**ACCT 445: CPA Examination Review**

Prerequisite: ACCT 312. Review of prior CPA examinations and analysis of new developments in accounting theory, accounting practice, auditing and business law. Three hours.

**Business Administration (BADM)****BADM 201: Business English and Communication**

Prerequisite: ENGL 102. A study of the procedures and practices of written and oral communication in business professions. Students develop skills in writing business letters, preparing informal and formal reports and making oral presentations. Three hours.

**BADM 261-262: Professional Development Seminars I and II**

Prerequisite: Sophomore standing. Weekly sessions, including guest speakers, to counsel and involve students in the areas of university and division requirements, career planning and development, acquisition of work experience, building of leadership skills and preparation for graduate studies. No credit hours.

**BADM 301: Business Statistics**

Prerequisite: MATH 111. An introduction to basic statistical concepts and procedures, and their application to business problems. Topics include measures of central tendency, and dispersion, probability, theory of sampling, correlation and regression analysis. Three hours.

**BADM 302: Business Calculus**

Prerequisite: MATH 111. A study of the basic concepts and procedures of calculus and their application to business problems. Topics include differentiation partial and total derivatives, higher-order derivatives, maximum and minimum problems and techniques of integration. Three hours.

**BADM 304: Business Law**

This course explores the nature and sources of laws relating to contracts, sales, trade practices, business torts, crimes, bankruptcy and legal responsibilities of business organizations. It further highlights how legal issues may constrain business operations. Three hours.

**BADM 314: Business Research**

Prerequisite: BADM 301. Scientific methods of research with emphasis on critical evaluation. Students gain hands-on experience in conducting research and writing reports in the APA style. Students will also review and assess current published literature. The course materials will form a major part of the senior thesis/project. Three hours.

**BADM 361-362: Professional Development Seminars III and IV**

Prerequisite: BADM 261 and BADM 262. Weekly sessions, including guest speakers, to monitor and continue student progress toward preparation for graduate studies, successful career planning and development, leadership skills and development and work experience. No credit hours.

**BADM 406: International Business**

Prerequisite: Senior standing. A study of business relationships between countries; cultural, political, and economic factors affecting international business or markets; and managerial and marketing strategies for foreign environments. Three hours.



**BADM 410: Business Policy**

Prerequisite: Senior standing. An integrative course that focuses on developing strategic plans, using functional knowledge from finance, accounting, management, economics and marketing. Three hours

**BADM 460: Business Internship**

Prerequisite: Second-semester Junior standing, departmental approval and consent of instructor. Supervised on-the-job experiences in various aspects of the business profession. Students may arrange for clinical experiences complementing their major/concentration through special arrangements with a business enterprise. Plans may be arranged for off-campus internship during the school year and during the summer. Three hours.

**BADM 461-462: Professional Development Seminars V and VI**

Prerequisites: BADM 361 and BADM 362. Special sessions, including guest speakers, to dialogue with students about the senior exit examination, the job search, graduate studies and other realities of the work place. No credit hours.

**Economics (ECON)****ECON 200: Survey of Economics**

This course is designed to serve the needs of students planning to take only one economics course during their college career. This course introduces students to basic economic principles, economic ways of thinking, economic terminology and major economic issues in the US as well as the world. Three hours.

**ECON 201: Macroeconomics**

A survey of economics at the aggregate level. Topics include economic systems, economic growth and national income, monetary and fiscal policies, inflation and unemployment and financial markets. Three hours.

**ECON 202: Microeconomics**

Prerequisite: ECON 201. A study of economics at the market level. Topics include market structures, factor markets, consumer and firm behavior and international trade. Three hours.

**ECON 312: Quantitative Methods**

Prerequisite: BADM 301. A comprehensive study of various quantitative techniques and their application to the analysis of business problems. Three hours.

**ECON 411: Managerial Economics**

Prerequisites: BADM 302 and ECON 202, ECON 312. A study of the application of economic concepts and techniques to decision making in business. Includes demand forecasting, firm structure, cost analysis, capital budgeting and operations research techniques. Three hours.

**Finance (FINC)****FINC 311: Business Finance**

Prerequisite: Junior Standing. Surveys the basic tools of financial management. Topics include analysis of corporate performance, management of short-term assets, decision framework for capital budgeting, an analysis of the cost and sources of long term capital, time value of money, and integration of the concepts of financial management into a total systems approach to business decision making. Three hours

**FINC 312: Corporate Finance**

Prerequisite: FINC 311. Examines in details the investment, finance and dividend policies of a corporate and their interrelatedness. Topics include discussion of a debt policy, debate about dividend puzzle, interactions between investments and financing decisions, market for corporate control (mergers, acquisition etc.) and capital budgeting and capital structure. Three hours.

**FINC 314: Personal Finance**

Prerequisite: Junior Standing. This course is designed as an introduction to personal financial planning. It is a study of basic financial planning theories and practices. Topics include consumer credit and debt management, investment alternatives, retirements and estate planning. Three hours.

**FINC 315: Real Estate Finance**

Prerequisite: Junior Standing. Focuses on theory and practice in real estate, with social, legal and economic implications. Topics include issues and problems in the administration of real estate mortgages; sources and uses of mortgage funds, including land acquisition and construction, permanent and secondary financing; cost of funds, mortgage yields accompanying risk. An overview of lease financing. Three hours.

**FINC 316: Insurance and Risk Management**

Prerequisite: Junior Standing. Examines the management of non-speculative risks in the business enterprise with emphasis on insurance as a tool. Topics include concepts of risk and insurance; risk analysis; treatment of risk control and financing; analysis of insurance contracts in areas of life, health, property and liability insurance. Three hours.

**FINC 411: Financial Markets & Institutions**

Prerequisite: FINC 311/Senior Standing. Enhances the understanding of money and capital markets and financial instruments traded in these markets. Topics include money and capital markets, financial instruments, interest rate structure and yield curve, major financial institutions, such as, commercial banks, insurance companies, investment banks and other specialized banks. Three hours

**FINC 412: Investment Theory**

Prerequisite: BADM 311/Senior Standing. Examines the investment environment. Topics include analysis of the aggregate market, industry, and the individual firm; valuation methods with a concentration on applications to common stocks, bonds and preferred stocks. Three hours.

**FINC 414: Bank Management**

Prerequisite: Senior Standing. Provides students with tools and techniques to manage banks. Topics include performance evaluation of a bank, asset-liability management of various kinds of risks, such as interest rate risks etc., fund management, and investment management. Three hours.

**FINC 415: Financial Derivatives**

Prerequisite: Senior Standing. Analysis financial instruments, such as, options, forward and futures contracts. Topics include various characteristics of these securities, cash flow associated with these asset and how the securities are priced. Three hours.

**FINC 416: International Financial Management**

Prerequisite: Junior/Senior Standing. Analyzes the forms and tools of international financial transactions. Topics include exchange rate determination, responses to the fluctuations in exchange rates, managing foreign exchange exposure, hedging in money market, futures and

forward market, multinational capital budgeting decisions, funds management (capital raising and investment decision) through international financial markets, recent trends in portfolio investments world-wide. Three hours.

## **Management (MGMT)**

### **MGMT 201: Principles of Management**

Prerequisite: Sophomore standing. A study of basic management in business enterprises. Topics include planning, organizing, motivation, communication, leadership, ethics, functional areas and organizational structure. Three hours.

### **MGMT 303: Human Resources Management**

Prerequisite: MGMT 201. A study of the recruitment, selection and development of the work force. Topics include evaluation, compensation, employee relations and legal considerations. Three hours.

### **MGMT 304: Entrepreneurship**

Prerequisite: MGMT 201. A study of small business. Topics include starting a new business, operating and managing a small business, the role of small business in the economy and some aspects of government assistance. Three hours.

### **MGMT 403: Production and Operations Management**

Prerequisites: ECON 312. Senior Standing. A study of the design and management of operations under varying conditions. Techniques for improving decisions regarding job design, capacity, inventory, location, layout, and scheduling in both manufacturing and service organizations will be discussed. Three hours.

### **MGMT 405: Organizational Theory and Behavior**

Prerequisites: Senior standing. A study of interactions, effects, organizational structure, interrelationships and behavioral approaches to management. Three hours.

### **MGMT 407: Management Information Systems**

Prerequisites: CSCI 200, MGMT 201 and Senior standing. The management and use of information systems in organizations and their relationship to organizational objectives and structure. Topics include hardware, software, functional information systems, decision support systems, expert systems, telecommunications and systems design. Three hours.

### **MGMT 408: Quality Management**

Prerequisite: MGMT 201 and BADM 301. A study of the principles, practices and analytic methods in quality management. Topics include statistical quality control, quality design, quality assurance, conformance to design, culture, change and development. Three hours.

### **MGMT 409: Conflict Resolution/Negotiation**

Prerequisite: MGMT 201, Senior Standing. Includes hands-on information for effectively communicating with employees including disciplining of employees, terminating employees, and understanding and using Organizational politics and more. Also provides information about do's and don'ts Negotiating in a business meeting. Three hours

### **MGMT 412: Advanced Human Resource Management**

Prerequisites: MGMT 303 and Senior standing. A more detailed study of principles, procedures and techniques in the management of human resources. Topics included job analysis, recruitment

and selection of employees, career management, compensation management and the regulatory environment. Three hours.

**MGMT 415: Labor Relations**

Prerequisite: Junior standing. A study of the development and structure of labor markets, the labor and union movement, collective bargaining and labor laws. Three hours.

**MGMT 416: Advanced Organizational Theory and Behavior**

Prerequisites: MGMT 405 and Senior standing. In-depth study of managerial considerations in human behavior and organizational structure. Topics in human behavior include perception, individual differences, motivation, goal-setting and ethics. Topics in organization structure include organizational design, culture, change and development. Three hours.

**Marketing (MRKT)**

**MRKT 201: Principles of Marketing**

Prerequisite: Sophomore standing. Introduction to various factors and activities in marketing, channels of distribution, pricing, promotion, product management and environmental factors involved in the flow of goods and services from production to consumption. Three hours.

**MRKT 301: E-commerce**

Prerequisite: MRKT 201 and Junior Standing. This course will study the theory and practice of marketing in the electronic environment from both B2C and B2B perspectives. An in depth analysis of how the 4 P's have been messaged to fit this new technology will be explored in addition to how the marketing concept can be enhanced via this new distribution channel. Three hours.

**MRKT 302: Consumer Behavior**

Prerequisite: MRKT 201 and Junior Standing. A study of the decision-making process with contributions of the behavioral sciences to the understanding and predicting of consumer behavior in the market place. Includes the contribution of research techniques to understanding consumer purchasing and decision-making. Three hours

**MRKT 303: Database Marketing**

Prerequisite: Marketing 201. This course is designed to introduce students to the new era of digital marketing. Students will be familiarized with e-commerce terminology, electronic tools, techniques of database marketing, data mining, and data warehousing. Three hours.

**MRKT 304: Marketing Research**

Prerequisite: MRKT 201. Junior standing. Techniques of research for marketing decisions; study of information needs, sources, methods for gathering and analyzing data and putting findings into format for management utilization. Three hours

**MRKT 307. Public Relations**

Prerequisite: MRKT 201. An introductory course to public relations and public relations activities as they pertain to marketing image. Students will explore national and international implications of both positive and negative publicity. Students will develop a Public Relation plan as it relates to part of the marketing plan. Three hours

**MRKT 309: Business to Business Marketing**

Prerequisite: MRKT 201. An analysis of marketing strategy as it applies to firms that engage in the production of finished products or services, including an examination of the buying behavior of profit and non-profit enterprises, as well as governmental agencies and the impact of e-commerce on these enterprises and processes. Three hours.

**MRKT 310: Marketing Channels**

Prerequisite: MRKT 201. Study of channels of distribution from the manufacturer to the consumer. Emphasis is placed on the roles and functions of every member in the channel and the integration of these roles into marketing a product. Three hours.

**MRKT 401: Advertising**

Prerequisite: MRKT 302. A study of concepts, strategies, and practices involved in planning, executing and evaluating of advertising and promotional activities in communicating to the consumer. Emphasis is on message strategies and advertising media in the sale of goods and services. Three hours.

**MRKT 402: Sales Management**

Prerequisite: MRKT 201 and Senior Standing. A study of problems involved in managing a sales force (recruiting, selection, training, compensation, supervision, stimulation), sales planning (forecasting, budgeting, territories), sales analysis and control. Includes the responsibilities, preparation, duties and qualifications of salespeople. Three hours.

**MRKT 403: Marketing Management**

Prerequisite: MRKT 201 and Senior Standing. This is a capstone course and may only be taken the second semester of senior year. This course is designed to address the challenges of marketing in a rapidly changing environment. Emphasis is placed on analyzing the internal and external marketing environments to extract useful information from raw marketing data. Students will learn to apply knowledge and concepts of marketing, such as product differentiation, market segmentation, and marketing research, in the development of a marketing plan. Three hours.

**MRKT 404: Retailing**

Prerequisite: MRKT 201 and Senior Standing. This is an introductory retailing course, which considers the basic decision area in the relating mix, such as store location, pricing, merchandise planning and control, personnel planning, and customer service, promotions policies, selling and buying. Three hours.

**MRKT 406: International Marketing**

Prerequisite: MRKT 201 and Junior Standing. Focuses on the role of marketing in today's global economy. Environmental differences among nations will be discussed and emphasis will be placed on the modification of marketing thought and practices that these environmental differences require. While these important differences will be discussed, world markets where products are becoming standardized will also be emphasized. Topics include corporate organization for international marketing, the nature of marketing information and research in the international arena, and the challenges facing managers who must make international marketing decisions. Three hours.

