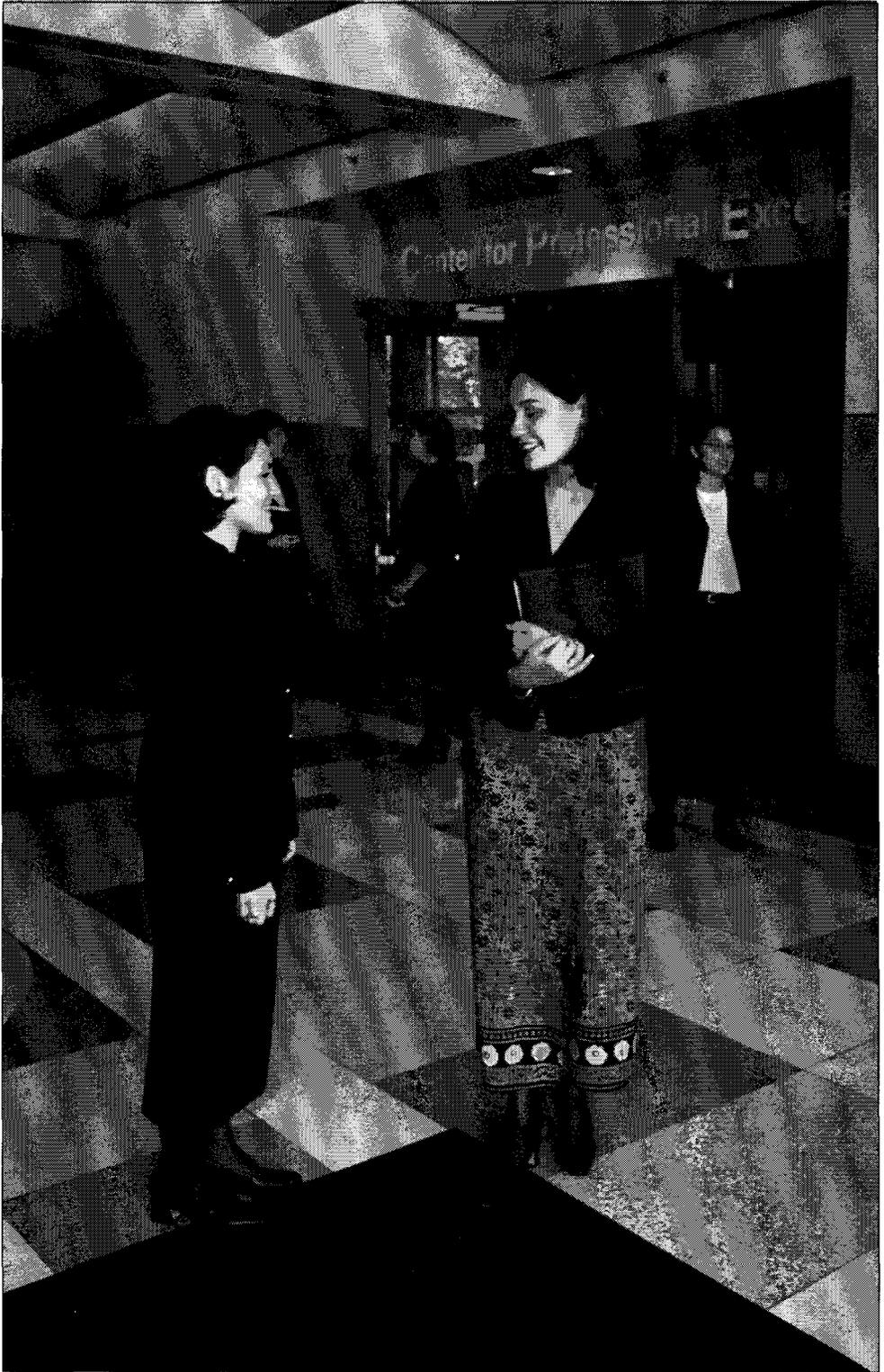


COLLEGE OF BUSINESS



COLLEGE OF BUSINESS

Mission Statement

The mission of the College of Business is to offer graduate and undergraduate programs of high quality that meet the needs of students, in terms of their general education as well as in their preparation for productive and rewarding professional careers. This focus requires that the college be alert and responsive to local, regional, and national issues and to the needs of business, government, and the community at large. Its faculty approaches the challenge of education not only through their classroom and advising efforts but by active scholarship in their respective disciplines and through service to the University, their profession, and the community.

All undergraduate degrees in the College of Business are accredited by the American Assembly of Collegiate Schools of Business and conform to its recommended guidelines. Consistent with American Assembly of Collegiate Schools of Business guidelines, at least 50 percent of the business semester credit hours required for the College of Business degree must be taken at UTSA.

Students in the College of Business may not enroll in specified 3000- and 4000-level courses in the College of Business before declaring a major. Students majoring in fields outside the College of Business may not take more than 27 semester credit hours in this college without approval of the Dean of the College of Business.

Declaration of a major in the College of Business is limited to those students who meet the following minimum requirements:

1. Completion of 45 semester credit hours
2. Cumulative grade-point average of 2.5
3. Completion of the following eight courses or their equivalents with a grade-point average of 2.25 (2.0 for the B.B.A. in General Business):

ACC	2013	Accounting Principles I
ACC	2033	Accounting Principles II
ECO	2013	Introductory Macroeconomics
ECO	2023	Introductory Microeconomics
MAT	1033	Algebra with Calculus for Business
STA	1063	Basic Statistics for Business and Economics
IS	3003	Principles of Information Systems for Management
COM	1043	Introduction to Communications

Once these requirements are met, a student must request a declaration of major through the Undergraduate Business Advising Office.

Students seeking a Bachelor of Business Administration degree in the College of Business must take the following courses as part of their Core Curriculum requirement:

MAT	1033	Algebra with Calculus for Business (Domain I)
IS	3003	Principles of Information Systems for Management (Domain I)
ECO	2013	Introductory Macroeconomics (Domain II)
MGT	4893	Management Strategy and Policy (Domain IV) (taken in semester of graduation)

Students with a Building/Development Concentration must complete PHY 1603 General Physics I and PHY 1611 General Physics I Laboratory to meet part of the Core Curriculum science requirement.

All students seeking a B.B.A. degree in the College of Business must complete the following Common Body of Knowledge (CBK) courses in addition to the Core Curriculum:

Course or Requirement			Semester Credit Hours
STA	1063	Basic Statistics for Business and Economics	3
COM	1043	Introduction to Communication	3
ACC	2013	Accounting Principles I	3
ACC	2033	Accounting Principles II	3
BLW	3013	Business Law	3
ECO	2023	Introductory Microeconomics	3
FIN	3013	The Finance Function	3
MGT	3013	Introduction to Organization Theory, Behavior, and Management	3
MS	3033	Management Science and Production Management	3
MGT	3043	Business Communications	3
MKT	3013	Principles of Marketing	3
PHI	2053	Business Ethics	3

Students completing degree course requirements with less than 120 semester credit hours will augment their program with electives taken outside the College of Business to reach that total.

Bachelor of Business Administration Degree in General Business

The Bachelor of Business Administration degree in General Business is an interdisciplinary program within the College of Business. The minimum number of semester credit hours is 129. In addition to the Core Curriculum requirements and requirements of the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 39 semester credit hours.

A. 30 semester credit hours of required courses:

ACC	2043	Introduction to Accounting Topics
ECO	3033	Economics of Managerial Decisions
FIN	3313	Money and Banking
BLW	3023	Business Organizations and Commercial Law
MGT	3023	Organizational Behavior
MKT	4013	Marketing Management

12 additional semester credit hours of upper-division courses in the College of Business, of which no more than 6 hours can be in any one discipline in the college and at least 3 must be at the 4000 level.

- B. ENG 2413 Technical Writing
- C. 6 semester credit hours of electives outside the College of Business

Minor in General Business

A Minor in General Business is open to all nonbusiness majors in the University. Business majors are not eligible to pursue a Minor in General Business. Students pursuing this minor should elect to take ECO 2013 Introductory Macroeconomics (Domain II) and IS 3003 Principles of Information Systems for Management (Domain I) as part of their Core Curriculum requirements. In addition to those two courses, the following 21 semester credit hours are required in the College of Business:

ACC	2003	Foundations of Accounting
MGT	2003	Introduction to Business
ECO	2023	Introductory Microeconomics
FIN	3003	Survey of Finance
BLW	3013	Business Law
MGT	3013	Introduction to Organization Theory, Behavior, and Management
MKT	3013	Principles of Marketing

DIVISION OF ACCOUNTING AND INFORMATION SYSTEMS

Mission Statement

The mission of the accounting programs within the Division of Accounting and Information Systems is to offer graduate and undergraduate accounting programs of high quality which meet the needs of the students in preparing those students for professional careers in accounting. This mission includes providing a broad-based education as well as education in current business and accounting topics. The division is responsive to the needs of employers and other constituents of its programs. The division is also alert to the current issues in the local, regional, and national environment and plans and implements changes in the educational process to respond to those issues when needed. The faculty of the accounting programs assist in accomplishing this mission through a planned integration of their teaching, intellectual, and service contribution.

DIVISION HONORS

The Division of Accounting and Information Systems offers the opportunity for certain of its outstanding students to achieve the designation of Honors in Major and provides the opportunity for advanced study under close faculty supervision.

Selection for honors designation is based on the student's academic performance and recommendation by the Division Academic Policy and Curriculum Committee (APCC) in consultation with the faculty of the student's major discipline. To be eligible for the designation, students must have a minimum overall grade-point average of 3.0 at UTSA and a minimum grade-point average of 3.5 in their major. To enroll in honor's thesis courses and to graduate with the honors designation, a minimum grade-point average must be maintained. Students applying for Honors in Major are expected to enroll in the appropriate honors thesis course during the final two semesters. The completed thesis must be approved by the supervising faculty sponsor from the student's discipline and the APCC. Students interested in this program should contact the APCC through the Division of Accounting and Information Systems office for additional information. Division honors can be attained independent of or in addition to University Honors.

Bachelor of Business Administration Degree in Accounting

The minimum number of semester credit hours for the Bachelor of Business Administration degree in Accounting is 120. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 30 semester credit hours.

A. 24 semester credit hours of accounting courses in the major:

- ACC 3023 Intermediate Financial Accounting I
- ACC 3033 Intermediate Financial Accounting II
- ACC 3043 Federal Income Tax Accounting
- ACC 3113 Accounting Information Systems
- ACC 3123 Cost Analysis
- ACC 4013 Principles of Auditing
- ACC 4153 Corporate and Partnership Taxation
- 3 semester credit hours of upper-division accounting electives

B. 3 semester credit hours of support work:

- ENG 2413 Technical Writing

C. 3 semester credit hours of electives outside the College of Business

Notes for students who intend to take the CPA examination:

1. Because of the topical coverage of the CPA examination, BLW 3023 Business Organizations and Commercial Law is recommended as an elective for students who anticipate taking the CPA examination.
2. The educational requirements for candidates applying for the CPA examination in Texas are regulated by the Texas State Board of Public Accountancy. Students with questions about requirements or eligibility should contact the Texas State Board of Public Accountancy, 333 Guadalupe, Tower III, Suite 900, Austin, TX 78701.

COURSE DESCRIPTIONS ACCOUNTING (ACC)

2003 Foundations of Accounting

(3-0) 3 hours credit.

A study of accounting as the "language of business." The focus is on accounting as a tool for communicating financial information for planning, control, and decision making. This course is designed for nonbusiness majors and cannot be applied toward a degree in the College of Business.

2013 Accounting Principles I

(3-0) 3 hours credit.

An introduction to the fundamental concepts of financial accounting. Designed to provide students an opportunity to understand accounting as an information development and communication function that supports economic decision making. [TCCN: ACCT 2301.]

- 2033 Accounting Principles II**
(3-0) 3 hours credit. Prerequisite: ACC 2013.
A continuation of the study of fundamental concepts of financial accounting and management's use of accounting to provide information for planning, controlling, and decision making. [TCCN: ACCT 2302.]
- 2043 Introduction to Accounting Topics**
(3-0) 3 hours credit. Prerequisite: ACC 2033.
An introduction to more advanced accounting topics such as federal taxation and cost accounting. May not be applied to a major in accounting. (Formerly ACC 3003. Credit cannot be earned for both ACC 2043 and ACC 3003.)
- 2153 Accounting for the Tourism Industry**
(3-0) 3 hours credit. Prerequisite: ACC 2033.
An investigation of specialized accounting topics in accommodations, attractions, restaurant, transportation, and other tourism-related industries. May not be applied to a major in accounting.
- 3023 Intermediate Financial Accounting I**
(3-0) 3 hours credit. Prerequisite: ACC 2033.
An in-depth study of promulgated accounting theory and concepts with an emphasis on corporate financial accounting and reporting.
- 3033 Intermediate Financial Accounting II**
(3-0) 3 hours credit. Prerequisite: A grade of "C" or better in ACC 3023.
A continuation of the in-depth study of promulgated accounting theory and concepts with an emphasis on corporate financial accounting and reporting.
- 3043 Federal Income Tax Accounting**
(3-0) 3 hours credit. Prerequisite: A grade of "C" or better in ACC 3023.
Fundamentals of federal income tax accounting for individuals. Topics include income and exclusions, statutory deductions, depreciation, sale of business assets, capital gains and losses, and computation of tax.
- 3113 Accounting Information Systems**
(3-0) 3 hours credit. Prerequisites: ACC 2033 and IS 3003.
Examines the role of accounting information systems within the organizational structure. A conceptual framework for integrating elements required to support accounting information systems. (Formerly IS 3013. Credit cannot be earned for both ACC 3113 and IS 3013.)
- 3123 Cost Analysis**
(3-0) 3 hours credit. Prerequisite: ACC 2033.
A study of advanced cost-accounting systems, including cost allocation, unit cost determination, variance analysis, capital budgeting, inventory control, and other related quantitative methods.

- 3143 International Accounting**
 (3-0) 3 hours credit. Prerequisite: ACC 2033.
 A comparative study of international financial accounting, managerial accounting, and auditing practices. Specific accounting issues include foreign currency translation and inflation accounting. May not be applied to a major in accounting.
- 4013 Principles of Auditing**
 (3-0) 3 hours credit. Prerequisites: A grade of “C” or better in both ACC 3033 and 3113.
 A study of auditing theory, professional ethics, audit programs, evidential matter, and professional reports.
- 4033 Advanced Financial Accounting Topics**
 (3-0) 3 hours credit. Prerequisite: A grade of “C” or better in ACC 3033.
 A study of advanced topics such as business combinations and consolidations, partnerships, and foreign currency translation. (Formerly ACC 3063. Credit cannot be earned for both ACC 4033 and ACC 3063.)
- 4053 Accounting for Governmental and Not-for-Profit Organizations**
 (3-0) 3 hours credit. Prerequisite: ACC 3033.
 A study of accounting, budgeting, fiscal procedures, and financial records of governmental agencies and private not-for-profit organizations.
- 4073 Intermediate Financial Accounting III**
 (3-0) 3 hours credit. Prerequisite: A grade of “C” or better in ACC 3033.
 A study of specialized financial reporting topics, including the application of professional standards and case-study analyses.
- 4083 Budgeting, Planning, and Forecasting**
 (3-0) 3 hours credit. Prerequisite: ACC 3123 or an equivalent.
 A study of advanced cost-accounting topics (managerial, behavioral, and quantitative) for profit planning and control. Specific forecasting models and computer applications are addressed.
- 4153 Corporate and Partnership Taxation**
 (3-0) 3 hours credit. Prerequisite: A grade of “C” or better in ACC 3043.
 A study of the taxation of C and S Corporations and Partnerships. Topics include the formation, income taxation, and liquidation of corporations and partnerships.
- 4173 Estate and Gift Taxation**
 (3-0) 3 hours credit. Prerequisite: ACC 3043.
 Introduction to the federal estate and gift tax laws, with an emphasis on the applicable code sections and regulations.
- 4183 EDP Auditing and Advanced Problems**
 (3-0) 3 hours credit. Prerequisite: ACC 4013.
 An in-depth analysis of the Statements of Auditing Standards, with special emphasis on evaluating internal control in an EDP environment and computer-assisted auditing.

4911-3 Independent Study

1 to 3 hours credit. Prerequisite: Permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for the required forms.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Accounting

3 hours credit. Prerequisites: ACC 3033, an overall 2.5 grade-point average, and permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.

The opportunity to gain knowledge through experiential activities in professional life. Joint cooperation with business and governmental institutions in structuring and monitoring work experience aimed at supplementing the classroom learning process. Internships may be repeated once (for a total of 6 semester credit hours) provided the internships are with different organizations.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with advisor's approval. No more than 3 semester credit hours can apply toward accounting major requirements.

**Bachelor of Business Administration Degree
in Information Systems**

The minimum number of semester credit hours for the Bachelor of Business Administration degree in Information Systems is 123. In addition to the Core Curriculum requirements and the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 33 semester credit hours.

A. 21 semester credit hours of information systems courses in the major:

IS	3063	Data Base Management for Information Systems
IS	3073	Application Development
IS	4053	Analysis and Design of Information Systems
IS	4063	Advanced Topics in Information Systems
IS	4123	Introduction to Telecommunications for Business

6 additional semester credit hours of upper-division information systems coursework

B. 6 semester credit hours of information systems support work:

- IS 2033 Introduction to Computer Concepts for Information Systems
- IS 2043 Data Structures and File Processing

C. 3 semester credit hours of support work:

- MGT 3023 Organizational Behavior

D. 3 semester credit hours of electives taken outside the College of Business

**COURSE DESCRIPTIONS
INFORMATION SYSTEMS
(IS)**

- 2033 Introduction to Computer Concepts for Information Systems**
(3-0) 3 hours credit.
An introduction to programming with procedural languages. Addresses basic elements of structured programming, including control structures, arrays, lists, sequential file access and update, and modular design.
- 2043 Data Structures and File Processing**
(3-0) 3 hours credit. Prerequisite: IS 2033.
An introduction to principles of file organization, including file structures, access methods, abstract data types, and object-oriented methods. A procedural language will be used to develop applications using these concepts.
- 3003 Principles of Information Systems for Management**
(3-0) 3 hours credit. Prerequisite: Familiarity with spreadsheet software.
An analysis of managerial/organizational information needs. Systematic procedures for developing information systems are covered. Includes coverage of hardware and software tools, information structures, and formal problem-solving techniques. Issues related to organizational controls, security, and globalization as a result of changing technologies are discussed. Cases will be assigned to illustrate the use of specific tools and techniques for problem solving.
- 3063 Data Base Management for Information Systems**
(3-0) 3 hours credit. Prerequisite: IS 2043.
A study of data base management systems (DBMS) features, functions, and architecture, including logical design, data models, normalization, object-oriented data, and data base administration. A DBMS product will be used to illustrate principles.
- 3073 Application Development**
(3-0) 3 hours credit. Prerequisite: IS 2043.
A study of the use of information systems techniques to solve managerial problems. Includes cases where students are asked to design and implement

information systems that address various classes of analytic problems. Principles of decision theory are addressed.

3093 Computer Support of Groups

(3-0) 3 hours credit. Prerequisite: IS 3003.

This course is designed to examine the ways in which computers can be used to support the communication, coordination, and decision-making needs of groups. The course will study the problems that face-to-face and distributed groups encounter in an organizational environment and will review the technology available to address these problems.

4053 Analysis and Design of Information Systems

(3-0) 3 hours credit. Prerequisite: IS 3063.

An introduction to systems theory and development techniques. Topics include problem definition, object-oriented design, issues for cost/benefit analyses, and CASE tools.

4063 Advanced Topics in Information Systems

(3-0) 3 hours credit. Prerequisite: 15 semester credit hours of information systems courses.

Survey of recent developments in information technology. Analysis will focus on applications in the business community and theoretical developments that relate to those applications. Ordinarily taken during semester of graduation.

4073 The Information Resource

(3-0) 3 hours credit. Prerequisite: MGT 3023.

A study of the principles and concepts involved in the management of organizational information systems resources. Topics include project control, CIO functions, information systems planning, strategic impact of information systems, multinational organizations, and relevant legal, professional, and ethical issues.

4123 Introduction to Telecommunications for Business

(3-0) 3 hours credit. Prerequisite: 9 semester credit hours of information systems courses.

Includes an in-depth look at basic telecommunications terminology and concepts. Introduction to voice and data networks, signaling, and modulation/multiplexing. Network topologies and protocol fundamentals and architectures (including the OSI model, TCP/IP, and SNA) are presented and compared. Frame Relay, X.25, and ATM packet technologies are introduced. Network security issues are explored.

4133 Advanced Telecommunications for Business

(3-0) 3 hours credit. Prerequisite: IS 4123.

This course provides a foundation in the issues and principles of network design and management, including network planning, initialization, and configuration management; fault management; usage accounting; and network security. Current networking and network management products and the role played by network management protocols and products will be discussed.

- 4153 Electronic Commerce**
 (3-0) 3 hours of credit. Prerequisite IS 3003.
 A study of issues related to the use of electronic networks to facilitate inter- and intraorganizational business activities. Topics include the nature of the network, of business activities, and of the emerging technologies relevant to the business activities. Current impediments to expansion or implementation of electronic commerce and the technological, social, and policy changes needed to overcome these impediments will also be discussed.
- 4163 Advanced Programming Concepts**
 (3-0) 3 hours credit. Prerequisite: IS 3063.
 A survey of programming languages and application development facilities. Topics may include procedural languages as well as very high-level languages, end-user application development languages, object-oriented languages, logic programming languages, and expert system shells.
- 4183 Advanced Data Base Concepts**
 (3-0) 3 hours credit. Prerequisite: IS 3063.
 In-depth consideration of concepts governing the design and management of data base systems. Topics include data base design, distributed data bases, data base administration, object-oriented data modeling, and performance evaluation.
- 4911-3 Independent Study**
 1 to 3 hours credit. Prerequisite: Permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for the required forms.
 Independent research in an information systems topic under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree.
- 4933 Internship in Information Systems**
 3 hours credit. Prerequisites: 9 semester credit hours of information systems or business data systems courses, an overall 2.5 grade-point average, and permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.
 The opportunity to gain knowledge through experiential activities in professional life. Joint cooperation with business and governmental institutions in structuring and monitoring work experience aimed at supplementing the classroom learning process.
- 4953 Special Studies in Information Systems**
 (3-0) 3 hours credit. Prerequisite: Consent of instructor.
 An organized course offering specialized study not normally or not often available as part of the regular course offerings. Special Studies may be repeated for credit when the topics vary, but not more than 6 semester credit hours, regardless of discipline, will apply to a bachelor's degree.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with advisor's approval. No more than 3 semester credit hours may apply toward information systems major requirements.

DIVISION OF ECONOMICS AND FINANCE

DIVISION HONORS

The Division of Economics and Finance offers the opportunity for certain of its outstanding students to achieve the designation of Honors in Major and provides the opportunity for advanced study under close faculty supervision.

Selection for honors designation is based on the student's academic performance and recommendation by the Division Academic Policy and Curriculum Committee (APCC) in consultation with the faculty of the student's major discipline. To be eligible for the designation, students must have a minimum overall grade-point average of 3.0 at UTSA and a minimum grade-point average of 3.5 in their major at UTSA. To enroll in honor's thesis courses and to graduate with the honors designation, these minimum grade-point averages must be maintained. Students applying for Honors in Major are expected to enroll in the appropriate honors thesis course during their final two semesters. The completed thesis must be approved by the supervising faculty sponsor from the student's discipline and the APCC. Students interested in this program should contact the Division of Economics and Finance office for additional information. Division honors can be attained independent of or in addition to University Honors.

Bachelor of Business Administration Degree in Economics

The minimum semester credit hours for the Bachelor of Business Administration degree in Economics is 126. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 36 semester credit hours. Thirty-nine of the total hours required for the degree must be at the upper-division level.

A. 21 upper-division semester credit hours in the major:

ECO	3033	Economics of Managerial Decisions
ECO	3053	Aggregate Economic Analysis
ECO	3113	Introduction to Mathematical Economics
ECO	3123	Forecasting Techniques in Business and Economics

9 additional semester credit hours of upper-division electives in economics

B. 15 semester credit hours of support work:

ACC	2043	Introduction to Accounting Topics
ACC	3023	Intermediate Financial Accounting I

3 semester credit hours of College of Business upper-division electives
6 semester credit hours of electives from outside the College of Business

Bachelor of Arts Degree in Economics

The minimum semester credit hours for the Bachelor of Arts degree in Economics is 120. In addition to the Core Curriculum requirements, all candidates for the degree must complete the following 66 semester credit hours. Thirty-nine of the total hours required for the degree must be at the upper-division level.

A. 30 semester credit hours of required courses in the major:*

ECO	2013	Introductory Macroeconomics
ECO	2023	Introductory Microeconomics
ECO	3013	Theory of Price
ECO	3053	Aggregate Economic Analysis
ECO	3113	Introduction to Mathematical Economics
ECO	3123	Forecasting Techniques in Business and Economics

12 additional semester credit hours in economics, as approved by the student's advisor

B. 24 semester credit hours of support work (students wishing to pursue a graduate degree in economics should consult with a faculty advisor in economics when planning their support work):

6 required semester credit hours:

ACC	2013	Accounting Principles I
ACC	2033	Accounting Principles II

18 semester credit hours distributed as follows:

6 semester credit hours in the College of Business

12 semester credit hours of social science selected from American studies (AMS), anthropology (ANT), bicultural-bilingual studies (BBL), criminal justice (CRJ), geography (GRG), history (HIS), political science (POL), psychology (PSY), sociology (SOC), and social science (SSC)

C. 15 semester credit hours taken as follows:

COM	1043	Introduction to Communication
STA	1063	Basic Statistics for Business and Economics

9 semester credit hours of free electives

*Only 27 semester credit hours are outside the Core Curriculum. ECO 2013 satisfies the Domain II Core Curriculum requirement.

Minor in Economics

All students pursuing the Minor in Economics must complete 18 semester credit hours.

A. 6 semester credit hours of required courses:

ECO	2013	Introductory Macroeconomics
ECO	2023	Introductory Microeconomics

B. 12 additional semester credit hours of upper-division economics courses

To declare a Minor in Economics, obtain advice, and seek approval of substitutions for course requirements, students must consult the Undergraduate Business Advising Office.

COURSE DESCRIPTIONS ECONOMICS (ECO)

2003 Introduction to Political Economy

(3-0) 3 hours credit.

A nontechnical introduction to economic concepts such as scarcity, costs and benefits, supply and demand, trade, employment, and growth, with applications to current economic issues and policies. May not be counted toward a major in economics, but may be counted as a free elective for College of Business students. [TCCN: ECON 1301.]

2013 Introductory Macroeconomics

(3-0) 3 hours credit. Prerequisite: Placement into a college-level mathematics course.

Economic analysis at the national level, including the determination of aggregate income and employment, operation of the domestic and international monetary systems, short-term income fluctuations, and long-term economic growth. [TCCN: ECON 2301.]

2023 Introductory Microeconomics

(3-0) 3 hours credit. Prerequisite: Placement into a college-level mathematics course.

An introduction to the economic theory of decision making by consumers and business firms; an analysis of the domestic and international market systems and their roles in allocating goods and services; and problems of market failure. [TCCN: ECON 2302.]

3013 Theory of Price

(3-0) 3 hours credit. Prerequisites: ECO 2013, ECO 2023, and MAT 1033, or their equivalents.

Operations of individual markets, market structure, theory of the firm, theory of production, demand theory, general equilibrium, and welfare economics.

- 3033 Economics of Managerial Decisions**
(3-0) 3 hours credit. Prerequisites: ECO 2013, ECO 2023, and MAT 1033, or their equivalents.
Managerial economic decisions in firms and related entities. Topics include demand analysis, least-cost production, profit strategy, the influence of various market structures on the firm, advanced issues in pricing, and the impact of the international sector.
- 3053 Aggregate Economic Analysis**
(3-0) 3 hours credit. Prerequisites: ECO 2013 and 2023, or their equivalents.
Analysis of the measurement, determination, and control of aggregate economic activity; the monetary system in relation to income and employment; short-term income fluctuations; and long-term growth.
- 3113 Introduction to Mathematical Economics**
(3-0) 3 hours credit. Prerequisites: Completion of or concurrent enrollment in ECO 3013, 3033, 3053, or an equivalent; MAT 1033 or an equivalent; or consent of instructor.
Systematic approach to economic analysis using basic mathematical tools; treatment of optimizing behavior with applications to consumer and business firms; emphasis on understanding and application of analytical techniques.
- 3123 Forecasting Techniques in Business and Economics**
(3-0) 3 hours credit. Prerequisites: MAT 1033, STA 1063, and IS 3003, or their equivalents.
Measurement in economics and business that strives to mix the development of technique with its application to economic analysis. Major topics include the nature of economic and business data, specific forms of modeling and forecasting, and the use of microcomputer programs in econometric modeling and forecasting.
- 3163 Evolution of Economic Thought**
(3-0) 3 hours credit.
Development of economic theories, models, and schools of thought from the birth of market economies to the present, with an emphasis on the historical, institutional, and social forces shaping economic thinking and public policy.
- 3183 Economic History of the United States**
(3-0) 3 hours credit. Prerequisite: One of the following: ECO 2003, 2013, 2023, or an equivalent.
The growth and development of the American economy from colonial times to the present; emphasis on applying a variety of economic concepts to a topical study of the economic forces that shaped the country's history.
- 3193 The International Economy**
(3-0) 3 hours credit. Prerequisite: One of the following: ECO 2003, 2013, 2023, an equivalent, or consent of instructor.
Principles of international trade; significance of geographic, economic, social, and political influences; current problems in international trade and payments; tariffs and commercial policy; and the role of international organizations.

- 3213 Government Regulation of Industry**
(3-0) 3 hours credit. Prerequisite: One of the following: ECO 2003, 2023, an equivalent, or consent of instructor.
Theory and practice of governmental regulation, deregulation, and privatization; economic, legal, and ethical concerns regarding private-sector output; and pricing as influenced by public policy and marketing structure.
- 3253 Economics of Public and Social Issues**
(3-0) 3 hours credit. Prerequisite: One of the following: ECO 2003, 2013, 2023, an equivalent, or consent of instructor.
A seminar on applying economic reasoning and models to a wide variety of public, ethical, and social issues. Uses advanced techniques in political economy.
- 3263 Industrial Organization**
(3-0) 3 hours credit. Prerequisite: One of the following: ECO 2003, 2023, or an equivalent.
Theory and empirical evidence relating to the structure of American industry and its effect on the firm's conduct and performance, government policy, and regulation.
- 3273 Public Sector Economics**
(3-0) 3 hours credit. Prerequisites: One of the following: ECO 2003, 2023, or an equivalent.
Role of government in the marketplace; cost-benefit analysis; spending and regulatory alternatives; efficiency and equity analysis of taxes; incentives within government; public policy issues.
- 3283 Labor Economics**
(3-0) 3 hours credit. Prerequisite: ECO 2003, 2013, 2023, an equivalent, or consent of instructor.
Theories of wages and employment determination. U.S. labor history, comparative labor movements, and contemporary labor problems.
- 4273 Environmental and Resource Economics**
(3-0) 3 hours credit. Prerequisite: ECO 2003, 2023, or an equivalent.
Economic principles applied to natural resource and environmental problems; relationship of market and nonmarket forces to environmental quality and demands for natural resources; and development of tools for policy analysis.
- 4303 Economic Problems of Developing Countries**
(3-0) 3 hours credit. Prerequisite: One of the following: ECO 2003, 2013, an equivalent, or consent of instructor.
Specific economic problems of developing countries and national groupings; basic approaches to economic development; major proposals for accelerating development; role of planning; and trade, aid, and economic integration.

4473 Doing Business in Mexico

(3-0) 3 hours credit.

An overview of international business activities in Mexico, including such topics as the economics of Mexico, the Mexican legal system, NAFTA, Mexican accounting and taxation, international joint ventures, cross-cultural differences, and business protocol.

4913 Independent Study

3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's advisor, the Division Director, and the Dean of the College of Business.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Economics

3 hours credit. Prerequisites: 12 semester credit hours of upper-division economics and permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.

This opportunity for work experience in research or applied economics may be undertaken either in private business or a public agency; opportunities are developed in consultation with the faculty advisor and Division Director and require approval of both. This course will not count as a required economics course. Internships may be repeated (a total of 6 semester credit hours) provided the internships are with different organizations.

4953 Special Studies in Economics

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies may be repeated for credit when the topics vary, but not more than 6 semester credit hours, regardless of discipline, will apply to a bachelor's degree.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with advisor's approval.

Bachelor of Business Administration Degree in Finance

The minimum number of semester credit hours for the Bachelor of Business Administration degree in Finance is 129. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 42 semester credit hours.

A. 21 upper-division semester credit hours in the major:

FIN	3033	Principles of Investment
FIN	3313	Money and Banking

15 additional semester credit hours of finance electives; FIN 4873 Computer Modeling of Financial Applications is recommended as one of these finance electives

B. 12 semester credit hours of support work:

ACC	3023	Intermediate Financial Accounting I
ACC	3033	Intermediate Financial Accounting II
ECO	3033	Economics of Managerial Decisions

3 semester credit hours of College of Business upper-division electives

C. 9 semester credit hours of electives, which must be taken outside the College of Business

Minor in Finance

All students pursuing the Minor in Finance must complete 27 semester credit hours.

A. 18 semester credit hours of required courses:

ACC	2013	Accounting Principles I
ACC	2033	Accounting Principles II
FIN	3013	Principles of Finance
FIN	3033	Principles of Investment
FIN	3313	Money and Banking
MAT	1033	Algebra with Calculus for Business

B. 9 additional semester credit hours of upper-division finance electives

To declare a Minor in Finance, obtain advice, and seek approval of substitutions for course requirements, students must consult the Undergraduate Business Advising Office.

COURSE DESCRIPTIONS

FINANCE

(FIN)

2003 Consumer Finance in American Society

(3-0) 3 hours credit.

Examines various aspects of consumer finance choices in a market economy, including broad coverage of the following consumer decisions: assets such as bank accounts; major purchases such as housing and vehicles; management of credit cards and consumer loans; selecting life, health, and

property insurance; investing in stocks, bonds, and mutual funds; and retirement, estate, and tax planning. This course cannot be applied toward a major in finance but may be counted as a free elective for College of Business students. [TCCN: BUSI 1307.]

3003 Survey of Finance

(3-0) 3 hours credit.

A basic survey course focusing on three aspects of finance: the financial system, corporate finance, and investments. The financial environment will be described along with how the financial system interacts with the economy. Business decisions, efficient allocation of financial resources, and fundamentals of investment will be introduced. This course cannot be applied toward a major in the College of Business.

3013 Principles of Business Finance

(3-0) 3 hours credit. Prerequisites: ACC 2013, ACC 2033, and MAT 1033, or their equivalents.

Introduction to financial management techniques. Topics may include time value of money, valuation of stocks and bonds, risk and return, capital budgeting analysis, financing alternatives, financial planning, ratio analysis, short-term financial decisions, working capital, sources and uses of funds, capital structure, dividend policy, lease analysis, options, international financial management, and other topics associated with successful business finance decisions in an internationally competitive environment.

3023 Intermediate Corporate Finance

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Advanced discussion of subjects essential to corporate financial management, including short-term credit policies, capital budgeting, risk, sources of long-term funds, financial leverage, and the cost of capital. Special topics such as mergers, bankruptcy, and reorganization may also be considered.

3033 Principles of Investment

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Introduction to securities markets; analysis of money market instruments, mutual funds, stocks, bonds, options, futures, and other securities; investment management in the light of tax considerations, timing, and selected portfolio needs.

3043 Capital Structure and Budgeting

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Application of long-term economic decision analysis to financial planning in both profit and nonprofit institutions; development of allocation criteria for sources and uses of scarce financial resources. (Formerly FIN 4403. Credit cannot be earned for both FIN 3043 and FIN 4403.)

- 3313 Money and Banking**
(3-0) 3 hours credit. Prerequisite: ECO 2013 or an equivalent.
Elements of monetary theory; relationships between money, prices, production, and employment; factors determining money supply; and operation of capital markets with reference to the United States.
- 3403 Cases in Financial Management**
(3-0) 3 hours credit. Prerequisites: FIN 3033 and 3313, or their equivalents.
Advanced analysis of financial cases based on actual business problems and the application of financial theory and techniques are used to illustrate the process required to formulate financial decisions.
- 3413 Financial Markets**
(3-0) 3 hours credit. Prerequisite: FIN 3313 or an equivalent.
Analysis of financial management principles, theories, and techniques as they apply to the peculiarities of the financial firm; emphasis on asset and liability management in a changing environment of regulation, competition, and financial intermediation.
- 3423 Security Analysis**
(3-0) 3 hours credit. Prerequisite: FIN 3033 or an equivalent.
Advanced financial analysis; examination of statements and supplementary data of industrial, commercial, financial intermediary, and public enterprises; preparation of reports relevant to achieving an understanding of financial management policies.
- 3433 Principles of Real Estate**
(3-0) 3 hours credit.
General introduction to the subject matter and terminology of real estate as a business and profession; federal, state, and local laws governing housing discrimination, equal credit opportunity, and community reinvestment.
- 4313 Commercial Bank Management**
(3-0) 3 hours credit. Prerequisite: FIN 3313 or an equivalent.
Direction and coordination of the various functions of the commercial bank, including money position, lending, capital management, and trust and auxiliary functions.
- 4423 Investment Portfolio Management**
(3-0) 3 hours credit. Prerequisite: FIN 3033 or an equivalent.
Application of investment principles to management of investment portfolios of individuals and institutions; consideration of business cycles, investment constraints, portfolio construction, investment timing, and securities selection. Analysis of derivative securities and their use in the portfolio context.
- 4523 Introduction to Risk Management**
(3-0) 3 hours credit. Prerequisite: FIN 3013 or consent of instructor.
Analysis of risk management tools as an integral part of corporate financial decisions; alternatives for spreading risk such as insurance, retention funds, and external funds.

4613 Introduction to International Finance

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Study of underlying forces in international financial relations and the unique problems of international trade, investments, and operations; examination of multinational business finance and its economic, legal, and political dimensions.

4713 Mortgage Banking and Real Estate Finance

(3-0) 3 hours credit. Prerequisites: FIN 3013 and 3433 or 3033, or consent of instructor.

Planning, structure, and analysis of real estate financing from the viewpoints of both the users and suppliers of funds; examination of various techniques and legal instruments; institutional constraints and their effects on real estate lending activities; and federal, state, and local laws governing housing discrimination, equal credit opportunity, and community reinvestment.

4723 Real Estate Investment

(3-0) 3 hours credit. Prerequisites: FIN 3013 and 3433 or 3033, or consent of instructor.

Analysis of real estate investment alternatives; feasibility and site analysis; tax considerations; income and expense analysis; discounted cash flow analysis; profitability measurement; and forms of ownership. (Formerly FIN 3503. Credit cannot be earned for both FIN 3503 and FIN 4723.)

4813 Property-Liability Insurance Finance

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Analysis and management of risk and insurance, including the insurance contract, property insurance, liability insurance, business insurance, the insurance agency, financial structure and management of property-liability companies, and contemporary problems of property-liability insurance.

4823 Life and Health Insurance Finance

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Philosophy of the life risk is developed, as well as an understanding of the special character of life and health insurance, human life value, the customary and special uses of life insurance, and the history of life insurance companies. Life, health, and disability insurance contracts are investigated in addition to term and whole life insurance, agency structure, and current issues of life and health insurance.

4853 Real Estate Appraisal

(3-0) 3 hours credit. Prerequisites: FIN 3013 and 3433, their equivalents, or consent of instructor.

Functions and methods of property valuation, including comparable sales analysis, cost depreciation analysis, and income capitalization; residential and income property appraisal techniques and reporting.

- 4873 Computer Modeling of Financial Applications**
 (3-0) 3 hours credit. Prerequisites: FIN 3013 and IS 3003, or their equivalents.
 Provides the opportunity to develop computer modeling skills and techniques for analyzing financial situations encountered in business. Corporate decisions such as the analysis of financial statements, financial planning and forecasting, capital budgeting, and financing alternatives are modeled. Investment analysis topics include the valuation of stocks, bonds, and options, as well as performance analysis and portfolio management. Simulation techniques examine financial issues involving uncertainty.
- 4913 Independent Study**
 3 hours credit. Prerequisites: Permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.
 Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree.
- 4933 Internship in Finance**
 3 hours credit. Prerequisites: 12 semester credit hours of upper-division finance courses and permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.
 The opportunity for work experience in research of financial operations, including real estate and insurance, may be undertaken in either private business or a public agency; opportunities are developed in consultation with the faculty advisor and Division Director and require approval of both. Internship may be repeated once (for a total of 6 semester credit hours) provided the internships are with different organizations, but only 3 hours may count toward the 21 hours of finance required for the major.
- 4953 Special Studies in Finance**
 (3-0) 3 hours credit. Prerequisite: Consent of instructor.
 An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies may be repeated for credit when the topics vary, but not more than 6 semester credit hours, regardless of discipline, will apply to a bachelor's degree.
- 4993 Honors Thesis**
 3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.
 Supervised research and preparation of an honors thesis. May be repeated once for credit with advisor's approval.

COURSE DESCRIPTIONS

BUSINESS LAW

(BLW)

- 2003 Gender Law**
(3-0) 3 hours credit.
The administrative agency, judicial decisions, and legislation involving gender issues, including women and children, women and marriage, and women in the workplace.
- 3003 Business in Its Legal Environment**
(3-0) 3 hours credit. This course may be taken in lieu of BLW 3013.
Study of the legal environment of business, including the social and ethical responsibility of business, legal process concepts, case law and legislative jurisprudence, and constitutional perspectives of doing business. Credit cannot be earned for both BLW 3003 and BLW 3013.
- 3013 Business Law**
(3-0) 3 hours credit.
The contemporary environment of business law, including the origin and development of law, the law of contracts and Article 2 of the Uniform Commercial Code, and the judicial processes; and an introduction to the legal structure of business organizations and related topics in light of social, ethical, political, economic, and global perspectives. Credit cannot be earned for both BLW 3013 and BLW 3003.
- 3023 Business Organizations and Commercial Law**
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.
Detailed study of topics under the Uniform Commercial Code, commercial paper, documents of title, investment contracts, secured transactions, and also bankruptcy, securities regulations, accountants' liability, and the legal operation of the general and limited partnership and the business corporation.
- 3213 Legal Relations of Business**
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.
Study of government regulations affecting employees and employers, competition, unfair and deceptive trade practices, and social responsibilities of business; regulation of property through wills, trusts and estates, deeds and mortgages, and other related legal mechanisms; and the current trends of government regulation of business, particularly as affected by social, political, and ethical perspectives, including an introduction to international law.
- 3423 Insurance Law**
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.
Offers the opportunity to learn the fundamentals of insurance law, including the concept of insurance, the marketing of insurance, indemnity and subrogation, protected interests and persons, identification of risk, problematic insurance policy provisions, the process of claims and settlements, insurance regulations, and the resolution of disputed claims.

- 3523 Real Estate Law**
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.
Legal environment of real property ownership and transfer and legal brokerage; estates in land; sales contracts; mortgage transactions; title conveyances; landlord and tenant; restrictions and zoning; eminent domain; federal, state, and local laws governing housing discrimination; and equal opportunity and community reinvestment.
- 4153 Tourism Law**
(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.
An investigation of the legal aspects of the accommodation, attraction, destination management organization, restaurant, and transportation industries.
- 4913 Independent Study**
3 hours credit. Prerequisite: Permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.
Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree.
- 4953 Special Studies in Business Law**
(3-0) 3 hours credit. Prerequisite: Consent of instructor.
An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies may be repeated for credit when the topics vary, but not more than 6 semester credit hours, regardless of discipline, will apply to a bachelor's degree.

DIVISION OF MANAGEMENT AND MARKETING

DIVISION HONORS

The Division of Management and Marketing offers the opportunity for certain of its outstanding students to achieve the designation of Honors in Major and provides the opportunity for advanced study under close faculty mentorship.

Selection for honors designation is based on the student's academic performance and recommendation by the Division Academic Policy and Curriculum Committee (APCC) in consultation with the faculty of the student's major discipline. To be eligible for the designation, students must have a minimum overall grade-point average of 3.0 at UTSA and a minimum grade-point average of 3.5 in their major at UTSA. To enroll in honor's thesis courses and to graduate with the honors designation, these minimum grade-point averages must be maintained. Students applying for Honors in Major are expected to enroll in the appropriate honors thesis course during their final two semesters. The completed thesis must be approved by the supervising faculty sponsor from the student's discipline and the APCC. Students interested in this program should contact the APCC through the Division of Management and Marketing office for additional information. Division honors can be attained independently of and in addition to University Honors.

Bachelor of Business Administration Degree in Management with an International Business Concentration

The minimum number of semester credit hours required for the Bachelor of Business Administration degree in Management with an International Business Concentration is 120. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 30 semester credit hours.

A. 18 upper-division semester credit hours of international courses in the College of Business:

MGT	4073	International Management
MGT	4083	Comparative International Management Practices
MKT	4073	International Marketing

9 semester credit hours selected from the following:

ACC	3143	International Accounting
ECO	3193	The International Economy
ECO	4303	Economic Problems of Developing Countries
ECO	4953	Special Studies in Economics (international topics only)
FIN	4613	Introduction to International Finance
MGT	3023	Organizational Behavior
MKT	4953	Special Studies in Marketing (international topics only)

or other international business electives as approved by Division of Management and Marketing faculty

B. 12 semester credit hours of directed elective support work outside the College of Business, as follows (some of these courses may be taken to fulfill Core Curriculum requirements):

1. 3 semester credit hours from the following:

GRG	1023	World Regional Geography*
GRG	3123	Geography of Latin America
GRG	3133	Geography of Europe
GRG	3213	Cultural Geography
GRG	3613	Conservation of Resources
GRG	3633	Geography of Development

2. 3 semester credit hours from the following:

HIS	2533	Introduction to Latin American Civilization
HIS	2543	Introduction to Islamic Civilization
HIS	2553	Introduction to East Asian Civilization
HIS	2563	Introduction to European Civilization
HIS	2573	Introduction to African Civilization
HIS	3283	Twentieth-Century Europe
HIS	3303	History of Mexico
HIS	3523	European Cultural History
HIS	3823	History of American Foreign Policy
IDS	2213	World Civilization since the Fifteenth Century*

3. 3 semester credit hours from the following:

POL	2083	Current Issues in World Politics
POL	2603	International Politics
POL	2633	Comparative Politics
POL	3393	Latin American Politics
POL	3403	European Politics
POL	3433	Governments and Politics of Southeast Asia
POL	3443	Governments and Politics of East Asia
POL	3493	Politics of the Middle East

4. Plus 3 semester credit hours from any of these or other international courses, including foreign languages, offered in the University and approved by the Division of Management and Marketing faculty

Bachelor of Business Administration Degree in Management with a Leadership and Administration Concentration

The minimum number of semester credit hours required for this degree is 120. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 30 semester credit hours.

*This course also meets part of the Core Curriculum requirement.

A. 15 required upper-division semester credit hours in the major:

MGT	3023	Organizational Behavior
MGT	4073	International Management
MGT	4203	Business and Society
MGT	4213	Advanced Organization Theory
MS	4343	Production/Operations Management
		or
MS	4363	Quality Management and Control

B. 6 semester credit hours of support work within the College of Business:

ACC	2043	Introduction to Accounting Topics
FIN	3313	Money and Banking

C. 3 semester credit hours of communication taken from the following:

COM	2113	Public Speaking
COM	2343	Introduction to Mass Communication
Any upper-division course in communication (COM)		

D. 6 semester credit hours of College of Business upper-division electives, in addition to the Core Curriculum and CBK requirements

Bachelor of Business Administration Degree in Management with a Building/Development Concentration

The Bachelor of Business Administration degree in Management with a Building/Development Concentration is offered with joint support of the architecture program. Architecture courses are described in the Division of Architecture and Interior Design section. The minimum number of semester credit hours for this degree is 135.

To meet the Domain I Science requirement of the Core Curriculum, students must complete PHY 1603 and PHY 1611, General Physics I and General Physics I Laboratory, and one course from the following:

CHE	1053	Chemistry of Ordinary Things
CHE	1103	General Chemistry
GEO	1013	The Third Planet
GEO	1103	Introduction to Earth Systems
GEO	3163	Oceanography
PHY	1014	Physics and Civilization
PHY	1623	General Physics II
AST	1003	Universes
AST	1013	Introduction to Astronomy
ES	2013	Introduction to Environmental Systems
ES	3023	Man and His Natural Resources
BIO	1203	Biology I

BIO	3273	Biology of Flowering Plants
BIO	3283	Principles of Ecology

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 45 semester credit hours.

A. 15 upper-division semester credit hours of courses:

ARC	3203	Housing Design and Development
ARC	4613	Construction Management
FIN	3433	Principles of Real Estate
FIN	4713	Mortgage Banking and Real Estate Finance
BLW	3523	Real Estate Law

B. 24 semester credit hours of support work:

ACC	2043	Introduction to Accounting Topics
ARC	2213	Construction Materials and Concepts
ARC	4013	Building Construction Estimating
ARC	4113	Project Development
ARC	4513	Professional Practice and Ethics
FIN	4723	Real Estate Investment
GRG	3523	Introduction to Urban Planning
MGT	3023	Organizational Behavior

C. 6 additional semester credit hours of electives selected from the following:

ARC	4223	Computer Applications in Design
ARC	4233	Computer Projects in Design
ARC	4333	Practicum

Bachelor of Business Administration Degree in Management with a Small Business and Entrepreneurship Concentration

The minimum number of semester credit hours required for the Bachelor of Business Administration degree in Management with a Small Business and Entrepreneurship Concentration is 126. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body Knowledge (CBK), all candidates for the degree must complete the following 36 semester credit hours.

A. 15 semester credit hours of required courses in the College of Business:

MGT	2003	Introduction to Business
MKT	3113	Retailing
MGT	3613	Personnel Administration
MGT	4873	Entrepreneurship
MGT	4883	Small Business Management

B. 9 semester credit hours of support work within the College of Business as follows:

ECO 3053 Aggregate Economic Analysis
FIN 3313 Money and Banking
BLW 3023 Business and Commercial Law
or courses as approved by the faculty of the Division of Management and Marketing

C. 6 semester credit hours of support work:

COM 2113 Public Speaking
ENG 2413 Technical Writing

D. 6 semester credit hours of practicum:

MGT 4903 Practicum in Small Business and Entrepreneurship

Minor in Management

The Minor in Management is for business majors only. All students pursuing the minor must complete 18 semester credit hours.

A. 9 semester credit hours of required courses:

MGT 3013 Introduction to Organization Theory, Behavior, and Management
MGT 3023 Organizational Behavior
MGT 3043 Business Communications

B. 9 semester credit hours selected from the following:

MGT 3123 Organizational Communications
MGT 3253 Interpersonal Communication
MGT 3613 Personnel Administration
MGT 4073 International Management
MGT 4203 Business and Society
MGT 4213 Advanced Organization Theory
MGT 4233 Current Topics in Leadership and Administration
MGT 4863 Ethical and Social Issues in Management
MGT 4883 Small Business Management

To declare a Minor in Management and seek approval of courses, students should consult any full-time management faculty. Advisement and other questions should be directed to the Undergraduate Business Advising Office.

Bachelor of Business Administration Degree in Human Resource Management

The minimum number of semester credit hours required for the Bachelor of Business Administration degree in Human Resource Management is 120. In addition to the Core Curriculum Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 30 semester credit hours.

A. 21 upper-division semester credit hours in the major:

MGT	3613	Personnel Administration
MGT	4613	Compensation Management
MGT	4633	Labor Relations
MGT	4803	Human Resources Management
MGT	4643	Human Resources Law
		or
BLW	4953	Employment Law

6 additional semester credit hours of human resource electives chosen from the following:

MGT	4623	Recruiting and Selection
MGT	4663	Training and Safety
MGT	4813	Current Topics in Human Resource Management

To substitute another course for one of these human resource electives, a student must submit a petition to the Undergraduate Business Advising Office and receive approval from a human resource management full-time faculty member before registering for the course.

B. 9 semester credit hours of support work:

ENG	2413	Technical Writing
COM	2113	Public Speaking

3 semester credit hours from the following:

MGT	3023	Organizational Behavior
MS	3313	Statistical Applications in Business
PSY	3203	Industrial and Organizational Psychology
POL	3703	Personnel Administration in the Public Sector
MGT	4703	Personnel Management in Tourism

Bachelor of Business Administration Degree in Tourism Management

The minimum number of semester credit hours required for the Bachelor of Business Administration degree in Tourism Management is 129. In addition to the Core

Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 39 semester credit hours.

A. 15 upper-division semester credit hours in the major:

MGT	3703	Survey of the Tourism/Hospitality Industry
MKT	3733	Tourism Marketing
		or
MKT	3743	Marketing Tourism Destinations
MGT	4703	Personnel Management in Tourism
MGT	4783	Management Strategies in Tourism

3 additional semester credit hours from the following:

MGT	3713	Accommodations Management
MGT	3723	Attractions Management
MGT	3733	Restaurant Management
MGT	3743	Destination Management

B. 6 additional semester credit hours of support work:

ACC	2153	Accounting for the Tourism Industry
BLW	4153	Tourism Law

C. 6 additional semester credit hours of tourism-related coursework from the following:

MGT	3713	Accommodations Management
MGT	3723	Attractions Management
MGT	3733	Restaurant Management
MGT	3743	Destination Management
MKT	3743	Marketing Tourism Destinations
MKT	3753	Strategic Tourism Topics
MGT	4713	International Tourism
MGT	4723	Public Policy Analysis and the Tourism Industry
MGT	4933	Internship

D. Work experience requirement:

In addition to formal coursework, students are required to complete a minimum of 800 clock hours of practical work experience in the tourism industry. Both paid and volunteer hours may apply. Students may not apply any internship hours toward this requirement. Work experiences should be varied (a minimum of three types of work), technical, and hands-on, as well as in a business that directly serves tourists. Work experience guidelines are available in the Undergraduate Business Advising Office and in the office of the tourism management program.

- E. 12 semester credit hours of nonbusiness electives as approved in writing by any tourism management full-time faculty member in the Division of Management and Marketing.

COURSE DESCRIPTIONS MANAGEMENT (MGT)

- 2003 Introduction to Business**
(3-0) 3 hours credit.
This course provides a conceptual overview of the dynamics of business and explores the elements of business operations as well as the ways owners can cope with opportunities and challenges.
- 2033 Management Applications for Personal Computing**
(3-0) 3 hours credit.
The application of personal computer-based software to business problem-solving. The course aids the student in developing business applications for existing software that address applied problems in the modern workplace. Application areas may include health care management, human resource management, operations management, small business management, marketing, and tourism management. Application topics will be drawn from issues and problems across all areas. Application software may include spreadsheets, databases, multimedia presentation software, graphics programs, and Internet access.
- 3013 Introduction to Organization Theory, Behavior, and Management**
(3-0) 3 hours credit.
A study of the complex role managers play in creating and maintaining organizations. Organization theory and behavior are explored within the context of changing technological, social, and political/legal environments and the internationalization of the economy. Some introduction to strategic analysis, planning, and decision making. Attention is given to the ethical dimensions of management and social responsibility.
- 3023 Organizational Behavior**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
A critical examination of behavioral theory as it relates to the management of individuals, dyads, and groups in organizations. Investigation of the organization as an open system of tasks, structures, tools, and people in states of continuous change.
- 3043 Business Communications**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
Introduction to the basic interpersonal communication process through the written medium, with practical applications for business organizations. Emphasis is on planning, researching, organizing, writing, editing, and revising reports and proposals and other business-related messages. Linking

meaning and understanding between writer and reader is stressed through audience analysis. Oral presentations are required. The role of ethics in business communication is explored.

3123 Organizational Communication

(3-0) 3 hours credit. Prerequisites: MGT 3013 and 3023.

Introduction to organizational communication and its relevance to the survival of today's businesses. Examine communication models, perspectives, and concepts; barriers to effective communication; group and interpersonal communication; and information flows through the formal and informal networks of organizations. The course will also stress the means of evaluating organizational communication effectiveness.

3253 Interpersonal Communication

(3-0) 3 hours credit. Prerequisite: MGT 3043.

Dynamics of interpersonal communication. The course stresses the social context of communication and gives emphasis to the effects of status, rank, culture, group affiliation, and attraction on the communicating parties. Both verbal and nonverbal interactions are explored in terms of consequences to the communication process.

3613 Personnel Administration

(3-0) 3 hours credit. Prerequisite: MGT 3013.

Analysis of the management of personnel systems, with special focus on policy and planning considerations. Designed to provide a comprehensive understanding of the functional areas of personnel and the integration of these functions into an effective and efficient personnel system.

3703 Survey of the Tourism/Hospitality Industry

(3-0) 3 hours credit.

Historical development and organizational structure of the tourism/hospitality industry.

3713 Accommodations Management

(3-0) 3 hours credit.

A managerial overview of the accommodations industry, history, development, and types of accommodation facilities with emphasis on the concepts of organizational behavior and quality management as they relate to the operational, financial, and marketing functions.

3723 Attractions Management

(3-0) 3 hours credit.

A managerial overview of the attractions industry and the history, development, and types of commercial attractions with emphasis on the concepts of organizational behavior and quality management as they relate to the operational, financial, and marketing functions.

3733 Restaurant Management

(3-0) 3 hours credit. A study of the procedures to research, develop, and operate a restaurant from concept to opening with emphasis on market research, site development, financial feasibility, operations, and system analysis.

- 3743 Destination Management**
(3-0) 3 hours credit.
The management and planning concepts necessary to successfully manage conventions and visitors bureaus, regional tourism associations, and state tourism offices.
- 3803 Strategic Management of Nonprofit Organizations**
(3-0) 3 hours credit.
Analysis of administrative structure, decision making, and program delivery for nonprofit organizations. Includes management of agency operations in areas of leadership, strategic planning, staffing, personnel selection and policies, volunteers, boards, and community relations.
- 4073 International Management**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
Management in a multinational context. The study of international business strategy, structure, organization options, staffing, communications, cultural dimensions, and different countries' objectives and political and legal frameworks. Emphasis on thinking globally and competitively.
- 4083 Comparative International Management Practices**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
The study of management practices of other countries, including their cultural, social, political and legal, and industrial economic perspectives. Emphasis on different international regions at different times and their impact on American and global management practices.
- 4203 Business and Society**
(3-0) 3 hours credit. Prerequisite: Upper-division standing in the College of Business or consent of instructor.
A study of the impact of societal influences on the business decision-making process. Special attention given to business-government relationships and the role of the organization in the community.
- 4213 Advanced Organization Theory**
(3-0) 3 hours credit. Prerequisites: MGT 3013, 3023, and 3043.
Study of the antecedents and consequences of organizational design and structure. Emphasis on the implications for managing behavior in a rapidly changing, global environment.
- 4233 Current Topics in Leadership and Administration**
(3-0) 3 hours credit. Prerequisites: MGT 3013 and 3023.
Analysis of current trends, issues, or events affecting the management of organizations in complex and changing environments. May be repeated for credit when topics vary.
- 4613 Compensation Management**
(3-0) 3 hours credit. Prerequisite: MGT 3613 or consent of instructor.
Development and administration of wage and salary programs for organizations. Emphasis on objectives, policies, organization, and control of compensation systems. Credit cannot be earned for both MGT 3623 and MGT 4613.

4623 Recruiting and Selection

(3-0) 3 hours credit. Prerequisite: MGT 3613.

The theory and practice of staffing organizations. Topics include applicant attraction, recruitment sources, design and implementation of selection instruments, the Uniform Guidelines on Employee Selection Procedures, and the hiring process.

4633 Labor Relations

(3-0) 3 hours credit. Prerequisites: MGT 3613.

A contemporary analysis of the union-management relationship in both business and nonbusiness organizations. Topics include organizing activities, collective bargaining, alternative dispute resolution, and agreement administration.

4643 Human Resources Law

(3-0) 3 hours credit. Prerequisite: MGT 3613.

An analysis of historical and contemporary laws in the United States that affect the personnel function. Integration of labor and employment law with the social and economic forces shaping the current labor-management environment.

4663 Training and Safety

(3-0) 3 hours credit. Prerequisite: MGT 3613.

A study of the process of attaining effective work performance. The course exposes students to training techniques that may be used to improve work performance and to the legal requirements for providing a safe work environment.

4703 Personnel Management in Tourism

(3-0) 3 hours credit.

Examination and analysis of personnel management as it relates specifically to all levels of a tourism enterprise with an emphasis on accommodations, attractions, destination management organizations, and restaurants.

4713 International Tourism

(3-0) 3 hours credit. Prerequisites: MGT 3013 and ECO 2023.

The social, economic, and cultural effects of tourism on societies and the management of tourism investments.

4723 Public Policy Analysis and the Tourism Industry

(3-0) 3 hours credit.

Theories that attempt to explain public policy formulation at the local, state, and federal level affecting the tourism industry, and guidelines for assuring that a tourism enterprise is in compliance with administrative rules and regulations.

- 4783 Management Strategies in Tourism**
 (3-0) 3 hours credit. Prerequisite: Completion of work experience requirement.
 Emphasis on strategic considerations as a guide to complex managerial problems in a tourism enterprise with an emphasis on accommodations, attractions, destination management organizations, and restaurants.
- 4803 Human Resources Management**
 (3-0) 3 hours credit. Prerequisites: MGT 3613, 3623, and 4633, or their equivalents.
 The theory and practice of human resource planning and strategy, including forecasting, compliance management, and selection, development, and benefit programs. Emphasis is on integrating functions into a comprehensive human resource program.
- 4813 Current Topics in Human Resource Management**
 (3-0) 3 hours credit. Prerequisite: Consent of instructor.
 Analysis of current trends in human resources management. Critical analysis of personnel/human resources. Primary consideration given to developments in theory and activities of regulating agencies and the courts. Analysis of ethical, social, and public policy aspects of personnel management. May be repeated for credit when topics vary.
- 4863 Ethical and Social Issues in Management**
 (3-0) 3 hours credit. Prerequisite: Upper-division standing in the College of Business or consent of instructor.
 Challenges students to order their thoughts, values, and behavior in operational, directional, and constitutional contexts. Develops a moral frame of reference that offers individual and operational guidance contributing to social justice.
- 4873 Entrepreneurship**
 (3-0) 3 hours credit.
 Examines how and why entrepreneurs develop and/or grow a business as facilitated by the objectives and resources of the entrepreneur. Topics include new ventures, acquisitions, strategy formulation, growth, and unique ways in which the development of a sustainable competitive advantage can be achieved in small business.
- 4883 Small Business Management**
 (3-0) 3 hours credit. Prerequisites: MGT 3013 and MKT 3013.
 Focuses on the operation of small businesses. Analyzes the accounting, finance, production, and marketing functions as they pertain to entrepreneurial endeavors. Develops overall managerial awareness and analytical skills in small-business problem solving. Provides an opportunity to work with a small business as a student consultant.

4893 Management Strategy and Policy

(3-0) 3 hours credit. Prerequisites: Student must be in semester of graduation and have consent of instructor.

A study of the processes involved in the formulation and implementation of policy and strategy in realistic organizational settings. Students are required to integrate their functional knowledge with the social, political, ethical, technological, and international dimensions of managerial decision making and relate it to problems concerning the relationship between the total organization and its environment. Creative analytical skills and effective communication in light of current management thinking are emphasized.

4903 Practicum in Small Business

(3-0) 3 hours credit. Prerequisite: MGT 4883.

This practicum within the concentration will allow students to gain valuable experience in the field. Drawing upon the resources of the Small Business Development Centers, the practicum facilitates an integrative experience through interaction with entrepreneurs and small business owners. Students engage in research projects, examining relevant issues and problems that entrepreneurs confront. (Practicum may be repeated once for a total of 6 semester credit hours.)

4912,3 Independent Study

2 or 3 hours credit. Prerequisites: Permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Management

3 hours credit. Prerequisites: 2.5 grade-point average, 9 semester credit hours of management courses, and permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.

The opportunity for managerial work experience. Requires a semester-long experience in private business or a public agency and a written component. Opportunities and output requirements are developed in consultation with a faculty advisor and the Division Director and require approval of both. Internship may be repeated once (for a total of 6 semester credit hours), provided the internships are with different organizations.

4953 Special Studies in Management

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies may be repeated for credit when the topics vary, but not more than 6 semester credit hours, regardless of discipline, will apply to a bachelor's degree.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with advisor's approval.

Bachelor of Business Administration Degree in Management Science

The minimum number of semester credit hours required for the Bachelor of Business Administration degree in Management Science is 120. Management science is a general discipline that supports and supplements human decision-making abilities. It uses computers, mathematics, and statistics for the purposes of analyzing, understanding, visualizing, and interpreting data. It seeks to provide a rational basis for decision analysis across a broad spectrum of decision problems.

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 30 semester credit hours.

A. 12 semester credit hours of required management science courses:

MS	3063	Decision Support Systems for Management
MS	4323	Simulation Applications in Business
MS	4343	Production/Operations Management
MS	4573	Management Science Applications in Business

B. 18 semester credit hours of electives—of which a minimum of 6 hours must be management science courses—chosen from the following:

MS	3023	Quantitative Methods in Business
MS	3313	Statistical Applications in Business
MS	4363	Quality Management and Control
MS	4583	Current Technology: Issues in Business
MS	4913	Independent Study
MS	4933	Internship in Management Science
MS	4953	Special Studies in Management Science
ECO	3113	Introduction to Mathematical Economics
ECO	3123	Forecasting Techniques in Business and Economics
FIN	4873	Computer Modeling of Financial Applications
IS	3063	Data Base Management for Information Systems
MGT	3613	Personnel Administration
MKT	3023	Marketing Analysis for Decision Making
MKT	3083	Marketing Research
MKT	4183	Advanced Market Research

To substitute another course for one of the above electives, a student must submit a petition to the Undergraduate Business Advising Office and receive approval

from any management science full-time faculty member before registering for the course.

Minor in Management Science

The Minor in Management Science is for business majors only. All students pursuing the minor must complete 18 semester credit hours.

A. 6 semester credit hours of required management science courses:

MS	3033	Management Science and Production Management
MS	4573	Management Science Applications in Business

B. 12 semester credit hours of electives chosen from the following. A minimum of 6 hours must be management science courses.

MS	3023	Quantitative Methods in Business
MS	3063	Decision Support Systems for Management
MS	3313	Statistical Applications in Business
MS	4323	Simulation Applications in Business
MS	4343	Production/Operations Management
MS	4363	Quality Management and control
MS	4583	Current Technology: Issues in Business
MS	4913	Independent Study
MS	4933	Internship in Management Science
MS	4953	Special Studies in Management Science
ECO	3113	Introduction to Mathematical Economics
ECO	3123	Forecasting Techniques in Business and Economics
FIN	4873	Computer Modeling of Financial Applications
IS	3063	Data Base Management for Information Systems
MGT	3613	Personnel Administration
MKT	3023	Marketing Analysis for Decision Making
MKT	3083	Marketing Research
MKT	4183	Advanced Market Research

To substitute another course for one of the above electives, a student must submit a petition to the Undergraduate Business Advising Office and receive approval from any management science full-time faculty member before registering for the course.

COURSE DESCRIPTIONS MANAGEMENT SCIENCE (MS)

- 3023 Quantitative Methods in Business**
(3-0) 3 hours credit.
Directed toward extending the understanding of quantitative methods and the use of mathematical reasoning in business applications. Emphasizes the understanding of analytical techniques for problems that arise in marketing, manufacturing, finance, economics, operations management, information systems, and management. Applications-oriented course focuses on formulating problems rather than on theory.
- 3033 Management Science and Production Management**
(3-0) 3 hours credit.
An introductory course in management science and production operations management. This course emphasizes model building as a foundation for rational decision making and problem solving. Techniques such as linear programming, forecasting, decision theory, inventory models, project scheduling, and simulation are covered. Computer software is used to apply these techniques in the analysis of a wide variety of decision problems. (Formerly MGT 3033. Credit cannot be earned for both MS 3033 and MGT 3033.)
- 3063 Decision Support Systems for Management**
(3-0) 3 hours credit.
A study of the modern computer hardware and software currently used in managerial and personal/professional decision processes. Topics include expert systems, artificial intelligence, and communication networks. Emphasis is given to the concept of decision support systems and to hands-on experience using techniques and microcomputer tools to build systems that can support decision processes. (Formerly MGT 3063. Credit cannot be earned for both MS 3063 and MGT 3063.)
- 3313 Statistical Applications in Business**
(3-0) 3 hours credit.
Emphasizes application of statistics in problem-solving situations involving management, marketing, human resources, finance, and operations management. Useful techniques include analysis of variance, simple and multiple regression, chi-square distribution, nonparametric tests, times series and forecasting, and quality control. Students use computer software such as SPSS or SAS in their analyses. (Formerly MGT 3313. Credit cannot be earned for both MS 3313 and MGT 3313.)
- 4323 Simulation Applications in Business**
(3-0) 3 hours credit. Prerequisite: MS 3033.
A study of the techniques for modeling and analysis of business processes using computer simulation and animation. Selected example applications from financial, marketing, and operations functions. Emphasis on the use

of computer simulation in support of the management decision process. (Formerly MGT 4323. Credit cannot be earned for both MS 4323 and MGT 4323.)

4343 Production/Operations Management

(3-0) 3 hours credit. Prerequisite: MS 3033.

A study of the production operations management function in business. Traditional topics in manufacturing and service organizations are investigated. Includes a survey of modern production technologies. Attention is given to management practices and philosophies used in other countries to contrast and learn more effective ways to solve problems in operations management. (Formerly MGT 4343. Credit cannot be earned for both MS 4343 and MGT 4343.)

4363 Quality Management and Control

(3-0) 3 hours credit. Prerequisite: MS 3033.

Investigates the fundamental nature of quality and its implications for business. Topics include statistical methods for quality improvement in manufacturing and service operations. Emphasis given to both the technical and managerial issues in understanding and implementing quality as a component for success in today's global business environment. (Formerly MGT 4363. Credit cannot be earned for both MS 4363 and MGT 4363.)

4573 Management Science Applications in Business

(3-0) 3 hours credit. Prerequisite: MS 3033.

The application of decision analysis to problems from a wide variety of business disciplines. Emphasis is on providing students with capabilities for applying management science techniques to problems from their own areas of interest. (Formerly MGT 4573. Credit cannot be earned for both MS 4573 and MGT 4573.)

4583 Current Technology: Issues for Business

(3-0) 3 hours credit. Prerequisite: MS 3033.

Survey of state-of-the-art technology in today's organizations from a sociotechnical perspective. Topics include manufacturing systems, expert systems, artificial intelligence, office automation, and microcomputer systems and networks. Emphasis is on examining the social dimensions and effects of technologies and on exploring future trends and consequences. (Formerly MGT 4583. Credit cannot be earned for both MS 4583 and MGT 4583.)

4913 Independent Study in Management Science

3 hours credit. Prerequisites: Permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Management Science

3 hours credit. Prerequisites: 2.5 grade-point average, permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms. Supervised full- or part-time work experience in management science. Offers opportunities for applying management science in private businesses or public agencies. May be repeated for credit, but not more than 6 semester credit hours will apply to a bachelor's degree.

4953 Special Studies in Management Science

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies may be repeated for credit when the topics vary.

Bachelor of Business Administration Degree in Marketing

The minimum number of semester credit hours required for the Bachelor of Business Administration degree in Marketing is 120.

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 30 semester credit hours.

A. 21 upper-division semester credit hours in the major:

MKT	3023	Marketing Analysis for Decision Making
MKT	3083	Marketing Research
MKT	4073	International Marketing
MKT	4093	Consumer Behavior
MKT	4893	Marketing Strategy

6 additional semester credit hours of marketing electives

B. 9 semester credit hours of the following support work:

ACC	2043	Introduction to Accounting Topics
ECO	3053	Aggregate Economic Analysis
FIN	3313	Money and Banking

Minor in Marketing

All students pursuing the Minor in Marketing must complete 18 semester credit hours.

A. 6 semester credit hours of required courses:

MKT	3013	Principles of Marketing
MKT	4013	Marketing Management

B. 12 semester credit hours from the following courses:

MKT	3043	Advertising
MKT	3023	Marketing Analysis for Decision Making
MKT	3083	Marketing Research
MKT	3113	Retailing
MKT	4073	International Marketing
MKT	4093	Consumer Behavior
MKT	4953	Special Topics

COURSE DESCRIPTIONS
MARKETING
(MKT)

3013 Principles of Marketing

(3-0) 3 hours credit.

Introduction to basic principles of marketing. An examination of market analysis methods and their use to develop the organization's product mix and the integration of the communication, distribution, and pricing strategies to achieve goals.

3023 Marketing Analysis for Decision Making

(3-0) 3 hours credit. Prerequisite: MKT 3013.

A focus on the analysis and evaluation of the marketplace, emphasizing secondary data sources and decision models. Factors that may influence business decisions are examined, and market segmentation models are used to select market targets. Personal computers are integrated into a marketing decision framework.

3043 Advertising

(3-0) 3 hours credit. Prerequisite: MKT 3013.

The course stresses planning advertising strategy, developing messages, selecting media, and testing effectiveness. Also explores the theory, history, social and economic aspects, and problems of ethics and truth in advertising.

3063 Persuasive Communication in Marketing

(3-0) 3 hours credit. Prerequisite: MKT 3013.

Focuses on professional salesmanship. Fundamentals of persuasive interpersonal communication and buyer motivation are stressed as the foundation to effective selling.

3083 Marketing Research

(3-0) 3 hours credit. Prerequisite: MKT 3013.

Theory and methodology of conducting and interpreting qualitative and quantitative marketing studies. Includes problem definition, research design, sampling, data analysis, and presentation of research findings. (Formerly MKT 4083. Credit cannot be earned for both MKT 3083 and MKT 4083.)

- 3113 Retailing**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
Examination of retailing as a specialized economic and social institution within the distribution process. Emphasis is on strategy and resource management for the retail firm; critical variables, forces, and processes are examined from a managerial perspective.
- 3733 Tourism Marketing**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
The conceptualization, design, delivery, and evaluation of marketing plans for tourism enterprises, including marketing mix, tourism product, consumer behavior, communications and media uses, and procedures for advertising and public relations campaigns to develop leisure travel, incentive travel, and the meetings and convention market.
- 3743 Marketing Tourism Destinations**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
Emphasizes a strategic approach to marketing tourism destinations: communities, regions, attractions, and resorts. Focus on the optimal planning, development, and marketing of destination image and position in the context of the overall marketing plan. Includes consideration of environmental and resource requirements, as well as tourism's social and cultural ramifications.
- 3753 Strategic Tourism Topics**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
The course focuses on strategically positioning tourism products and services to retain existing markets and expand the share of emerging markets. In addition to examining the basics of strategic marketing—environmental, market, and competitive analysis; product evaluation; and goal setting—this course investigates the translation of contemporary social trends into tourism strategy by establishing techniques for effectively segmenting the tourism marketplace.
- 4013 Marketing Management**
(3-0) 3 hours credit. Prerequisite: MKT 3013
An examination of consumer and industrial market strategies and processes effective in serving stakeholder needs. Focus is on the strategic analysis of customers, competitors, suppliers, and intermediaries. Demand conditions in growth, mature, and declining markets are examined, and appropriate strategies are developed.
- 4043 Advertising Management**
(3-0) 3 hours credit. Prerequisite: MKT 3043.
Emphasizes the management of advertising and the key decision variables supporting the advertising strategy process. Examines the nature and scope of advertising campaigns, including case histories.

4073 International Marketing

(3-0) 3 hours credit. Prerequisite: MKT 3013.

An overview of concepts, processes, and strategies necessary to successfully market goods and services in the global marketplace. Focus is on analyzing and assessing political, economic, technological, cultural, and competitive climates in global markets; defining the nature of important needs within the consumer and/or business segments of the country; the selection of countries or regions for market expansion strategies; the selection of target customers; and the design of strategies to facilitate market entry and subsequent expansion.

4093 Consumer Behavior

(3-0) 3 hours credit. Prerequisite: MKT 3013.

Focus on the customer as a primary consideration in strategic marketing decisions. Analysis of variation in personal and environmental variables in the customer's world as the basis for market segmentation and subsequent formulation of the marketing mix.

4183 Advanced Market Research

(3-0) 3 hours credit. Prerequisites: MKT 3083 and 9 additional semester credit hours in marketing.

A project-oriented course emphasizing application of the marketing research process. Includes preparation and presentation of a research report.

4893 Marketing Strategy

(3-0) 3 hours credit. Prerequisites: MKT 3013, senior standing, and 15 additional semester credit hours in marketing.

This marketing capstone course focuses on integrating marketing functions, processes, and concepts into a coherent and effective marketing strategy. Satisfies degree requirements for MKT 3073 in earlier catalogs.

4913 Independent Study

3 hours credit. Prerequisites: MKT 3013, 9 additional semester credit hours in marketing, senior standing, and permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Marketing

3 hours credit. Prerequisites: MKT 3013, 2.5 grade-point average, 9 additional semester credit hours in marketing, and permission in writing from the instructor, the Division Director, and the Dean of the College of Business. See Undergraduate Business Advising Office for required forms.

The opportunity to gain knowledge through the experiential activities of organizational life. Joint cooperation with business, government, and health science institutions in structuring and monitoring work experience aimed at supplementing the learning process. Opportunities are developed in consultation with the faculty advisor and Division Director and require

approval of both. Internship may be repeated once (for a total of 6 semester credit hours) provided the internships are with different organizations, but only 3 hours may count toward the 21 hours of marketing required for the major.

4953 Special Studies in Marketing

(3-0) 3 hours credit. Prerequisite: MKT 3013.

An organized course offering the opportunity for specialized study not normally available as part of the regular course offerings. Could include topics such as marketing channels of distribution, sales management, industrial marketing, current developments in marketing theory, and analysis of ethical, social, and public policy aspects of marketing. May be repeated for credit when topics vary, but not more than 6 semester credit hours will apply to a bachelor's degree.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with advisor's approval.

