

College of Business Administration

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Mission

The UAHuntsville College of Business Administration prepares students to lead and manage integrated and innovative organizations, creates business knowledge through rigorous research, and shares knowledge with the academic community as well as with enterprises in the public and private sectors.

Accreditation and Membership

The Bachelor of Science in Business Administration (BSBA), the Master of Business Administration (MBA), the Master of Accountancy (M.Acc.), and the Master of Science in Information Systems (MS-IS) programs offered by the College of Business Administration are accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

The AACSB International is a not-for-profit corporation comprised of member organizations and institutions devoted to the promotion and continuous improvement of higher education for business administration and management. Organized in 1916, AACSB International is the premier accrediting agency for bachelor's, master's and doctoral degree programs in business administration and accounting.

The College is a member of the Association for University Business and Economic Research (AUBER). Organized in 1947, AUBER is the professional association of business and economic research organizations in universities.

The College is a member of the Alabama Small Business Development Consortium (ASBDC). The ASBDC provides management counseling and training to small business owners throughout Alabama.

Center for Management and Economic Research (CMER)

130 Shelby Center

Telephone: (256) 824-6990

Email: cmer@uah.edu

The center stimulates expansion of North Alabama's economy by helping local managers define and realize growth opportunities and solve specific problems. It serves individuals and organizations through management and technical assistance, dissemination of economic and socio-economic information, and conducting research studies. Special emphasis is placed on businesses in technological fields.

Assistance areas include computer information systems, accounting, marketing, business strategy, human resource management, labor relations, organizational behavior, entrepreneurship, and organizational development.

CMER offers customized training programs for business and organizations. Training areas include microcomputer applications, accounting information systems, marketing, finance, competitive positioning, communication, strategic management, organizational design, and international business.

The center conducts research studies for organizations. Typical studies include economic impact studies, benefit cost analysis, market opportunity analysis, fiscal impact analysis, and technology assessment.

Center for the Management of Science and Technology (CMOST)

141 Shelby Center

Telephone: (256) 824-6407

Email: cmost@uah.edu

The Center for the Management of Science and Technology's broadest goal is to improve the state-of-the-art in the management of organizations that are substantially impacted by science and technology. Specifically, CMOST is devoted to the development of new practices appropriate for the management of high technology commercial and governmental organizations. CMOST conducts research to develop new management strategies, techniques and competencies to help firms manage the high risks and uncertainties that characterize Huntsville's high technology industry. In addition, the Center's staff does contract research on business, management and economic problems for governmental organizations and private industry.

NorthEast Alabama Regional Small Business Development Center

126 Business Administration Building

Telephone: (256) 824-6422

FAX: (256) 824-4339

Email: SBDC@uah.edu

The Northeast Alabama Regional Small Business Development Center (NEAR SBDC) provides assistance to small businesses and aspiring entrepreneurs. The mission of NEAR SBDC is to "Help small businesses survive and grow." The center provides four types of assistance: business management counseling, startup counseling, training/workshops, and a resource library.

Small business owners or managers receive professional assistance and direction in operating a business profitably. This may include counseling in one or more of the following areas: financial capital, business planning, personnel, record keeping, licensing, taxes, intellectual property, government procurement, governmental regulations, marketing, commercialization, Small Business Innovation and Research programs, market research, inventory control, or how to conduct a feasibility study. Small business reference materials (books and videos) are maintained in the NEAR SBDC reference library. Small business owners and entrepreneurs may visit the center and use business planning guides, watch or check out one of more than two dozen videos on business management, or work interactively with Internet, electronic data interchange demos, and electronic commerce demos. For additional information, contact the NEAR SBDC at 126 Business Administration Building, University of Alabama in Huntsville, Huntsville, AL 35899.

Executive Education Program

The executive education program is designed to assist the members of the business, industry, and governmental communities in keeping abreast of changes in a complex environment. The College of Business Administration offers an interactive blend of management educational programming ranging from one-session seminars on specific problems to a substantial sequence of classes custom tailored for corporate and governmental audiences. For more information, contact the Executive Education Program Office. Mail: BAB 202, UAH, Huntsville AL 35899. Phone: (256) 824-6736. FAX: (256) 824-6328. Email: executiv@uah.edu.

Degrees Offered

Bachelor's. The College of Business Administration offers the Bachelor of Science in Business Administration (BSBA) degree. The BSBA encompasses majors in accounting, finance, management, marketing, and information systems.

Students may obtain a second bachelor's degree in the College of Business Administration if they:

1. Complete, in addition to credits earned while pursuing the first degree, in residence a minimum of 25 percent of the total degree requirements for the second degree;
2. Include a new major in the second degree;

3. Satisfy the College's general and major degree requirements in effect at the time they embark on the program leading to the second degree.

Master of Business Administration (MBA). The MBA degree emphasizes the management of technology including the special needs of businesses similar to those in the Huntsville metropolitan region. It provides entry-level and mid-career managers with the practical and theoretical knowledge necessary to manage public and private organizations. The MBA program is an interdisciplinary curriculum that develops skills in applying advanced technology and behavioral concepts crucial to management. This curriculum supplies students with critical knowledge about a wide range of organizations through coursework in accounting, economics, finance, management, quantitative methods, marketing, management information systems, the worldwide dimension of management of organizations and the legal environment of organizations.

Highly qualified science and engineering graduates seek the degree to broaden their educational background and prepare themselves for careers in management. Highly qualified business graduates may be able to complete the requirements for a master's degree by completing one additional year of full-time course work beyond the bachelor's level. To meet the needs of employed students, courses are scheduled in the evening. Individuals who are interested in obtaining the MBA degree should contact the College's Graduate Programs Director, 102 Business Administration Building, (256) 824-6681, gradbiz@uah.edu. For more information on the MBA program, refer to the Graduate Catalog.

Master of Accountancy (MAcc). The Master of Accountancy program provides students with an academically rigorous course of study in accounting necessary for successful careers in professional accountancy in public, private, not-for-profit, and federal government accounting. Students have the flexibility to become educationally prepared for recognized certifications.

The program is designed to satisfy the 150 semester hours required by the Alabama State Board of Public Accountancy for Certified Public Accountant (CPA) examination candidates. The program exceeds the educational requirements for membership in the American Institute of Certified Public Accountants (AICPA), as well as those to sit for the Certified Management Accountant (CMA) and Certified Internal Auditor (CIA) examinations.

Qualified undergraduate accounting graduates may be able to complete the requirements for the MAcc degree in one additional year of full-time course work beyond the bachelor's level, in what is called the 4 + 1 program. Individuals interested in the MAcc program should contact the Graduate Programs Director 102 Business Administration Building, (256) 824-6681, gradbiz@uah.edu. For more information on the MAcc program, refer to the UAHuntsville Graduate Catalog. For information on the 4 + 1 program, refer to the UAHuntsville Undergraduate Catalog.

Master of Science in Information Systems (MS-IS). The purpose of the MS-IS program is to provide students with advanced preparation as a specialist to enter a professional career involving the use, definition, analysis, design, implementation, and operation of management information systems. While the program will provide students with the background to enter the information technology (IT) profession in a wide variety of positions, the overall structure of the program is designed to provide students with the educational framework appropriate for a career leading to an executive level position in IT. With program prerequisites kept to a minimum of six courses, the MS-IS program is designed to meet the needs of students with a wide variety of educational backgrounds. Applicants with an undergraduate degree in IS generally have completed all course prerequisites. Applicants with degrees in other areas will likely have completed two or three of these course prerequisites. Individuals interested in the MS-IS program should contact the Graduate Programs Director 102 Business Administration Building, (256) 824-6681, gradbiz@uah.edu. For more information on the MS-IS program, refer to the UAHuntsville Graduate Catalog.

Master of Science in Information Assurance and Security (MS-IAS).

The MS-IAS program emphasizes the multi-disciplinary characteristics of the information and information systems assurance solutions into a classroom environment to emulate the real world challenges of engineers, managers, and scientists working together to resolve IT security challenges based on active and

current IT threats of viruses, intrusions, industrial espionage, etc. Secondly, the program takes existing software development and engineering processes and overlays the mandated security requirements of any technology solution to provide an educational platform for managers, scientists, and engineers to specialize in the security aspects of information and information technology in the system concept, design, and development phases. Third, the program provides a controlled network environment to address the continuous monitoring required to contend with the dynamic nature of incident responses to threats not yet known, the continuous balancing of the feasibility of security versus operational need, and the planning for business continuity and disaster recovery in an evolving networked environment. Individuals interested in the MS-IAS program should contact the Graduate Programs Director, 102 Business Administration Building, (256) 824-6681, gradbiz@uah.edu. For more information on the MS-IAS program, refer to the UAHuntsville Graduate Catalog.

Business Administration Minors

Students from colleges other than Business Administration may select one of the minors in business administration. Students in the College of Business Administration may choose economics as a minor but may not select any of the other minors in business administration. The minor consists of at least 18 semester hours but not more than 30 semester hours in subjects available in the College of Business Administration. Students electing a minor may use the courses completed in the general education requirements as part of the required hours in a minor. For minors in business administration, ECN 142 and 143 count in the general education requirement and not in the 30 semester hour maximum in the College. Students who choose one of the minors in business administration may be able to count ECN 142 and 143 to meet their social science Area IV degree requirements. A baccalaureate program with more than 30 semester hours (or 25 percent of degree requirements) in traditional business subjects must meet the AACSB International accreditation standards for a business degree. Such a program will be reviewed by the Dean of the College of Business Administration, or the dean’s designee, to determine if it meets the AACSB International standards.

The approved business administration minors are shown below. The minor program must have the approval of an undergraduate advisor, Room 102, Business Administration Building, (256) 824-6024.

Business Minor. Students may minor in business to facilitate career goals that require a broad knowledge of the functional areas of business. A minor in business includes the following courses:

ECN 142	Principles of Macroeconomics	3 hrs
ECN 143	Principles of Microeconomics	3 hrs
ACC 211	Financial Accounting	3 hrs
MSC 287*	Business Statistics I	3 hrs
FIN 375	Financial Institutions	3 hrs
MGT 301	Managing Organizations	3 hrs
MKT 301	Principles of Marketing	3 hrs
		21hrs

*Students taking SOC 333, PY 300, MA 385, ISE 390 or equivalent introductory statistics should substitute a 300 or 400 level business elective.

International Business Minor. Students may minor in international business to facilitate careers in international trade that involve business firms, international organizations, or the U.S. government. Students interested in specializing in international trade should consider the B.A. in Foreign Languages and International Trade (FLIT) which includes a composite major offered by the College of Liberal Arts in the Department of Foreign Languages in cooperation with the College of Business Administration. For additional information on the FLIT degree program, see the section of this catalog for the Foreign Languages Department. For the international business minor, students may fulfill the foreign language requirement by taking 12 semester hours in one or more foreign languages. A minor in international business includes the following courses:

ECN 142	Principles of Macroeconomics	3 hrs
ECN 143	Principles of Microeconomics	3 hrs
ACC 211	Financial Accounting	3 hrs
ACC 212	Management Accounting	3 hrs
MSC 287*	Business Statistics I	3 hrs
FIN 375	Financial Institutions	3 hrs
MGT 301	Managing Organizations	3 hrs
MKT 301	Principles of Marketing	3 hrs
MGT 450	International Business	3 hrs
ECN 454	International Economics	3 hrs
FIN 454	International Finance	3 hrs
Minimum of 12 hrs. of a foreign language		12 hrs
		45 hrs

*or SOC 333, PY 300

Marketing Minor. Many students with majors from the College of Liberal Arts minor in marketing to prepare themselves for careers in advertising, public relations, marketing management, international marketing, marketing on the internet, and supply chain management. Science and Engineering students with an interest in new product development, marketing high technology products, international marketing, and supply chain management also minor in marketing. A minor in marketing is also a good option for non-business majors who plan to start their own business or work in the family business. The marketing minor includes the following courses:

MKT 301	Principles of Marketing	3 hrs
18 hours selected from the following courses:		18 hrs
MKT 315	Sales Management and Professional Selling	
MKT 325	Legal & Ethical Issues of Mkt. on the Internet	
MKT 332	Buyer Behavior	
MKT 342	Promotional Strategy	
MKT 343	Marketing Research Design	
MKT 405	New Venture Strategies	
MKT 410	Transportation and Logistics	
MKT 414	Marketing Emerging Technologies	
MKT 415	International Marketing	
MKT 420	Services Marketing	
MKT 470	Marketing in an Electronic Environment	
MKT 475	Advanced Marketing Seminar	
MKT 480	Marketing Management	
MKT 490	Special Projects	
		21 hrs

Students outside of the College of Business Administration are encouraged to take ECN 142, Principles of Macroeconomics and ECN 143, Principles of Microeconomics in their social science general education requirements.

Pre-Law Business Minor. The work of successful lawyers is increasingly associated with the rendering of opinions and counsel on business matters such as banking, insurance, real estate titles, business contracts, etc. Corporations employ many lawyers full time for their contract and other legal work, and the young lawyer who has a degree in business will be at a distinct advantage in obtaining and doing such work.

Each law school determines its own requirements, such as admission criteria, number and type of semester hours required for entrance, etc. Students planning to enter a law school should be in communication with that school shortly after entering college to insure the program they take will meet all requirements of the law school the student plans to attend. For more detailed information the student should read the Pre-Law Program section of this catalog. The pre-law business minor includes the following courses:

ECN 142	Principles of Macroeconomics	3 hrs
ECN 143	Principles of Microeconomics	3 hrs
ACC 211	Financial Accounting	3 hrs
ACC 212	Management Accounting	3 hrs
BLS 211	Legal Environment of Business	3 hrs
BLS 411	Law for Accountants	3 hrs
MSC 287	Business Statistics I	3 hrs
FIN 301	Principles of Finance	3 hrs
MGT 301	Managing Organizations	3 hrs
MKT 301	Principles of Marketing	3 hrs
		30 hrs

Pre-MBA Minor. Students who do not major in business but plan to enter an MBA program upon graduation should be in communication during their junior and senior years with the MBA schools they are considering attending. Depending upon the MBA school selected, a student may be able to shorten the required MBA coursework by 18 graduate hours, depending upon the undergraduate coursework. An undergraduate advisor for the College will assist students in preparing a pre-MBA minor tailored for a specific school. A typical pre-MBA minor consists of the following courses:

ECN 142	Principles of Macroeconomics	3 hrs
ECN 143	Principles of Microeconomics	3 hrs
ACC 211	Financial Accounting	3 hrs
ACC 212	Management Accounting	3 hrs
BLS 211	Legal Environment of Business	3 hrs
MSC 287	Business Statistics I	3 hrs
MSC 288	Business Statistics II	3 hrs
FIN 301	Principles of Finance	3 hrs
MGT 301	Managing Organizations	3 hrs
MKT 301	Principles of Marketing	3 hrs
MSC 385	Operations Analysis	3 hrs
		33 hrs

Management and Leadership Minor. Students planning for careers that require management and leadership skills may consider a minor in Management and Leadership. The Management and Leadership minor is a campus-wide undergraduate minor. The minor includes required courses from the field of management, and potential elective courses from communications, psychology, sociology, nursing, and political science. The 18 hour minor includes the following courses.

Required courses:

MGT 301	Managing Organizations	3 hrs
MGT 361	Organizational Behavior	3 hrs
MGT 363	Human Resource and Management	3 hrs
MGT 462	Employment Law for Managers	3 hrs

6 hours selected from the following courses:

MGT 410	Leadership, Personal Dev. & Organizations
CM 313	Business and Professional Communication
MGT 450	International Business
MGT 460	Employee Staffing and Development
MGT 461	Strategic Compensation Management
MGT 470	Special Topics in Management
NUR 406	Leadership and Management in Nursing
PSC 304	American Presidency
PSY-SOC 375	Social Psychology

PSY-ISE 402 Industrial and Organizational Psychology
 SOC 455 Sociology of Work and Occupations
 SOC 439 Complex Organizations in Industrial Society

18 hrs

Human Resource Management Minor. Students planning for careers in Human resource management may consider a minor in HRM. The 18 hour minor includes the following courses:

Required courses:

MGT 301	Managing Organizations	3 hrs
MGT 361*	Organizational Behavior	3 hrs
MGT 363	Human Resource and Labor Relations Management	3 hrs
MGT 460	Employee Staffing and Development	3 hrs
MGT 462	Employment Law for Managers	3 hrs

3 hours selected from the following courses: 3 hrs

MGT 461	Strategic Compensation Management
ECN 475	Economics of Labor Markets and Human Resources
MGT 410	Leadership, Personal Development and Organizations
MGT 404	Negotiation Techniques

18 hrs

*PY 402 may be used as a substitute for MGT 361.

Economics Minor. Students can minor in economics by taking 18 hours of economics courses. Twelve specific hours are required and the remaining six are electives. A total of twelve hours must be at the 300 level or above. Students in the College of Business Administration may obtain a minor in economics. ECN 142 and ECN 143 may be counted in both the General Education Requirement (GER) and in the economics minor. Furthermore, the Upper Division General Education Requirement economics course may be counted in the economics minor. However, any course that is utilized in the 21 hours for a business major may not be used in the Economics minor.

ECN 142	Principles of Macroeconomics	3 hrs
ECN 143	Principles of Microeconomics	3 hrs
ECN 340	Macroeconomic Analysis	3 hrs
ECN 345	Microeconomic Analysis	3 hrs

6 hours selected from the following list of courses: 6 hrs

ECN 352	Money and Banking
ECN 406	Sports Economics
ECN 454	International Economics and Finance
ECN 470	Seminar in Economics
ECN 475	Labor Markets and Human Resources

18 hrs

Economics as a Second Area of Study

Students majoring in elementary education may choose economics as their second area of study. The area of study requires 18 hours of economics and finance courses and the prior approval of the Chair of the Department of Economics and IS.

BS/MBA 4+1 Degree Program and Science & Technology Business Minor

Students in UAH's College of Science who have an interest in business are encouraged to consider the BS/MBA 4+1 Program. By following the outline of courses shown here, students can earn a minor in Business as part of their BS degree, and then earn their MBA graduate business degree in just one year instead of two.

Economics - Taken as part of Area IV “History, Social and Behavioral Sciences” requirements
ECN 142 Principles of Macroeconomics
ECN 143 Principles of Microeconomics

Calculus -Taken as part of Area V “Science or Engineering Course Outside the Major” if not taken in Area III or in the major or minor

Microcomputer Skills

Pre-MBA students must be proficient in the use of operating systems, word processing, spreadsheets, and presentation software. Deficiency in computer skills can be remedied by taking IS 146 or a combination of the one-hour courses: IS 102, 104, 106.

Statistics - Taken as part of Area V “Electives” requirement

MSC 287 Business Statistics I (or MA 385-Introduction to Probability, or ISE-390 Probability and Engineering Statistics I)

MSC 288 Business Statistics II (or MA 487-Introduction to Mathematical Statistics, or IES 391 Probability and Engineering Statistics II)

Pre-MBA Minor (Science & Technology Business Minor)*

ACC 211	Financial Accounting	3 hrs
ACC 212	Managerial Accounting	3 hrs
BLS 211	Legal Environment of Business	3 hrs
MGT 301	Managing Organizations	3 hrs
MKT 301	Principles of Marketing	3 hrs
MSC 385	Operations Analysis	3 hrs
		Total Minor Hrs. 18 hrs

*Students who are not interested in the BS/MBA 4 + 1 degree program may complete the 18 hours specified for the Science & Technology Business Minor.

Cognate in Computer-Mediated Communication

The Computer-Mediated Communication Program offers an interdisciplinary cognate with an emphasis on Web design, development and management. This cognate combines courses in communication, graphic arts, and IS. The cognate consists of 36 semester hours of required coursework and includes the following:

Introductory Course (3 hrs)

CM 100 Intro. to Computer Mediated Communication

IS Courses (9 hrs).

IS 210 Introduction to Computer Programming in Business

IS 420 Web Portals and Applications

IS 465 Web Server and Internet Telecom. Technology

Communication Arts Courses (9 hrs)

CM 113 Intro. to Rhetorical Communication

CM 301 Technical Writing

CM 401 Computer Mediated Communication

Art Studio Courses (12 hrs)

ARS 123 Two-dimensional Form in Design

ARS 230 Intro. to Graphic Design

ARS 332 Graphic Design III

ARS 431 Advanced Graphic Design II

Senior Project Management Course (3 hrs)

CM 499 Senior Project Management

Policies, Procedures and Assistance

Course Numbers

Course numbers are coded by prefixes as follows:

Accounting	ACC
Business Legal Studies	BLS
Economics	ECN
Finance	FIN
Management	MGT
Information Systems	IS
Management Science	MSC
Marketing	MKT

Admission as a Freshman

Entering UAHuntsville freshmen interested in business administration must meet the general entrance requirements of the University. Students who intend to pursue the BSBA degree should read carefully the Admissions Information section of the catalog.

Students who have had inadequate high school preparation or who are placed in certain lower-level classes because of the results of placement tests may have to take one or more of the following courses:

EH 003	Basic English	no credit
MA 004	Basic Algebra	no credit
MA 033	High School Geometry	no credit

These courses carry no academic credit but will appear on transcripts of students who complete the courses.

Admission as a Transfer Student

Transfer students seeking admission to UAHuntsville should read carefully the “Admissions Information” section of the catalog. Students planning to transfer into the College of Business Administration from a two or four year institution to obtain the BSBA are advised to follow the transfer program outlined below:

Area I	English Composition	6 hrs
Area II	Humanities and Fine Arts:	
	Literature	6 hrs*
	Fine Arts	3 hrs
	Humanities Elective	3 hrs
Area III	Natural Sciences and Mathematics	
	Laboratory Science	8 hrs
	Precalculus Algebra	3 hrs
Area IV	History, Social and Behavioral Sciences	
	History	3 hrs
	Principles of Micro and Macro Econ.	6 hrs
	Psychology, Sociology, Anthropology	3 hrs
Area V	Business	
	Business Statistics	6 hrs
	Legal Environment of Business	3 hrs
	Financial and Managerial Accounting	6 hrs
	Mircocomputer Applications	3 hrs
	Business Calculus	3 hrs

*Must take a 6 hour sequence in any literature.

The specific credit for work done at other institutions that will apply toward the BSBA degree is determined by the College’s Office of Academic Assistance. Allowance of transfer credit by the Office of

Admissions and Records does not necessarily mean that such credit will be applied toward a BSBA degree. All inquiries concerning the applicability of credit should be made to the College's Office of Academic Assistance (256-824-6024).

Credit for business administration courses taken in schools with programs accredited by the AACSB International – The Association to Advance Collegiate Schools of Business is transferable to UAHuntsville. Credit for courses taken in programs without AACSB accreditation may be accepted with validation or approval of the Associate Dean.

Course work taken at a junior college after a student has earned more than 64 semester hours of credit may not be accepted for transfer. Courses taken at the lower-division at another institution that are upper-division courses at UAH will be accepted for transfer only after successful validation.

Admission to the Upper-Division

Pre-Business Classification. All undergraduate students entering the College of Business Administration are admitted with a pre-business classification (code L). Regular students remain in this classification until they are admitted to the upper division of the College of Business Administration. Any request for deviation from these requirements must be petitioned through the College's Office of Academic Assistance. Business Administration students not admitted into the upper division may not attempt any business course numbered above 299. To have the pre-business classification changed students should apply through the College's Office of Academic Assistance for admission to the upper division of the College.

Special Student Classification. Individuals admitted to the University as conditional/ probational must have their status changed to regular through the Office of Student Records and complete all lower-division admission requirements before applying for admission to the upper division of the College and choosing a major. Special students may not attempt upper-division business courses.

Admission Standards. Admission to the upper-division of the College of Business Administration is available to students who have:

1. Completed 62 semester hours comprising the lower-division requirement.
2. Earned a minimum grade of "C" in both English Composition courses (EH 101 and 102).
3. Earned a minimum average GPA of 2.0 out of 4.0 ("C" average) for the 18 hours comprising the pre-professional business administration core.

Note: For degree-seeking students in the College of Business Administration, admission to the upper-division is a prerequisite for all upper-division courses (numbered 300-499) in the College. Degree-seeking students in the College registering in upper-division business courses without completing the prerequisites and without being admitted to the upper-division will be administratively withdrawn from those classes.

Student Advisement and Enrollment

The College's Office of Academic Assistance is a student's point of contact for information concerning possible majors, declaring a major, transfer credit and degree requirements. First-year students are required to plan their course selection with an academic advisor in the Office of Academic Assistance (Room 102; BAB, telephone 256-824-6024).

All College of Business Administration freshman and sophomore students must have their registration approved by the Office of Academic Assistance. Juniors and seniors who have met the following requirements do not need an advisor's signature:

1. A formal declaration of major (signed by the academic advisor and the student) is on file in the UAH Records Office.
2. Satisfactory completion of the lower-division general education requirements and the pre-professional business administration core curriculum.
3. Attained a minimum GPA of 2.0 out of 4.0 ("C" average) in the combined lower-division

general education requirements and the pre-professional business administration core curriculum.

Each student is responsible for registering for all required courses in their proper sequence and for fulfilling all requirements for admission and graduation.

Types of Advising Assistance Available

The focus of advising in the College of Business Administration is to help students progress toward their educational objectives. Advising is designed to provide assistance where desired and appropriate. Students, especially those nearing graduation, are encouraged to make full use of the advising system. The College's advising system offers:

Transcript Evaluation. Two aspects of transcript evaluation affect students: (1) Evaluation of course work to be transferred to UAHuntsville for degree credit and (2) the continuing evaluation of completion of graduation requirements. The evaluation of transfer work is initially accomplished by the University's Office of Admissions. Evaluation of business and economics course work is conducted by the Office of Academic Assistance, working with various departments within the College. The College's Office of Academic Assistance also keeps a current record of each student's progress at UAHuntsville.

Schedule Building. Schedule building is the determination of specific courses the student should take in a given semester. Students should refer to the UAHuntsville Schedule of Classes on the Web and the undergraduate catalog in consultation with the advisor to determine a specific course of study. Selection of specific course sections and times is the student's responsibility.

Program Planning. Students are encouraged to outline an entire plan of study early in their academic career. This program planning activity is provided by the College's Office of Academic Assistance and includes suggested model programs for each of the major fields of study offered by the College.

Referrals. Students seeking career guidance, personal counseling or other types of assistance will be directed to the appropriate university office by the Office of Academic Assistance.

Probation and Dismissal

Students are placed on probation at the end of any semester in which they do not attain a cumulative GPA necessary for satisfactory progress. For more detail on the process, see the Academic Probation and Suspension section of the Catalog. When dismissed, the student must petition the College of Business Administration for readmission. Application should be made in the Student Records Office, University Center.

Residence Requirement

At least 12 of the last 18 semester hours of a student's program and a minimum of 32 semester hours of the total degree program must be completed at UAHuntsville. For BSBA students, the hours taken in residency must include at least 50 percent of the BSBA program (core curriculum and major option) including a minimum of 12 hours in the major option and MGT 499, Competitive Strategy. Students who are required to take additional courses within the College of Business Administration in order to meet the residence requirement may be required to complete more than 128 semester hours in order to graduate.

Cooperative Education Program

The College of Business Administration participates in the University's Cooperative Education Program. The program is designed to provide relevant paid employment experiences that integrate, complement and enhance the student's academic program. The students are placed in co-op positions in a variety of business settings, including government agencies, financial institutions, social agencies, accounting firms, entrepreneurial companies and many others. Co-op placements must be approved by the student's faculty sponsor. Participation in the co-op program requires completion of designated entry-level courses. The program is open to both undergraduate and graduate students in business. More information is available from the business coordinator in the Office of Cooperative Education.

Internship Program Guidelines

The internship program is designed to provide professional work experience for students in a field relevant to their major. The program consists of active involvement in a project in a business enterprise, professional organization, or in a government agency that has particular interest and relevance to the student. The course grade will be given on a satisfactory (S) unsatisfactory (U) basis. The prerequisites are junior standing, 9 semester hours of upper-division work in the student's discipline, and approval of the department chair.

In addition to making a judgment on the merit, quality, and relevance of the proposed internship program, the chair will require the following academic prerequisites prior to approval:

1. Completion of sufficient coursework in the major relevant to the internship project
2. A minimum GPA of 2.75 in all courses attempted in the College
3. Completion of at least 15 semester hours at UAHuntsville

An internship may be elected only once, i.e. a maximum of 3 semester hours toward the BSBA degree. The internship may count as an elective within the major. Internships include the following: ACC 495, FIN 495, MGT 495, IS 495, MKT 495, MKT 496, and MSC 495.

The cooperative education program is different from an internship. An internship differs from cooperative education based on the fact that the experience is for the duration of a single semester. Internships generally require 120 hours of on-site experience for the three credit hour course. For a 15 week semester this averages approximately 8 hours per week.

Interested students should contact the office of Academic Assistance in Room 102 BAB.

Grading

Business administration courses are not offered with a pass/fail grading option. In addition, majors in the College of Business Administration are not eligible for the pass/fail option for general education requirement courses, lower division (pre-professional) core courses, upper division core courses or major courses.

Catalog Requirements and Changes

The College of Business Administration reserves the right to modify curricula and specific courses of instruction including course prerequisites, to alter requirements for graduation and to change the majors to be awarded at any time the College may determine. Such changes may be applicable to either prospective or currently enrolled students.

All College of Business Administration students enter the College under all university and College policies then in effect. Each student is responsible for meeting all catalog requirements for graduation, including taking courses in the proper sequence as shown in the catalog.

Due to rapid advancement in knowledge, a student is permitted seven years from the original date of entry to complete a four-year curriculum, after which time a re-evaluation of all work previously taken may be required. Each time a student changes a major or option, a re-evaluation of all work already taken is done in terms of that particular program's requirements. It may occasionally be necessary to revise the curriculum for the BSBA degree. However, any student may graduate under the catalog in effect at the time he or she entered the university, provided that all degree requirements are satisfied within seven years from the day of admission.

Any deviations from curricular and other College requirements (for example, substitution of courses) must be approved in writing in advance of the deviation. Such changes must be approved by the student's department chair.

Bachelor of Science in Business Administration

Degree Requirements

The Bachelor of Science in Business Administration degree program is a comprehensive four-year program which includes a liberal arts and science foundation, a business administration core curriculum, a major, and a choice of elective courses.

The undergraduate curriculum is divided into the lower and upper division. The lower division is the first two years of courses (courses numbered 100-299); the upper division is the last two years (courses numbered 300-499). Prior to taking their first courses in the upper division, students must be admitted to the upper division. To prepare students for the challenges of the future, the College's program provides a solid foundation in the diverse academic disciplines related to the needs of business, industry, and government. At the undergraduate level students concentrate the first two years of study on general course work in composition, the humanities and fine arts, history, social and behavioral sciences, and natural and physical sciences and mathematics. Successful completion of these courses broadens intellectual awareness and enhances the development of cultural literacy and analytical thinking. This general education component, along with the pre-professional business administration core curriculum, prepares the student for admission to upper-division course work in the College of Business Administration.

The remaining two years of course work develops the student's understanding of the diverse functions of business in the U.S. and world-wide economy. This is accomplished by studying the essential concepts of business administration as well as focusing on one of the major disciplines. The student may declare a major in accounting, finance, management, management information systems, or marketing. Students enrolling in the College's programs who have already chosen the major they wish to pursue may designate that major when they register. Students who are undecided about what major they wish to pursue should indicate Management in the registration process.

To be awarded a BSBA degree, each student must meet the following degree requirements established by the university and the faculty of the College of Business Administration:

1. Complete the lower-division general education requirement;
2. Complete the lower-division pre-professional business administration core curriculum;
3. Complete the upper-division general education requirement;
4. Complete the upper-division business administration core curriculum;
5. Complete the courses required for the major;
6. Complete a minimum of 128 semester hours of work with a minimum of 39 semester hours in courses numbered 300 and above;
7. Attain a minimum grade point average of 2.0 (C) in all course work attempted;
8. Attain a minimum grade point average of 2.0 (C) in the business administration core curriculum (42 hours).
9. Attain a minimum grade point average of 2.0 (C) in the major.
10. Complete the Competitive Strategy course (MGT 499) with a minimum grade of "C"; and
11. Comply with University and College of Business Administration residence requirements.

Three levels of requirements must be completed in order to receive the Bachelor of Science in Business Administration degree: (1) university general education and graduation requirements, (2) College of Business Administration core requirements, and (3) College of Business Administration major requirements. The recommended sequence of courses is presented in the following sections.

Lower Division Requirements: 62 Semester Hours

The lower-division courses provide a foundation for advanced study. While students broaden their intellectual background through the general education requirements, they also develop basic business skills in the pre-professional business administration core curriculum. The general education requirements expose students to composition, humanities and fine arts, natural sciences and mathematics, and history, social and behavioral sciences.

I. Lower Division General Education Requirements	Semester Hours
1. English Composition I & II (EH 101-102)*	6 hrs
2. Humanities and Fine Arts	
a. Survey of Literature**	6 hrs
b. Fine Arts	3 hrs
c. Humanities Electives	3 hrs
Recommended: Introduction to Ethics (PHL202)	
3. Natural Sciences and Mathematics	
a. Laboratory Science***	8 hrs
b. Mathematics (MA 107 and 120)****	6 hrs
4. History, Social and Behavioral Sciences	
a. History	3 hrs
b. Psychology, sociology, or anthropology	3 hrs
c. Macro and Micro Economics (ECN 142 and 143)	6 hrs
Total General Education Requirements	44 hrs

* A grade of C or higher must be obtained in EH 101 and 102.

**Must take a 6-hour sequence in any literature.

***Students who have completed 10 quarter hours (or 6.6 semester hours) of laboratory science will be considered to have met this requirement.

****Students may select MA 107 or 112. MA 107 is recommended for business students.

Students should note that MA 107 may not be accepted as transfer credit by other institutions in Alabama if they transfer from UAHuntsville before completing MA120. If they transfer after completing MA 120 there is no transferability problem. ACT Mathematics Placement: Students scoring below 20 on the quantitative section of the ACT will be required to pass MA 004 (Basic Algebra) before enrolling in MA107 or 112. Students scoring 26 or higher should enroll in MA 120 and choose 3 hours of electives outside the College of Business Administration. Mathematics Placement Test: Students scoring sufficiently high on a mathematics placement test at UAHuntsville may skip MA 107, 112 and/or MA004. Students placing at Level III on the placement test should enroll in MA 120 and choose 3 hours of electives outside the College of Business Administration.

II. Pre-professional Business Core Curriculum	Semester Hours
Microcomputer Applications (IS 146)	3 hrs
Business Statistical Analysis I & II (MSC 287, 288)	6 hrs
Legal Environment of Business (BLS 211)	3 hrs
Financial Accounting (ACC 211)	3 hrs
Management Accounting (ACC 212)	3 hrs
Total Pre-professional Business Administration Core Curriculum	18 hrs
Total Lower-division Requirements	62 hrs

Upper Division Requirements: 66 Semester Hours

Work in the last two years of study builds upon the foundation established by the general education requirements and the pre-professional business administration core curriculum. Upper-division requirements include upper-division general education courses, the business administration core curriculum, and courses in the major. Registration for courses in the upper-division is restricted. Please read the College's section, "Admission to the Upper-Division."

III. Upper Division General Education Requirements	Semester Hours
Strategies of Business Writing (EH 300)*	3 hrs
Business and Professional Communications (CM 313)	3 hrs
Economics Requirement (ECN 340, 345, 406, 454, 475)**	3 hrs

Total Upper Division General Education Requirements 9 hrs

*It is recommended that EH 300 be taken the first semester of the Junior year.

**For the Upper Division economics requirement a student may not choose an economics course required in their major.

IV. Upper Division Business Administration Core Curriculum

Principles of Finance (FIN 301)	3 hrs
Managing Organizations (MGT 301)	3 hrs
Information Systems in Organizations (IS 301)	3 hrs
Principles of Marketing (MKT 301)	3 hrs
Operations Analysis (MSC 385)	3 hrs
International Business (MGT 450)*	3 hrs
Competitive Strategy (MGT 499)	3 hrs
Business Elective**	3 hrs
Total Business Administration Core Curriculum	24 hrs

*International Business Requirement. Business majors acquire a broad knowledge of international business and economic theories, problems and practices through taking MGT 450 and through the integration of global issues in the business administration core curriculum.

**Accounting majors should identify the specific course they need to fulfill the Upper Division elective requirement. See sections on each Accounting concentration. Information Systems majors in the Information Assurance concentration are required to take an IS elective as their upper division business elective.

V. Major (each major is described below) 21 hrs

VI. Free electives 12 hrs

Total Upper Division Requirements 66 hrs

Total minimum hours for a B.S.B.A. Degree 128 hrs**

**No more than 6 hours of HPE activity and music ensemble courses may count toward graduation.

Majors in the B.S.B.A. Degree

The College offers the following majors: accounting, finance, management, marketing, and information systems.

Department of Accounting and Finance

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Professor Evans; Associate Professors Burnett (Department Chair), Rose-Green and Xing; Emeritus Associate Professor Bryson; Assistant Professors Alewine, Allport, Gamble and Shen; Clinical Assistant Professor Hickman.

Mission

The Department of Accounting and Finance provides academically rigorous programs in accounting and finance. We strive to teach sound principles and concepts as well as the analytical tools for applications to practical business problems. Through its scholarly activity, the departmental faculty develops and disseminates knowledge related to accounting and finance theory, pedagogy, and practice.

Accounting

Accounting careers vary widely in today's complex, global economy. Graduates may find themselves tracking illegal funds for the FBI to preparing financial statements for multi-billion dollar firms. Generally, accounting career paths can be described as financial reporting, assurance, budget analysis, management accounting, tax accounting, and federal contract accounting. Accountants may work for public accounting firms, public or private corporations, governments at all levels, or for themselves in a private practice.

Students considering the professional certification examinations upon graduation, such as the Certified Public Accountant (CPA), the Certified Management Accountant (CMA), or the Certified Internal Auditor (CIA), will need course work in accounting beyond the minimum requirements for the BSBA degree. The Alabama State Board of Public Accountancy requires 150 semester hours of credit in order to sit for the CPA examination. The College offers a Master of Accountancy (MAcc) degree that meets or exceeds requirements for professional accounting certification.

The Department of Accounting and Finance offers four accounting concentrations for the BSBA degree: General Accounting; Assurance and Financial Reporting; Taxation; and Federal Contract Accounting. Each of the concentrations may be used as part of a CPA Prep 4 + 1 program (4 years of undergraduate study plus 1 year of graduate study) ending with the Master of Accountancy (MAcc) degree. The CPA Prep 4+1 program also provides the graduate with enough graduate-level hours in accounting to teach accounting at the community college and university levels. The accounting major is offered during the day and during the evening.

Requirements for a major in accounting within the BSBA degree are as follows:

General Accounting Concentration

Course No.	Title	Semester Hours
ACC 307	Accounting Information Systems	3 hrs
ACC 310	Intermediate Financial Accounting I	3 hrs
ACC 311	Intermediate Financial Accounting II	3 hrs
ACC 313	Individual and Small Business Income Taxes	3 hrs
ACC 414	Cost Accounting	3 hrs
ACC 431	Principles of Auditing	3 hrs
ACC elective	Accounting Elective*	3 hrs
		21 hrs

*Students should take any Accounting elective as their Upper Division Business elective.

Assurance and Financial Reporting Concentration *

Course No.	Title	Semester Hours
ACC 307	Accounting Information Systems	3 hrs
ACC 310	Intermediate Financial Accounting I	3 hrs
ACC 311	Intermediate Financial Accounting II	3 hrs
ACC 313	Individual and Small Business Income Taxes	3 hrs
ACC 414	Cost Accounting	3 hrs
ACC 431	Principles of Auditing	3 hrs
ACC 432	Advanced Auditing	3 hrs
		21 hrs

*Students planning to sit for the CPA examination are advised to take BLS 411 as a free elective. ACC 433, Forensic Accounting, should be taken as the Upper Division Business elective.

Taxation Concentration*

The 4 + 1 program (4 years of undergraduate study plus 1 year of graduate study ending with the Master of Accountancy) in the taxation concentration prepares students for the CPA exam and for teaching at the community college- or university-level.

Course No.	Title	Semester Hours
ACC 307	Accounting Information Systems	3 hrs
ACC 310	Intermediate Financial Accounting I	3 hrs
ACC 311	Intermediate Financial Accounting II	3 hrs
ACC 313	Individual and Small Business Income Taxes	3 hrs
ACC 414	Cost Accounting	3 hrs
ACC 413	Corporate, Partnership, and Estate Taxes	3 hrs
ACC 431	Principles of Auditing	3 hrs
		21 hrs

*Students planning to sit for the CPA examination are advised to take BLS 411 as a free elective.

*ACC 420, State and Local Taxation, should be taken as the Upper Division Business elective.

Federal Contract Accounting Concentration*

Course No.	Title	Semester Hours
ACC 307	Accounting Information Systems	3 hrs
ACC 310	Intermediate Financial Accounting I	3 hrs
ACC 311	Intermediate Financial Accounting II	3 hrs
ACC 414	Cost Accounting	3 hrs
ACC 431	Principles of Auditing	3 hrs
ACC 440	Basic Government Contract Accounting	3 hrs
ACC 441	Advanced Government Contract Accounting	3 hrs
		21 hrs

*Take one of the following for the Upper Division Business elective: MGT 401 (Intro to Contract Management), MGT 403 (Contract Pricing & Cost Analysis), MGT 406 (Government Contract Law), or ACC 495 (Internship in Accounting).

Certificate in Public Accounting (CPA)

To receive the Certificate in Public Accounting (CPA) an applicant must have a minimum of 150 semester hours, in addition to meeting certain course requirements. For complete details and requirements see the web page of the Alabama State Board of Public Accountancy: <http://asbpa.state.al.us/exam.htm>.

The College's CPA Prep 4 + 1 Program provides an efficient way for students to complete their BSBA in accounting, complete the requirements to sit for the CPA exam, and obtain a Master of Accountancy degree, all in 5 years. The program includes 4 years of undergraduate study (leading to the BSBA with a major in Accounting) plus 1 year of full-time graduate study (culminating in the Master of Accountancy degree). Students who complete the CPA Prep 4 + 1 Program and pass the CPA exam have assembled an impressive set of credentials.

Each of the concentrations can be used to satisfy the undergraduate portion the CPA Prep 4 + 1 program. The graduate portion of the program is as follows (refer to the UAHuntsville Graduate Catalog for more information):

CPA Prep 4 + 1 Program – Graduate Coursework

Course No.	Title	Semester Hours
ACC 607	Advanced Accounting Information Systems	3 hrs
ACC 614	Cost Management	3 hrs
ACC 680	Financial Accounting Theory	3 hrs
ACC 517	Governmental Accounting	3 hrs
ACC 5xx	Accounting Elective*	3 hrs

Select two of the following:	6 hrs
ACC 603 Financial Statement Analysis	
ACC 615 Advanced Financial Accounting	
ACC 642 Advanced Internal and Operational Auditing	
Non-accounting Electives:	
Non-accounting electives at the 600-level	9 hrs
Non-accounting elective at the 500- or 600-level	3 hrs
	33 hrs

*Such as ACC 513 (Corporate, Partnership & Estate Taxes), ACC 532 (Advanced Auditing), or ACC 580 (Professional Certification).

Prior to taking the CPA examination, a rigorous review course may be necessary to improve one's ability to pass the examination. ACC 480/580 (Professional Certification) provides a complete and thorough examination and review of each of the four areas of the Accounting Standards and Procedures (Regulation, Business Environment and Concepts, Financial Accounting and Reporting, Auditing and Attestation).

Finance

Finance careers vary widely in today's complex, global economy. The finance curriculum equips graduates with the modern analytic principles of the discipline that prepare them to function in a wide variety of institutional settings. The finance graduates may have careers in banking, investments, corporate finance, and federal contract management. Graduates may find themselves helping investment clients develop and monitor investment portfolios for retirement, managing a bank office, making multi-million dollar loans to corporations, or managing the budget of a multi-million dollar federal contract.

Students considering the professional certification examinations upon graduation, such as the Certified Cash Manager, Certified in Financial Management, the Certified Management Accountant (CMA), Certified Financial Planner, or Chartered Financial Analyst, may need course work beyond the minimum requirements for the BSBA degree. Students are encouraged to identify the special requirements early in their academic careers.

The Department of Accounting and Finance offers four finance concentrations for the BSBA degree: General Finance; Corporate Finance; Investments and Financial Institutions; and Federal Government Finance and Contracts . The finance major is offered only during the day.

Requirements for a major in finance within the BSBA degree are as follows:

General Finance Concentration

Course No.	Title	Semester Hours
FIN 375	Financial Institutions	3 hrs
FIN 378	Intermediate Corporate Finance	3 hrs
FIN 431	Advanced Corporate Finance	3 hrs
FIN 460	Investments	3 hrs
FIN 461	Portfolio Management	3 hrs
FIN 454	International Finance	3 hrs
Major Elective*		3 hrs
		21 hrs

*Choose one of the following: ACC 310, ACC 313, ACC 414, ECN 340, ECN 345, ECN 352, ECN 475, MGT 401, MGT 403, MGT 406.

Corporate Finance Concentration (a double major with Accounting is recommended.)

Course No.	Title	Semester Hours
FIN 375	Financial Institutions	3 hrs
FIN 378	Intermediate Corporate Finance	3 hrs
FIN 431	Advanced Corporate Finance	3 hrs
FIN 460	Investments	3 hrs
FIN 454	International Finance	3 hrs
ACC 310	Intermediate Financial Accounting I	3 hrs
ACC 414	Cost Accounting	3 hrs
		21 hrs

Investments and Financial Institutions Concentration

Course No.	Title	Semester Hours
FIN 375	Financial Institutions	3 hrs
FIN 454	International Finance	3 hrs
FIN 378	Intermediate Corporate Finance	3 hrs
FIN 431	Advanced Corporate Finance	3 hrs
FIN 460	Investments	3 hrs
FIN 461	Portfolio Management	3 hrs
Major Elective	(MKT 315, MKT 420, MKT 332, or ACC 414)	3 hrs
		21 hrs

Federal Government Finance and Contracts Concentration*

Course No.	Title	Semester Hours
ACC 440	Basic Government Contract Accounting	3 hrs
ACC 441	Advanced Government Contract Accounting	3 hrs
FIN 375	Financial Institutions	3 hrs
FIN 378	Intermediate Corporate Finance	3 hrs
FIN 431	Advanced Corporate Finance	3 hrs
FIN 454	International Finance	3 hrs
Major Elective	(MGT 401, MGT 403, MGT 406)	3 hrs
		21 hrs

*ACC 414, Cost Accounting, should be taken as the Upper Division Business elective, since it is a prerequisite for ACC 440.

Department of Economics and Information Systems

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Professors Wilhite (Department Chair), Gupta (Eminent Scholar), Schnell; Associate Professors Allen, Li, Mok, Patnayakuni; Assistant Professors Hartono, Liu, Orman; Lecturer Deverapalli.

Mission

The Department of Economics and Information Systems provides academically rigorous courses to develop critical thinking skills. Our major in the Information Systems emphasizes the application of theory and skills in scientific, technological, and traditional business environments. The departmental faculty develops and disseminates knowledge related to economics and information systems concepts and practices.

Information Systems

The major in information systems (IS) is designed for students who want to become administrators or designers of information systems that utilize computers in a business or administrative environment. IS subject matter includes computer hardware, computer software, database design, data communication,

electronic commerce, systems analysis and design methodologies, behavioral issues and the business or administrative context within which computer systems are applied. In the BSBA in Information Systems students may choose one of three concentrations. These include Systems Analyst, ERP/Supply Chain, and Information Assurance. The College offers a Master's degree in Information Systems (IS) and a graduate certificate program in security and information assurance. The IS major is offered during the day and the evening.

Requirements for a major in Information Systems within the BSBA degree are as follows:

Systems Analyst Concentration

Course No.	Title	Semester Hours
IS 210	Intro to Computer Programming in Business	3 hrs
IS 310	Advanced Computer Programming in Business	3 hrs
IS 340	Databases for Management	3 hrs
IS 420	Web Portals and Applications	3 hrs
IS 460	Telecommunications & Networking	3 hrs
IS 497	Information System Design & Implementation	3 hrs
IS Elective	Upper Division IS elective	3 hrs
		21 hrs

ERP/Supply Chain Concentration

Course No.	Title	Semester Hours
IS 210	Intro to Computer Programming in Business	3 hrs
IS 310	Advanced Computer Programming in Business	3 hrs
IS 340	Databases for Management	3 hrs
MKT 410	Transportation and Logistics	3 hrs
MGT 411	Supply Chain Management	3 hrs
IS 422	Supply Chain Management Systems	3 hrs
IS Elective	Upper Division IS elective	3 hrs
		21 hrs

Information Assurance Concentration*

Course No.	Title	Semester Hours
IS 210	Intro to Computer Programming in Business	3 hrs
IS 310	Advanced Computer Programming in Business	3 hrs
IS 340	Databases for Management	3 hrs
IS 401	Introduction to Information Assurance	3 hrs
IS 460	Telecommunications & Networking	3 hrs
IS 463	Computer Forensics	3 hrs
IS 477	Network Defense and Operating Systems	3 hrs
		21 hrs

Department of Management and Marketing

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Professors Berkowitz, Gramm, Sherman, St. John, Tseng; Research Professor Rhoades; Associate Professors Bao, Fong, Landry, Wren; Associate Research Professor Ballenger; Assistant Professors Burns, MacKenzie; Clinical Assistant Professors Cates, Rieder, Woodward; Lecturer Pettitt.

Mission. The Department of Management and Marketing provides academically rigorous instruction on the use of analytical tools and theoretical concepts in management and marketing to help students understand and apply them to practical business problems in scientific, technological and traditional business environments. The departmental faculty also develops and disseminates knowledge related to the management of organizations, personnel and exchange relationships.

Management

A major in management prepares students for a wide range of professional managerial occupations. The management major is structured to provide the broad education students will need for flexibility and mobility as future managers in business or governmental organizations. Students may elect one of for potential concentrations.

The Human Resource Management concentration focuses on the various functions of personnel administration, in addition to organizational behavior and labor relations. This concentration would be appropriate for students planning to enter positions as a personnel staff specialist, training director, wage and salary specialist, employment manager, benefits administrator, and industrial relations supervisor.

The Acquisition Management concentration focuses the management of government contracts in the aerospace and defense industries. It includes pre and post-award contract administration, cost and price analysis, contract negotiation, and government contract law. This concentration is designed to prepare students for entry level professional positions in acquisition with the Federal government or in similar positions with government contractors.

The Supply Chain Management concentration focuses on transportation, logistics, inventory management, distribution operations, information systems as applied to supply chain integration, and strategic decision making in the management of a firm’s supply chain. The concentration is designed to prepare students for careers with industrial firms in the supply chain function or for public sector careers in military logistics with the Department of Defense.

The fourth concentration is in General Management. This concentration is offered for students whose career goals require a broad knowledge of the functional areas of management rather than a specialization in a particular field. This concentration allows students maximum flexibility in customizing their major field coursework to fit their particular career ambitions. For example, students considering entrepreneurial careers in small business or careers in international business may wish to plan their program of study to accommodate such career goals.

Requirements for a major in Management within the BSBA degree are as follows:

Human Resource Management Concentration:

Course No.	Title	Semester Hours
MGT 361	Organizational Behavior	3 hrs
MGT 363	Human Resource & Labor Relations Management	3 hrs
MGT 460	Employee Staffing and Development	3 hrs
MGT 462	Employment Law for Managers	3 hrs
ECN 475	Economics of Labor Markets & Human Resources Administration	3 hrs
Business Electives	Six hrs. Business Administration Electives	6 hrs
		21 hrs

Acquisition Management Concentration:

Course No.	Title	Semester Hours
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MGT 361	Organizational Behavior	3 hrs
MGT 363	Human Resource & Labor Relations Management	3 hrs
MGT 401	Introduction to Contract Management	3 hrs
MGT 402	Contract Evaluation & Award	3 hrs
MGT 403	Contract Pricing & Cost Analysis	3 hrs
MGT 406	Government Contract Law	3 hrs
Business Elective	Three hrs. Business Administration elective	3 hrs
		21 hrs

Supply Chain Management Concentration:

Course No.	Title	Semester Hours
MGT 361	Organizational Behavior	3 hrs
MGT 363	Human Resource & Labor Relations Management	3 hrs
MKT 410	Transportation and Logistics	3 hrs
MGT 411	Supply Chain Management	3 hrs
IS 422	Supply Chain Management Systems	3 hrs
Business Electives	Six hrs. Business Administration electives	6 hrs
		21 hrs

General Management Concentration:

Course No.	Title	Semester Hours
MGT 361	Organizational Behavior	3 hrs
MGT 363	Human Resource & Labor Relations Management	3 hrs
MGT Electives	Six hrs. Management electives	6 hrs
Business Electives	Nine hrs. Business Administration electives	9 hrs
		21 hrs

Marketing

A major in marketing allows those students with interests in developing and promoting products and services to gain the knowledge and skills needed to pursue careers in marketing management, product management, marketing research, advertising, sales, internet marketers, supply chain management and acquisition. Since marketing is such a diverse area, the curriculum has been divided into three concentrations.

The marketing management concentration focuses on the marketing activities involved in the producer-customer exchange process. In order for businesses to successfully complete this process, they need to consider things such as buyer behavior, channels of distribution, promotional activities, product development and relationship management. Marketing managers also conduct market research to investigate customer needs and determine appropriate marketing strategies. Marketing managers are responsible for the total development process for a firm's products and services. With an emphasis on a high technology environment, this concentration prepares students for careers in a variety of business and public sector organizations.

The supply chain management concentration involves all areas of the supply chain, from planning to distribution. The supply chain concentration prepares marketing students to manage inter-organizational

relationships that are necessary to integrate the transportation, logistics, purchasing, information technology, and operations across the network of firms. This concentration is designed to prepare students for careers in supply chain management with industrial firms and public sector organizations such as the Department of Defense and NASA.

The Acquisition Management concentration focuses on activities and programs designed to obtain from suppliers the services and materials necessary to produce products and services. The program focuses on the management of government contracts in the aerospace and defense industries. It includes contract administration, cost and price analysis, contract negotiation, and government contract law. This concentration prepares marketing students for entry level professional positions in acquisition with the Federal government, government contractors and traditional industries.

Requirements for a major in marketing within the BSBA degree are as follows:

Marketing Management Concentration:

Course No.	Title	Semester Hours
MKT 332	Buyer Behavior	3 hrs
MKT 343	Marketing Research	3 hrs
MKT 414	Marketing Emerging Technologies	3 hrs
MKT 480	Marketing Strategy	3 hrs
MKT electives	9 hrs. Marketing electives	9 hrs
		21 hrs

*Students are encouraged to use one of their electives for an internship

Supply Chain Management Concentration:*

Course No.	Title	Semester Hours
MKT 332	Buyer Behavior	3 hrs
MKT 343	Marketing Research	3 hrs
MKT 414	Marketing Emerging Technologies	3 hrs
MKT 480	Marketing Strategy	3 hrs
MKT 410	Transportation and Logistics	3 hrs
MGT 411	Supply Chain Management	3 hrs
IS 422	Supply Chain Systems	3 hrs
		21 hrs

*Students are encouraged to use one of their electives for an internship

Acquisition Management Concentration:*

Course No.	Title	Semester Hours
MKT 332	Buyer Behavior	3 hrs
MKT 343	Marketing Research	3 hrs
MKT 414	Marketing Emerging Technologies	3 hrs
MKT 480	Marketing Strategy	3 hrs
MGT 401	Introduction to Contract Management	3 hrs
MGT 403	Contract Pricing and Cost Analysis	3 hrs
MGT 406	Government Contract Law	3 hrs
		21 hrs

*Students are encouraged to use one of their electives for an internship

The Marketing major is offered only during the day.

Certificate in Accounting

Sometimes individuals find themselves proceeding along a career path that involves work in the field of accounting even though they may have earned a bachelor's degree in a discipline other than accounting.

Similarly, others may decide to pursue a career in accounting even though they have a bachelor's degree in a discipline other than accounting. Several avenues for obtaining additional knowledge in the area of accounting are open to these individuals: pursue an undergraduate degree in accounting, pursue a graduate degree in accounting, or obtain a Certificate in Accounting. Since each of these options has its own merits, the Accounting faculty recommends students consult with the department chair to discuss the pros and cons of each alternative.

The Certificate in Accounting is a non-degree option designed to give students a strong foundation in accounting. It bypasses much of the coursework required for the BSBA degree, but it does not result in a degree. The program has three options, as described below:

1. General Accounting Option—For individuals with a career interest in accounting who do not plan to sit for professional certification examinations.
2. Management Accounting Option—For individuals with a career interest in management accounting who plan to sit for the Certified Management Accountant examination.
3. Public Accounting Option—For individuals with a career interest in public accounting who plan to sit for the Certified Public Accountant examination.
4. Federal Contract Accounting Option: For individuals with a career interest in federal contract accounting, planning to work for the federal government, federal government contractors, or CPA firms that audit government contractors.

Admission and Academic Standards for Accounting Certificate Candidates

Admission to the certificate in accounting program requires that the student hold a bachelor's or master's degree in any discipline from an accredited institution. The student must seek counsel from the College's Office of Academic Assistance, and be admitted to UAHuntsville as a regular student before enrolling in the certificate in accounting program.

To receive a Certificate in Accounting, a student must complete the curriculum shown below for the applicable option. Credit for work done on a prior degree may be accepted for any course in any option. However, a minimum of 18 hours must be taken at UAHuntsville for the General Accounting Option and a minimum of 24 hours must be taken at UAHuntsville for the Management, Public Accounting Options and Federal Contract Accounting Options. At least 12 hours of the required UAHuntsville hours for any option must be in accounting courses. If necessary to meet the 18 or 24 hour requirement, electives may be selected from any 300 or 400 level course in the College of Business Administration or may be selected from outside the College with the approval of the department chair.

General Accounting Option

Business Curriculum:

Course No.	Title	Semester Hours
ACC 211	Financial Accounting	3 hrs
ACC 212	Management Accounting	3 hrs
BLS 211	Legal Environment of Business	3 hrs
ECN 143	Principles of Microeconomics	3 hrs
IS 146	Microcomputer Applications	3 hrs
MSC 287	Business Statistics	3 hrs
	Total Business Curriculum	18 hrs

Accounting Curriculum:

Course No.	Title	Semester Hours
ACC 307	Accounting Information Systems	3 hrs
ACC 310	Intermediate Financial Accounting I	3 hrs
ACC 311	Intermediate Financial Accounting II	3 hrs
ACC 313	Individual & Small Business Income Taxes	3 hrs
ACC 414	Cost Accounting	3 hrs

ACC 431	Auditing	3 hrs
	Total Accounting Curriculum	18 hrs
	Total Hours Required	36 hrs

Management Accounting Option

Course No.	Title	Semester Hours
General Accounting Option Requirements:		36 hrs
FIN 301	Principles of Finance	3 hrs
MGT 301	Managing Organizations	3 hrs
Electives*		6 hrs
	Total Hours Required	48 hrs

*Electives may be selected from any 300- or 400-level course in the College of Business Administration or may be selected from outside the College with the approval of the department chair.

Completion of the Management Accounting Option, with a careful selection of electives, provides the basic educational background necessary to sit for the CMA examination. See the web page of the Institute of Management Accountants: <http://www.imanet.org/>. However, prior to taking the CMA examination, additional coursework or a rigorous preparatory course may be necessary in order to improve one's ability to pass the examination.

Public Accounting Option

Course No.	Title	Semester Hours
General Accounting Option Requirements:		36 hrs
FIN 301	Principles of Finance	3 hrs
MGT 301	Managing Organizations	3 hrs
ACC 413	Corporation, Partnership & Estate Taxes	3 hrs
ACC 415	Advanced Financial Accounting	3 hrs
ACC 417	Government Accounting	3 hrs
ACC 432	Advanced Auditing	3 hrs
ACC xxx	Accounting Elective	3 hrs
BLS 411	Business Law for Accountants	3 hrs
Electives*		9 hrs
	Total Hours Required	69 hrs

*Electives may be selected from any 300- or 400-level course in the College of Business Administration other than accounting.

To receive the Certificate in Accounting–Public Accounting Option, a student must have a minimum of 150 semester hours from combined prior degree work and certificate work at UAHuntsville. If necessary to meet the total 150-hour requirement, electives may be selected from any 300 or 400 level course in the College of Business Administration or may be selected from outside the College with the approval of the department chair. Completion of the Public Accounting Option meets the requirements of the Alabama State Board of Public Accountancy to sit for the CPA examination in Alabama. See the web page of the Alabama State Board of Public Accountancy: <http://asbpa.state.al.us/exam.htm>. However, prior to taking the CPA examination, a rigorous review course may be necessary to improve one's ability to pass the examination. ACC 480 provides a thorough and complete examination and review of each of the four areas of the Accounting Standards and Procedures (Regulation, Business Environment and Concepts, Financial Accounting and Reporting, Auditing and Attestation).

Federal Contract Accounting Option

Students may wish to concentrate in the area of Federal Contract Accounting. In areas of the country with a high concentration of federal government contractors, accountants are frequently required to understand and comply with the Federal Acquisition Regulations. This knowledge is covered in the Federal Contract Accounting Option. This option is oriented toward individuals who wish to work in areas of the country

with a heavy concentration of federal government contractors. It can be useful for those working for the federal government or federal government contractors.

Federal Contract Accounting Option

Course No.	Title	Semester Hours
General Accounting Option Requirements:		36 hrs
ACC 440	Basic Federal Contract Accounting	3 hrs
ACC 441	Adv. Federal Contract Accounting	3 hrs
Electives*		6 hrs
Total Hours Required		48 hrs

*Select from MGT 401, MGT 403, and MGT 406.

Certificate in Human Resource Management

The Certificate in Human Resource Management is designed to serve the needs of individuals who desire to pursue a career in human resource management or who are currently working in the field of human resource management after having earned a bachelor’s degree that did not allow them to specialize in human resource management.

Admission Requirements for Certificate in Human Resource Management Candidates

Admission to the certificate in human resource management program requires that the student hold a bachelor’s degree in a discipline other than human resource management. The candidate must secure the approval of the Chair of the Department of Management and Marketing and must be admitted to UAHuntsville as a regular post baccalaureate student before enrolling in the human resource management certificate program.

Curriculum for Certificate in Human Resource Management

To receive a certificate in human resource management, the student must complete the curriculum shown below with a grade of at least a “C” in each course to be applied to the certificate. A student may transfer a maximum of 6 semester hours toward the certificate.

Course No.	Title	Semester Hours
MGT 301	Managing Organizations	3 hrs
MGT 363	Human Resource & labor Relations Management	3 hrs
MGT 460	Employee Staffing and Development	3 hrs
MGT 461	Strategic Compensation Management	3 hrs
MGT 462	Employment Law for Managers	3 hrs
Business Electives		9 hrs
Total Hours Required		24 hrs

Courses of Instruction, Admission, and Descriptions

Lower Division. Courses numbered 100 to 199 are designed primarily for freshmen and courses numbered 200 to 299 are designed primarily for sophomores. Juniors, seniors and graduate students may be admitted for lower division credit. Graduate students may take these courses and receive lower division credit, but not graduate credit.

Upper Division. Courses numbered 300 to 499 are available only to juniors, seniors and graduate students. All students, both those admitted as majors in the College of Business Administration and those admitted as majors in other colleges in the University, must meet College of Business Administration general prerequisite requirements in order to be admitted to upper division College of Business Administration courses in addition to the specific course prerequisites cited in the course descriptions.

General prerequisites for all upper division College of Business Administration courses are the completion of English 101 and 102, upper division standing (see above for requirements) and admission to UAHuntsville as a regular student. Any faculty member teaching an upper-division course in the College of Business Administration may assume that all students have completed the specific courses listed under “Lower Division Requirements” above. Graduate students may take these courses for upper division credit, but not for graduate credit.

Accounting (ACC)

Lower Division Courses

211 Financial Accounting (3 hrs)

An introduction to basic concepts that underlie accounting information. Topics include the income statement, the retained earnings statement, the balance sheet, the cash flow statement, the accounting cycle, internal controls, and ethical and behavioral issues in financial reporting. Emphasis is placed on the ability to understand preparation of basic financial statements in their most commonly used forms, consistent with GAAP, as well as their use in decision making. Prerequisites: Sophomore standing.

212 Management Accounting (3 hrs)

An introduction to the use of accounting information for internal planning and control. Topics include cost behavior, cost-volume-profit analysis, cost measurement, relevant costs for decision making, budgeting, performance evaluation, and ethical and behavioral issues related to the development and presentation of management accounting information. Personal computer and spreadsheet software are used. Prerequisite: ACC 211.

Upper Division Courses (see requirements for upper division standing)

307 Accounting Information Systems (3 hrs)

Detailed review and analysis of procedures required to capture, classify, summarize, and report financial information. Topics include elements of accounting systems, business documents, considerations in systems design, flowcharting, and procedures to protect property and information. Extensive use is made of the personal computer and the SAP software to illustrate the concepts covered in the course. Prerequisite: ACC 212.

310 Intermediate Financial Accounting I (3 hrs)

In-depth examination of issues concerning the measurement and reporting of income, cash flows, assets, liabilities, and owner’s equity in financial statements. Topics include time value of money, current assets, fixed assets, and intangible assets. Reference is made to professional pronouncements and current literature, with attention to the financial reporting environment and rule setting process. This is the first of a two-course sequence. Prerequisite: ACC 212.

311 Intermediate Financial Accounting II (3 hrs)

In-depth examination of issues concerning the measurement and reporting of income, cash flows, assets, liabilities, and owner’s equity in financial statements. Topics include long-term debt, leases, deferred taxes, and revenue recognition. Reference is made to professional pronouncements and current literature, with attention to the financial reporting environment and rule setting process. This is the second of a two-course sequence. Prerequisite: ACC 310.

313 Individual and Small Business Income Taxes (3 hrs)

Determination of taxable income, business and non-business deductions, and selected aspects of tax accounting for individuals and sole proprietorships. Prerequisite: ACC 211.

413 Corporation, Partnership, and Estate Taxes (3 hrs)

Tax accounting for partnerships, corporations, S corporations, estates, and trusts. Tax administration and research are emphasized. Prerequisite: ACC 313.

414 Cost Accounting (3 hrs)

Development and use of cost data for external reporting and internal planning and control. Topics include cost estimation and prediction, job costing, process costing, joint product and by-product costing, service department cost allocation, standard costing, activity-based costing, and transfer pricing. Development of relevant cost information for special purposes is also considered. Personal computer and spread sheet software are used. Prerequisite: ACC 212.

415 Advanced Financial Accounting (3 hrs)

Analysis of financial accounting issues and alternatives concerning business combinations, inter-corporate investments, international business, and partnerships. Prerequisite: ACC 311.

417 Accounting for State & Local Governments and Non-Profits (3 hrs)

Fund accounting at federal, state and local governments, hospitals and universities. Special accounting principles, budgeting, accounting for various funds and account groups, are emphasized. Prerequisite: ACC 310.

420 State and Local Taxation (3 hrs)

Principles of state income tax, sales and other excise taxes and property tax. Taxation of interstate commerce will be examined along with US constitutional restrictions on the ability of states to tax interstate commerce.

431 Principles of Auditing (3 hrs)

Conceptual foundations of auditing practice. Basic auditing concepts including risk assessment, materiality, audit evidence, and audit reports are covered. Additional topics include auditing standards, professional ethics, auditor independence, and the role of auditing in society. Prerequisites: ACC 307, ACC 311, MSC 287.

432 Advanced Auditing (3 hrs)

Practical application of auditing concepts and standards. An understanding of auditing principles is reinforced and expanded by exposure to problems and cases. Prerequisite: ACC 431.

433 Forensic Accounting (3 hrs)

Study of the nature and types of fraud. The course covers the tools and techniques used to prevent, investigate, and detect fraud. Prerequisite: ACC 431.

440 Basic Governmental Contract Accounting (3 hrs)

Basic coverage and principles of government contract accounting with an emphasis on the Federal Acquisition Regulation (FAR). Prerequisite: ACC 414.

441 Advanced Government Contract Accounting (3 hrs)

Advanced issues in government contract cost accounting with an emphasis on the Federal Acquisition Regulation (FAR) and Cost Accounting Standards (CAS) cost allocation guidelines. Prerequisite: ACC 440

470 Seminar in Contemporary Accounting Issues (3 hrs)

Current topics in professional accounting. Pre- or Co-requisite: ACC 431 and senior standing.

480 Professional Certification (3 hrs)

Provides a thorough and complete examination and review of each of the four areas of the Accounting Standards and Procedures (Regulation, Business Environment and Concepts, Financial Accounting and Reporting, Auditing and Attestation). A thorough knowledge of the diverse set of concepts covered in each of the areas is required for professional accounting certification as well as success as a practicing accountant. Prerequisite: permission of the department chair.

490 Special Projects (3 hrs)

Independent study in an area of interest to the student in the fields of accounting. Prerequisites: senior standing and approval of the department chair.

495 Internship in Accounting (3 hrs)

Active involvement in a project in a business enterprise, professional organization, or government agency that has particular interest and relevance to the student. Prerequisites: senior standing and approval of the department chair, and subject to the College's guidelines on internships. Course grade will be given on a satisfactory (S)/unsatisfactory (U) basis.

Business Legal Studies (BLS)**Lower Division Courses****211 Legal Environment of Business (3 hrs)**

Legal environment of business including the ethical, social, political and technological aspects of that environment.

Upper Division Course (see requirements for upper division standing)**400 Law, Ethics and Business (3 hrs)**

An analytical review of corporate ethics addressed from a legal and business standpoint. Focus on codes of ethics, integration of “integrity” into corporate cultures, top management commitment to ethics, civic involvement, employer-employee relations, consumer protection, and international business.

411 Business Law for Accountants (3 hrs)

In-depth study of legal principles and problems encountered in practice by professional accountants. This course covers legal topics from a Uniform Commercial Code perspective. Prerequisite: BLS 211 and ACC 310.

Economics (ECN)

Lower Division Courses

142 Principles of Macroeconomics (3 hrs)

Reviews basics of individual market functions, then moves to the measurement of aggregate economic activity, models the determination of national income, and structures policy alternatives and their implications. Explains reasons for measurement of aggregate economic activity and presents measurements of output and income in nominal and real terms. Problems associated with achieving and maintaining macroeconomic stability are discussed. The aggregate expenditure model of output determination is presented and its application to fiscal policy demonstrated. Topics include structure and function of commercial banking, functions of money and mechanics of money creation, monetary policy options and their implications. Alternative macroeconomic models are presented and critiqued. The open economy model and its implications for the effectiveness of domestic fiscal and monetary policy is incorporated. Prerequisite: MA 004.

143 Principles of Microeconomics (3 hrs)

Comprehensive coverage of individual market functioning, beginning with scarcity and the economizing problem, supply and demand are defined, and their non-price determinants presented along with obtainment of equilibrium price and quantity. The concept of elasticity is introduced and its measurement and interpretation in a variety of applications is demonstrated. Theories underlying demand and supply, utility maximization, and the production-cost relationship are developed. The firm’s profit maximizing behavior is analyzed and applied to various demand conditions, market structures. Market functioning for each classification of resource is presented along with their implications for income distribution. Functioning of international markets and resulting exchange rate determination. Prerequisite: MA 004.

Upper Division Courses (see requirements for upper division standing)

340 Macroeconomic Analysis (3 hrs)

Comprehensive study of the nation’s economic system. Interdependent market processes in determining income, consumption, saving, investment, interest, employment, and the aggregate price level. Economic growth as influenced by institutional structure, technological change, business management, and government monetary and fiscal policy. Prerequisite: ECN 143.

345 Microeconomic Analysis (3 hrs)

The purpose of this course is to provide students with an informed perspective of, and ability to use, microeconomic theory. Working through formal non-strategic and strategic decision-making exercises develops the analytical tools necessary to solve business and non-business decision problems. The logical foundations of the analytical tools are emphasized. Core topics include consumer behavior, production, exchange and markets, and using game theory to solve strategic decision problems. Prerequisite: ECN 143.

352 Money and Banking (3 hrs)

Organization, operation, and economic significance of monetary and banking systems. Fractional reserve banking systems, money creation, the Federal Reserve System, U.S. financial intermediaries. Introduction to monetary theory and international finance. Prerequisite: ECN 143.

406 Sports Economics (3 hrs)

The economic analysis of sports as an industry. The course will focus on the application of economic analytical tools to the study of sports market outcomes, markets for talent in sports, labor relations, and government involvement in the outcomes of sports markets. Specific topics will include: the demand for sports; sports franchises and the theory of the firm; demand, supply, and compensation of player talent; economics of stadiums and sports television. Prerequisite: ECN 143.

454 International Economics (3 hrs)

Behavior of foreign-exchange rates under different monetary standards, methods of financing international trade, historical development of international financial institutions, current and proposed methods for fostering international trade, and problems of international liquidity. Prerequisite: FIN 301.

470 Seminar in Economics (3 hrs)

Extensive readings and reports reflecting current developments and trends in economic theory and its application to the decision-making process in business and government. Prerequisite: Permission of the department chair.

475 Economics of Labor Markets and Human Resources (3 hrs)

Economic analysis of labor markets and institutions. Focus is primarily on understanding two general types of choices: (1) labor market choices of individuals which have implications for human resource management; and (2) choices made by organizations in the management of human resources and implications of those choices for employee behavior. Topics include individual decisions to supply labor, compensating wage differentials, human capital investments, discrimination in labor markets, pay and productivity, collective bargaining and strikes. Prerequisite: ECN 143.

490 Special Projects (3 hrs)

Faculty guided independent study in an area of interest to the student and faculty member. Prerequisite: Senior standing and approval of Department Chair.

Finance (FIN)

Lower Division Course

100 Personal Financial Planning (3 hrs)

An introduction to the study of personal money management. Topics include budgeting, home ownership, insurance, investments and retirement benefits. Not open for credit as a finance major.

Upper Division Courses (see requirements for upper division standing)

301 Principles of Finance (3 hrs)

In-depth study of the basic principles of modern finance: financial statement analysis, time value of money, security valuation, risk and return, project investment, cost of capital, and international finance. Prerequisites: ECN 143, MSC 287, ACC 212.

352 Money and Banking (3 hrs)

Organization, operation, and economic significance of monetary and banking systems. Fractional reserve banking systems, money creation, the Federal Reserve System, U.S. financial intermediaries. Introduction to monetary theory and international finance. Prerequisite: ECN 143.

370 Commercial Bank Management (3 hrs)

A study of the financial management of commercial banks emphasizing both current events and principles of sound management. Topics range from measuring bank performance, asset and liability management, risk management, and international banking.

375 Financial Institutions (3 hrs)

Role and activities of financial intermediaries as they affect flow of funds and capital formation, money markets, and capital markets in which these institutions operate.

378 Intermediate Corporate Finance (3 hrs)

Financial theory as it relates to long-term and short-term financial planning, capital investment decisions, and capital structure policy decisions. Prerequisite: FIN 301.

400 Investment Practicum (4 hrs)

Small number of students work closely with finance faculty in the UAHuntsville Capital Management Group (CMG) to manage actual investment portfolios. Emphasis is placed on individual stock selection and management of the portfolio to meet objectives. Prerequisite: FIN 460 and permission of the instructor.

410 Financial Issues in Entrepreneurship (3 hrs)

Financial concepts and applications for entrepreneurs. Primarily focuses on the financial issues faced by start-up firms: financial statements, forecasting, managing financial resources, sources of funding, and exit strategies.

431 Advanced Corporate Finance (3 hrs)

The purpose of the course is to apply advanced corporate finance theories to solve practical corporate finance problems. Prerequisite: FIN 378.

454 International Finance (3 hrs)

An introduction to international finance for tomorrow's global business leaders, with a focus on the financial management dimensions of leading a multinational enterprise. Prerequisite: FIN 301.

460 Investments (3 hrs)

A study of standard investment securities, as well as an overall view of the investment decision process. The investment securities covered include equities, fixed income, options, futures, and mutual funds. Associated topics include financial markets, risk and return, valuation models, and fundamental portfolio theory. Prerequisite: FIN 301.

461 Portfolio Management (3 hrs)

A continuation of FIN 460 (Investments) with an emphasis on the application of investment portfolio management. An understanding of the functional areas of portfolio management is stressed, including investment policy, investment strategy, portfolio construction, performance evaluation, and portfolio protection. Prerequisite: FIN 460.

490 Special Projects (3 hrs)

Independent study in an area of interest to the student in the field of finance. Prerequisite: Senior standing and approval of department chair.

495 Internship in Finance (1, 2, or 3 hrs)

Active involvement in a project in a business enterprise, professional organization or in a government agency that has particular interest and relevance to the student. Prerequisite: Senior standing and approval of department chair, and subject to the College's guidelines on internships. Course grade will be given on a satisfactory (S)/unsatisfactory (U) basis.

Management (MGT)

Lower Division Courses

100 Introduction to Business (3 hrs)

Career options for students interested in business are stressed. Fundamentals of business organizations, effective management and the functions of business are explored.

101 Introduction to Entrepreneurship (3 hrs)

Introduction to the startup of a new business and the entrepreneurial career. Focuses on elementary concepts of planning, financing, developing, and managing a new business.

Upper Division Courses (see requirements for upper division standing)

301 Managing Organizations (3 hrs)

Introduction to management theory, roles, functions, and processes that are fundamental to the successful operation of various types of public and private organizations. The course includes modules providing overviews of the following topics: managerial roles and functions, the strategic management process, organizational structure, organizational theory and behavior, and the human resource management function. Prerequisite: junior standing.

320 Career Development (3 hrs)

The purpose of the course is to address students' career development and management. Career development theory will provide a foundation for career decisions in a highly participative environment. By actively engaging in career development processes, students will learn how, as managers, they can assist employees with their career development. Students will examine their career goals, personality preferences, interests, skills and values in order to formulate a career development profile and a concrete action plan. Students will apply career development theory to their own career goals.

361 Organizational Behavior (3 hrs)

Behavioral science approach to the study of individual performance. Performance evaluation, job design, employee turnover, organizational culture, communication process, work motivation, leadership, group dynamics, and organizational development. Prerequisite: MGT 301.

362 Management and Labor Relations (3 hrs)

Examination of theory, institutions, and practice of union-management relations. Topics include environmental context of labor relations, the organizing process, the collective bargaining contract negotiation process, the administration of the collective bargaining contract, union effects on organizations and society, and comparisons of the U.S. labor relations system with labor relations systems in other countries.

363 Human Resource and Labor Relations Management (3 hrs)

This course will provide an overview of the human resource management (HRM) function, including strategic HRM, staffing, training and development, compensation, employee and labor relations; and will provide in-depth study of strategic HRM. Prerequisite: MGT 301.

401 Introduction to Contract Management (3 hrs)

General survey in contracting basics, covering procedures as described by Federal Acquisition Regulations, statutes, ethics, policies, and other pertinent authorities.

402 Contract Evaluation and award (3 hrs)

This course introduces the student to topics related to the evaluation, award, and post award portions of the contracting process. Elements of the evaluation related to competitive acquisitions and past performance evaluation are reviewed. Steps related to the proposal receipt process such as contractor responsibility, debarred/suspended, and certificate of competency are covered. The award process is also covered by a discussion of processes such as legal review, clearance, 1279 Report, notification to the unsuccessful offeror, and preparation of award. Post award topics such as contract administration functions, contract closeout, contract modifications, remedies, claims, disputes, and request for equitable adjustments are covered. Prerequisite: MGT 401.

403 Contract Pricing and Cost Analysis (3 hrs)

Techniques for cost estimating, cost analysis, and price analysis. Sources of data, statutory requirements, rates, factors, and definitions, projection methods, factors affecting profit or fee, weighted guidelines technique, application of statistical analysis including regression analysis, and learning curve theory. Prerequisites: FIN 301, MGT 401 or ACC 440

404 Negotiation Techniques (3 hrs)

Develops principles, skills, and techniques for effective negotiation and conflict resolution. Describes common mistakes in negotiation and provides a framework to prepare students for business or personal negotiation sessions. Prerequisite: senior standing.

405 New Venture Strategies (3 hrs)

Theory and application of both marketing and management strategies for start-up, operation, and control of new ventures. Role of entrepreneurship in the economy. Prerequisites: MGT 301, MKT 301 and senior standing.

406 Government Contract Law (3 hrs)

Application of the legal principles governing government contracts as developed from common law, statutes, regulations, and court and board decisions. Includes requests for proposals, negotiation, inspection, acceptance, delivery, warranties, modifications of contracts, equitable adjustment, government furnished property, and disputes. Prerequisite: BLS 211, MGT 401 or ACC 440.

410 Leadership, Personal Development and Organizations (3 hrs)

The focus of this course is on the in-depth self-examination of skills, ability, personality, attitudes, values and behavior to increase self-awareness of leadership competencies. Students will also examine theories of leadership to develop insights for their personalized leadership development. MGT 301 or permission of instructor.

411 Supply Chain Management (3 hrs)

A study of problems and practices of operations and materials management. Topics include: materials acquisitions, inventory systems, demand management, aggregate planning, materials logistics systems and current topics. Prerequisite: MKT 410.

440 Small Business Counseling (3 hrs)

Practical exposure to problems and opportunities of small business firms. Serve as a consultant to assist local business managers with identification of problems and formulation of alternative solutions, as well as identification of areas of market opportunity. Experience gained under the supervision of the Director of the Small Business Development Center. Prerequisite: approval of SBDC Director.

450 International Business (3 hrs)

This course combines theoretical and political aspects of doing business in the global market. It addresses the complex environment of international business and the need to investigate its various economic, social, political, cultural and legal dimensions from conceptual, methodological and applications' perspectives. It then considers how these environmental factors would affect, and can be integrated into, business programs and strategies. Prerequisites: MGT 301, MKT 301, FIN 301.

460 Employee Staffing and Development (3 hrs)

Study of the fundamental concepts, issues and tools of employee staffing and development. Topics include forecasting staffing needs, recruitment strategies, development and validation of selection procedures, placement, socialization and development of employees, and the utilization of contingent workers.

461 Strategic Compensation Management (3 hrs)

Introduction to management of employees' compensation. Overview of compensation practices, behavioral and economic theories of compensation, and research on compensation programs.

462 Employment Law for Managers (3 hrs)

Analysis of the impact of government regulation on the management of human resources. Examines the implications for employer responsibilities and employee rights of evolving public policies pertaining to separations, discrimination, compensation, occupational safety and health, privacy, union-management relations, and other terms of employment.

470 Special Topics in Management (3 hrs)

In-depth study of a selected special topic relevant to contemporary management. Different sections of this course may address different topics. Prerequisite: senior standing.

490 Special Projects (3 hrs)

Active involvement in an on-going project in a business enterprise that has particular interest and relevance to the student, or an in-depth investigation of contemporary management problems. Prerequisites: senior standing and approval of department chair.

495 Internship in Management (1, 2, or 3 hrs)

Under the direction of a faculty advisor, experience is gained with an entrepreneur in a small business firm or a manager in a large firm. Prerequisite: Senior standing, approval of the department chair, and subject to the College's guidelines on internships. Course grade will be given on a satisfactory (S)/unsatisfactory (U) basis.

499 Competitive Strategy (3 hrs)

Strategic decision-making with an emphasis on analyzing complex business situations. The course involves the study of the formulation and implementation of business and corporate level strategies with emphasis on defining the mission; setting goals and objectives; analyzing current operating conditions, the general and industry environment and setting a unified strategic direction. This course should be taken with 12 or fewer semester hours. Students must obtain a grade of C or higher. Prerequisites: Senior standing, FIN 301, MGT 301, IS 301, MKT 301, MSC 385 and EH 300.

Information Systems (IS)**Lower Division Courses****101 Introduction to Microcomputing (1 hr)**

Introduction to the use of microcomputing hardware and software with an emphasis on microcomputer operating systems and Windows.

102 Spreadsheet Applications (1 hr)

Introduction to the use of MS-Windows spreadsheet software to create and manage spreadsheets and graphics (bar, line, and pie charts) and to the application of spreadsheets for data analysis. Prerequisite: IS 101.

103 Spreadsheet Applications II (1 hr)

Application of MS-Windows spreadsheets in advanced data analysis, graphical presentations, fundamentals of spreadsheet databases and macros, and the incorporation of spreadsheet data into other computer applications. Prerequisite: IS 102.

104 Word-processing I (hr)

Introduction to MS-Windows based word-processing for creating, editing, and printing documents; font types and sizes; page formatting; spell and grammar checking. Prerequisite: IS 101.

105 Word-processing II (1 hr)

Advanced word-processing techniques such as tables, graphical figures, equations, headers, footers, editing multiple documents, mail merge, and integration of word-processing with other computer applications. Prerequisite: IS 104.

106 Presentation Graphics (1 hr)

Introduction to the fundamentals of MS-Windows presentation graphics with emphasis on freeform art, shapes, text, and animation. Integration of graphics, data and text to develop slide shows. Prerequisite: IS 101.

108 Database Applications (1 hr)

Introduction to MS-Windows database application software with emphasis on creating and managing simple databases, querying and modifying records, and report generation. Prerequisite: IS 101.

110 Introduction to the Internet (1 hr)

Introduction to the Internet, the World Wide Web, and e-mail with emphasis on browsing, searching, and remote computer access. Prerequisite: IS 101. (Same as CS 110.)

112 Introduction to PC UNIX (1 hr)

Introduction to a PC-based UNIX (Linux) operating system, commands, file management, networking, and e-mail. Prerequisite: IS 101. (Same as CS 112.)

114 Web Publishing Using HTML (1 hr)

Hands-on instruction in HyperText Markup Language (HTML) and its application to web page creation and publication. Students will learn how to develop and publish their own home pages. Prerequisite: Knowledge of UNIX and Internet such as obtained in CS/IS 110, 112. (Same as CS 114.)

146 Computer Applications in Business (3 hrs)

Overall structure of computer problem solving and method of constructing computer solutions in a business environment. Overview of hardware/software systems. Data and information processing in organizations and other computer uses in management. Usage of business software packages such as Windows, word processing, spreadsheets, presentation graphics, and databases. Applications and examples will generally be from administrative areas.

210 Introduction to Computer Programming in Business (3 hrs)

Fundamentals of structured design and programming using a procedural language. Table handling and hierarchical data structure. Prerequisites: IS 146 or CS 108.

Upper Division Courses (see requirements for upper division standing)

301 Information Systems in Organizations (3 hrs)

Understanding the role of information systems in organizations and how they relate to organizational objectives and organizational structure. Introduces information system applications and the SAP software to illustrate the concepts covered in this course. Prerequisite: IS 146.

310 Advanced Computer Programming in Business (3 hrs)

Advanced business language features, control language and file handling (sequential, random and indexed sequential), program structure documentation, and maintenance. Course project in development and documentation of significant business application. Prerequisite: IS 210.

340 Databases for Management (3 hrs)

Management of data resources to effectively support the information systems of organizations. Concepts supported by use of current DBMS software on mainframe and/or PC. Prerequisite: IS 301.

350 Advanced Data Bases for Management (3 hrs)

In-depth investigation of data modeling, system development, and data administration in a data base environment. Course project in development and documentation of significant business applications. Prerequisite: IS 310, 340.

400 Business Intelligence Systems (3 hrs)

Business Intelligence (BI) explores data to obtain and identify patterns, relationships and trends to help make decisions. The course will provide a basic understanding of the concepts and technologies required to design BI solutions for organizations such as interactive reporting tools, data warehouses, data mining and knowledge management. In this course we will use SAP BI Suite, major enterprise software for Business Intelligence, analytical, reporting and Data Warehousing solutions. Prerequisites: IS 301.

401 Survey of Information Assurance (3 hrs)

This course provides a managerial and technical overview of the concepts of information security. Students will be introduced to the complexity of the security issues facing today's networking organizations. Practices and standards will be presented to assess and plan for risks and the security needs to minimize the risks both technically and managerially. Prerequisites: IS 301 and IS 310.

416 Supply Chain Management and E-Business (3 hrs)

Development and management of effective supply chain especially in the e-business environment including the cutting-edge tools and techniques of supply chain management, distribution and logistics network analysis, effective inventory control, value of integration, partnering with suppliers and customers to reduce costs and increase service levels. Integration of the supply chain components in a global context are emphasized using emerging information technologies and SAP SCM software suite. Prerequisites: IS 301 and MSC 385.

420 Web Portals and Applications (3 hrs)

This course bridges the boundary between consumer use of Web applications and the ability of enterprises to derive value from Web technologies and platforms by developing portals that integrate disparate organizational silos and databases. The course explores concepts in digital content and communication, technology infrastructure and social media. Utilization of SAP tools to develop an enterprise portal front end to organizations' back-end business systems. Prerequisites: IS 301.

422 Supply Chain Management Systems (3 hrs)

This course presents the main concepts of supply chain management systems and software including ERP, CRM, and SCM systems as well as the underlying technologies and managerial implications. It provides hands on familiarity with SAP supply chain modules. Prerequisite: IS 301.

440 Web Programming and Database Integration (3 hrs)

Explores the use of scripting languages, such as Java Script, Active X controls, and Java Applets in web site development. Examines the use of relational databases to create dynamic web sites. Extensive exposure in lecture and lab to web-based application development tools. Students will develop a full-featured web-based business application that is inter-active and requires database integration. Prerequisites: IS 420.

460 Telecommunications and Networking (3 hrs)

Overview of geographically distributed computer-communications facilities. Network design, structure and optimization are addressed. Regulated common carriers, data transmission, routine techniques, reliability, protocols, error detection, modems and controllers are included. Prerequisite: IS 301.

463 Computer Forensics (3hrs)

Provides an introduction to the area of computer forensics. Examines the problems and concerns related to computer investigations. Blends traditional investigation methods with classic systems-analysis problem solving techniques and applies them to computing investigations. Prerequisite: IS 401.

465 Web Server and Internet Telecommunications Technology (3 hrs)

Examines the Internet telecommunications technologies required to implement, manage, and maintain an organization's web site. Topics include TCP/IP, IP addressing, subnet masks, routers, configuration and maintenance of web and DNS servers, and security issues. Prerequisites: IS 301.

470 Management of the Microcomputer Environment (3 hrs)

Examines management issues, such as hardware and operating system selection, associated with operating in a distributed computing business environment. Emphasis is on micro computers using the Intel architecture and their operating systems. The course is designed for end user managers or professionals who need to understand hardware and software and their implications without necessarily wanting to build or maintain microcomputers. Prerequisites: IS 301.

477 Network Defense and Operating Systems (3 hrs)

Provides an introduction to the area of network security. Addresses security issues and practical applications related to network Address translation, packet filtering, proxy servers and firewalls, and Virtual Private Networks. This course assumes familiarity with Internet and basic networking concepts such as TCP/IP, gateways, routers, and Ethernet. Prerequisite: IS 401 and IS 460.

480 Current Topics in Management Information Systems (3 hrs)

Selected topics in management information systems. Topics will reflect the contemporary issues and current technological advancements which impact the development, implementation and management of effective information systems in organizations. Prerequisites: IS 301.

490 Special Projects (3 hrs)

Independent study in an area of interest to the student in the field of management information systems. Prerequisite: senior standing and approval of department chair.

495 Internship in Information Systems (1, 2, or 3 hrs)

Active involvement in a project in a business enterprise, professional organization or in a government agency that has particular interest and relevance to the student. Prerequisites: senior standing and approval

of department chair, and subject to College's guidelines on internships. Course grade will be given on a satisfactory (S)/unsatisfactory (U) basis.

497 Information Systems Design and Implementation (3 hrs)

Advanced coverage of the strategies and techniques of structured systems development. Emphasizes information analysis and the logical specifications of the system. Students prepare exercises and case studies to develop proficiency in information analysis techniques. Integrates computer technology, systems analysis, systems design, and organizational behavior in designing large-scale application or decision support systems. Prerequisites: IS 310 and 340.

499 Systems Development Project (3 hrs)

Capstone course emphasizing the development of a computer application via the life cycle methodology. Semester projects will produce current system specifications, devise logical system design, develop a physical design for a new design and implement the design to the extent possible. Prerequisites: IS 497.

Management Science (MSC)

Lower Division Courses

287 Business Statistics I 3 hrs.

Introduction to the concepts of probability and business statistics. Topics include: tabular, graphical, and numerical methods for descriptive statistics; measures of central tendency, dispersion, and association for sets of data; probability; discrete and continuous probability distributions; sampling and sampling distributions; an introduction to confidence intervals. The solution of problems using spreadsheets is integral and mandatory for this course. Prerequisite: MA 107 or MA 112.

288 Business Statistics II (3 hrs)

Inferential statistics for business decisions. Topics include: review of sampling distributions and interval estimation; inferences about means, proportions, and variances with one and two populations; goodness of fit tests; analysis of variance and experimental design; linear regression analysis. Prerequisite: MSC 287.

Upper Division Courses (see requirements for upper division standing)

385 Operations Analysis (3 hrs)

Survey of the concepts, processes, and institutions involved with the production function of the firm, and of the basic quantitative tools used to solve production problems. Topics include quality management, learning curves, assembly lines, linear programming, waiting lines, inventory and others selected from operations scheduling, project management, facilities location, layout, and supply chain management. Concepts are illustrated using the SAP software. Prerequisites: MSC 287 and 288.

413 Contemporary Topics in Supply Chain Management (3 hrs)

The investigation of contemporary topics in supply chain management to include emerging production and supply chain innovations, lean supply chains, supply chain technology, global supply chains, trends in outsourcing, DOD supply chains, and performance based logistics. Prerequisites: MKT 410 and MGT 411.

470 Special Topics in Management Science (3 hrs)

In depth study of a selected topic relevant to contemporary management science. Different sections of this course may address different topics.

490 Special Projects (3 hrs)

Independent study in an area of interest to the student in the field of management science. Prerequisites: senior standing and approval of department chair.

495 Internship in Management Science (1, 2, or 3 hrs)

Active involvement in a project in a business enterprise, professional organization or in a government agency that has particular interest and relevance to the student. Prerequisites: senior standing and approval of department chair, and subject to College's guidelines on internships. Course grade will be given on a satisfactory (S)/unsatisfactory (U) basis.

Marketing (MKT)

Upper Division Courses (see requirements for upper division standing)

301 Principles of Marketing (3 hrs)

Integration and study of functional commodity, and institutional approaches from view point of consumer and marketing manager. Prerequisite: junior standing.

315 Sales Management and Professional Selling (3 hrs)

Integration of techniques and concepts of professional selling with problems of sales management. Objectives and policies for sales managers concerning managing sales force and methods of marketing analysis in terms of sales forecasts and budgeting. Problems faced by sales management in competition, pricing, and promotion. Prerequisite: MKT 301.

316 Retailing Policy and Management (3 hrs)

Policies, practices, and problem solutions in efficient operation of chain and independent retail stores. Store location, organizational layout, merchandise planning and control, buying, pricing, and promotion. Prerequisite: MKT 301.

325 Legal and Ethical Issues of Marketing on the Internet (3 hrs)

Discussion of legal issues and ethical issues associated with e-commerce and business uses of the internet. Topics include privacy issues, security, intellectual property, and internet content licensing.

332 Buyer Behavior (3 hrs)

Interdisciplinary and organizational approach to analyze and interpret consumer buying habits and motives and the resultant purchases of goods and services. Purchaser's psychological, economic, and socio-cultural actions and reactions as they relate to better understanding of consumption. Prerequisite: MKT 301.

342 Promotional Strategy (3 hrs)

Promotional techniques available to marketing management. Consumer behavior and communication process by which products can be effectively promoted. Specific tools of personal selling, advertising, sales promotion, and publicity as components of overall promotional strategy. Prerequisite: MKT 301.

343 Marketing Research Design (3 hrs)

Introduction to the principles and purposes of marketing research; relationship to other marketing functions and marketing information systems, data sources, review of research methodologies and ethical considerations. Prerequisites: MKT 301.

344 Marketing Research Applications (3 hrs)

Application of the principles and purposes of marketing research; laboratory, field and historical research methodologies, experimental design, sampling procedures, questionnaire design, and data analysis. Prerequisites: MSC 287, MKT 301, 343.

345 Market Channel Structure and Strategy (3 hrs)

Marketing channels as a functional area and the alternative choices available to marketing management in developing overall marketing strategy. Institutional structures and dynamic interrelationships in distribution logistics. Prerequisite: MKT 301.

400 Strategic Issues in Logistics (3 hrs)

The course introduces students to practical logistical challenges and planning issues that are important in reconciling and rationalizing both strategic and tactical problems. Prerequisites: MKT 301 and senior standing.

405 New Venture Strategies (3 hrs)

Theory and application of both marketing and management strategies for start up, operation and control of new ventures. The course also discusses the role of entrepreneurship in the economy. Prerequisites: MGT 301, MKT 301, and senior standing.

410 Transportation and Logistics (3 hrs)

An analysis of transportation and logistical services to include customer service, distribution operations, purchasing, order processing, facility design and operations, carrier selection, transportation costing, and negotiation. Prerequisite: MKT 301.

414 Marketing Emerging Technologies (3 hrs)

Comprehensive review of the new product development and marketing process. Emphasizes actual case examples showing how companies develop and market radically new products. Prerequisites: MKT 301.

415 International Marketing (3 hrs)

Procedures and problems associated with establishing and carrying out marketing operations in or with foreign companies. Institutions, principles, and methods involved in solving these business problems. Effect of national differences in business practices and regulation. Prerequisites: MKT 301.

420 Services Marketing (3 hrs)

The course focuses on the unique challenges of managing services and delivering quality service to customers. The course is equally applicable to organizations whose core product is services (e.g., banks, hospitals, aerospace and defense firms, non-profit organizations) and to organizations that depend on

service excellence and services for competitive advantage (high technology firms, industrial products). Prerequisite: MKT 301.

465 New Venture Challenge (3 hrs)

It is the intent of this course to create teams of students who will take a technology to the next level with the potential for the creation of a venture team. This course will take students through the process of conceiving and creating a new business. The goal is to provide a solid background with practical application of important concepts for non-business majors or business majors with limited or no experience in an entrepreneurial environment. Finance, accounting, marketing and management will be addressed from a hands-on, entrepreneurial perspective. The course will rely on Podcast discussion, participation, case analysis, and the creation of a business plan. Prerequisites: MGT 405, MKT 414, FIN 301 or FIN 410.

470 Marketing in an Electronic Environment (3 hrs)

This course focuses on the strategic implications of electronic commerce for both the consumer and business-to-business marketplace. Through a combination of lecture, readings, and application exercises the impact of the Internet and related technological developments are explored in relation to their effect on the firm's marketing activities. Topics for discussion include: advertising and selling on the Internet, the use of web sites to provide service and support to customers, supply chain management in the digital world, and data mining. Prerequisite: MKT 301.

475 Advanced Marketing Seminar (3 hrs)

Investigation of advanced marketing topics that are relevant to contemporary marketing practices. The course will focus on current issues related to marketing in a high technology environment, relationship marketing, channel design and strategy, transportation, and logistics. Prerequisites: MKT 301 and senior standing.

480 Marketing Management (3 hrs)

Management of marketing function of the firm; determination of objectives, organization and controls for effective utilization of marketing resources in coordinated effort with other functional areas. Identification and selection of market opportunities. Competitive strategies and development of marketing policies and programs. Prerequisites: MSC 287, MKT 332, 343.

490 Special Projects (1, 2, or 3 hrs)

Independent study in an area of interest to the student in the field of marketing. Prerequisite: senior standing and approval of the department chair.

495 Internship in Marketing (1, 2, or 3 hrs)

Active involvement in a project in a business enterprise, professional organization or in government agency that has particular interest and relevance to the student. Prerequisites: Senior standing, approval of department chair, and subject to College's guidelines on internships. Course grade will be given on a satisfactory (S)/unsatisfactory (U) basis.

496 Internship in E-Business (1, 2, or 3 hrs)

Active involvement in an e-business project in a business enterprise, professional organization, or in a government agency that is of particular interest and relevance to the student. Prerequisites: Senior standing, approval of the department chair, and subject to the college's guidelines on internships. Course grade will be given on a satisfactory (S)/unsatisfactory (U) basis.