

**MATH 4146 Mathematics Research/Project****1 Credit Hour**

The student plans and implements an independent mathematical study under the direction of faculty, using facilities available at Huston-Tillotson University or other sites if recommended by the mathematics faculty. Or the student may work with a mathematics faculty member in a specific research area. Course may be repeated for a maximum of 10 credits.

**Prerequisite: Instructor approval****Offered: Fall/Spring Yearly****MATH 4246 Mathematics Research/Project****2 Credit Hours**

The student plans and implements an independent mathematical study under the direction of faculty, using facilities available at Huston-Tillotson University or other sites if recommended by the mathematics faculty. Or the student may work with a mathematics faculty member in a specific research area. Course may be repeated for a maximum of 10 credits.

**Prerequisite: Instructor approval****Offered: Fall/Spring Yearly****MATH 4346 Mathematics Research/Project****3 Credit Hours**

The student plans and implements an independent mathematical study under the direction of faculty, using facilities available at Huston-Tillotson University or other sites if recommended by the mathematics faculty. Or the student may work with a mathematics faculty member in a specific research area. Course may be repeated for a maximum of 10 credits.

**Prerequisite: Instructor approval****Offered: Fall/Spring Yearly****MATH 4446 Mathematics Research/Project****4 Credit Hours**

The student plans and implements an independent mathematical study under the direction of faculty, using facilities available at Huston-Tillotson University or other sites if recommended by the mathematics faculty. Or the student may work with a mathematics faculty member in a specific research area. Course may be repeated for a maximum of 10 credits.

**Prerequisite: Instructor approval****Offered: Fall/Spring Yearly**

## **SCHOOL OF BUSINESS AND TECHNOLOGY**

The School of Business and Technology represents a collaborative model of exemplary education guided by a code of ethics and curriculum standards for individuals seeking degrees in the areas of business and computer science. Graduates completing degrees in either of these areas will demonstrate the requisite knowledge and thinking skills that result in success in their career or post-baccalaureate education.

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **GENERAL INFORMATION**

#### **Mission**

The business administration program delivers a course of study preparing competent business professionals to meet the challenges of an interdependent world.

The business administration program provides the tools to enable students to make an immediate contribution to the business environment. Students are given the opportunity to develop:

- An appreciation of the historical evolution of the modern business culture and an awareness of the social and economic forces shaping its future.
- The ability to use the contingency approach to solving business problems.
- An understanding of how to work with and learn from others.
- An ability to recognize and promote ethical and social values.
- An understanding of the major functional areas of business.
- A specialization for a highly-productive business career.
- An appreciation of and preparation for advanced study.
- A global business perspective.

### **CONCENTRATIONS OFFERED**

The faculty of the business administration program guides students in developing skills to gather and utilize data, make and implement sensible business decisions, communicate effectively with others, and foster successful human relationships. The Department of Business Administration confers the Bachelor of Arts degree in Business Administration with concentrations in accounting, management, or marketing.

**Accounting:** Courses in this curriculum prepare students for careers and professional certifications (e.g., CPA) focusing on accounting, financial management, or business administration in both the public and private sectors.

**Management:** This program prepares students for careers in the management of corporate, as well as governmental, operations. Also, courses in this curriculum are designed for students who aspire to manage a small business or start their own small business.

**Marketing:** The marketing curriculum is designed for students who are interested in careers in sales, marketing, advertising, and public relations.

### **DEGREE REQUIREMENTS FOR MAJOR**

The Business Administration major course of study includes a series of core curriculum courses, core business courses, and advanced courses in the three areas of concentration: accounting, management, and marketing. Students should expect to utilize a highly technological fluency throughout the course of study.

A student must earn a grade of “C” or better in all courses counted toward the major or minor.

The total number of semester credit hours required for the degree is 122. The 122 credit hours are as follows:

<b>A. University Core Curriculum Requirements</b>	<b>51 credit hours</b>
<b>B. Diversity Courses</b>	<b>6 credit hours</b>

**C. Introduction to Statistics**  
**D. Department Core Requirements**

**3 credit hours**  
**38 credit hours**

### Department Core Requirements

Course #	Course Title	Hours
ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
ECON 2301	Principles of Microeconomics	3
ECON 2302	Principles of Macroeconomics	3
BUSI 2301	Business Communications	3
FINA 3311	Intro to Corporate Finance	3
BUSI 3401	Quantitative Business Analysis	4
MGMT 3311	Principles of Management	3
BUSI 3312	Legal, Social, and Ethical Aspects of Business	3
MKTG 3311	Principles of Marketing	3
BUSI 3113	Professional Development Seminar	1
BUSI 4321	Business Internship	3
MGMT 4323	Business Policy	3

**E. Concentration (Accounting, Management, or Marketing Courses) 18 credit hours**

**F. Approved Electives 6 credit hours**

### REQUIREMENT FOR THE BUSINESS ADMINISTRATION MINOR

A minor in Business Administration is also offered. This minor is designed for **non-business majors** and requires completion of the following 21 credit hours of courses in the Business Administration curriculum:

ACCT 2301 Principles of Financial Accounting  
ACCT 2302 Principles of Managerial Accounting I  
ECON 2301 Principles of Microeconomics  
ECON 2302 Principles of Macroeconomics  
FINA 3311 Introduction to Corporate Finance  
MGMT 3311 Principles of Management  
MKTG 3311 Principles of Marketing

**SUGGESTED CLASS SEQUENCE FOR  
ACCOUNTING CONCENTRATION  
TOTAL SEMESTER HOURS REQUIRED TO GRADUATE = 124**

<b>YEAR 1</b>							
<b>Fall</b>				<b>Spring</b>			
UNIV	1201 or	Freshman Seminar	2	ENGL	1302	College Rhetoric and Composition	3
RAMS	1201			MATH	1342	Statistics	3
ENGL	1301	Introduction to College Composition	3			<b>(Study Abroad Option)</b>	3
MATH	1314	Algebra	3	PSCI	1301	US or Texas Government	3
Language I			3		or 1302		
Science I		Chemistry 1; Biology 1, or Physical Science 1	4	KINE	1304	Health and Wellness	3
COSC	1300	Introduction to Computers	3	KINE	1100	Personal Fitness	1
<b>Total</b>			<b>18</b>	<b>Total</b>			<b>16</b>
<b>YEAR 2</b>							
<b>Fall</b>				<b>Spring</b>			
ACCT	2301	Principals of Financial Accounting	3	ACCT	2302	Principal of Managerial Accounting	3
ECON	2301	Microeconomics	3	ECON	2302	Macroeconomics	3
ENGL	2331	World Literature	3	COMM	1315	Public Speaking	3
HIST	1301	US History I or II	3	RELI	2302 or	Religion or Philosophy	3
	or 1302		3	PHIL	2301		
Diversity		African American History, Other	3	Science II		Chemistry 2; Biology 2, or Physical Science 2	4
BUSI	2301	Business Communication					
<b>Total</b>			<b>18</b>	<b>Total</b>			<b>16</b>
<b>YEAR 3</b>							
<b>Fall</b>				<b>Spring</b>			
ACCT	3311	Intermediate Accounting I	3	ACCT	3322	Intermediate Accounting II	3
BUSI	3401	Quantitative Business Analysis	4	ACCT	3323	Individual Income Tax	3
MGMT	3311	Principals of Management	3	FINA	3311	Corporate Finance	3
BUSI	3312	Legal, Ethics, and Social	3			Musicianship; Introduction to Arts, etc. <b>(Study</b>	3
MKTG	3311	Principles of Marketing	3			<b>Abroad Option)</b>	
BUSI	3113	Professional Development	1	Elective		Diversity <b>(Study Abroad</b>	3
<b>Total</b>			<b>17</b>	<b>Total</b>			<b>15</b>
<b>YEAR 4</b>							
<b>Fall</b>				<b>Spring</b>			
ACCT	4312	Cost Accounting	3	BUSI	4321	Business Internship <b>Study</b>	3
ACCT	4321	Auditing	3			<b>Abroad Option)</b>	
Elective		Level: 3000 or 4000	3	MGMT	4323	Business Policy	3
Elective		Level: 3000 or 4000	3	ACCT	Elective	Level: 3000 or 4000	3
<b>Total</b>			<b>12</b>			Introduction to Sociology; Introduction to Psychology; Social Problems	3
<b>Total</b>			<b>12</b>	<b>Total</b>			<b>12</b>

**SUGGESTED SEQUENCE OF CLASSES FOR  
MANAGEMENT CONCENTRATION  
TOTAL SEMESTER HOURS REQUIRED TO GRADUATE = 124**

<b>YEAR 1</b>							
<b>Fall</b>				<b>Spring</b>			
UNIV RAMS	1201 or 1201	Freshman Seminar	2	ENGL	1302	College Rhetoric and Composition	3
ENGL	1301	Introduction to College Composition	3	COSC	1300	Introduction to Computers	3
MATH	1314	Algebra	3	PSCI	1301 or 1302	US or Texas Government	3
Language I Science I		Chemistry 1; Biology 1, or Physical Science 1	4	MATH	1342	Statistics	3
KINE	1304	Health and Wellness	3	Language II KINE	1100	<b>(Study Abroad Option)</b> Personal Fitness	1
Total			18	Total			16
<b>YEAR 2</b>							
<b>Fall</b>				<b>Spring</b>			
ACCT	2301	Financial Accounting	3	ACCT	2302	Managerial Accounting	3
ECON	2301	Microeconomics	3	ECON	2302	Macroeconomics	3
ENGL	2331	World Literature	3	COMM	1315	Public Speaking	3
HIST	1301 or 1302	US History I or II	3	RELI	2302 or PHIL 2301	Religion or Philosophy	3
HIST	1381	African American History	3	Science II		Chemistry 2; Biology 2, or Physical Science 2	4
BUSI	2301	Business Communication	3				
Total			18	Total			16
<b>YEAR 3</b>							
<b>Fall</b>				<b>Spring</b>			
BUSI	3401	Quantitative Business Analysis	4	FINA	3311	Corporate Finance	3
MGMT	3311	Principles of Management	3	MGMT	3322	Organizational Behavior	3
BUSI	3312	Legal, Ethics, & Social	3	MGMT	4322	Human Resource Management	3
BUSI	3113	Professional Develop	1	Fine Arts		Musicianship; Introduction to Arts <b>(Study Abroad Option)</b>	3
MKTG	3311	Principles of Marketing	3	Elective		Diversity	3
Social Behavior		Introduction to Sociology; Introduction to Psychology; Social Problems	3	<b>(Study Abroad Option)</b>			
Total			17	Total			15
<b>YEAR 4</b>							
<b>Fall</b>				<b>Spring</b>			
MGMT	3323	Small Business Management	3	BUSI	4321	Business Internship <b>(Study Abroad Option)</b>	3
IBUS	3311	International Business	3	MGMT	4323	Business Policy	3
MGMT	4311	Operations Management	3	Elective		Level: 3000 or 4000	3
MGMT	Elective	Level: 3000 or 4000	3	Elective		Level: 3000 or 4000	3
Total			12	Total			12

**SUGGESTED SEQUENCE OF CLASSES FOR MARKETING**  
**TOTAL SEMESTER HOURS REQUIRED TO GRADUATE = 124**

<b>YEAR 1</b>							
<b>Fall</b>				<b>Spring</b>			
UNIV RAMS ENGL	1201 or 1201 1301	Freshman Seminar	2	ENGL	1302	College Rhetoric and Composition	3
MATH	1314	Introduction to College Composition	3	MATH	1342	Statistics	3
Language I		Algebra	3	PSCI	1301 or 1302	<b>(Study Abroad Option)</b> US or Texas Government	3
Science I		Chemistry 1; Biology 1, or Physical Science 1	4	KINE	1100	Personal Fitness	1
Fine Arts		Musicianship; Introduction to the Arts	3	KINE	1304	Health and Wellness	3
<b>Total</b>			18	<b>Total</b>			16

<b>YEAR 2</b>							
<b>Fall</b>				<b>Spring</b>			
ACCT	2301	Principles of Financial Accounting	3	ACCT	2302	Principals of Managerial Accounting	3
ECON	2301	Microeconomics	3	ECON	2302	Macroeconomics	3
ENGL	2331	World Literature I	3	COMM	1315	Public Speaking	3
HIST	1301 or 1302	US History I or II	3	RELI	2302 or PHIL 2301	Religion or Philosophy	3
Diversity		African American History/Other	3	Science II		Chemistry 1; Biology 1, or Physical Science I	4
BUSI	2301	Business Communication	3				
<b>Total</b>			18	<b>Total</b>			16

<b>YEAR 3</b>							
<b>Fall</b>				<b>Spring</b>			
BUSI	3401	Quantitative Business Analysis	4	FINA	3311	Corporate Finance	3
MGMT	3311	Principles of Management	3	MKTG	3322	Consumer Behavior	3
BUSI	3312	Legal, Ethics, and Social	3	MKTG	4322	International Marketing	3
MKTG	3311	Principles of Marketing	3	Fine Arts		Musicianship; Introduction to Arts <b>(Study Abroad Option)</b>	3
BUSI	3113	Professional Develop	1	Elective		Diversity <b>(Study Abroad Option)</b>	3
Social Behavior		Intro to Sociology; Introduction to Psychology; Social Problems	3				
<b>Total</b>			17	<b>Total</b>			15

<b>YEAR 4</b>							
<b>Fall</b>				<b>Spring</b>			
MKTG	4311	Marketing Research	3	BUSI	4321	Business Internship <b>(Study Abroad Option)</b>	3
MKTG	Elective	Level: 3000 or 4000	3	MGMT	4323	Business Policy	3
MKTG	Elective	Level: 3000 or 4000	3	MKTG	4323	Marketing Management	3
Elective		Level: 3000 or 4000	3	Elective		Level: 3000 or 4000	3
<b>Total</b>			12	<b>Total</b>			12

**COURSES IN BUSINESS ADMINISTRATION (BUSI)**

**ACCOUNTING**

**ACCT 2301 Principles of Financial Accounting**

**3 Credit Hours**

A study of the fundamental principles and problems involved in accounting for the major forms of business organizations. Recording techniques are examined and accounting concepts are explored. This course introduces concepts of financial accounting.

**Prerequisite:** MATH 1314

**Offered:** Fall/Spring/Yearly

**ACCT 2302 Principles of Managerial Accounting**

**3 Credit Hours**

This course is designed to help the student use the basic methods of internal accounting, reporting, and analysis to support managerial decision making, planning, and control of operations. This course introduces concepts of managerial accounting.

**Prerequisite:** MATH 1314, ACCT 2301

**Offered:** Spring/Yearly

**ACCT 3311 Intermediate Accounting I**

**3 Credit Hours**

The study of generally accepted accounting principles with an emphasis on development, effects on corporations and financial markets, and application to corporate activities.

**Prerequisite:** ACCT 2301, ACCT 2302

**Offered:** Fall/Yearly

**ACCT 3322 Intermediate Accounting II**

**3 Credit Hours**

The study of generally accepted accounting principles with an emphasis on corporate financing and investing activities.

**Prerequisite:** ACCT 2301, ACCT 2302, ACCT 3311

**Offered:** Spring/Yearly

**ACCT 3323 Individual Income Tax**

**3 Credit Hours**

This course develops a foundation for the study of federal taxation and the tax practice of accountants. Students study the federal taxation process, tax terminology and concepts, federal tax research methods, and the application of tax laws to individuals and businesses.

**Prerequisite:** ACCT 2301, ACCT 2302, ACCT 3311

**Offered:** Spring/Yearly

**ACCT 4312 Cost Accounting**

**3 Credit Hours**

A detailed study of accounting systems that provide information for management decision-making. Emphasis is on the use of accounting data in budgeting, product costing, planning and control, and capital investment decisions.

**Prerequisite:** ACCT 2301, ACCT 2302; ACCT 3311

**Offered:** Fall/Yearly

**ACCT 4321 Auditing**

**3 Credit Hours**

The study of generally accepted auditing standards, the auditing profession and audit practice, and the auditing process applied to corporate financial statements.

**Prerequisite:** ACCT 2301 ACCT 2302 ACCT 3311, ACCT 3312

**Offered:** Fall/Yearly

**ACCT 4323 Advanced Accounting**

**3 Credit Hours**

The study of generally accepted accounting principles with an emphasis on corporate mergers and acquisitions international business activities and financial reporting by governments, nonprofits, and partnerships.

**Prerequisite:** ACCT 2301, ACCT 2302 ACCT 3311,  
ACCT 3322 or instructor approval

**Offered:** Spring/Yearly

**ACCT 4364 Governmental/Not-For-Profit Accounting**

**3 Credit Hours**

Specialized emphasis and training for employment in governmental agencies. Emphasizes the major aspects of management control problems for not-for-profit organizations.

**Prerequisite:** Upper Division Standing, ACCT 3311, ACCT 3322

**Offered:** As Needed

**ACCT 4365 Theory of Accounting**

**3 Credit Hours**

The study of the basic assumptions, definitions, principles and concepts which underlie accounting rule-making and the reporting of accounting and financial information. Emphasis is on the study of accounting history, directions of accounting research, the standard setting process, accounting regulation and approaches to accounting education.

**Prerequisite:** ACCT 2301, ACCT 2302, ACCT 3311, ACCT 3322

**Offered:** As Needed

### **ACCT 4366 Accounting Information System**

**3 Credit Hours**

The study of information systems and organizations as well as the role of the computer in system creation. Emphasis is on providing knowledge about capturing, storing, processing, and communicating accounting information.

**Prerequisite:** ACCT 2301, ACCT 2302, ACCT 3311

**Offered:** As Needed

### **ACCT 4367 Special Topics in Accounting**

**3 Credit Hours**

This is an advanced-level course and will be occasionally offered. The course is designed to cover topics in accounting that are either not covered or not covered in depth by regularly offered accounting courses. This course will typically be taught in a seminar format.

**Prerequisite:** Completion of 21 credit hours of Business courses and instructor approval

**Offered:** As Needed

## **FINANCE**

### **FINA 3311 Introduction to Corporate Finance**

**3 Credit Hours**

A study of economic and institutional aspects of the financial environment and basic techniques of financial management of a firm.

**Prerequisite:** MATH 1314, MATH 1342, ACCT 2301, ACCT 2302, BUSI 3401

**Offered:** Fall/Yearly

### **FINA 3322 Risk Management and Insurance**

**3 Credit Hours**

This course will focus on the study of the basic uses and functions of insurance as applied to the overall treatment of risk. Emphasis is on understanding how insurance helps to solve some personal financial problems. Basic insurance concepts, including review of the risks that households experience and the policies used to ensure against these risks, are presented from the viewpoint of the consumer.

**Prerequisite:** MATH 1314, MATH 1342

**Offered:** As Needed

### **FINA 3363 Managerial Finance**

**3 Credit Hours**

A study of problems and cases in financial decision-making, designed to increase student proficiency in the techniques of financial management.

**Prerequisite:** MATH 1314, MATH 1342, ACCT 2301, ACCT 2302, BUSI 3401, FINA 3311

**Offered:** As Needed

### **FINA 3364 Financial Institutions and Markets**

**3 Credit Hours**

A comprehensive study of financial institutions that intermediate capital formation with emphasis on financial markets structure and instruments, money supply and the deposit expansion process.

**Prerequisite:** MATH 1314, MATH 1342, ECON 2301, FINA 3311

**Offered:** As Needed

### **FINA 3365 Short-Term Financial Management**

**3 Credit Hours**

This course provides an understanding of cash management, credit/collection policy, inventory decisions and sources of short-term financing for corporations.

**Prerequisite:** MATH 1314, MATH 1342, ECON 2301, FINA 3311

**Offered:** As Needed

**FINA 3366 Money and Banking** **3 Credit Hours**

This course examines the structure and operations of our monetary system and commercial banking. It provides an introductory look at central banking, money, and capital markets.

**Prerequisite:** MATH 1314, MATH 1342, ACCT 2301, ACCT 2302, FINA3364 **Offered:** Fall/Yearly

**FINA 4361 Investment Management** **3 Credit Hours**

An introduction to the development and management of investment portfolios, characteristics of investments, media sources of information, securities analysis and selection, and performance measurement.

**Prerequisite:** MATH 1314, MATH 1342, ECON 2301, BUSI 3401 **Offered:** As Needed

**FINA 4362 International Finance** **3 Credit Hours**

This course examines international capital movements and balance of payment problems. Students analyze problems of international operations as they affect financial functions and review foreign and international institutions and the foreign exchange process. The course aims at familiarizing students with the concepts of multinational financial management and financial decision-making in the international context.

**Prerequisite:** MATH 1314, MATH 1342, ECON 2301, ECON 2302, FINA 3311 **Offered:** As Needed

**FINA 4363 Financial Modeling and Forecasting** **3 Credit Hours**

This course provides students with the computer and analytical skills to use financial and statistical software to create financial models for prediction and decision-making.

**Prerequisite:** MATH 1314, MATH 1342, BUSI 3401, FINA 3363 **Offered:** As Needed

**FINA 4364 Federal Reserve System** **3 Credit Hours**

This course will provide a detailed analysis of the Federal Reserve System with special emphasis on monetary theory and the formulation and administration of monetary policy.

**Prerequisite:** MATH 1314, MATH 1342, FINA 3364, FINA 3365, FINA 3366 **Offered:** As Needed

**FINA 4365 Bank Management** **3 Credit Hours**

This course uses the application of traditional finance concepts to the management of commercial banks with emphasis on decision making and problem solving techniques to major problem areas in banking.

**Prerequisite:** MATH 1314, MATH 1342, FINA 3364, FINA 3365, FINA 3366 **Offered:** As Needed

**FINA 4366 Special Topics in Finance** **3 Credit Hours**

This is an advanced-level course and occasionally offered. The course is designed to cover topics in finance that are either not covered or not covered in- depth by regularly offered finance courses. This course will typically be taught in a seminar format.

**Prerequisite:** Completion of 21 credit hours of Business courses **Offered:** As Needed

## MANAGEMENT

**MGMT 3311 Principles of Management** **3 Credit Hours**

An examination of the fundamental theories and techniques that influence contemporary management approaches. This course introduces students to how management is practiced and how these practices have developed.

**Prerequisite:** Upper Division Standing

**Offered:** Fall/Yearly

**MGMT 3322 Organizational Behavior**

**3 Credit Hours**

This is a study of the theories of organizations as related to effectiveness, efficiency, and impact on the environment. The student will delineate formal and informal organizations, discuss authority and influence, and explores the phenomenon of individual and group behavior in work organizations.

**Prerequisite:** MGMT 3311

**Offered:** Spring/Yearly

**MGMT 3323 Small Business Management**

**3 Credit Hours**

An introduction into the processes of starting a business. Preparation of a business plan, marketing plan and understanding concepts of e-business will be expected.

**Prerequisite:** MGMT 3311, MKTG 3311

**Offered:** Fall/Yearly

**MGMT 3324 Managing Diversity**

**3 Credit Hours**

This course is designed to introduce students to techniques used by organizations to learn how to "manage" people's differences in ways that make workers more productive and more compatible team members. The focus will be on developing one's ability to understand and appreciate individual differences and to work productively, particularly on teams, with people from diverse backgrounds, cultures, and ethnicities. This course will also focus on the needs for both individual understanding of differences and organizational systemic change.

**Prerequisite:** MGMT 3311

**Offered:** Spring/Yearly

**MGMT 4311 Operations Management**

**3 Credit Hours**

Techniques for management of direct resources required to produce goods and services. Topics such as linear programming, transportation algorithms and quantitative tools are covered.

**Prerequisite:** BUSI 3401, MGMT 3311

**Offered:** Fall/Yearly

**MGMT 4322 Human Resource Management**

**3 Credit Hours**

Basic techniques of management of human resources and human relations: job analysis; job rating and classification; selection, training and promotion; employee health/welfare and safety; remuneration of employees; labor turnover; employer-employee relations; government legislation; and labor relations.

**Prerequisite:** MGMT 3311

**Offered:** Spring/Yearly

**MGMT 4323 Business Policy**

**3 Credit Hours**

This course is designed as a capstone in the education of undergraduate business students. It involves the management of business organizations, in the broadest sense, integrating previous studies in business and administration into a coherent, realistic approach to business policy and decision making.

**Prerequisites:** Senior standing and completion of 21 credit hours

**Offered:** Fall/Yearly

**of Business courses which must include FINA 3311, MGMT 3311, MKTG 3311**

**MGMT 4364 Special Topics in Management**

**3 Credit Hours**

This is an advanced-level course and is occasionally offered. The course is designed to cover topics in management that are either not covered or not covered in depth by regularly offered management courses. This course is typically taught in a seminar format.

**Prerequisite:** Completion of 21 credit hours of Business courses and instructor approval

**Offered:** As Needed

## MARKETING

### **MKTG 3311 Principles of Marketing**

**3 Credit Hours**

Principles of Marketing is an introductory course that emphasizes the key concepts and issues underlying the modern practice of marketing. The role of marketing in the organization and in society is examined and analyzed. Course content includes the general nature of marketing in a macro and micro context, the marketing concept, buyer behavior, and marketing organization. The marketing process is analyzed through the four main decision areas of products and services, distribution, promotion, and pricing.

**Prerequisite: Upper Division Standing**

**Offered: Fall/Yearly**

### **MKTG 3313 Principles of Advertising**

**3 Credit Hours**

Students learn and practice the marketing communication activities that take place in an organization. The course will emphasize advertising, personal selling, sales promotion, public relations, and packaging/branding. The course discusses the integration of these promotion activities and their application in the profit and non-profit sectors, as well as physical stores and those on the Web.

**Prerequisite: MKTG 3311**

**Offered: Fall/Yearly**

### **MKTG 3322 Consumer Behavior**

**3 Credit Hours**

Students in the Consumer Behavior course will examine the psychological and sociological factors that influence consumption and decision-making. During the course, students will learn about the practical implications of consumer attitudes and behavior for marketing activities such as merchandising, market research, distribution, product development, pricing, branding, and e-commerce.

**Prerequisite: MKTG 3311**

**Offered: Spring/Yearly**

### **MKTG 3364 Internet Marketing**

**3 Credit Hours**

This course investigates how “brick and mortar” organizations can incorporate the entrepreneurial and management side of internet marketing to create an online presence and increase market share. In addition to textbook and selected course readings, students will be introduced to e-marketing in a computer lab where they will evaluate search engines, construct blogs, web sites, and learn about other viral, email, social, and electronic marketing.

**Prerequisites: MKTG 3311**

**Offered: As Needed**

### **MKGT 3365 Sales Management**

**3 Credit Hours**

A study and analysis of techniques in professional selling with special emphasis on application of concepts in actual sales presentations. Emphasis is also on the planning and execution of an advertising sales campaign and the economic benefits and social relationships that are derived from such a campaign.

**Prerequisite: MKTG 3311**

**Offered: As Needed**

### **MKTG 3366 Public Relations**

**3 Credit Hours**

This is a survey course on the function of public relations in the organization and with the general public. Relevant topics include: counseling, news releases, brochures, and advertisements.

**Prerequisite: COSC 1300, BUSI 2301, MKTG 3311**

**Offered: As Needed**

**MKTG 4311 Marketing Research****3 Credit Hours**

Students learn to formulate and structure marketing problems, recommend the marketing research that should be undertaken, appreciate what can and cannot be learned from marketing research, gather and analyze quantitative marketing data, and make effective decisions based on those data. The skills covered in this course are applicable to marketing problems encountered in both consumer and business-to-business markets, and in the public and private sectors.

**Prerequisite: MKTG 3311, MKTG 3322****Offered: Fall/Yearly****MKTG 4322 International Marketing****3 Credit Hours**

Analysis of the multinational process of planning and promotion of goods, ideas, and services worldwide. Emphasis is on indirect and direct exporting, product pricing and promotions, shipping, and physical distributions, and financing decisions in export markets.

**Prerequisite: MKTG 3311****Offered: Spring/Yearly****MKTG 4323 Marketing Management****3 Credit Hours**

An analysis of problems which the marketing manager will encounter in modern customer-oriented marketing, as well as techniques of planning, organizing, and controlling business functions.

**Prerequisite: MKTG 3311****Offered: Spring/Yearly****MKTG 4364 Advertising in Multicultural Markets****3 Credit Hours**

Massive demographic changes have modified the cultural identities of American consumers and disrupted the effectiveness of traditional marketing techniques. The so-called mass market has dissolved into smaller groups of consumers who express distinctive ethnic, age-related or lifestyle values by what they buy and how they buy it. This class presents strategies and tools for marketers seeking to reach emerging subcultures. Class activities will involve a mix of lectures, case study analyses, small group activities, guest speakers, and student presentations.

**Prerequisites: MKTG 3311, MKTG 3322, MKTG 4311****Offered: As Needed****MKTG 4365 Distribution Channels****3 Credit Hours**

This course is about marketing channels: the companies that come together to bring products and services from their point of origin to the point of consumption. This course describes how to design, develop, and maintain effective relationships among channel members to achieve sustainable competitive advantage. Communication strategies within the channel are also emphasized.

**Prerequisite: MKTG 3311****Offered: As Needed****MKTG 4366 Special Topics in Marketing****3 Credit Hours**

This is an advanced-level course that will be occasionally offered. The course is designed to cover topics in marketing that are either not covered or not covered in-depth by regularly offered marketing courses. This course will typically be taught in a seminar format.

**Prerequisite: Completion of 21 credit hours of business courses****Offered: As Needed**

## INTERNATIONAL BUSINESS

### **IBUS 3311 International Business**

**3 Credit Hours**

This is a course in multinational business that surveys the various elements of international production and trade. The course will examine the benefits and problems that multinational companies encounter in an international environment. It will also focus on global market perspectives of trade agreements, international finance and global communication.

**Prerequisite: Junior standing or instructor approval**

**Offered: As Needed**

### **IBUS 3362 International Negotiations**

**3 Credit Hours**

A study of the process of making business deals across national and cultural boundaries. Emphasis is on the basic processes that guide international negotiation: successful preparation, building relationships, using persuasion tactics, gaining concessions, and reaching a final agreement. Also, key cross-cultural communication issues will be discussed, including when one should use an interpreter and cultural differences in nonverbal communication.

**Prerequisite: Junior standing or instructor approval**

**Offered: As Needed**

### **IBUS 4311 Global Business Strategies**

**3 Credit Hours**

This course examines the fundamental theories and techniques that are used by multinational corporations to develop and implement a global business strategy needed to effectively integrate the activities of their worldwide subsidiaries. Emphasis is on the three separate components to developing a successful global strategy: developing a core business strategy, developing an internationalization strategy, and developing a globalization strategy.

**Prerequisite: Junior standing or instructor approval**

**Offered: Fall/Yearly**

### **IBUS 4362 Export/Import Operations**

**3 Credit Hours**

Overview of the major considerations involved in the export-import process. Exploration of documentation, transportation, marketing, and finance of export and import operations. Discussion of legal aspects and legislative constraints confronting exporters and importers, along with governmental support programs, where available. Concentrates on the relevant issues in exporting from and importing into the United States; parallel examples from other countries are given where information is available.

**Prerequisites: IBUS 3311, junior standing**

**Offered: As Needed**

### **IBUS 4363 Special Topics in International Business**

**3 Credit Hours**

This is an advanced-level course and is designed to cover topics in international business that are either not covered or not covered in-depth by regularly offered international business courses. This course will typically be taught in a seminar format.

**Prerequisite: IBUS 3311, Senior standing or instructor approval**

**Offered: As Needed**

## BUSINESS ADMINISTRATION

### **BUSI 1361 Introduction to Business**

**3 Credit Hours**

The introduction to the fundamental principles governing all aspects of modern business. Students are introduced to elements in various fields in business (accounting, finance, management, marketing, economics, and others) in order to gain a better understanding of the role business plays in the U.S. and in the global economy.

**Prerequisite: Non-business major**

**Offered: As Needed**

**BUSI 2301 Business Communication**

**3 Credit Hours**

This course combines oral and written communication theory, practice, and technical report writing. Emphasis is placed on instilling an awareness of correct grammar and punctuation in writing for business applications. Also, students develop knowledge from hands-on experience with different information processing equipment and are provided laboratory experience entering information into the computer.

**Prerequisite: COSC 1300, ENGL 1301, ENGL 1302**

**Offered: Fall/Spring/Yearly**

**BUSI 3113 Professional Development Seminar**

**1 Credit Hour**

This course provides students with information important to being a professional, irrespective of the career they choose. This course is designed to explore human development in an organizational setting. Students learn how to manage their time, how to make effective decisions, how to present themselves and their work in a professional manner, and how to balance their workload. Students will also learn how to handle stress and other issues of physical and mental well-being as well as how to communicate effectively one-on-one and in groups. Students will experience situations involving social and professional decorum.

**Prerequisite: Upper Division standing or instructor approval**

**Offered: Fall/Yearly**

**BUSI 3312 Legal, Social, and Ethical Aspects of Business**

**3 Credit Hours**

This course is a general introduction to business law governing transactions with emphasis on the fundamental principles of contracts, agency and negotiable instruments. Besides being introduced to the role of the court systems in business, students are also introduced to the social and ethical responsibilities of management.

**Prerequisite: Junior or Senior standing or instructor approval**

**Offered: Fall/Yearly**

**BUSI 3401 Quantitative Business Analysis**

**4 Credit Hours**

This course is an introduction to quantitative methods used in analyzing problems for business decision making. A major emphasis is placed on mathematics of finance and the solving of business problems. In addition, instruction in the statistical analysis for business, operations management, and techniques for management of direct resources required to produce goods and services is provided. This course entails three hours of lecture and one hour of laboratory work per week.

**Prerequisite: MATH 1314, MATH 1342**

**Offered: Fall/Yearly**

**BUSI 4321 Business Internship**

**3 Credit Hours**

Professional experience in business outside the University. Students work under supervision for 160 hours for one semester. Prior to registration, the position must be approved. A written report is required of the students and a written evaluation by the employer must be made to the supervising University instructor. Goals and objectives are established collaboratively between the student, supervisor, and instructor. Course requirements may include student reports, employer evaluations, instructor site visits.

**Prerequisite: Completion of 21 credit hours of business courses (including BUSI 3113) and instructor approval**

**Offered: Spring/Yearly**

## ECONOMICS

### **ECON 2301 Principles of Microeconomics**

**3 Credit Hours**

An introduction to the basic descriptive, analytical, and policy problems at the microeconomic level. Emphasis will be placed on the roles of supply, demand, and price in the allocation of scarce resources.

**Prerequisites: None**

**Offered: Fall/Yearly**

### **ECON 2302 Principles of Macroeconomics**

**3 Credit Hours**

An introduction to the basic descriptive, analytical, and policy problems at the macroeconomic level. Emphasis will be placed on the roles of money and banking, aggregate supply and demand, and national income accounting.

**Prerequisite: ECON 2301 is recommended but not required**

**Offered: Spring/Yearly**

### **ECON 4361 International Economics**

**3 Credit Hours**

A study of the principles and methods of the exchange of goods and services and of financial arrangements between nations.

**Prerequisite: ECON 2301, ECON 2302**

**Offered: As Needed**

## DEPARTMENT OF COMPUTER SCIENCE

### **Mission**

The computer science program prepares students with knowledge and skills needed to apply computing technology to solve problems in the rapidly changing world of information technologies.

The program prepares students for graduate and/or professional studies at institutions and organizations where they must keep pace with current knowledge to be successful. The program curriculum will enable students to acquire specific technical skills in such areas as:

- Computer programming languages including C++, Java, and Visual Basic
- Computer network administration
- The use of Windows and UNIX operating systems
- Internetworking and data communications
- Web site design and maintenance, including the use of HTML and JAVA script
- Systems analysis and design
- Current hardware and software technologies

### **DEGREES OFFERED**

The Department of Computer Science offers students the option of majoring in two areas: **Computer Science** or **Computer Information Systems**. The Bachelors of Science degree is conferred in each of those majors. A minor is available in computer science.