

# College of Business

C. WAYNE ALDERMAN, Dean  
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**T**HE COLLEGE OF BUSINESS prepares students to become effective and socially responsible managers of business, industrial organizations, and government agencies and responsible citizens and leaders of society. To achieve this goal, the College offers undergraduate programs leading to the Bachelor of Science in Business Administration. In addition, it offers graduate work for the degrees of Master of Business Administration (MBA), Master of Science (MS) in both Economics and Business Administration, Master of Accountancy (MAc), and the Doctor of Philosophy in Management. For the degree of Master of Science in Business Administration (MSBA), which includes a non-thesis option as well, students are currently being enrolled in finance, marketing and the Management Department concentration option of Human Resources Management. Students may also enroll in the Masters of Management Information Systems (MMIS) program. The College of Business and the School of Accountancy are accredited at the undergraduate and graduate levels by the American Assembly of Collegiate Schools of Business. Detailed information on graduate programs may be found in the "Graduate School" section in this *Bulletin*.

## Curriculum

The undergraduate curriculum includes a two-year Pre-Business Program required of all students and a two-year Professional Option Program. These programs provide a balanced course of study for all students, with approximately one-half of the hours in business and economics courses and one-half in courses offered outside the College. The courses required have been selected so that all students will have access to the "common body of knowledge" as designated by the American Assembly of Collegiate Schools of Business.

**The Pre-Business Program**, followed by all business students in their freshman and sophomore years, provides a sound foundation of work in the arts and sciences, including courses in mathematics, humanities, social sciences and natural sciences. This lower division program also includes some of the introductory business courses.

**The Professional Option Programs** are offered through the School of Accountancy and the Departments of Finance; Economics; Management; and Marketing and Transportation. The Professional Option plans allow each student to concentrate in an area of interest during the junior and senior years. The 11 options available include: Accountancy (ACCT), Finance (FINC), International Business (IBUS), Economics (ECON), Business Administration (BSAD), Operations Management (OPMN), Human Resources Management (HRMN), Management Information Systems (MIS), Entrepreneurship and Family Business (ENFB), Marketing (MKTG) and Transportation (TRAN). Through these programs, the College seeks to develop in its students the analytical, decision-making and communication skills required of managers who lead modern organizations. The College also offers undergraduate programs in Aviation Management. The options offered in the program are Aviation Management (AVMT-MN) and Aviation Flight Education (AVMT-FE).

## Admission to the College

Students entering the Pre-Business Program directly from high school or another college or university, in addition to meeting Auburn University's admission requirements, should have competence in the mathematics taught in high school geometry and second year algebra. Students also may transfer into the program from another school on campus if they have attained an overall GPA of at least 2.0 on all courses attempted at Auburn University.

## Admission to Business Courses

A 2.0 cumulative GPA is required for enrollment in any Business course at the 3000- level and above. This rule applies to both Business and non-Business students.

## Graduation Requirements

To be graduated, business students must meet the hours and subject matter requirements of their curricula and must have an overall

average of at least 2.0 on all courses attempted at Auburn University and meet all university requirements. At least 50 percent of the business credit hours required for the business degree must be taken at Auburn University.

## Student Advising System

The Office of Student Affairs of the College of Business is responsible for orienting all new students, freshmen and transferees to the College. All students report each semester to the Lowder Building, Suite 023, to plan their academic schedules and to obtain information.

Faculty are available to all students for academic counseling and career guidance. Students are encouraged to seek advice on professional and academic questions from department heads and faculty through personal arrangements or appointments made by Student Affairs.

Student Affairs is also available to assist students from another College or School on campus to pursue a second baccalaureate degree in the College of Business.

## Cooperative Education Program

Business students are eligible to participate in AU's Cooperative Education Program. This program allows students to combine academic training with actual business experience.

## Minors

### ACCOUNTANCY MINOR

15 semester hours in Minor (minimum 9 hours at 3000 level or above)  
**Courses required:** **Cr Hrs.**  
ACCT 3110 Financial Reporting I .....3  
ACCT 3120 Financial Reporting II .....3  
Elective Courses: see adviser for approved course listing.

### ECONOMICS MINOR

15 semester hours in Minor (minimum 9 hours at 3000 level or above)  
**Courses required: NONE**  
Elective Courses: see adviser for approved course listing.

### FINANCE MINOR

15 semester hours in Minor (minimum nine hours at 3000 level or above)  
**Courses required: NONE**  
Elective Courses: see adviser for approved course listing.

### INTERNATIONAL BUSINESS MINOR

15 semester hours in Minor (minimum 9 hours at 3000 level or above)  
**Courses required:** **Cr Hrs.**  
FINC 4510 Multinational Financial Management.....3  
ECON 5300 International Economics .....3  
MKTG 4400 International Marketing.....3  
Elective Courses: see adviser for approved course listing.

### OPERATIONS MANAGEMENT MINOR

15 semester hours in Minor  
**Courses required:** **Cr Hrs.**  
MNGT 3140 Oper, IT, & Comp Adv .....3  
MNGT 3250 Introduction to Enterprise Oper Sys .....3  
MNGT 4250 Competitive Manufacturing Oper .....3  
MNGT 4350 Competitive Service Operations.....3  
MNGT 4740 Quality Management Systems .....3

**Business Minor.** A Business minor has been established within the College of Business for non-business majors. The courses required correspond with the common body of knowledge as specified by the American Assembly of Collegiate Schools of Business. Completion of these courses provides the basic understanding of the foundations of business administration and facilitates progress toward graduate work in business. The courses required for a business minor are: ECON 2020, ACCT 2110, FINC 3610, MNGT 3100, and MKTG 3310. If any of these courses are taken to fulfil the University Core Curriculum requirement or a requirement in the major/professional option, alternative courses may be substituted on departmental approval. See course descriptions for appropriate pre-requisites.

**MARKETING MINOR**

15 semester hours in Minor (minimum 9 hours at 3000-level or above)  
 Courses required: NONE  
 Elective Courses: see adviser for approved course listing.

**TRANSPORTATION MINOR**

15 semester hours in Minor (minimum 9 hours at 3000-level or above)  
 Courses required: NONE  
 Elective Courses: see adviser for approved course listing.

**Pre-Business Program**

The requirements of the Pre-Business Program are the courses that appear in the freshman and sophomore years of the individual models. Students who enter from high school register in this program until they complete all Pre-Business requirements. Students who enter by transfer and who have not yet completed all Pre-Business requirements, must register in the Pre-Business Program.

Before being admitted into a Professional Option Program, business students must complete all courses in the Pre-Business Program with a satisfactory academic record.

Specific professional options may differ in some details from the models presented below. Students should consult an adviser before selecting any classes.

**School of Accountancy (ACCT)**

The Professional Option Program in Accountancy develops the student's ability to work effectively, to exercise mental discipline and to communicate orally and in writing. The student gains an appreciation of the accountant's high standard of integrity and objectivity in reporting and an awareness of the responsibility for self-education upon entering a career in accountancy.

The Professional Option Program is intended to attract to accountancy careers those students seeming to possess the potential for making a contribution to the advancement of accountancy and having the aptitude which indicates a reasonable chance for a successful career. Students who plan to sit for the CPA Exam should consider a fifth year of study through the Master of Accountancy (MAc) Program. Beginning in 1995, those sitting for the CPA Exam in the State of Alabama must have completed a total of 150 semester hours or 225 quarter hours of post secondary education, including a baccalaureate degree at an accredited college or university, with a concentration in accounting.

A student who does not meet the admission requirements for the graduate program must complete the 123-hour requirement of the undergraduate program to receive a B.S. degree in Business Administration with a professional option in Accountancy.

**Curriculum in Accountancy (ACCT)**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Bus Math & Calculus I & II .....	4	3
			Core Science .....	4	4
BUSI	1010		Contemp. Issues Bus. Admin. ....	1	--
			Elective .....	--	3
				<b>15</b>	<b>16</b>
<b>SO</b>					
			Social Science Group 1 .....	3	--
ACCT		2990	Business Law .....	--	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ACCT	2110		Principles of Financial Accounting .....	3	--
ACCT		2210	Principles of Managerial Accounting .....	--	3
ENGL	2200	2210	Great Books I & II .....	3	3
			Elective .....	3	--
PHIL			1020 Ethics or 1040 Business Ethics .....	--	3
BUSI	2010		Contemp. Issues Bus. Admin. II .....	1	--
				<b>16</b>	<b>15</b>
<b>JR</b>					
ACCT	3110	3120	Financial Reporting I & II .....	3	3
STAT	2610		Statistics .....	3	--
ACCT		3510	AIS For Business Process .....	--	3
MNGT	3140		Ops Info Tech & Compare Advant .....	4	--
MKTG		3310	Principles of Marketing .....	--	3
MNGT	3100		Principles of Management .....	3	--
			Core Fine Arts .....	--	3
			Elective .....	3	--
			Accounting Elective .....	--	3
				<b>16</b>	<b>15</b>

**SR**

ACCT	4210		Mgr Design & Use of AIS .....	3	--
ACCT		4310	Control & Assurance of AIS .....	--	3
FINC	3610		Principles of Finance .....	3	--
ACCT		4410	Income Taxes I .....	--	3
			Elective .....	3	--
MNGT	4800		Strategic Management .....	--	3
			Business Elective .....	3	3
			Accounting Elective .....	3	3
				<b>15</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

Students must take 12 hours of non-business electives.

Students must take 6 hours of College of Business electives.

Accounting majors must select 9 hours of elective courses.

**Department of Economics (ECON)**

**Business Economics**

The Business Economics curriculum provides maximum flexibility and broad-based preparation for employment opportunities. Graduates are prepared for entry-level positions in many areas of business activity. Also, the Economics Option provides excellent preparation for graduate or professional studies. (See also Economics Major in the College of Liberal Arts.)

**Curriculum in Economics**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Bus Math & Calculus I & II .....	4	3
			Core Science .....	4	4
BUSI	1010		Contemp. Issues Bus. Admin. ....	1	--
			Elective .....	--	3
				<b>15</b>	<b>16</b>
<b>SO</b>					
			Social Science Group 1 .....	3	--
ACCT		2990	Business Law .....	--	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ACCT	2110		Principles Financial Accounting .....	3	--
ACCT		2210	Principles Managerial Accounting .....	--	3
ENGL	2200	2210	Great Books I & II .....	3	3
			Elective .....	3	--
PHIL			1020 Ethics or 1040 Business Ethics .....	--	3
BUSI	2010		Contemp. Issues Bus. Admin. II .....	1	--
				<b>16</b>	<b>15</b>
<b>JR</b>					
ECON	3020		Intermediate Microeconomics .....	3	--
ECON		6030	Macro Theory & Policy .....	--	3
STAT	2610		Statistics .....	3	--
			Economics Elective .....	--	3
ECON	4300		International Economics .....	3	--
MKTG		3310	Principles of Marketing .....	--	3
FINC	3610		Principles of Finance .....	3	--
MNGT		3100	Principles of Management .....	--	3
			Elective .....	3	--
			Core Fine Arts .....	--	3
				<b>15</b>	<b>15</b>
<b>SR</b>					
COMM	1000		Public Speaking .....	3	--
MNGT		4800	Strategic Management .....	--	3
			Economics Elective .....	6	3
			Economics Requirement .....	3	3
			Elective .....	4	6
				<b>16</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

Two of the following course must be taken: ECON 4100, 4200 or 6600.

**Department of Finance (FINC)**

**Finance**

The objective of the finance curriculum is to develop the specialized finance knowledge, techniques, and skills necessary for successful placement in finance related positions. The program encompasses the major areas of finance including corporate finance, financial institutions and markets, and investments. In addition, the program offers elective work in the subareas of real estate and risk management and insurance. The program will allow students the opportunity to develop

not only the specialized knowledge of finance, but also the professional presentation and use of such knowledge through oral and written communication. Students enrolled in the finance major also complete the College of Business core curriculum designed to provide the broader understanding of the entire business organization including accounting, economics, management and marketing.

**Curriculum in Finance**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Bus Math & Calculus I & II.....	4	3
			Core Science .....	4	4
BUSI	1010		Contemp. Issues Bus. Admin. ....	1	--
			Core Fine Arts .....	--	3
				<b>15</b>	<b>16</b>
<b>SO</b>					
			Social Science Group 1 .....	3	--
ACCT		2990	Business Law .....	--	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ACCT	2110		Principles of Financial Accounting .....	3	--
ACCT		2210	Principles of Managerial Accounting .....	3	3
ENGL	2200	2210	Great Books I & II .....	--	3
			Elective .....	3	--
			1020 Ethics or 1040 Business Ethics.....	--	3
PHIL			Contemp. Issues Bus. Admin. II .....	1	--
BUSI	2010			<b>16</b>	<b>15</b>
<b>JR</b>					
STAT	2610		Statistics.....	3	--
FINC		<b>3630</b>	<b>Advanced Corporate Finance .....</b>	<b>--</b>	<b>3</b>
MKTG	3310		Principles of Marketing .....	3	--
FINC		<b>3700</b>	<b>Financial Markets &amp; Institutions .....</b>	<b>--</b>	<b>3</b>
MNGT	3100		Principles of Management .....	3	--
			<b>Finance Elective .....</b>	<b>--</b>	<b>6</b>
FINC	3610		Principles of Finance .....	3	--
ACCT	3110		<b>Financial Reporting I .....</b>	<b>3</b>	<b>--</b>
			Elective .....	--	3
				<b>15</b>	<b>15</b>
<b>SR</b>					
FINC		<b>3720</b>	<b>Investments .....</b>	<b>3</b>	<b>--</b>
MNGT		4800	Strategic Management .....	--	3
			Elective .....	7	6
			<b>Finance Elective.....</b>	<b>6</b>	<b>6</b>
				<b>16</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

Finance electives may be selected from an approved list.

At least eleven semester hours must be taken outside the College of Business.

**International Business (IBUS)**

The objective of the program is to provide students with not only the business preparation necessary for success in the global environment, but also the foreign language skills to effectively communicate in that environment. The IBUS curriculum is designed to provide maximum flexibility and broad-based preparation for future career opportunities.

Graduates are prepared for entry-level positions in many areas of business activity depending upon their particular area of concentration within business. Within the language component, students must select from French, German, or Spanish.

**Curriculum in International Business**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Bus. Math & Calculus I & II.....	4	3
			Foreign Language.....	4	4
BUSI	1010		Contemp. Issues in Bus. Admin.....	1	--
			Core Fine Arts .....	--	3
				<b>15</b>	<b>16</b>
<b>SO</b>					
			Social Science Group 1 .....	3	--
STAT		2610	Statistics .....	--	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ACCT	2110		Principles of Financial Accounting .....	3	--
ACCT		2210	Principles of Managerial Accounting .....	--	3
ENGL	2200	2210	Great Books I & II .....	3	3
			Foreign Language.....	4	4
BUSI	2010		Contemp. Issues Bus. Admin. II .....	1	--
				<b>17</b>	<b>16</b>

<b>JR</b>					
			Core Science .....	4	4
MKTG	3310		Principles of Marketing .....	3	--
FINC		<b>4510</b>	<b>Multi Fin. Mngt.....</b>	<b>--</b>	<b>3</b>
			<b>Business Concentration .....</b>	<b>--</b>	<b>3</b>
MNGT	3100		Principles of Management .....	3	--
FINC	3610		Principles of Finance .....	3	--
			Elective .....	--	1
			<b>Foreign Language Comp. &amp; Conv.....</b>	<b>3</b>	<b>3</b>
				<b>16</b>	<b>14</b>
<b>SR</b>					
			<b>Business Concentration .....</b>	<b>3</b>	<b>6</b>
MNGT		4800	Strategic Management .....	--	3
			Elective .....	2	3
ECON		<b>4300</b>	<b>International Economics .....</b>	<b>3</b>	<b>--</b>
			<b>Foreign Business Language.....</b>	<b>3</b>	<b>--</b>
ACCT		2990	Business Law .....	--	3
PHIL			1020 Ethics or 1040 Business Ethics.....	3	--
				<b>14</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

Language sequence to be taken exclusively in French, Spanish, or German.

A four-course Business Concentration must be selected from an approved list.

**Department of Management (MNGT)**

The Management Program prepares students in basic business functions as well as the process of management and the use of technology to support these functions and processes. The professional options within the Management Department are designed to impart knowledge that will assist future managers to be good decision makers for their organizations. The professional majors available are Operations Management (OPMN), Human Resources Management (HRMN), Business Administration (BSAD), Management Information Systems (MIS), and Entrepreneurship and Family Business (ENFB).

**Operations Management (OPMN)**

The Operation Management Program provides a comprehensive education for positions in manufacturing, service, and consulting organizations. The primary goals are to provide knowledge and experience oriented toward practical, on-the-job applications and to prepare students for entry-level positions in private and public sector organizations. In addition, the program provides excellent preparation for graduate or professional studies in operations management.

**Curriculum in Operations Management**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Bus Math & Calculus I & II.....	4	3
			Core Science .....	4	4
BUSI	1010	1010	Contemp. Issues Bus. Admin. ....	1	--
			Elective .....	--	3
				<b>15</b>	<b>16</b>
<b>SO</b>					
			Social Science Group 1 .....	3	--
ACCT		2990	Business Law .....	--	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ACCT	2110		Principles Financial Accounting .....	3	--
ACCT		2210	Principles Managerial Accounting .....	--	3
ENGL	2200	2210	Great Books I & II .....	3	3
			Elective .....	3	--
			1020 Ethics or 1040 Business Ethics.....	3	--
PHIL			Contemp. Issues Bus. Admin. II .....	1	--
BUSI	2010			<b>16</b>	<b>15</b>
<b>JR</b>					
			Fine Arts Elective .....	3	--
FINC		3610	Principles of Finance.....	--	3
MNGT	3100		Principles of Management .....	3	--
MNGT		<b>3250</b>	<b>Intro. to Enterprise Operate Systems.....</b>	<b>--</b>	<b>3</b>
STAT	2610		Statistics .....	3	--
MNGT		<b>3140</b>	<b>Operations, IT &amp; Comp. Advantage .....</b>	<b>4</b>	<b>--</b>
			<b>Concentration Course.....</b>	<b>--</b>	<b>3</b>
			<b>Major Elective .....</b>	<b>--</b>	<b>3</b>
			Elective .....	--	3
MKTG	3310		Principles of Marketing .....	3	--
				<b>16</b>	<b>15</b>
<b>SR</b>					
MNGT		<b>4250</b>	<b>Comp. Manu. Operation .....</b>	<b>3</b>	<b>--</b>
MNGT		4800	Strategic Management .....	--	3
MNGT		<b>4350</b>	<b>Comp. Service Operation.....</b>	<b>3</b>	<b>--</b>

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<b>MNGT</b>	<b>4740</b>	<b>Quality Management Systems</b> .....	<b>3</b>	
		<b>Concentration Course</b> .....	<b>6</b>	<b>3</b>
		<b>Major Elective</b> .....	<b>3</b>	
		Elective .....	3	3
			<b>15</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

**Human Resources Management (HRMN)**

The Human Resource Management Program provides a comprehensive education in human resources management. The primary goals are to provide knowledge and experience, oriented toward practical, on-the-job applications and prepare students for entry-level positions in private and public sector organizations. In addition, the Program provides excellent preparation for graduate or professional studies in Human Resource Management.

**Curriculum in Human Resource Management**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Bus Math & Calculus I & II .....	4	3
			Core Science .....	4	4
BUSI	1010		Contemp. Issues Bus. Admin. ....	1	--
			Elective .....	--	3
				<b>15</b>	<b>16</b>
<b>SO</b>					
			Social Science Group 1 .....	3	--
ACCT		2990	Business Law .....	--	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ACCT	2110		Principles of Financial Accounting .....	3	--
ACCT		2210	Principles of Managerial Accounting .....	--	3
ENGL	2200	2210	Great Books I & II .....	3	3
			Elective .....	3	--
PHIL			1020 Ethics or 1040 Business Ethics .....	--	3
BUSI	2010		Contemp. Issues Bus. Admin. II .....	1	--
				<b>16</b>	<b>15</b>
<b>JR</b>					
MNGT	3100		Principles of Management .....	3	--
<b>MNGT</b>		<b>3420</b>	<b>Human Resource Management</b> .....	--	<b>3</b>
STAT	2610		Statistics .....	3	--
<b>MNGT</b>		<b>3460</b>	<b>Organizational Behavior</b> .....	--	<b>3</b>
<b>MNGT</b>		<b>3140</b>	<b>Operation, IT &amp; Comp Advantage</b> .....	<b>4</b>	--
<b>MNGT</b>		<b>4430</b>	<b>Labor Relations</b> .....	--	<b>3</b>
MKTG	3310		Principles of Marketing .....	3	--
FINC		3610	Principles of Finance .....	--	3
			Core Fine Arts .....	3	--
			Elective .....	--	3
				<b>16</b>	<b>15</b>
<b>SR</b>					
<b>MNGT</b>	<b>4480</b>		<b>Labor Relations Law</b> .....	<b>3</b>	--
<b>MNGT</b>		<b>4460</b>	<b>HR Legislation</b> .....	--	<b>3</b>
<b>MNGT</b>	<b>4540</b>		<b>HR Selection &amp; Placement</b> .....	<b>3</b>	--
<b>MNGT</b>		<b>4470</b>	<b>Employee Compensation</b> .....	--	<b>3</b>
<b>MNGT</b>	<b>4510</b>		<b>HR Planning, Develop, &amp; Appr</b> .....	<b>3</b>	--
MNGT		4800	Strategic Management .....	--	3
			Elective .....	3	3
			<b>HRMN Elective</b> .....	<b>3</b>	<b>3</b>
				<b>15</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

**Business Administration (BSAD)**

The Business Administration curriculum is an interdepartmental degree designed to provide maximum course flexibility and a broad-based preparation for future career opportunities. Students are required to demonstrate basic oral and written communication skills, familiarity with technological tools and an understanding of the inter-relationship between the U.S. and foreign countries. The Business Administration curriculum prepares students for entry-level managerial and staff responsibilities in business, government and non-profit organizations.

**Curriculum in Business Administration**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Bus Math & Calculus I & II .....	4	3
			Core Science .....	4	4

BUSI	1010		Contemp. Issues Business Admin. ....	1	--
			Elective .....	--	3
				<b>15</b>	<b>16</b>

**SO**

			Social Science Group 1 .....	3	--
ACCT		2990	Business Law .....	--	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ACCT	2110		Principles of Financial Accounting .....	3	--
ACCT		2210	Principles of Managerial Accounting .....	--	3
ENGL	2200	2210	Great Books I & II .....	3	3
			Elective .....	3	--
PHIL			1020 Ethics or 1040 Business Ethics .....	--	3
BUSI	2010		Contemp. Issues Business Admin. II .....	1	--
				<b>16</b>	<b>15</b>

**JR**

			Core Fine Arts .....	3	--
FINC		3610	Principles of Finance .....	--	3
MNGT	3100		Principles of Management .....	3	--
			<b>Business Elective</b> .....	--	<b>6</b>
			Statistics .....	3	--
			<b>Economics Elective</b> .....	--	<b>3</b>
			Principles of Marketing .....	3	--
			<b>Operation, IT &amp; Comp Advantage</b> .....	<b>4</b>	--
			Elective .....	--	3
				<b>16</b>	<b>15</b>

**SR**

			<b>Management Elective</b> .....	<b>3</b>	--
MNGT	4800		Strategic Management .....	--	3
			<b>Finance Elective</b> .....	<b>3</b>	--
			<b>Marketing Elective</b> .....	--	<b>3</b>
			<b>International Business Elective</b> .....	<b>3</b>	--
			<b>Business Elective</b> .....	--	<b>6</b>
			<b>Accounting Elective</b> .....	<b>3</b>	--
			Elective .....	3	3
				<b>15</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

**Entrepreneurship and Family Business (ENFB)**

The Entrepreneurship and Family Business curriculum offers an opportunity for students to gain insight into the criteria necessary for new ventures and for the managing of family-oriented business endeavors. Focus of the curriculum is on both start-up activities and the development of skills necessary to manage publicly-held and privately-owned entrepreneurial operations.

**Curriculum in Entrepreneurship & Family Business**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Bus Math & Calculus I & II .....	4	3
			Core Science .....	4	4
BUSI	1010		Contemp. Issues Business Admin. ....	1	--
			Elective .....	--	3
				<b>15</b>	<b>16</b>

**SO**

			Social Science Group 1 .....	3	--
ACCT		2990	Business Law .....	--	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ACCT	2110		Principles of Financial Accounting .....	3	--
ACCT		2210	Principles of Managerial Accounting .....	--	3
ENGL	2200	2210	Great Books I & II .....	3	3
			Elective .....	3	--
PHIL			1020 Ethics or 1040 Business Ethics .....	--	3
BUSI	2010		Contemp. Issues Business Admin. II .....	1	--
				<b>16</b>	<b>15</b>

**JR**

			Core Fine Arts .....	3	--
FINC		3610	Principles of Finance .....	--	3
MNGT	3100		Principles of Management .....	3	--
<b>MNGT</b>		<b>3460</b>	<b>Organizational Behavior</b> .....	--	<b>3</b>
STAT	2610		Statistics .....	3	--
<b>MNGT</b>		<b>3420</b>	<b>HR Management</b> .....	--	<b>3</b>
MKTG	3310		Principles of Marketing .....	3	--
			<b>Business Elective</b> .....	--	<b>3</b>
			<b>Operation, IT &amp; Comp Advantage</b> .....	<b>4</b>	--
			Elective .....	--	3
				<b>16</b>	<b>15</b>

**SR**

<b>MNGT</b>	<b>4140</b>		<b>Entrepreneurship</b> .....	<b>3</b>	--
MNGT		4800	Strategic Management .....	--	3

<b>FINC</b>	<b>3620</b>	<b>Small Business Finance.....</b>	<b>3</b>	<b>--</b>
		<b>Marketing Elective.....</b>	<b>--</b>	<b>3</b>
		<b>Management Elective.....</b>	<b>3</b>	<b>--</b>
<b>MNGT</b>	<b>4150</b>	<b>Small Business Management.....</b>	<b>3</b>	<b>--</b>
<b>ACCT</b>	<b>3710</b>	<b>Small Bus/Financial Planning.....</b>	<b>3</b>	<b>--</b>
		Elective.....	3	3
		<b>Business Elective.....</b>	<b>--</b>	<b>3</b>
			<b>15</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

**Management Information Systems (MIS)**

Management Information Systems Program provides a comprehensive education in management information systems. The primary goals are to provide knowledge and experience, oriented toward practical, on-the-job applications and prepare students for entry-level positions in private and public sector organizations. In addition, the program provides excellent preparation for graduate or professional studies in Management Information Systems. Students are cautioned that 3000- and 4000-level MIS courses have enforced pre-requisites and an earned grade of C or better must be obtained for all pre-requisites to 4000-level courses.

**Curriculum in Management Information Systems (MIS)**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II.....	3	3
			Core History.....	3	3
MATH	1680	1690	Bus Math & Calculus I & II.....	4	3
			Core Science.....	4	4
BUSI	1010		Contemp. Issues Business Admin.....	1	--
			Elective.....	--	3
				<b>15</b>	<b>16</b>

**SO**

			Social Science Group 1.....	3	--
ACCT	2990		Business Law.....	--	3
ECON	2020	2030	Micro & Macro Economics.....	3	3
ACCT	2110		Principles of Financial Accounting.....	3	--
ACCT		2210	Principles of Managerial Accounting.....	--	3
ENGL	2200	2210	Great Books I & II.....	3	3
			Elective.....	3	--
PHIL			1020 Ethics or 1040 Business Ethics.....	--	3
BUSI	2010		Contemp. Issues Business Admin. II.....	1	--
				<b>16</b>	<b>15</b>

**JR**

			Fine Arts Elective.....	3	--
FINC		3610	Principles of Finance.....	--	3
<b>MNGT</b>	<b>3070</b>		<b>Business Computer Application.....</b>	<b>3</b>	<b>--</b>
<b>MNGT</b>	<b>3040</b>		<b>Telecommunication Management.....</b>	<b>--</b>	<b>3</b>
STAT	2610		Statistics.....	3	--
			<b>MIS Elective.....</b>	<b>3</b>	<b>--</b>
<b>MNGT</b>	<b>3140</b>		<b>Operation, IT &amp; Comp Advantage.....</b>	<b>4</b>	<b>--</b>
<b>MNGT</b>	<b>3090</b>		<b>Analysis &amp; Design Business Sys.....</b>	<b>--</b>	<b>3</b>
MNGT	3100		Principles of Management.....	--	3
MKTG	3310		Principles of Marketing.....	3	--
				<b>16</b>	<b>15</b>

**SR**

<b>MNGT</b>	<b>4830</b>		<b>DataBase Management Sys.....</b>	<b>3</b>	<b>--</b>
			<b>MIS Elective.....</b>	<b>3</b>	<b>6</b>
			<b>Business Elective.....</b>	<b>3</b>	<b>--</b>
			<b>MIS Elective.....</b>	<b>--</b>	<b>3</b>
<b>MNGT</b>	<b>4850</b>		<b>Comp Strat/IT.....</b>	<b>3</b>	<b>--</b>
MNGT	4800		Strategic Management.....	--	3
			Elective.....	3	3
				<b>15</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

MIS Electives: see adviser for approved listing.

**Department of Marketing and Transportation (MKTG)**

Marketing majors discover the interrelationship of marketing to other management tools and prepare themselves to executive/managerial careers involving functional areas such as advertising, channel and product decision-making, pricing, retailing and strategic market planning. Transportation majors prepare for careers in carrier, physical distributions and industrial traffic management and for

assignments in urban transportation and development planning, and as traffic and transportation and distributions specialists.

**Curriculum in Marketing**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II.....	3	3
			Core History.....	3	3
			Bus Math & Calculus I & II.....	4	3
			Core Science.....	4	4
BUSI	1010		Contemp. Issues Business Admin.....	1	--
			Elective.....	--	3
				<b>15</b>	<b>16</b>

**SO**

			Social Science Group 1.....	3	--
ACCT	2990		Business Law.....	--	3
ECON	2020	2030	Micro & Macro Economics.....	3	3
ACCT	2110		Principles of Financial Accounting.....	3	--
ACCT		2210	Principles of Managerial Accounting.....	--	3
ENGL	2200	2210	Great Books I & II.....	3	3
			Elective.....	3	--
PHIL			1020 Ethics or 1040 Business Ethics.....	--	3
BUSI	2010		Contemp. Issues Business Admin. II.....	1	--
				<b>16</b>	<b>15</b>

**JR**

<b>MKTG</b>	<b>3710</b>		<b>Introduction to Logistics.....</b>	<b>--</b>	<b>3</b>
<b>MKTG</b>	<b>3310</b>		<b>Principles of Marketing.....</b>	<b>3</b>	<b>--</b>
STAT	2610		Statistics.....	3	--
<b>MKTG</b>	<b>3410</b>		<b>Consumer Behavior.....</b>	<b>--</b>	<b>3</b>
<b>MKTG</b>	<b>3850</b>		<b>Quantitative Analysis in Marketing.....</b>	<b>--</b>	<b>3</b>
FINC	3610		Principles of Finance.....	3	--
			<b>Marketing Elective.....</b>	<b>--</b>	<b>3</b>
MNGT	3100		Principles of Management.....	3	--
MNGT	3140		Operations, IT & Comp Advantage.....	--	4
<b>COMM</b>	<b>1000</b>		<b>Professional Communication.....</b>	<b>3</b>	<b>--</b>
				<b>15</b>	<b>16</b>

**SR**

<b>MKTG</b>	<b>4360</b>		<b>Marketing Research.....</b>	<b>3</b>	<b>--</b>
<b>MKTG</b>	<b>4980</b>		<b>Marketing Strategy.....</b>	<b>--</b>	<b>3</b>
			<b>Marketing Elective.....</b>	<b>6</b>	<b>--</b>
			Departmental Elective.....	--	3
MNGT	4800		Strategic Management.....	--	3
			Core Fine Arts.....	3	--
			Elective.....	3	3
			Business Elective.....	--	3
				<b>15</b>	<b>15</b>

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

Marketing Elective: see adviser for approved course listing.

Departmental Electives: see adviser for approved course listing.

**Curriculum in Transportation**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II.....	3	3
			Core History.....	3	3
MATH	1680	1690	Bus Math & Calculus I & II.....	4	3
			Core Science.....	4	4
BUSI	1010		Contemp. Issues Business Admin.....	1	--
			Elective.....	--	3
				<b>15</b>	<b>16</b>

**SO**

			Social Science Group 1.....	3	--
ACCT	2990		Business Law.....	--	3
ECON	2020	2030	Micro & Macro Economics.....	3	3
ACCT	2110		Principles of Financial Accounting.....	3	--
ACCT		2210	Principles of Managerial Accounting.....	--	3
ENGL	2200	2210	Great Books I & II.....	3	3
			Elective.....	3	--
PHIL			1020 Ethics or 1040 Business Ethics.....	--	3
BUSI	2010		Contemp. Issues Business Admin. II.....	1	--
				<b>16</b>	<b>15</b>

**JR**

<b>MKTG</b>	<b>3710</b>		<b>Introduction to Logistics.....</b>	<b>3</b>	<b>--</b>
<b>MKTG</b>	<b>3720</b>		<b>Principles of Transportation.....</b>	<b>--</b>	<b>3</b>
MKTG	3310		Principles of Marketing.....	3	--
			<b>Transportation Elective.....</b>	<b>--</b>	<b>3</b>
FINC	3610		Principles of Finance.....	3	--
			<b>Departmental Elective.....</b>	<b>--</b>	<b>3</b>
STAT	2610		Statistics.....	3	--
MNGT	3100		Principles of Management.....	--	3
			Elective.....	3	--
<b>COMM</b>	<b>1000</b>		<b>Professional Communication.....</b>	<b>--</b>	<b>3</b>
				<b>15</b>	<b>15</b>

College of Business

SR					
MKTG	4770	Supply Chain Management.....	3	--	
		Directed Elective.....	3	6	
		Transportation Elective.....	3	--	
MNGT	4800	Strategic Management.....	--	3	
		Core Fine Arts.....	3	--	
		Business Elective.....	--	3	
		Elective.....	3	3	
			15	15	

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

Transportation Electives, Departmental Electives, Directed Electives: see adviser for approved course listing.

SR					
AVMT	4380	Human Factors/CRM.....	3	--	
		AVMT Elective.....	3	3	
		Aviation Seminar.....	--	1	
		Group B.....	3	--	
		Air Traffic Control.....	--	3	
		Elective.....	3	3	
		Airport Management.....	--	3	
		Core Social Science.....	3	--	
		Strategic Management.....	--	3	
			15	16	

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

Group A and Group B: see adviser for approved course listing.

**Aviation Management (AVMT)**

The Aviation Management curriculum provides a technical management background and specialization in aviation leading to careers with airlines, aircraft manufacturers, airports and other segments of the aviation industry. Information regarding awards, scholarships, internships and aviation management student organizations is available through the program director. Concentrations within the basic program are Aviation Management (AVMT-MN) and Aviation Flight Education (AVMT-FE). Individuals interested in registering in any of the foregoing major fields are advised to contact the program director for Aviation Management in the College of Business for proper counseling and classification. A 2.0 cumulative GPA is required for enrollment in any Business and/or AVMT course at the 3000 level and above. This rule applies to Business and non-Business students.

In addition, Aviation Management majors pursuing the Flight Education Program must have, and maintain, a minimum overall GPA of 2.25 to enroll in Flight Education courses.

**Curriculum in Aviation Management**

FR	F	S		F	S
AVMT	1010		Introduction to Aviation.....	3	--
			Elective.....	--	3
ENGL	1100	1120	English Composition I & II.....	3	3
HIST	1210	1220	Technology & Civilization I & II.....	3	3
MATH	1610	1620	Calculus I & II.....	4	3
BUSI	1010	2010	Contemp. Issues in Bus. Admin. I & II.....	1	1
			Core Fine Arts.....	--	3
				14	16
<b>SO</b>					
STAT	2610		Statistics for Business.....	3	--
PHIL		1040	Business Ethics.....	--	3
ACCT	2110		Financial Accounting.....	3	--
ENGL	2200	2210	Great Books I & II.....	3	3
ECON	2020	2030	Micro. & Macroeconomics.....	3	3
ACCT		2210	Managerial Accounting.....	--	3
PHYS	1500	1510	Physics I & II.....	4	4
				16	16
<b>JR</b>					
AVMT	3050		Aviation Meteorology.....	3	--
AVMT		4090	Aviation Law.....	--	3
AVMT	4050		Aviation Safety.....	3	--
AVMT			Group A.....	--	3
MNGT	3100		Principles of Management.....	3	--
ACCT		2990	Business Law.....	--	3
MKTG	3310		Principles of Marketing.....	3	--
FINC		3610	Principles of Finance.....	--	3
ENGL	4080		Business Writing.....	3	--
MNGT		3420	Human Resource Management.....	--	3
				15	15

**Curriculum in Aviation Management-Flight Education**

FR	F	S		F	S
AVMT	1010		Introduction to Aviation.....	3	--
AVMT		2250	Comm Flight Operations.....	--	3
AVMT	2230		Principles of Instrument Flight.....	3	--
AVMT	2241	2261	Commercial Flight Training I & II.....	1	1
ENGL	1100	1120	English Composition I & II.....	3	3
HIST		1210	Technology & Civilization I.....	--	3
MATH	1610	1620	Calculus I & II.....	4	3
BUSI	1010	2010	Contemp. Issues in Bus. Admin. I & II.....	1	1
				15	14
<b>SO</b>					
HIST	1220		Technology & Civilization II.....	3	--
AVMT	2271		Commercial Flight Training III.....	1	--
ACCT		2110	Financial Accounting.....	--	3
ENGL	2200	2210	Great Books I & II.....	3	3
ECON	2020	2030	Micro. & Macroeconomics.....	3	3
STAT		2610	Statistics for Business.....	--	3
PHYS	1500	1510	Physics I & II.....	4	4
				14	16
<b>JR</b>					
AVMT	3050		Aviation Meteorology.....	3	--
AVMT		3100	Propulsion & Systems.....	--	3
AVMT	4260		Multi-Engine Training I.....	1	--
AVMT		3330	Advanced Aerodynamics.....	--	3
ENGL	4080		Business Writing.....	--	3
ACCT		2990	Business Law.....	--	3
MKTG	3310		Principles of Marketing.....	3	--
FINC		3610	Principles of Finance.....	--	3
ACCT	2210		Managerial Accounting.....	3	--
MNGT	3100		Principles of Management.....	3	--
PHIL	1040		Business Ethics.....	3	--
			Elective.....	--	2
				16	16
<b>SR</b>					
AVMT	4380		Human Factors/CRM.....	3	--
AVMT		4090	Aviation Law.....	--	3
AVMT	4050		Aviation Safety.....	3	--
AVMT		4950	Aviation Seminar.....	--	1
AVMT			Group B.....	3	--
AVMT	4190		Air Traffic Control.....	--	3
			Elective.....	1	6
			Core Fine Arts.....	3	--
MNGT	4800		Strategic Management.....	--	3
			Core Social Science Group 1.....	3	--
				16	16

**TOTAL HOURS — 123**

Students not attempting the Computer Based Training (CBT) modules are encouraged to take COMP 1000.

Group B: see adviser for approved course listing.