

College of Business

JOHN S. JAHERA, *Interim Dean*
AMITAVA MITRA, *Associate Dean*

THE 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 Logistics (LOGT). 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 (AVMG) and Aviation Flight Education (AVMF).

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. Hr.
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 9 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. Hr.
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. Hr.
MNGT	3140 Oper, IT, & Comp Adv.....	3
MNGT	3250 Intro to Enterprise Opers Sys.....	3
MNGT	4250 Competitive Manufacturing Oper.....	3
MNGT	4350 Competitive Service Operations.....	3
MNGT	4740 Quality Management Systems.....	3

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.	

LOGISTICS 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.	

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 the business minor are: ECON 2020, ACCT 2110, FINC 3610, MNGT 3100 and MKTG 3310. If any of these courses are taken to fulfill 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 prerequisites.

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

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
				15	16
SO					
			Social Science Group 1.....	3	**
ECON	2020	2030	Micro & Macro Economics.....	3	3
ENGL	2200	2210	Great Books I & II.....	3	3
PHIL	1020		Ethics or 1040 Business Ethics.....	**	3
ACCT	2110		Principles of Financial ccounting.....	3	**
ACCT	2210		Principles of Managerial Accounting.....	**	3
ACCT	2990		Business Law.....	**	3
BUSI	2010		Contemp. Issues Bus. Admin. II.....	1	**
			Elective.....	3	**
				16	15
JR					
			Core Fine Arts.....	**	3
STAT	2610		Statistics.....	3	**
MKTG		3310	Principles of Marketing.....	**	3
MNGT	3100		Principles of Management.....	3	**
ACCT	3110	3120	Financial Reporting I & II.....	3	3
ACCT		3510	AIS for Business Process.....	**	3
MNGT	3140		Ops info Tech & Compare Advant.....	4	**

			Accounting Elective.....	**	3
			Elective.....	3	**
				16	15
SR					
FINC	3610		Principles of Finance.....	3	**
MNGT	4800		Strategic Management.....	**	3
ACCT	4210		Mgr Design & Useof AIS.....	**	3
ACCT	4310		Control & Assurance of AIS.....	3	**
ACCT	4410		Income Taxes I.....	3	**
			Accounting Elective.....	3	3
			Elective.....	3	**
				15	15

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.
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
				15	16
SO					
			Social Science Group 1.....	3	**
ECON	2020	2030	Micro & Macro Economics.....	3	3
ENGL	2200	2210	Great Books I & II.....	3	3
PHIL	1020		Ethics or 1040 Business Ethics.....	**	3
ACCT	2110		Principles of Financial ccounting.....	3	**
ACCT		2210	Principles of Managerial Accounting.....	**	3
ACCT		2990	Business Law.....	**	3
BUSI	2010		Contemp. Issues Bus. Admin. II.....	1	**
			Elective.....	3	**
				16	15
JR					
			Core Fine Arts.....	**	3
STAT	2610		Statistics.....	3	**
MNGT		3100	Principles of Management.....	**	3
MKTG		3310	Principles of Marketing.....	**	3
FINC	3610		Principles of Finance.....	3	**
ECON	3020		Intermediate Microeconomics.....	3	**
ECON	4300		International Economics.....	3	**
ECON	6030		Macro Theory & Policy.....	**	3
			Economics Elective.....	3	**
			Elective.....	**	3
				15	15
SR					
MNGT	4800		Strategic Management.....	**	3
COMM	1000		Public Speaking.....	3	**
			Economics Elective.....	6	3
			Economics Requirement.....	3	3
			Elective.....	4	6
				16	15
TOTAL HOURS - 123					
Students not attempting the University IT examination should take COMP 1000. A Business IT examination should be completed by the sophomore year. Two of the following courses 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	**
			Elective	**	3
				15	16
SO					
			Social Science Group 1	3	**
ECON	2020	2030	Micro & Macro Economics	3	3
ENGL	2200	2210	Great Books I & II	3	3
PHIL		1020	Ethics or 1040 Business Ethics	**	3
ACCT	2110		Principles of Financial Accounting	3	**
ACCT		2210	Principles of Managerial Accounting	**	3
ACCT		2990	Business Law	**	3
BUSI	2010		Contemp. Issues Bus. Admin. II	1	**
			Elective	3	**
				16	15
JR					
STAT	2610		Statistics	3	**
MNGT	3100		Principles of Management	3	**
MKTG	3310		Principles of Marketing	3	**
FINC	3610		Principles of Finance	3	**
ACCT	3110		Financial Reporting I	3	**
FINC		3630	Advanced Corporate Finance	**	3
FINC		3700	Financial Markets & Institutions	**	3
			Finance Elective	**	6
			Elective	**	3
				15	15
SR					
MNGT		4800	Strategic Management	**	3
FINC	3640		Investments	3	**
			Finance Elective	6	6
			Elective	7	6
				16	15

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
 A Business IT examination should be completed by the sophomore year.
 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
			Core Fine Arts	**	3
MATH	1680	1690	Bus. Math & Calculus I & II	4	3
BUSI	1010		Contemp. Issues in Bus. Admin.	1	**
			Foreign Language	4	4
				15	16
SO					
			Social Science Group I	3	**
ECON	2020	2030	Micro & Macro Economics	3	3
ENGL	2200	2210	Great Books I & II	3	3
BUSI	2010		Contemp. Issues Bus. Admin. II	1	**
ACCT	2110		Principles of Financial Accounting	3	**

ACCT	2210	Principles of Managerial Accounting	**	3
STAT	2610	Statistics	**	3
		Foreign Language	4	4
			17	16
JR				
		Core Science	4	4
MNGT	3100	Principles of Management	3	**
MKTG	3310	Principles of Marketing	3	**
FINC	3610	Principles of Finance	3	**
FINC	4510	Multi Fin. Mngt.	**	3
		Business Concentration	**	3
		Foreign Language Comp. & Conv.	3	3
		Elective	**	1
			16	14
SR				
PHIL	1020	Ethics or 1040 Business Ethics	3	**
ACCT	2990	Business Law	**	3
MNGT	4800	Strategic Management	**	3
		Business Concentration	3	6
		Foreign Business Language	3	**
		International Economics	3	**
		Elective	2	3
			14	15

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
 A Business IT examination should be completed by the sophomore year.
 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		Contemp. Issues Bus. Admin.	1	**
			Elective	**	3
				15	16
SO					
PHIL		1020	Ethics or 1040 Business Ethics	**	3
ECON	2020	2030	Micro & Macro Economics	3	3
ENGL	2200	2210	Great Books I & II	3	3
			Social Science Group 1	3	**
BUSI	2010		Contemp. Issues Bus. Admin. II	1	**
ACCT	2110		Principles of Financial Accounting	3	**
ACCT		2210	Principles Managerial Accounting	**	3
ACCT		2990	Business Law	**	3
			Elective	3	**
				16	15
JR					
STAT	2610		Statistics	3	**
MNGT	3100		Principles of Management	3	**
MKTG	3310		Principles of Marketing	3	**
FINC		3610	Principles of Finance	**	3
MNGT	3140		Operations, IT & Comp. Advantage	4	**
MNGT		3250	Intro. To Entrprse Operate Systems	**	3
			Concentration Course	**	3
			Major Elective	**	3

		Elective.....	**	3	
		Fine Arts Elective.....	3	**	
			16	15	
SR					
MNGT	4800	Strategic Management	**	3	
MNGT	4250	Comp. Manu. Operation.....	3	**	
MNGT	4350	Comp. Service Operation	3	**	
MNGT	4740	Quality Management Systems	**	3	
		Concentration Course.....	6	3	
		Major Elective	**	3	
		Elective.....	3	3	
			15	15	

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.

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

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.

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 Bus. Admin.	1	**
			Elective.....	**	3
				15	16
SO					
PHIL		1020	Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics	3	3
ENGL	2200	2210	Great Books I & II.....	3	3
			Social Science Group 1	3	**
BUSI	2010		Contemp. Issues Bus. Admin. II	1	**
ACCT	2110		Principles of Financial Accounting	3	**
ACCT		2210	Principles Managerial Accounting.....	**	3
ACCT		2990	Business Law	**	3
			Elective.....	3	**
				16	15
JR					
			Core Fine Arts.....	3	**
STAT	2610		Statistics	3	**
MNGT	3100		Principles of Management	3	**
MKTG	3310		Principles of Marketing.....	3	**
FINC		3610	Principles of Finance.....	**	3
MNGT	3140		Operation, IT & Comp Advantage.....	4	**
MNGT		3420	Business Elective.....	**	6
MNGT		3460	Economics Elective	**	3
MNGT		4430	Elective.....	**	3
				16	15
SR					
MNGT	4800		Strategic Management	**	3
			Accounting Elective.....	3	**
			Business Elective.....	**	6
			Finance Elective	3	**
			International Business Elective	3	**
			Management Elective.....	3	**
			Marketing Elective.....	**	3
			Elective.....	3	3
				15	15

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.

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 Bus. Admin.	1	**
			Elective.....	**	3
				15	16
SO					
PHIL		1020	Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics	3	3
ENGL	2200	2210	Great Books I & II.....	3	3
			Social Science Group 1	3	**
BUSI	2010		Contemp. Issues Bus. Admin. II	1	**
ACCT	2110		Principles of Financial Accounting	3	**
ACCT		2210	Principles Managerial Accounting.....	**	3
ACCT		2990	Business Law	**	3
			Elective.....	3	**
				16	15
JR					
			Core Fine Arts.....	3	**
STAT	2610		Statistics	3	**
MNGT	3100		Principles of Management	3	**
MKTG	3310		Principles of Marketing.....	3	**
FINC		3610	Principles of Finance.....	**	3
MNGT	3140		Operation, IT & Comp Advantage.....	4	**
MNGT		3420	HR Management.....	**	3
MNGT		3460	Organizational Behavior	**	3

		Business Elective.....**	3	
		Elective.....**	3	
			16	15
SR				
MNGT	4800	Strategic Management	**	3
FINC	3620	Small Business Finance.....	3	**
ACCT	3710	Small Bus/Financial Planning.....	3	**
MNGT	4140	Entrepreneurship	3	**
MNGT	4150	Small Business Management.....	**	3
		Business Elective.....**	3	
		Management Elective.....**	3	
		Marketing Elective.....**	3	
		Elective.....	3	3
			15	15
		TOTAL HOURS - 123		

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.

Information Systems Management (ISMN)

Information Systems Management 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 Information Systems Management. 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 Information Management Systems

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
				15	16
SO					
PHIL		1020	Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics	3	3
ENGL	2200	2210	Great Books I & II.....	3	3
			Social Science Group 1	3	**
BUSI	2010		Contemp. Issues Bus. Admin. II	1	**
ACCT	2110		Principles of Financial Accounting	3	**
ACCT		2210	Principles Managerial Accounting.....	**	3
ACCT		2990	Business Law	**	3
			Elective.....	3	**
				16	15
JR					
STAT	2610		Statistics	3	**
MNGT		3100	Principles of Management	**	3
MKTG	3310		Principles of Marketing.....	3	**
FINC		3610	Principles of Finance.....	**	3
MNGT	3040		Telecommunicatin Management.....	**	3
MNGT	3070		Business Computer Application.....	3	**
MNGT	3090		Analysis & Design Business Sys	**	3
MNGT	3140		Operation, IT & Comp Advantage.....	4	**
			ISMN Elective.....**	3	
			Fine Arts Elective	3	**
				16	15
SR					
MNGT		4800	Strategic Management	**	3
MNGT	4830		DataBase Management Sys	3	**
MNGT	4850		Comp Strat/IT.....	3	**
			Business Elective.....**	3	**
			ISMN Elective.....**	3	6
			ISMN Elective.....**	3	3
			Elective.....	3	3
				15	15
			TOTAL HOURS - 123		

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.
MIS Electives: See adviser for approved listing.

Department of Marketing (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.

Curriculum in Marketing

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
				15	16
SO					
PHIL		1020	Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics	3	3
ENGL	2200	2210	Great Books I & II.....	3	3
			Social Science Group 1	3	**
BUSI	2010		Contemp. Issues Bus. Admin. II	1	**
ACCT	2110		Principles of Financial Accounting	3	**
ACCT		2210	Principles Managerial Accounting.....	**	3
ACCT		2990	Business Law	**	3
			Elective.....	3	**
				16	15
JR					
STAT	2610		Statistics	3	**
MNGT		3100	Principles of Management	3	**
MNGT		3140	Operations, IT & Comp Advantage	**	4
FINC		3610	Principles of Finance.....	3	**
COMM	1000		Professional Communication.....	3	**
MKTG	3310		Principles of Marketing.....	3	**
MKTG	3410		Consumer Behavior	**	3
AMLG	3710		Introduction to Logistics	**	3
			Marketing Elective.....**	**	3
			Elective.....**		3
				15	16
SR					
			Core Fine Arts.....	3	**
MNGT		4800	Strategic Management	**	3
MKTG	4360		Marketing Research	3	**
MKTG	4980		Marketing Strategy.....	**	3
			Marketing Elective.....	6	**
MKTG			Departmental Elective.....**	**	3
			Business Elective	**	3
			Elective.....	3	3
				15	15
			TOTAL HOURS - 123		

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.
Marketing Elective: See adviser for approved course listing.
Departmental Electives: See adviser for approved course listing.

Department of Aviation Management and Logistics (AMLG)

The Department of Aviation Management and Logistics 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 (AVMG) and Aviation Flight Education (AVMF). 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. The Department also offers a curriculum in Logistics (LOGT). Logistics majors prepare for careers in carrier, physical distributions, and industrial traffic management and for assignments in urban transportation and development planning, and as logistics and distribution specialists. A 2.0 cumulative GPA is required for enrollment in any Business and/or AMLG 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 Logistics

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
				15	16
SO					
PHIL		1020	Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics.....	3	3
ENGL	2200	2210	Great Books I & II.....	3	3
			Social Science Group 1.....	3	**
BUSI	2010		Contemp. Issues Bus. Admin. II	1	**
ACCT	2110		Principles of Financial Accounting	3	**
ACCT		2210	Principles Managerial Accounting.....	**	3
ACCT		2990	Business Law.....	**	3
			Elective.....	3	1
				16	16
JR					
STAT	2610		Statistics.....	3	**
MNGT		3100	Principles of Management.....	**	3
MKTG	3310		Principles of Marketing.....	3	**
FINC	3610		Principles of Finance.....	3	**
COMM		1000	Professional Communication.....	**	3
AMLG		3710	Introduction to Logistics.....	3	**
AMLG		3720	Principles of Transportation.....	**	3
			Departmental Elective.....	**	3
			Logistics Elective.....	**	3
			Elective.....	3	**
				15	15
SR					
			Core Fine Arts.....	3	**
AMLG		4800	Strategic Management.....	**	3
AMLG	4770		Supply Chain Management.....	3	**
			Directed Elective.....	3	6
			Logistics Elective.....	**	3
			Business Elective.....	**	3
			Elective.....	3	3
				15	15

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.
Logistics Electives. Departmental Electives. Directed Electives: See adviser for approved course listing.

Curriculum in Aviation Management

FR	F	S		F	S
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
			Core Fine Arts.....	**	3
BUSI	1010	2010	Contemp. Issues in Bus. Admin. I & II.....	1	1
AMLG	1010		Introduction to Aviation.....	3	**
			Elective.....	**	3
				14	16
SO					
PHIL		1040	Business Ethics.....	**	3
PHYS	1500	1510	Physics I & II.....	4	4
ECON	2020	2030	Micro. & Macroeconomics.....	3	3
ENGL	2200	2210	Great Books I & II.....	3	3
ACCT	2110		Financial Accounting.....	3	**
ACCT		2210	Managerial Accounting.....	**	3
STAT	2610		Statistics for Business.....	3	**
				16	16
JR					
ACCT		2990	Business Law.....	**	3
MNGT	3100		Principles of Management.....	3	**
MKTG	3310		Principles of Marketing.....	3	**
MNGT		3420	Human Resource Management.....	**	3
FINC		3610	Principles of Finance.....	**	3
ENGL	4080		Business Writing.....	3	**
AMLG	3050		Aviation Meteorology.....	3	**
AMLG	4050		Aviation Safety.....	3	**
AMLG		4090	Aviation Law.....	**	3
			Group A.....	**	3
				15	15

SR

			Core Social Science.....	3	**
MNGT	4800		Strategic Management.....	**	3
AMLG	4130		Airport Management.....	**	3
AMLG	4190		Air Traffic Control.....	**	3
AMLG	4380		Human Factors/CRM.....	3	**
AMLG	4950		Aviation Seminar.....	**	1
			AMLG Elective.....	3	3
			Group B.....	3	**
			Elective.....	3	3
				15	16

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.
Group A and Group B: See adviser for approved course listing.

Curriculum in Aviation Management - Flight Education

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II.....	3	3
HIST	1210	1220	Technology & Civilization I.....	**	3
MATH	1610	1620	Calculus I & II.....	4	3
BUSI	1010	2010	Contemp. Issues in Bus. Admin. I & II.....	1	1
AMLG	1010		Introduction to Aviation.....	3	**
AMLG	2230		Principles of Instrument Flight.....	3	**
AMLG	2241	2261	Commercial Flight Training I & II.....	1	1
AMLG		2250	Comm Flight Operations.....	**	3
				15	14
SO					
HIST	1220		Technology & Civilization II.....	3	**
PHYS	1500	1510	Physics I & II.....	4	4
ECON	2020	2030	Micro. & Macroeconomics.....	3	3
ENGL	2200	2030	Great Books I & II.....	3	3
ACCT		2110	Financial Accounting.....	**	3
STAT		2610	Statistics for Business.....	**	3
AMLG	2271		Commercial Flight Training III.....	1	**
				14	16
JR					
PHIL	1040		Business Ethics.....	3	**
ACCT	2210		Managerial Accounting.....	3	**
ACCT		2990	Business Law.....	**	3
MNGT	3100		Principles of Management.....	3	**
MKTG	3310		Principles of Marketing.....	3	**
FINC		3610	Principles of Finance.....	**	3
ENGL		4080	Business Writing.....	**	3
AMLG	3050		Aviation Meteorology.....	3	**
AMLG		3100	Propulsion & Systems.....	**	3
AMLG		3330	Advanced Aerodynamics.....	**	3
AMLG		4260	Multi-Engine Training I.....	1	**
			Elective.....	**	1
				16	16

TOTAL HOURS - 123

Students not attempting the University IT examination should take COMP 1000.
A Business IT examination should be completed by the sophomore year.
Group B: See adviser for approved course listing.