

# College of Business

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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 Economics, Master of Science in Business Administration (MSBA) with concentrations in finance and human resources management, Master of Accountancy (MAc), and the Doctor of Philosophy in 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 Association to Advance Collegiate Schools of Business (AACSB International). 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 Association to Advance Collegiate Schools of Business (AACSB International).

**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 Aviation Management and Logistics; Economics; Finance; Management; and Marketing. The Professional Option plans allow each student to concentrate in an area of interest during the junior and senior years. The 13 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 (ISMN), Entrepreneurship and Family Business (ENFB), Marketing (MKTG), Logistics (LOGT), Aviation Management (AVMG) and Professional Flight Management (AVMF). 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.

## 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 be considered for transfer into the program from another school on campus if they have attained an overall GPA of at least 2.2 on all courses attempted at Auburn University.

## Admission to Business Courses

A 2.2 cumulative GPA is required for enrollment in any Business course (expect ECON 2020, ECON 2027, BUSI 1010, and BUSI 2010). 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

For departmental minors, business courses must be at the 3000 level or above, with the exception of Aviation Management minor, and from an approved list.

### ACCOUNTANCY MINOR

15 semester hours in Minor (3000 level or above)

Courses required:	Cr. Hr.
ACCT 3110 Intermediate Financial Accounting I .....	3
ACCT 3120 Intermediate Financial Accounting II .....	3
Elective Courses - See adviser for approved course listing.	

### AVIATION MANAGEMENT MINOR

Program requirements include completion of a minimum of 15 hours from the following list with a minimum of 12 hours of 3000-level courses or higher. AMLG 1010 (required), AMLG 5090 (required), AMLG 4050, AMLG 4060, AMLG 4380, AMLG 4130, AMLG 4190, AMLG 4160, AMLG 4170, AMLG 4180.

### ECONOMICS MINOR

15 semester hours in Minor (3000 level or above)

Courses required:	NONE
Elective Courses - See adviser for approved course listing.	

### FINANCE MINOR

15 semester hours in Minor (3000 level or above)

Courses required:	NONE
Elective Courses - See adviser for approved course listing.	

### INFORMATION SYSTEMS MANAGEMENT

15 semester hours in Minor (3000 level or above)

Courses required:	Cr. Hr.
MNGT 3040 Business Telecommunications .....	3
MNGT 3070 Business Computer Applications .....	3
MNGT 3830 Database Management .....	3
MNGT 4090 Analysis & Design of Busi Infor Sys .....	3
Elective Courses - See adviser for approved course listing. For Business majors only.	

### INTERNATIONAL BUSINESS MINOR

15 semester hours in Minor (3000 level or above)

Courses required:	Cr. Hr.
FINC 4510 Multinational Financial Management .....	3
ECON 4300 International Economics .....	3
MKTG 4400 International Marketing .....	3
Elective Courses - See adviser for approved course listing.	

**OPERATIONS MANAGEMENT MINOR**

15 semester hours in Minor

<b>Courses required:</b>		<b>Cr. Hr.</b>
MNGT 3140	Oper, IT, & Comp Adv .....	3
MNGT 3250	Intro to Enterprise Opers Sys .....	3
MNGT 5250	Competitive Manufacturing Oper .....	3
MNGT 5350	Competitive Service Operations .....	3
MNGT 5740	Quality Management Systems .....	3

**MARKETING MINOR**

MKTG 3310 and 15 hours of marketing electives.

<b>Courses required:</b>		<b>Cr. Hr.</b>
MKTG 3310	Principles of Marketing .....	3
Elective Courses - See adviser for approved course listing.		

**LOGISTICS MINOR**

15 semester hours in Minor (minimum 9 hours at 3000 level or above)

<b>Courses required: NONE</b>	
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 AACSB International. 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.

**BUSINESS-ENGINEERING-TECHNOLOGY**

Students who minor in Business-Engineering-Technology learn, practice, and integrate entrepreneurship, engineering, and business management skills demanded by the technology-driven global economy, solve real-world case study and design problems, and work in cross-functional teams. The minor is a joint offering by the Colleges of Business and Engineering. Admission to the minor is competitive. Engineering and business majors apply for admission to the Business-Engineering-Technology Program as second semester sophomores.

16 semester hours in the minor

<b>Courses required:</b>		<b>Cr. Hr.</b>
ENGR 3510	Introduction to Engineering and Business .....	3
ENGR 3520	Integrat Bus. and Engr. Theories in Practice .....	3
BUSI 3550	Cross-Functional Teamwork .....	1
BUSI 3560	Leadership .....	1
BUSI 4540	Entrep & Strat. Mngt. Of Tech. & Innov .....	4
ENGR 4970	Capstone Project I: Design Proposal .....	1
ENGR 4980	Capstone Project II: Design Project .....	3

**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 mission of the School of Accountancy at Auburn University is to prepare its students at the undergraduate and masters level to successfully compete in a very dynamic and challenging business environment. Through faculty excellence in instruction, research, outreach, the School will meet the needs of its students and other constituents by emphasizing

the professional competencies necessary for both entry-level placement and rapid advancement within the business community.

The undergraduate degree prepares students for success in various public and private accounting careers. Students who plan to sit for the CPA Exam should consider a fifth year of study through the Master of Accountancy (MAc) Program. Students sitting for the CPA Exam in the State of Alabama must have completed a total of 150 semester hours of post secondary education, including a baccalaureate degree at an accredited college or university, with a concentration in accounting.

**Curriculum in Accountancy**

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Calculus with Business Applications I & II .....	4	3
			Core Science .....	4	4
BUSI	1010		Contemp. Issues Bus. Admin. I .....	1	**
			Elective .....	**	3
				<b>15</b>	<b>16</b>
<b>SO</b>					
			Social Science Group 1 .....	3	**
ECON	2020	2030	Micro & Macro Economics .....	3	3
ENGL	2200	2210	World Literature 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	**
				<b>16</b>	<b>15</b>
<b>JR</b>					
STAT	2610		Statistics .....	3	**
FINC	3610		Principles of Finance .....	3	**
MKTG		3310	Principles of Marketing .....	**	3
MNGT		3100	Principles of Management .....	**	3
MNGT	3140		Intro to MIS .....	2	**
ACCT	3110	3120	Intermediate Financial Acct I & II .....	3	3
ACCT	3210		Mgt Design & Use of Cost ACCT Info .....	3	**
ACCT		3510	Accounting Info Systems .....	**	3
ACCT		4410	Income Tax I .....	**	3
			Non-business Elective .....	2	**
				<b>16</b>	<b>15</b>
<b>SR</b>					
			Core Fine Arts .....	3	**
MNGT		4800	Strategic Management .....	**	3
ACCT		4310	Control, Assurance, & Audit of Acct Info .....	**	3
			Accounting Elective .....	6	**
			Accounting Elective or Business Elective .....	**	3
			Business Elective .....	3	**
			Elective .....	3	3
			Non-business Elective .....	**	3
				<b>15</b>	<b>15</b>

**TOTAL HOURS - 123**

Students not passing the University IT examination must take COMP 1000. Students must take 11 hours of non-business electives and 6 hours of either non-business or business-electives. Accounting and business electives must be taken from an approved list.

**Department of Economics (ECON)**

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	Calculus with Business Applications 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	**
ECON	2020		Micro Economics .....	3	**
ENGL	2200	2210	World Literature I & II .....	3	3
PHIL			1020 Ethics or 1040 Business Ethics .....	**	3
ACCT	2110		Principles of Financial Accounting .....	3	**



Operations Management (OPMN)

The Operations 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	Calculus with Business Applications 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>					
PHIL			1020 Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ENGL	2200	2210	World Literature 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	**
				<b>16</b>	<b>15</b>
<b>JR</b>					
STAT	2610		Statistics .....	3	**
MKTG	3310		Principles of Marketing.....	3	**
FINC		3610	Principles of Finance.....	**	3
<b>MNGT</b>	<b>3100</b>		<b>Principles of Management .....</b>	<b>3</b>	<b>**</b>
<b>MNGT</b>	<b>3140</b>		<b>Introduction to MIS .....</b>	<b>2</b>	<b>**</b>
<b>MNGT</b>	<b>3150</b>		<b>Introduction to Operations Management.....</b>	<b>2</b>	<b>**</b>
<b>MNGT</b>		<b>3250</b>	<b>Intro. To Entrprise Operate Systems.....</b>	<b>**</b>	<b>3</b>
			<b>Concentration Course.....</b>	<b>**</b>	<b>3</b>
			Business Elective .....	**	3
			Elective.....	**	3
			Fine Arts Core .....	3	**
				<b>16</b>	<b>15</b>
<b>SR</b>					
<b>MNGT</b>		<b>4800</b>	<b>Strategic Management .....</b>	<b>**</b>	<b>3</b>
<b>MNGT</b>		<b>5250</b>	<b>Comp. Manu. Operation.....</b>	<b>3</b>	<b>**</b>
<b>MNGT</b>	<b>5350</b>		<b>Comp. Service Operation .....</b>	<b>3</b>	<b>**</b>
<b>MNGT</b>		<b>5740</b>	<b>Quality Management Systems .....</b>	<b>**</b>	<b>3</b>
			<b>Concentration Course .....</b>	<b>3</b>	<b>3</b>
			Business Elective.....	3	3
			Elective.....	3	3
				<b>15</b>	<b>15</b>

TOTAL HOURS - 123

Students not passing the University IT examination must take COMP 1000.  
Students must take 11 hours of non-business electives and 4 hours of either non-business or business electives.

Human Resources Management (HRMN)

The Human Resources 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 Resources 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	Calculus with Business Applications 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>					
PHIL			1020 Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ENGL	2200	2210	World Literature 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	**	
			<b>16</b>	<b>15</b>	
<b>JR</b>					
		Core Fine Arts .....	3	**	
STAT	2610	Statistics .....	3	**	
<b>MNGT</b>	<b>3100</b>	<b>Principles of Management .....</b>	<b>3</b>	<b>**</b>	
MKTG	3310	Principles of Marketing.....	3	**	
FINC		3610	Principles of Finance.....	**	3
<b>MNGT</b>	<b>3420</b>	<b>Human Resource Management .....</b>	<b>3</b>	<b>**</b>	
<b>MNGT</b>	<b>4430</b>	<b>Labor Relations .....</b>	<b>**</b>	<b>3</b>	
<b>MNGT</b>	<b>5550</b>	<b>HR Information Systems .....</b>	<b>**</b>	<b>3</b>	
		Elective.....	**	6	
			<b>15</b>	<b>15</b>	
<b>SR</b>					
<b>MNGT</b>	<b>4800</b>	<b>Strategic Management.....</b>	<b>**</b>	<b>3</b>	
<b>MNGT</b>	<b>5460</b>	<b>HR Legislation .....</b>	<b>3</b>	<b>**</b>	
<b>MNGT</b>	<b>5470</b>	<b>Employee Compensation .....</b>	<b>**</b>	<b>3</b>	
<b>MNGT</b>	<b>5510</b>	<b>HR Planning, Develop, &amp; Appr.....</b>	<b>3</b>	<b>**</b>	
<b>MNGT</b>	<b>5540</b>	<b>HR Selection &amp; Placement .....</b>	<b>3</b>	<b>**</b>	
		<b>HRMN Elective.....</b>	<b>3</b>	<b>**</b>	
		Elective.....	3	10	
			<b>15</b>	<b>16</b>	

TOTAL HOURS - 123

Students not passing the University IT examination must take COMP 1000.  
Students must take 11 hours of non-business electives and 14 hours of either non-business or business electives.

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	Calculus with Business Applications 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>					
PHIL			1020 Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ENGL	2200	2210	World Literature 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	**
				<b>16</b>	<b>15</b>
<b>JR</b>					
			Core Fine Arts .....	3	**
STAT	2610		Statistics .....	3	**
MKTG	3310		Principles of Marketing.....	3	**
FINC		3610	Principles of Finance.....	**	3
<b>MNGT</b>	<b>3100</b>		<b>Principles of Management .....</b>	<b>3</b>	<b>**</b>
<b>MNGT</b>	<b>3140</b>		<b>Introduction to MIS .....</b>	<b>2</b>	<b>**</b>
<b>MNGT</b>	<b>3150</b>		<b>Introduction to Operations Management.....</b>	<b>2</b>	<b>**</b>
			<b>Business Elective.....</b>	<b>**</b>	<b>6</b>
			<b>MNGT Elective .....</b>	<b>**</b>	<b>3</b>
			Elective.....	**	3
				<b>16</b>	<b>15</b>
<b>SR</b>					
<b>MNGT</b>	<b>4800</b>		<b>Strategic Management.....</b>	<b>**</b>	<b>3</b>
			<b>Accounting or Finance Elective .....</b>	<b>3</b>	<b>**</b>
			<b>Business Elective.....</b>	<b>3</b>	<b>**</b>
			<b>International Business Elective .....</b>	<b>3</b>	<b>**</b>
			<b>Economics or Marketing Elective.....</b>	<b>**</b>	<b>3</b>
			Business Elective .....	3	6
			Elective.....	3	3
				<b>15</b>	<b>15</b>

TOTAL HOURS - 123

Students not passing the University IT examination must take COMP 1000.  
Students must take 11 hours of non-business electives and 3 hours of either non-business or business electives.

### Entrepreneurship and Family Business

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 and Family Business

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II.....	3	3
			Core History .....	3	3
MATH	1680	1690	Calculus with Business Applications 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>					
PHIL			1020 Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ENGL	2200	2210	World Literature 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	**
				<b>16</b>	<b>15</b>
<b>JR</b>					
STAT	2610		Statistics .....	3	**
MKTG	3310		Principles of Marketing.....	3	**
FINC	3610		Principles of Finance.....	3	**
MNGT	3100		Principles of Management .....	3	**
MNGT	3140		Introduction to MIS .....	2	**
MNGT	3150		Introduction to Operations Management.....	2	**
MNGT		4140	Entrepreneurship .....	**	3
MNGT		4170	Managing Entr Start-ups.....	**	3
MNGT		4160	Family Business Management.....	**	3
			Business Elective.....	**	3
			Core Fine Arts .....	**	3
				<b>16</b>	<b>15</b>
<b>SR</b>					
FINC	3620		Small Business Finance.....	3	**
MNGT		4800	Strategic Management .....	**	3
MNGT	4190		New Venture Creation.....	3	**
MNGT	4180		Growth Strategies for Emerging Comp.....	3	**
			HRMB Elective or Equivalent .....	3	**
MNGT		4210	Corporate Venturing.....	**	3
MNGT		4200	Business Plan for New Venture .....	**	3
			Elective.....	3	6
				<b>15</b>	<b>15</b>

**TOTAL HOURS - 123**

Students not passing the University IT examination must take COMP 1000.  
Students must take 11 hours of non-business electives and 7 hours of either non-business or business electives.

### Information Systems Management (ISMN)

Information Systems Management Program provides a comprehensive education in management information systems. A 2.2 cumulative GPA is required for enrollment in any MIS course. This rule applies to both Business and non-Business students. 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 Systems Management

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II.....	3	3
			Core History .....	3	3
MATH	1680	1690	Calculus with Business Applications 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>					
PHIL			1020 Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ENGL	2200	2210	World Literature 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	**
				<b>16</b>	<b>15</b>
<b>JR</b>					
STAT	2610		Statistics .....	3	**
MNGT	3100	3100	Principles of Management.....	**	3
MKTG	3310		Principles of Marketing.....	3	**
FINC	3610	3610	Principles of Finance.....	**	3
MNGT		3040	Telecommunicatin Management.....	**	3
MNGT	3070		Business Computer Application.....	3	**
MNGT	3140		Introduction to MIS .....	2	**
MNGT	3150		Introduction to Operations Management.....	2	**
		3830	Database Management Systems .....	**	3
			ISMN Elective .....	**	3
			Fine Arts Core .....	3	**
				<b>16</b>	<b>15</b>
<b>SR</b>					
MNGT		4800	Strategic Management .....	**	3
MNGT	4090		Analysis & Design Business Sys .....	3	**
			ISMN Elective.....	**	3
			ISMN Elective .....	**	6
			Business Elective .....	6	**
			Elective.....	3	3
				<b>15</b>	<b>15</b>

**TOTAL HOURS - 123**

Students not passing the University IT examination must take COMP 1000.  
ISMN Electives: See adviser for approved listing.  
Students must take 11 hours of non-business electives and 1 hour of either non-business or business elective.

### Department of Marketing (MKTG)

Marketing majors discover the interrelationship of marketing with other management tools and prepare themselves for executive/managerial careers involving functional areas such as advertising, channel and product decision-making, pricing, retailing and strategic marketing.

#### Curriculum in Marketing

FR	F	S		F	S
ENGL	1100	1120	English Composition I & II.....	3	3
			Core History .....	3	3
MATH	1680	1690	Calculus with Business Applications 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>					
PHIL			1020 Ethics or 1040 Business Ethics.....	**	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ENGL	2200	2210	World Literature 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	**
				<b>16</b>	<b>15</b>
<b>JR</b>					
STAT	2610		Statistics .....	3	**
MNGT	3100		Principles of Management .....	3	**
MNGT		3140	Intro to MIS.....	**	2
MNGT		3150	Operations MNGT .....	**	2
FINC	3610		Principles of Finance.....	3	**
COMM	1000		Professional Communication .....	3	**
MKTG	3310		Principles of Marketing .....	3	**
MKTG		3410	Consumer Behavior .....	**	3
			Marketing Elective.....	**	6
			Elective.....	**	3
				<b>15</b>	<b>16</b>

<b>SR</b>			Core Fine Arts .....	3	**
<b>MNGT</b>	<b>4800</b>		<b>Strategic Management</b> .....	<b>3</b>	<b>3</b>
<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>3</b>	<b>**</b>
			<b>Marketing Elective</b> .....	<b>6</b>	<b>**</b>
			Elective .....	3	9
				<b>15</b>	<b>15</b>

**TOTAL HOURS - 123**

Students not passing the University IT examination must take COMP 1000.  
Marketing Elective: See adviser for approved course listing.  
Electives: See adviser for approved course listing.

Students must take 8 hours of non-business electives and 10 hours of either non-business or business electives.

## 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 Professional Flight Management (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 2.2 cumulative GPA is required for enrollment in any Business and/or AMLG course. This rule applies to Business and non-Business students.

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

### Curriculum in Logistics

<b>FR</b>	<b>F</b>	<b>S</b>		<b>F</b>	<b>S</b>
ENGL	1100	1120	English Composition I & II .....	3	3
			Core History .....	3	3
MATH	1680	1690	Calculus with Business Applications 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>					
			1020 Ethics or 1040 Business Ethics .....	**	3
ECON	2020	2030	Micro & Macro Economics .....	3	3
ENGL	2200	2210	World Literature 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	**
				<b>16</b>	<b>15</b>
<b>JR</b>					
STAT	2610		Statistics .....	3	**
MNGT		3100	Principles of Management .....	**	3
<b>MKTG</b>		<b>3310</b>	<b>Principles of Marketing</b> .....	<b>3</b>	<b>**</b>
FINC	3610		Principles of Finance .....	**	3
<b>COMM</b>		<b>1000</b>	<b>Professional Communication</b> .....	<b>**</b>	<b>3</b>
<b>AMLG</b>	<b>3710</b>		<b>Introduction to Logistics</b> .....	<b>3</b>	<b>**</b>
<b>AMLG</b>	<b>3720</b>		<b>Principles of Transportation</b> .....	<b>3</b>	<b>**</b>
<b>AMLG</b>		<b>5770</b>	<b>Supply Chain Management</b> .....	<b>**</b>	<b>3</b>
			Elective .....	3	4
				<b>15</b>	<b>16</b>

<b>SR</b>			Core Fine Arts .....	3	**
<b>MNGT</b>	<b>4800</b>		<b>Strategic Management</b> .....	<b>**</b>	<b>3</b>
<b>AMLG</b>	<b>4800</b>		<b>International Supply Chain Management</b> ...	<b>3</b>	<b>**</b>
<b>AMLG</b>	<b>4880</b>		<b>Logistics Decision Making</b> .....	<b>3</b>	<b>**</b>
			<b>Directed Elective</b> .....	<b>3</b>	<b>6</b>
			Elective .....	3	6
				<b>15</b>	<b>15</b>

**TOTAL HOURS - 123**

Students not passing the University IT examination must take COMP 1000.  
Students must take 8 hours of non-business electives and 11 hours of either non-business or business electives.

### Curriculum in Aviation Management

<b>FR</b>	<b>F</b>	<b>S</b>		<b>F</b>	<b>S</b>
ENGL	1100	1120	English Composition I & II .....	3	3
HIST	1210	1220	Technology & Civilization I & II .....	3	3
MATH	1680	1690	Calculus with Business Applications I, II .....	4	3
			Core Fine Arts .....	**	3
BUSI	1010		Contemp. Issues in Bus. Admin. I .....	1	**
<b>AMLG</b>	<b>1010</b>		<b>Introduction to Aviation</b> .....	<b>3</b>	<b>**</b>
			Elective .....	**	3
				<b>14</b>	<b>15</b>
<b>SO</b>					
SCMH		1010	Concepts of Science .....	**	4
PHIL		1040	Business Ethics .....	**	3
PHYS	1500		Physics I .....	4	**
ECON	2020	2030	Micro. & Macroeconomics .....	3	3
ENGL	2200	2210	World Literature I & II .....	3	3
ACCT	2110		Financial Accounting .....	3	**
ACCT		2210	Managerial Accounting .....	**	3
BUSI	2010		Contemp Issues in Bus Adm II .....	1	**
STAT	2610		Statistics for Business .....	3	**
				<b>17</b>	<b>16</b>
<b>JR</b>					
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	3080		Business Writing .....	3	**
<b>AMLG</b>	<b>3050</b>		<b>Aviation Meteorology</b> .....	<b>3</b>	<b>**</b>
<b>AMLG</b>	<b>4050</b>		<b>Aviation Safety</b> .....	<b>3</b>	<b>**</b>
<b>AMLG</b>		<b>5090</b>	<b>Aviation Law</b> .....	<b>**</b>	<b>3</b>
			<b>Group A - AMLG Elective</b> .....	<b>**</b>	<b>3</b>
				<b>15</b>	<b>15</b>
<b>SR</b>					
			Core Social Science .....	3	**
MNGT	4800		Strategic Management .....	**	3
<b>AMLG</b>	<b>4130</b>		<b>Airport Management</b> .....	<b>**</b>	<b>3</b>
<b>AMLG</b>	<b>4190</b>		<b>Air Traffic Control</b> .....	<b>**</b>	<b>3</b>
<b>AMLG</b>	<b>4380</b>		<b>Human Factors/CRM</b> .....	<b>3</b>	<b>**</b>
<b>AMLG</b>	<b>4950</b>		<b>Aviation Seminar</b> .....	<b>**</b>	<b>1</b>
			<b>AMLG Elective</b> .....	<b>3</b>	<b>3</b>
			<b>Group B - AMLG Elective</b> .....	<b>3</b>	<b>**</b>
			Elective .....	3	3
				<b>15</b>	<b>16</b>

**TOTAL HOURS - 123**

Students not passing the University IT examination must take COMP 1000.  
Group A and Group B and AMLG elective: See adviser for approved course listing.  
Students must take 9 hours of non-business electives.

College of Business

Curriculum in Professional Flight Management

Curriculum in Professional Flight Management				JR						
FR	F	S		F	S	PHIL	1040	Business Ethics.....	3	**
ENGL	1100	1120	English Composition I & II.....	3	3	ACCT	2210	Managerial Accounting.....	3	**
HIST		1210	Technology & Civilization I.....	**	3	ACCT	2990	Business Law.....	**	3
MATH	1680	1690	Calculus with Business Applications I, II.....	4	3	MNGT	3100	Principles of Management.....	3	**
SCMH		1010	Concepts of Science.....	**	4	MKTG	3310	Principles of Marketing.....	3	**
BUSI	1010		Contemp. Issues in Bus. Admin. I.....	1	**	FINC	3610	Principles of Finance.....	**	3
AMLG	1010		Introduction to Aviation.....	3	**	ENGL	3080	Business Writing.....	**	3
AMLG	2230		Principles of Instrument Flight.....	3	**	AMLG	3050	Aviation Meteorology.....	3	**
AMLG	2241	2251	Instrument Flight Training I & II.....	1	1	AMLG	3100	Propulsion & Systems.....	**	3
				15	14	AMLG	3330	Advanced Aerodynamics.....	**	3
						AMLG	4271	Multi-Engine Training I.....	1	**
									16	15
SO					**	SR				
HIST	1220		Technology & Civilization II.....	3	**			Core Fine Arts.....	3	**
PHYS	1500		Physics I.....	4	**			Core Social Science Group 1.....	3	**
ECON	2020	2030	Micro. & Macroeconomics.....	3	3	MNGT	4800	Strategic Management.....	**	3
ENGL	2200	2210	World Literature I & II.....	3	3	AMLG	4050	Aviation Safety.....	3	**
ACCT		2110	Financial Accounting.....	**	3	AMLG	5090	Aviation Law.....	**	3
BUSI		2010	Contemp. Issues in Bus. Admin. II.....	**	1	AMLG	4190	Air Traffic Control.....	**	3
STAT		2610	Statistics for Business.....	**	3	AMLG	4380	Human Factors/CRM.....	3	**
AMLG	2250		Comm Flight Operations.....	3	**	AMLG	4950	Aviation Seminar.....	**	1
AMLG	2261		Commercial Flight Training II.....	1	**			Group B - AMLG Elective.....	3	**
AMLG		2271	Commercial Flight Training III.....	**	1			Elective.....	1	6
				17	14				16	16
<b>TOTAL HOURS - 123</b>										

Students not passing the University IT examination must take COMP 1000.  
 Group B: See adviser for approved course listing.  
 Students must take 8 hours of non-business electives.