

McAfee School of Business Administration

Dean

(1980). Professor of Economics and Interim Dean of the School of Business Administration. B.S., Mississippi College; M.S. and Ph.D., Louisiana State University; Additional study, San Francisco Xavier de Chuquisaca.

Mission Statement

To provide a quality undergraduate business education within a Christian context, to produce scholarly contributions to the business academic disciplines, and to develop graduates prepared to serve in the challenging global environment of today's organizations.

Goals

- Place graduates with quality organizations
- Be student focused
- Encourage life-long learning
- Provide an integrated knowledge-base across disciplines
- Locate new opportunities for growth
- Integrate faith and learning in every classroom
- Establish mutually beneficial relationships with the business community.

Faculty

(1990). Professor of Management and Director of the M.B.A. Program—Germantown. B.B.A. and M.B.A., University of Memphis; Ph.D., University of Tennessee at Knoxville.

(1997). Associate Professor of Management. B.B.A., University of Memphis; M.B.A., University of Arkansas; J.D., University of Tennessee; L.L.M., Washington University.

(2002). Professor of Finance. B.B.A., University of Memphis; Ph.D., University of South Carolina.

(1998). Associate Professor of Management. B.A., Stephens College; M.B.A., University of Memphis; Candidate for Ph.D., University of Memphis.

(1987). Associate Professor of Economics and Management. Director of Center for Business and Economic Development. B.S., Union University; M.S., Louisiana State University; Ph.D. candidate, University of Memphis.

(2000). Associate Professor of Management. B.P.A., University of Mississippi; J.D., University of Mississippi.

(2000). Assistant Professor of Management. B.S. and M.B.A., University of South Alabama; Ph.D. candidate, Auburn University.

(1997). Instructor of Accounting. B.S.B.A., Freed-Hardeman University; M.Ac., University of Tennessee at Martin (on educational leave 2002-2003).

(1987). Professor of Business Administration and Coordinator of Adult Programs. B.S., Lambuth University; M.Ed. and Ed. D., University of Memphis.

(2000). Assistant Professor of Management. B.S.B.A., Regis University; M.B.A., Union University.

(1988). Assistant Professor of Accounting. B.S. and M.B.A., Murray State University; C.P.A., State of Tennessee.

(1982). Pr

- A. ECF 323, 415, 419, 430; MGT 420; MKT 433; LAN 320—21 hours
 - B. International Internship or Study Abroad—3 hours
 - C. Select 6 hours: ECF 425; GEO 215, 216; HIS 320, 322; PHL 349; SOC 355; PSC 214, 324, 325, 332, 355, 358, 360. An additional 3 hours may be applied from International Internship or Study Abroad.
 - D. Student must include minor or major in French or Spanish to include SPA/FRE 320. Substitutions may be permitted in consultation with the Language advisor, particularly in conjunction with language school or study abroad.
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- A. Requirements for all Management Emphases—12 hours
 - 1. ECF 323; 415
 - 2. MGT 341, 348
 - B. Emphasis in General Management—18 additional hours
 - 1. MGT 310, 420, 432
 - 2. Upper Level MGT Electives—6 hours
 - 3. One Upper Level Business Elective or UL advisor-approved elective
 - C. Emphasis in Human Resource Management—18 additional hours
 - 1. ECF 431; MGT 432
 - 2. MGT 355 or 425
 - 3. One Upper Level MGT Elective
 - 4. Upper Level Business Electives—(3 or 6 hours) and UL advisor-approved elective—(3 or 0 hours) to total 6 hours
 - D. Emphasis in Entrepreneurship—18 additional hours
 - 1. MGT 321, 340, 432
 - 2. Upper Level MGT Electives—6 hours
 - 3. One Upper Level Business Elective or UL advisor-approved elective
 - E. Emphasis in International Management—18 additional hours
 - 1. ECF 419, 430; MGT 420
 - 2. Foreign Language (one year sequence)
 - 3. One Upper Level MGT Elective or UL advisor-approved elective
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- A. Requirements for all Marketing Emphases—12 hours
 - 1. ECF 323, 415
 - 2. MKT 424, 440
 - B. Emphasis in Advertising—18 additional hours
 - 1. COM 323 or 430
 - 2. MKT 330, 351, 419, 433
 - 3. One Upper Level Business Elective or UL advisor-approved elective
 - C. Emphasis in Strategic Marketing— 18 additional hours
 - 1. MKT 330, 419, 433
 - 2. One Upper Level MKT Elective
 - 3. Upper Level Business Electives—(3 or 6 hours) or from UL advisor-approved electives—(3 or 0 hours) to total 6 hours
 - D. Emphasis in International Marketing—18 additional hours
 - 1. ECF 419, 430; MGT 420; MKT 433
 - 2. Foreign Language (one year sequence)
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- A. Required major core
 - 1. ECF 211, 212, 425—9 hours
 - 2. GEO 215, 216—6 hours
 - 3. PHL 240, 346, 347, 349—12 hours

- 4. PSC 211, 214, 332—9 hours
- 5. Senior Seminar 498 in either PSC, PHL, or ECF—4 hours
- B. Elective course pool—select 18 hours with at least one from each group
 - 1. ECF 355, 411, 412, 430
 - 2. PHL 345; HON 210, 220, 320, 340
 - 3. PSC 318, 324, 325, 344, 360, 411
- C. PPE majors are exempt from the requirement of completing a minor and B.S.B.A. core. Choose to complete either the B.A. or B.S. core

MINORS

The McAfee School of Business Administration offers minors in Accounting, Economics, Finance, Management, Marketing, Business Administration and Management of Information Systems. A student majoring in the McAfee School may also minor in another discipline within the School. The Business major, however, may apply a maximum of 6 hours from the B.S.B.A. core toward a business minor where courses are required for both.

- A. ACC 211, 212, 313, 315
- B. Upper Level ACC Electives

- A. ECF 211, 212, 411, 412
- B. Upper Level ECF Electives

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Course Offerings in Accounting (ACC)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

An introductory course including study of professional accounting, sole proprietorship, and partnerships.

Prerequisite: ACC 211.

A continuation of ACC 211 with an emphasis on corporations and the use of accounting

Prerequisite: ACC 413.

An advanced course in auditing, applying concepts and techniques mastered in ACC 413. Special attention is given to variations of the audit report, statistical sampling, and current topics in the profession.

Prerequisite: ACC 313.

Operation of the accounting structure and financial reporting for governmental and not-for-profit entities to include colleges and universities, medical care facilities, and social service agencies.

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Prerequisite: ACC 313.

A study of the Financial Accounting Standards Board pronouncements for general accounting use. Emphasis given to the interpretation of pronouncements and applications in problem solving.

Prerequisite: ACC 313.

A comprehensive study of partnerships and consolidated entities.

Course Offerings In Economics/Finance (ECF)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

160 A survey of economic theory dealing with GNP, depression, unemployment, inflation, fiscal policy, and monetary policy.

A survey of economic theory dealing with prices, markets, production, distribution of goods, and allocation of resources.

Prerequisites: ACC 211, ECF 211.

Incorporation and promotion, securities, capital structures, short- and long-term financing, expansion.

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Prerequisites: ECF 211 and 212.

An advanced treatment of price theory, utility theory, and production theory.

An introduction to personal finance from a Christian perspective. Principle topics include taxes, investing, insurance, buying your first home, vehicles, credit and debt, and budgeting.

Prerequisite: ECF 323 or ECF 326.

An analysis of international financial management to include exchange rates and the international monetary system valuation of foreign assets, management of foreign assets, and international money and capital markets.

Pre/Corequisites: ECF 211, 212

Economic trajectories of developing nations. Theoretical models of development and empirical data will be used to understand economic development and policy issues between the industrialized nations and the developing world.

Prerequisites: ECF 211 and 212.

International trade and finance. Deals with United States tariff policy, foreign exchange, markets, United States foreign economic policy, and the mechanisms available for international economic cooperation.

Prerequisites: ECF 211 and 212.

Deals with wage theory, development of labor unions, collective bargaining, and the growth of a structure of labor law.

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Course Offerings in Management (MGT)

()-Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

The role and functioning of the American free enterprise system in contemporary society surveying the disciplines of accounting, economics, finance, management and marketing. Not open to students who have completed or are currently taking MGT 318 or MKT 328.

The preparation and presentation of reports for management decision making. Emphasis is upon collecting/analyzing pertinent business information and the appropriate presentations of business reports, both written and oral.

Prerequisite: Consent of instructor. Junior or Senior level standing.

This course provides the structure for outreach projects originated and implemented by Students in Free Enterprise. Students will teach, learn, and practice free enterprise in order to better individuals, communities, and countries. Students may receive 2 hours of credit per semester during their first year of enrollment; 1 per semester during their second year for a maximum of 6 hours.

Prerequisite: MGT 318 & CSC 105.

Introduction to the applications of computer systems and their components to support the strategic goals of an organization with focus on the use of information systems for management decision making.

An introduction to the management process through the functions of planning, organizing, leading, and controlling for industrial and other organizations.

An introduction to the legal, practical and ethical environments in which businesses and managers operate. Topics include areas of common law affecting business constitutional law, administrative agencies, and a survey of the law of employment consumer protection, and securities regulations.

Pre/Corequisite: MGT 321.

A survey of basic principles of law important for understanding business transactions, entity creation and operation, and including a review of contract laws and selected uniform commercial code provisions, business associations and bankruptcy law.

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A survey of laws controlling, protecting or regulating the obtaining, use, transmission or ownership of computer information, technology, and computer system-related intellectual property. Topics include privacy, crime and security, intellectual property rights, and sale of software and hardware.

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An introduction to the legal environment of firms that do business globally including licensing, intellectual property rights, and labor and environmental regulations.

Prerequisites: ACC 212 and either MGT 318 or MKT 328.

A course designed for students interested in the ownership/operation of a small business. Emphasis placed on the plans and procedures needed to initiate a small business.

Prerequisite: MGT 318 and MAT 114.

The study of operations management incorporates both theoretical and practical elements. Topics include the design, operation, and control of productive systems, demand forecasting and management, inventory timing and control, facility location, and resource assignment.

Reciprocal credit: PEWS 343.

An overview of tort and contract law as it applies to the sports industry. Investigation of case law dealing with marketing the athlete, amateur sports, sports injuries and liabilities, sex discrimination in amateur and professional sports, drug screening, and rights and responsibilities of managing the athlete.

ship, motivation, performance appraisal, and others. The course also incorporates experimental exercises related to the topic areas.

Prerequisite: MGT 318.

An analysis of American labor history, the process and the philosophy of collective bargaining, dispute settlement, and contract administration.

Prerequisite: MGT 318.

This course is designed to acquaint students with geographic and cultural differences that impinge on management decision making. Both theoretical and practical aspects of management in the international environment will be presented:

Prerequisite: MGT 318 and MGT 321 or 322.

A survey of common law, statutory and regulatory provisions pertaining to the employer-employee relationship and labor-management relations. Topics include hiring and terminating employees, discrimination, privacy, unions and the collective bargain-

Prerequisite: MKT 328 and MAT 114.

Theories and techniques involved in marketing research. Emphasis upon research objectives and design, sample selection, instrument design, collection techniques and statistical analysis of data, computer applications, report writing for managerial use.

Prerequisite: MKT 328.

Analysis of problems confronting the global marketing manager in making decisions relating to strategy, marketing research, product management, channel management, pricing, and promotional management.

Prerequisite: MKT 328 and Senior Standing.

Development of analytical and decision making skills necessary to move beyond traditional marketing management. To combine the knowledge of various marketing activities as they relate to managerial functions of planning, organizing, and controlling the marketing.

Available in each departmental prefix:

All courses and their application must be defined and approved prior to travel.

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Lower-level group studies which do not appear in the regular departmental offerings.

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Upper-level group studies which do not appear in the regular departmental offerings.

Selected students are assigned to obtain supervised practical work experience in many area accounting firms, advertising companies, local manufacturers, the Chamber of Commerce, banks and various non-profit organizations.

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Selected students are assigned to obtain supervised practical work experience at a local business for an extended period of time. Pass/Fail.

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Individual research under the guidance of a faculty member(s).

To be used at discretion of the department.