



William R. Nance, Jr. (2000) Accounting Drives Business Performance

P
Karen C. Miller (1997). D. ... A
 ... A ... g. B. .B.A., F
 ... A., U ... ;
 ... D., U ... ; C. .A.

Tom Proctor (1996). C ... A ... g
 ... A ... g. B. ...
 ... ; .B.A., ... D., U ... ;
 C. .A.; A ... U ...

Luanne Powell (1984-87; 1999) .B.A. D. ... B.A.
B.A., U ...

Andrew Tiger (2010). D. ... A ...

C.ACC 310, ACC 350, G

A (56) C
 A G C g 30
 A C A
 A B .B.A.
 B .B.A.
 B .B.A.

C A
 B A
 C A

II. Major in Business Administration—30 hours (Major Core + one concentration)

A.C : EC 400; G 341, G 420, 433, G 445; BAD 475; 6 B A
 E
 B.C E : EC 411, 412, 430
 C.C B : C 320, EC 425, 430, 433; F *
 D.C g : G 348, 410, 432
 E.C g: 330, 350, 424, 440
 *
 g g
 g g
 g g E g

III. Major in Economics—41 hours

A. A 114, BAD 224, EC 211, EC 212
 B. EC 498 EC E
 C. EC 411, 412, 430; F 320
 D. 6 : L 346, L 347; C 322, 323
 E. E
 B A
 8
 F. G C A 211 L 240.

IV. Teacher Licensure

L B E, B
 g, E
 g:
 A E
 1. ED 150, ED 305, 213, 318, / E 230.
 2. F ED 306, 340, 419, 440
 3. g ED 441, 451
 B. C B .B.A. B
 A A g.

(A)

() C, F-F; ; g; C g

211. Principles of Accounting I (3) F

A g

212. Principles of Accounting II (3) S

: ACC 211.
A ACC 211 g

311. Cost Accounting (3)

: ACC 212.
A g

312. Managerial Accounting (3)

: ACC 212.
U g g g g

313. Intermediate Accounting I (3)

: ACC 212.

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400. Personal Financial Management (3) F, S

Prerequisite: C105.
This course covers personal financial management. Topics include: budgeting, credit management, insurance, investments, and estate planning.

411. Intermediate Macroeconomics (3)

Prerequisite: EC 211, 212.
This course covers macroeconomic theory and practice. Topics include: aggregate supply and demand, unemployment, inflation, fiscal and monetary policy, and international trade.

412. Intermediate Microeconomics (3)

Prerequisite: EC 211, 212.
This course covers microeconomic theory and practice. Topics include: supply and demand, perfect and imperfect competition, labor and capital markets, and consumer and producer behavior.

425. Economic Growth and Development (3)

Prerequisite: EC 211, 212.
This course covers economic growth and development. Topics include: the role of government, human capital, technological progress, and economic development in different countries.

430. International Economics (3)

Prerequisite: EC 211, 212.
This course covers international trade and finance. Topics include: trade theory and policy, balance of payments, exchange rates, and international financial markets.

431. Economics of Labor (3)

Prerequisite: EC 211, 212.
This course covers the economics of labor. Topics include: labor supply and demand, labor unions, and labor market institutions.

319. Business Financial Management I (3) F, S

Prerequisite: ACC 211, EC 211.
This course covers business financial management. Topics include: financial ratios, cost of capital, and capital budgeting.

320. Business Financial Management II (3) F, S

Prerequisite: ACC 211, EC 211.
This course covers business financial management. Topics include: financial ratios, cost of capital, and capital budgeting.

325. Business Financial Management II (3)

Prerequisite: F 320.
This course covers business financial management. Topics include: financial ratios, cost of capital, and capital budgeting.

329. Business Financial Management I (3) F, S

Prerequisite: ACC 211, EC 211.
This course covers business financial management. Topics include: financial ratios, cost of capital, and capital budgeting.

310. Management Information Systems (3) F, S

Prerequisite: G 318, C C105.
This course covers management information systems. Topics include: the role of MIS, system development, and data management.

318. Principles of Management (3) F,S

This course covers the principles of management. Topics include: planning, organizing, leading, and controlling.

330. Corporate Sustainability (3) F

Prerequisite: G 318.
This course covers corporate sustainability. Topics include: the business case for sustainability, stakeholder theory, and sustainability reporting.

337. The History of Business (3)

This course covers the history of business. Topics include: the evolution of business, the industrial revolution, and modern business practices.

340. Entrepreneurship (3)

Prerequisite: ACC212, G 318, 328.
This course covers entrepreneurship. Topics include: business plan development, financing, and legal considerations.

341. Operations Management (3) F, S

This course covers operations management. Topics include: process design, inventory management, and quality control.

348. Organizational Behavior (3) F,S

Prerequisite: G 318.
This course covers organizational behavior. Topics include: individual, group, and organizational behavior, and organizational design.

355. Labor Relations (3)

Prerequisite: A 318.
This course covers labor relations. Topics include: labor law, collective bargaining, and labor market institutions.

410. Advanced Management Information Systems (3) F

Prerequisites: G 310.
 A course that provides students with an understanding of the role of information systems in the organization. The course covers the design, development, and implementation of information systems. Topics include: systems analysis, database design, and systems testing. This course is required for the Bachelor of Science in Information Systems.

420. International Management (3) F, S

Prerequisites: G 318.
 A course that provides students with an understanding of the role of international management in the organization. The course covers the design, development, and implementation of international management systems. Topics include: international trade, international finance, and international marketing. This course is required for the Bachelor of Science in International Management.

432. Human Resource Management (3) F, S

A course that provides students with an understanding of the role of human resource management in the organization. The course covers the design, development, and implementation of human resource management systems. Topics include: recruitment, selection, training, and performance appraisal. This course is required for the Bachelor of Science in Human Resource Management.

445. Business Policy (3) F, S

Prerequisites: ACC 212; G 318; G 328; EC 211, 212;
 C A course that provides students with an understanding of the role of business policy in the organization. The course covers the design, development, and implementation of business policy systems. Topics include: business strategy, business law, and business ethics. This course is required for the Bachelor of Science in Business Policy.

310. Business Law (3) F, S

Prerequisites: C 101; E F 101; G 101;
 C A course that provides students with an understanding of the role of business law in the organization. The course covers the design, development, and implementation of business law systems. Topics include: contract law, tort law, and property law. This course is required for the Bachelor of Science in Business Law.

328. Principles of Marketing (3) F, S

E A course that provides students with an understanding of the role of marketing in the organization. The course covers the design, development, and implementation of marketing systems. Topics include: market research, product development, and distribution. This course is required for the Bachelor of Science in Marketing.

330. Consumer Behavior (3)

Prerequisites: 328.
 E A course that provides students with an understanding of the role of consumer behavior in the organization. The course covers the design, development, and implementation of consumer behavior systems. Topics include: consumer psychology, consumer decision making, and consumer behavior measurement. This course is required for the Bachelor of Science in Consumer Behavior.

333. Advertising Experience (3) F

A course that provides students with an understanding of the role of advertising in the organization. The course covers the design, development, and implementation of advertising systems. Topics include: advertising strategy, advertising media, and advertising evaluation. This course is required for the Bachelor of Science in Advertising Experience.

350. Professional Selling (3)

Prerequisites: 328.
 E A course that provides students with an understanding of the role of professional selling in the organization. The course covers the design, development, and implementation of professional selling systems. Topics include: sales strategy, sales techniques, and sales evaluation. This course is required for the Bachelor of Science in Professional Selling.

351. Retail Marketing (3)

Prerequisites: 328.
 E A course that provides students with an understanding of the role of retail marketing in the organization. The course covers the design, development, and implementation of retail marketing systems. Topics include: retail strategy, retail techniques, and retail evaluation. This course is required for the Bachelor of Science in Retail Marketing.

419. Advertising and Promotion (3)

Prerequisites: 328.
 E A course that provides students with an understanding of the role of advertising and promotion in the organization. The course covers the design, development, and implementation of advertising and promotion systems. Topics include: advertising strategy, advertising media, and advertising evaluation. This course is required for the Bachelor of Science in Advertising and Promotion.

424. Marketing Research (3)

Prerequisites: 328, A 114, 208.
 E A course that provides students with an understanding of the role of marketing research in the organization. The course covers the design, development, and implementation of marketing research systems. Topics include: market research, product development, and distribution. This course is required for the Bachelor of Science in Marketing Research.

433. Global Marketing Management (3)

Prerequisites: 328.
 A A course that provides students with an understanding of the role of global marketing management in the organization. The course covers the design, development, and implementation of global marketing management systems. Topics include: international trade, international finance, and international marketing. This course is required for the Bachelor of Science in Global Marketing Management.

440. Strategic Marketing (3)

Prerequisites: 328.
 A A course that provides students with an understanding of the role of strategic marketing in the organization. The course covers the design, development, and implementation of strategic marketing systems. Topics include: market research, product development, and distribution. This course is required for the Bachelor of Science in Strategic Marketing.

A 179-279-379-479. External Domestic Study Programs

179-279-379-479. External Domestic Study Programs (1-3) As Needed

Available for students who are currently enrolled in a degree program and who are seeking to gain international experience through a study abroad program.

180-280-380-480. Study Abroad Programs (1-4)

Available for students who are currently enrolled in a degree program and who are seeking to gain international experience through a study abroad program.

195-6-7. Special Studies (1-4)

295-6-7. Special Studies (1-4)

Available for students who are currently enrolled in a degree program and who are seeking to gain international experience through a study abroad program.

395-6-7. Special Studies (1-4)

Available for students who are currently enrolled in a degree program and who are seeking to gain international experience through a study abroad program.

484. Internship (3)

Available for students who are currently enrolled in a degree program and who are seeking to gain international experience through a study abroad program.

486. Cooperative Education (3)

Available for students who are currently enrolled in a degree program and who are seeking to gain international experience through a study abroad program.