

College of Business Administration

The major goal of the professional undergraduate business education in the College of Business Administration is to prepare students with an educational foundation for effective and responsible administrative and managerial leadership in both private and public organizations or for related professional activities. This goal implies educating persons to be responsible adults in all aspects of their lives in an era of dynamic change. It implies that we aim to educate persons as highly competent professionals who strive for the achievement of the highest values.

The basic orientation of the college is professional, and this dictates a three-part curriculum. The first, and most important, part of the curriculum is the liberating core. An effective leader and professional in this era of change and challenge must be a liberally educated person. It is necessary that our students learn to communicate and that they develop an understanding of the religious, cultural, social, political, economic, international, scientific and technical environments in which individuals and organizations will exist in the future. Further, it is our objective to help students develop their own internalized value systems and be prepared to apply these values to tomorrow's society. We believe that a liberal education is a necessary part of a professional education, and we have structured a curriculum based on liberal education. This is preparation for life.

The second part of the curriculum, counting for about 35 percent of the total, is the common-body-of-knowledge core business courses required of all College of Business Administration graduates. This core provides the foundation for a career as a manager or as business-related professional. It provides the student with an understanding of the dynamics of the firm and economy, introduction to the various functions generic to any organization, understanding of the basic managerial and organizational concepts necessary to function in an organization, understanding of the interaction between the firm and its environment, and overall view of policy making in an organization. This core, combined with the quantitative and philosophy courses, is designed to help our students to become professionals with highly analytical minds.

The third section of the curriculum provides the student an opportunity to specialize and prepare for an entry-level job and the first years of a career. The goal of this portion of the curriculum is to provide the student with the understanding necessary for the development of personal potential early in one's career.

Our goal is to graduate persons who will be able to absorb and use an ever growing body of knowledge and changing technology and to serve mankind in an ethical manner. The college, therefore, stresses values and the process of learning.

DEGREES OFFERED

Marquette University confers the degree bachelor of science in business administration on those students who have satisfactorily completed one of the regularly prescribed curricula of the College of Business Administration.

The master of business administration, master of science in accounting, master of science in applied economics and master of science in human resources are offered through the Marquette University Graduate School. Details on these master's programs are contained in the *Graduate School Bulletin*.

MAJORS OFFERED

Majors in the College of Business Administration are offered in accounting, business economics, finance, human resource management, marketing, information technology, international business, and quality and performance management; students also may earn a major in general business. The college also offers minors to non-business students in business administration, human resources and marketing.

All undergraduate majors and minors in the college are open to part-time degree students taking day classes. Day and evening courses also are available for credit or audit to non-degree students with the proper prerequisites. Part-time students are assigned to academic advisers in Part-time Studies, 1212 Building, 103.

ADMISSION REQUIREMENTS

For admission requirements for the College of Business Administration see the Admissions Procedures on page 19 of this bulletin.

GRADUATION REQUIREMENTS

AMOUNT AND QUALITY OF WORK

A candidate for a baccalaureate degree in business administration must earn 129 semester hours of credit. In addition to the overall requirement of a 2.000 quality point average, students enrolled in the College of Business Administration must achieve a 2.000 quality point average in all courses offered by the college. Candidates in the accounting curriculum must earn a 2.500 quality point average in all courses offered by the college.

BUSINESS DEGREE REQUIREMENTS

1. NON-BUSINESS CORE COURSES	HOURS
a. ENGL 001 (Expository Writing 1)	3
ENGL 002 (Expository Writing 2)	3
b. LITERATURE Electives	6
(students choose English or foreign language literature courses)	
c. HIST 001 (Growth of Western Civilization 1)	3
HIST 002 (Growth of Western Civilization 2)	3
(students who have completed one year of world history in high school with at least a B ⁺ average may substitute HIST 004 and HIST 005 or select two courses from POSC 020, 040, or 060)	
d. MATH 070 (Finite Mathematics)	3
MATH 071 (Elements of Calculus 1)	3
(if student's MATH ACT score is greater than 28 or MATH SAT score is greater than 625, then the student may complete MATH 80 (4 credits) in lieu of MATH 070 and MATH 071. The student would still be required to complete an additional 2 elective credits.)	
e. PHIL 050 (Philosophy of Human Nature)	3
PHIL 104 (Theory of Ethics)	3
PHIL 108 (Business Ethics)	3

f. CMST 012 (Public Speaking)	2
(CMST 010 may be substituted)	
g. THEO 001 (Introduction to Theology)	3
THEOLOGY Electives	6
<i>All students must complete nine hours of theology: THEO 001, one second-level course (THEO 100-119), and one third-level course (THEO 120-199), in that sequence.</i>	
h. Non-College of Business Administration Electives	9 or 18
<i>(Accounting majors must complete 9 elective credits; all other majors, 18 elective credits. All students must include 6 hours in social science, natural science, mathematics or foreign language.)</i>	
TOTAL NON-COLLEGE OF (Accounting majors)	53
BUSINESS ADMINISTRATION COURSES (All other majors)	or 62

2. BUSINESS CORE COURSES	HOURS
a. BUEX 001 (Orientation to Business Administration)	1
<i>NOTE: Students transferring into the college are required to enroll in BUEX 002 (Computer Literacy in Business) instead of BUEX 001.</i>	
b. ACCO 030 (Principles of Financial Accounting), and ACCO 031 (Principles of Managerial Accounting)	6
c. ECON 043 (Principles of Microeconomics) and ECON 044 (Principles of Macroeconomics)	6
d. MANA 025 (Introductory Business Statistics), and MANA 026 (Intermediate Business Statistics)	6
e. ECON 110 (Applied Microeconomic Analysis)	3
f. FINA 180 (Introduction to Financial Management)	3
g. MANA 156 (Behavior and Organization)	3
h. MANA 170 (Operations Management)	3
i. MARK 140 (Introduction to Marketing)	3
j. MANA 120 (Introduction to Information Technology) (<i>non-ACCO Majors</i>) or ACCO 144 (Accounting Information Systems) (<i>ACCO Majors</i>)	3
k. MANA 181 (Business and Its Environment)	3
l. MANA 182 (Business Policies)	3
TOTAL BUSINESS CORE COURSES	43

3. MAJOR COURSES

Business degree students also must complete the requirements for one of the following majors: accounting, business economics, finance, human resources, information technology, marketing, international business, quality and performance management, or general business.

ACCOUNTING MAJOR (33 CREDITS)

- ACCO 120 (Intermediate Accounting)
- ACCO 121 (Advanced Accounting 1)
- BULA 127 (Legal Environment of Business)
- BULA 128 (Business Law)
- ACCO 132 (Cost Accounting)
- ACCO 133 (Auditing)
- ACCO 135 (Taxation of Corporations, Partnerships and Trusts)
- Three ACCO electives from:
ACCO 105, ACCO 134, ACCO 140, ACCO 141, ACCO 145, ACCO 146, ACCO 147
- One Business elective

Effective January 1, 2001, in Wisconsin, Illinois, and most, if not all states, students will need to complete 150 semester hours, including a bachelor's degree in accounting to qualify for the CPA exam. Many students may prefer to meet this requirement by earning a graduate degree in addition to their undergraduate degree. Marquette's accounting program offers a master of science in accounting degree which meets the 150-hour requirement. For information, consult the Graduate Bulletin or contact the Department of Accounting at (414) 288-7340.

BUSINESS ECONOMICS MAJOR (24 CREDITS)

- ECON 120 (Intermediate Macroeconomic Analysis)
- Four upper division ECON electives
- Three business and/or economics electives

In addition to the bachelor's degree program outlined above, the Department of Economics offers a special five-year program enabling students to earn an undergraduate degree and a master of science in applied economics (MSAE) degree. For information, consult the Graduate Bulletin or contact the Department of Economics at (414) 288-7377.

GENERAL BUSINESS MAJOR (24 CREDITS)

- Eight upper division business electives.

FINANCE MAJOR (24 CREDITS)

Specific Finance Course Requirements:

- FINA 181 (Investment Analysis)
- FINA 183 (Advanced Financial Management)
- Three FINA electives from:
 - FINA 105 (Internship in Finance)
 - FINA 182 (Investment Management)
 - FINA 185 (International Finance)
 - FINA 186 (Bank Management)
 - FINA 187 (Cases in Financial Management)
 - FINA 188 (Introduction to Financial Derivatives)
 - FINA 189 (Issues in Finance)
- Three business electives

HUMAN RESOURCES MAJOR (24 CREDITS)

Specific Human Resource Course Requirements:

- MANA 160 (Management of Human Resources)
- Three electives from:
 - MANA 163 (Compensation of Human Resources)
 - MANA 164 (Negotiations and Collective Bargaining)
 - MANA 166 (Employment of Human Resources)
 - MANA 167 (Training and Development)
- One elective from those listed above, or
 - MANA 105 (Internship in Human Resources)
 - MANA 155 (An Introduction to Diversity in Organizations)
 - MANA 157 (Organizational and Management Processes)
 - MANA 158 (Motivation and Leadership)
 - MANA 161 (Human Resource Information Systems)
 - MANA 162 (Employee Benefit Systems)
 - MANA 168 (Issues in Human Resources)
- Three business electives

In addition to the human resources major described above, a special five-year program is offered which enables students to earn an undergraduate degree with a major in human resources and a master of science degree in human resources (MSHR). For information, consult the *Graduate Bulletin* or the director of the MS in Human Resources program at (414) 288-3643.

INFORMATION TECHNOLOGY MAJOR(24 CREDITS)

Specific Information Technology Course Requirements:

- MANA 121 (Business Applications Program Development)
- MANA 122 (Data Base Management Systems)
- MANA 126 (Information Systems Analysis)
- MANA 127 (Information Systems Design and Implementation)
- One elective from:
 - MANA 106 (Internship in Information Technology)
 - MANA 124 (Telecommunications)
 - MANA 128 (Advanced Business Applications Program Development)
 - MANA 129 (Issues in Information Technology)
 - COSC 051 (Structured Programming)
- Three business electives

MARKETING MAJOR (24 CREDITS)

Specific Marketing Course Requirements:

- MARK 142 (Marketing Research)
- MARK 150 (Marketing Management)

- Three MARK electives from:
 - MARK 105 (Internship in Marketing)
 - MARK 143 (Promotional Strategy)
 - MARK 144 (Marketing Logistics and Distribution Strategy)
 - MARK 145 (Product and Pricing Strategy)
 - MARK 146 (Consumer Behavior)
 - MARK 148 (Sales Management)
 - MARK 152 (Retailing Management)
 - MARK 153 (International Marketing)
 - MARK 155 (Industrial Marketing)
 - MARK 156 (Direct Marketing)
 - MARK 157 (Marketing and Society)
 - MARK 159 (Issues in Marketing)
- Three business electives

QUALITY AND PERFORMANCE MANAGEMENT MAJOR (24 CREDITS)

Specific Quality and Performance Management Course Requirements:

- MANA 158 (Motivation and Leadership)
- MANA 173 (Total Quality Management)
- Two electives from the following group *with at least one of MANA 171, MANA 172, or MANA 176*:
 - MANA 155 (An Introduction to Diversity in Organizations)
 - MANA 157 (Organizational and Management Processes)
 - MANA 171 (Operations Planning and Control)
 - MANA 172 (Service Operations Management)
 - MANA 176 (Management Science)
- One elective from the following group:
 - MANA 150 (Understanding Entrepreneurship)
 - MANA 151 (New Venture Creation)
 - MANA 160 (Management of Human Resources)
 - MANA 183 (International Management)

Note: MANA 108 (Internship in Quality and Performance Management) may be used as an elective above.
- Three business electives

INTERNATIONAL BUSINESS MAJOR

(12 CREDITS PLUS AN ADDITIONAL MAJOR IN THE COLLEGE)

Students completing the international business major must also complete another a major in business. Double counting of courses for two majors is not permitted.

- Required Courses (12 credits)
 - Select four electives from:
 - ECON 154 (International Financial Economics)
 - ECON 155 (Comparative Economic Development)
 - ECON 156 (International Trade)
 - BULA 132 (Legal and Regulatory Environment of International Business)
 - ACCO 141 (International Accounting)
 - FINA 185 (International Finance)
 - MANA 183 (International Management)
 - MARK 153 (International Marketing)
 - BUEX 105 (Internship in International Business)

One of the four electives above must be either ECON 154 or ECON 156.

A maximum of two international business electives can be economics.

- Foreign Language
 - Working competency in a least one approved foreign language is required, satisfied by either (1) completing foreign language courses 001, 002, 003, 004, 82, 182 or equivalent in French, German, Japanese, Italian, or Spanish; or (2) passing a reading, writing, speaking, and listening working competency test in a foreign language taught at Marquette University administered by the Department of Foreign Languages and Literatures.
 - Note: Foreign students whose native language is not English may have the language competency requirement waived subject to the approval of the director of International Business Studies.*

- **STUDY OR WORK ABROAD**

Completion of a work or study abroad summer or semester program is required. (NOTE: A term or academic year abroad may result in more than eight terms needed to complete the business degree.) Approval of the study/work abroad experience is subject to prior, written approval by the director of International Business Studies.

5. GRADUATION REQUIREMENTS

- A minimum total hours of 129.
- A minimum Q.P.A. of 2.000 must be earned in all courses taken at Marquette University.
- A minimum Q.P.A. of 2.000 must be earned in all College of Business Administration courses taken at Marquette University. (2.500 for accounting majors). A grade of C or higher must be earned in each of a student's major courses including the core courses introducing the major.
- At least 50 percent of the business credit hours required for the business degree must be taken at Marquette University.
- On occasion, seniors will be required to take a comprehensive examination testing their grasp of the concepts, principles, and relations covered in the core business courses. A similar test might be given in any one of the majors.
- It is the candidate's responsibility to meet all university academic, financial, and administrative requirements and procedures as outlined elsewhere in this bulletin.

MINOR IN BUSINESS ADMINISTRATION

The College of Business Administration offers a minor in business administration open to all other undergraduate students at Marquette University. *The minor is not available to students in the College of Business Administration.*

Completion of the minor will be noted on a student's transcript if the following requirements are met:

1. Required Courses	Credits
BUEX 002 Computer Literacy in Business	0
ECON 043 Principles of Microeconomics	3
ECON 044 Principles of Macroeconomics	3
ACCO 030 Financial Accounting	3
ACCO 031 Managerial Accounting	3
FINA 180 Financial Management	3
MANA 025 Introductory Business Statistics ^a	3
MANA 026 Intermediate Business Statistics	3
MANA 156 Organizational Behavior	3
MARK 140 Introduction to Marketing	3
	Total 27

^a MATH 164, MATH 060 or PSYC 060 will fulfill requirements for both MANA 025 and MANA 026; students completing MATH 164, MATH 060 or PSYC 060 must also complete an upper division business elective to total 27 credits.

- A C or better must be earned in each course except BUEX 002; students must earn a passing grade (CR) in BUEX 002.
- Certification of completion of the minor by the dean of the student's college.

Undergraduate students outside the College of Business Administration should limit their enrollment in business courses (excluding ECON 043 and 044) to no more than 25 percent of the total credit hours applied to their degree programs.

MINOR IN HUMAN RESOURCES

The College of Business Administration offers a minor in human resources that is open to all other undergraduates at Marquette University. *The minor is not available to students in the College of Business Administration.*

A minor in human resources requires ACCO 030, ECON 043, MANA 160 and three courses from the following: MANA 156, MANA 163, MANA 164, MANA 166, MANA 167, and ECON 160. In addition, a course in basic statistics is required (MANA 025 or equivalent). A grade of C or better must be earned in each of these courses.

MATH 060, MATH 164, PSYC 060, or SOCI 060 may be substituted for MANA 025.

The College of Business Administration offers a special five-year program which enables students to earn a minor in human resources as part of their undergraduate degree and a master of science in human resources (MSHR) degree. For information, consult the *Graduate Bulletin* or director of the M.S. in the Human Resources program at (414) 288-3643.

MINOR IN MARKETING

A minor in marketing includes MATH 060, ECON 043 and 044, MARK 140, 142 and two other upper division marketing courses. *MARK 143 (Promotional Strategy), MARK 145 (Product and Pricing Strategy), and MARK 146 (Consumer Behavior) are recommended.*

MATH 060, PSYC 060 or MATH 164 may substitute for MANA 026 as a prerequisite for MARK 142. The economics courses should be completed in the sophomore year. Students must earn a C or better in each course in their minor. *The minor in marketing is not available to students in the College of Business Administration.*

ACADEMIC REGULATIONS

Students in the College of Business Administration are expected to comply with the academic requirements and regulations listed in the university section of this bulletin. Amplifications and additions to the university requirements are detailed herein and govern only those students enrolled in the College of Business Administration. Procedures developed to enforce university and college regulations are available for review in the college office.

DECLARATION OF MAJOR

Each business student is required to declare a major prior to registration for the junior year. All students must declare their majors prior to advising and registration for the senior year. All students must file applications for graduation in the main office one term prior to the term of intended graduation.

ABSENCES FROM FINAL EXAMINATIONS

A business administration student who misses a final examination in any course must file a written excuse with the assistant dean in the College of Business Administration office within 48 hours. All students enrolled in business administration courses (regardless of their college) with valid and verifiable non-academic excuses may take make-up examinations during a period scheduled by the college the following semester. Clearance of X and I grades in all business administration courses is administered by the College of Business Administration. (See also the University section of this bulletin under "Examinations.")

S/U OPTION

For enrichment purposes, junior and senior students are given an option to elect one course per semester (to a maximum of four courses) for which only an S or U grade is assigned. Quality of C or higher achievement must be maintained if a grade of S is to be assigned.

Eligible courses include only non-business electives which are not used to satisfy non-business core requirements. Courses for a minor or major cannot be taken under the S/U option. No business course may be taken under the S/U Option by a business administration student if the student wishes that course to fulfill a graduation requirement for either number of hours or as a required course for the core or major. Most BUEX courses are graded using the S and U grades and do not fall within the S/U Option.

CD AND D GRADES

Courses completed with a grade CD or D are not counted toward the total hour requirement for the major but do fulfill the subject matter requirement and do count toward the total hours required for graduation.

Credit is *never* given twice for the same course. Students who received the grade of CD or D in a course specific to their major or minor may need to repeat the course.

Accounting students must earn a C or better in ACCO 030 and ACCO 031 prior to enrolling in ACCO 120.

GRADE APPEALS AND POLICY PROCEDURES

The college adheres to university policy on grade appeals. Any appeal *must* begin with the teacher who assigned the grade. If a resolution cannot be reached, the department chairperson must be contacted with a written appeal. Information concerning subsequent steps can be obtained from the assistant dean of undergraduate programs or the associate dean.

ATTENDANCE

A student is expected to attend every exercise of the courses in which he or she is registered. Any absence, regardless of the reason, will prevent the student from getting the full benefit of the course and renders a student liable to university censure. Since it is assumed that no college student will be absent from class without reason, this college will not differentiate officially between excused and unexcused absences.

When a student has absences in hours equal to two weeks of class periods, he or she may be dropped without warning, earning a grade of WA, at the request of the instructor or the dean of the college. After the WA grade has been issued, the student may not apply for a grade of W.

All students enrolled in courses taught by the College of Business Administration must conform to the attendance policy in effect in the College of Business Administration even though they are registered through another college or division of the university.

ACADEMIC PROBATION AND DISMISSAL

Students in academic difficulty are automatically warned on the grade reports and typically are placed on academic probation by the College of Business Administration. Students in the college are expected to maintain a C (2.000) academic average overall and in all College of Business Administration courses. Students who fail to maintain progress necessary to meet university and college graduation requirements are subject to academic dismissal. A student on academic probation is directed as to what the student will be expected to attain the next term in order to continue enrollment. Note that students can also be placed on probation and dismissed for accumulating 15 percent of hours attempted with a grade of F.

ADVANCED STANDING STUDENTS

The College of Business Administration accepts credit from both two- and four-year educational institutions based on the university transfer policy and an individual evaluation of credits earned using the following criteria:

- a. Educational objectives and nature of the institution from which the student transfers credit.
- b. Comparability of the nature, content, and level of credit earned to that offered by the college. Courses offered on the lower division at other institutions, but at the upper division at Marquette University, are normally not acceptable. Occasionally, such courses may be validated.
- c. Appropriateness and applicability of the credit earned to the programs offered by the college, in the light of the student's goals and the nature of Marquette's education. The college will normally not accept highly technical, career oriented courses, physical education courses, or courses earned in fulfillment of requirements for a professional license or certification.

The College of Business Administration has established validation procedures for some courses taken at the lower division level which the college offers at the upper division level.

Such validation is usually based on the successful completion of advanced courses in a given area and may include written examinations and/or CLEP tests. Please discuss validation with the assistant dean of undergraduate programs.

APPROVAL FOR SUMMER SESSIONS STUDY

Students who plan to study in summer school at another institution must obtain written approval for each course before the summer session actually begins. If prior approval is not obtained, there is no guarantee that credits earned will be accepted by Marquette University. Course approval forms may be obtained from the College of Business Administration main office. Students must earn a C grade or better in the course in order to be eligible for transfer credit.

ACADEMIC LOAD

The academic load of a student is measured by credit hours assigned to each course. The normal business administration program varies from 15 to 18 credit hours per term.

Request for permission to exceed 19 credit hours must be submitted in writing to the assistant dean prior to registration.

GRADUATION

All graduates are expected to complete the Senior Exit Survey in the month prior to their graduation. All May graduates are required to attend the university and college commencement ceremonies.

SPECIAL ACADEMIC PROGRAM

BUSINESS EXPERIENCE INTERNSHIP PROGRAM

The College of Business Administration offers qualified students the opportunity to participate in an experiential program which combines practical experience with the core curriculum. The program, offered in cooperation with public, private and professional organizations includes actual experience in a carefully supervised program of productive work with a clearly defined educational objective.

Full-time degree students in the college, who have achieved junior standing and a quality point average of 2.500 overall, are eligible to participate in the program. Credit is granted based on hours worked and the educational content of a particular offering. Offerings include intern positions, a Junior Achievement program, international study in business, community service, career planning, and a Small Business Institute. Offerings depend on availability and are announced in the *Timetable of Classes*.

Interns are full-time students whether at school or at work. When at work the intern is subject to the rules of the company and is under its direct supervision. Wages are paid directly to the student. The university does not employ the student but cooperates with business and industry in arranging such employment. Registration for each work period is required of all full-time interns, and credit is established and graded through enrollment in the appropriate course during the following school period. Six credit hours earned via internship may be applied to the bachelor of science degree requirements. Contact the college director of career development/placement for information.

STUDENT FINANCIAL AID

While most financial aid is awarded by the Office of Student Financial Aid, a few scholarships are available through the College of Business Administration. Interested students should contact the associate dean of the college. Scholarships are typically available only to prospective juniors and seniors with a cumulative Q.P.A. of 3.0 or better. Applications must be filed in the main office by mid-May for scholarship funds for the coming academic year.

STUDENT ORGANIZATIONS

The College of Business Administration supports student organizations intended to cultivate academic, professional, career and social interests of business students and related majors. This includes the Business Administration Student Council (BASC). The presidents of each business student organization serve as an advisory council to the dean, meeting several times each term. To inquire about business student organizations activities and membership, ask your adviser or the dean's office.

HONOR GROUP

BETA GAMMA SIGMA

The Beta of Wisconsin Chapter of Beta Gamma Sigma, the national honorary business society, was founded at Marquette in 1929 "to encourage and reward scholarship and accomplish-

ment among students of business and administration, to promote the advancement of education in the art and science of business, and to foster integrity in the conduct of business operations.” Beta Gamma Sigma is the highest honor that may be conferred by the College of Business Administration.

PROFESSIONAL FRATERNITIES

Students in the College of Business Administration are eligible to join the following professional fraternities on campus: Psi Chapter of Beta Alpha Psi, national accounting fraternity; Alpha Epsilon, Chapter of Pi Sigma Epsilon, national professional fraternity in marketing, sales management and selling, and Delta Sigma Pi, international professional commerce fraternity.

PROFESSIONAL SOCIETIES

AMERICAN MARKETING ASSOCIATION (AMA)

The American Marketing Association is a national marketing organization of business professionals, educators and students. The chapter provides opportunities to students to interact with their fellow students, academicians, and the business community and to develop a career-oriented objective.

AMERICAN SOCIETY FOR QUALITY CONTROL (ASQC)

The American Society for Quality Control provides quality and performance management students with opportunities to learn, train, and practice managerial skills and techniques. Chapter members interact with fellow students, faculty, and the business community to further enhance achievement of their career objectives.

COLLEGIATE ENTREPRENEURS OF MARQUETTE (CEM)

Collegiate Entrepreneurs of Marquette is an organization of college students who promote entrepreneurship among the students, faculty, alumni and within the local community. CEM is an affiliate of Collegiate Entrepreneurs of America.

ECONOMICS ASSOCIATION

The Economics Association student group was established to assist and encourage students interested in the professional application of economics.

FINANCIAL MANAGEMENT ASSOCIATION (FMA)

The Financial Management Association is a national association of finance specialists dedicated to developing interactions between students, the faculty, and the business community. Through a series of guest speakers, field trips, and simulation games, the organization exposes the students to as many career opportunities in finance as possible.

HUMAN RESOURCES MANAGEMENT ORGANIZATION (HRMO)

The Human Resources Management Organization's primary aim is to assist students in improving their personal and professional managerial skills and understanding of the realities of the business environment.

INTERNATIONAL ASSOCIATION OF STUDENTS IN ECONOMICS AND BUSINESS MANAGEMENT (AIESEC)

AIESEC is an international student-run educational association with the purpose of contributing to the development of member countries and their people with an overriding commitment to international understanding and cooperation. The primary objective is to develop internship opportunities for Marquette students to work abroad.

MARQUETTE INFORMATION TECHNOLOGY ASSOCIATION (MITA)

Marquette Information Technology Association has a mission to heighten the awareness of information systems business applications and careers available for business systems analysts. MITA is a student chapter of Information Technology Professionals Association (ITPA—formerly DPMA).

BACKGROUND CHECKS, DRUG TESTING

Some degrees, majors and/or courses may require a student to submit to a criminal background check and/or drug testing. The results of those checks and/or tests may affect the student's eligibility to continue in that degree, major and/or course.

CURRICULA INFORMATION

FRESHMAN-SOPHOMORE CURRICULUM

The following are the required courses and alternatives for freshmen and sophomores.

<i>Freshman Year</i>	SEM. HRS.	<i>Sophomore Year</i>	SEM. HRS.
BUEX 001	1	ACCO 030 and 031	6
ENGL 001 and 002	6	ECON 043 and 044	6
History requirement†	6	Literature electives	6
MATH 070 and 071	6	MANA 025 and 026	6
CMST 012 or CMST 010	2-3	Theology or other electives	6-12
PHIL 050	3		
THEO 001	3		
Non-business electives*	6-9		
	33-36		30-36

*An elective selected from foreign languages, mathematics, biology, chemistry, physics, anthropology, political science, psychology, or sociology.

†See Graduation Requirements for specific course selection(s).

BUSINESS ADMINISTRATION AND ROTC

Students in the Army Military Science program (AROTC) and the Naval Science program (NROTC) may enroll in any of the curricula offered by the College of Business Administration; more than the 129 credit hours normally required for graduation are necessary.

The heritage requirement for NROTC students can be fulfilled with (a) HIST 118 or POSC 129 and (b) NASC 022; AROTC students can fulfill the heritage requirements with (a) MISC 146 and (b) HIST 118 or MISC 195. Also, military and naval science courses will fulfill the 9–18 credit requirement of non-business electives.

COURSE DESCRIPTIONS

ACCOUNTING (ACCO)

Chairperson and Professor: Giacomino
Professors: Doney, Probst
Professor Emeritus: H. Loebel
Associate Professors: Akers, Mielke, Naples, Trebby, Yahr
Assistant Professor: Eaton
Adjunct Assistant Professor: Dole
Lecturer: Rausch

The curriculum in accounting is designed to accomplish many specific objectives, the most important of which are: critical thinking, oral communication, business writing ability, technical knowledge and skills needed for an entry level accounting position, and technical knowledge needed for the Certified Public Accounting Examination.

The individual course descriptions below focus primarily on content, as opposed to process. The accounting curriculum reflects the faculty's commitment to excellence and breadth. The faculty use a wide variety of methods to enhance the learning process. Accounting courses include computer assignments, team projects, oral reports and term papers, and they cover ethical and international accounting issues. The department offers a group of electives in tax research, international accounting, financial statement analysis, accounting theory, and government accounting. Some of the electives are seminars in which students are regularly involved in class discussions and report writing and presentation. Several courses also call for class presentations by the students.

ACCO 030. Principles of Financial Accounting 3 sem. hrs.

Accounting concepts and principles applied in the preparation of financial statements, asset valuation, and the accounting for debt and equity issues of business corporations.
Prereq: Computer literacy; Soph. stndg.

ACCO 031. Principles of Managerial Accounting 3 sem. hrs.

Structuring data to aid management decisions. Internal control, budgeting, break-even analysis, standard costing, variable costing, ratio analysis, inventory control, capital budgeting, and transfer pricing. *Prereq:* ACCO 030 and computer literacy.

ACCO 101. Federal Income Taxes for Non-Accountants 3 sem. hrs.

Study of gross income deductions, losses and credits. Also included is an examination of property transactions and selected material relating to corporations and partnerships. Course material is structured for the non-accounting student. *Prereq:* Jr. stndg.

ACCO 105. Co-op/Intern Grading Period in Accounting 1-3 sem. hrs.

Co-op or intern experience in accounting features educational activity and productive work related directly to the accounting curriculum. Credit granted for previous work period.
Prereq: BUEX 110 and consent of BUEX director. S/U grade assessment.

ACCO 120. Intermediate Accounting 3 sem. hrs.

Discussion of the development of accounting standards and the conceptual framework underlying financial accounting. An in-depth review of the income statement and the balance sheet. Recognition, measurement and reporting of cash, receivables, inventories, property, plant and equipment, intangible assets, liabilities and investments. *Prereq:* ACCO 031 and computer literacy.

ACCO 121. Advanced Accounting 1 3 sem. hrs.

Recognition, measurement and reporting of stockholders' equity, retained earnings and dilutive securities. An examination of financial reporting issues; earnings per share, income taxes, pensions, leases, accounting changes and errors. A further elaboration of financial statement preparation: statement of cash flows, interim reporting, segment reporting and reporting for inflation. Also, accounting for partnerships. *Prereq:* ACCO 120.

ACCO 122. Advanced Accounting 2 3 sem. hrs.

Business combinations through acquisitions of net assets or common stock. Construction of consolidated financial statements, including analysis of intercompany transactions. International accounting issues. Accounting for state and local governments and not-for-profit organizations. *Prereq:* ACCO 121.

ACCO 132. Cost Accounting 3 sem. hrs.

Industrial cost accounting systems, job order and process costing, standard costs, and variance analysis. Procedures for measuring managerial performance and enforcing budgets. Problems conveying the importance of accounting information in planning and controlling a business. *Prereq:* ACCO 120.

ACCO 133. Auditing Principles and Procedures 3 sem. hrs.

Philosophy, concepts and techniques used by independent auditors. Professional ethics and legal relationships. Study and evaluation of internal control. Audit program applications. Statistical sampling and EDP auditing. Reporting obligations and options.
Prereq: ACCO 121.

ACCO 134. Individual Income Taxation 3 sem. hrs.

History of federal income taxation. Taxation of personal income. Determination of gross income, adjusted gross income, deductions, credits, exemptions, normal tax, and surtax.
Prereq: ACCO 120 and Jr. stndg.

ACCO 135. Taxation of Corporations, Partnerships, and Trusts 3 sem. hrs.

Partnership, fiduciary, and corporation income tax laws studied for proper treatment of various types of income, deductions, the consequences of ownership interests, and the application of various tax rates to taxable situations. Survey of administrative procedure for protests, refunds and of gift and estate taxes.
Prereq: ACCO 121 and 134.

ACCO 139. Special Problems in Accounting 1-4 sem. hrs.

In-depth study of current topics in accounting. Possible topics: accounting theory, fund accounting, international accounting, contemporary problems and information systems. Specific topics announced in the *Timetable of Classes*.

ACCO 140. Analysis of Financial Statements 3 sem. hrs.

The primary objective of the course is to provide experience in reading, interpreting, and analyzing corporate financial statements. The course also integrates finance theory relative to the importance and value of accounting information. Specific attention is given to the evaluation methods necessary to assess a firm's short-term liquidity, long-term solvency funds flows, capital structure, return on investment, operating performance, and asset utilization. The effects of alternative accounting methods and footnote disclosures are important ingredients in these analyses. Course requirements stress the ability to write both cases and reports that summarize the various analyses and conclusions. *Prereq:* Srs. majoring in accounting or finance.

ACCO 141. International Accounting 3 sem. hrs.

The primary objective of the course is to provide an overview of managerial and financial accounting issues faced by multinational corporations or firms involved in international business. These issues include the diversity of worldwide accounting principles and the prospects for uniform international accounting standards, foreign currency transactions and translation, inflation, various technical accounting methods and the implications of their application, financial disclosures, analysis of financial statements, auditing, investment analysis, risk management, management information systems, performance evaluation, methods of financing transfer pricing, and taxation. These topics are viewed from the perspective of companies based in the United States that operate in diverse business environments throughout the world. Some specific countries are analyzed to provide contrasts and comparisons in these areas. Course requirements stress the ability to write both cases and reports some of which require use and analysis of foreign company financial statements. *Prereq:* ACCO 031.

ACCO 142. Tax Research Seminar 3 sem. hrs.

The objective of this course is to assist in the development of essential tax research skills and their application in the prevailing federal tax environment. The student will learn how to find tax authority, evaluate the efficacy of that authority, and apply the results of the research to a specific situation. *Prereq:* ACCO 134 and Sr. stndg.

ACCO 143. Accounting Theory 3 sem. hrs.

Analysis of theoretical structure underlying financial accounting. Emphasis directed toward its development from both nominative and descriptive approaches. Coverage includes relation of accounting theory to basic financial statements and to selected topical areas.
Prereq: Sr. stndg. and accounting major.

ACCO 144. Accounting Information Systems
3 sem. hrs.

Examines most of the information systems knowledge components, required of entry-level accountants, by the AICPA, IIA and IMA. Hands-on projects, using data base management software, and accounting systems software, reinforce understanding of the knowledge components. Coverage includes: systems theory, analysis and design of computer-based accounting systems, various approaches to computerizing accounting data, data modeling, data base management systems, internal control, computer crime, management fraud, end-user computing, networks and role of the information technology function in organizations. *Prereq: ACCO 120.*

ACCO 145. Advanced Cost Accounting
3 sem. hrs.

This course is designed to develop an understanding of accounting as a financial information system. Cost accounting is designed to structure financial information so as to assist management in decision-making. As a result, this course has a decision-orientation which is important for students who seek careers in either profit-motivated or not-for-profit organizations. *Prereq: ACCO 132.*

ACCO 146. Governmental and Not-for-Profit Accounting 3 sem. hrs.

Study of accounting principles for governmental and not-for-profit sector and the related financial reporting and disclosure requirements. Examination of objectives of financial reporting for these entities and the theoretical structure underlying these principles. Coverage of current and pending GASB and FASB pronouncements. *Prereq: Sr. stndg. and ACCO 121.*

ACCO 147. International Taxation 3 sem. hrs.

Study of taxation issues facing American companies carrying on business outside the country, as well as those issues for foreign companies conducting business in the United States. *Prereq: ACCO 135.*

ACCO 148. Accounting for the Financial Services Sector 3 sem. hrs.

Introduction to accounting for such financial institutions as banks, thrift institutions, and insurance companies. Coverage also includes examination of various operating areas of these institutions and analysis of contemporary accounting issues facing these entities. *Prereq: ACCO 121 and Sr. stndg.*

ACCO 195. Independent Study 1-4 sem. hrs.
Prereq: Cons. of dept. ch.

BUSINESS LAW COURSES (BULA)

BULA127. Legal Environment of Business
3 sem. hrs.

A review of basic business law principles in the regulatory environment of government and society. Coverage includes the administrative environment, jurisdiction, litigation and arbitration remedies, torts, contracts, both commercial instruments and secured transaction under the UCC, and international law. *Prereq: Jr. stndg.*

BULA128. Business Law 3 sem. hrs.

A review of the principles of law related to business organizations with emphasis upon agency, partnership and corporation law principles; UCC contract concepts related to the sale of goods, and property law related to personal and real property (land use regulation), bailments, wills, trusts and estates, insurance environment and employment law. *Prereq: BULA127.*

BULA132. The Legal and Regulatory Environment of International Business
3 sem. hrs.

A review of the legal environment of international business and of the structure and organization of foreign legal systems, international trade agreements, associations and regulatory agencies. The course will include a comparative analysis of the legal principles, issues, conventions, and competitive influences affecting international business activities as conducted by U.S. multinational enterprises when operating outside of the United States; and, by foreign multinational enterprises when operating within the United States. In addition, the course will review international dispute resolution mechanisms as applied by the international Court of Justice, the European Union, and various arbitral organizations. *Prereq: Jr. stndg.*

BUSINESS EXPERIENCE PROGRAM (BUEx)

Program Director: Terrian
Course Coordinators: A'Hearn, Brennan, Brush, Hosseini, Hoy, Keaveny, Lysonski, Mielke, Probst, Seifert, Stankowski, Terrian
Performance in all BUEx courses is assessed using S and U grades.

BUEx 001. Orientation to Business Administration 1 sem. hr.

Introduction to the profession of Business Administration. Orientation to college programs, resources and administrative staff. Computer literacy for business. Information on business student organizations, library skills, career awareness, academic regulations, academic honesty, counseling center and the Wall Street Journal. *Prereq: First semester Fr. enrolled in the College Bus. Ad.; S/U grade assessment.*

BUEx 002. Computer Literacy in Business
0 sem. hrs.

Introduction to university computer system and resources. On-line information, e-mail, Internet and World Wide Web. Word processing and spreadsheet analysis, with hands-on lab exercises and assignments. *Prereq: Enrollment in the College of Bus. Admin. only*

BUEx 100. International Study in Business
0-3 sem. hrs.

Structured travel and study programs in International Business with other colleges/universities. *Prereq: Consent of Program Director. Approved for full-time study at another college/university abroad, but will NOT be certified as full-time by Marquette University.*

BUEx 101. Career Planning 1 sem. hr.

Personal and business, short-term and long-term, and practical and theoretical aspects of personal career planning. Lectures, readings, written assignments and guest speakers will

make up the class. Preparation for seeking employment will include resume preparation and interviewing skills. Exploration of career alternatives and expectations will also be included. S/U grade assessment. *Prereq: Open to juniors and seniors enrolled in the College of Business ONLY.*

BUEx 105. Co-op/Intern Grading Period in International Business 1-3 sem. hrs.

Co-Op or intern experience in international business features educational activity and productive work overseas related to the international business curriculum. S/U grade assessment. *Prereq: BUEx 110 and cons. of BUEx dir.*

BUEx 110. Co-op/Intern Work Period
0 sem. hrs.

Prereq: Jr. stndg., cons. of BUEx dir., days and hours to be arranged and must have a 2.500 Q.P.A. Students register for zero-credit during the semester they are working. Fee.

BUEx 111. Junior Achievement Applied Management 3 sem. hrs.

Student serves as a member of the Board of Directors along with business professionals, advising a Junior Achievement firm consisting of high school students as they organize, incorporate, capitalize, choose and market a product, and eventually liquidate the firm. The Junior Achievement experience will also be supplemented with the Business Basics Program: teaching an Introduction to Business course to elementary students. S/U grade assessment. *Prereq: Jr. stndg. and enrolled in the College of Bus. Ad.*

BUEx 115. Small Business Institute
1-3 sem. hrs.

Supervised development of a management consulting project with a small business firm. Projects include analysis of marketing, production, finance, accounting, or economics problems and submission of a written project report. S/U grade assessment. *Prereq: Jr. stndg., cons. of BUEx dir. S/U grade assessment.*

BUEx 189. Business and the Non-profit Sector 1-3 sem. hrs.

This course involves business service to a community non-profit organization and benefits the student by supplying direct sustained involvement with non-profit and social service organizations. Students will be expected to apply their business education, especially in their majors, to community and social issues. S/U grade assessment. *Prereq: Jr. stndg. and enrolled in College of Bus. Ad. and cons. of instr.*

BUEx 190. Business Administration Undergraduate International Exchange
No credit

Study abroad as part of an international student exchange program. Upon approval, students are enrolled in a college or university abroad as a full-time student for a semester or a year. Course credits transfer to Marquette. *Prereq: Cons. of BUEx dir.*

BUEx 191. Study at St. Clare's College
0 sem. hrs.

Study abroad at St. Clare's College in Oxford, England. This full semester program offers a

variety of lecture and tutorial courses taught by Oxford faculty. Course credits transfer to Marquette. *Prereq: Consent of BUEX dir, student's college adviser and student's collegeoffice.*

**BUEX 192. Business Administration
Affiliated Study Abroad Programs**
0 sem. hrs

Structured full-time study program in international business with other affiliated colleges/universities. *Prereq: Consent of director of International Business Studies.*

BUEX 196. International Business Elective
1-4 sem.hrs.

Enrollment in this course indicates that a course, completed at another university, will transfer as an international business elective. *Prereq: Consent of the dean.*

ECONOMICS (ECON)

Chairperson and Professor: Brush

Professor: Smiley

Professor Emeritus: Danner

Associate Professors: Booth, Breedon, Chowdhury, Clark, Crane, Daniels, Davis, Hunter, McGibany, Nourzad, Toumanoff
Associate Professor Emeritus: Trestrail
Lecturer: Smith

ECON 020. Introduction to Economics
3 sem. hrs.

An introductory survey of economic issues for non-majors with an emphasis on using economic concepts as elements of critical reasoning. Microeconomic topics include markets and the role of government in a market economy. Macroeconomic topics include the banking system, inflation and unemployment. International issues include the balance of trade and foreign exchange. Will not be counted towards the Economics major. *Not available for students enrolled in the College of Business Administration.*

ECON 043. Principles of Microeconomics
3 sem. hrs.

Institutions and processes of market specialization and exchange. Supply and demand and their determinants. Pricing and production decisions of the firm under varying competitive conditions. The role of government in a modern mixed economy. Microeconomic analysis applied to selected economic problems.

ECON 044. Principles of Macroeconomics
3 sem. hrs.

Processes and determinants of overall economic activity and growth. National income accounting, determination of aggregate income, employment, and the price level. Money and banking, government monetary and fiscal policy, and international economics. *Prereq: ECON 043.*

ECON 105. Co-op/Intern Grading Period in Economics 1-3 sem. hrs.

Co-op or intern experience in economics features educational activity and productive work related directly to the economics curriculum. *Prereq: BUEX 110 and consent of BUEX director. S/U grade assessment.*

ECON 110. Applied Microeconomic Analysis
3 sem. hrs.

A review of the tools of supply and demand analysis. A study of the market behavior of consumers and business firms and the way they interact with each other and with public policy. The application of market theory to questions of resource allocation efficiency, changing market conditions, optimal pricing and output strategies and to important social issues of the day. *Prereq: ECON 043 and 044; and MATH 071 or equivalent.*

ECON 120. Intermediate Macroeconomic Analysis 3 sem. hrs.

Determination of the levels of aggregate output, employment, and prices. Inflation and unemployment. A description of available policy variables and their impacts upon the money, bond, goods, and labor markets. International macroeconomic interrelationships. Fundamentals of the economic growth process. Offered annually. *Prereq: ECON 043 and ECON 044; and MATH 071 or equivalent.*

ECON 125. American Business History
3 sem. hrs.

Survey of the development of American business from the Colonial era to the present. Industries and individual firms will be examined as well as entrepreneurs and their role in the development of American business, and the role of governments in the development of American businesses. *Prereq: ECON 043 and ECON 044.*

ECON 126. American Economic History
3 sem. hrs.

Briefly surveys the pre-1900 development of the American economy and then examines 20th Century changes in the agricultural, manufacturing, transportation, finance, and trade and communications sectors. Prosperity and depression in the 1920 to 1940 period will be examined in depth. Concludes with an examination of the distribution of income and wealth and the changing role of government in the 20th century American economy. *Prereq: ECON 043 and ECON 044.*

ECON 134. Public Policies Toward American Industry 3 sem. hrs.

Role of competition as an economic regulator. Bases and consequences of monopoly power. Development of statutory and administrative law affecting market processes in the U.S. Antitrust policies applied to monopoly, oligopoly, mergers and restrictive trade policies. Alternatives to antitrust, including utility regulation and social regulation. *Prereq: ECON 043 and 044.*

ECON 145. Public Finance 3 sem. hrs.

Examination of such current topics as the growth of government spending, taxes, and deficits. Proper role of the state, centralization and decentralization, the impact of government decisions on the distribution of income and the efficient allocation of resources. *Prereq: ECON 043 and ECON 044.*

ECON 146. Urban Economics 3 sem. hrs.

Economic role of cities. Forces behind urban growth. Problems of central city economic decline and urban poverty. Urban land and housing markets. Suburbanization of employment and population. The urban fiscal crisis. *Prereq: ECON 043 and 044.*

ECON 150. Money, Banking and Monetary Policy 3 sem. hrs.

Origins, nature and importance of money. Money demand and supply. Types of financial markets and their role in the economy. Banking institutions and the Federal Reserve. Role of monetary policy in business cycles and its impact on financial institutions and markets. *Prereq: ECON 043 and 044.*

ECON 151. International Economic Issues
3 sem. hrs.

Survey of international economics. Basis for and welfare effects of international trade, commercial policies, and economic growth. International organizations, trading regions, and trade accords. Balance of payments concepts and exchange rate theories. History and theory of international monetary systems including fixed versus flexible exchange rates. Credit not given if ECON 154 or ECON 156 already completed for credit. *Prereq: ECON 043 and 044.*

ECON 154. International Financial Economics 3 sem. hrs.

Balance of payments concepts and international indebtedness. Organization and characteristics of foreign exchange markets. International monetary history. Operation and structure of international banking and international securities markets. Theories of payments adjustment and exchange rate determination. Interdependency of macroeconomic policy, policy coordination and exchange rate target zones. *Prereq: ECON 043 and 044.*

ECON 155. Comparative Economic Development 3 sem. hrs.

An analysis and description of institutional differences among national economies. A theoretical framework for analyzing the effects of alternative systems on social and economic behavior is developed. Theoretical models are applied to specific cases, with special emphasis on issues of growth and development in advanced variants of capitalist, post-communist and less developed economies. *Prereq: ECON 043 and 044.*

ECON 156. International Trade 3 sem. hrs.

Sources, patterns, and welfare implications of international trade. Empirical investigations of traditional trade theories. Arguments for and impact of commercial policies. Trade effects of economic growth. Imperfect competition and intra-industry trade as alternatives to traditional theories and views. *Prereq: ECON 043, 044 and 110.*

ECON 160. Economics of Labor Markets
3 sem. hrs.

Supply and demand conditions unique to markets for services of human beings. The economics of investment and disinvestment of human capital. Topics include: determination of labor force size, geographic distribution and qualitative aspects; economic effects of institutional arrangements and labor laws; current issues. *Prereq: ECON 043 and 044.*

ECON 163. Environmental and Natural Resource Economics 3 sem. hrs.

Economic analysis of environmental and natural resources including land, air, and water. Special emphasis on the role of human values and economic institutions in resource exploitation. Topics covered include air and water

pollution, energy, ocean resources, forestry practices, mineral resources, the population problem, and agriculture. *Prereq: ECON 043 and 044.*

ECON 174. Introduction to Mathematical Economics 3 sem. hrs.

Designed to give students the quantitative background required to appreciate the use of mathematics in economic analysis. Emphasis is on developing important techniques. However, many economic applications are incorporated in order to demonstrate how standard economic models can be developed in mathematical terms. Topics include matrix algebra, differential calculus, both constrained and unconstrained optimization and comparative statistics. *Prereq: ECON 043 and 044; MATH 070 and 071 or their equivalents.*

ECON 175. Introduction to Econometrics 3 sem. hrs.

Designed to teach how to build an econometric model and to make forecasts using it. Models are constructed to explain phenomena that are observed frequently in business, economics and the social sciences. Linear regression analysis is employed and both single-equation and multi-equation models are investigated. Of practical value to economists, businessmen, engineers, statisticians, and other professionals for whom applied quantitative techniques are important. *Prereq: ECON 043 and 044; MATH060 or MANA026 or their equivalents.*

ECON 181. Economics and Ethics

3 sem. hrs.

Interaction of economic principles and understanding with ethical principles and understanding in contemporary society. Analysis of affluence's impacts on character development, the practice of moderation and justice, and the meaning of spiritual poverty. Applications of this ethic to critical features of modern industrial society. *Prereq: ECON 043 and ECON 044 and PHIL 104.*

ECON 182. Economics and Law 3 sem. hrs.

Relationship between the rights and obligations which the legal system confers on individuals and the allocation of resources which results from alternative assignments of legal rights. Uses and limitations of economic analysis in explaining the process by which legal rights are conferred. *Prereq: ECON 043 and 044.*

ECON 195. Independent Study 1-4 sem. hrs.

Prereq: Cons. of dept. ch.

ECON 196. Undergraduate Seminar

3 sem. hrs.

Specific titles to be announced in the *Timetable of Classes*. Offered occasionally. *Prereq: consent of department ch. and Jr. stndg.*

ECON 199. Senior Thesis 2 sem. hrs.

With department approval. Seniors may write a thesis under direction of an adviser. *Prereq: Cons. of dept. ch.*

FINANCE (FINA)

Chairperson and Associate Professor: Seifert
Associate Professor: Kutner
Assistant Professors: Nofsinger, Peck, Prucyk
Lecturer: Broome

FINA081. Personal and Professional

Finance 3 sem. hrs.

Course considers the financial planning and management needs men and women regularly have in the conduct of their personal and professional lives. Topics covered relate to management of personal and household finances, such as budgeting, credit buying, banking and borrowing, taxation, home ownership. Also focuses on financial issues relating individuals to an employer, a personal business, or a professional practice: selection and evaluation of fringe benefits, accounting and taxation of professional income. Personal and professional insurance decisions. Savings, investment and tax planning for estate accumulation and retirement. Support capabilities in microcomputer technology are illustrated and discussed.

Available for elective credit to non-business majors in the health sciences, arts and sciences or other areas. *Note: Available only to students not enrolled in Business Administration.*

FINA105. Co-op/Intern Grading Period in

Finance 1-3 sem. hrs.

Co-op or intern experience in finance features educational activity and productive work related directly to the finance curriculum. *Prereq: BUEX 110 and consent of BUEX director. S/Ugrade assessment.*

FINA 110. Real Estate Fundamentals

3 sem. hrs.

Fundamentals and significance of real property, particularly the growth of communities. Analysis of principal legal concepts pertaining to location, financing, and environmental factors. Causes of growth factors. *Prereq: Jr. stndg.*

FINA 112. Real Estate Valuation and

Financing 3 sem. hrs.

Basic techniques of evaluation and appraisal of residential, commercial, and industrial real estate. Urban renewal, exercise of eminent domain, appraisal for taxation, and the basic principles for successful investment in real estate. *Prereq: FINA 110 and Jr. stndg.*

FINA180. Introduction to Financial

Management 3 sem. hrs.

Principles and methods of corporate finance, valuation, analysis and management. Planning and controlling funds for liquidity and profitability. Introduction to the financial markets and instruments available to corporations and individuals. Emphasis placed on the framework and methodology involved in financial decision making. *Prereq: MANA026 and ACCO 031 and Jr. stndg.*

FINA181. Investment Analysis 3 sem. hrs.

Study of financial instruments such as stocks, bonds, convertibles, and options, and the markets in which they are traded. The primary concern of the course is with the decision process that evaluates the various investment opportunities. *Prereq: FINA180.*

FINA182. Investment Management

3 sem. hrs.

Extends the concepts introduced in FINA181. Topical coverage includes modern portfolio theory, options, futures and hedging techniques. Emphasis of course is on application of the concepts to investment strategies. *Prereq: FINA181 and FINA183.*

FINA183. Advanced Financial Management

3 sem. hrs.

Extension of the development of the theory of financial management, including an examination of the relevant literature. Concentration will be on applications of financial management theory. Topics include working capital, capital budgeting, dividend policy issues, cost of capital, and principles of valuation. Required for finance specialization. *Prereq: FINA180.*

FINA185. International Finance

3 sem. hrs.

This course looks at financial decision making in an international context. Global financial markets and foreign currency issues will be studied along with the international financing and capital investments. *Prereq: FINA180.*

FINA186. Bank Management 3 sem. hrs.

Study of banking on both an institutional and operating unit level. History, regulation and competitive environment of banking covered at institutional level. Development and application of specific tools and techniques dealing with the management of banks' deposit base and loan and securities portfolios, international banking and trust operations. *Prereq: FINA 180.*

FINA187. Cases in Financial Management

3 sem. hrs.

The application of the principles and models of financial management through case analysis and discussion; forecasting of financing needs for future operations and growth; financial policy and fund sources. Support of financial decision making through computerized planning and modeling. *Prereq: FINA183 and Sr. stndg.*

FINA188. Introduction to Financial

Derivatives 3 sem. hrs.

This course will focus on the mechanics, pricing and use of financial derivatives, including futures contracts, options, swaps, collateralized securities, Treasury Bond, Eurodollar, and S&P 500 Index futures contracts will be discussed in detail. Stock options and index options also will be discussed. Important pricing models including Black-Scholes and the Binomial Option Pricing Model also will be discussed. Risk management using these instruments will be emphasized. *Prereq: FINA180.*

FINA189. Issues in Finance 2-3 sem. hrs.

Specific titles announced in the *Timetable of Classes*. *Prereq: FINA180.*

FINA190. Principles of Risk and Insurance

3 sem. hrs.

Insurance and the method of handling risk, including risk retention, prevention, transfer, and the economic significance in regulation of property, liability, marine, life, health, and social insurance. *Prereq: FINA180.*

FINA195. Independent Study 1-4 sem. hrs.

Prereq: Cons. of dept. ch.

FINA197. Colloquium in Finance

1-3 sem. hrs.

Readings and research in restricted fields to learn and to apply techniques and disciplines of research in the finance area. *Prereq: Cons. of finance faculty.*

MANAGEMENT (MANA)

Chairperson and Associate Professor: Hosseini
Professors: Bausch, Cotton, Keaveny, Reynolds

Professors Emeriti: Kaye, Martin, Miller
Associate Professors: Inderrieden, Kaiser, Maranto, McFarlin, Ragins, Rehbein, Rotondi, Sweeney

Associate Professor Emeritus: McElroy
Assistant Professors: Cule, Hasbrouck, Kim, Srivastava, Sutcliffe, Syam

Instructor: Shirk

Visiting Instructor: Mansur

Adjunct Assistant Professor: Collins

Lecturers: Haefner, Hayes, Kelly, Malaty, Ottman, Pearson, Rollins, Shirk

MANA025. Introductory Business Statistics 3 sem. hrs.

Introduction to statistical methods used in the analysis of business decisions. Covers descriptive statistics, including index numbers, and use of probability and probability distributions in business decisions. Introduction to sampling and sampling distributions, development of statistical estimation and statistical inference, including hypothesis testing of means and variances. Use of chi-square distribution in testing goodness-of-fit and contingency tables. *Prereq:* MATH 070 and 071 or their equiv. and computer literacy.

MANA026. Intermediate Business Statistics 3 sem. hrs.

Continued development of statistical methods used in the analysis of business decisions. Covers analysis of variance, including factorial experiments. Develops bivariate linear regression and correlation, with tests of significance. Covers multiple regression, including an introduction to qualitative variables. Includes time series analysis and general forecasting approaches. May include introductory treatment of nonparametric statistics, decision theory, or Bayesian statistics. *Prereq:* MANA025 or equiv.

MANA105. Co-op/Intern Grading Period in Human Resources 1-3 sem. hrs.

Co-op or intern experience in human resources features educational activity and productive work related directly to the human resource curriculum. *Prereq:* BUEX 110 and consent of BUEX director. S/U grade assessment.

MANA106. Co-op/Intern Grading Period in Information Technology 1-3 sem. hrs.

Co-op or intern experience in operations management features educational activity and productive work related directly to the information systems curriculum. *Prereq:* BUEX 110 and consent of BUEX director. S/U grade assessment.

MANA107. Co-op/Intern Grading Period in Entrepreneurship 1-3 sem. hrs.

Co-op or intern experience in management features educational activity and productive work related directly to the management curriculum. *Prereq:* Jr. stndg. and consent of BUEX director. S/U grade assessment.

MANA108. Co-op/Intern Grading Period in Quality and Performance Management 1-3 sem. hrs.

Co-op or intern experience in organizational management features educational activity and productive work related directly to the management curriculum. *Prereq:* Jr. stndg. and consent of BUEX director. S/U grade assessment.

MANA120. Introduction to Information Technology 3 sem. hrs.

This course provides future information systems users a broad overview of information systems theory, research and applications used in organizations. Topics include the impact of technology on business, groupware, systems development life cycle, database, hardware, software, telecommunications and applications in function areas. MAY NOTBE TAKEN FOR CREDITBYSTUDENTS WHO HAVE RECEIVED CREDITFOR MANA130. *Prereq:* Enrollment in the College of Bus. Admin. only; Jr. stndg. and either BUEX 001 or 002.

MANA121. Business Applications Program Development 3 sem. hrs.

Fundamentals of software program design and techniques for object, file and data manipulation. Topics include file processing concepts, structured programming, data structures, interface design, exposure to object-oriented tools and operation system design differences and efficient resources allocation. Choice of tools may include Visual BASIC and Delphi. *Prereq:* Enrollment in the College of Bus. Admin. only and Jr. stndg.

MANA122. Database Management Systems 3 sem. hrs.

Applications of database management software to the design and implementation of business databases. File storage devices, data structures, logical data models, physical data storage schemes, and normalized design of databases. Management and administration of databases including procedures for data security, backup and recovery. Architecture of distributed data systems. Students from database design teams may serve as a business client. Use of tools such as SQL, Access, Oracle, Delphi, etc. MAY NOT BE TAKEN FOR CREDIT BYSTUDENTS WHO HAVE RECEIVED CREDITFOR MANA134. *Prereq:* Enrollment in the College of Bus. Admin. only and Jr. stndg.

MANA124. Telecommunications 3 sem. hrs.

An overview of the essential elements of connectivity and client/server designs. Topics include: media, network configuration, efficient resource allocation, communication carrier industry, video conferencing and applications in groupware, electronic data interchange (EDI), Internet applications, electronic commerce opportunities and limitations, preliminary CNE qualifications, and World Wide Web page development. Methodology may consist of case analyses, expert speakers, field trips and projects. MAY NOTBE TAKEN FOR CREDIT BY STUDENTS WHO HAVE RECEIVED CREDIT FOR MANA139. *Prereq:* Enrollment in the College of Bus. Admin. only and Jr. stndg.

MANA126. Information Systems Analysis 3 sem. hrs.

Covers the early stages of the systems development life cycle. Focus is on derivation of logi-

cal system specifications from information needs. Topics include: problem formulation, requirements definition, JADS, RADS, data flow diagrams, the role of the systems analyst, data and process modeling, techniques for investigation, logical system design, tools for system representation, business process reengineering (BPR), and cost /benefit analysis. Students will begin on a project that will continue in Information Systems Design and Implementation. MAY NOT BE TAKEN FOR CREDITBYSTUDENTS WHO HAVE RECEIVED CREDITFOR MANA131. *Prereq:* MANA 120.

MANA127. Information Systems Design and Implementation 3 sem. hrs.

Covers the principles, techniques and problems involved in the design of information technology. Focus is on the transformation of logical systems specifications to a working prototype. Detailed study of information systems outputs, files, inputs, controls, terminal dialogues, procedures, documentation, program specifications, hardware and software selection, testing, system implementation and system maintenance. Students will continue the project begun in Information Systems Analysis: systems development tools will be used. MAY NOT BE TAKEN FOR CREDITBYSTUDENTS WHO RECEIVED CREDITFOR MANA135. *Prereq:* MANA126.

MANA128. Advanced Business Application Program Development 3 sem. hrs.

Programming minicomputer and PC environment; traditional file processing and object-oriented techniques; emphasis on techniques of resource allocation; appropriate methodologies for systems design. Course will be taught using different development environments from COBOL, Visual BASIC, Java, C++, Delphi, etc. MAY NOTBE TAKEN FOR CREDIT BYSTUDENTS WHO HAVE RECEIVED CREDIT FOR MANA133 or MANA139. *Prereq:* MANA121.

MANA129. Issues in Information Technology 1-4 sem. hrs.

Varied subject matter each time offered. In-depth exposure to relevant selected topics. *Prereq:* Jr. stndg.

MANA150. Understanding Entrepreneurship 3 sem. hrs.

An overview of current theory and research on entrepreneurial phenomena. Material from economics, organizational science, psychology, political science, sociology, and public policy will be used to explore conceptions of entrepreneurship, entrepreneurial career choices, new firm foundings, new firm survival and success, effects of social context on entrepreneurship, and the impact of public policy. *Prereq:* Jr. stndg.

MANA151. New Venture Creation 3 sem. hrs.

This course focuses on starting and developing a new business. Topics include evaluating opportunities and testing the feasibility of creative ideas, selecting and dealing with partners; alternative methods of financing, developing the initial competitive strategy, structuring and managing the business through the early survival months, and sources of outside help. Students will prepare a business plan that can be used to launch a new initiative. *Prereq:* Jr. stndg.

MANA155. An Introduction to Diversity in Organizations 3 sem. hrs.

Addresses the personal and managerial implications of diversity in organizations. The course will incorporate both a cognitive and experiential understanding of diversity and group differences. We examine demographic trends in the workforce, differentiate cultural practices and values among diverse groups, explore the concepts of social identity and privilege, and discuss strategies for dealing with discrimination and stereotyping. *Prereq: Jr. stndg.*

MANA156. Behavior and Organization 3 sem. hrs.

Behavior of people individually and in groups. Emphasizes organization environment, communication, motivation, supervision and productivity. Develops fundamentals of organization theory, structure and administration. *Prereq: Jr. stndg.*

MANA157. Organizational and Management Processes 3 sem. hrs.

Analysis of major organizational processes and the role managers play in changing those processes to increase organization effectiveness. Course material assesses the impact of the environment, goals, strategies, life cycles, technologies, structures, and control systems on organization performance. In addition, implications of organization politics, culture, and decision making are examined. *Prereq: MANA156.*

MANA158. Motivation and Leadership 3 sem. hrs.

Central issues in motivation and leadership at work, and applying theories and concepts of organizational behavior will be addressed. Specific issues may include theories of motivation, the impact of various reward structures, employee participation programs, the management of poor performers, and approaches to leadership. These topics are addressed from both theoretical and applied perspectives. *Prereq: MANA156.*

MANA159. Issues in Organizational Management 1-4 sem. hrs.

Varied subject matter each time offered. In-depth exposure to relevant selected topics. Offered occasionally. *Prereq: Jr. stndg.*

MANA160. Management of Human Resources 3 sem. hrs.

Issues concerning the effective use and equitable treatment of employees. How human resource management activities are influenced by the economy, laws, unions, organizational strategies, and human behavior. The analysis of management activities such as recruitment and selection, training and development, pay and benefits, labor relations, performance assessment, discipline and due process. How these activities affect the attraction, retention, performance, and satisfaction of employees. *Prereq: Jr. stndg.*

MANA161. Human Resource Information Systems 3 sem. hrs.

The course addresses the use of human resource information systems (HRIS), to improve decisions pertaining to human resource issues. Topics include identification of HRIS to such areas of HR as: equal opportunity, affirmative action, staffing, training and

development, compensation, and benefits administration. *Prereq: MANA160.*

MANA162. Employee Benefit Systems 3 sem. hrs.

The course addresses the design and administration of employee benefit systems. Among the programs studied are: health and wellness programs, pension and retirement programs, and cafeteria plans. Legally mandated benefit systems are also studied. *Prereq: MANA160.*

MANA163. Compensation of Human Resources 3 sem. hrs.

The development of pay programs that are internally consistent, externally competitive, and individually rewarding. The application of these concepts via job descriptions and job evaluation, market surveys and pay structures, and performance or seniority based pay. Administering employee benefits such as insurance and pensions. The government's impact on pay and benefits. *Prereq: MANA025, MANA160.*

MANA164. Negotiations and Collective Bargaining 3 sem. hrs.

Examines the development, structure and process of collective bargaining, as well as negotiation processes and strategies in a variety of settings. Central topics include labor law, union organization, general principles of negotiation, and labor contract negotiation in particular. The course is taught from a neutral perspective, emphasizing the rights and responsibilities of labor, management and government. Makes extensive use of bargaining exercises.

MANA166. Employment of Human Resources 3 sem. hrs.

Issues relevant to staffing work organizations are addressed. Topics include: validation of selection procedures; criterion development; forecasting employee requirements and supply; alternative selection procedures; and equal employment opportunity regulations. *Prereq: MANA160 and MANA026.*

MANA167. Training and Development 3 sem. hrs.

Principles and factors that contribute to the personal growth and development of employees and the welfare of the company. Focus on training and employee development within organizations. Topics include training development and evaluation, employee development, career management, and career pathing within organizations. *Prereq: MANA160.*

MANA168. Issues in Human Resources 1-4 sem. hrs.

Varied subject matter each time offered. In depth exposure to relevant selected topics. Offered occasionally. *Prereq: Jr. stndg.*

MANA170. Operations Management 3 sem. hrs.

Production/operations management involves solving the problems encountered in designing, operating, and controlling the conversion of inputs into the desired outputs typically found in manufacturing and service organizations. *Prereq: MANA025 or equivalent and Jr. stndg.*

MANA171. Operations Planning and Control 3 sem. hrs.

A focus on operations planning and control decisions in both manufacturing and service firms. Addresses advance topics such as JIT management, adaption of global technologies to domestic organizations, dynamic decision rules, and applications of manufacturing productivity techniques in the service sector. Uses case analysis and, when appropriate, operations simulation game. Offered fall semester. *Prereq: MANA170.*

MANA172. Service Operations Management 3 sem. hrs.

This course is devoted to the particular problems and issues of designing, managing and delivering services, as opposed to manufactured goods. The main issues include service challenge and breakthrough design, productivity, quality, innovation and flexibility, demand and capacity management, manpower planning and scheduling, queue management, strategy and integration. Various cases from different service environments are used to illustrate subject matters and enhance learning concepts. *Prereq: MANA170.*

MANA173. Total Quality Management 3 sem. hrs.

This course will provide an in-depth knowledge of the use of total quality management (TQM) techniques in services and manufacturing. The main issues addressed include operations strategy, philosophies of contemporary quality thinkers such as Deming, Juran and Crosby, problem solving with Ishikawa techniques, improving quality of design, improving quality of process, implementation of total quality management, relationship of quality to Japanese just-in-time systems and quality planning techniques. Cases and films will be used to illustrate the subject matter. *Prereq: MANA170.*

MANA176. Management Science 3 sem. hrs.

Introduction to the methods of management science and operations research with applications to problems in business decision-making. Topics include linear programming, transportation and assignment models, integer programming, queuing models, simulation decision theory, and CPM/PERT. Emphasis is on computer applications of the methodologies using both microcomputers and mainframe computers. Offered occasionally. *Prereq: MANA025.*

MANA179. Issues in Operations Management 1-4 sem. hrs.

Varied subject matter each time offered. In depth exposure to relevant selected topics. Offered occasionally. *Prereq: Jr. stndg.*

MANA181. Business and Its Environment 3 sem. hrs.

Overview of social, political and legal opportunities and constraints influencing business decision-making; social trends and underlying causes, including changes in population and income distribution and their business significance; patterns of change in political strength of identifiable groups on social, geographic and economic interest bases; antitrust, trade regulation and the legal system. *Prereq: Sr. stndg.*

MANA182. Business Policies 3 sem. hrs.
Requires a knowledge of all functional areas. Broad involvement in management decision-

making process. Integrates functional areas through analysis of actual business case histories and related readings. Class discussion and written reports. Management game used when appropriate. *Prereq: FINA180, ECON 110, MANA156, MANA170, MARK 140, Sr. stndg.*

MANA183. International Management
3 sem. hrs.

Present and future trends in the international commercial arena. The course examines international trading trends for major sectors of the U.S. economy. This course differentiates international from domestic management. *Prereq: Sr. stndg.*

MANA195. Independent Study 1-4 sem. hrs.
Prereq: Cons. of dept. ch.

MARKETING (MARK)

Chairperson and Associate Professor: Akhter
Professors: Andrews, Laczniak
Professor Emeritus: Brownlee
Associate Professors: Bauer, Durvasula, Garrett, Lysonski, Robinson
Assistant Professor: Simmons
Instructor: Terrian
Visiting Instructor: Crockett
Lecturer: McDonald

MARK 105. Co-op/Intern Grading Period in Marketing 1-3 sem. hrs.

Co-op or intern experience in marketing features educational activity and productive work related directly to the marketing curriculum. *Prereq: BUEX 110 and consent of BUEX director. S/U grade assessment.*

MARK 140. Introduction to Marketing
3 sem. hrs.

The marketing process as it relates to management of marketing in the profitable operation of the firm. Environmental constraints, including consumers' needs, governmental regulation, and the social environment. Price determination, promotional strategy, channels of distribution, and product development. *Prereq: Jr. stndg., ECON 043 and 044.*

MARK 142. Marketing Research 3 sem. hrs.
Methods and techniques of securing, analyzing, and interpreting data essential to the scientific solutions of marketing problems. Research planning, research design, data collection methods, sampling analysis, report writing and the integration of research and marketing management. *Prereq: MANA025 and MANA 026, MARK 140.*

MARK 143. Promotional Strategy 3 sem. hrs.
Marketing aspects of communication between the firm and its customers. Brief introduction to behavioral sciences as they apply to promotion. Advertising, personal selling, publicity, and sales promotion as components of the promotional mix. Treatment of the social and legal constraints of promotion. *Prereq: MARK 140.*

MARK 144. Marketing Logistics and Distribution Strategy 3 sem. hrs.

Use of time and place utilities as variables in marketing strategy. Principles for the efficient design of wholesale and retail distribution systems. Logistics base, problems of distribution channel design and strategy considered in terms of their effectiveness in satisfying the demand of consumers. Offered occasionally. *Prereq: MARK 140.*

MARK 145. Product and Pricing Strategy
3 sem. hrs.

New Product development, competitive strategies and product life cycles as components of effective product management. The environment of pricing strategy and recent developments in pricing decision making as well as the psychological aspects of pricing. *Prereq: MARK 140.*

MARK 146. Consumer Behavior 3 sem. hrs.
Behavioral science concepts, including motivation, perception, learning, personality, attitudes, culture, social class, reference groups, and the family unit. Application of behavioral concepts to marketing management and research problems, including diffusion of innovation, cognitive dissonance, brand loyalty, attitude change, and comprehensive consumer decision models. *Prereq: MARK 140.*

MARK 148. Sales Management 3 sem. hrs.
Sales management is a complex and specialized business and organizational function including the oversight of the direct and personal marketing of consumer and industrial goods and services. The unique nature of sales management requires a separate examination of recruiting, selection, training, compensation, retention, and motivation of management tasks. *Prereq: MARK 140.*

MARK 150. Marketing Management
3 sem. hrs.

Planning, implementation and control of the marketing activity of firm or division. Formulation of marketing objectives, policies, programs, and strategy. Managerial aspects of product, price, promotion, and distribution decisions. *Prereq: MARK 140, 142 and one other MARK course; Sr. stndg.*

MARK 152. Retailing Management
3 sem. hrs.

Readings and cases in retail management. Types of retail organizations. Problems of location, buying, merchandise control, and retail promotion. The present state of retailing and a look into the future. Offered occasionally. *Prereq: MARK 140.*

MARK 153. International Marketing
3 sem. hrs.

Adapting business efforts to differing economic, social, and cultural milieus and the development and application of marketing strategies and mixes in foreign markets. Differing methods of international trade, marketing, and business organization are covered. *Prereq: MARK 140.*

MARK 155. Industrial Marketing 3 sem. hrs.
Focus on applying marketing in the industrial product and services environment. Emphasis is placed on application of strategic planning models to industrial markets and development of marketing mixes especially oriented to industrial products/services. *Prereq: MARK 140.*

MARK 156. Direct Marketing 3 sem. hrs.
Focuses on the direct marketing process of prospecting, conversion, and customer maintenance; and the four Ms of direct marketing (merchandising, media, message, and measurement). Emphasis is placed on database management, customer segmentation, customer profitability analysis, forecasting, market testing and analysis, and direct response advertising via direct mail. *Prereq: MARK 142 and one of the following: MANA026, PSYC 060, MATH 060.*

MARK 157. Marketing and Society
3 sem. hrs.

Focuses on environments external to the firm which have significant consequences on marketing and demonstrates how the marketing system contributes to or impedes the objectives of society. Topics discussed: Consumerism, Law, Marketing Ethics, Ecology, Marketing in Non-Profit Organizations. Offered occasionally. *Prereq: MARK 140.*

MARK 159. Issues in Marketing 1-4 sem. hrs.
Enrollment limited to superior students. Offered occasionally with various topics. *Prereq: MARK 140.*

MARK 195. Independent Study 1-4 sem. hrs.
Prereq: Cons. of dept. ch.