

Colleges and Schools



This is the Business and Economics section of the 1997-1999 University of Minnesota, Duluth Catalog

## School of Business and Economics (SBE)

*Dean:* To be named

*Associate Deans:* Thomas B. Duff, Kjell R. Knudsen

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*Director of Business Internships:* Duane A. Kaas

104 School of Business and Economics Building, (218) 726-7281

The School of Business and Economics is dedicated to creating, disseminating, and applying knowledge and information about accounting, business, management, and economics to benefit individuals and private and public organizations in Minnesota within a regional, national, and global context.

SBE is dedicated to improving the integrity and practice of business and management and developing individuals, organizations, and the region. The school pursues these goals through teaching, conducting research, and applying principles and techniques about the role, structure, and operation of organizations in society.

Courses and programs are offered to individuals at all stages of career and professional development. Undergraduate (B.Ac. and B.B.A.), basic certificate, graduate (M.B.A.), and advanced certificate programs are offered, as well as diverse seminars and short courses.

SBE is organized into four instructional departments: Accounting, Economics, Finance and Management Information Sciences, and Management Studies. Other units within the school include the Center for Economic Education, supported by the economics department, and the Center for Economic Development, which provides a range of research and economic development services for the region and the state. The Center for Economic Development, a joint program of the school, the College of Science and Engineering, and the UMD Natural Resources Research Institute, includes the NRRI Business Group, Bureau of Business and Economic Research, Small Business Development Center, and the Minnesota Technology Regional Office.

Two undergraduate professional degree programs are offered by the school: the bachelor of accounting (B.Ac.) and bachelor of business administration (B.B.A.). The school also offers, through the Graduate School of the University, a master of business administration (M.B.A.) degree program.

The two baccalaureate degree programs prepare students for careers in accounting, business, management, or administration. They share the following objectives: to encourage a well-rounded liberal arts education through lower division program requirements and a broad-based selection of liberal arts courses outside the school; to orient students to the basic tools and functional concepts of business management and administration, and to equip them with the ability to apply acquired skills; and to prepare graduates to enter a management or administrative career or to pursue graduate study. SBE students are encouraged to take at least one year of college-level foreign language.

The Department of Economics offers a major in economics for the bachelor of arts (B.A.) degree conferred by the College of Liberal Arts. The B.A. program is for students who want a liberal education in economics or who plan to pursue graduate work.

The M.B.A. program offered through the Graduate School prepares students for management careers in business, government, and nonprofit organizations. See Graduate School in this section or the *Graduate School Bulletin* for information about this program.

In addition to major programs, the school provides minor programs approved for various degree programs offered by other college units at UMD.

## Admission

See Policies and Procedures.

## Academic Standing

The programs leading to the bachelor of accounting and bachelor of business administration degrees require that each candidate, at the time of graduation, have a GPA of at least 2.00 in each of the following categories of work: all work attempted, including residence and transfer work (*overall* GPA); all work taken in residence at the University of Minnesota, including work taken through University College (UC) (*transcript* GPA); and all work in accounting, business, and economics courses, regardless of where or when taken (*internal* GPA).

## Good Academic Standing

To be in good academic standing a student must maintain a 2.00 GPA in each of the three categories of work described above. Any student failing to maintain the required average in each of the three areas is considered to be on probation. Students on probation are strongly encouraged to talk with their faculty adviser and advisers in the college office to determine their appropriate course of action.

## Dismissal

Because some students have difficulty adjusting to the standards of a university education, students who have attempted 39 or fewer credits will not be subject to academic dismissal. Students attempting 40-74 credits are subject to immediate dismissal if either the *transcript* or *overall* GPA is below the required 2.00. Students attempting 75 or more college credits are subject to immediate dismissal if the *overall*, *transcript*, or *internal* GPA falls below the required 2.00. Dismissal decisions are made in the college office following finals week of fall, winter, and spring quarters. Students who are dismissed will be notified immediately and their registration for the next quarter of day school canceled. An additional quarter may be granted at the discretion of the college office under unusual or extenuating circumstances; students are advised to meet with the assistant to the dean for student affairs before dismissal decisions when seeking an exception to immediate dismissal policies.

## Readmission

Readmission is granted whenever all required minimum GPAs for good academic standing have been attained through UC or summer school work. While students not in good standing are discouraged from doing so, students may petition for readmission at any time. Readmission is not normally considered unless evidence of improved academic capability is presented or there are circumstances clearly supporting a decision for readmission with less than the required GPAs. Petition forms and information concerning academic standing are available at the SBE Student Affairs Office, 104 School of Business and Economics Building. Students readmitted to SBE are not guaranteed admission to upper division, i.e., candidacy status.

## General Degree Requirements

### Residence Requirement

Degree candidates must complete a minimum of 45 residence credits, defined as those credits taken while officially enrolled in SBE. A minimum of 30 of the last 45 degree credits must be completed in residence. A minimum of 50 percent of required business, accounting, and upper division economics credits must be taken at UMD.

### Admission to Candidacy Requirements

After completing 60 credits, SBE baccalaureate students must apply for candidacy for their degrees. To be eligible for candidacy, a student must be in good academic standing (overall, transcript, and internal GPAs must be 2.00 or higher), have completed *all* pre-major requirements for the bachelor of accounting or bachelor of business administration degree, and have earned a minimum of 75 credits. Students who do not qualify for admission to candidacy may not take SBE upper division courses without the permission of the assistant to the dean for student affairs. Students who complete upper division work in accounting, business law, economics, finance and management information sciences, or management studies before being admitted to candidacy may be required to complete additional upper division work.

### Graduation Plan

After completing 135 credits, a candidate for a degree in SBE is required to file a graduation plan. The graduation plan provides a detailed description of the student's program as well as assurance that the program meets all degree requirements. The student is responsible for updating the graduation plan as necessary; it must be completed the quarter preceding graduation. Students who fail to file a graduation plan as directed after completing 135 credits will not be permitted to register in the school.

### Grading

All courses offered in SBE are on either a mandatory A-F or mandatory S-N basis only. However, students in the school have the choice of optional A-F or S-N grading in some courses taken

outside the school. Students in the school may not elect optional S-N grading in specific required courses within the lower division program of the school, or in upper division courses outside the school that are used to meet the requirements of a major for the B.B.A. degree. In addition, students should be aware of and comply with general limits on the use of the S-N grading option as stated in Policies and Procedures.

## Honors, Scholarships, and Awards

### Collegiate Honors

Baccalaureate graduates of the school may graduate with *summa cum laude*, *magna cum laude*, and *cum laude* honors, as follows:

**Summa Cum Laude**—To qualify, students must have at least a 3.80 GPA in all course work completed in residence at UMD and must be in the top 3 percent of their graduating class.

**Magna Cum Laude**—To qualify, students must have at least a 3.50 GPA in all course work completed in residence at UMD and must be in the top 8 percent of their graduating class.

**Cum Laude**—To qualify, students must have at least a 3.20 GPA in all course work completed in residence at UMD and must be in the top 15 percent of their graduating class.

### Program Honors

Candidates for the bachelor of accounting and bachelor of business administration degrees are eligible for program honors separate from the collegiate honors described above. Program honors are noted in the commencement bulletin and by inclusion of the following notation on the student's transcript: Graduated With Distinction in Business and Economics.

To be eligible, degree candidates must earn a 3.30 GPA in all SBE upper division courses.

### Honorary Societies

**Omicron Delta Epsilon**—Eligibility requirements for this international honorary society in economics include junior or senior standing, a minimum of 18 credits in economics with a GPA of 3.00 in these courses, and an overall GPA of 3.00.

**Pi Gamma Mu**—Eligibility requirements for this national honorary society in the social sciences include a 3.00 GPA in all social science courses, including accounting, finance and management information sciences, business law, management studies, and economics, and an overall GPA of 3.00.

### Scholarships

**Alliant Tech Scholarship**—A \$500 scholarship awarded to a junior accounting student. Accounting faculty make the selection.

**Becker C.P.A. Review Scholarship Award**—Full scholarship for C.P.A. review course awarded to an outstanding accounting student.

**Cargill Accounting Scholarship**—A \$500 scholarship awarded to a junior accounting student. Student must be a U.S. citizen. Accounting faculty make the selection.

**Conviser/Duffy C.P.A. Review Scholarship Award**—Full scholarship for C.P.A. review course awarded to an outstanding accounting student.

**Deloitte and Touche Accounting Scholarship**—A \$500 scholarship awarded to a junior accounting student. Accounting faculty make the selection.

**Department of Accounting Scholarship**—A \$500 scholarship. Accounting faculty make the selection.

**Duluth Chapter, Minnesota Society of Certified Public Accountants Accounting Scholarship**—Two \$500 scholarships awarded to accounting students who have a 3.00 GPA in accounting courses and an interest in public accounting. Accounting faculty make the selection.

**Duluth Skyline Rotary Club Scholarship**—A \$500 scholarship awarded to a full-time junior business administration student with at least a 3.00 GPA, active involvement in extracurricular activities, leadership potential, and strong oral communication skills. Rotary Club members make the selection.

**Fawzi G. Dimian Alumni Scholarship**—One \$1,000 scholarship. Accounting faculty make the selection.

**Janet Jasper Accounting Scholarship**—A \$1,000 scholarship awarded to a junior accounting student. Accounting faculty make the selection.

**Honeywell Scholarship**—A \$750 scholarship awarded to a junior accounting student. Accounting faculty make the selection.

**Larson, Allen, Weshair Scholarship**—A \$500 scholarship awarded to a junior accounting student. Accounting faculty make the selection.

**McGladrey and Pullen Accounting Scholarship**—A \$1,000 scholarship awarded to a junior accounting student. Accounting faculty make the selection.

**Minnesota Society of C.P.A.s Accounting Scholarship**—Two \$500 scholarships awarded to junior accounting students. Accounting faculty make the selection.

**SBE Honors Scholarship**—At least one \$500 honors scholarship awarded annually to a junior accounting, business administration, or economics major who has a minimum cumulative GPA of 3.20 and demonstrates strong commitment to serving UMD and the community. Minimum 3 quarters at UMD and admission to candidacy (B.Ac. and B.B.A.) or completion of lower and upper division core courses (Econ).

## Awards

**Award for Academic Excellence in Business Administration**—This honor, which carries with it a plaque and a one-year subscription to the *Wall Street Journal*, is presented annually to the most academically outstanding bachelor of business administration graduate.

**Business Administration Club Award**—Presented to one or more sophomore, junior, or senior members of the Business Administration Club. Business Administration Club members make the selection.

**Economics Department Award for Excellence**—Presented annually by Department of Economics faculty to one student majoring in economics who has consistently demonstrated academic excellence. In recognition of this student's outstanding achievement, the department purchases the student's textbooks to be used in economics courses for one year.

**R. S. Hancock Award for Excellence in Marketing**—An award to the outstanding student or students with a marketing major. Selection is based on grades and classroom performance in marketing courses.

**Management Studies Department Award for Excellence**—Presented annually by the management studies faculty to one or more students with majors in management (organizational management or human resource management) or marketing who have consistently demonstrated academic excellence.

**John A. Dettmann Memorial Award**—Awarded annually to junior accounting students for outstanding scholastic achievement in the bachelor of accounting degree program. Award includes a student membership in the Institute of Management Accountants.

**FMIS Department Awards for Excellence**—Presented annually by the department's faculty to students who have consistently demonstrated academic excellence in their fields of study. One award is given to a finance major, one is given to a management (MIS option) major.

**SBE Book Awards**—Ten to fifteen books awarded annually to recognize newly admitted SBE degree candidates who earned exceptionally high grades in their pre-business or pre-accounting programs. Each student receives a free textbook to be used in one fall quarter upper division SBE course.

**Sielaff Marketing Leadership Award**—Award is presented annually by Pi Sigma Epsilon, a marketing, sales management, and selling fraternity to an outstanding upper division marketing student who demonstrates an overall commitment to the field of marketing through academic excellence, extracurricular activities, and career goals.

## Special Learning Opportunities

A number of special learning opportunities are available to students in SBE. Internship experiences offer students an opportunity to apply knowledge and skills gained in the classroom to real problems of management and administration through work in sponsoring agencies. Some internships offer a salary and other compensation as well as the opportunity to earn credits through a supervised work experience. Students interested in internship experiences should contact either their faculty adviser or the director of business internships for more information.

The Center for Economic Education has as its primary mission the sponsorship of programs to increase the general level of economic literacy. The focus of the center's programs is on pre-service and in-service training for elementary teachers and for business education and social studies teachers at the secondary level.

The University-wide Undergraduate Research Opportunities Program (UROP) provides financial awards to undergraduates for research, scholarly, or creative projects undertaken in partnership with a faculty sponsor. UROP provides the student with the unique educational experience of collaborating with a faculty member on the design and implementation of a project. At the same time, faculty have an opportunity to work closely with students and receive valuable assistance with their own research.

The school's Center for Economic Development provides special learning opportunities for students through its technical assistance programs that serve the region's small business community. Often these opportunities are student internships.

The Small Business Institute Program, sponsored jointly by the school's Center for Economic Development and the Small Business Administration, also offers opportunities for students to become involved in applying knowledge and skills to practical problems. Each quarter several student teams work directly with a business enterprise on managerial, marketing, or accounting problems.

In addition to the resident programs of instruction designed primarily for traditional students, the school offers a variety of programs and learning opportunities through the Center for Professional Development in cooperation with University College. These programs are designed to meet the needs of individuals who want additional education to remain current in business, management, and administration.

## Academic Programs

SBE offers the following degree programs:

- Bachelor of accounting (B.Ac.)
- Bachelor of business administration (B.B.A.). Majors in finance, marketing, and management. The latter offers options in human resource management and organizational management.

Majors and minors offered by SBE for degrees conferred by other UMD college units include the following:

- Major in economics for the bachelor of arts degree (CLA)
- Minor in accounting for the bachelor of applied arts degree (CEHSP)
- Minor in accounting for non-SBE candidates
- Minor in accounting for B.B.A. candidates
- Minor in business administration for non-SBE candidates
- Minor in business administration for B.Ac. and B.B.A. candidates
- Minor in economics

## SBE Freshman Orientation Program

New high school students entering SBE are required to participate in a quarter-long, noncredit, no-fee Freshman Orientation Program offered during fall quarter. The purpose of the program is to improve the quality of the student's lower division experience. New advanced standing students are encouraged to enroll in the program but are not required to do so.

New high school students beginning their enrollment in fall quarter are required to register for SBE 0001 during that quarter. Students beginning in winter or spring quarter are required to register for the course for the following fall quarter. All students entering the School of Business and Economics as new high school students must complete SBE 0001 before admission to candidacy.

## Accounting (Acct)

*Professors:* Ehsan H. Feroz, C. Stevenson Rowley; *Associate Professor:* Roger L. Brannan; *Assistant Professors:* Sungsoo Kim, June F. Li, Alan C. Roline, Lawrence J. Syck (department head); *Instructor:* Kathryn D. Andrews

The work of the accountant is firmly established as an indispensable service in the world of business, government, and social institutions. The accounting system is an essential quantitative information system in almost every organization. Professionally trained accountants serve in many areas of private business, in government at all levels, in public and social service institutions, and in the field of public accounting. The growing complexity of

American business and multinational firms and the need for new approaches to business and social problems have increased the demand for professional accountants. Effective operations planning requires that relevant data be collected, analyzed intelligently, and reported coherently. Management needs assistance in directing activities to meet objectives and in adjusting operations to fit new conditions. Providing information for efficient allocation of resources is an important function of accounting in all organizations.

Success as a professional accountant requires motivation, a commitment to service, and skills in communication and analysis. Also important are abilities to work well with others, to think abstractly, and to solve problems systematically. The expanding use of mainframe and personal computers in business requires that the accountant be trained to use existing computer-based accounting and management information systems, to design and implement new systems, and to provide the expertise in internal control and auditing to review and audit both new and existing systems.

The political and economic interdependence of business throughout the world requires the accountant to have a global perspective of business conditions. Whether the scope of the business is domestic or international, this global perspective enables the accountant to gather, interpret, and present meaningful information for business decision makers.

Two types of professional certification are available to accountants in private business. The Certified Management Accountant (C.M.A.) is issued by the Institute of Management Accounting. The Certified Internal Auditor (C.I.A.) Certificate is issued by the Institute of Internal Auditors. The B.Ac. degree program serves as the basic preparation for the examinations for the C.M.A. and the C.I.A.

In Minnesota, the Certified Public Accountant (C.P.A.) Certificate is issued by the State Board of Accountancy. Completion of the B.Ac. degree program serves as the basic preparation for the C.P.A. examination and qualifies a student to take the examination immediately after graduation.

An internship program is available, Acct 3570—Internship in Accounting, that includes opportunities in public and private accounting.

## Bachelor of Accounting (B.Ac.)

The bachelor of accounting degree program provides basic conceptual accounting and business knowledge as a foundation for accounting career development. The program includes study in each of the following areas: financial accounting and accounting theory; cost and management accounting; accounting information and computer systems; financial, operational, and EDP audit; taxation; the application of electronic spreadsheets in various areas of accounting; the functional areas of business, including business law, strategic management, finance, management, management information systems, marketing, international business, and human resource management; and general education, including the areas of the behavioral sciences, the humanities, English, communication, the arts, mathematics, statistics, and the political and legal environment of business and society. Degree requirements (190 credits) include the academic standing and general degree requirements (above), lower division and upper division requirements (below), and compliance with the general regulations governing granting of degrees. Correspondence credits cannot be used to fulfill upper division B.Ac. degree requirements.

No more than 50 percent of the minimum 190 credits required for the B.Ac. degree may be in accounting, business, or economics courses. Students choosing to pursue a double major, major, or minor within the school will likely exceed 190 total degree credits.

## Lower Division Requirements (90)

**Liberal Education Distribution Requirements (48 credits minimum)**—See Policies and Procedures for each category's title, specific guidelines, and complete list of approved courses including Comp 1120—College Writing. SBE students are encouraged to take at least one year of college-level foreign language.

### Pre-major requirements (some courses also fulfill liberal education requirements):

Comm 1112—Public Speaking (4)

Math 1156—Finite Math

or Math 3320—Vectors, Matrices (4)

Math 1160—Calc: Short Course (4)

or Math 1296—Calculus I (5)

Econ 1004 or 1004H—Prin of Econ: Micro (4)

Econ 1005 or 1005H—Prin of Econ: Macro (4)

Psy 1003—General Psychology (5)

Soc 1100—Soc, Social Problems (5)

Acct 1511—Financial Acct I (3)

Acct 1512—Financial Acct II (3)

BLaw 1106—Leg Envir of Bus (4)  
 Econ 1203—Statistical Methods (4)  
 Econ 1204—Quant Res Meth (4)  
 FMIS 1201—Intro Bus Info Sys (4)  
 SBE 0001—Orientation

#### Electives

Any additional non-SBE courses to total 90 pre-candidacy credits. (Non-SBE statistics courses cannot be used to fulfill elective requirements.)

### Upper Division Requirements (100)

Acct 3102—Computer Appl Acct (3)  
 Acct 3501—Interm Acct I (4)  
 Acct 3502—Interm Acct II (4)  
 Acct 3503—Interm Acct III (4)  
 Acct 3507—Cost Accounting I (4)  
 Acct 3544—Income Tax Acct (4)  
 Acct 3546—Auditing (4)  
 Acct 3548—Advanced Accounting (4)  
 BLaw 3107—Law Cont, Sale, Prop (4)  
 Comp 3120—Adv Writ: Business (4)  
 FMIS 3140—Bus Communications (4)  
 FMIS 3211—Mgt Info Systems (4)  
 FMIS 3305—Prod Oper Mgt (4)  
 FMIS 3611—Corporation Finance (4)  
 MgtS 3304—Organizational Mgt (4)  
 MgtS 3362—Strategic Mgmt (4)  
 MgtS 3701—Prin of Marketing (4)  
 MgtS 3804—Human Resource Mgt (4)  
 Upper division accounting electives (6)  
 Upper division economics electives (4)  
   Econ 3104—Microecon Analysis  
   or Econ 3105—Macroecon Analysis (4)  
 Supporting courses (19)

Upper division non-SBE courses (non-SBE international courses from below may be applied) (minimum 12 credits)—Students interested in pursuing special interests, such as international business, engineering, technology, and public administration, are encouraged to contact their adviser or the SBE Student Affairs Office for more information. Non-SBE statistics courses cannot be used to fulfill elective requirements.

International Requirement (3-5 credits)—Any course from the list of upper division courses approved for the major or minor in international studies for the B.A. degree. Acct 5525—Sem Internat Acct (also meets upper division accounting elective requirement), IntB 3101—International Business, or IntB 3105—International Entrepreneur.

Additional upper division courses from any department, college, or school to meet total minimum upper division requirements of 100 credits.

### Accounting Minor for Non-SBE Degree Candidates (41-52 total credits)

The minor in accounting (41-52 credits) is valuable to students who want to have an understanding of the accounting process and its applications in modern society. Completion of the minor offers students training for entry into many positions in government, industry, and social service organizations that require an understanding of accounting but do not require the depth of knowledge provided by the B.Ac. degree program.

Students may apply for admission to the minor in accounting before completing Econ 1203—Statistical Methods, and are admitted after completing the pre-minor requirements and after earning a minimum of 75 credits. Admission to the minor is based on the same GPA requirements as admission to candidacy for baccalaureate degrees in SBE. Applications are available in 104 School of Business and Economics Building.

### Lower Division (22-33)

Acct 1511—Financial Acct I (3)  
 Acct 1512—Financial Acct II (3)  
 Econ 1002—Economics, Society  
   or Econ 1004—Prin of Econ: Micro  
   or Econ 1005—Prin of Econ: Macro (4)  
 Econ 1203—Statistical Methods (4)  
   or equivalent statistics course  
 FMIS 1201—Intro Bus Info Sys (4)  
   or CS 1010—Intro to Comp & Software (4)  
   or CS 1621-1622-1623—Comp Sci I-II-III (15)  
 SBE 1100—Business Environment (4)  
 Honors sections of these courses are also accepted.

### Upper Division (19)

Acct 3102—Computer Appl Acct (3)  
 Acct 3501—Interm Acct I (4)  
 Acct 3507—Cost Accounting I (4)  
 Upper division accounting electives (8)

### Accounting Minor for B.B.A. Candidates (15 credits)

B.B.A. candidates may wish to supplement their major course work by completing an accounting minor. Forms for declaring the minor are available in 104 School of Business and Economics Building and may be submitted with the Application for Candidacy or any time after formal admission to a degree program.

Required (7)  
   Acct 3102—Computer Appl in Acct (3)  
   Acct 3501—Interm Acct I (4)  
 Electives (8)  
   Upper division accounting courses

### Economics (Econ)

*Professors:* Curt L. Anderson, Wayne A. Jesswein (department head), Paul E. Junk, Richard W. Lichty, Jerrold M. Peterson, Raymond L. Raab, Donald N. Steinnes; *Associate Professors:* A. Maureen O'Brien (assistant department head and acting head), David A. Vose

Economics is the study of social, business, and individual decision making and the goals, incentives, institutions, and constraints affecting those decisions. The Department of Economics curriculum combines the classical liberal arts and modern quantitative approaches.

The department offers a major and minor leading to a bachelor of arts degree to prepare students for careers in business and government, the study of law, and graduate work in economics, management, public policy, and related fields. Business careers requiring the analytical training of an economist include banking, management, insurance, marketing research, and securities trading. Economists who work for government agencies assess economic conditions in the United States and abroad and predict the economic impact of specific changes in legislation or public policy. Government careers include those in foreign and intelligence service, regulatory agencies, and international trade.

Economics majors must complete a minor (or another major) in a discipline outside economics. The department strongly encourages majors to choose a discipline that complements their chosen career path or builds on their analytical training. Suggested minors include political science, business, sociology, a foreign language, computer science, and mathematics.

The department faculty welcomes and encourages student interaction through a student advisory board, the Economics Club, Omicron Delta Epsilon, and research projects. In addition, the department publishes a periodic newsletter and maintains a student affairs bulletin board.

### Department Honors

The department honors program recognizes majors who demonstrate outstanding academic performance. Department honors are noted in the commencement bulletin and by the following notation on the student's transcript: **Graduated With Distinction in Economics.**

To be eligible, degree candidates must earn a 3.20 GPA overall. In addition, candidates must earn a 3.20 GPA in all economics courses.

The following courses compose the required core for all majors and minors in economics:

### Core Requirements

#### *Lower Division Core (33-40)*

- Acct 1511—Financial Acct I (3)
- Acct 1512—Financial Acct II (3)
- CS 1500—Intro Programming in Pascal (3)  
or CS 1501—FORTRAN Programming (3)  
or FMIS 1201—Intro Bus Info Sys (4)
- Econ 1004 or 1004H—Prin of Econ: Micro (4)
- Econ 1005 or 1005H—Prin of Econ: Macro (4)
- Econ 1203—Statistical Methods (4)

- Econ 1204—Quant Res Methods (4)
- Math 1156—Finite Mathematics  
or Math 3320—Vectors, Matrices (4)
- Math 1160—Calc: Short Course (4)  
or Math 1296—Calculus I (5)  
and Math 1297—Calculus II (5)

#### *Upper Division Core (8)*

- Econ 3104—Microecon Analysis (4)
- Econ 3105—Macroecon Analysis (4)

### Major (B.A.)

The economics major (67 credits) provides a broad-based study of economics with a concentrated focus on specific areas of career interest.

Lower division core (33-40)

- Upper division core (8)
- Comp 3160—Adv Writ: Soc Sci  
or FMIS 3140—Business Comm (4)
- Econ 3059—Seminar (2)

Electives in economics to include at least two of these areas of concentration (20):

#### **Area 1**

- Econ 3620—Govt Regulation of Bus (4)
- Econ 5622—Industrial Org (4)

#### **Area 2**

- Econ 3704—Money and Banking (4)
- Econ 5752—Monetary Economics (4)

#### **Area 3**

- Econ 5360—Reg Econ, Loc Theory (4)
- Econ 5362—Urban Economics (4)

#### **Area 4**

- Econ 5333—Tls, Appl Econ Ana I (4)
- Econ 5334—Tls, Appl Econ Ana II (4)

#### **Area 5**

- Econ 5776—Nat Resour, Energy Ec (4)
- Econ 5777—Environ Economics (4)

#### **Area 6**

- Econ 3555—Labor Economics (4)
- Econ 3556—Labor Market Issues (4)

#### **Area 7**

- Econ 5453—Int Econ, Finance (5)
- Pol 3400—Topics in World Pol (4)  
or FMIS 3649—Internatl Finance (4)

#### **Area 8**

By petition, a student may request an area other than those stated. The area must consist of two courses, at least one of which must be in economics.

The remaining course needed to meet the 20 credits of upper division electives can be taken from any of the courses listed above in Areas 1 through 8 or from the following economics upper division electives:

- Econ 3001—Radical Economics (4)
- Econ 3346—Prin of Urban Econ (4)
- Econ 3411—Managerial Economics (4)
- Econ 3800—Special Topics (1 to 4)
- Econ 5003—Consumer Economics (4)
- Econ 5020—Current Econ Issues (4)
- Econ 5140—Intro to Math Econ (4)
- Econ 5803—Public Finance (5)

## Minor

The economics minor (32 credits) provides a basic overview of economics for students interested in a complementary discipline.

### Lower division (16)

Econ 1004—Prin Econ: Micro (4)  
Econ 1005—Prin Econ: Macro (4)  
Econ 1203—Statistical Methods (4)  
Econ 1204—Quant Res Methods (4)

### Upper division (16)

Any one of the following:

Econ 3104—Microecon Analysis (4)  
Econ 3105—Macroecon Analysis (4)  
Econ 3411—Managerial Econ (4)

### Electives in economics (12)

## Finance and Management Information Sciences (FMIS)

Theodore M. Breu, *Associate Professor of Operations Management*; Woodrow W. Cushing, *Assistant Professor of Finance (Banking Chair)*; Thomas B. Duff, *Professor of Management Information Systems*; John M. Griffith, *Assistant Professor of Finance*; Duane A. Kaas, *Associate Professor and Business Internship Coordinator*; R. J. Lievano, *Professor of Management Science* (dean); Patricia A. Merrier, *Professor of Business Communications and Management Information Systems* (department head); J. Harold Pardue, *Assistant Professor of Management Information Systems*; Henry B. Person, *Associate Professor of Operations Management*; Shee Q. Wong, *Professor of Finance*

The finance and management information sciences faculty provides academic support for and shares a commitment to excellence in the B.Ac., B.B.A., and M.B.A. degrees. FMIS courses focus on solid preparation for finance careers such as investment portfolio management, banking, and corporate finance, and management careers in fields such as design and implementation of computerized information systems, and production management and control in businesses and public organizations.

## Management Studies (MgtS)

John W. Boyer, Jr., *Professor of Industrial Relations*; Stephen B. Castleberry, *Professor of Marketing* (department head); Joyce L. Grahm, *Professor of Marketing*; Kjell R. Knudsen, *Associate Professor of Strategic Management and Administrative Behavior*; John W. Newstrom, *Professor of Human Resource Management*; Linda E. Parry, *Associate Professor of Organizational Studies*; Jon L. Pierce, *Professor of Organization and Management*; Linda Rochford, *Associate Professor of Marketing*; Stephen A. Rubinfeld, *Professor of Human Resource Management*; Rajiv Vaidyanathan, *Assistant Professor of Marketing*

The management studies faculty provides academic support for the B.Ac., B.B.A., and M.B.A. degrees that focus on four domains: human resources and

industrial relations, marketing, organizational management, and strategic management. The programs and courses view management as a generic process applicable to careers in business, government, public, or social service organizations, and relevant at various levels. Courses are designed to stimulate students to integrate environmental factors with internal resources (human, technological, and capital) through an emphasis on strategic plans and programs.

## Bachelor of Business Administration (B.B.A.)

This professionally oriented degree program offered by SBE emphasizes the competencies required for management careers in business, government, public, or social service organizations. The program provides students with a breadth and depth of knowledge about organizations, management fundamentals, techniques, processes, and skills that when combined with a foundation in the functional areas of accounting, business law, finance, information systems, marketing, operations, and human resource management will prepare them for entering careers with management responsibility.

The B.B.A. offers a broad educational experience while preparing students for a variety of technical and management careers. With about one-half of the required course work in other academic disciplines, emphasis is on the development of a strong liberal arts education that provides a foundation for the required and elective professional courses. The core curriculum of the program focuses on the fundamental administrative and functional skills demanded of leaders in today's public and private organizations. The program permits sufficient latitude in choosing electives so that students may select courses appropriate to their particular professional objectives in finance, human resource management, organizational management, management information systems, or marketing.

In addition to completing classroom-based courses, students may participate in internship programs, which provide an opportunity to apply classroom learning during the course of a professional experience as an employee in a public agency or private business. Students may also participate in management field studies programs, which offer the chance to use knowledge and skills in identifying, analyzing, and solving problems

confronting small businesses. Both programs provide practical tests of vocational interests and valuable work experience.

Degree requirements (182 credits) include the academic standing and general degree requirements (above), lower and upper division requirements (below), and compliance with the general regulations governing granting of degrees. Correspondence credits cannot be used to fulfill upper division B.B.A. degree requirements.

No more than 50 percent of the minimum 182 credits required for the B.B.A. degree may be in accounting, business, or economics courses. Students choosing to pursue a double major, major, or minor within the school will likely exceed 182 total degree credits.

### Lower Division Requirements (90)

**Liberal Education Distribution Requirements (48 credits minimum)**—See Policies and Procedures for each category’s title, specific guidelines, and complete list of approved courses including Comp 1120—College Writing. SBE students are encouraged to take at least one year of college-level foreign language.

#### Pre-major requirements

- Comm 1112—Public Speaking (4)
- Math 1156—Finite Math
  - or Math 3320—Vectors, Matrices (4)
- Math 1160—Calc: Short Course (4)
  - or Math 1296—Calculus I (5)
- Econ 1004 or 1004H—Prin of Econ: Micro (4)
- Econ 1005 or 1005H—Prin of Econ: Macro (4)
- Psy 1003—General Psychology (5)
- Soc 1100—Soc, Social Problems (5)
- Acct 1511—Financial Acct I (3)
- Acct 1512—Financial Acct II (3)
- BLaw 1106—Leg Envir of Bus (4)
- Econ 1203—Statistical Methods (4)
- Econ 1204—Quant Res Meth (4)
- FMIS 1201—Intro Bus Info Sys (4)
- SBE 0001—Orientation

#### Electives

Any additional non-SBE courses to total 90 pre-candidacy credits. (Non-SBE statistics courses cannot be used to fulfill elective requirements.)

### Upper Division Requirements (92)

#### SBE Core (36)

- Acct 3001—Management Acct (4)
- Comp 3120—Adv Writing: Business
  - or FMIS 3140—Bus Communications (4)
- FMIS 3211—Mgt Info Systems (4)
- FMIS 3305—Prod Oper Mgt (4)
- FMIS 3611—Corporation Finance (4)
- MgtS 3304—Organizational Mgt (4)
- MgtS 3356—Small Business Mgt
  - or MgtS 3362—Strategic Mgt (4)
- MgtS 3701—Prin of Marketing (4)
- MgtS 3804—Human Resource Mgt (4)

#### Major (28)

##### Supporting courses (28)

**International Requirement**—Any course from the list of upper division courses approved for the major or minor in international studies for the B.A. degree or Acct 5525—Sem Internat Acct (3) or IntB 3101—International Business or IntB 3105—International Entrepreneur.

Upper division non-SBE electives to bring total supporting course credits to 28. Up to 4 credits from internship course FMIS 3374 or MgtS 3374 or MgtS 3977 may be included in total supporting course credits. Students interested in pursuing special interests, such as international business, engineering, technology, and public administration, are encouraged to contact their adviser or the SBE Student Affairs Office for more information. Non-SBE statistics courses cannot be used to fulfill elective requirements.

**Majors**—Majors for students wanting more specialized studies in preparation for certain careers. After selecting a major, a student should request assignment to an appropriate adviser. The student must develop a graduation plan with the assistance of the adviser and must file the plan upon completion of 135 credits.

#### Finance (28)

*Advisers:* Cushing, Griffith, Wong

##### Group A—Required (16)

- Econ 3105—Macroecon Analysis (4)
- FMIS 3612—Managerial Finance (4)
- FMIS 3644—Investment Fund (4)
- FMIS 3647—Financial Mkt, Inst (4)

##### Group B—Two courses (8) from:

- FMIS 3649—Internat Finance (4)
- FMIS 5611—Portfolio Analysis (4)
- FMIS 5613—Capital Budgeting (4)
- FMIS 5615—Futures and Options (4)
- FMIS 5617—Mgt of Fin Inst (4)
- FMIS 5651—Risk Management, Insurance (4)

*Group C*—Any course not selected from Group B or upper division elective in SBE, including part-time/full-time internship (4).

#### Management (28)

##### Management Core (8)

One course from each of the following two categories:

- 1) MgtS 3801—Leadership (4)
  - MgtS 3802—Organization Behav (4)
  - MgtS 3822—Interpers, Group Rel (4)
- 2) MgtS 3030—Org Environments (4)
  - MgtS 3330—Org Studies (4)
  - MgtS 5862—Org Change, Develop (4)

Select one option (20):

#### HUMAN RESOURCE MANAGEMENT OPTION

*Advisers:* Boyer, Newstrom, Rubenfeld

##### Group A—Three courses from the following (12):

- 1) MgtS 3808—Staffing Work Org (4)
- 2) MgtS 3851—Training, Develop (4)
- 3) MgtS 3880—HR Issues, Trends (4)
- 4) MgtS 5840—Labor Relations (4)
- 5) MgtS 5872—Compensation System (4)

##### Group B—Two courses from the following (8):

- 1) Any course not taken under Group A (4)
- 2) Any course not taken under Mgt Core Category 1 (4)
- 3) Econ 3105—Macroecon Analysis (4)

- 4) FMIS 3374 or MgtS 3374—Part-time Internships (4)  
or FMIS 3376 or MgtS 3376—Full-time Internships (6)  
or MgtS 3977—Mgt Community Proj (1-4)
- 5) MgtS 3976—Mgt Field Studies (4)
- 6) Selected human resource-oriented courses from other disciplines (department head consent required) (4)
- 7) MgtS 3981—Sem: Top Mgt Studies (Appropriate special topics may be substituted for one of management core courses with consent of department head.) (1-4)
- 8) MgtS 3970—Independent Study (1-4)

**ORGANIZATIONAL MANAGEMENT OPTION**

*Advisers:* Knudsen, Newstrom, Parry, Pierce

*Group A*—One course from each of the following two categories\* (8):

- 1) Any course not taken under Mgt Core Category 1 (4)
- 2) Any course not taken under Mgt Core Category 2 (4)

\* *MgtS 3981—Sem: Top Mgt Studies (Appropriate special topics may be substituted for one of management core courses with consent of department head.) (1-4)*

*Group B*—One course from any two of the following six categories (8):

- 1) Marketing: MgtS 3740, 3741, 3790, 3762 (4)
- 2) Finance: FMIS 3612 (4)
- 3) Human Resource Management: MgtS 3880 (4)
- 4) Economics: Econ 3105 (4)
- 5) Industrial Engineering: IE 3061, 3316 (4)
- 6) Information Systems: FMIS 3309 (4)

*Group C*—One course from any of the following eight categories (4):

- 1) FMIS 3374 or MgtS 3374—Part-time Internships (4)
- 2) FMIS 3376 or MgtS 3376—Full-time Internships (6)
- 3) Management Field Studies: MgtS 3976 (4)
- 4) MgtS 3977—Mgt Community Proj (1-4)
- 5) Independent Study: MgtS 3970,  
(department head consent required) (1-4)
- 6) Selected organization-oriented courses from other disciplines (advance department head consent required) (4)
- 7) Any course not taken under Group A1 and A2 (4)
- 8) Any course not taken from a category under Group B (4)

**Marketing (28)**

*Advisers:* Castleberry, Grahn, Rochford, Vaidyanathan

*Group A*—Required courses (12)

MgtS 3731—Marketing Research (4)

MgtS 3790—Mktg Mgt, Strategy (4)

MgtS 3762—Consumer Behavior

or MgtS 5762—Consumer Behavior (4)

*Group B*—Four courses from (16):

Econ 3104—Microecon Analysis

or Econ 3105—Macroecon Analysis (4)

MgtS 3374—Part-time Intern

or FMIS 3374—Part-time Intern (4)

MgtS 3724—Internat Mktg (4)

MgtS 3740—Fund of Selling (4)

MgtS 3771—Bus to Bus Market (4)

MgtS 3781—Advert, Mktg Comm (4)

**Business Administration Minors for Non-SBE Degree Candidates (36-53 credits)**

The business minors described below provide supplemental business education for students seeking degrees in programs other than business or accounting.

Students must apply for admission to a business minor before completing Econ 1203—Statistical Methods and are admitted after completing pre-minor requirements and earning a minimum of 75 credits. Admission to the minor is based on the same GPA requirements as admission to candidacy for SBE baccalaureate degrees. Applications are available in 104 School of Business and Economics Building.

**Pre-Minor Core (16-33)**

Acct 1995—Acct for Non-Acct (4)

or Acct 1511—Financial Acct I (3)

and Acct 1512—Financial Acct II (3)

Econ 1002—Economics, Society (4)

or Econ 1004—Prin Econ: Micro (4)

and Econ 1005—Prin Econ: Macro (4)

Econ 1203—Statistical Methods (4)

or equivalent statistics course

FMIS 1201—Intro Bus Info Sys (4)

or CS 1010—Intro Comp, Software (4)

or CS 1621-1622-1623—Comp Sci I-II-III (15)

Honors sections of these courses are also accepted.

Management Information Systems (MIS) minors are strongly encouraged to complete Acct 1511-1512 and must complete the CS 1621-1622-1623 sequence to meet prerequisites for upper division CS electives. Finance minors are strongly encouraged to complete Acct 1511-1512 and Econ 1004-1005.

**Program Minors (20)**

Select one program:

**Business Administration**

Electives (20 cr)

Acct 3001—Management Acct (4)

FMIS 3211—Mgt Info Systems (4)

FMIS 3305—Prod, Oper Mgt (4)\*

FMIS 3611—Corporation Finance (4)

MgtS 3304—Organizational Mgt (4)

MgtS 3701—Prin of Marketing (4)

MgtS 3804—Human Resource Mgt (4)

**Finance**

*Group A—required (12 cr)*

SBE 1100—Business Environmt (4)

FMIS 3611—Corporation Finance (4)

FMIS 3644—Investment Fund (4)

*Group B—electives (8 cr)*

FMIS 3612—Managerial Finance (4)

FMIS 3647—Financial Mkt, Inst (4)

FMIS 3649—Internat Finance (4)

FMIS 3981—Special Topics (1 to 4)

(with dept. head approval)

FMIS 5611—Portfolio Analysis (4)

FMIS 5613—Capital Budgeting (4)

FMIS 5615—Futures, Options (4)

FMIS 5617—Mgmt Fin Inst (4)

FMIS 5651—Risk Management, Insurance (4)

FMIS 5981—Special Topics (1 to 4)

(with dept. head approval)

**Management Information Systems (MIS)**

*Group A—required (12 cr)*

SBE 1100—Business Environmt (4)

FMIS 3211—Mgt Info Systems (4)

FMIS 3222—Struc Sys Analysis (4)

*Group B—electives (8 cr)*

CS 3122—Intro to C++ (4)\*

CS 3610—Mach Lang, Org (4)\*

- CS 3620—Intro Sys Software (4)\*
- CS 5538—File Management (4)\*
- CS 5746—Database Mgt Syst (4)\*
- CS 5970—Special Topics (1-4)\*
- FMIS 3212—Struc Prog Tech (4)
- FMIS 3223—Struct Sys Des (4)
- FMIS 3981—Special Topics (1 to 4)  
(with dept. head approval)
- FMIS 5215—Data Mgmt, Appl (4)
- FMIS 5981—Special Topics (1 to 4)  
(with dept. head approval)

**Management**

*Group A—required (8 cr)*

- SBE 1100—Business Environmt (4)
- MgtS 3304—Organizational Mgt (4)

*Group B—electives (12 cr)*

(Select three courses with at least one from each of the Micro and Macro Organizational Behavior sets listed below)

*Micro Organizational Behavior*

- MgtS 3801—Leadership (4)
- MgtS 3802—Organization Behav (4)
- MgtS 3822—Interpers, Group Rel (4)

*Macro Organizational Behavior*

- MgtS 3030—Org Environments (4)
- MgtS 3330—Org Studies (4)
- MgtS 5862—Org Change Develop (4)

**Marketing**

*Group A—required (8 cr)*

- SBE 1100—Business Environmt (4)
- MgtS 3701—Prin of Marketing (4)

*Group B—electives (12 cr)*

- MgtS 3724—Internat Mktg (4)
- MgtS 3731—Marketing Research (4)
- MgtS 3740—Fund of Selling (4)
- MgtS 3762—Consumer Behavior (4)
- MgtS 3790—Mktg Mgt, Strategy (4)\*

**Human Resource Management**

*Group A—required (8 cr)*

- SBE 1100—Business Environmt (4)
- MgtS 3804—Human Resource Mgt (4)

*Group B—electives (12 cr)*

- MgtS 3808—Staffing Work Org (4)
- MgtS 3851—Training, Develop (4)
- MgtS 3880—HR Issues, Trends (4)
- MgtS 5840—Labor Relations (4)
- MgtS 5872—Compensation System (4)

One course from the following:

- MgtS 3801—Leadership (4)
- MgtS 3802—Organization Beh (4)
- MgtS 3822—Interpers, Group Rel (4)

\* Check course prerequisites.

**Business Administration Minor for B.Ac./B.B.A. Candidates (12 credits)**

B.Ac./B.B.A. candidates may wish to supplement their major course work by completing a program-specific minor(s). (The general business administration minor, composed of the SBE core, is not available to SBE students.) Forms for declaring the minor are available in 104 School of Business and Economics Building and may be submitted with the Application for Candidacy or any time after formal admission to a degree program.

Select one option:

**Finance**

Electives (12)

- FMIS 3612—Managerial Finance (4)
- FMIS 3644—Investment Fund (4)
- FMIS 3647—Financial Mkt, Inst (4)
- FMIS 3649—International Finance (4)
- FMIS 3981—Special Topics (1 to 4)  
(with dept. head approval)
- FMIS 5611—Portfolio Analysis (4)
- FMIS 5613—Capital Budgeting (4)
- FMIS 5615—Futures and Options (4)
- FMIS 5617—Mgmt of Fin Inst (4)
- FMIS 5651—Risk Management (4)
- FMIS 5981—Special Topics (1 to 4)  
(with dept. head approval)

**Management Information Systems (MIS)**

Electives (12)

- CS 3122—Intro to C++ (4)\*
- CS 3610—Machine Lang, Org (4)\*
- CS 3620—Intro Sys Software (4)\*
- CS 5538—File Management (4)\*
- CS 5746—Database Mgt Syst (4)\*
- CS 5970—Special Topics (1-4)\*
- FMIS 3212—Struc Prog Tech (4)
- FMIS 3222—Struc System Analysis (4)
- FMIS 3223—Struc System Design (4)
- FMIS 3981—Special Topics (1 to 4)  
(with dept. head approval)
- FMIS 5215—Data Mgmt and Apps (4)
- FMIS 5981—Special Topics (1 to 4)  
(with dept. head approval)

**Marketing**

Electives (12)

- MgtS 3724—Internat Mktg (4)
- MgtS 3731—Marketing Research (4)
- MgtS 3740—Fund of Selling (4)
- MgtS 3762—Consumer Behavior (4)
- MgtS 3771—Bus to Bus Market (4)
- MgtS 3781—Advert, Mktg Comm (4)
- MgtS 3790—Mktg Mgt, Strategy (4)\*

**Management**

Electives (12)

(Select three courses with at least one from each of the Micro and Macro Organizational Behavior sets listed below)

*Micro Organizational Behavior*

- MgtS 3801—Leadership (4)
- MgtS 3802—Organization Behav (4)
- MgtS 3822—Interpers, Group Rel (4)

*Macro Organizational Behavior*

- MgtS 3030—Org Environments (4)
- MgtS 3330—Org Studies (4)
- MgtS 5862—Org Change, Develop (4)

**Human Resource Management**

Electives (12)

- MgtS 3808—Staffing Work Org (4)
  - MgtS 3851—Training, Develop (4)
  - MgtS 3880—HR Issues, Trends (4)
  - MgtS 5840—Labor Relations (4)
  - MgtS 5872—Compensation System (4)
- One course from the following:
- MgtS 3801—Leadership (4)
  - MgtS 3802—Organization Behav (4)
  - MgtS 3822—Interpers, Group Rel (4)

\* Check course prerequisites.