W. Frank Barton School of Business

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Mission statement: The W. Frank Barton School of Business prepares individuals to be business leaders in the global entrepreneurial marketplace. In this effort, it:

- provides quality undergraduate, graduate, and professional educational programs in business that encourage lifelong learning.
- engage in scholarly research to develop business and economic knowledge and enhance its applications.
- practice good citizenship by serving our constituencies and the University community.

The vision of the W. Frank Barton School of Business is to be a preferred source for recruiters of high quality business school graduates in this region.

Consistent with the University’s role as the Regents’ urban institution, the Barton School aggressively pursues regional and national prominence for its academic and professional programs.

This mission is influenced by the location of the school in the largest economic and cultural center in the State of Kansas. As an integral part of the state’s designated urban university, the faculty of the Barton School of Business are committed to programs and activities that will help sustain the contribution that this urban center makes to the economic, professional, and cultural health of the state and nation.

Within this context, the faculty of the school have adopted the following educational goals of the Barton School which are listed below under the headings of Students, Faculty, Programs. For each grouping, a preamble states the basic values of the Barton School faculty.

Students: Students are the reason for the Barton School’s existence. It is the faculty’s responsibility to create programs and a learning environment that ensure the ultimate success of students. We, the faculty, want our students to evaluate positively their Barton School experiences, both while enrolled in courses and afterwards.

Goals: To ensure that students completing Barton School programs possess skills that make them competitive with students from the best business programs in the region. To increase quality and quantity of students.

Faculty: Faculty are the means by which the University creates a learning environment. The quality of the faculty and the opportunities provided to faculty for continuous improvement are of paramount importance to the success of the Barton School.

Goal: To have faculty who are widely recognized for their commitment to students and scholarship.

Programs: The programs offered by the Barton School link it to its multiple constituencies. The rich diversity of these programs reflects the University’s unique metropolitan mission.

Goal: To increase the recognition of the Barton School through programs that are relevant, competitive, and up-to-date.

The school is a member of AACSB International — The Association to Advance Collegiate Schools of Business; its undergraduate and graduate programs are accredited by this organization. The School of Accountancy has separate accreditation from AACSB for the undergraduate and graduate programs in accounting. We are one of only 156 schools globally to have both accreditations from AACSB.

Three of the centers sponsored by the Barton School are described below.

The Center for Economic Development and Business Research (CEDBR) engages in business and economic research for a wide variety of clients in both private and public sectors. The center collects, analyzes, and disseminates information to support activities of government, education, business, and economic development organizations.

The CEDBR maintains a comprehensive database of economic indicators including population, personal income, employment, construction, and census data. Activities focus on issues related to the economic health of the region. The center publishes the Kansas Economic Report and a supplemental monthly, Kansas Economic Indicators.

The Center for Entrepreneurship, housed in Devlin Hall encourages entrepreneurial thinking and activities through quality education, research, and community involvement to better serve its customers and stakeholders. The center provides a comprehensive curriculum in entrepreneurial studies at both the undergraduate and graduate level.

The Center for Management Development (CMD) offers noncredit management development seminars to Wichita and the surrounding area. The CMD seminars and workshops have been acclaimed for their usefulness to practicing business people and other professionals in a wide variety of organizations.

Degrees Offered

Undergraduate

Bachelor of Business Administration

The undergraduate curriculum of the Barton School of Business leads to the Bachelor of Business Administration (BBA). Areas of emphasis or majors are offered in several fields within the School of Accountancy and the following departments: economics; finance, real estate, and decision sciences; management; and marketing and entrepreneurship.

Students may obtain a second bachelor’s degree in the Barton School of Business if they (1) complete a minimum of 30 hours in residence in the Barton School of Business (in addition to the work required for the first bachelor’s degree) and (2) satisfy the school’s general requirements and emphasis/major requirements in effect at the time they embark on the program leading to a second bachelor’s degree.

Graduate

Master’s degree programs in the school lead to the Executive Master of Business Administration (EMBA), Master of Business Administration (MBA), Master of Accountancy (MACC), and the Master of Arts (MA) in economics.

For additional information on graduate programs, see the Wichita State University Graduate Bulletin and the Barton School of Business—Master of Professional Accountancy section of the Catalog.

Business Emphasizes

in Other University Programs

Students in Fairmount College of Liberal Arts and Sciences may major in economics. Students from all colleges may minor in accounting, business administration, economics, entrepreneurship, finance, management, and marketing. Students in the College of Education may minor in economics or accounting. A minor in business administration is not available to students pursuing a degree in the Barton School of Business.

A field major in international studies is offered in cooperation with Fairmount College of Liberal Arts and Sciences for students interested in specializing in a foreign area of the world or in international business, economics, or affairs. The major prepares students for careers in international organizations within the U.S. government and in business firms. Additionally, a cooperative chemistry/business program is offered in the Department of Chemistry.

The Barton School of Business provides the organizational administration course work for the Health Services Management and Community Development program. This program prepares students to be qualified health care administrators in one of the many types of health facilities.

Policies

Admission

Degree-bound students who select a business major are admitted to the Barton School of Business in program status. All students in the Barton School of Business must maintain a 2.25 grade point average. Students must complete 6 hours of English composition, 3 hours of communication, and 3 hours of college algebra with a grade of C or better in each within their first 24 hours of enrollment in the Barton School of Business. Failure to complete this requirement will bar a student from enrolling in business courses.

Advanced standing in the Barton School of Business is available to students who have (1) completed 60 semester hours; (2) a cumulative grade point average of 2.250; (3) completed 6 hours of elementary accounting, 6 hours of elementary economics, business statis-
tives, business calculus, and a business computer course; and (4) declared a professional major in the school. For degree-seeking students in the Barton School of Business, advanced standing is a prerequisite for all upper-division courses in the school.

Transfer students planning to transfer into the Barton School of Business from another two- or four-year institution to obtain the BBA are advised to complete as much of Wichita State’s general education requirements as possible before transferring. The following course areas are recommended for the first two years of college work:

- Mathematics
  - College algebra (3 hours)
  - Survey of calculus (3 hours)

- Communication
  - Composition (6 hours)
  - Public Speaking (3 hours)

- Fine arts (3 hours)

- Humanities (9 hours)

- Social and behavioral sciences
  - Principles of economics (6 hours)
  - Psychology or sociology, (3 hours)

- Natural sciences (6 hours minimum)
  - Biology, chemistry, geology, physics

- Business
  - Introductory accounting (6 hours)
  - Business microcomputers (3 hours)
  - Business statistics (3-4 hours)

- Nonbusiness electives (10 hours)

Transfer students should be aware that 50 percent of their business course work must be taken at Wichita State University.

Prohibition and Dismissal
Students are placed on probation at the end of any semester in which they do not have a cumulative and WSU grade point average of 2.250. Probation is removed when their cumulative and WSU grade point averages reach the 2.250 level. Students remain on probation if they earn a 2.250 or better grade point average in the semester during which they are on probation, but their cumulative and WSU grade point average remains below 2.250.

Students on probation will not be academically dismissed until they accumulate 12 or more attempted hours after being placed on probation, failed to earn at least a 2.250 semester average and if their cumulative and WSU grade point average remains below 2.250.

Students on probation are dismissed from the Barton School of Business if they fail to meet the requirements of their probationary status. When dismissed, students must apply to the Barton School of Business Exceptions Committee to be considered for readmission on a final probationary status. Application should be made in the student records office, 106 Clinton Hall.

Extension or Correspondence Work
Not more than 6 hours of the last 30 hours or ten of the total number of hours required for graduation may be in extension or correspondence courses. Permission of the dean must be secured before a student may take such courses. No extension or correspondence courses are allowed that (1) duplicate courses required for any degree granted by the school, (2) are required for any emphasis within the school, or (3) are offered at the junior or senior level in the school.

Limitations on Student Load
Initially admitted Barton School of Business students are limited to a maximum of 16 hours, to which may be added 1 hour of elective. Students admitted to advanced standing in the college are limited to a maximum of 18 hours, to which may be added 1 hour of elective.

All Barton School of Business students are limited to enrollment in one course during a summer session, one course in any four-week summer session and two courses in any eight-week summer session. If a student is enrolled in both an eight-week and a four-week summer session, the maximum enrollment is two courses.

Cooperative Education (Co-op)
The Barton School of Business participates in the University’s Cooperative Education program. The program is designed to provide relevant paid employment experiences that integrate, complement, and enhance the student’s academic program. Students are placed in Co-op positions in a variety of business settings, including government agencies, financial institutions, social agencies, accounting firms, entrepreneurial companies, and many others. Individual academic projects are formulated in consultation with the student’s faculty advisor.

Business students may enroll in 1 hour of Co-op per semester with a 2.25 cumulative grade point average as early as their sophomore year. Students enrolling in 2 or 3 hours of Co-op during a single semester must have junior standing and at least a cumulative GPA of 2.250.

Co-op placements must be approved by the student’s faculty sponsor. Participation in the Co-op program requires enrollment in designated courses having prerequisites. More information is available from the business coordinator in the Cooperative Education office.

Advising
The focus of advising in the Barton School of Business is to help students progress toward their educational objectives. The school’s advising system offers:

1. Transcript evaluation for transfer students and continuous monitoring of degree progress for all students;
2. Suggestions of specific courses to be selected in a given semester or summer session;
3. Program planning designed to outline an entire course of study; and
4. Referral to appropriate University resources for students seeking career guidance, personal counseling, or other types of assistance.

Advising is designed to provide assistance where desired and appropriate. Students, especially those nearing graduation, are encouraged to make full use of the system.

Types of Advising Assistance Available
Transcript Evaluation. Two aspects of transcript evaluation affect students: (1) the evaluation of course work to be transferred to Wichita State University for a degree, and (2) the continuing evaluation of completion of graduation requirements.

Evaluation of transfer work is accomplished by the school’s student records office, 106 Clinton Hall, working in conjunction with the dean’s office and the various departments within the school.

The student records office also keeps a current record of each student’s progress at Wichita State University. Many students will be able to take advantage of the school’s automated degree audit system. This online system provides students a personal copy of their academic record, including work in progress.

Schedule-building. Schedule-building is the determination of specific courses a student should take in a given semester. Students should refer to the Wichita State University Schedule of Courses and Catalog in consultation with a faculty advisor or staff of the school’s advising center to determine a specific course of study. Selection of specific sections and times for courses is the student’s responsibility. The tentative schedule must be approved by an advisor.

Program Planning. Students are encouraged to outline an entire plan of study early in their academic career. This program planning activity is provided by the advising center and includes suggested model programs for each of the major fields of study offered by the school.

Counseling. Students seeking career guidance, personal counseling, or other types of assistance will be directed to the appropriate University office by the staff of the advising center.

Where to Find Advising Assistance
Office of the Dean (100 Clinton Hall). Students should come to the Office of the Dean for special advising assistance that cannot be resolved at locations described below and to file appeals and waiver requests relative to school and University regulations. The dean’s office also will refer students to the appropriate office should the student be unsure as to where to find assistance.

Undergraduate Academic Advising Center (114 Clinton Hall). The Academic Advising Center is staffed to provide assistance in understanding degree program requirements, planning an entire academic course of study, designing a course schedule for a particular semester, and providing referrals to other University offices for assistance as appropriate.

Student Records Office (106 Clinton Hall). The Student Records Office maintains a complete and up-to-date file for each student admitted to the Barton School of Business.
Legal Assistant Majors (100 Clinton Hall). All legal assistant majors are advised by the associate director of the Legal Assistant Program. Appointments should be made in 325 Clinton Hall.

Academic Honesty
The faculty of the Barton School of Business strongly endorse the statement on academic honesty appearing in the general information section of this Catalog.

Graduation Requirements
Bachelor of Business Administration
Candidates for the Bachelor of Business Administration degree must satisfy the following Barton School of Business requirements:

1. Complete at least 62 hours (63 hours for accounting majors) of course work of feeder outside the school (ECON 201, 202, 231, and 232 count as courses outside the school). Any course that is cross-listed with a business course is considered to be a business course and does not count as non-business hours. Students may, however, choose to have one upper-division economics course count as a non-business course.

2. Complete at least 50 semester hours of course work offered by the Barton School of Business.

3. Complete the set of core requirements specified for the Bachelor of Business Administration, given later in this section.

4. Complete the requirements for a major in the Barton School of Business.

5. Complete at least 50 percent of the total hours required by (3) and (4) above at Wichita State University. (The following core courses are excluded in computing the 50 percent requirement: MATH 111 and 144/242; ECON 201, 202, 231, and 232.)

6. Achieve a grade point average of 2.50 or better on (a) all college work, (b) all work taken at Wichita State, (c) all business and economics courses, (d) all business and economics courses taken at Wichita State, (e) all courses counted toward the student’s major emphasis, and (f) all courses counted toward the student’s major emphasis taken at Wichita State.

7. Complete a minimum of 45 credit hours at the upper division level.

Three levels of requirements must be completed to receive a BBA: (1) University general education and graduation requirements, listed in the Academic Information section of the Catalog, (2) general requirements in the Barton School of Business, and (3) school major requirements. Students should complete the requirements in the order listed, with some overlap and duplication of courses among the three levels.

The following sequence of required courses is recommended:

Freshman Year
MATH 111, College Algebra
MATH 144, Business Calculus

Sophomore Year
ENGL 101-102, College English I-II
COMM 111, Public Speaking
General education electives

Junior Year
ENTRE 310C, The Entrepreneurial Experience
MIS 495, Management Information Systems for Business
FIN 340, Finance
IB 333, International Business
MGMT 360, Management and Organizational Behavior
MKT 300, Marketing
Upper-division business law course
Major courses

Senior Year
DS 350, Introduction to Production and Operations Management
MGMT 681, Strategic Management
Major courses
Nonbusiness electives

Students graduating from the Barton School will take at least one behavioral science course from the following list: MGMT 362, 462, 661, 662, 663, 680; MKT 405; PSY 111; SOC 111.

Students planning to enroll in upper-division business courses (courses numbered 300 to 600) must have completed 60 semester credit hours and met the requirements for advanced standing. Accreditation of the school by AACSB stipulates that students should be classified as juniors to enroll in upper-division courses. Exceptions are made to this requirement for either of the following:

1. Students who have close to 60 hours and have enrolled in the required lower-division (100-200 level) courses may enroll in introductory upper-division courses to complete a full schedule.

2. Students with a cumulative grade point average of 3.250 or above may have the junior standing prerequisite waived with the consent of the instructor of the course and the chairperson of the department in which the course is taken.

The suggested sequence of courses includes classes which are part of the Barton School of Business core requirements. The core courses required for the BBA are:

I. Foundation Knowledge for Business
A. Accounting
ACCT 210, Financial Accounting*
ACCT 220, Managerial Accounting*
ACCT 260, Introduction to Information Processing Systems for Business*
B. Behavioral Science
MGMT 360, Management and Organizational Behavior
C. Economics
ECON 201A-202A, Principles of Macroeconomics and Microeconomics
D. Mathematics and Statistics
MATH 111, College Algebra*
MATH 144, Business Calculus*
MATH 242, Calculus I will be accepted in lieu of MATH 144 *
ECON 231, Introductory Business Statistics* and ECON 232, Statistical Software Applications for Business

II. Environmental Business—provides an understanding of the perspectives that form the context for business
B LAW 431, Legal Environment of Business or B LAW 635, Law of Commercial Transactions and
B LAW 636, Law of Business Associations
ENTRE 310C, The Entrepreneurial Experience
IB 333, International Business

III. Business Functions
MKT 300, Marketing
FIN 340, Finance
DS 350, Introduction to Production and Operations Management
MIS 495, Management Information Systems for Business

IV. Business Policy
MGMT 681, Strategic Management

In addition, University graduation requirements include courses designed to help develop written and oral communication skills (ENGL 100 or 101, ENGL 102, and COMM 111). These courses must be completed with a grade of C or better.

* These courses are prerequisites for upper-division courses.

Note: Any faculty member teaching an upper-division course in the Barton School of Business may assume that all students have completed the specific courses listed under Freshman Year and Sophomore Year above.

First-Year Course
BA 190A, The Right Start: Becoming a Master Student, is a 3-credit-hour course specifically designed for first-year business students. Extensive research indicates that students who take a course like this
1. make vital connections to university faculty and resources,
2. are more likely to complete their degree,
3. do better academically, and
4. enjoy their university experiences more.
A complete course description appears on page 45.
Major/Minor Areas

Candidates for the BBA degree must satisfy the additional requirements of one of the following curricular majors. All students may avail themselves of the indicated minors. The minimum grade point average for a major field of study shall be the same as the minimum grade point average required for graduation with a major in the same field.

School of Accountancy

Two degree programs are offered by the School of Accountancy—the Master of Accountancy (MACC) and the Bachelor of Business Administration with an accounting major. In addition, a minor in accounting is available to students who are not accounting majors. For information about the Master of Accountancy degree, see the Barton School of Business—Master of Accountancy section of the Catalog. Undergraduate students may begin work leading toward the MACC degree early in their academic career.

MACC—Preprofessional Program Major

For a description of the undergraduate course work in the preprofessional component of the MACC degree program, see the Barton School of Business—Master of Accountancy section of the Catalog.

BBA—Accounting Major

Requirements for a major in accounting within the Bachelor of Business Administration degree are as follows:

**Course** | **Hrs.**
--- | ---
ENGL 210, Composition: Business, Professional and Technical Writing | 3
ACCT 310, Financial Accounting and Reporting: Assets | 3
ACCT 320, Accounting for Decision Making and Control | 3
ACCT 410, Financial Accounting and Reporting: Equities | 3
ACCT 430, Introduction to Federal Income Tax | 3
ACCT 560, Accounting Information Systems | 3
ACCT 210 | 3

Any three of the following courses | 9
ACCT 492, Internship in Accounting | 9
ACCT 610, Financial Accounting and Reporting: Special Entities and Complex Issues | 9
ACCT 620, Accounting for Strategic Support and Performance Evaluation | 9
ACCT 630, Taxation of Business Entities | 9

Accounting Minor

A minor in accounting is available to any student whose major field or area of emphasis is outside of accounting. A minor in accounting consists of ACCT 210, 220, 260, and 9 hours of upper-division accounting. All accounting course work must be completed with a GPA of 2.250 or better, and 9 hours of accounting course work must be completed at WSU.

Business Administration Major

**Required Courses:**

- A minimum of 15 hours must be selected from courses listed below and distributed over four of the five areas
- ACCT 310, Financial Accounting and Reporting: Assets | 3
- ACCT 320, Accounting for Decision Making and Control | 3
- ACCT 410, Financial Accounting and Reporting: Equities | 3
- ACCT 430, Introduction to Federal Income Tax | 3
- ACCT 560, Accounting Information Systems | 3
- ECON 304, Managerial Economics | 3
- ECON 340, Money and Banking | 3
- ECON 660, Labor Economics | 3
- ECON 672, International Economics and Business | 3
- ECON 674, International Finance | 3
- FIN 440, Financial Management II | 3
- FIN 620, Investments | 3
- FIN 625, International Financial Management | 3
- FIN 631, Money and Capital Markets | 3
- FIN 632, Bank and Financial Institution Management | 3
- MKT 300 | 3

Any three of the following courses | 9
ACCT 210 | 9
ACCT 560 | 9
ACCT 610 | 9
ACCT 620 | 9
ACCT 630 | 9

**Electives:** Selected from any of the above or other upper-division courses in the Barton School of Business. These may be “concentrated” or spread over a number of different disciplines.

E-Business Emphasis

Within the business administration major an emphasis in E-business may be obtained by completing 9 hours of E-business-oriented courses. These courses may be taken as 9 hours of electives or as substitutes for courses listed in the 15 hours distributed over four of the five areas listed in the business administration major. See advisor for current offerings.

Business Administration Minor

A minor in business administration is available to any student who is not pursuing a degree in the Barton School of Business. A minimum of 15 hours in residence and a GPA of at least 2.250 are required.

The minor consists of the following:

**Course** | **Hrs.**
--- | ---
ACCT 210 | 3
ECON 201, 202 | 6
FIN 340 | 3
MGMT 360 | 3
MKT 300 | 3

Economics Major

**Department of Economics**

A major requires a minimum of 21 upper-division hours in economics beyond the college core. Students who plan to major in economics should consult with the undergraduate advisor in the Department of Economics. The following courses are required and must be included in the 124 hours:

**Course** | **Hrs.**
--- | ---
ECON 301, Intermediate Macroeconomics | 3
ECON 302, Intermediate Microeconomics or ECON 304, Managerial Economics | 3

Upper-division electives (at least 9 hrs. in economics, other 6 with advisor’s consent) beyond the college core | 15

Economics Minor

A minor in economics is available to any student whose major field or area of emphasis is outside of economics. A minor consists of a minimum of 15 hours of economics including ECON 201 and 202 (or equivalent) and 9 hours of upper-division economics. A minimum of 9 of the 15 hours must be completed at WSU and a GPA of 2.250 are required.

Teaching of Economics. Kansas Department of Education regulations governing the certification of secondary economics teachers are very specific and contain requirements beyond the economics major. Students planning to be teachers of economics should contact a secondary social studies advisor in the College of Education for program planning.

Entrepreneurship Major

**Department of Marketing and Entrepreneurship**

The entrepreneurship major requires 21 upper-division hours beyond the business core. Students who plan to major or minor in entrepreneurship should contact the Center for Entrepreneurship for special counseling and scholarship information. The major requires 9 hours of required courses, 3 hours of a directed elective, and 9 hours from the list of approved elective courses. Credit will be awarded for ENTRE 403, 608, or 610 as either directed or approved electives.

**Required courses** | **Hrs.**
--- | ---
ENTRE 420, Developing a New Venture Marketing Plan | 3
Entrepreneurship Minor
A minor in entrepreneurship is available to any WSU student whose major field or area of emphasis is other than entrepreneurship. The minor consists of 15 hours of entrepreneurship courses including ENTRE 310C and 12 hours of upper-division entrepreneurship courses. The student must take at least 9 hours at WSU and maintain a 2.250 GPA in those courses.

Finance Major
Department of Finance, Real Estate, and Decision Sciences
The major requires 21 hours beyond the college core. An emphasis in Bank Management or Real Estate may be obtained within the finance major. In addition, the department also offers a finance minor. All finance majors are required to complete ECON 340, Money and Banking.

Required Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hrs.</th>
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<tbody>
<tr>
<td>FIN 440</td>
<td>Financial Management II</td>
<td>3</td>
</tr>
<tr>
<td>FIN 660</td>
<td>Cases in Finance</td>
<td>3</td>
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<tr>
<td>Electives</td>
<td>from the following</td>
<td>15</td>
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</tbody>
</table>

Emphasis in Real Estate
Within the entrepreneurship major an emphasis in real estate may be obtained by taking 21 hours beyond the college core, as follows:

Entrepreneurship core—9 hours
ENTRE 420, Developing a New Venture Marketing Plan
ENTRE 620, Growing and Managing an Entrepreneurial Firm
ENTRE 668, Developing a Successful Business Plan

Real estate core—9 hours
RE 310, Principles of Real Estate
RE 619, Urban Land Development
One upper-division real estate course chosen from:
RE 438, Real Estate Law
RE 611, Real Estate Finance
RE 614, Real Estate Appraisal
RE 618, Real Estate Investment Analysis
RE 619, Urban Land Development

Electives—3 hours
One upper-division course approved by the entrepreneurship program and/or the Center for Real Estate. Students are strongly encouraged to use internship, co-op, or independent study to satisfy this elective.

Finance Minor
A minor in finance consists of 15 hours, including FIN 340, FIN 440, ACCT 210, and 6 additional hours of finance courses (real estate courses will not count). At least 6 hours of upper-division finance courses must be taken in residence. A minimum GPA of 2.250 in the minor courses is required.

Human Resource Management Major
Department of Management

Required Courses

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hrs.</th>
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<tbody>
<tr>
<td>HRM 466</td>
<td>Fundamentals of Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>HRM 664</td>
<td>Labor Relations</td>
<td>3</td>
</tr>
<tr>
<td>HRM 666</td>
<td>Human Resource Selection</td>
<td>3</td>
</tr>
<tr>
<td>HRM 668</td>
<td>Compensation</td>
<td>3</td>
</tr>
<tr>
<td>HRM 669</td>
<td>Training and Development</td>
<td>3</td>
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</tbody>
</table>

Electives, from the following:

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>IB 600</td>
<td>International Management</td>
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<tr>
<td>IB 601</td>
<td>International Marketing</td>
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<tr>
<td>IB 625</td>
<td>International Financial Management</td>
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<tr>
<td>MGMT 561</td>
<td>Introduction to International Economics and Business</td>
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</tbody>
</table>

International Business Major
Department of Management

Required Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hrs.</th>
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<tbody>
<tr>
<td>IB 600</td>
<td>International Management</td>
<td>3</td>
</tr>
<tr>
<td>IB 601</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>IB 625</td>
<td>International Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 561</td>
<td>Introduction to International Economics and Business</td>
<td>3</td>
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</table>

Directed electives
Three of the following courses selected in consultation with the student’s major advisor:

ANTRH 303, World Cultures or ANTRH 515, China: People and Culture or ANTRH 516, Japan: People and Culture (may be taken as culture/area studies)
DS 390C, International Purchasing
ECON 662, Comparative Economic Systems or ECON 671, Economic Growth and Development
IB 481, Cooperative Education (may be taken as an elective)
IB 491, International Business Independent Study
IB 492, International Business Internship
IB 690, Special Topics in International Business
MKT 403, Marketing Research or MKT 405, Consumer Behavior

With major advisor’s consent, other courses from upper-level courses in the Barton School or new courses related to international business in communications, economics, entrepreneurship, human resources management, management, and management information systems may be substituted.
Within the student’s total degree program, at least 10 hours are required in a foreign language. An additional 6 hours of culture/area studies related to a geographic area, selected from an approved list with major advisor’s consent, also are required. These courses, including Issues and Perspectives courses, e.g., LAS 300, Global Issues: War and Peace, may be included within the General Education Program.

Management Major
Department of Management

Seven courses selected from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Hrs</th>
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<tbody>
<tr>
<td>MGMT 362, Managing People in Organizations</td>
<td>3</td>
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<tr>
<td>MGMT 430, Business, Government, and Society</td>
<td>3</td>
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<tr>
<td>MGMT 462, Leading and Motivating</td>
<td>3</td>
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<tr>
<td>MGMT 464, Communicating Effectively in</td>
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<tr>
<td>Organizations</td>
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<td>MIS 660, Designing Effective Organizations</td>
<td>3</td>
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<tr>
<td>MIS 661, Coaching, Developing, and</td>
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<tr>
<td>Mentoring</td>
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<tr>
<td>MGMT 662, Managing Workplace Diversity</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 663, Building Effective Work Teams</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 680, Making Effective Decisions</td>
<td>3</td>
</tr>
<tr>
<td>HRM 466, Fundamentals of Human Resource</td>
<td>3</td>
</tr>
<tr>
<td>Management</td>
<td></td>
</tr>
<tr>
<td>HRM 664, Labor Relations</td>
<td>3</td>
</tr>
<tr>
<td>HRM 666, Human Resource Selection</td>
<td>3</td>
</tr>
<tr>
<td>IB 600, International Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Up to 6 credit hours may be substituted from upper-level courses in business administration with advisor’s consent.

Management Minor

A minor in management consists of 15 hours, including MGMT 360 and 12 hours of upper-division management courses chosen from MGMT 430, 462, 464, 660, 680, 681; IB 333, 600; HRM 466, 664, and 666. At least 9 hours must be taken at WSU with at least a 2.250 GPA in these courses.

Management Information Systems Major
Department of Finance, Real Estate, and Decision Sciences

The MIS major consists of the following courses. Note: MIS majors are not required to complete MIS 495 in the business core.

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS 310, Fundamentals of Programming</td>
<td>3</td>
</tr>
<tr>
<td>MIS 325, Data Communications and Computer Networks</td>
<td>3</td>
</tr>
<tr>
<td>MIS 350, Systems Analysis and Design</td>
<td>3</td>
</tr>
<tr>
<td>MIS 600, Database Management Systems</td>
<td></td>
</tr>
<tr>
<td>MIS 698, Managing the IS Function</td>
<td></td>
</tr>
</tbody>
</table>

Electives, from the following: 9 hours

- MIS 315, Intermediate Programming
- MIS 610, Database and Web Programming
- MIS 650, Knowledge Management
- ACCT 560, Accounting Information Systems
- ACCT 660, E-Commerce

Marketing Major
Department of Marketing and Entrepreneurship

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 403, Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 405, Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 609, Marketing Programs</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives, from the following: 6 hours

- MKT 404, Retail Management
- MKT 407, Marketing for Service and
- Nonprofit Organizations
- MKT 601, International Marketing
- MKT 604, Distribution Management
- MKT 606, New Product Marketing
- MKT 607, Promotion Management
- MKT 608, Selling and Sales Force Management

Emphasis in Real Estate

Within the marketing major an emphasis in real estate may be obtained by taking 21 hours beyond the college core, as follows:

Marketing core—12 hours

- MKT 403, Marketing Research
- MKT 405, Consumer Behavior
- MKT 609, Marketing Programs

Choose one of the following:

- MKT 407, Marketing for Service and
- Nonprofit Organizations
- MKT 608, Selling and Sales Force Management

Real estate core—9 hours

- RE 310, Principles of Real Estate
- RE 619, Urban Land Development

Two upper-division real estate courses chosen from:

- RE 438, Real Estate Law
- RE 611, Real Estate Finance
- RE 614, Real Estate Appraisal
- RE 618, Real Estate Investment Analysis
- RE 619, Urban Land Development

Marketing Minor

A minor in marketing consists of 15 hours, including MKT 300, 405, and 609, and 6 hours of upper-division marketing courses chosen from MKT 403, 404, 407, 601, 604, 605, 606, 607, and 608. At least 9 hours must be taken at WSU with at least a 2.250 GPA in these courses.

Real Estate Emphasis

An emphasis in real estate is available to students majoring in economics, entrepreneurship, finance, or marketing. See these sections for details.

Master of Accountancy

The Master of Accountancy program at Wichita State University is designed to prepare qualified candidates for careers as professional accountants in public practice, industry, government, and nonprofit organizations. The program is based on strong preparation in general education courses with special emphases on communication skills, mathematics, and economics, and includes a broad exposure to the different aspects of business and management.

The School of Accountancy recognizes students need differing technical requirements to enter a diverse work environment. Beginning fall 2002, two specialized concentrations will complement the traditional emphasis: Accounting Information Systems (AIS) and Taxation. The AIS concentration provides increasing technical competence in the area of accounting systems analysis. The tax concentration focuses on advanced issues in taxation, including the area of research.

Students not possessing a bachelor’s degree will receive both a Bachelor of Business Administration degree and a Master of Accountancy degree at the time of graduation.

The MACC program requires a minimum of five years of full-time collegiate study, when beginning as a freshman. Students who decide to enter the program later in their academic careers should consult with the director of the School of Accountancy to learn the approximate length of time it would take to earn the degree.

Professional Designations. Students interested in accounting may pursue several different professional designations. The designation Certified Public Accountant (CPA) requires that the candidate pass the Uniform CPA Examination and meet the requirements of Kansas law and the regulations of the Kansas State Board of Accountancy (or the relevant state of residence/practice, if not Kansas). The areas tested on the examination include auditing, business law, and accounting theory.

The Certificate in Management Accounting (CMA) requires that the candidate pass the CMA examination and meet the requirements of the Institute of Certified Management Accountants. The areas tested include economics and business finance; organization and behavior, including ethical considerations; public reporting standards; auditing; and taxes; internal reporting and analysis; and decision analysis, including modeling and information systems.

The designation Certified Internal Auditor (CIA) requires no specified course work prior to sitting for the examination. The areas tested on this examination are principles of internal auditing, internal audit techniques, principles of management, and disciplines related to internal auditing.

Additional information on these professional designations may be obtained from the School of Accountancy.

Admission Requirements

Admission to the MACC professional curriculum is available to (1) qualified students who have not yet completed a bachelor’s degree, and (2) qualified students who have completed a bachelor’s degree.
Provisional Admission

Students who do not meet the minimum GMAT and/or grade point requirements may be admitted to provisional status by the director, provided they can satisfactorily complete the MACC program requirements and have the potential for a successful career in professional accounting.

Degree Requirements—Students Not Possessing a Bachelor’s Degree at Time of Admission

Preprofessional Curriculum

Students pursuing the Master of Accountancy (MACC) are required to meet specified requirements for admission to the School of Accountancy. During the candidate’s undergraduate work, the following requirements must be met:

1. The candidate must complete the general education requirements for Wichita State University, plus additional nonbusiness courses, for 63 semester hours. Students planning to sit for the CPA exam are encouraged to take an upper-division Economics course as part of the nonbusiness courses. The following courses are specifically required by the School of Accountancy and may be counted within this 63 hours:
   - ECON 201 and 202, Principles of Economics I and II: 8
   - ECON 231, Introductory Business Statistics: 3
   - ECON 232, Statistical Software for Applications in Business: 1
   - ENGL 210, Composition: Business: Professional and Technical Writing: 3
   - MATH 111, College Algebra: 3
   - MATH 144, Business Calculus: 3
   - COMM 111, Public Speaking: 3

2. The candidate must complete a minimum of 24 hours of the following Barton School of Business core requirements:
   - ACCT 210, Financial Accounting: 3
   - ACCT 220, Managerial Accounting: 3
   - ACCT 260, Introduction to Information Processing Systems for Business: 3
   - DS 350, Introduction to Production and Operation Management: 3
   - ENTRE 310C, The Entrepreneurial Experience: 3
   - FIN 340, Finance: 3
   - IB 333, International Business: 3
   - MGMT 360, Management and Organizational Behavior: 3
   - MIS 495, Management Information Systems: 3
   - MKT 300, Marketing: 3

3. The candidate must complete the following courses required by the School of Accountancy:
   - Preprofessional Accounting Core
   - ACCT 310, Financial Accounting and Reporting: Assets: 3
   - ACCT 320, Accounting for Decision Making and Control: 3
   - ACCT 410, Financial Accounting and Reporting: Equities: 3
   - ACCT 430, Introduction to Federal Income Tax: 3
   - During the semester in which the preprofessional curriculum will be completed, the candidate for the MACC must apply for admission to the Graduate School. The GMAT should be taken during, or just prior to, this semester.

Degree Requirements—Students Possessing a Bachelor’s Degree at Time of Admission

Total degree requirements for students granted admission after completion of a bachelor’s degree will vary and depend upon the specific course content of the undergraduate degree program. As a minimum, the candidate’s program must total 30 graduate-level credit hours beyond the bachelor’s degree, including 15 semester hours of accounting courses numbered 800 or above and a total of 21 semester hours in courses numbered 800 or above.

In general, we presume an undergraduate degree in business with a major in accounting equivalent to that required at Wichita State University. See page 39 for details. If a person is admitted without sufficient background, that person’s total degree program will be adjusted upward to satisfy any deficiencies.

The following graduate-level course work must be completed:

- ACCT 815, Financial Accounting and Reporting: Contemporary Issues: 3
- ACCT 825, Management Control Systems: 3
- ACCT 835, Tax Research and Selected Topics: 3
- ACCT 840, Advanced Principles of Auditing: 3
- ACCT 860, Advanced Accounting Information Systems: 3

Electives outside accounting, selected with consent of graduate accounting advisor: 9

Additional electives, accounting or nonaccounting, selected with consent of graduate accounting advisor: 6

A minimum of 21 semester hours must be in course work numbered 800 or above.

Course Descriptions

Business courses numbered 100 to 299 are designed primarily for freshmen and sophomores, but students from other classes may be admitted for lower-division credit. Graduate students may not take these courses for graduate credit.

Business courses numbered 300 to 499 are available only to juniors and seniors. Graduate students may not take these courses for graduate credit.

Business courses numbered 500 to 699 are available only to juniors and seniors, but graduate students may also receive graduate credit for these courses.

Business courses numbered 700 to 799 are structured primarily for graduate students, but undergraduate, upper-division students may be admitted if they meet course prerequisites.

Courses numbered 800 to 899 are designed for graduate students only, and students may not be admitted to these courses unless they have been admitted to the Graduate School. (See the Academic Information section of the Catalog for special conditions under which seniors may be admitted to graduate courses.)

Accounting (ACCT)

School of Accountancy

Lower-Division Courses

ACCT 190. Selected Topics (1–3). Repeatable with departmental consent.

ACCT 210. Financial Accounting (3). The study of accounting as a means of communicating financial information about the activities of business enterprises. Emphasizes concepts and principles underlying the measurement of income and financial position and how this information may be used to evaluate the progress of a firm.

ACCT 220. Managerial Accounting (3). The study of accounting in terms of management’s information requirements. Emphasizes the use of accounting information to assist management in planning, analyzing, and implementing business decisions and activities. Prerequisite: ACCT 210.

ACCT 260. Introduction to Information Processing Systems for Business (3). Focuses on the evolving dimensions of hardware, software, data communications and computer networking, and the Internet. Using business situations as examples, students learn about and gain experience with word processing, spreadsheets, data bases, charting, presen-
Upper-Division Courses


ACCT 320. Accounting for Decision Making and Control (3). The use of accounting information to assist management in planning, analyzing, and implementing processes for decision making and control. Focus is operational control in contemporary business contexts. Prerequisites: junior standing, MATH 111 or 112, and ACCT 220 and 260, advanced standing.

ACCT 390. Special Group Studies in Business (1-3). Repeatable for credit with School of Accountancy consent. Prerequisite: advanced standing.

ACCT 410. Financial Accounting and Reporting: Equities (3). A concentration of ACCT 310. Emphasizes liabilities and equity. Prerequisites: ACCT 260 and 310; MATH 111 or 112; junior standing, advanced standing.

ACCT 430. Introduction to Federal Income Tax (3). An overview of the federal tax law and those laws specifically applicable to individuals and sole proprietors. Also introduces tax research techniques. Prerequisites: ACCT 210; MATH 111 or 112; junior standing, advanced standing.

ACCT 481. Cooperative Education (1-3).

ACCT 491. Independent Study in Accounting (1-3). Individual study for Cr/NC only. Prerequisites: 2.750 GPA in accounting, junior standing, and School of Accountancy consent.

ACCT 492. Internship in Accounting (3). Offered Cr/NC only. Prerequisites: 2.750 GPA in accounting, junior standing, and School of Accountancy consent.

Courses for Graduate/Undergraduate Credit

ACCT 560. Accounting Information Systems (3). A study of the content, design, and controls of accounting systems, emphasizing the use of computers for processing financial data. Prerequisites: ACCT 220 and 260; MATH 111 or 112; senior standing, advanced standing.

ACCT 610. Financial Accounting and Reporting: Special Entities and Complex Issues (3). Examines accounting concepts and techniques related to consolidated statements, governmental and not-for-profit entities, and partnerships. Includes accounting for foreign currency, hedges, financial instruments, and emerging issues in financial accounting and reporting. Prerequisites: ACCT 410 or equivalent; MATH 111 or 112; senior standing, advanced standing.

ACCT 620. Accounting for Strategic Support and Performance Evaluation (3). The use of accounting information to assist management in developing and identifying superior strategies to produce and sustain comparative and/or competitive advantages. Focuses on goal-congruent strategies and incentives. Prerequisites: junior standing; MATH 111 or 112; ACCT 260 and 320, advanced standing.

ACCT 630. Taxation of Business Entities (3). Studies the federal tax law as it applies to corporations, partnerships, S corporations, and tax-exempt entities. Examines the effect of taxation on business decisions. Prerequisites: junior standing, ACCT 430 or equivalent, advanced standing.

ACCT 640. Principles of Auditing (3). A study of the auditor’s attest function, emphasizing auditing standards and procedures, independence, legal responsibilities, codes of ethical conduct, and evaluation of accounting systems and internal control. Prerequisites: ACCT 260, 410, 560; MATH 111 or 112; senior standing, advanced standing.

ACCT 660. E-Commerce (3). Studies e-commerce technologies, risk management, security, and control. Accounting background not required. Prerequisites: junior standing, advanced standing.

ACCT 690. Seminar in Selected Topics (1-3). Repeatable for credit with School of Accountancy consent. Prerequisite: advanced standing.

ACCT 777. Review for Professional Examinations (1-6). Prepares students for professional certification examinations in accounting, including the CPA, CMA, and CIA examinations. Enrollments govern whether course is offered. Graded S/U and may be repeated for credit. Registration for up to 6 semester hours is permitted. Credit for this course does not count for degree credit in the School of Accountancy or Barton School of Business. Prerequisite: permission of the School of Accountancy.

Courses for Graduate Students Only

Where a course is indicated as a prerequisite to a second course, all prerequisites to the earlier course(s) also apply to the later course(s).

ACCT 800. Financial Accounting (3). A study of the basic structure of accounting, income determination, asset valuation, liability recognition, and accounting for ownership equity. Includes the interpretation and analysis of financial statements. Prerequisite: no previous credit in accounting or permission of the School of Accountancy.

ACCT 801. Managerial Accounting (3). Examines the use of accounting information to assist management in planning, analyzing, and implementing business decisions and activities. Focuses on strategic and operational performance analysis and evaluation. Prerequisite: ACCT 800 or equivalent.

ACCT 802. The Effect of Taxation on Management Decisions (3). Introduces the basic tax concepts of income, deductions, and credits that will enable managers to (1) understand the tax consequences of their business decisions and (2) communicate effectively with tax professionals in structuring business transactions. Prerequisites: graduate standing and ACCT 800 or equivalent, or permission of the School of Accountancy.

ACCT 815. Financial Accounting and Reporting: Contemporary Issues (3). Uses the case method to examine and analyze the application of generally accepted accounting principles to problems of measurement, presentation, and disclosure in financial statements. Focuses on contemporary topics of interest in financial accounting and reporting. Prerequisites: graduate standing and ACCT 610 or equivalent, or permission of the School of Accountancy.

ACCT 825. Management Control Systems (3). Studies accounting in the context of management control systems. Focuses on how accounting interacts with management in achieving an organization’s strategic and operational objectives. Emphasizes contemporary challenges in accounting, related to broadening the types of information captured, measured, and reported. Prerequisites: graduate standing and ACCT 620 or 801 (or equivalent), or permission of the School of Accountancy.

ACCT 830. Taxation of Business Entities—Advanced Topics (3). Analyzes various advanced topics in the taxation of business entities and business planning. Focuses on the use of various entity forms to achieve optimal tax and business objectives. Also considers the tax consequences of conducting business internationally.

ACCT 831. Taxation of Estates and Trusts (3). Studies the income taxation of trusts and estates, including the special cases of grantor and split-interest trusts. Examines the gift taxation of donors, the estate taxation of decedents, and the fundamentals of estate planning. Prerequisites: graduate standing and ACCT 430 (or equivalent), or permission of the School of Accountancy.

ACCT 835. Tax Research and Selected Topics (3). An in-depth study of traditional and computerized tax research and planning techniques, ethical issues, tax practice issues, and an introduction to state, multistate, and international taxation. Prerequisites: graduate standing and ACCT 430 (or equivalent), or permission of the School of Accountancy.

ACCT 840. Advanced Principles of Auditing (3). An advanced study of auditing emphasizing EDPauditing statistical sampling and ethics. Prerequisites: graduate standing and ACCT 410 and 640 (or equivalent), or permission of the School of Accountancy.

ACCT 860. Advanced Accounting Information Systems (3). A study of the concepts of information systems, their design and operation, and the relationship of these concepts to the economic information requirements, information flows, decision criteria, and control mechanisms in the business organization. Prerequisites: graduate standing and ACCT 560 (or equivalent), or permission of the School of Accountancy.
ACCT 890. Seminar in Special Topics (1-3). Repeatable with permission of the School of Accountancy.

ACCT 891. Directed Study in Accounting (1-3). Prerequisite: School of Accountancy consent.

ACCT 892. Internship in Accounting (3). Offered Cr/NCr only. Prerequisites: 3.000 GPA in accounting, graduate standing, and School of Accountancy consent.

Business Administration—General (BA)

Lower-Division Courses

BA 190. Selected Topics (1-3). Repeatable with departmental consent.

BA 190A. The Right Start: Becoming a Master Student (3). Specifically for first-year business majors. Helps students become master students. Provides an extended exposure to the mission, strategies, and programs of the Barton School of Business. Helps students prepare for success in studying, working with other students, interacting with faculty, and planning their career. Students learn current business practices and interact with representatives of the business community. Non-business students may enroll on a space-available basis. Counts as a non-business elective for any student enrolled in the Barton School of Business.

BA 281. Cooperative Education (1). An academic program that integrates academic theory with professional experience through paid employment in a supervised work setting related to the student’s career focus. Course does not satisfy elective requirements for any major or minor offered by the Barton School. May be repeated, but limited to a total of 3 credits. Offered Cr/NCr only. Prerequisites: sophomore standing and 2.250 GPA.

BA 290. Selected Topics (1-3). Repeatable with departmental consent.

Upper-Division Courses


BA LAW 431. Legal Environment of Business (3). An introduction to the legal environment in which businesses operate. Considers the institutions and processes related to business law, and the major frameworks of private and public law, including contracts and commercial transactions, business organizations, business torts and crimes, and regulatory law. Addresses ethical and social responsibility considerations as an integral aspect of legal regulation. Prerequisites: junior standing, advanced standing.


BA LAW 481. Cooperative Education (1-3).

BA LAW 491. Independent Study (1-5). Offered Cr/NCr only. Closed to graduate credit. Prerequisites: junior standing and 2.750 GPA in business law.

BA LAW 492. Internship in Business Law (1-3). Offered Cr/NCr only. Prerequisites: junior standing and 2.750 GPA in business law and departmental consent.

Courses for Graduate/Undergraduate Credit


BA LAW 636. Law of Business Associations (3). Law of agency, partnerships, and corporations. Considers the organizational and relational aspects of both small, closely held businesses and large corporate enterprises. Prerequisites: junior standing, advanced standing.

BA LAW 690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisites: junior standing, advanced standing.

Courses for Graduate Students Only

BA LAW 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

Decision Sciences (DS)

Department of Finance, Real Estate, and Decision Sciences

Lower-Division Courses

B LAW 130. Introduction to Law (3). A basic introduction to law. Considers the nature and functions of law, the structure of the American legal system, and legal processes and procedures. Also surveys the major areas of substantive law. Open to students with a general interest in law.

B LAW 190. Selected Topics (1-3). Repeatable with departmental consent.

Upper-Division Courses

DS 5350. Introduction to Production and Operations Management (3). An overview of the concepts, tools, and techniques used in making managerial decisions related to the production or operations function of an organization. Topics include facility location and layout, forecasting, operations scheduling, quality control, inventory planning, and control work design and measurement. Prerequisites: ECON 231 and 232 and MATH 144, or equivalent, junior standing, advanced standing.

DS 5390. Special Group Studies in Decision Sciences (1-3). Repeatable with departmental consent. Prerequisite: advanced standing.

DS 5390C. International Purchasing (1-3). Cross-listed as IB 390C. Repeatable with departmental consent. Prerequisite: advanced standing.

DS 5481. Cooperative Education (1-3).

DS 5491. Independent Study (1-5). Offered Cr/NCr only. Closed to graduate credit. Prerequisites: junior standing and 2.750 GPA in decision sciences.

DS 5492. Internship in Decision Sciences (1-3). Offered Cr/NCr only. Prerequisites: junior standing, 2.750 GPA in decision sciences, and departmental consent.

Courses for Graduate/Undergraduate Credit

DS 5651. Design of Operations Systems (3). Gives an in-depth view of the long-term design aspects of operations systems. Includes process analysis and design, production control, information systems, facilities planning, materials handling, job design, personnel planning and scheduling, and current issues. Prerequisites: DS 350, advanced standing.

DS 5652. Operations Planning Systems (3). Gives an in-depth analysis of the short-term or operational aspects of goods or service-producing systems. Includes forecasting methods, inventory control models, material requirements planning, aggregate planning and scheduling, and current issues. Prerequisites: DS 350, advanced standing.

DS 5690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisites: junior standing, advanced standing.

DS 5750. Workshop in Decision Sciences (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

DS 850. Operations Management (3). Develops an understanding of the operations function in a business and how it interfaces with other major functions in business. Students gain an appreciation of the strategic importance of operations and how a firm can gain competitive advantage through world-class performance by operations in deliver-
ing high-quality, cost-competitive products and services. Builds a knowledge base of the concepts, tools, and techniques related to designing, managing, and improving operations. Helps managers, regardless of functional specialization, gain an "operations perspective." Prerequisites: calculus and statistics.

DS 851. Advanced Operations Management (3). This is an advanced course in the conceptual and applied aspects of Operations Management in the manufacturing and non-manufacturing sectors, as well as on the Internet. The thrust of the course is on strategic issues, process analysis, and the role of technology in supporting Operations. Students will learn how software, like SAP if available, can perform Operations Management tasks. Case studies will be used. Prerequisite: DS 850 or equivalent.

DS 860. ERP—Enterprise Resource Planning (3). This course provices an overview of Enterprise Resource Planning (ERP) and related systems like CRM. E-Commerce systems are designed to assist an organization with the integration and management of its business processes. ERP systems can be expensive and time-consuming to implement. Topics covered include the ERP Life Cycle for Implementation and Change Management. Students will get hands-on exercises with ERP software, like SAP, if available. Prerequisite: Departmental Consent.

DS 865. Supply Chain Management (3). This course introduces concepts, models, and solution approaches critical to management of a supply chain. The focus will be on understanding how supply chain design and operation impact the performance of the company and its competitive advantage. Topics covered include strategy development, profitability, demand forecasting, inventory management, facility location, warehousing, transportation, network design, and information sharing. Prerequisite: Departmental Consent.

DS 875. Management Science (3). This course gives an overview of management science techniques that can be used to solve decision problems in different business functional areas (operations management, finance, marketing, and HR). Students gain analytical skills that make them better decision makers regardless of their area of specialization. The course is example-driven and spreadsheet-based. Prerequisite: Departmental Consent.

DS 876. Advanced Management Science (3). This case and project based course allows students to do in-depth research on selected management science techniques and apply them to a real world business problem. Students will be responsible for the problem definition, data gathering, model building, and model testing. Students will also develop a decision support system that uses the model as its engine and easy-to-use interfaces for data input and output. Prerequisite: Departmental Consent.

DS 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

DS 891. Directed Studies (1-5). Prerequisite: Departmental Consent.

DS 893. Special Project in Decision Sciences (1-4). A special project including original case research, supervised internships, or field research. Prerequisite: approval of the MS Committee. Open only to MS in business candidates.


Economics (ECON)

Department of Economics

Courses in the economics department are offered in the following subject areas. Since course descriptions are listed in numerical sequence, the following summary is presented to assist in locating courses by subject area.

Economic principles and theory—ECON 201, 202, 301, 302, 304, 605, 800, 801, 802, 804

Industrial organization and regulated industries—ECON 614, 615, 617

History and comparative systems—ECON 622, 625, 627

Statistics and econometrics—ECON 231, 233, 702, 731, 803, 831

Monetary and financial economics; money and banking—ECON 340, 740, 840, 847

Public finance—ECON 765, 865

Labor and manpower economics—ECON 660, 661, 662, 663, 861

Economic growth and development; international economics—ECON 671, 672, 674, 870

Urban, environmental and regional economics—ECON 688

Directed study; thesis—ECON 491, 692, 750, 891, 892, 896.

Lower-Division Courses


ECON 202. Principles of Microeconomics (3). General education further study course. An introduction to the behavior of markets and the individual decision-makers in the economy. Also includes market structures and their performance, contemporary public policy issues, and international economics. Prerequisite: ECON 201.

ECON 231. Introductory Business Statistics (3). An introduction to statistical inference, estimation, and hypothesis testing. Includes summary measures, probability, random variables and their distributions, sampling distributions, elements of Bayesian decision theory, linear regression and correlation, and time series analysis. Uses commercial statistical packages to perform statistical data analysis. Prerequisites: MATH 111 or 112, and ECON 232 concurrently.

ECON 232. Statistical Software Applications for Business (1). A computer lab focusing on applying statistical software to business analysis and decision-making. Prerequisites: MATH 109, 111, or 112, and ECON 231 concurrently.

ECON 250. Entrepreneurship and Personal Enterprise (3). General education issues and perspectives course. Demonstrates that the ascribed attributes and personal qualities that traditionally have characterized the entrepreneur (initiative, investment, innovation, commitment, and risk-taking) can be learned by anyone who seeks personal intellectual fulfillment and/or business success. Knowledge of entrepreneurial principles and processes are invaluable in any academic discipline as well as for those in quest of desired career goals.

ECON 280. Economics of Social Issues (3). General education issues and perspectives course. Analyzes current social and public policy issues using the fundamental tools of economic theory. Issues covered depends partly on current events, but includes poverty, environmental issues, government tax and spending policies, international trade, and economic stability and growth. No prior study of economics is necessary. Prerequisites: MATH 111, COMM 111, and ENGL 102.

Upper-Division Courses

ECON 301. Intermediate Macroeconomics (3). Introduces the concepts of aggregate demand and aggregate supply. After developing theoretical foundations for these, policy applications are discussed, including such policy issues as unemployment, inflation, government and international trade deficits, and interest rates. Prerequisites: ECON 201, 202, junior standing, advanced standing.

ECON 302. Intermediate Microeconomics (3). Theory of resource allocation by means of prices and markets. Economic choice, production, cost, supply, demand, and market structure are discussed, as well as efficiency conditions in consumption, production, distribution, and exchange. Prerequisites: ECON 201, 202, junior standing, advanced standing.

ECON 304. Managerial Economics (3). Applies concepts from microeconomic theory to problems in business management and decision-making. Includes demand analysis, pricing, production costs, effects of market structure on business decision-making, and decision-making with risk. Prerequisites: ECON 202 and 231/232, advanced standing.

ECON 310. Economics of E-Business (3). Covers the fundamental economic principles explaining the growth of e-business and the Internet: transaction costs, costs of producing and distributing information, network externalities, lock-in, and information pricing. Examines current state and practice of e-business and the effects of e-business and the Internet on society outside the business realm. Prerequisites: ECON 201 and 202 or instructor’s consent, advanced standing.

ECON 340. Money and Banking (3). A study of the financial sector of the U.S. economy, emphasizing the role of money in determining inflation, interest rates, and the level of economic activity. Includes the commercial banking and Federal Reserve systems, credit markets, interest rate theory, and monetary policy. Prerequisites: ECON 201, junior standing, advanced standing.

ECON 481. Cooperative Education (1-2).
ECON 491. Directed Study (1-3). Individual study of various aspects and problems of economics. Repeatable for credit. Cr/NC only. Prerequisites: junior standing, departmental consent, and 2.750 GPA in economics.

Courses for Graduate/Undergraduate Credit

ECON 605. History of Economic Thought (3). A critical analysis of economic thought, the factors that influence this thought and its impact upon the social and economic development of the modern world. Prerequisites: ECON 201, 202, or 800; junior standing, advanced standing.

ECON 611. Economics of Sports (3). An inquiry into the economic aspects of professional and intercollegiate sports. Includes industrial organization of sports, public finance of sports, and the labor economics of sports, as well as the unique competitive nature of the sports enterprise. Not applicable toward the MA in economics. Prerequisite: advanced standing.

ECON 614. Industrial Economics and Antitrust Policy (3). Examines the behavior of firms within industries emphasizing antitrust policy. Includes pricing behavior, distribution policies, entry deterrence, advertising, and mergers. Prerequisites: ECON 201 and 202, junior standing, advanced standing.

ECON 615. Economics of Transportation (3). An inquiry into how businesses can effectively use transportation both nationally and internationally. Includes the physical and economic characteristics of transportation modes, basic concepts of logistics, and problems and policies related to transportation. Prerequisites: ECON 201 and 202, or ECON 800, junior standing, advanced standing.

ECON 617. Economics of Regulation (3). An inquiry into the theory and practice of regulation. Includes both the traditional regulation of public utilities and communications and the newer forms of regulation, such as safety and environmental regulations. Prerequisites: ECON 201, 202, or 800, junior standing, advanced standing.


ECON 625. Economic History of Europe (3). Cross-listed as HIST 614. An analysis of the development of economic institutions; the rise of capitalism and its influence on overseas expansion, technology, precious metals, politics, and war; changes in economic ideologies; and cultural effects of economic change. Prerequisites: ECON 201, junior standing, advanced standing.

ECON 627. Economic History of the United States (3). Cross-listed as HIST 515. An analysis of the basic factors in economic growth. Explores agriculture, trade, and commerce; industrial development; and the changing role of the government in economic activity. Prerequisites: ECON 201, junior standing, advanced standing.

ECON 660. Labor Economics (3). An introduction to labor economics. Surveys both theoretical and empirical research in this field. Includes labor markets, wage determination, and human capital theory. Prerequisites: ECON 201, 202, or 800; junior standing, advanced standing.

ECON 661. Collective Bargaining and Wage Determination (3). An examination of economic and legal aspects of collective bargaining and the major issues and problems inherent in the bargaining process. Explores the manner in which wages are determined under various institutional relationships and the effects of collective bargaining on wages, employment, and prices. Prerequisites: ECON 201 and 202, or ECON 800, junior standing, advanced standing.

ECON 662. Work and Pay (3). An examination of the economic aspects of work and pay emphasizing the nature of work under capitalism and the manner in which wages are determined. Covers quality of work life, labor force participation and mobility, labor market discrimination, and labor market contracts and work incentives. Prerequisites: ECON 201 and 202, or ECON 800, junior standing, advanced standing.

ECON 663. Economic Insecurity (3). Cross-listed as GERON 663. Personal economic insecurity, such as unemployment, old age, health care, disablement, and erratic economic fluctuations. Includes costs and benefits of government action to aid in meeting such insecurities. Prerequisites: ECON 201, 202, or 800; instructor's consent; junior standing, advanced standing.

ECON 671. Economic Growth and Development (3). A survey of leading growth theories, emphasizing the processes of development and capital formation in developed and underdeveloped economies. Analyzes determinants of real income, resource allocation, investment criteria, balance of payment problems, national policies, and related topics within this framework. Prerequisites: ECON 201, 202, or 800; junior standing, advanced standing.

ECON 672. International Economics and Business (3). Cross-listed as MCMT 561. An introduction to the economic foundations of international trade, finance, and investment. Includes foreign exchange markets, regional integration, trade theories and instruments, U.S. trade policies and treaties, multinational companies, immigration, as well as differences in cultural, political, and economic systems. Includes current events. Prerequisites: ECON 201, 202, or 800; junior standing, advanced standing.

ECON 674. International Finance (3). Cross-listed as FIN 625 and IB 625. An introduction to the international financial and monetary systems, emphasizing currency markets. Explores market instruments and techniques, including synthetic and derivative securities and their applications to management of currency risk in international trade and finance. Prerequisites: FIN 340, ECON 201, 202, or 800; junior standing, advanced standing.

ECON 688. Urban Economics (3). Cross-listed as P. Adm. 688. An introduction to the economic structure and problems of urban areas on both the microeconomic and macroeconomic levels. Stresses the application of regional economic analysis in the study of urban areas as economic regions. Prerequisites: ECON 201 and 202, or ECON 800, junior standing, advanced standing.

ECON 692. Group Studies in Economics (1-3). Repeatable for credit with departmental consent. Prerequisite: junior standing.

ECON 702. Mathematical Methods in Economics (3). Introduces the fundamental mathematical tools that are especially useful in economics, econometrics, and finance. Includes the review of differential and integral calculus, an introduction to matrix algebra, and various constrained optimization and economic modeling techniques. Emphasizes economic applications and modeling. Prerequisites: ECON 201, 202, or 800, and MATH 144 or equivalent, and junior standing.

ECON 731. Applied Econometrics I (3). An introduction to regression techniques including logit/probit analysis through business, finance, and economics examples. Reviews the fundamentals of statistics and covers practical model building, data collection, use of statistical software packages, interpretation of regression results, and various diagnostic tests. Prerequisite: ECON 231 and junior standing.

ECON 740. Monetary Problems and Policy (3). An examination of historical and contemporary monetary issues in the context of the global economy. Prerequisites: ECON 201, 202, or 800, 340, and junior standing.

ECON 750. Workshop in Economics (1-3). Prerequisite: junior standing.

ECON 765. Public Sector Economics (3). Cross-listed as P. Adm. 765. An analysis of fiscal institutions and decision-making in the public sector of the American economy, budget planning and execution, taxation, debt, and fiscal policy. Prerequisites: ECON 201, 202, or 800, and junior standing, or instructor's consent.

Courses for Graduate Students Only

ECON 800. Analysis of Economic Theory (3). An intensive analysis of micro- and macroeconomic principles. Not for graduate credit in the MA program in economics. Prerequisite: departmental consent.


ECON 802. Microeconomic Analysis (3). An analysis of the consumer, the firm, and competitive and noncompetitive markets using mathematical models. Prerequisites: ECON 302.

ECON 803. Analysis of Business Conditions and Forecasting (3). An intensive study of research methodologies and forecasting for real-life business decision-making. Covers
formulation of research questions, specification of models, collection of time series and survey data, applications of forecasting techniques, and interpretation and communication of the results. Prerequisites: ECON 800 or equivalent and one semester of introductory statistics.

ECON 804. Managerial Economics (3). An introduction to the theoretical and analytical tools of economics that are useful in decision-making by managers. Prerequisites: ECON 201, 202, or 800, and one course in calculus.

ECON 831. Applied Econometrics II (3). Introduces the maximum likelihood estimation and the methods of moments estimation technique. Covers SUR, panel data, simultaneous equations, VAR, and ARCH/GARCH models. Emphasizes the time series model building practiced in finance and macroeconomics. Prerequisites: ECON 731 and 702 or equivalent.

ECON 840. Seminar in Monetary Theory (3). An examination of neoclassical and contemporary monetary theories. Includes an analysis and an evaluation of current monetary problems. Repeatable for credit with departmental consent. Prerequisites: ECON 202 and 340.

ECON 847. Speculative Markets (3). Cross-listed as FIN 823. Analysis of the markets for speculative securities such as futures, options, and commodities. Evaluates underlying theories explaining speculative markets in which such securities are traded. Discusses trading strategies such as hedging and arbitrage. Prerequisite: FIN 840 or equivalent.

ECON 864. Seminar in Contemporary Labor Issues (3). An intensive analysis of contemporary problems in the field of labor. The specific nature of the problems is determined by the interest of those enrolled in the course. Repeatable for credit with departmental consent. Prerequisite: instructor’s consent.

ECON 865. State and Local Government Finance (3). Cross-listed as Pol. S. 865. Analysis of state and local government expenditure and revenue systems, with an introduction to state and local financial administration. Prerequisites: ECON 765 or instructor’s consent.

ECON 870. International Finance and Investment (3). Cross-listed as FIN 820. A case study of the contemporary and business-related issues of international finance and investment. Includes foreign exchange markets, European integration, international trade organizations and monetary systems, and emerging markets. Prerequisite: one of the following courses: ECON 672 or 674, MGMT 561, or FIN 625.

ECON 891. Directed Study (1-3). Individual study of various aspects and problems of economics. Repeatable for credit with departmental consent. Prerequisites: graduate standing and departmental consent.

ECON 892. Group Studies in Economics (1-3). Repeatable for credit. Prerequisite: departmental consent.

ECON 896. Thesis (1-2).

Entrepreneurship (ENTRE) Department of Marketing and Entrepreneurship

Lower-Division Courses

ENTRE 160. Introduction to Entrepreneurship (3). An introductory course for non-business majors to familiarize the student with the world of small business, including the analysis of personal strengths and weaknesses as they relate to launching an entrepreneurial career. Gives considerable attention to elementary concepts of planning, financing, starting, and managing a new business.

ENTRE 250. Entrepreneurship and Personal Enterprise (3). Demonstrates that the ascribed attributes and personal qualities traditionally characterizing the entrepreneur (initiative, investment, innovation, commitment, and risk-taking) can be learned by anyone who seeks personal intellectual fulfillment and/or business success. Knowledge of entrepreneurial principles and processes are invaluable in any academic discipline as well as for those in quest of desired career goals.

Upper-Division Courses

ENTRE 310C. The Entrepreneurial Experience (3). Overview of the study of entrepreneurship, including its economic foundations, the principles of venture creation, financial sources of capital, and strategy/business plan creation. Explores the entrepreneurial mentality and philosophy toward risk-taking, innovation, and creativity. Integrates a strong oral and written communication component throughout the course. Prerequisites: ENGL 101, 102, COMM 111 (C or above average required); ACCT 210; ECON 201; and junior standing or instructor’s consent.

ENTRE 403. Marketing Research (3). Cross-listed as MKT 403. A study of the design of marketing information systems and marketing research procedures. Prerequisites: MKT 300, ECON 251 and 222, junior standing, advanced standing.

ENTRE 420. Developing a Marketing Plan (3). Cross-listed as MKT 420. Emphasizes the analysis and tools required in the development of a marketing plan for a new or existing organization. With extensive use of traditional and web-based research, student develops a marketing plan that positions the firm to achieve a competitive advantage in the marketplace. Prerequisites: ENTRE 310C, MKT 300, or instructor’s consent, advanced standing.

ENTRE 481. Cooperative Education (1-3). An academic program that expands a student’s learning experiences through paid employment in a supervised educational work setting related to the student’s major field of study or career focus. Offered Co/NCr only. Prerequisites: junior standing and 2.250 GPA.

ENTRE 491. Independent Study in Entrepreneurship (1-5). Offered Co/NCr only. Closed to graduate credit. Prerequisites: junior standing, 2.750 GPA in entrepreneurship courses, and departmental consent.

ENTRE 492. Internship in Entrepreneurship (1-3). Offered Co/NCr only. Prerequisites: junior standing, 2.750 GPA in entrepreneurship, and departmental consent.

Courses for Graduate/Undergraduate Credit

ENTRE 606. New Product Marketing (3). Cross-listed as MKT 606. Addresses identifying, evaluating, developing, and commercializing new products within both smaller and larger firms. Explores the role of the product/brand manager, a person who often acts as an internal entrepreneur. Prerequisites: MKT 300, advanced standing.

ENTRE 608. Selling and Sales Force Management (3). Cross-listed as MKT 608. An analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales force. Prerequisites: MKT 300, advanced standing.


ENTRE 620. Growing and Managing an Entrepreneurial Firm (3). Focuses on the organization, operation, marketing, and financial management of an on-going entrepreneurial firm. Emphasizes the strategic management of growth associated with a rapidly changing business, as distinguished from "small business management," which could include small enterprise units that are static. Teaches the practical aspects of managing a growing business on a day-to-day basis. Practical application to "intrapreneurship," such as growing a division or department within a larger organization. Prerequisites: ENTRE 310C and junior standing or instructor’s consent, advanced standing.

ENTRE 668. Developing a Successful Business Plan (3). Emphasizes the development of a comprehensive business plan which incorporates financial and organizational principles associated with entrepreneurial finance including financial structuring of the firm, pro forma development of financial statements and the capitalization of the firm. Explains and illustrates strategies for exiting and harvesting the business. Prerequisites: ENTRE 420, senior standing, or instructor’s consent, advanced standing.

ENTRE 690. Special Topics in Entrepreneurship (3). Advanced course with in-depth study of emerging topics in entrepreneurship. Repeatable with departmental consent. Prerequisites: ENTRE 310C and junior standing or instructor’s consent, advanced standing.

ENTRE 750. Workshop in Entrepreneurship (1-4). Prerequisite: junior standing.
Courses for Graduate Students Only

ENTRE 812. Introduction to Total Quality Management (3). Cross-listed as MKT 812 and MGMT 812. Introduces the philosophy of quality improvement and compares/contrasts these views with traditional management thought. Also introduces the basic components of the quality improvement process. Includes application exercises in quality improvement techniques and experience with team concept.

ENTRE 868. New Venture Feasibility Seminar (3). Focuses on directing students in the appropriate methods of selecting financial sources and in raising seed capital through the preparation of a comprehensive feasibility study. Covers (1) sources of capital, such as venture capitalists, investment bankers, banks, and creative forms of financing; (2) marketing opportunity analyses; (3) pro forma development; (4) feasibility decision making; and (5) actual preparation of the loan package. Prerequisites: ACCT 800 or its equivalent, or instructor’s consent. Not open to students with credit in ENTRE 668.

ENTRE 869. Corporate Entrepreneurship (3). Addresses trends, current status, and success factors in the area of innovation and entrepreneurship within organizations. Examines principles applicable to any organization, large or small, private or public, by those people who wish to create change and innovate within the existing structure. Covers (1) foundations of entrepreneurship; (2) barriers to change; (3) entrepreneurial characteristics of individuals; (4) creative thinking and forced ideation methods; (5) corporate entrepreneurship—the need for it, definition, methods, favorable environment, and rewards; (6) examples of corporate entrepreneurship; (7) entrepreneurial strategies, policies, and practices for organizations; and (8) the entrepreneurial society, a growing way of life.

ENTRE 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

ENTRE 891. Directed Studies (1-5). Prerequisite: departmental consent.


Executive Master of Business Administration (EMBA)

Courses for Graduate Students Only

EMBA 800. Statistical Analysis and Quantitative Methods for Decision Making (3). Introduces methods of statistical inference, emphasizing applications to administrative and management decision problems. Includes classical estimation and hypothesis testing, regression, correlation, analysis of variance, and nonparametric methods. Prerequisite: admission to EMBA program.

EMBA 801. Human Behavior and the Management of Organizations (3). Examines leadership styles, power, authority, motivations, communications, and their impact on human behavior. Includes organizational learning, team building, participative management, transformational leadership, managing diversity, conflict management, network organizations, organizational change, and re-engineering. Prerequisite: admission to EMBA program.

EMBA 802. Marketing for Executive Management (3). Focuses on consumer and organizational buying behavior, marketing management, and on applications of marketing strategies from middle- and upper-management perspectives. Introduces key concepts and methods for the development of integrated marketing programs. Prerequisite: admission to Executive MBA program.

EMBA 803. Economic Analysis for Managers (3). Focuses on the behavior of the firm’s product and labor markets; the consequences of business, regulatory and tax policies; industry pricing; research and development strategies; transfer pricing, the effects of vertical and horizontal integration; leveraged buy-outs and principal-agent problems. Prerequisite: admission to Executive MBA program.

EMBA 804. Global Business and Competitiveness (2). Focuses on applications of economic analysis to international business decisions, international and macroeconomic components, understanding the implications of macro policies and developments for the firm’s business environment, expansions into foreign markets, foreign investment and the relevance of global changes in technology and labor productivity, and foreign exchange, balance of payments, and trade policy issues. Prerequisite: admission to Executive MBA program.

EMBA 805. Operations Management (2). Focuses on the processes by which goods and services are supplied, produced, and distributed in organizations. Emphasizes systems for analyzing design and operational problems in the production/operations function. Prerequisite: admission to Executive MBA program.

EMBA 806. Using Accounting Information to Understand Financial Performance (2). Focuses on the nature and purpose of accounting, principal accounting instruments, and valuation problems. Prerequisite: admission to Executive MBA program.

EMBA 807. Corporate Finance (3). Focuses on the strategic decision that an organization makes leading to capital spending. Also includes the risk element in financial decision making and the financial institutions that have evolved to reallocate risk in the economy. Prerequisite: admission to Executive MBA program.

EMBA 808. Using Accounting Information to Improve Strategic and Operational Performance (3). Focuses on the use of financial information in management decision making. Includes internal reporting systems, cost management systems, planning and budgeting, performance measurement issues, and activity-based management. Prerequisite: admission to Executive MBA program.

EMBA 809. Information Technology (2). Focuses on information as a resource and the links between business strategy and information technology, the organizational implications of technology, and how to successfully incorporate information technology into organizations to support management decision making and control. Prerequisite: admission to Executive MBA program.

EMBA 810. Managerial Investment Strategies (2). Focuses on investment management, asset pricing models, factor models, performance assessment, option pricing, and other derivative securities. Prerequisite: admission to Executive MBA program.

EMBA 811. Managerial Strategy (3). Integrates the other courses in the program by addressing the strategic management of an organization. Focuses on developing a strategic plan that maximizes shareholder value, generates commitment and effective action from others in the organization for implementing the plan, and developing a strategy consistent with the organization’s resources while increasing shareholder value by satisfying customers better than do competitors. Prerequisite: admission to Executive MBA program.

Finance (FIN)

Department of Finance, Real Estate, and Decision Sciences

Lower-Division Courses

FIN 140. Personal Finance (3). Management of the cash flows experienced by individuals and families. Analysis of alternative strategies to meet individual financial goals through various investment media emphasizing risks and returns. Exposes the student to a set of tools that can be applied in personal financial management to provide a flexible and relevant framework for future decision making.

Upper-Division Courses


FIN 390. Special Group Studies in Finance (1-3). Repeatable with departmental consent, advanced standing.

FIN 440. Financial Management II (3). A study of long-term financing decisions and financial planning. Also includes working capital management, mergers and acquisitions, and international financial management. Prerequisites: FIN 340, advanced standing.

FIN 481. Cooperative Education (1-3).

FIN 491. Independent Study (1-5). Offered Cr/NC only. Closed to graduate credit. Prerequisites: junior standing and 2,750 GPA in finance.

FIN 492. Internship in Finance (1-3). Offered Cr/NC only. Prerequisites: junior standing, 2,750 GPA in finance and departmental consent.
Courses for Graduate/Undergraduate Credit


FIN 611. Real Estate Finance (3). Cross-listed as RE 611. Real estate financing instruments, institutions, traditional and creative financing techniques. Risk analysis, mortgage financing and underwriting, primary and secondary mortgage markets. Prerequisites: FIN 340, advanced standing.

FIN 618. Real Estate Investment Analysis (3). Cross-listed as RE 618. Equity investor decision criteria, institutional and ownership entity investment constraints, financial leverage opportunities, cash flow analysis, and creative income tax strategies. Prerequisites: FIN 340, advanced standing.


FIN 622. Futures and Options Markets (3). Presents an overview of the futures and options markets. Discusses basic theoretical concepts as well as the practical issues of hedging and speculating in these markets. Prerequisites: FIN 340, junior standing, advanced standing.

FIN 625. International Financial Management (3). Cross-listed as ECON 625 and IB 625. An study of the international financial and monetary system, emphasizing currency markets. Also examines market instruments and techniques, including synthetic and derivative securities and their application to management of currency risk in international trade and finance. Prerequisites: FIN 340, ECON 201, 202, or 800; junior standing, advanced standing.

FIN 631. Money and Capital Markets (3). A study of domestic and international financial markets, instruments, and institutions and the determinants of the general level and structure of interest rates and security prices. Also covers management of interest rates and portfolio risk using a variety of techniques. Prerequisites: FIN 340, junior standing, advanced standing.

FIN 632. Bank and Financial Institution Management (3). Presents and analyzes asset and liability management by banks and financial institutions. Also covers financial institution structure, management, regulation, and operations. Covers risk management topics in detail. Prerequisites: FIN 340, junior standing, advanced standing.

FIN 650. Financial Modeling (3). Provides students experience in solving a variety of financial problems using a modern computer spreadsheet program. Assignments, covering topics from both corporate finance and investments, closely simulate the types of projects faced by financial managers and practitioners. Prerequisites: FIN 440, ACCT 260, advanced standing.

FIN 660. Cases in Finance (3). An exploration of the problems and operations for which the financial officer is responsible, emphasizing controversial aspects of financial analysis. This is the capstone course in the finance major and should be taken at the end of a finance program. Prerequisites: FIN 340, 440, 6 hours of accounting, or departmental consent, junior standing, advanced standing.

FIN 690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisites: FIN 340, junior standing, advanced standing.

FIN 750. Workshop in Finance (1-4). Prerequisites: FIN 340 and junior standing.

Courses for Graduate Students Only

FIN 810. Short-Term Financial Management (3). Provides state-of-the-art information in short-term financial management. Discusses how cash moves across international borders and within foreign countries and the influence of electronic communications on short-term financial management. Prerequisite: FIN 840 or equivalent.

FIN 821. Investments (3). Study of the basic theory and practice of security valuation and investment management. Includes security and portfolio analysis, selection of investment media, and measurement of performance. Prerequisite: FIN 840.

FIN 823. Risk Management with Options and Futures (3). Cross-listed as ECON 847. Discusses the use of futures and options contracts in managing some of the risks associated with business and investment. Also discusses theoretical issues to provide a basis for understanding the practical uses of these securities. Prerequisite: FIN 840 or equivalent.

FIN 830. Management of Financial Institutions (3). Analyzes the management and operations of firms in the financial services industry. Studies the competitive money and capital markets in which they operate. Emphasizes risk management in the financial institution using a variety of techniques. Prerequisite: FIN 840 or equivalent.

FIN 840. Financial Systems (3). An intensive analytical introduction to finance from the management viewpoint, including the theory of financial management, the financial institutional structure, and an analysis of a variety of practical problems of business finance. Prerequisite: ACCT 800 or equivalent.

FIN 850. Managerial Finance (3). Provides knowledge and tools to make informed investment and financing decisions. Includes capital markets, advanced capital budgeting, decision making under uncertainty, asset pricing models, contingent claims models, capital structure, dividend policy, mergers, restructuring and corporate control, and exchange rate systems and international finance. Prerequisite: FIN 840 or equivalent.


FIN 870. Financial Modeling (3). Prepares students to model various financial transactions and decision-making analyses using computer analysis and spreadsheets. Students build models to analyze corporate finance problems, portfolio and investment problems, derivative securities pricing problems, including real option analysis and fixed-income security valuation and duration problems. Studies technical issues in financial modeling and uses Visual Basic for financial analysis. Students gain tools needed to participate fully, creatively, and with technical proficiency in the resolution of many financial issues facing the firm. Prerequisite: FIN 850.

FIN 890. Seminar in Special Topics (1-3). Repeatable with departmental consent. Prerequisite: FIN 840.

FIN 891. Directed Studies (1-5). Prerequisite: FIN 840 and departmental consent.

FIN 893. Special Project in Finance (1-4). Aspecial project including original case research supervised internships or field research. Prerequisite: approval of the MS committee. Open only to MS in business degree candidates. Prerequisite: FIN 840.


Human Resource Management (HRM)

Department of Management

Lower-Division Course

HRM 190. Selected Topics (1-3). Repeatable with departmental consent.

Upper-Division Courses

HRM 360. Special Group Studies in Business (1-3). Repeatable with departmental consent. Prerequisite: advanced standing.


HRM 481. Cooperative Education (1-3).
HRM 491. Independent Study (1-5). Offered Cr/NCr only. Closed to graduate credit. Prerequisites: junior standing and 2.750 GPA in HRM courses.

HRM 492. Internship in Personnel (1-3). Offered Cr/NCr only. Prerequisites: junior standing, 2.750 grade point average in HRM courses and departmental consent.

Courses for Graduate/Undergraduate Credit

HRM 664. Labor Relations (3). Presents the philosophy underlying labor legislation and the function of collective bargaining in labor-management relationships. Prerequisite: junior standing, advanced standing.

HRM 666. Human Resource Selection (3). Analysis of all phases of the selection process as implemented in private and public sector organizations. Includes an analysis of the impact of federal and state anti-discrimination legislation on selection practices; as well as human resource planning; recruiting; job analysis; and selection techniques, including testing and interviewing. Also validation of selection techniques. Prerequisites: HRM 466 or instructor’s consent, advanced standing.

HRM 668. Compensation (3). Approaches to compensation processes in organizations. Discusses job evaluation techniques, wage level and wage structure determination, individual performance analysis, individual wage rate decisions, incentive plans, and benefits. Considers the legal constraints on compensation practices. Prerequisites: HRM 466 or instructor’s consent, advanced standing.

HRM 669. Training and Development (3). Analyzes the training and development function as applied in private and public sector organizations. Consider the role of training and development in today’s business environment, needs assessment, learning objectives, learning theory, instructional methods and techniques, and evaluation of training effectiveness. Prerequisites: HRM 466 or instructor’s consent, advanced standing.

HRM 690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisite: HRM 466 or instructor’s consent, advanced standing.

HRM 750. Workshop in Human Resources (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

HRM 867. Seminar in Personnel Administration (3). An in-depth study and analysis of several critical and/or major current problems in human resources and a review of significant literature. The direction of the course could be determined by the interests of the class. Prerequisite: HRM 466.

HRM 868. Wage and Salary Administration (3). A study of job evaluation and other procedures that lead to the development of a sound wage and salary structure. Prerequisite: HRM 466 or instructor’s consent.

HRM 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

HRM 891. Directed Studies (1-5). Prerequisite: departmental consent.


International Business (IB)

Department of Management

Upper-Division Courses

IB333. International Business (3). General education issues and perspectives course. A comprehensive overview of the multifaceted issues in international business and globalization that impact all functional areas of business. Examines contemporary issues, perspectives, and influences on American business, economy, government, labor, society, technology, public policy, and competitiveness. Reviews international trade theories, foreign exchange, monetary systems, balance of payments, trade policies, trade agreements, global trading system, and foreign investment, including cultural diversity, human rights, ethics, and social responsibility issues. Examines implications for small and large businesses, including case studies from Wichita firms engaged in international business.

IB390C. International Purchasing (1-3). Cross-listed as DS 390C. Repeatable with departmental consent. Prerequisite: advanced standing.

IB481. Cooperative Education (1-3). Introduces the student to international business practices by working in an international business-related job. Also provides planned professional experience to enhance the student’s academic program and career focus. Individualized programs must be formulated in consultation with and approved by appropriate faculty sponsors and cooperative education coordinators. Prerequisite: junior standing.

IB491. International Business Independent Study (1-5). Offered Cr/NCr only. Prerequisites: junior standing and 2.750 GPA.

IB492. International Business Internship (1-3). Offered Cr/NCr only. Prerequisites: junior standing and 2.750 GPA.

 Courses for Graduate/Undergraduate Credit

IB600. International Management (3). Studies management concepts and practices applicable to business operations in an international setting. Examines a wide range of problems associated with business operations across national boundaries. Discusses cultural differences, language barriers, nationalism, protectionism, technology transfer, and trade policies. Prerequisites: GMT 360 or concurrent enrollment, junior standing, advanced standing.

IB601. International Marketing (3). Cross-listed as MKT 601. Problems and procedures of marketing in foreign countries. Includes the effects of foreign cultures and marketing systems on the design of marketing programs. Prerequisites: MKT 300, junior standing, advanced standing.

IB 625. International Financial Management (3). Cross-listed as ECON 674 and FIN 625. A study of the international financial and monetary system, emphasizing currency markets. Also examines market instruments and techniques, including synthetic and derivative securities and their application to management of currency risk in international trade and finance. Prerequisites: FIN 340; ECON 201, 202, or 800; junior standing, advanced standing.

IB 690. Special Topics in International Business (3). Covers emerging topics within the field of international business. Prerequisites: completion of or concurrent enrollment in all required IB courses, advanced standing.

Courses for Graduate Students Only

IB 836. International Business and Competitiveness (3). An introduction to international business administration with particular attention to the development of multinational business strategies in light of the diverse economic, political, social, and cultural dimensions of the environments that exist in both developed and developing areas of the world.

IB 891. Directed Studies in IB (1-6). Prerequisite: departmental consent.

IB 892. Internship in IB (1-3). Prerequisite: departmental consent.

Legal Assistant (LEGAL)

Department of Finance, Real Estate, and Decision Sciences

Lower-Division Courses

LEGAL 230. Introduction to Paralegalism (2). The new role concept of the legal assistant in the practice of law. An inquiry into what paralegals do, types of paralegal employment, education and licensure, professional ethics, authorized and unauthorized practice of law, and an introduction to paralegal skills. Prerequisite: B LAW 130, concurrent enrollment or departmental consent.

LEGAL 231A. Legal Research and Writing I (3). An introduction to the tools and techniques of legal research, emphasizing basic analytical skills. Introduces the student to the components of a law library through a variety of assigned problems, some of which culminate in the writing of a research memorandum or brief. Prerequisite: admission to the Legal Assistant Program or departmental consent.

LEGAL 232. Legal Aspects of Business Organizations (3). The law of business organizations emphasizing the practice aspects related to formation of operation of proprietorships, partnerships, and corporations. Includes drafting aspects related to employment agreements, partnership agreements, and corporate documents. Prerequisite: admission to the Legal Assistant Program or departmental consent.
LEGAL 233. Litigation I (3). An introduction to the civil litigation process emphasizing the practice aspects associated with a civil action. Includes civil procedure, preparation and use of pleadings, discovery, law of evidence, and appeals. Prerequisite: admission to the Legal Assistant Program or departmental consent.

LEGAL 234. Estate Administration (3). The law of intestate succession, wills, and trusts, emphasizing the administration of an estate under Kansas law. Includes the preparation of wills, trust instruments, and documents related to the probate process. Prerequisite: admission to the Legal Assistant Program or departmental consent.

LEGAL 235. Law Office Management and Technology (3). The application of modern concepts of or ganization, management, and systems technology to the law office. Emphasizes the use of systems approaches and the proper use of nonlawyers in the handling of all administrative functions and routine legal matters. Prerequisite: admission to the Legal Assistant Program or departmental consent.

LEGAL 236. Litigation II (3). A continuation of Litigation I. Emphasizes the functions of a legal assistant in trial preparation and execution including gathering and organization of materials, investigating, interviewing, drafting of pleadings and interrogatories, preparing a trial notebook, assisting during trial, etc. Prerequisites: admission to the Legal Assistant Program or departmental consent and LEGAL 233.

LEGAL 237. Family Law (3). An introduction to family law including the role of a lawyer as counselor. Emphasizes the practice aspects related to divorce, separation, custody, support, adoption, and guardianship matters. Prerequisite: admission to the Legal Assistant Program or departmental consent.

LEGAL 238. Legal Assistant Internship I (2). Internship training in a law office, corporate law department, or government agency. Offered Cr/NoCr only. Prerequisites: 12 hours of legal specialty courses and internship committee approval.

LEGAL 239. Special Topics (1-3). Repeatable with departmental consent. Prerequisite: admission to the Legal Assistant Program or departmental consent.

LEGAL 240. Substantive Law: Torts (3). An introduction to the substantive law which is involved in personal injury litigation. Special emphasis on analysis of cases and applying legal principles to facts. Prerequisite: admission to the Legal Assistant Program or departmental consent.

LEGAL 241. Legal Research and Writing II (3). A continuation of LEGAL 231A. Covers research in specialized legal materials and writing of trial and appellate briefs. Prerequisites: admission to the Legal Assistant Program or departmental consent and LEGAL 231A.

LEGAL 243. Property Law (3). An introduction to the principles of property law emphasizing the practice aspects of real estate transactions. Prerequisite: admission to the Legal Assistant Program or departmental consent.

LEGAL 244. Legal Assistant Computer Skills (3). An introduction to utilization of microcomputers by legal assistants. Emphasizes word processing, litigation support, and computer-aided research with Lexis or Westlaw. Prerequisite: LEGAL 231A or 253 or departmental consent.

Management (MGMT) Department of Management

Lower-Division Courses

MGMT 101. Introduction to Business (3). Since everyone spends a lifetime dealing with and being influenced by business firms, course introduces students to current issues, concepts, and functions of business and its environment.

MGMT 190. Selected Topics (1-3). Repeatable with departmental consent.

Upper-Division Courses

MGMT 360. Management and Organizational Behavior (3). An overview of concepts, theories, and practices that apply to the management of work organizations. Includes organizational goals, corporate strategy, structure, decision making, leadership, motivation, communication, group dynamics, organizational change, and the international dimension of business. Prerequisites: junior standing, advanced standing.

MGMT 362. Managing People in Organizations (3). Studies why individuals behave the way they do in organizations. Includes personality, motivation, group dynamics, conflict, leadership, and organizational dynamics, emphasizing developing skills to manage behavior for maximum organizational effectiveness. Prerequisites: junior standing, advanced standing.

MGMT 390. Special Group Studies in Management (1-3). Repeatable with departmental consent. Prerequisite: advanced standing.


MGMT 462. Leading and Motivating (3). A study of the processes of leadership. Explores the interplay of design, technology, strategy, and environment, and the importance of developing skills to facilitate the constructive resolution of conflict, increasing subordinates to their fullest, maintaining motivation at high levels, and merging individuals into a cohesive group. Prerequisites: MGMT 360 or concurrent enrollment, junior standing, advanced standing.

MGMT 660. Managing Effective Organizations (3). Studies how work and workers can be structured to best accomplish the goals and mission of an organization. Explores the interplay of design, technology, strategy, and environment, and the importance of developing skills to manage behavior for maximum organizational effectiveness. Prerequisites: junior standing, advanced standing.

MGMT 661. Coaching, Developing, and Mentoring (3). Managers and leaders of all kinds are judged not on what they do but upon how well their subordinates perform. Course develops the skills to help individuals and groups achieve their potential. Focuses on the importance of identifying and hiring superior performers, orienting them to the group, coaching and developing subordinates to their fullest, maintaining motivation at high levels, and merging individuals into a cohesive group. Prerequisites: MGMT 360 or concurrent enrollment, junior standing, advanced standing.

MGMT 662. Managing Workplace Diversity (3). Modern organizations face the challenge of managing employees with diverse backgrounds and talents to provide products and services to diverse customers. Course examines work force diversity from the perspective of maximizing its benefits to group and organizational effectiveness, including developing skills to facilitate the constructive resolution of conflict, encouraging cooperation and teamwork and enhancing identification with the work unit. Prerequisites: MGMT 360 or concurrent enrollment, junior standing, advanced standing.

MGMT 663. Building Effective Work Teams (3). Significant changes in the business environment have motivated widespread support for the use of teams to accomplish work-
related tasks. Course promotes an understanding of the organizational context of a team culture through an analysis of how teams form and group processes that enhance goal accomplishment. Emphasizes skills necessary to manage the organization’s culture, improve group performance, and increase collaboration among team members. Prerequisites: MGMT 360 or concurrent enrollment, junior standing, advanced standing.

MGMT 680. Making Effective Decisions (3). An analysis of the theories of decision making with attention to the factors of creativity, the quest for subjective certainty, rationality, cognitive inhibitors, problem identification, evaluation of alternatives, applications of qualitative methods to decision processes, and decision implementation. Prerequisites: MGMT 360 or concurrent enrollment, junior standing, advanced standing.

MGMT 681. Strategic Management (3). An analysis of business problems from a strategic management perspective. A capstone course which integrates the functional areas of business, including management, marketing, finance, accounting, and production. Discusses both domestic and international policy issues, large and small firms, and various sources of competitive advantage. Prerequisites: DS 350, FIN 340, MKT 300, MGMT 360, senior standing, advanced standing.

MGMT 680. Making Effective Decisions (3). An analysis of the theories of decision making with attention to the factors of creativity, the quest for subjective certainty, rationality, cognitive inhibitors, problem identification, evaluation of alternatives, applications of qualitative methods to decision processes, and decision implementation. Prerequisites: MGMT 360 or concurrent enrollment, junior standing, advanced standing.

Courses for Graduate Students Only

MGMT 803. Business Decision-Making and Analysis (3). An analysis of business problems from a strategic management perspective. A capstone course which integrates the functional areas of business, including management, marketing, finance, accounting, and production. Discusses both domestic and international policy issues, large and small firms, and various sources of competitive advantage. Prerequisites: DS 350, FIN 340, MKT 300, MGMT 360, senior standing, advanced standing.

COURSES FOR GRADUATE STUDENTS ONLY

MGMT 803. Business Decision-Making and Analysis (3). An analysis of business problems from a strategic management perspective. A capstone course which integrates the functional areas of business, including management, marketing, finance, accounting, and production. Discusses both domestic and international policy issues, large and small firms, and various sources of competitive advantage. Prerequisites: DS 350, FIN 340, MKT 300, MGMT 360, senior standing, advanced standing.

MGMT 865. Communication (3). Cross-listed as COMM 865. Communication models emphasizing their applications to communication problems in organizations. Explores social-psychological processes underlying persuasion in interpersonal relations and through the mass media. Critically analyzes communication systems and techniques within formal organizations. Prerequisite: MGMT 860 or departmental consent.

MGMT 885. Advanced Strategic Management (3). An analysis of business problems from a strategic perspective. Builds on prior course work to focus on a firm’s ability to develop a sustainable competitive advantage. Firms studied represent a broad range of manufacturing and service, global and domestic, entrepreneurial and mature issues. Prerequisite: to be taken during last semester of student’s program, or departmental consent.

MGMT 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

MGMT 891. Directed Studies (1-5). Prerequisite: departmental consent.

MGMT 893. Special Project in Management (1-4). Special project including original case research, supervised internships, or field research. Prerequisite: approval of the MS Committee. Open only to MS in business degree candidates.


Management Information Systems (MIS)

Department of Finance, Real Estate, and Decision Sciences

Lower-Division Courses

MIS 190. Selected Topics in MIS (1-3). Repeatable for credit with departmental consent.

Upper-Division Courses

MIS 310. Fundamentals of Programming (3). Uses the VB.NET programming language to teach fundamental programming concepts in a visual programming environment. Includes business application development principles for event-driven programming. Prerequisites: ACCT 260, advanced standing.

MIS 315. Fundamentals of Data Structures, File Design and Access (3). A second course in programming emphasizing data structures concepts necessary for building business application systems. Utilizes file design and access applications as the vehicle to teach traditional concepts of in-memory data structures as well as more advanced event-driven, object-oriented programming practices. Prerequisites: MIS 310, advanced standing.

MIS 325. Data Communications and Computer Networks (3). Takes a problem-solving approach to introducing data communications and computer networking concepts. Technical and managerial issues in supporting electronic commerce, business-to-business electronic data interchange, virtual teams, extranets, local area networks (LAN), remote access, and internetworking LANs over a wide area network (WAN) provide the backdrop for introducing data communication concepts (OSI), standards, protocols, and technologies. Prerequisites: ACCT 260, advanced standing.

MIS 330. Special Topics in MIS (1-3). Repeatable for credit with departmental consent. Prerequisite: advanced standing.

MIS 481. Cooperative Education (1-3). Offered Cr/NCr only. Prerequisites: 2.500 GPA in MIS, junior standing, and departmental consent.

MIS 491. Internship in MIS (1-3). Offered Cr/NCr only. Prerequisites: 2.750 GPA in MIS, junior standing, and departmental consent.

MIS 495. Management Information Systems (3). A study of the structure and the strategic role of computer-based information systems. Includes information resource management perspective emphasizing issues of information architecture, data integration and administration, and risk management in information systems development efforts. Prerequisites: ACCT 260, advanced standing.

COURSES FOR GRADUATE/UNDERGRADUATE CREDIT

MIS 600. Database Management Systems (3). Introduces various methodologies for conceptual data modeling including Entity-Relationship Data Modeling and Object-Oriented Database Design. Covers relational database management systems, the SQL standard, and data administration issues. Students obtain hands-on development with SQL servers in a client/server environment in a required database programming project. Covers electronic commerce transaction processing, data warehousing, data mining, and distributed database management. Prerequisites: MIS 350, advanced standing.

MIS 610. Database and Web Programming (3). Uses ASP.NET as the programming tool to teach Web application development. Includes HTML forms and SQL-based data sources for developing interactive and dynamic Web applica-
ations within a server-based scripting environment. Covers advanced topics such as ADO and Implementing Security in ASP. Prerequisites: MIS 325 and MIS 680, advanced standing.

MIS 650. Knowledge Management (3). Introduces the design and implementation of systems for leveraging organizational knowledge and intellectual capital. Includes the role of expert systems, data warehousing and knowledge discovery tools, knowledge repositories, e-learning applications, and discussion and chat technologies for knowledge creation and sharing in support of decision making and problem solving in business. Prerequisites: MIS 600, advanced standing.

MIS 690. Advanced Topics in MIS (1-3). Repeatable for credit with departmental consent. Prerequisites: senior standing, departmental consent, advanced standing.

MIS 696. Management of the IS function (3). Addresses the issues of managing the information systems (IS) function. Includes the role of IS as a corporate entity, developing a strategic plan for IT investments, organizing the IS department, IS personnel management, IS project management, the role of IS as a user-support entity, auditing the IS function, and emerging issues in managing the IS department. Prerequisites: MIS 600 (or concurrent enrollment) and advanced standing.

Courses for Graduate Students Only

MIS 874. Management Information Systems (3). Focuses on information as an organizational resource to be managed. Explores the links between business strategy and information technology, and addresses the organizational implications of investing in information systems. Goal is to prepare today’s manager with the necessary know-how to successfully manage with information technology.

MIS 884. Database Planning and Management (3). Prepares students to deal with issues in planning and managing organization-wide integrated databases. Emphasizes logical database design and relational database implementation. Includes SQL, ensuring database integrity, database conversion, database administration, and data management for computer integrated manufacturing. Prerequisite: MIS 874 or instructor’s consent.

MIS 890. Seminar in Special Topics (1-3). Repeatable for credit with departmental consent.

Marketing (MKT)

Department of Marketing and Entrepreneurship

Lower-Division Course

MKT 190. Selected Topics (1-3). Repeatable with departmental consent.

Upper-Division Courses

MKT 200. Marketing (3). A description and analysis of the U.S. marketing system and an investigation of the factors affecting management of the major policy areas of marketing in the firm. Prerequisites: junior standing, advanced standing.

MKT 390. Special Group Studies in Marketing (1-3). Repeatable with departmental consent. Prerequisite: advanced standing.

MKT 403. Marketing Research (3). Cross-listed as ENTRE 403. Astudy of the design of marketing information systems and marketing research procedures. Prerequisites: MKT 300, ECON 231 and 232, junior standing, advanced standing.

MKT 404. Retail Management (3). An examination of the essential principles and practices of retail business management, including site selection, store design and department layout, merchandise management, sales promotion, and customer services. Also considers the broad issues of modern marketing and financial strategies as they affect retail distribution and clarifies new influences at work in the retailing environment. Prerequisites: MKT 300 or departmental consent, advanced standing.

MKT 405. Consumer Behavior (3). Astudy of a variety of concepts in the behavioral sciences related to specific topics in consumer behavior, including mass communications; reference groups; and sociological, psychological, and economic aspects of consumer behavior. Prerequisites: MKT 300, junior standing, advanced standing.

MKT 407. Marketing for Service and Nonprofit Organizations (3). A study of the unique marketing challenges faced by service and nonprofit organizations. Evaluates marketing concepts and appropriate marketing programs from the perspective of these organizations. Prerequisites: MKT 300, junior standing, advanced standing.

MKT 420. Developing a Marketing Plan (3). Cross-listed as ENTRE 420. Emphasizes the analysis and tools required in the development of a marketing plan for a new or existing organization. With extensive use of traditional and web-based research, student develops a marketing plan that positions the firm to achieve a competitive advantage in the marketplace. Prerequisites: ENTRE 310C, MKT 300, or instructor’s consent, advanced standing.

MKT 481. Cooperative Education (1-3).

MKT 491. Independent Study (1-5). Offered for Credit only. Closed to graduate credit. Prerequisites: junior standing and 2.750 GPA in marketing.

MKT 492. Internship in Marketing (1-3). Offered for Credit only. Prerequisites: junior standing, 2.750 GPA in marketing, and departmental consent.

Courses for Graduate/Undergraduate Credit

MKT 601. International Marketing (3). Cross-listed as IB 601. Problems and procedures of marketing in foreign countries. Includes the effects of foreign cultures and marketing systems on the design of marketing programs. Prerequisites: MKT 300, junior standing, advanced standing.

MKT 604. Distribution Management (3). A study of all areas involved with the distribution of a firm’s products or services. Focuses on such issues as the development of a firm’s marketing channels and its relationships with wholesalers and retailers, as well as the management of the firm’s storage facilities, inventory control, procedures, and shipping facilities. Prerequisites: MKT 300, junior standing, advanced standing.

MKT 606. New Product Marketing (3). Cross-listed as ENTRE 606. Addresses identifying, evaluating, developing, and commercializing new products within both smaller and larger firms. Explores the role of the product/brand manager, a person who often acts as an internal entrepreneur. Prerequisites: MKT 300, advanced standing.

MKT 607. Promotion Management (3). An analysis of all issues involved with the promotion of an organization and its products or services. Deals with the development of advertising campaigns, management of the personal sales force, development of special promotional activities, and management of public relations. Prerequisites: MKT 300, junior standing, advanced standing.

MKT 608. Selling and Sales Force Management (3). Cross-listed as ENTRE 608. An analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales force. Prerequisites: MKT 300, advanced standing.

MKT 609. Marketing Programs (3). A study of all the aspects of the marketing mix that are integrated to make an effective and coordinated marketing program. Prerequisites: MKT 300, 6 additional hours of marketing, advanced standing.

MKT 690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisites: junior standing, advanced standing.

MKT 750. Workshop in Marketing (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

MKT 800. Marketing Systems (3). An intensive analytical introduction to the combination of institutions that comprise the overall marketing system. Also presents the marketing function as a major subsystem within the individual business firm.

MKT 801. Marketing Management (3). Develops an understanding of the difference between a sales/marketing department and a marketing orientation. Emphasizes the integral role of a marketing orientation throughout the modern organization. Prerequisite: MKT 800 or equivalent.

MKT 803. Marketing Analysis (3). The application of the scientific method to the solution of marketing problems. Prerequisite: MKT 800 or equivalent.

MKT 805. Consumer Decision Processes (3). An examination of different aspects of the behavior of consumers and of the factors that help explain their behavior. Includes an
analysis of current concepts and models. Prerequisite: MKT 800 or departmental consent.

MKT 807. Services and Nonprofit Marketing (3). Examines the characteristics of commercial and nonprofit services that pose unique marketing challenges for these types of organizations. Prerequisite: MKT 800 or equivalent.

MKT 812. Introduction to Total Quality Management (3). Cross-listed as ENTRE 812 and MGMT 812. Introduces the philosophy of quality improvement and contrasts these views with traditional management thought. Also introduces the basic components of the quality improvement process. Includes application exercises in quality improvement techniques and experience with team concept.

MKT 895. Seminar in Selected Topics (1-3). Repeatable with departmental consent.

MKT 891. Directed Studies (1-5). Prerequisite: departmental consent.

MKT 893. Special Project in Marketing (1-4). A special project including original case research, supervised internships, or field research. Prerequisite: approval of the MS Committee. Open only to MS in business degree candidates.


Master of Business Administration (MBA)

Courses for Graduate Students Only

MBA 800. Financial Statement Analysis (3). Studies financial statements and related footnote disclosures. Includes tools and procedures common to the interpretation and analysis of financial statements. Prerequisites: graduate standing and permission of a Barton School graduate studies in business advisor.

MBA 801. MBA Basics: Management and Marketing (3). Highlights foundation knowledge from the disciplines of management and marketing integrated with a strong component of communication skills. Primarily, provides students with a knowledge base in management and marketing from which to build in their MBA curriculum and beyond. Prerequisites: graduate standing and permission of a Barton School graduate studies in business advisor.

Real Estate (RE)

Department of Finance, Real Estate, and Decision Sciences

Lower-Division Course

RE190. Selected Topics (1-3). Repeatable with departmental consent.

Upper-Division Courses

RE310. Principles of Real Estate (3). Economic, legal, and physical characteristics of real estate. Overview of real estate, including contracts, deeds, title assurance, market analysis, appraisal, brokerage, mortgage financing, investment, and property management principles. Prerequisites: junior standing, advanced standing.

RE390. Special Group Studies in Real Estate (1-3). Repeatable with departmental consent. Prerequisite: advanced standing.

RE438. Real Estate Law (3). Laws and regulations affecting real estate ownership and use, including ownership interests, conveyancing, mortgages, title assurance, landlord-tenant relationships, and public and private land-use controls. Prerequisites: junior standing, advanced standing.

RE481. Cooperative Education (1-3).

RE491. Independent Study (1-5). Offered Cr/Ncr only. Closed to graduate credit. Prerequisites: junior standing and 2.750 GPA in real estate courses.

RE492. Internship in Real Estate (1-3). Offered Cr/Ncr only. Prerequisites: junior standing, 2.750 GPA in real estate, and departmental consent.

Courses for Graduate/Undergraduate Credit

RE611. Real Estate Finance (3). Cross-listed as FIN 611. Real estate financing instruments, institutions, traditional and creative financing techniques. Risk analysis, mortgage financing and underwriting, primary and secondary mortgage markets. Prerequisites: FIN 340, advanced standing.

RE614. Real Estate Appraisal (3). Analysis of factors that create real estate value. Cost, sales comparison, and capitalized income approaches to market value. Highest and best use analysis. Prerequisites: RE 310, advanced standing.

RE618. Real Estate Investment Analysis (3). Cross-listed as FIN 618. Equity investor decision criteria, institutional and ownership entity investment constraints, financial leverage opportunities, cash flow analysis, and creative income tax strategies. Prerequisites: FIN 340, advanced standing.

RE619. Urban Land Development (3). A hands-on course to familiarize students with all aspects of land development, including supply and demand analysis, site selection, feasibility analysis, development financing, cash-flow budgeting, and marketing strategies. Prerequisites: RE 310 or 611 or 618, advanced standing.

RE690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisites: junior standing, advanced standing.

RE750. Workshop in Real Estate (1-4). Prerequisite: junior standing.