

Business (Updated, July 20, 2022)

### **Accreditation**

Henderson State University's B.B.A. and M.B.A. degree programs are accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

### **Mission Statement**

The Business program at Henderson State University provides an educational environment in which excellent faculty, enthusiastic students, and engaged partners collaborate in experiential learning activities.

#### **Our Faculty**

- Provide educational experiences that enhance students' learning.
- Pursue research to support excellence and innovation.
- Engage in the academic community, profession, and society.

#### **Our Students**

- Learn to innovate and engage stakeholders to become a participant in their education.
- Integrate business knowledge and liberal arts education.
- Expand horizons through experiential learning opportunities.

#### **Our Partners**

- Participate in developing innovative approaches to delivery of business education.
- Improve internship and employment opportunities for our students.
- Give financially to support the Business program mission.

### **Purpose**

Within the framework and the larger goals and objectives of the university, the role of the Business program is to provide a well-rounded professional education in business leading to the Bachelor of Business Administration (B.B.A.) degree with majors in accounting and business administration. The Business program seeks to help students develop abilities and skills which are both useful and adaptive to the needs of business and industry, professional organizations, and government. In addition, the Business program attempts to improve the quality of life in the community and surrounding regions by serving as a bridge for the exchange of information and ideas concerning business and economics.

The Business program offers a professional graduate program designed to prepare students in the more dynamic aspects of business practice and theory. The Master of Business Administration (M.B.A.) program focuses on development of the higher levels of management skills needed to deal effectively with the complex problems of today. For details, consult the Graduate Catalog. All programs are under the supervision of the Director of the Business program, and correspondence should be addressed to the Director of the Business program.

### **Requirements for Admission to the Undergraduate Business Program**

A student enrolled at Henderson State University as a declared business major is admitted into the Business program. It is the student's responsibility to initiate the application for the continuation of their major (Application Deadlines: October 1 and March 1). A student will submit a completed application to the Business program after meeting the following criteria:

Students may apply to the Business program after earning 40 credit hours.

- 1) Students are required to meet with the Professional Advisor in Academic Advising. The student and professional advisor will create a degree plan. The degree plan must be submitted with the application.
- 2) Students are required to have a minimum cumulative GPA of 2.75 for the Accounting major **or** GPA of 2.50 for the Business Administration major.
- 3) Student is required to complete the following courses prior to application (must earn a minimum GPA of 2.50 or better):
  - a. ACC 2013 Principles of Accounting A,
  - b. COM 2013 Oral Communications,
  - c. DSC 2073 Fundamentals of Information Systems (or CSC 2003)
  - d. GBU 1311 Business Professional Skills, Part I\*,
  - e. GBU 1321 Business Professional Skills, Part II\*, and
  - f. GBU 2013 Quantitative Analysis for Business Decisions
- 4) Students should have completed or be currently enrolled in 3 of the following courses at the time of application:
  - a. Students choose 2 of the required courses from these options:
    - i. ACC 2023 Principles of Accounting B or
    - ii. ECO 2013 Macroeconomics or
    - iii. ECO 2023 Microeconomics

(**Accounting majors** are required to be enrolled in ACC 2023 and either ECO 2013 or ECO 2023.)
  - b. Students choose 1 of the required courses from these options:
    - i. GBU 2331 Business Professional Image or
    - ii. GBU 2341 Business Career Readiness
- 5) Submit a 2-page essay describing why the student wants to be an Accounting **or** a Business major.

Admission to the program will be determined by several factors and is at the discretion of the committee. Submission of minimum required materials is not a guarantee of admission to the program. Students not meeting all the minimum criteria will meet with the committee and present the following requirements.

A student who fails to meet one or more of the above requirements must submit an essay explaining:

- a. Why s/he did not meet the requirement(s).
- b. An action plan to ensure her/his success in the program.

Transfer students and students with significant earned hours will be evaluated on a case-by-case basis. (\*Transfer students with classification status as junior level or above are exempt from these courses: GBU 1311 and GBU 1321.)

## **General Requirements**

Students pursuing a B.B.A. degree must complete a minimum of 120 semester hours to graduate. These hours will include the Liberal Arts Core requirements, the Business Curriculum Core requirements (see below), the specific requirements of the major field selected, and various electives.

Candidates for the B.B.A. degree must complete a minimum of 50 semester hours of business courses with a grade of "C" or higher. A student may not present for graduation a grade lower than "C" in any course used to meet the requirements listed in the major field of study or area of concentration. At least 50 percent of the required business courses must be taken at Henderson State University. CLEP credit will not be accepted for business courses.

All candidates for the B.B.A. degree must take an exit exam designed to measure the candidates' knowledge of core business concepts. Exam results are part of the Business program Assessment Program and are used to evaluate curriculum content and delivery to our students. The exam is administered in MGM 4133 Strategic Management.

A broad-based education is vital to the effective business professional of today. Business majors should select a variety of non-business courses as free electives. Business majors may, but are not required to, minor in any of several nonbusiness fields. There are four minor fields of study in business available: Accounting, Business Administration, Data Science, and Entrepreneurship. Candidates for the B.B.A. degree can double major in business.

Students pursuing the B.B.A. degree may select from the following areas as major fields: accounting and business administration. The business administration major supports the purpose of a well-rounded professional business program while allowing for additional study in the specific areas of Data Science, Finance, Management, and Marketing.

### **Double Business Majors and Options**

The Business program allows B.B.A. programs to be combined resulting in a degree with a double major. If all specified requirements are completed at the same time, one diploma recognizing both business majors will be awarded.

These double major programs are constructed for business students only and prohibit participating in certificate programs. Accounting majors may double major with one of our other options below:

- Data Science
- Finance
- Management
- Marketing

Business Administration Majors may complete dual options by completing **all** requirements under each option. Course double dipping is allowed, if at least 12 hours of option specific

courses are completed within each option (ex. – 12 hours FIN; 12 hours MGM; 12 hours MKT).

### **The Business Curriculum Core**

In addition to the course requirements for each major in business, all students seeking the B.B.A. degree must complete a group of courses called "the business core." These courses cover a broad range of business topics which are considered to be essential for all business students. Particular emphasis is placed on the applications of decision-making principles based on current business practices, including the increasing use of quantitative management techniques. This core provides the foundation for additional study in the various business fields.

ACC 2013 Principles of Accounting A 3  
ACC 2013 Principles of Accounting B 3  
DSC 2073 Applications for Business Information Systems 3  
DSC 2103 Program for Business Applications 3  
ECO 2013 Macroeconomics 3  
ECO 2023 Microeconomics 3  
FIN 3043 Business Finance 3  
GBU 1311 Business Professional Skills, Part I 1  
GBU 1321 Business Professional Skills, Part II 1  
GBU 2013 Quantitative Analysis for Business Decisions 3  
GBU 2143 Legal Environment of Business 3  
GBU 2331 Business Professional Image 1  
GBU 2431 Business Career Readiness 1  
GBU 3133 Descriptive Analytics 3  
MGM 3013 Management Communications 3  
MGM 3113 Principles of Management 3  
MGM 4073 Operations Management 3  
MGM 4133 Strategic Management 3  
MKT 3013 Fundamentals of Marketing 3

Hours 49

Computer proficiency\* is desirable for ACC 2013; ACC 2023, ECO 2013, ECO 2023; and GBU 2013.

Core business courses may not be taken by correspondence. Junior and senior level business courses should not be taken prior to successfully completing the formal application process, the accumulation of 60 hours of college credit, with the possible exceptions of MGM 3013, Management Communications and MGM 3113, Principles of Management. Due to prerequisite courses, it is very important for the student to follow the proper course sequence. See Business program Graduation Plans for comprehensive information.

\* Computer Proficiency Defined: Students are required to have a passing grade in DSC 2073 or a comparable class.

### **Accounting Major**

Accounting courses are designed to achieve the following objectives: (1) to provide students with sufficient knowledge of accounting principles and practices in order to use accounting information effectively in the decision-making process and (2) to provide students with sufficient specialized training in accounting principles and techniques to qualify them for accounting positions in business, government, and public accounting.

The accounting major provides the graduate with the qualifications for entry level accounting positions in industry, not-for-profit organizations, and accounting firms. Graduates planning a career in professional accounting with a public accounting firm should also plan to meet the requirements set forth by the Arkansas State Board of Public Accountancy to sit for the CPA examination. Accounting students should be aware that most states require 150 hours of education to sit for the CPA exam. The Arkansas State Board of Public Accountancy requires 150 semester hours of college credit, including at least a baccalaureate degree.

### **Requirements for a Major in Accounting**

The student must complete the accounting courses indicated by \* below with a grade of "C" or better. Accounting majors are expected to earn a grade of "C" or better in each prerequisite accounting course before progressing to the next course. This list does not include the liberal arts core required for graduation. See the Business program Graduation Plan for this major for a comprehensive list. A total of 120 hours must be completed for graduation.

ACC 2013 \*Principles of Accounting – A 3  
ACC 2023 \*Principles of Accounting – B 3  
ACC 3043 \*Cost Accounting 3  
ACC 3053 \*Intermediate Accounting-I 3  
ACC 3063 \*Intermediate Accounting-II 3  
ACC 3253 \*Accounting Information Systems 3  
ACC 4083 \*Advanced Accounting 3  
ACC 4093 \*Auditing 3  
ACC 4163 \*Federal Income Tax Accounting 3  
ACC 4243 \*Not-for-Profit Accounting 3  
DSC 2073 Applications in Business Info. Systems 3  
DSC 2103 Programing for Business Applications 3  
ECO 2013 Macroeconomics 3  
ECO 2023 Microeconomics 3  
FIN 3043 Business Finance 3  
GBU 1311 Business Professional Skills, Part I 1  
GBU 1321 Business Professional Skills, Part II 1  
GBU 2013 Quantitative Analysis for Business Decisions 3  
GBU 2143 Legal Environment of Business 3  
GBU 2331 Business Professional Image 1  
GBU 2431 Business Career Readiness 1  
GBU 3133 Descriptive Analytics 3  
MGM 3013 Management Communications 3

MGM 3113 Principles of Management 3  
MGM 4073 Operations Management 3  
MGM 4133 Strategic Management 3  
MKT 3013 Fundamentals of Marketing 3

Hours 73

### **Requirements for a Minor in Accounting**

The student must complete Principles of Accounting A and B, plus nine hours of upper-level Accounting electives for a total of 15 hours of accounting with a grade of "C" or better.

### **Business Administration Major**

The Business Administration curriculum is structured to provide the broad education that students need for career success as future business executives.

A rapidly changing business environment makes it essential that future business leaders be broadly educated in order to adjust and adapt themselves to changing requirements. This curriculum is designed to provide students with a strong base from which to gain entry into an organization through either a Data Science, Finance, Management, or Marketing option and yet give the flexibility and upward career mobility necessary for advancement to general management.

### **Requirements for the Data Science Option**

The student must complete the courses indicated by \* below with a grade of "C" or better. This list does not include the liberal arts core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

ACC 2013 Principles of Accounting – A 3  
ACC 2023 Principles of Accounting – B 3  
CSC 1104 \*Foundations of Computer Science I 4  
DSC 2073 \*Applications in Business Info. Systems 3  
DSC 2103 \*Programming for Business Applications 3  
DSC 3153 \*Data Management 3  
DSC 3163 \*Data Visualization 3  
DSC 4153 \*Data Analytics 3  
DSC 4173 \*Data Mining 3  
DSC 4183 \*Analytics Practicum 3  
ECO 2013 Macroeconomics 3  
ECO 2023 Microeconomics 3  
FIN 3043 Business Finance 3  
GBU 1311 Business Professional Skills - Part 1 1  
GBU 1321 Business Professional Skills - Part 2 1  
GBU 2013 Quantitative Analysis for Business Decisions 3  
GBU 2143 Legal Environment of Business 3

GBU 2331 Business Professional Image 1  
GBU 2341 Business Career Readiness 1  
GBU 3133 Descriptive Analytics 3  
MGM 3013 Management Communications 3  
MGM 3113 Principles of Management 3  
MGM 4073 Operations Management 3  
MGM 4133 Strategic Management 3  
MKT 3013 Fundamentals of Marketing 3

Total Hours 68

### **Requirements for the Finance Option**

The student must complete courses indicated by \* below with a grade of “C” or better. Students with a focus area in finance are expected to earn a grade of “C” or better in each prerequisite finance course before progressing to the next course. This list does not include the liberal arts core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

ACC 2013 Principles of Accounting – A 3  
ACC 2023 Principles of Accounting – B 3  
DSC 2073 Applications for Business Information Systems 3  
DSC 2103 Data Science 3  
ECO 2013 Macroeconomics 3  
ECO 2023 Microeconomics 3  
FIN 3043 \*Business Finance 3  
FIN 3103 \*Investment Planning 3  
FIN 4123 \*Financial Planning 3  
FIN \*Advanced finance electives 6  
GBU 1311 Business Professional Skills, Part I 1  
GBU 1321 Business Professional Skills, Part II 1  
GBU 2013 Quantitative Analysis for Business Decisions 3  
GBU 2143 Legal Environment of Business 3  
GBU 2331 Business Professional Image 1  
GBU 2341 Business Career Readiness 1  
GBU 3133 Descriptive Analytics 3  
MGM 3013 Management Communications 3  
MGM 3113 Principles of Management 3  
MGM 4073 Operations Management 3  
MGM 4133 Strategic Management 3  
MKT 3013 Fundamentals of Marketing 3  
Choose *two* of the following: 6  
ACC 4163 \*Federal Income Tax Accounting  
FIN 3173 \*Principles of Insurance  
FIN 3303 \*Retirement and Employee Benefits  
FIN 3323 \*Estate Planning

Total Hours 67

### **Requirements for the General Business Option**

The General Business concentration provides you with the flexibility to study within various business disciplines while customizing a plan of study that works with your interests and career goals. The program provides an engaging environment that advances critical thinking, innovative problem-solving, and ethical behavior.

Students will work with their academic advisor to develop the set of courses they take, choosing classes from accounting, data science, economics, finance, general business, management, and marketing. During the course of their studies, students have the option of changing their major to specialize in a specific area or to remain in the general business major.

The student must complete the courses indicated by \* below with a grade of "C" or better. This list does not include the liberal arts core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

ACC 2013 Principles of Accounting – A 3  
ACC 2023 Principles of Accounting – B 3  
DSC 2073 Applications in Business Info. Systems 3  
DSC 2103 Program for Business Applications 3  
ECO 2013 Macroeconomics 3  
ECO 2023 Microeconomics 3  
FIN 3043 Business Finance 3  
GBU 1311 Business Professional Skills, Part I 1  
GBU 1321 Business Professional Skills, Part II 1  
GBU 2013 Quantitative Analysis for Business Decisions 3  
GBU 2143 Legal Environment of Business 3  
GBU 2331 Business Professional Image 1  
GBU 2341 Business Career Readiness 1  
GBU 3133 Descriptive Analytics 3  
MGM 3013 Management Communications 3  
MGM 3113 Principles of Management 3  
MGM 4073 Operations Management 3  
MGM 4133 Strategic Management 3  
MGM 4153 Organizational Leadership 3  
MGM 4193 International Business 3  
MKT 3013 Fundamentals of Marketing 3

\*Directed Advanced Business Electives\*\*\* 18

Hours 67

\*\*\*Students work with their academic advisor to develop their Directed

Advanced Business Electives. **Requirements for the Management Option**



The student must complete the courses indicated by \* below with a grade of "C" or better. This list does not include the liberal arts core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

ACC 2013 Principles of Accounting – A 3  
ACC 2023 Principles of Accounting – B 3  
DSC 2073 Applications in Business Info. Systems 3  
DSC 2103 Program for Business Applications 3  
ECO 2013 Macroeconomics 3  
ECO 2023 Microeconomics 3  
FIN 3043 Business Finance 3  
GBU 1311 Business Professional Skills, Part I 1  
GBU 1321 Business Professional Skills, Part II 1  
GBU 2013 Quantitative Analysis for Business Decisions 3  
GBU 2143 Legal Environment of Business 3  
GBU 2331 Business Professional Image 1  
GBU 2341 Business Career Readiness 1  
GBU 3133 Descriptive Analytics 3  
MGM 3013 \*Management Communications 3  
MGM 3113 \*Principles of Management 3  
MGM 4023 \*Human Resource Management 3  
MGM 4073 \*Operations Management 3  
MGM 4133 \*Strategic Management 3  
MGM 4153 \*Organizational Leadership 3  
MGM 4193 \*International Business 3  
MGM \*Advanced Management Elective\*\* 3  
MKT 3013 Fundamentals of Marketing 3  
\*Advanced Business Electives\*\*\* 6  
Hours 67

Advanced Management Electives: \*\*Any 3000 or 4000 level Management course.

Advanced Business Elective: \*\*\*Any 3000 or 4000 level course from ACC, DSC, ECO, FIN, GBU, MGM, or MKT may be used for an Adv. Business Elective.

### **Requirements for the Marketing Option**

The student must complete the courses indicated with \* below with a grade of "C" or better. This list does not include the liberal arts core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

ACC 2013 Principles of Accounting – A 3  
ACC 2023 Principles of Accounting – B 3  
DSC 2073 Applications in Business Info. Systems 3

DSC 2103 Program for Business Applications 3  
 ECO 2013 Macroeconomics 3  
 ECO 2023 Microeconomics 3  
 FIN 3043 Business Finance 3  
 GBU 1311 Business Professional Skills, Part I 1  
 GBU 1321 Business Professional Skills, Part II 1  
 GBU 2013 Quantitative Analysis for Business Decisions 3  
 GBU 2143 Legal Environment of Business 3  
 GBU 2331 Business Professional Image 1  
 GBU 2341 Business Career Readiness 1  
 GBU 3133 Descriptive Analytics 3  
 MGM 3013 Management Communications 3  
 MGM 3113 Principles of Management 3  
 MGM 4073 Operations Management 3  
 MGM 4133 Strategic Management 3  
 MGM 4193 \*International Business 3  
 MKT 3013 \*Fundamentals of Marketing 3  
 MKT 4113 \*Marketing Research 3  
 MKT 4163 \*Consumer Behavior 3

\*Advanced Marketing Electives\*\* 6

\*Advanced Business Electives\*\*\* 3

Hours 67

Advanced Marketing Elective: \*\*Any 3000 or 4000 level Marketing course, or COM 4123 Advertising Principles and Practices, or COM 4193 Public Relations Strategies and Tactics may be used for one Advanced Marketing elective.

Advanced Business Elective: \*\*\*Any 3000 or 4000 level course from ACC, DSC, ECO, FIN, GBU, MGM, or MKT may be used for an Adv. Business Elective.

### **Requirements for a Minor in Business Administration**

The student must complete the courses listed below with a grade of “C” or better.

ACC 2013 Principles of Accounting – A 3  
 ACC 2023 Principles of Accounting – B 3  
 ECO 2023 Principles of Microeconomics 3  
 MGM 3113 Principles of Management 3  
 MKT 3013 Fundamentals of Marketing 3  
     Advanced Business Elective\*\*\* 3  
     Total Minor Requirements 18

Advanced Business Elective: \*\*\*Any 3000 or 4000 level course from ACC, DSC, ECO, FIN, GBU, MGM, or MKT may be used for an Adv. Business Elective.

### **Requirements for a Minor in Data Science**

Data science is growing rapidly. With such demand, organizations are paying a premium to hire recent college graduates who have analytic and problem-solving skills associated with data science. The data science minor assists students from all backgrounds to further develop a strong foundation in analytics.

The student must complete the courses listed below with a grade of “C” or better.

DSC 3153 Data Management 3  
GBU 3133 Descriptive Analytics OR 3  
    Any junior level statistics course  
DSC 3163 Data Visualization 3  
DSC 4153 Data Analytics 3  
DSC 4173 Data Mining 3  
    Total Minor Requirements 15

### **Requirements for a Minor in Entrepreneurship**

The entrepreneurship minor provides students from all academic disciplines with entrepreneurial skills needed to create successful startup ventures, new corporate initiatives, and potent non-profit organizations. The minor is intended for majors in all disciplines who desire a course of study to improve their understanding of the business environment and the entrepreneurial issues related to a business or non-profit organization. Students will learn how to recognize opportunities, formulate solutions, and deliver results to those in need. These skills are essential to starting new businesses, and are valued by small and large organizations seeking employees who can create and lead innovative new initiatives.

The student must complete the courses listed below with a grade of “C” or better.

ECO 2023 Microeconomics` 3  
GBU 3213 Foundations of Entrepreneurship & 3  
MGM 3113 Principles of Management 3  
MKT 3013 Fundamentals of Marketing\* 3  
    Pick *two* of the following: 6  
GBU 4223 Applied Entrepreneurship  
GBU 3263 Innovation Management  
MGM 4023 Small and Family Business  
    Total Minor Requirements 18

`Must be taken before MKT 3013 Fundamentals of Marketing + Must be taken before GBU 4223 Applied Entrepreneurship

\*Must be taken before MGM 4023 Small and Family Business

### **Requirements for Business Certificates**

For students who want to build practical and professional skills that will help distinguish themselves from their competition, the Business program offers five certificates that will help

students achieve this goal.

### **Analytics Certificate**

Data analytics is growing rapidly. With such demand, organizations are paying a premium to hire recent college graduates who have analytic and problem-solving skills. The analytics certificate assists students to further develop a strong foundation in business analytics, no matter your major.

The student must complete the courses listed below with a grade of “C” or better.

DSC 3153 Data Management 3

GBU 3133 Descriptive Analytics (**or**) 3

Any junior level statistics course

Pick *two* of the following courses: 6

DSC 3163 Data Visualization

DSC 4043 Systems Analysis and Design

DSC 4153 Data Analytics

DSC 4173 Data Mining

Total Certificate Requirements 12

### **Entrepreneurship Certificate**

Innovation, startup, small business, and entrepreneurship, four words that are necessary to be successful in a 21<sup>st</sup> century global economy. No matter your major, the Entrepreneurship certificate will provide you with the foundation you need to take your idea from just that and formulate it into a well-articulated business plan.

The student must complete the courses listed below with a grade of “C” or better.

GBU 3213 Foundations of Entrepreneurship & 3

GBU 4223 Applied Entrepreneurship 3

Pick *two* of the following three: 6

GBU 3253 Critical Design Thinking

GBU 3263 Innovation Management

MGM 4023 Small and Family Business

Total Certificate Requirements 12

+ Must be taken before GBU 4223 Applied Entrepreneurship

### **Integrated Marketing Communications Certificate**

Integrated marketing communications (IMC) refers to the coordination of promotion and other marketing efforts to ensure maximum informational and persuasive impact on customers. Major environmental changes such as media fragmentation and widespread internet availability have caused an increased need for IMC.

The student must complete the courses listed below with a grade of “C” or better.

ECO 2023 Microeconomics 3  
MKT 3013 Fundamentals of Marketing 3  
MKT 4053 Integrated Marketing Communications 3  
MKT 4183 Digital Marketing 3

Pick *one* of the following: 3

COM 2153 Argumentation & Debate  
COM 4003 Special Topics: Strategic Digital Media  
COM 4093 Persuasion  
COM 4123 Advertising Principles and Practices  
COM 4133 Rhetorical Theory  
COM 4193 Public Relations Strategies and Tactics  
Total Certificate Requirements 15

### **Nonprofit Management Certificate**

The nonprofit sector continues to grow with increased competition resulting from changes in funding patterns and high demands for accountability. These challenges require strong leaders to manage nonprofit organizations. The HSU Nonprofit Management certificate curriculum offers a rigorous foundation required for the establishment, implementation, and sustainability of successful nonprofit organizations. This certificate program is designed to provide the professional training and development necessary to support your organization's sustainability and growth.

The student must complete the courses listed below with a grade of "C" or better.

MGM 3113 Principles of Management\* 3  
MGM 4053 Nonprofit Management 3  
MGM 4063 Grant Writing and Management 3  
GBU 3213 Foundations of Entrepreneurship (**or**) 3  
MGM 4083 Public Budgeting and Finance  
MGM 4023 Human Resource Management (**or**) 3  
MGM 4153 Organizational Leadership  
Total Certificate Requirements 15

\* This course must be taken prior to other required courses.

### **Personal Financial Planning Certificate**

The personal Financial Planning Certificate is designed as a comprehensive preparation in all aspects of personal financial planning. The certification covers all of the required topics to fulfill the education requirements to sit for the CFP® Certification Examination.

The student must complete the courses listed below with a grade of "C" or better.

ACC 4163 Federal Income Tax Accounting 3  
FIN 3173 Insurance Planning 3

FIN 3303 Retirement and Employee Benefits 3  
FIN 3323 Estate Planning 3  
FIN 3103 Investment Planning 3  
FIN 4123 Financial Planning 3  
Total Certificate Requirements 18

\*FIN 3043 Business Finance is a prerequisite for all courses in this certificate.

### **Courses in Accounting**

**ACC 2013 (ACCT2003). Principles of Accounting A.** Fundamental principles of accounting for sole proprietorships and corporations including preparation of basic financial statements.

Prerequisite: Computer proficiency is desirable.

**ACC 2023 (ACCT2013). Principles of Accounting B.** Fundamental principles of accounting for industrial enterprises along with an introduction to the use of accounting information in the decision-making process. Prerequisite: ACC 2013.

**ACC 3043. Cost Accounting.** Accounting techniques of decision making and control applied to the industrial enterprise. Emphasis is on costing manufacturing products and services, cost concepts, costing systems, historical and standard cost, accumulation and distribution of overhead cost. Prerequisite: ACC 2023.

**ACC 3053. Intermediate Accounting I.** An overview of the organization of the accounting profession along with analytical and interim accounting for assets and liabilities. Prerequisite: ACC 2023.

**ACC 3063. Intermediate Accounting II.** Analytical and interim accounting for equity, investments, income taxes, pensions, leases, and statement of cash flows. Prerequisite: ACC 3053.

**ACC 3253. Accounting Information Systems.** A study of accounting systems design integrated into both manual and electronic data processing systems. Emphasis on system design concepts, internal control structures, and transaction processing systems. Prerequisite: ACC 2023.

**ACC 3273. Survey of Accounting.** Fundamentals of financial and managerial accounting, including preparation of basic financial statements and use of accounting information in the decision-making process. This course does not fulfill any Business program undergraduate degree requirements.

**ACC 4083. Advanced Accounting.** A study of accounting and reporting for consolidated entities, foreign currency transactions and translation, and International Accounting Standards. Prerequisite: ACC 3053.

**ACC 4093. (WI) Auditing.** A study of fundamental audit principles, including audit reports, audit procedures, internal control, ethics, and client relationships. This is a writing intensive course. Prerequisite: ACC 3063 and ACC 3253.

**ACC 4113, 5113. Advanced Auditing.** A study of advanced issues including computer-based information systems, fraud, Security and Exchange Commission regulations, and ethics utilizing the case approach. Prerequisite: ACC 4093.

**ACC 4163. Federal Income Tax Accounting.** Tax regulations applicable to individuals and business enterprises with emphasis on tax determination and planning. Prerequisite: ACC 3053 or FIN 3043

**ACC 4173, 5173. Seminar in Contemporary Taxation.** A study of the Internal Revenue Code as it applies to partnerships, corporations, and estates and trusts. Prerequisite: ACC 4163 or consent of the instructor.

**ACC 4221-3, 5221-3. Special Studies in Accounting.** Individual or group research and seminar discussions on special issues in the field of accounting. Prerequisite: ACC 3053 and consent of instructor.

**ACC 4243, 5243. Not-for-Profit Accounting.** The study of accounting procedures and regulations required for federal, state, and local governmental agencies; in addition, the course reviews required accounting principles for non-profit hospitals, public colleges and universities, public schools and other non-profit organizations. Prerequisite: ACC 3053.

**ACC 4253. Professional Accounting Certification.** By utilizing one of the national review preparation programs, candidates are able to prepare for professional accounting certification such those leading to CPA or CMA status and to develop an understanding of the concepts and theories underpinning professional accounting issues.

**ACC 4283, 5283. Accounting Internship.** The course provides students with hands-on, practical, business-world experience in Accounting. Through an internship, students will have firsthand experience applying academic knowledge and skills, interact and communicate with business professionals, while building a network of professional contacts and gaining self-confidence. Three semester hours credit maximum. Approval is required from the internship director and a faculty member in the student's focus area. Graduate internships must be approved by the MBA director. Current employment may NOT be used for credit in this course. Prerequisite: Instructor consent and other appropriate approvals. This is a credit/no credit course.

### **Courses in Data Science**

**DSC 2073. Applications for Business Information Systems.** A study of the use of computers as a problem-solving tool for business, with opportunities to use existing office application software to solve various problems. Prerequisite: Computer proficiency in basic office applications OR instructor's consent.

**DSC 2103. Programming for Business Applications.** A study of basic programming concepts and techniques as they apply to business information systems. Topics include but are not limited

to: algorithms, software development, data types, arithmetic and logical expressions, loops, and input and output. Prerequisite: DSC 2073, Applications for Business Information Systems AND MTH 1243, College Algebra (or higher MTH) with a C or better & computer proficiency OR instructor's consent.

**DSC 3103. Information Systems in Business.** This is an advanced discussion of application, design and the use of computerized information systems in the business environment, including the use of e-commerce and ethical and security concerns of electronic data and information in business today. Prerequisite: 45 credit hours, ACC 2013 and DSC 2073.

**DSC 3153. Data Management.** This course provides an overview of fundamental concepts, tools, and techniques used to extract meaningful information from an organization's data in order to support strategic and operational decision making. Students will design and implement a relational database and use real-world datasets to organize and analyze data collections. Topics may include data architecture, data storage, meta-data, structured query language (SQL), data cleansing and ethics. Prerequisite: DSC 2103 with a C or better OR instructor's consent.

**DSC 3163. Data Visualization.** This course is an introduction into the study of data visualization. The objective of this course is to explore different techniques for presenting a wide variety of data for the purpose of making it meaningful to a targeted audience. Prerequisite: DSC 2103 with a C or better OR instructor's consent.

**DSC 4043, 5043. Systems Analysis and Design.** The study of the analysis, design, and implementation of information systems used to assist organizations in decision making. Emphasis is placed on the systems approach to decide what information is needed and how it should be collected, organized, and stored. The course examines the impact of information systems upon the organization structure. Prerequisites: DSC 3153 with a C or better OR instructor's consent.

**DSC 4081-3, 5081-3. Independent Study.** Independent study in the area of data science selected by student and faculty advisor. Credit will vary from one to three hours. May be repeated. Prerequisite: Consent of the instructor.

**DSC 4091-3, 5091-3. Special Topics in DSC.** Variable content course, covering current and advanced topics in data science. Credit will vary from one to three hours. May be repeated with a change in content. Prerequisite: Consent of the instructor.

**DSC 4153, 5153. Data Analytics.** This course is an introduction to the study of data analytics. Students will apply management science models and simulation techniques to data sets to make future predictions. They will learn how to model business problems and communicate the results in a nontechnical language. DSC 3153, GBU 2013, & GBU 3133, all with a C or better OR instructor's consent.

**DSC 4163. Prescriptive Analytics.** The objective of this course is to ensure that students have the skills and knowledge to recognize opportunities for prescriptive analytical approaches and exploit the results. Students will construct simple models in an effort to enhance their



understanding of the techniques. Emphasis is placed on framing the business problem and communicating the results, especially in a nontechnical language. Prerequisite: DSC 3153, GBU 2013, & GBU 3133, all with a C or better OR instructor's consent.

**DSC 4173. Data Mining.** The objective of this course is to ensure that students have the skills and knowledge to recognize opportunities for data mining approaches and exploit the results. Data mining processes such as CRISP-DM (cross-industry standard process for data mining) and SEMMA (Sample, Explore, Modify, Model, and Assess) are compared. Students use large data sets to construct simple models in an effort to enhance their understanding of the techniques and challenges of working with big data. Emphasis is placed on framing the business problem and communicating the results, especially in nontechnical language. Prerequisite: DSC 3153, GBU 2013, & GBU 3133, all with a C or better OR instructor's consent.

**DSC 4183. Analytics Practicum.** The objective of this course is to ensure that students have the skills and knowledge to manage and implement an analytics project; it serves as a capstone course. Project management basics are covered along with consulting practices, ethics, and standard practices. Students are required to choose an appropriate methodology for a given problem; this task varies from previous coursework where a technique is given along with the problem. Students complete their studies with an actual project for a business from which they will most likely have the experience of working with less-than-perfect data. Prerequisites: DSC 3153, DSC 3163, DSC 4043, DSC 4153, DSC 4163, and DSC 4173, all with a C or better OR instructor's consent.

**DSC 4283, 5283. DSC Internship.** The course provides students with hands-on, practical, business-world experience in Data Science. Through an internship, students will have firsthand experience applying academic knowledge and skills, interacting and communicating with business professionals, while building a network of professional contacts and gaining self confidence. Three semester hours credit maximum. Approval is required from the internship director and a faculty member in the student's focus area. Graduate internships must be approved by the MBA director. Current employment may NOT be used for credit in this course. Prerequisite: Instructor consent and other appropriate approvals. This is a credit/no credit course.

### **Courses in Economics**

**ECO 2013 (ECON2103). Principles of Macroeconomics.** A study of macroeconomic principles including the market system, national income equilibrium, money and the banking system. Emphasis is placed on policies regarding inflation, unemployment, and economic growth and the government's effect on general business conditions. Computer proficiency is desirable.

**ECO 2023 (ECON2203). Principles of Microeconomics.** A study of microeconomic principles, including the foundation of demand (consumer theory), supply (theory of the firm), the operation of the market system, and government intervention. Emphasis is placed on application of these principles for business and government decision making. This course may be taken prior to ECO 2013. Computer proficiency is desirable.

**ECO 3223. Survey of Economics.** Economics is the study of decision-making under conditions of scarcity. This course looks at the behavior of the individual consumer and firm, and their

interaction with the government. The second half of the course studies the macro economy and focuses on the causes of inflation, unemployment, and interest rate changes. The international economy will also be considered. This course does not fulfill any Business program undergraduate degree requirements.

## **Courses in Finance**

**FIN 2183. Financial Literacy.** A study of the basics of personal money management. Topics include budgeting, banking services, credit, insurance, real estate, savings and investments, estate and retirement planning, and taxes.

**FIN 2233. Beginning Investments.** Beginning Investments. An overview of essential investment topics such as the types and characteristics of financial securities, investment industry structure and controls, and ethics and regulation. Includes an overview of the essential business areas of accounting, macroeconomics, microeconomics, and statistics. Prerequisites: Clear of remediation, computer proficiency, Sophomore or higher standing recommended.

**FIN 3033. Money and Banking.** A study of the functions of money, banks, credit, and their relation to price levels and business transactions. Emphasis is on the Federal Reserve System. Prerequisite: ECO 2013.

**FIN 3043. Business Finance.** An introductory broad study of the field of finance with an emphasis placed on financial decision making in a business entity. Topics include financial statement analysis, stock and bond valuation, risk and return, capital budgeting, and sources and costs of financing. Prerequisites: ACC 2023; ECO 2013; ECO 2023; GBU 2013.

**FIN 3092. Fundamentals of Investments.** A study of the fundamental topics of the investment industry in the United States. Coverage includes securities products, securities markets, customer accounts, and regulations. Prepares students to sit for the Security Industry Essentials (SIE) exam. Prerequisites: FIN 3043 (with a C or better).

**FIN 3103. Investment Planning.** A study of fundamental topics essential to providing investment advice to clients with emphasis on investment topics covered on the CFP® exam. Topics include economic factors, investment vehicle characteristics, client investment recommendations and strategies, regulations, and portfolio management. Students actively manage the Ross Whipple Student Managed Investment Fund. Activities include portfolio construction, performance attribution, and risk management.

**FIN 3133. Fundamentals of Financial Analysis.** A study of the learning outcome statements in the CFA® Program Level I curriculum with an emphasis on fundamental topics. Topics include security valuation, financial statement analysis, and industry analysis. Prerequisites: FIN 3092 (with a C or better) or as corequisite, FIN 3043 (with a grade of C or better).

**FIN 3173. Insurance Planning.** A study of the basic ideas, problems and principles found in all types of modern day insurance and of other methods of handling risks. Topics include life, health, disability, long-term care, property, Social Security, and personal liability insurance.

**FIN 3194. Real Estate Principles.** A comprehensive study of real estate, covering the economics of real estate, real estate appraising, real estate regulation, real estate valuation, real estate finance, rights in real property and their transfer, public programs relating to real property. Designed to help prepare students for real estate licensing examinations in Arkansas.

**FIN 3241. Investments Lab.** Students assist in the active management of the Ross Whipple Student Managed Investment Fund under the guidance of upper-level students. Activities include contributing to the analysis and reporting of the overall economy, sectors, and individual companies. This course may be repeated for a maximum of 4 hours credit. Prerequisites: FIN 3043.

**FIN 3303. Retirement & Employee Benefits.** This course provides a comprehensive overview of qualified (defined benefit, profit share, 401(k)) plans and nonqualified (deferred compensation, incentive stock options, employee stock purchase plans) retirement plans, other tax-advantaged plans (SIMPLE, ROTH and traditional IRAs), and employee benefits. This course also presents an overview of the Social Security disability and health care programs such as Medicare.

**FIN 3323. Estate Planning.** This course provides professionals with an introduction to wills, trusts, the probate process and the taxation of estates. Course participants will also learn the tax implications of gifts and bequests during lifetime and at death. The approach provides students with taxation avoidance and minimization techniques useful in planning a client's estate.

**FIN 4073, 5073. Advanced Financial Management.** A review and extension of topics covered in FIN 3043 with a more rigorous and in depth approach. Notable topics include asset valuation, working capital management, cost of capital, and capital structure. Prerequisites: FIN 3043.

**FIN 4123. Financial Planning.** This course addresses all of the major financial planning issues and problems that individuals and families encounter. The major financial planning tools and techniques are discussed. It covers topics essential for students who will be taking the Certified Financial Planner exam. Prerequisite: FIN 2183; FIN 3043.

**FIN 4143. Professional Finance Examination.** By utilizing one of the global review preparation programs, candidates prepare to sit for exams leading to a professional finance designation such as the CFP® certification or the CFA® charter. Prerequisites: FIN 3103 (with a C or better), FIN 4123 (with a C or better) or as corequisite, Senior standing.

**FIN 4161-3, 5161-3. Special Studies in Finance.** Individual or group research and discussion on special issues in the field of finance. Prerequisite: FIN 3043 and consent of the instructor.

**FIN 4213, 5213. Security Analysis.** Students evaluate companies to determine their suitability for equity and debt investments. Topics include financial statement analysis, financial modeling, industry analysis, and asset valuation. Prerequisites: FIN 3103 (with a C or better), FIN 3043 (with a C or better), ACC 3053 (with a C or better) or as corequisite, GBU 3133 (with a C or better).

**FIN 4221. Portfolio Management Lab.** Applications in Portfolio Management. Students actively manage the Ross Whipple Student Managed Investment Fund. Activities include portfolio construction, performance attribution, and risk management. Requirements include presenting a written and oral report to fund stakeholders. Prerequisites: FIN 3103 (with a C or better).

**FIN 4253, 5253. Finance Internship.** The course provides students with hands-on, practical, business-world experience in Finance. Through an internship, students will have firsthand experience applying academic knowledge and skills, interact and communicate with business professionals, while building a network of professional contacts and gaining self-confidence. Three semester hours credit maximum. Approval is required from the internship director and a faculty member in the student's focus area. Graduate internships must be approved by the MBA director. Current employment may NOT be used for credit in this course. Prerequisite: Instructor consent and other appropriate approvals. This is a credit/no credit course.

### **Courses in General Business**

**GBU 1311. Business Professional Skills - Part 1.** This course provides students with an introduction to basic professional skills. Course participants will focus on self-image, social networks and the internet, personal social skills, written and oral communication skills, appreciation of volunteerism, basic business computer skills, understanding leadership, and other business concepts.

**GBU 1321. Business Professional Skills - Part 2.** This course provides students with higher level professional skills in the field of business. Course participants will focus on building additional skills in self-image, social networks, and the internet, personal social skills, written and oral communication skills, and other business concepts. Additionally, course participants will build on basic study skills and develop appropriate etiquette skills as related to business courses.

**GBU 2013. Quantitative Analysis for Business Decisions.** A study of basic principles of linear algebra and calculus with emphasis on applications to business problems. Includes: mathematical modeling, optimization, linear programming, calculus, mathematics of finance, probability and statistics. Prerequisites: MTH 1243 or MTH 1273; computer proficiency is desired.

**GBU 2143 (BLAW2003). Legal Environment of Business.** An introduction to the fundamental elements of the Anglo American legal system and its common law origins. The scope of the course will include the application and operation of the legal system in the remedy of business disputes, the development and operation of the court system, and the regulation of American business and industry by the U.S. Government.

**GBU 2331. Business Professional Image.** This course will work with students to develop, mentor, and coach them professionally. The purpose of the course will be to intensely focus on marketing yourself through a strong professional image. Prerequisite: 24 earned hours

**GBU 2341. Business Career Readiness.** This course will work with students to develop, mentor,

and coach them to ensure that they are prepared to successfully obtain a career-oriented position after graduation. Students will also work to strategically enhance networking, job searching and interview skills. Prerequisite: GBU 2331.

**GBU 3073. Global Business & Cultural Immersion.** The Global Business and Culture Immersion course serves as an experiential learning opportunity for students to experience cross-cultural differences and how this impacts business operations (managing, marketing, production, customer relations, etc.) and strategy in a world of multiculturalism and globalized businesses. A major component of this course is, therefore, a travel to an international region, country, city or community outside of the U.S. mainland.

**GBU 3123. (WI) Business Ethics.** This is a general introduction to the aspects of moral philosophy which are relevant to ethical decision making in business. The course is both theoretical and practical in nature, with relatively greater attention given to developing moral decision-making skills. The purposes of the course are to enhance the student's moral perspective and to enrich his/her knowledge of both ethical principles and facts about business practice requisite for making informed moral decisions.

**GBU 3133. Descriptive Analytics.** The study of statistical methods for describing and analyzing data for use in business decisions. Topics include: data sources, descriptive statistics (frequency charts and graphs, central tendency, dispersion), probability and special probability distributions, sampling distributions, estimation techniques, hypothesis testing of means and proportions, analysis of variance, nonparametric statistics, regression analysis, time series and forecasting techniques, and quality control procedures. Prerequisite: GBU 2013.

**GBU 3213. Foundations of Entrepreneurship.** This course covers the broad foundations of entrepreneurship. This study of entrepreneurship will focus on the initiation, planning, growth, and development of new and emerging ventures.

**GBU 3253. Innovation Management.** In this course, the student will explore approaches used by managers and organizations to create and sustain high levels of innovation. This course distinguishes innovation from entrepreneurship, focusing on the practices of managing innovation and creativity in the firm. Further, the student will understand the operational considerations of managing innovation and will explore how to develop creative problem-solving processes for themselves and others.

**GBU 3263. Critical Design Thinking.** Creativity/Innovation are needed for leading industries and companies. Critical Design Thinking is a way of deciding whether a claim is true or false. Design Thinking uses a set of methods to develop ideas/solutions to challenges in a discipline or profession. This course will focus on developing students' critical design thinking process.

**GBU 4003, 5003. Internship in Business.** The course provides students with hands-on, practical, business-world experience in their field of study. Through an internship, students will have firsthand experience applying academic knowledge and skills, interact and communicate with business professionals, while building a network of professional contacts and gaining self-confidence. Three semester hours credit maximum. Approval is required from the internship

director and a faculty member in the student's focus area. Graduate internships must be approved by the MBA director. Current employment may NOT be used for credit in this course. Prerequisite: Instructor consent and other appropriate approvals. This is a credit/no credit course.

**GBU 4153. Commercial Law.** A study of the laws applicable to commercial transactions. Areas of law covered include contracts, the law of sales, commercial paper, secured transactions, suretyship, creditor rights, bankruptcy, and lender liability. Prerequisite: GBU 3143 or consent of the instructor

**GBU 4163. The Law of Business Organizations.** A study of the laws applicable to business organizations. Topics covered include agency law, partnerships, corporations, property rights, and the regulation of business, including antitrust, securities regulation, and employment discrimination. Prerequisites: GBU 3143 or consent of the instructor.

**GBU 4173. Business Mentorship Experience.** This course provides students with opportunities to network with mentoring professionals. The course will allow for practical application of professional skills and generate an understanding of one's professional identity. Mentors will offer suggestions on improving personal and professional skills. Mentors will also provide students perspectives on what the business world expects of them as new graduates. The course serves as a great opportunity for students to build professional networks and develop future career-related plans. Course may only be taken once.

**GBU 4191-3, 5191-3. Business Research Seminar.** This course is designed to guide students in researching and writing a paper, which is to be submitted for publication. There will be a review of basic research methodology. The course includes a review of organizations, publications and the types of research they accept for publication. Prerequisite: Consent of the instructor.

**GBU 4223. Applied Entrepreneurship:** This course is designed to develop an understanding of entrepreneurship. This course offers the student an opportunity to evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Topics will include entrepreneurial mindset, corporate entrepreneurship and entrepreneurial creativity and innovation.

**GBU 4273. Special Topics in Entrepreneurship.** Variable content course, covering current and advanced topics in entrepreneurship. May be repeated with a change in content.

### **Courses in Management**

**MGM 3013. (WI) Management Communications.** Emphasis is placed on applying and understanding principles of written communication as applied to the management process. Topics covered include letters, procedures, short case analysis, business reports, channels of communications, social networks, resumes, and job interviews. This is a writing intensive course.

**MGM 3113. (WI) Principles of Management.** The study of concepts, principles, and practices necessary for effectively managing an organization in a dynamic environment. The course gives

comprehensive coverage of such topics as formal and informal structure, environmental forces, planning, decision-making, and leading teams. Prerequisites: 45 semester hours of credit.

**MGM 4023. Human Resource Management.** This course examines the principles, theories and systems for attaining maximum contribution from each member of an organization toward the achievement of organizational objectives. The course explores how individual goals can be successfully merged with organizational goals through human resource planning, recruitment/selection, training/development, employee relations, and compensation and reward systems. Prerequisite: MGM 3113.

**MGM 4053, 5053. Nonprofit Management.** This course is designed to introduce students to the theory and practice of nonprofit management. It will focus on topics that are pertinent for effective management and leadership across different types of organizations that make up the nonprofit sector. Special emphasis will be given to critical functions such as fundraising, marketing, communications, volunteer management, leadership, accountability and performance as well as ethical and the legal foundations of the non-profit sector. Special topics such as advocacy and lobbying, governing and managing international organizations, and social entrepreneurship may be covered. The service learning component of this course will give students an opportunity to study a nonprofit organization. Prerequisites: MGM 3113.

**MGM 4063, 5063. Grant Writing and Management.** This course will introduce students to how nonprofit, public, and individual institutions obtain and manage financial resources. Areas of focus include earned income strategies, writing, and execution of practical grant proposals and managing contracts that result from successful grants application in the nonprofit, government and other relevant institutions. Students will engage in designing programs, outcome and process objectives, budget development and evaluation plans applied to the preparation of an actual proposal. Grant contract management will include monitoring, performance evaluation and reporting program and fiscal data. The experiential learning aspect of this course involves the use of regional or local funders to review and provide expert feedback on students' written proposals.

**MGM 4073. Operations Management.** A study of the principles and quantitative techniques of management utilized by the operations manager in the allocation of resources in manufacturing and service firms. The application of classical quantitative methods and current management science techniques to business problems. Prerequisites: GBU 3133; MGM 3113.

**MGM 4083, 5083. Managing Public Budgets.** This class covers the practical approach to managing public sector budgets and finances. Topics covered include the role of public managers in the preparation, approval, and implementation of budgets; the types of budget (including line-item, program and performance-based budgeting), operations, capital budgets, and improvement plans. Students will estimate fringe benefits for personnel budgets and assess property value to generate tax revenues using varied techniques and models. It also covers some critical public financial management strategies including cash, debt and cut back management—60 hours of coursework completed or with instructor's permission.

**MGM 4093. Organizational Behavior.** This course addresses the application of behavioral

science theories and research to understanding the behavior of persons in the workplace. The course aims to help students develop an understanding of human behavior and develop people skills. The course will emphasize those factors that impact workers' morale, group dynamics, and worker efficiency, including the impact of technology on work behavior in modern business organizations.

**MGM 4133. Strategic Management.** Emphasis is placed on the development of a philosophy of management by examining the strategic factors affecting organizations and management. Strategic management decisions are analyzed in order that they may be related to the whole philosophical framework of business. Detailed investigations are made on the effects of strategic decisions on sales, production, personnel, finance and international business. Special attention is given to ethical considerations in making business decisions. The BAT score (the exit exam required of all B.B.A. candidates) is an important part of the student's semester grade in this class. This class must be taken during the last 18 hours prior to graduation. Prerequisites: FIN 3043; MGM 3013, 3113, MGM 4073; MKT 3013.

**MGM 4143. Small and Family Business.** This course aims to enhance students' understanding of the many facets surrounding the management and growth of small firms and family businesses. Topics will include small firm and family business characteristics and significance, developing business plan, financing startup and growth, managing operations, marketing, and emerging issues in small firm and family businesses. Prerequisites: ACC 2023, MGM 3113, MKT 3013, or consent of the instructor.

**MGM 4153. (WI) Leadership and Ethics.** Organizational leadership is a study of the leader's influence on employee perceptions, feelings, and actions within the organization. Environmental factors, organizational objectives, company culture, and individual and group ethical standards will be examined to incorporate situational determinants of leadership effectiveness. Prerequisite: MGM 3113.

**MGM 4193. International Business.** Introduction to the environment of international business with emphasis on cultural diversity, international institutions, government business interface, and global competition. Case studies will be used to emphasize issues. Country studies (both written and oral) will be developed and presented. Prerequisites: FIN 3043, MGM 3113, MKT 3013.

**MGM 4241-3, 5241-3. Special Studies in Management.** Individual or group research and discussion on special issues in the field of management. Prerequisites: MGM 3113 and consent of the instructor.

**MGM 4253. Advanced Human Resource Management.** This course studies problems in the field of human resource management, emphasizing development of the ability to analyze problems and to apply management fundamentals to the human resources arena through cases, exercises, readings, projects, and a simulation. This is a writing intensive course. Prerequisite: MGM 4023 or consent of the instructor.

**MGM 4283, 5283. Management Internship.** The course provides students with hands-on,



practical, business-world experience in Management. Through an internship, students will have firsthand experience applying academic knowledge and skills, interact and communicate with business professionals, while building a network of professional contacts and gaining self-confidence. Three semester hours credit maximum. Approval is required from the internship director and a faculty member in the student's focus area. Graduate internships must be approved by the MBA director. Current employment may NOT be used for credit in this course. Prerequisite: Instructor consent and other appropriate approvals. This is a credit/no credit course.

## **Courses in Marketing**

**MKT 3013. Fundamentals of Marketing.** This course provides an introduction to basic concepts and terminology in marketing, including the following: the role of marketing in the economic system, the process of developing a marketing strategy, the external influences that affect a marketing strategy, the global and ethical considerations, and the basic analytical tools appropriate to marketing decision making. Prerequisites: ECO 2023.

**MKT 4033. Retailing.** This course presents the principles and methods of modern retailing with particular emphasis on entrepreneurship and global and ethical issues. Project, paper and presentation required. Prerequisite: MKT 3013 or consent of the instructor.

**MKT 4053. Integrated Marketing Communications.** A course designed to improve the student's understanding of all of the major marketing communication functions: advertising, direct marketing, internet, sales promotions, public relations and personal selling. Students will learn how to plan, implement and evaluate an Integrated Marketing Communications strategy for a business. Prerequisite: MKT 3013.

**MKT 4113. Marketing Research.** Basic research concepts and techniques are applied to a marketing problem. Course is project based with a paper and presentation required. Prerequisites: GBU 3133; MKT 3013.

**MKT 4131-3, 5131-3. Special Studies in Marketing.** Individual research and group discussion on special problems in the field of marketing. Prerequisites: MKT 3013 and consent of the instructor.

**MKT 4143, 5143 Marketing Internship.** The course provides students with hands-on, practical, business-world experience in Marketing. Through an internship, students will have firsthand experience applying academic knowledge and skills, interact and communicate with business professionals, while building a network of professional contacts and gaining self-confidence. Three semester hours credit maximum. Approval is required from the internship director and a faculty member in the student's focus area. Graduate internships must be approved by the MBA director. Current employment may NOT be used for credit in this course. Prerequisite: Instructor consent and other appropriate approvals. This is a credit/no credit course.

**MKT 4153. Sales Management.** This course focuses on the details of the personal selling process in a contemporary business environment. It examines how organizations and individuals create value for customers through the personal selling process and customer relationship

management. It also includes a survey of the unique challenges managers face working with professional sales people. Prerequisite: MKT 3013.

**MKT 4163. Consumer Behavior.** The study of buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas. The main focus of the course involves identifying how an understanding of the exchange process, the individual influencers, and the environmental influencers can be used to develop marketing strategy. Prerequisite: MKT 3013.

**MKT 4183. Digital Marketing.** The course provides an introduction to digital marketing, including the following: search engine optimization, paid search, display advertising, web analytics, email marketing, social media strategy, and mobile marketing.