

# The Walker College of Business

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## The John A. Walker College of Business

*Heather Hulburt Norris, Interim Dean*

*Timothy B. Forsyth, Acting Associate Dean for Undergraduate Programs and Administration*

*Sandra A. Vannoy, Assistant Dean for Graduate Programs and Research*

*Martin B. Meznar, Associate Dean for International Programs and Assessment*

### Mission

The Walker College of Business offers undergraduate and master's level business programs at Appalachian State University, a public, comprehensive university in the University of North Carolina system of higher education. Our mission is to offer high quality educational experiences preparing our students to be responsible, effective leaders and professionals in a rapidly changing, global environment. To accomplish this, our focus is on instructional excellence, complemented by scholarship in practice, theory and pedagogy, and service activities that benefit the business discipline and the broader community.

### Vision

The Walker College of Business aspires to have nationally recognized undergraduate business programs and select graduate programs with strong regional reputations.

### Values

In fulfilling our mission and pursuing our vision, the college will:

- Support a commitment to honesty, integrity, and ethical behavior
- Seek quality, innovation, and efficiency in our efforts
- Cultivate meaningful student-faculty relationships so that each can learn, grow, and be fulfilled in their work
- Provide opportunities for multicultural learning and experiences
- Maintain a supportive, collegial learning environment that respects individuals and their uniqueness, preserves academic freedom, and promotes interdisciplinary efforts

### Departments

The Walker College of Business consists of the following six departments:

Accounting	Finance, Banking and Insurance
Computer Information Systems and	Management
Supply Chain Management	Marketing
Economics	

**NOTE:** *Although the requirements for most degree programs at Appalachian can be met within the minimum of 122 semester hours, the student should be aware that certain programs of study require additional hours. Students are advised to check with the department of their intended major early in their studies. Meeting graduation requirements is the student's responsibility.*

### Degrees Offered

Through the Walker College of Business, students can obtain the following degrees:

1. Bachelor of Science in Business Administration (BSBA), with majors in Accounting; Computer Information Systems; Economics; Finance and Banking; Hospitality and Tourism Management; International Business; Management; Marketing; Risk Management and Insurance
2. Bachelor of Arts in Economics (BA)
3. Master of Business Administration (MBA)
4. Master of Science (MS) in Accounting

### Academic Advising Services

Academic Advising for declared business majors is available through the College of Business Undergraduate Advising Center in 2126 Peacock Hall. Students should visit the College of Business Undergraduate Advising website ([www.advising.business.appstate.edu/](http://www.advising.business.appstate.edu/)) to make arrangements to meet with an advisor once their records have been transferred to the College of Business.

Students are not assigned a specific advisor but rather may sign up to see any available advisor; however, neither advisement by a representative of the College of Business nor transference of records to the College constitutes admission to the College.

Although academic advising is provided for all students, the final responsibility for meeting requirements for graduation remains

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with the student. Students should arrange to have a **senior check** the semester before expected graduation (or the semester prior to the last semester of course work for students planning an internship or study abroad during their last semester). Students must apply to graduate through their AppalNet accounts. Graduation application deadlines are provided by the Registrar's Office.

## Declaring a Business Major and Admission to the Walker College Of Business

To officially declare a business major and transfer records to the Walker College of Business, a student must meet the following requirements:

1. Obtain credit for at least 30 semester hours
2. Obtain a cumulative grade-point average of at least 2.0
3. Obtain credit for RC 1000 or an equivalent course and obtain credit for or be currently enrolled in UCO 1200 or an equivalent course if not waived by the University
4. Contact the University College Academic Advising Office located in Room 101 of D.D. Dougherty Hall (or the Walker College of Business Advising Center if enrolled in a degree-granting college)

To be admitted to the Walker College of Business, a student must:

1. Obtain credit for at least 60 semester hours
2. Obtain a cumulative grade-point average of at least 2.5 based on at least twelve graded semester hours at Appalachian State University
3. Remove all grades of "I" (incomplete) from her/his academic record. Students with outstanding grades of "I" will NOT be admitted to the Walker College of Business.
4. Obtain credit for RC 1000 and RC 2001 or equivalent courses with a minimum grade of "C" in each
5. Obtain credit for MAT 1030 (or MAT 1110) with a minimum grade of "C-"
6. Obtain credit for the following College of Business lower level core courses with an overall grade-point average of at least 2.0 and a minimum grade of "C-" in each course: ACC 2100, ACC 2110, ECO 2030, ECO 2040, ECO 2100, LAW 2150 (STT 2810 or STT 2820 can substitute for ECO 2100.)
7. Demonstrate Computer Proficiency by passing either a College of Business Basic Computer Skills Test or CIS 1026 with a minimum grade of "C-".
8. Completion of BUS 2000 with a grade of "S" (satisfactory).

## Special Note About Enrollment in Upper Level Business Courses

Open Enrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. Other students, including business majors not yet admitted to the College of Business, may take a maximum of five business courses at the 3000/4000 level (unless more are required by a non-business major, a required concentration, or a required minor).

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 60 earned hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57 hours; and 2) 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non business majors must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

## Bachelor of Science in Business Administration (BSBA)

In order for a student to earn the Bachelor of Science in Business Administration degree, the following requirements must be met:

1. Satisfy all of the Walker College of Business admission requirements listed above.
2. Complete a minimum of 122 semester hours (125 s.h. for the BSBA degree in International Business).
3. Meet the following grade-point average requirement:
  - All majors are required to obtain a cumulative grade-point average of at least 2.5 in order to be admitted to the College of Business.
  - All majors are required to obtain an overall cumulative grade-point average of at least 2.0 in order to graduate.
  - All majors are required to obtain a grade-point average of at least 2.0 in all work attempted in the College of Business in order to graduate.
  - Marketing majors are required to obtain a 2.0 grade-point average in the 18 semester hours of required marketing courses above MKT 3050 in order to graduate.
  - Accounting majors are required to obtain a 2.0 grade-point average in the 27 semester hours of required accounting

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courses above the sophomore level in order to graduate.

- Computer Information Systems majors are required to obtain a 2.5 grade-point average in the 24 semester hours of required computer information systems courses above CIS 2050 in order to graduate.
  - International Business majors are required to obtain a 2.0 grade-point average in the 15 semester hours of foreign language required in the BSBA degree in International Business in order to graduate.
4. Obtain credit for the University-wide general education curriculum. Students can count ECO 2030 +ECO 2040 in the Liberal Studies requirement, MAT 1030 (Quantitative Literacy course), BE 3340 or ENG 3100 [Junior Writing in the Discipline (WID) courses], and BUS 4000 (Senior Capstone Experience in the major) in both general education and major requirements.
  5. Obtain credit for the following 25 semester hours of additional core courses: ECO 2200, BE 3340 (WID) or ENG 3100 (WID), CIS 2050, FIN 3680, MGT 3630, MKT 3050, POM 3650, MGT 4750, and BUS 4000 (CAP)
  6. Fulfill a Global Issues requirement through one of the following:
    - a semester-long study abroad for credit
    - a business summer study abroad with at least 3 semester hours of credit
    - a full-time (400-hour minimum) internship abroad for credit, or
    - an international business class (ACC 3590, ACC 4730, BUS 4540, CIS 3620, ECO 3410, ECO 3430, ECO 4640, ENT 3190, ENG 3600, FIN 3350, FIN 4750, FIN 4800, MGT 3670, MGT 3800, MKT 4550, SCM 3680, SCM 3690, or other as approved by the Assistant Dean for International Programs in the College of Business)
    - a foreign language course at or above the 3000 level
  7. Obtain credit for 27-39 semester hours of major requirements including business electives (refer to the program of study).
  8. Obtain credit for 5-14 semester hours of electives as required for the specific major (refer to the program of study).
  9. A minor is not required for the BSBA degree (except for the BSBA in International Business, which requires either a minor in an approved foreign language, or a minimum of 15 semester hours at the 2000 level or above in the selected language if no minor is available at ASU); however, a business major can minor in any of the following:
    - any minor outside of the College of Business
    - Computer Information Systems (except Computer Information Systems majors)
    - International Business (except International Business majors)
    - Advanced Entrepreneurship, Employee Benefits, Human Resource Management, Supply Chain Management, Sustainable Business
  10. Completion of all University residency requirements. At least 50 percent of the business credit hours required for the BSBA degree must be completed IN RESIDENCE at Appalachian
  11. Compliance with regulations concerning the settlement of all expense accounts
  12. Recommendation of the faculty

## Bachelor of Arts Degree (BA)

The Bachelor of Arts degree in Economics is a non business major offered through the Walker College of Business.

### The Bachelor of Arts degree in Economics (315\*/45.0601)

Students must select one of the following concentrations:

#### Environmental Economics and Policy concentration (315B)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-ba-environmental-economics-and-policy-315b-2015-2016](http://www.programsofstudy.appstate.edu/economics-ba-environmental-economics-and-policy-315b-2015-2016)

#### General Economics concentration(315C)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-ba-general-economics-315c-2015-2016](http://www.programsofstudy.appstate.edu/economics-ba-general-economics-315c-2015-2016)

#### International Economics concentration (315D)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-ba-international-economics-315d-2015-2016](http://www.programsofstudy.appstate.edu/economics-ba-international-economics-315d-2015-2016)

#### Regional Economic Development concentration (315E)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-ba-regional-economic-development-315e-2015-2016](http://www.programsofstudy.appstate.edu/economics-ba-regional-economic-development-315e-2015-2016)

## Transfer Credit Policy

The Walker College of Business (WCOB) does not award transfer credit for courses taken at the freshman or sophomore level toward courses offered at the junior or senior level at Appalachian State University.

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Transfer credit for courses that were taken at the junior or senior level from an AACSB International-accredited business program at a four-year university will be considered. Students must present the following to the departmental chair of the relevant academic program in the ASU Walker College of Business: the catalog course description and/or other course materials as requested by the departmental chair. Provided ASU's Residency Requirements and course grade requirements are met, the final decision to award transfer credit rests with the departmental chair.

Requests for exceptions to the WCOB's transfer credit policy should be directed to the relevant departmental chair.

### Honors Program in the Walker College of Business

The Walker College of Business (WCOB) offers an honors program for selected students who have distinguished themselves with a minimum cumulative grade-point average of 3.4. To graduate with WCOB Honors, students must attain a minimum 3.4 GPA in all WCOB Honors courses and a minimum 3.4 cumulative GPA. The program consists of a minimum of nine (9) semester hours of business courses at the honors level and an honors thesis during the junior and senior years. Its purpose is to provide honors students with a more intellectually stimulating environment and a broader range of academic experiences in a smaller classroom setting than can be provided in a traditional academic program.

### International Business Studies

The Walker College of Business offers numerous international business opportunities which include specialized courses, study abroad programs, and international internships. It is designed to assist students in developing skills needed to compete in world markets and to contribute to their preparation for careers in export marketing and export sales management, global sourcing, international finance and banking, international economics, international accounting and management of a multinational firm.

### International Business Major

The BSBA degree in International Business is available to students interested in pursuing a more intensive, internationally focused curriculum that includes developing foreign language competency, heightened cultural awareness and multi-disciplinary business training with an international focus.

### The Bachelor of Science in Business Administration degree in International Business (337A/52.1101)

The program of study is available at: [www.programsofstudy.appstate.edu/international-business-bsba-337a-2015-2016](http://www.programsofstudy.appstate.edu/international-business-bsba-337a-2015-2016)

### Undergraduate Minor in International Business (337/52.1101)

The International Business minor (15 semester hours) is available to all majors, except International Business majors. The minor provides multidisciplinary business training designed to complement the student's functional major. This allows students the opportunity to develop their functional skills while utilizing their elective hours to study the international aspects of business. Students not admitted to the College of Business may take at most five business courses at the 3000 or 4000 level (unless more is required by a business minor or non-business major). Students must meet all eligibility requirements to take 3000-4000 level business courses.

The program of study is available at: [www.programsofstudy.appstate.edu/international-business-minor-337-2015-2016](http://www.programsofstudy.appstate.edu/international-business-minor-337-2015-2016)

### Business Study Abroad Programs

The interdependence of the U.S. economy with economies of other nations has made today's business environment global. Changes in worldwide communications and distribution technologies have made the delivery of products and services from virtually any place in the world competitive on a time and cost basis with local businesses. Consequently, business leaders must incorporate an international dimension in their decision-making to be successful in this rapidly changing world. Therefore, the Walker College of Business strongly encourages its students to broaden their global vision through study abroad programs.

Students may complete one or two sessions of summer school in business study abroad. The College offers programs on a demand basis in many countries including (Brazil, Cuba, China, England, France, Germany, Japan, Mexico, Poland, Thailand, and Vietnam). Before departure, students meet regularly to study the country's geography, economic, demographic and political trends, cultural differences and, where required, to learn simple expressions in a foreign language. While overseas, students have the opportunity of visiting foreign firms, government agencies and international banking, insurance and commercial centers besides cultural and historical attractions.

The College promotes interdisciplinary study abroad programs and has conducted programs in partnership with foreign languages and art. More important, the College's study abroad programs are dynamic. We are constantly exploring and developing new opportunities for studying in other countries or jointly with other disciplines.

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Since international study produces students with greater flexibility and adaptability in meeting the challenges of today's economic environment, the College wants to make available this opportunity to as many students as possible. Therefore, the business study abroad programs are designed to be affordable alternatives to summer school for Appalachian students and the College provides a limited number of scholarships to help students participate in these programs.

## William R. Holland Fellows Program for Business Study in Asia

Established in 1997, the Holland Fellows Program provides a once-in-a-lifetime opportunity for Walker College of Business students to join students from China in classes and on project assignments, as a way of learning about Chinese business practices and culture. Twelve students are selected in October and, after intensive study during the spring semester, travel to China in May.

## Undergraduate Minor in General Business (324/52.0101) (for non-business majors only)

Students not majoring in the Walker College of Business may earn a General Business minor by completion of 18 semester hours of coursework.

The program of study is available at: [www.programsofstudy.appstate.edu/general-business-minor-324-2015-2016](http://www.programsofstudy.appstate.edu/general-business-minor-324-2015-2016)

**Minors for non-business majors** are also available in accounting, computer information systems, economics, entrepreneurial studies, human resource management, international business, marketing, supply chain management and sustainable business. No more than one business minor can be declared by a non-business major. The programs of study for all minors are available at [www.programsofstudy.appstate.edu](http://www.programsofstudy.appstate.edu). The entrepreneurship minor is administered by the Department of Management; the Supply Chain Management minor is administered by the Department of Computer Information Systems and Supply Chain Management. **No more than one business minor can be declared by a non-business major.**

## Graduate Degrees

The Walker College of Business offers two master's degrees: the Master of Business Administration (MBA) and the Master of Science (MS) in Accounting. In addition, the College participates in a program leading to the Master of Arts degree in Industrial-Organizational Psychology and Human Resource Management. Students interested in graduate work in the College of Business are encouraged to talk with the MBA Director or the MS in Accounting Director. For additional information, please refer to the *Graduate Bulletin*.

## Scholarships

The Walker College of Business offers several scholarships to entering freshmen business students. For all renewable business scholarships, a student must maintain good academic standing to retain the scholarship. The Walker College of Business scholarship committee considers factors such as the SAT score, high school grade-point average, class rank, extracurricular activities, interest in a business career and evidence of leadership and maturity in making its selection for each of the freshmen scholarships. Freshmen finalists are invited to campus for an interview.

In addition to the freshmen awards, scholarships are available for juniors and seniors. Applicants must be full-time students making satisfactory academic progress towards a degree in business. Information about these scholarships may be obtained from the Walker College of Business scholarship coordinator or by visiting: [www.business.appstate.edu/students/undergraduate-scholarships](http://www.business.appstate.edu/students/undergraduate-scholarships)

## Internship Programs

The Walker College of Business offers internship opportunities for juniors and seniors admitted to the College of Business. Internships are designed in the areas of accounting, computer information systems, economics, finance and banking, hospitality and tourism management, international business, insurance (actuarial science), management, marketing, and supply chain management, and must be approved by the department advisor and internship coordinator. An internship is required for students majoring in hospitality and tourism management. Students participating in the internship program must register for an internship course (see courses listed as 3900) and pay registration and tuition fees.

## Executive-in-Residence Program

An executive with a business firm serves as an instructor in the Walker College of Business. Through special classes and seminars, students can interact with these business leaders to gain valuable insight into the "real world" of business.

## Harlan E. Boyles Distinguished CEO Lecture Series

Each fall and spring semester, a chief executive officer from a corporation with a strong presence in North Carolina is invited to present a lecture to faculty, administrators, and students. During the reception that follows the lecture, students have the opportunity to interact with some of North Carolina's top business leaders in an informal setting.

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## Business Advisory Council

The Council is composed of a group of business men and women who meet twice a year to advise College administrators on matters relating to the needs of the business community. The businesses represented by the members are diverse and include major accounting, manufacturing, retail, financial, legal and medical firms. Council members are given opportunities to meet with students in small focus groups.

## Beta Gamma Sigma

Membership in Beta Gamma Sigma is the highest national recognition a student can receive in an undergraduate or master's program in business or management accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

This national honorary society for business administration students was founded in 1913. The Appalachian chapter was established in 1977. Membership is limited to outstanding students who rank in the upper ten percent of the junior class, upper ten percent of the senior class, or upper twenty percent of their graduate class. Detailed information can be obtained from the College of Business Dean's office.

## Clubs and Organizations

More than twenty professional organizations and honor societies are represented in the Walker College of Business. Membership offers students the opportunity to join with other students in their specific areas of interest.

For details, visit: [www.business.appstate.edu/students/student-clubs-organizations](http://www.business.appstate.edu/students/student-clubs-organizations)

## Walker Fellows

The Walker Fellows, a group of business students, serve as representatives to all constituents of the Walker College of Business, including students, alumni, faculty/staff, and the business community through service, events and academic programs.

Visit [www.walkerfellows.appstate.edu](http://www.walkerfellows.appstate.edu) for details.

## Courses of Instruction in Business (BUS)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS COURSES:** Open Enrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. Other students, including business majors not yet admitted to the College of Business, may take a maximum of five business courses at the 3000/4000 level (unless more are required by a non-business major, a required concentration, or a required minor).

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 60 earned hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57 hours; and 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester.

Non business majors must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

## BUSINESS (BUS)

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### **BUS 1050. Introduction to Business (3).F;S.**

The focus of this course is to familiarize students with a general understanding of business, the importance of the consumer and the interrelatedness of business functional areas.

### **BUS 1530–1549. Selected Topics (1–4). On Demand.**

### **BUS 2000. Business Professional Leadership and Career Development (0).F;S;SS.**

This course is required for all students prior to admittance to the College of Business. It is designed to make all business students aware of the variety of co-curricula activities and resources available outside the classroom. Through this course students will identify and develop professional leadership and career skills that are important to be successful in today's business world. Graded on a S/U basis. Prerequisite: Students must have successfully completed 24 semester hours of college credit.



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## **BUS 2530–2549. Selected Topics (1–4).** On Demand.

### **BUS 3010. Business Study in Great Britain (6).**On Demand.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Great Britain. Comparative British business practices are emphasized through research activities, visits to British firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3020. Business Study in Scandinavia (6).**On Demand.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Denmark, Norway and Sweden. Comparative Scandinavian business practices are emphasized through research activities, visits to Scandinavian firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3030. Business Study in Germany (6).**On Demand.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Germany. Comparative German business practices are emphasized through research activities, visits to German firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3040. Business Study in Australia (6).**On Demand.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Australia. Comparative Australian business practices are emphasized through research activities, visits to Australian firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3050. Business Study in France (6).**On Demand.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in France. Comparative French business practices are emphasized through research activities, visits to French firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3060. Business Study in Italy (6).**On Demand.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Italy. Comparative Italian business practices are emphasized through research activities, visits to Italian firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3070. Business Study in Russia (6).**On Demand.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Russia. Comparative Russian business practices are emphasized through research activities, visits to Russian firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3080. Business Study in Japan (6).**On Demand.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Japan. Comparative Japanese practices are emphasized through research activities, visits to Japanese firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

## **BUS 3530–3549. Selected Topics (1–4).** On Demand.

### **BUS 3900. International Business Internship (6).**SS.

A ten week full-time (400 hours) business work experience abroad. Prerequisites: BUS 3900 is limited to College of Business majors and requires permission of the Assistant Dean for International Programs and the International Business internship coordinator. Graded on an S/U basis.

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**BUS 4000. Business Capstone Experience** (1).F;S.

*GEN ED: Capstone Experience*

This course synthesizes the knowledge gained in the business discipline by using comprehensive integrative exercises. Emphasis on demonstrating competence in oral and written communication, thinking critically, and making local to global connections. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, completion of all College of Business core courses other than MGT 4750, and final semester senior standing.

**BUS 4530–4549. Selected Topics** (1–4). On Demand.



## Department of Accounting (ACC)

*F. Douglas Roberts, Acting Chair*

*Penelope L. Bagley*

*William M. Baker*

*Kennard S. Brackney*

*Randal K. Edwards*

*C. Kevin Eller*

*Timothy B. Forsyth, Acting Associate Dean*

*Mary Ann Hofmann*

*Rebecca Kaenzig*

*Rachel Keller*

*Claudia L. Kelley*

*Tamara K. Kowalczyk*

*Ronald E. Marden*

*Alvaro Martinelli*

*Kenneth E. Peacock*

*William B. Pollard*

*Tracy N. Reed*

*F. Douglas Roberts*

*Robin N. Romanus*

*Matthew Sawyer*

*H. Lynn Stallworth*

*Mary Stolberg*

*Philip R. Witmer*

*Janet L. Woods*

Accounting students are encouraged to acquire a sound liberal education. They are expected to understand the broader purposes of business. Accounting courses in the curriculum are designed to develop strong professional capabilities which enable students to succeed in their chosen career paths in public accounting, managerial accounting and accounting for not-for-profit institutions such as hospitals or governmental entities.

Students are encouraged to consider planning a program of six to seven semesters and/or summer sessions of study beyond the sophomore level in order to:

1. Earn both the Bachelor of Science in Business Administration and the Master of Science degrees in accounting
2. Spend one-half or one semester as an intern (with pay) in accounting with a CPA firm, business firm, governmental entity, or not-for-profit private institution. Internships are optional.
3. Study in a selected area of accounting (for example, auditing or taxation) or a complementary discipline
4. Spend a summer session abroad to gain perspective on the international aspects of accounting/business

Students majoring in accounting may earn the BSBA degree in four to five semesters and/or summer sessions of study beyond the sophomore level. Credit toward the BSBA is given for approved internships. Prior to an internship the student must consult with the departmental chair or internship coordinator regarding courses that should be taken following the internship. A special option for accounting majors is a ten-week winter internship for six semester hours of credit. Students completing the special winter internships return to campus in mid-March and attend special "spring minimester" accounting courses to earn an additional six semester hours of credit, making a total of 12 hours of credit for the entire spring semester. The 10 week winter internships and spring "minimester" courses were offered first in North Carolina at Appalachian.

### The Bachelor of Science in Business Administration degree in Accounting (301A/52.0301)

The program of study is available at: [www.programsofstudy.appstate.edu/accounting-bsba-301a-2015-2016](http://www.programsofstudy.appstate.edu/accounting-bsba-301a-2015-2016)

Accounting students are encouraged to purchase a current computer for use during their education. As a minimum, this computer should include the latest releases of spreadsheet and word processing software packages.

Students intending to qualify for one of the professional examinations in accounting should include the following courses in their curriculum as part of the requirements, electives or extra hours:

CPA Examination: ACC 3560, ACC 5640, ACC 5660, ACC 5990

CMA Examination: ACC 5660, ACC 5990, ECO 3020, FIN 3690

The certifying agency should be contacted for specific examination requirements.

### Undergraduate Minor in Accounting (301/52.0301) (for non-business majors only)

For non-business majors, a minor in Accounting may be obtained by the completion of 15 semester hours

The program of study is available at: [www.programsofstudy.appstate.edu/accounting-minor-301-2015-2016](http://www.programsofstudy.appstate.edu/accounting-minor-301-2015-2016)

### Master of Science

A Master of Science in Accounting consisting of 30 semester hours is available. For more information, refer to the description of the Master of Science in Accounting program in the *Graduate Bulletin*.

## Courses of Instruction in Accounting (ACC)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS COURSES:** OpenEnrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. Other students, including business majors not yet admitted to the College of Business, may take a maximum of five business courses at the 3000/4000 level (unless more are required by a non-business major, a required concentration, or a required minor).

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 60 earned hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57 hours; and 2) 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non business majors must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

## ACCOUNTING (ACC)

### **ACC 1050. Survey of Accounting** (3).F;S. NOT AVAILABLE TO BUSINESS MAJORS.

An overview of financial and managerial accounting. The course focuses on the analysis of financial data with an emphasis on accounting issues faced by small businesses such as business planning, budgeting, and performance evaluation. This is the ideal course for the business minor and for non-business majors interested in understanding the role of accounting in the business world.

### **ACC 1530–1549. Selected Topics** (1–4). On Demand.

### **ACC 2100. Principles of Accounting I** (3).F;S.

The initial course in the theory and practice of financial accounting. Topics emphasized include the preparation, reporting, and analysis of financial data. Prerequisite: Students must have successfully completed 24 semester hours of college credit. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

### **ACC 2110. Principles of Accounting II** (3).F;S.

A course dealing with the concepts and development of accounting data for decision making. Topics emphasized include manufacturing cost systems, cost-volume-profit analysis, and budgeting concepts. Prerequisite: ACC 2100 with a minimum grade of "C-". (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

### **ACC 2500. Independent Study** (1–4).F;S.

### **ACC 2530–2549. Selected Topics** (1–4). On Demand.

### **ACC 3100. Intermediate Accounting I** (3).F;S.

The financial accounting environment and development of accounting theory. Integration of the conceptual and computational aspects of income measurement, valuation, and reporting problems associated with the accounting cycle, statement preparation and asset accounting. Prerequisite: a minimum grade of "C-" in ACC 2110. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

### **ACC 3110. Intermediate Accounting II** (3).F;S.

A continuation of ACC 3100. Integration of the conceptual and computational aspects of asset, liability and stockholders' equity accounting. Prerequisite: a minimum grade of "C-" in ACC 3100. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

### **ACC 3150. Financial Statement Preparation and Analysis** (3). On Demand. NOT AVAILABLE TO ACCOUNTING MAJORS.

A study of the concepts and current methods used to prepare financial statements. Important off-balance sheet items are examined. This course also examines several methods of analysis of financial statements. Computer applications are covered. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3160. Introduction to Individual Taxation** (1). On Demand. **NOT AVAILABLE TO ACCOUNTING MAJORS.**

Preparation of state and federal income tax returns. Topics emphasized include gross income, adjusted gross income, deductions and exemptions, capital gains and losses, computation of tax liability, audit of tax returns, tax questions, the IRS and the courts.

**ACC 3200. Cost Accounting** (3).F;S.

Introduction to cost accounting, definitions and objectives. Topics emphasized include cost-volume-profit relationships, job-order accounting, budgeting, systems design and human motivation, flexible budgets, standard costs, contribution approach to decisions, cost allocation, joint product and by-product costing, process costing. Prerequisite: ACC 2110 with a minimum grade of "C-". (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3500. Independent Study** (1-4).F;S.

**ACC 3510. Junior Honors Thesis** (1-3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**ACC 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**ACC 3530-3549. Selected Topics** (1-4). On Demand.

**ACC 3560. Accounting for Non-Profit Organizations** (3).F;S.

Application of principles of accounting, budgetary control, and financial management to nonprofit organizations. Discussion and cases will be drawn from municipal and county governmental units, universities, hospitals, and other nonprofit organizations. Prerequisite: ACC 3100 with a minimum grade of "C-". (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3570. Accounting Systems and Internal Control** (3).F;S.

An in-depth treatment of internal control and related accounting procedures; authorization and documentation; flowcharting, data flow diagrams, and scheduling. Design of information systems that process financial transactions for financial and management accounting, and to meet legal requirements for adequacy of accounting records and internal controls. Development of skills and expertise required for the study of contemporary accounting systems and internal auditing. Knowledge of a computer programming language is desirable but not essential. Prerequisite: ACC 3100 with a minimum grade of "C-".

**ACC 3580. Individual Income Taxation** (3).F;S.

Concepts and methods of determining federal income tax liability for individuals. Topics emphasized include personal deductions, tax credits, capital gain and loss provisions and accounting methods. Emphasis is also placed on research methodology and individual tax planning. Prerequisite: ACC 2110 with a minimum grade of "C-". (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3590. Assessing Sustainability in a Global Business Environment** (3).On Demand.

This course explores the process of measuring and reporting on the performance of business operations from three different sustainability perspectives: economic prosperity, environmental quality, and social justice. These three perspectives make up the conceptual "triple bottom line", a generally accepted term for assessing sustainability performance, which indicates the ability of a company to be viable using available financial, natural, and social resources. A primary objective in this course is to develop an understanding of the concept of sustainability as it applies to businesses, and how global differences in economic conditions, cultures, codes of ethical conduct, environmental conditions, natural resources, human resource management, social issues, and other factors can impact sustainability performance assessment.

This course will also incorporate an international perspective and will meet the "Global Issues" requirement for the Bachelor of Science in Business Administration degree.

**ACC 3900. Internship** (6 or 9).F;S.

A full-time work situation for accounting majors providing an in-depth exposure in accounting practices. Nine hours granted for 15-week internship, six hours granted for 10-week summer internship or the special senior internship scheduled during a mini-session of the spring term. The student must report on her/his experiences and will participate in individual conferences and/or seminars related to the experience. Prerequisites: admission to the Walker College of Business and permission of the departmental internship coordinator. Graded on an S/U basis.

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**ACC 4500. Independent Study** (1–4).F;S.

**ACC 4510. Senior Honors Thesis** (1-3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**ACC 4530–4549. Selected Topics** (1–4).On Demand.

**ACC 4550. Intermediate Accounting III** (3).F;S.

Integration of the conceptual and computational aspects of income determination, financial statement analysis and preparation, special topics, and current pronouncements in financial accounting. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, a minimum grade of "C-" in ACC 3110, and senior standing. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 4560. Introduction to Auditing** (3).F;S.

Topics include selected auditing standards, types of services, analysis of reports, legal responsibility, ethics, and internal control considerations. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ACC 3100 with a minimum grade of "C-".

**ACC 4580. Taxation of Business Entities** (3).On Demand.

Examination of the tax system faced by businesses operating in the United States. Business entities covered include C Corporations, S Corporations and partnerships. Topics include business formations, transactions between the entity and the owners, distributions, liquidations and reorganizations. Projects facilitate knowledge development of a variety of professional skills. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course and ACC 3580 (or equivalent) with a minimum grade of "C-". (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.) [Dual-listed with ACC 5080.] Dual-listed courses require senior standing.

**ACC 4590. Advanced Accounting** (3).On Demand.

An examination of the special problems in accounting for business combinations and consolidated entities, and foreign currency translation. A critical comparison of SEC accounting report requirements and generally accepted accounting principles. Accounting issues in partnership formation, reporting and liquidation. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ACC 3110 with a minimum grade of "C-".

**ACC 4710. Advanced Cost Accounting** (3).On Demand.

Advanced cost analysis and cost management with emphasis on modern performance measurement. Cost accounting for world class manufacturing; quality cost accounting and TQM; activity-based accounting systems; theory of constraints, life cycle costing, and target costing. Revenue variances, transfer pricing, and quantitative methods are examined. Other topics are derived from modern applications of cost accumulation systems in the United States and other countries. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ACC 3200 with a minimum grade of "C-". (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 4730. Accounting and International Business** (3).F;S.

A study of selected issues in accounting for international business and related effects on organizational and operating decisions. Subjects include DISCs and foreign sales corporations; dual taxation and tax treaties; impact of alternative taxing methods on international competition; international accounting standards; foreign currency translations; Foreign Corrupt Practices Act. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ACC 3100 or equivalent, with a minimum grade of "C-". (Global Learning Opportunity course)

**ACC 4760. Internal Auditing** (3).On Demand.

An introduction to selected internal auditing topics, including types of services, an overview of the internal audit process, preparation and analysis of reports, internal auditing standards, professional responsibilities, and the code of ethics. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ACC 3100 with a minimum grade of "C-".

**Department of Computer Information Systems and Supply Chain Management (CIS)***Dawn Medlin, Interim Chair**Timothy H. Burwell**Joseph Cazier**Chien-Hung Chen**Hoon Choi**John K. Corley**Dinesh S. Dave**Beth Ellington**Sam K. Formby**Albert L. Harris**Scott Hunsinger**Carol Pollard**Sandra A. Vannoy, Associate Dean*

The Department of Computer Information Systems and Supply Chain Management offers coursework in the areas of computer information systems, production/operations management, supply chain management, and quantitative methods. Students in computer information systems are encouraged to acquire a broad liberal education in order to understand the interface between the technical and non-technical aspects of business. A major in computer information systems is offered by this department and is designed to develop professional skills/capabilities which enable students to pursue careers in computerized information systems areas in either the public or private sectors of our economy. With the computer information systems major, students will be able to pursue careers in a variety of positions requiring a knowledge of computers and information systems. Students majoring in computer information systems will have the opportunity to work in areas of security, e-business, project management, systems analysis, data management, networking, and programming.

**The Bachelor of Science in Business Administration degree in Computer Information Systems (310A/52.1201)**

The program of study is available at: [www.programsofstudy.appstate.edu/computer-information-systems-bsba-310a-2015-2016](http://www.programsofstudy.appstate.edu/computer-information-systems-bsba-310a-2015-2016)

**Undergraduate Minor in Computer Information Systems (310/52.1201) (for all business and non-business majors, except CIS majors)**

A minor in Computer Information Systems (CIS) may be obtained by completing 15 semester hours.

The program of study is available at: [www.programsofstudy.appstate.edu/computer-information-systems-minor-310-2015-2016](http://www.programsofstudy.appstate.edu/computer-information-systems-minor-310-2015-2016)

Students not admitted to the College of Business may take at most five business courses at the 3000 or 4000 level (unless more is required by a business minor or non-business major). Students must meet all eligibility requirements to take 3000-4000 level business courses. A minimum overall GPA of 2.5 is required in the 15 s.h. of CIS courses to obtain a minor in Computer Information Systems.

**Undergraduate Minor in Supply Chain Management (360/52.0205) (for business and non-business majors)**

The undergraduate minor in Supply Chain Management (15 semester hours) is available to both business and non-business majors. The minor provides a multi-disciplinary curriculum in supply chain management. The main goal of supply chain management is to improve an organization's profitability while delivering a quality product/service to the customer at the lowest possible cost.

The program of study is available at: [www.programsofstudy.appstate.edu/supply-chain-management-minor-360-2015-2016](http://www.programsofstudy.appstate.edu/supply-chain-management-minor-360-2015-2016)

Students not admitted to the College of Business may take, at most, five business courses at the 3000 or 4000 level (unless more is required by a business minor or non-business major). Students must meet all eligibility requirements to take 3000-4000 level business courses. A minimum GPA of 2.0 (overall) is required for the courses included in the supply chain management minor.

**Courses of Instruction in Computer Information Systems (CIS), Production/Operations Management (POM), and Supply Chain Management (SCM)**

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

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Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 60 earned hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57 hours; and 2) 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non business majors

must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

### COMPUTER INFORMATION SYSTEMS (CIS)

#### **CIS 1026. Essential Business Tools & Technologies (3).F;S.**

This course provides a basic understanding of current information technologies used in business, and enhances the use of the most common computer-based applications for personal, academic, and professional goals. Upon successful completion of this course, students should be able to use application software such as Microsoft Office to make better decisions and improve their individual skills. Other topics covered include the use of other information technologies including collaboration and communication tools, emerging technologies and digital media, and security. This course is designed for the user with little experience using computer software.

#### **CIS 1530–1549. Selected Topics (1–4). On Demand.**

#### **CIS 2050. Information Technology in the Organization (3).F;S.**

This course is designed to introduce students to the impacts of computer information systems on the firm, industry, society, and the economy. Students will study issues relating to the design, implementation, use, and control of computer-based information systems. Additionally, students will analyze the role of information systems in reaching organizational objectives including communication, collaboration, performance improvement and strategy implementation. Skill-based learning will reinforce strategic information systems concepts.

#### **CIS 2500. Independent Study (1–4).F;S.**

#### **CIS 2530–2549. Selected Topics (1–4). On Demand.**

#### **CIS 3250. Systems Analysis and Design (3).F;S.**

This course provides a comprehensive introduction to the strategies and technologies for building information systems in organizations. Course includes planning and discovery, fact finding analysis using techniques such as joint application development (JAD), information systems modeling, use of CASE technologies and current development methods including prototyping, rapid application development and agile development. Project management tools will be used to create work plans and coordinate activities to achieve desired results for the design of a system. Prerequisite: CIS 2050.

#### **CIS 3500. Independent Study (1–4).F;S.**

#### **CIS 3510. Junior Honors Thesis (1-3).On Demand.**

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

#### **CIS 3520. Instructional Assistance (1).F;S.**

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

#### **CIS 3530–3549. Selected Topics (1–4). On Demand.**

#### **CIS 3580. Networking and IT Infrastructures (3).F;S.**

This course introduces students to the processes of selecting, modeling, configuring, and maintaining the components of a company's IT infrastructure. The newest hardware components, networking devices, and security issues will be examined through both individual and group projects. Prerequisite: CIS 2050. Prerequisite or Corequisite: CIS 3250.

#### **CIS 3610. Project Management (3).F;S.**

This introductory course will prepare the student for the practice of professional project management. Students will plan and manage projects through the use of hands-on experiences, case studies and computer-based project management tools. Students will address many important issues such as: estimation, scheduling, budgeting, version control, progress tracking, change, risk and crisis management, resource management, motivation, and leadership.

#### **CIS 3620. Global Information Technologies (3). On Demand.**

This course presents students with the concepts and issues inherent in global information technology. The course examines the issues associated with using technology in a global environment, how global systems are developed, how culture, language, etc. impact systems and their development, outsourcing, strategies for global systems development and use, and issues facing Far East,



European, Latin America, and Third World countries. (Global Learning Opportunity course)

**CIS 3680. Programming Software Solutions (3).F;S.**

This course focuses on the building of software systems including programming, logic, managing operating systems, and configuring large information systems, such as enterprise resource planning (ERP) systems. In this course, students will use a popular software package to build a working programming interface to solve business problems. Prerequisite: CIS 2050. Prerequisite or Corequisite: CIS 3250.

**CIS 3710. Emerging Information Technologies (3).F;S.**

In this course we will spend the semester exploring the hottest information technology (IT) trends. We will analyze emerging IT's impact on business strategies, societal norms and our day-to-day lives, while daring to predict its future impact. Our goal is to increase awareness of the transformative nature of emerging IT and recognize the opportunities and challenges it presents to us as future business leaders and global citizens.

**CIS 3720. Enterprise Systems (3). On Demand.**

Enterprise Systems (ES) have become vital to businesses of all sizes both from a strategic and an operational perspective. They are the de-facto standard platform for executing, controlling and analyzing business processes. This course provides a broad survey of enterprise systems from three perspectives by: 1) analyzing their strategic value, 2) understanding the challenging implementation process, and 3) examining their core functionality through exercises featuring the SAP ERP System. Prerequisites: CIS 2050.

**CIS 3750. Database Management (3).F;S.**

This course teaches students how to use data to stay competitive in a changing business environment. Topics include building, modeling and administering a database, data warehousing, data mining, XML and data integration, data security, as well as ethical and legal issues surrounding the use of data in our modern society. Microsoft Access will be one of the primary database toolsets used in this course with an exposure to one or more enterprise database toolsets (Oracle, Microsoft SQL Server, MySQL, etc.). One-third of the course will be dedicated to database queries. Prerequisite: CIS 2050. Prerequisite or Corequisite: CIS 3250.(ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**CIS 3820. Ethics and Privacy (3). On Demand.**

This course will examine how information systems impact both individuals and organizations. Cultural, ethical, moral, human interaction, privacy, security, and relationship issues will be analyzed and discussed through the use of case studies and papers. The focus of this course will be on the ethical and privacy issues related to security enhancement and the growing use of the Internet.

**CIS 3840. Managing Security (3).F;S.**

This course is designed as a broad overview of important security topics that are relevant to people and businesses. Relevant areas of security that will be studied include: the need for security on a personal and business level; the management practices surrounding security issues; network security strategies; human factors; access controls; firewalls; disaster recovery plans; cryptography; and forensics issues.

**CIS 3870. Web and Mobile Development (3).On Demand.**

This course focuses on the technology that every leading organization needs to build effective Internet sites and mobile applications, promote Internet presence, secure sites and data, interface with other corporate applications, perform online business transactions, and compete in e-commerce. Current and emerging Internet technologies will be covered (including HTML, CSS, JavaScript, PHP, etc.). Students will create Web sites and link them to other applications (databases) and will learn how to protect sites and transactional data from theft or privacy intrusions.

**CIS 3900. Internship (3, 6, or 9).F;S;SS.**

A full-time work experience in business. Nine semester hours of credit are granted for a normal 15-week internship with six semester hours granted for a 10-week internship and three semester hours are granted for a 5-week internship. Students are encouraged to do internships during the summer between their junior and senior years of study. Prerequisites: admission to the Walker College of Business, and permission of the department chair and the internship coordinator. Graded on an S/U basis.

**CIS 4500. Independent Study (1-4).F;S.****CIS 4510. Senior Honors Thesis (1-3).On Demand.**

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.



**CIS 4530–4549. Selected Topics (1–4).**On Demand.**CIS 4585. Advanced Data Communications and Networking (3).** On Demand.

This course is a continuation of CIS 3580 and explores advanced topics in data communications and networking. Topics include, but are not limited to, communications middleware, LAN application software, network design, internetworking technologies and design, and network security policy. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and CIS 3580.

**CIS 4620. IS Strategy and Ethics (3).**On Demand.

This course examines how to effectively lead an information systems organization. Chief Information Officers are tasked to take part in determining corporate strategy based on information technology and its potential role in corporate objectives—while determining the IS (Information System) strategy to most effectively implement the corporate strategy in terms of information technology, IS personnel, data, and telecommunications. That IS strategy focus of this course will be on the ethical and privacy issues related to security enhancement and the growing use of the Internet. IS governance will include personnel issues, legal and financial obligations, data privacy and security, vendor relations, and business unit liaison. This course will also examine how information systems impact both individuals and organizations. Cultural, ethical, moral, human interaction, privacy, security, and relationship issues will be analyzed; ethical and privacy issues related to security enhancement and the growing use of the Internet will be examined. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and CIS 2050.

**CIS 4630. Advanced Data Management with Oracle (3).**On Demand.

Students will have the opportunity to learn database development techniques using Oracle products including database, designer and developer. Data mining is a broad area dealing with the analysis of large volumes of data that integrates techniques from several fields including machine learning, statistics, pattern recognition, artificial intelligence, and database systems. Data mining is a rapidly growing field that supports decision-making by detecting patterns, devising rules, identifying new decision alternatives and making predictions about the future. The course objective is to present the leading data management techniques using Oracle and their applications to real-world problems. The course is organized around a number of well-defined data mining tasks such as description, classifications, estimation, predictions, and affinity grouping and clustering. The topics covered include: introduction to knowledge discovery in the databases (KDD), statistical methods, emerging modeling techniques such as neural networks, and others. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and CIS 3750.

**CIS 4685. Object-Oriented Programming with Java (3).** On Demand.

This course will introduce the student to object-oriented (OO) methodologies including modeling using OO CASE tools, encapsulation, polymorphism, and inheritance. Students will have the opportunity to learn programming techniques in Java, program documentation, classes and methods, loops, arrays, streams, exception handling, file I/O, dynamic data structures, recursion and building applets. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and CIS 3680.

**CIS 4710. e-Business Systems (3).** On Demand.

This seminar course discusses e-business issues that are current, applicable, relevant, and interesting. Students are expected to develop and execute a team project throughout the course. Relevant areas of e-business studied will include: electronic commerce, personalization management systems, content management systems, customer relations management systems, and community systems. This course ties together concepts from different areas of management and the economic, behavioral, functional and technical aspects of information systems. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and CIS 2050.

**CIS 4790. Current Topics in Information Systems (3).** On Demand.

Advanced topics in the field of information systems will be studied. These topics may include but are not limited to advanced topics in data communications and networking, distributed processing systems, 4th generation languages, CASE tools, DSS and expert systems, and/or managing information technology. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and CIS 3250.

**CIS 4810. Seminar (3).** On Demand.**CIS 4840. Advanced Security (3).** On Demand.

This course is designed for the student to gain a deeper knowledge in the area of information security. Topics to be included, but are not limited to: network defense fundamentals; hardening various operating systems; wireless network security; intrusion detection systems; designing and configuring firewalls; creating security policies; and ethical hacking concepts and techniques. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and CIS 3840, or permission of the instructor.

**CIS 4850. Information System Project (3).**F;S.

Using a team concept, students will analyze, design, create, and implement a working information system for a public or private organization. Emphasis will be placed on project management, rapid application development, and the development of quality

systems for clients. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, CIS 3250, CIS 3680, and CIS 3750. (SPEAKING; COMPUTER)

### **PRODUCTION/OPERATIONS MANAGEMENT (POM)**

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**POM 1530–1549. Selected Topics** (1–4). On Demand.

**POM 2500. Independent Study** (1–4).F;S.

**POM 2530–2549. Selected Topics** (1–4). On Demand.

**POM 3500. Independent Study** (1–4).F;S.

**POM 3510. Junior Honors Thesis** (1–3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**POM 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**POM 3530–3549. Selected Topics** (1–4).On Demand.

**POM 3650. Production and Operations Management** (3).F;S.

An introduction to the basic functions and concepts involved in managing the production and operations function of an organization. Topics in operations system design and analysis at the introductory level are included.

**POM 4500. Independent Study** (1–4).F;S.

**POM 4510. Senior Honors Thesis** (1–3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**POM 4530–4549. Selected Topics** (1–4).On Demand.

**POM 4564. Total Quality Management** (3).S.

Total quality management is an integrative management concept for continuously improving the total quality of goods and services through the participation of all levels and functions of the organization. TQM incorporates several dimensions: the design of products/services to meet customers' needs, control of processes to ensure their ability to meet design requirements, and continued enhancement of quality. The course will cover topics such as quality systems, the management system for quality, quality of conformance, human resource management for quality, statistical quality control, quality assurance, measurements, and reliability. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and POM 3650 or admission to M.B.A. program.

**POM 4810. Seminar** (3). On Demand.

### **SUPPLY CHAIN MANAGEMENT (SCM)**

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**SCM 3660. Principles of Supply Chain Management** (3).F;S.

The objective of the course is to enable students to understand the concept of supply chain management and its importance in both strategic and operational planning. Topics covered include the intra-company relationships between operations and other organizational functions as well as the inter-company relationships among suppliers, products, distributors, retailers and consumers in the supply chain. The course will also discuss the problems and issues confronting supply chain managers, and the concepts, models, and techniques they use to solve those problems. Prerequisite: ECO 2100 or STT 2810 or permission of the department chair/program director.

**SCM 3670. Six Sigma and Quality Management** (3).F;S.

This course will cover topics on the quality system, quality conformance, the management system for quality, the Six Sigma system, organizing for Six Sigma, selecting winning Six Sigma projects, leading a Six Sigma project team, and the Six Sigma tool kit. Also, the course will discuss several methods for Six Sigma and quality management including quality assurance, measurement, reliability,

process control charts, and sampling techniques. In order to understand the real life applications of quality management, various real-world cases will be discussed. Prerequisite: ECO 2100 or STT 2810 or permission of the department chair/program director.

**SCM 3680. Supply Chain Technologies in a Global Environment (3).**On Demand.

This course is designed to give students the opportunity to learn the technologies that are commonly used in the supply chain. These enabling technologies include Extensible Markup Language (XML), Web Services, and others. The course will cover concepts and technologies used in supply chain and distribution channels, enterprise resource planning (ERP), customer relationship management (CRM), and supplier relationship management (SRM) systems. Prerequisites: CIS 1026 and CIS 2050 or equivalent or permission of the department chair/program director.

**SCM 3690. Global Supply Chain and Logistics (3).**F;S.

This course incorporates principles and models of logistics in the global supply chain environment. Topics include the structure and dynamics of the global supply chain environment, global sourcing, global facility location, import-export issues, demand management, materials management, warehousing, and performance measurement. Prerequisite: ECO 2100 or STT 2810 or permission of the department chair/program director. (Global Learning Opportunity course)

**SCM 3900. Internship (3).**SS; (6 or 9).F;S;SS.

A full-time work experience in business. Nine semester hours of credit are granted for a normal 600 hour internship, six semester hours of credit are granted for a 400 hour internship, and three semester hours of credit are granted for a 200 hour internship. Students are encouraged to do the internship during the summer between their junior and senior years of study. Prerequisites: admission to the Walker College of Business and permission of the department chair and the internship coordinator. Graded on an S/U basis.

**SCM 4870. Analytical Models for Supply Chain Management (3).**On Demand.

Analytical models for supply chain management focuses on the applications and development of modeling tools for the supply chain. This course introduces students to important supply chain problems and solution methodologies including optimization, simulation, and other analytical methods. The objective of the course is to develop valuable modeling skills that students can appreciate and use effectively in their careers. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ECO 2100 or STT 2810 or permission of the department chair/program director. [Dual-listed with MBA 5870.] Dual-listed courses require senior standing.

## Department of Economics (ECO)

*John C. Whitehead, Chair*

*David M. Bruner*

*Todd L. Cherry*

*John W. Dawson*

*David L. Dickinson*

*Peter A. Groothuis*

*Onur Ince*

*John G. Lehman*

*Tanga M. McDaniel*

*David M. McEvoy*

*Michael J. McKee*

*Tetyana Molodtsova*

*Owen Ashton Morgan*

*Timothy J. Perri*

*Jayjit Roy*

*Mark C. Strazicich*

*Ji Yan*

The objectives of the Department of Economics are:

1. To provide the basic institutional and theoretical knowledge required for the understanding of the functioning of the American economy and the world economy and for the understanding and analysis of current economic issues and problems
2. To develop the institutional and theoretical knowledge and analytical abilities necessary to prepare students for careers in business and government as managers and researchers on social and business problems
3. To prepare students who seek to become professional economists and/or economic educators for graduate school

### The Bachelor of Science in Business Administration degree in Economics (316A/45.0601)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-bsba-316a-2015-2016](http://www.programsofstudy.appstate.edu/economics-bsba-316a-2015-2016)

**BSBA double major in economics and a functional area of business** requires careful selection of elective courses so as to satisfy the requirements of both majors.

### The Bachelor of Arts degree in Economics (315\*/45.0601)

Students must select one of the following concentrations:

#### Environmental Economics and Policy concentration (315B)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-ba-environmental-economics-and-policy-315b-2015-2016](http://www.programsofstudy.appstate.edu/economics-ba-environmental-economics-and-policy-315b-2015-2016)

#### General Economics concentration(315C)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-ba-general-economics-315c-2015-2016](http://www.programsofstudy.appstate.edu/economics-ba-general-economics-315c-2015-2016)

#### International Economics concentration (315D)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-ba-international-economics-315d-2015-2016](http://www.programsofstudy.appstate.edu/economics-ba-international-economics-315d-2015-2016)

#### Regional Economic Development concentration (315E)

The program of study is available at: [www.programsofstudy.appstate.edu/economics-ba-regional-economic-development-315e-2015-2016](http://www.programsofstudy.appstate.edu/economics-ba-regional-economic-development-315e-2015-2016)

## International Economics and Business Options

International economics and business options are available for students pursuing a Bachelor of Arts or a Bachelor of Science in Business Administration with a major in Economics. The program is jointly administered by the Department of Economics and the Department of Languages, Literatures, and Cultures. Students participating in the program have an advisor in each department. The program combines a major in Economics and a major or minor in a language. Students are also advised to pursue a minor in International Business. The various options are:

- Bachelor of Arts with a double major in Economics and one language (Languages, Literatures, and Cultures with a concentration in French and Francophone Studies OR Languages, Literatures, and Cultures with a concentration in Spanish)
- Bachelor of Arts in Economics with a minor in French and Francophone Studies, German or Spanish
- Bachelor of Science in Business Administration with a major in Economics and a minor in French and Francophone Studies, Spanish or German.

Under all three options, the student is expected to demonstrate proficiency in reading and speaking the language selected. At least 15 hours of courses in the language, civilization and culture of the chosen country or area are recommended at the 2000 level or above. Also students are expected to participate, if possible, in any one or more of the following:

1. Pursue a minor in International Business (15 semester hours)

2. Complete a semester or summer session of business study abroad in the country of their choice
3. Complete an internship abroad (usually 6 semester hours)

For further information, students should consult both the chair of the Department of Economics and the chair of the Department of Languages, Literatures, and Cultures.

## **Undergraduate Minor in Economics (316/45.0601) (for non-business majors only)**

A minor in Economics consists of 15 semester hours.

The program of study is available at: [www.programsofstudy.appstate.edu/economics-minor-316-2015-2016](http://www.programsofstudy.appstate.edu/economics-minor-316-2015-2016)

## **Courses of Instruction in Economics (ECO)**

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS COURSES:** Open Enrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. Other students, including business majors not yet admitted to the College of Business, may take a maximum of five business courses at the 3000/4000 level (unless more are required by a non-business major, a required concentration, or a required minor).

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 60 earned hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57 hours; and 2) 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non business majors must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

## **ECONOMICS (ECO)**

### **ECO 1010. Survey of Current Economic Issues (3).F;S.**

Application of basic economic concepts in the analysis of current issues such as: unemployment, inflation, energy, pollution, poverty, government regulation, etc. Prerequisite: none.

### **ECO 1530–1549. Selected Topics (1–4). On Demand.**

### **ECO 2030. Principles of Microeconomics (3).F;S.**

*GEN ED: Social Science Designation; Liberal Studies Experience*

A brief introduction to the study of economics followed by an in-depth analysis of microeconomics, including: the price mechanism and supply and demand analysis; consumer choice; cost and revenue analysis of the firm; market structures; factor markets and income distribution; market failure and the role of government; and current economic problems such as pollution, poverty and discrimination.

### **ECO 2040. Principles of Macroeconomics (3).F;S.**

*GEN ED: Social Science Designation; Liberal Studies Experience*

An in-depth analysis of macroeconomics including: aggregate economic measures; aggregate supply and demand analysis; economic fluctuations and growth; money, banking and credit; stabilization policy; problems such as unemployment, inflation and budget and trade deficits; and international trade and finance. Prerequisite: ECO 2030. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

### **ECO 2100. Business and Economic Statistics I (3).F;S.**

*GEN ED: Quantitative Literacy*

A study of statistical tools used to analyze business and economic problems. The major subject matter includes descriptive statistics, the concepts of probability, confidence intervals and hypothetical testing, and statistical comparisons of production and marketing methods. Prerequisite: MAT 1030 or MAT 1020. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ECO 2200. Business and Economic Statistics II (3).F;S.**

Applications of statistical tools to a variety of business and economic situations. These tools include survey sampling methods, hypothesis testing using analysis of variance, regression and time-series analysis, and non-parametric statistics. Computer applications using current industry-standard statistical software programs are emphasized. Writing statistical reports is also emphasized. Prerequisites: ECO 2100 or STT 2810 or STT 2820. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ECO 2500. Independent Study (1–4).F;S.**

**ECO 2530–2549. Selected Topics (1–4).** On Demand.

**ECO 2620. Environmental and Resource Economics (3).F.**

*GEN ED: Social Science Designation; Liberal Studies Experience*

The course explores the efficient allocation of environmental and natural resources and examines the continuing conflict between economic activity and environmental quality and the conservation of natural resources. The course applies economic theory to local, regional, national, and international environmental issues.

**ECO 3010. Intermediate Price Theory (3).F;S.**

An intermediate course in economic theory with emphasis on the theory of consumer behavior, price theory and resource allocation. Prerequisites: ECO 2030 and ECO 2040.

**ECO 3020. Intermediate Macroeconomic Theory (3).F;S.**

An intermediate course in economic theory with emphasis on the analysis of the determinants of the nation's income, output, employment, and general price level. Prerequisites: ECO 2030 and ECO 2040.

**ECO 3070. Money and Banking (3).S.**

An institutional and theoretical study of the structure and functioning of the central and commercial banking systems in the United States, money and monetary theory, the money and capital markets and financial intermediaries, and monetary policy. Prerequisites: ECO 2030 and ECO 2040.

**ECO 3210. Economics of Sports (3).F.**

Application of the techniques of microeconomic theory to the sports industry. These employ the tools of three core microeconomic fields - industrial organization, public finance, and labor economics - to the examination of professional and college sports. Topics studied include, but are not limited to, the prevalence of monopoly power in the sports industry, financing of stadiums and teams, growth of union power, salary determination, and the incidence of racial discrimination. Prerequisite: ECO 2030.

**ECO 3410. International Economics (3).F;S.**

A survey of the theory, development, and practice of the international trade and payments system. Special attention is given to the basic concepts and different mechanisms which have been and are used in international economic affairs, as well as to governmental policies and domestic and international institutions regulating them. Prerequisites: ECO 2030 and ECO 2040. (Global Learning Opportunity course)

**ECO 3430. Economic Growth and Development (3).F.**

The course explores forces contributing to or retarding economic progress in developing countries, and it also focuses on the central questions of economic growth, including sources of income differences across countries, the causes of long-run growth, the linkages between trade and growth, and the process of economic development, including the role of institutions. Prerequisites: ECO 2030 and ECO 2040.(Global Learning Opportunity course)

**ECO 3500. Independent Study (1–4).F;S.**

**ECO 3510. Junior Honors Thesis (1–3).** On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**ECO 3520. Instructional Assistance (1).F;S.**

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**ECO 3530–3549. Selected Topics (1–4).** On Demand.

Topics covered have ranged from mathematical economics to economics of the law. Prerequisite: permission of the instructor.



**ECO 3550. Public Finance and Taxation (3).** On Demand.

Economics analysis of government revenues and expenditures, impact of the government budget, shifting and incidence of taxation, public debt, fiscal policies. Prerequisites: ECO 2030 and ECO 2040.

**ECO 3551. American Economic History (3).**F.

Evolution of the American economy from colonial times through World War II. Emphasis is upon (1) the integration of African European and Native American economic activities into an interdependent system, (2) the spatial integration of diverse geographic regions into an integrated national economy, (3) the transition from a predominantly rural and agricultural economy into a mainly urban, industrial and commercial economy, (4) the Great Depression and the growth of government intervention in economic activity, (5) the changing balance between domestic and foreign commerce and (6) the role of war in American economic development. The methods of economic geography are combined with those of economic analysis to understand American history. Prerequisite: ECO 1010 or ECO 2030.

**ECO 3610. Economics of Health Care (3).**S.

Economic theory is applied to the health care industry. Included is an overall perspective of the health care industry, identification of the factors influencing the demand for and the supply of health care; identification of some costs and benefits of health programs, hospital organization and efficiency, and a consideration of alternative methods of financing health care. Prerequisite: ECO 2030 with a minimum grade of C-.

**ECO 3630. History of Economic Thought (3).**S.

Origin, development, and analysis of the major trends, contributions, and conflicts in the development of modern economic philosophy, analysis, and theory. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, ECO 2030 and ECO 2040.

**ECO 3650. Industrial Organization and Public Policy Toward Business (3).** On Demand.

A study of the structure of firms and markets and of their interactions. It first considers the basics of competition, monopoly, oligopoly, and monopolistic competition. It then considers the "new industrial organization" which includes topics such as strategic behavior, price discrimination, nonlinear pricing, vertical integration and vertical restrictions, information, advertising, and government policies and their effects. Prerequisites: ECO 2030, ECO 2040 and MAT 1030 or equivalent.

**ECO 3680. Experimental and Behavioral Economics (3).**S.

An experimental science approach to studying human behavior. Controlled experiments are used to explore how individuals and groups behave in a variety of decision environments. Psychological influences on behavior are also addressed. Topics include, but are not limited to: ethical treatment of human subjects, market experiments, individual decision-making, risk and choice, behavioral game theory, and neuroeconomics. Prerequisite: ECO 2030.

**ECO 3710. Managerial Economics (3).**S.

Use of statistical and mathematical concepts and techniques in solving problems in economics. Microeconomic theory is reviewed and optimizing techniques are used in decision making. Prerequisites: ECO 2030, ECO 2040 and ECO 2100 or equivalent.

**ECO 3720. Economics of Personnel (3).**S.

Application of economic analysis to personnel issues. Topics include hiring, training, the method of pay, and motivation and evaluation of workers. Prerequisites: ECO 2030 and ECO 2040.

**ECO 3730. Econometrics (3).**F.

The course studies the use of statistical methods to estimate and test models in economics, business, and the social sciences. The focus of the course is on multiple regression models and their estimation with computer software. Additional topics covered may include panel data, limited dependent variables, instrumental variables, and time series models. Prerequisites: ECO 2030, ECO 2040, and ECO 2200, or permission of the instructor.

**ECO 3800. Urban and Regional Economics (3).** On Demand.

An examination of the institutional background necessary for urban and regional growth. An introduction to theoretical models of growth. Prerequisites: ECO 2030 and ECO 2040.

**ECO 3900. Internship (6 or 9).**F;S.

A full-time work experience in business. Nine semester hours of credit are granted for a normal 15-week internship with six semester hours granted for a 10-week internship. Students are encouraged to do internships during the summer between their junior and senior years of study. Prerequisites: admission to the Walker College of Business or the College of Arts and Sciences, and permission of the departmental chair and the internship coordinator. Graded on an S/U basis.



**ECO 4500. Independent Study (1–4).F;S.**

**ECO 4510. Senior Honors Thesis (1–3).On Demand.**

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**ECO 4530–4549. Selected Topics (1–4).On Demand.**

**ECO 4621. Environmental Economics and Policy (3).S.**

Analysis of the interrelationships among economic activity, government policies, and the environment; the benefits and costs of economic growth; the economics of environmental quality; the social costs of pollution; and the intertemporal allocation of natural resources. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ECO 2030 or ECO 2620. [Dual-listed with ECO 5621.] Dual-listed courses require senior standing.

**ECO 4640. International Macroeconomics (3).F.**

This course aims to provide a basic knowledge of how international financial markets work. It is a combination of lectures and discussions covering theory and real-world policies, events, and evidence. The course can be broadly divided into three parts – foreign exchange markets, international financial transactions, and economic policies. The first part focuses on exchange rate behavior, foreign exchange rate markets, and the determinants of the exchange rates. The second part of the course studies international financial transactions in a global macroeconomy. The goal of the last part of the course is to understand how the choices governments make about monetary and fiscal policies, or about exchange rate regime and capital mobility, affect economic outcomes, and why crises occur. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course and ECO 2040. [Dual-listed with ECO 5640.] Dual-listed courses require senior standing.

**ECO 4660. Benefit-Cost Analysis (3).F.**

The study of the evaluation of competing public policy alternatives. The purpose of benefit-cost analysis is to inform government decision-making and facilitate the more efficient allocation of scarce resources. This course introduces the basic theory and principles of benefit-cost analysis and examines applications of the methodology. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ECO 2030. [Dual-listed with ECO 5660.] Dual-listed courses require senior standing.

**ECO 4740. Forecasting and Time Series Models (3).On Demand.**

An examination of time series models for purposes of forecasting and performing time series regressions in economics, business, and the social sciences. Topics covered may include ARIMA, VAR, Granger causality, unit roots, spurious regressions, ARCH, and GARCH. Computer software will be utilized in applications. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ECO 2200 or permission of the instructor. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.) [Dual-listed with ECO 5740.] Dual-listed courses require senior standing.

**ECO 4810. Seminar in Economics (3).F;S.**

*GEN ED: Capstone Experience*

In-depth research and analysis of selected economic issues and problems. Required of all seniors majoring in economics or banking. Students participate in discussions of significant economic problems, theories and policies. Preparation of empirical papers that apply theoretical models and quantitative methods is required. These papers will be presented orally and in writing to the seminar participants. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, ECO 3010, ECO 3020, and senior standing.

## Department of Finance, Banking and Insurance (FIN)

*Don Cox, Chair*

*Jonathan Allen  
Jamie Anderson-Parson  
Bryan S. Bouboulis  
Robert L. Cherry, Jr.  
Don R. Cox  
Harry M. Davis*

*Leigh Dunston  
Karen Epermanis  
John P. Geary  
Delbert C. Goff  
Jeff Hobbs  
Jarrod Johnston*

*Terrill R. Keasler  
Rick E. Mattar  
Chris R. McNeil  
Heather Hulburt Norris, Interim Dean  
Ivan C. Roten  
David D. Wood*

The primary objective of the Department of Finance, Banking and Insurance is to develop leaders for the business, government, and educational communities and to assist them in making contributions to society. This objective is obtained in two ways. First, students are provided with the theoretical concepts needed to understand and dissect business problems. Second, the faculty provide students with practical applications needed for financial analysis in their given areas of study.

In addition to practical applications in the classroom, students are encouraged to take advantage of the internship program. This program allows students to gain valuable practical business experience while still in college.

The Department of Finance, Banking and Insurance houses the North Carolina Bankers Association Professorship, the Alfred T. Adams Distinguished Chair of Banking, the Richard S. Brantley Risk and Insurance Center, the Joseph F. Freeman Distinguished Professorship of Risk Management and Insurance, the L.M. (Bud) Baker, Jr. Professorship, and the Independent Insurance Agents of North Carolina (IIANC) Distinguished Professorship.

### **The Bachelor of Science in Business Administration degree in Finance and Banking (326A/52.0801)**

The program of study is available at: [www.programsofstudy.appstate.edu/finance-and-banking-bsba-326a-2015-2016](http://www.programsofstudy.appstate.edu/finance-and-banking-bsba-326a-2015-2016)

### **The Bachelor of Science in Business Administration degree in Risk Management and Insurance (380A/52.1701)**

The program of study is available at: [www.programsofstudy.appstate.edu/risk-management-and-insurance-bsba-380a-2015-2016](http://www.programsofstudy.appstate.edu/risk-management-and-insurance-bsba-380a-2015-2016)

Risk management and insurance majors are advised to use their elective hours in areas such as accounting, economics, finance, management, mathematical sciences, law, real estate and additional risk and insurance courses. An internship may be elected to provide practical experience, with academic credit, in the field of specialization.

The Richard S. Brantley Risk and Insurance Center, housed in the Department of Finance, Banking and Insurance, has the mission of developing the strongest possible degree program in risk management and insurance. The Brantley Center supports the Risk Management and Insurance major by sponsoring the Gamma Iota Sigma insurance fraternity, scholarships, internships, executive-in-residence appointments, and the placement of graduates in the insurance industry.

### **Undergraduate Minor in Employee Benefits (381/52.1701)**

The undergraduate minor in Employee Benefits (15 semester hours) is available to both business and non-business majors. The minor provides a multi-disciplinary curriculum regarding the field of employee benefits. Curriculum provides an extensive analysis of employee benefits from management, insurance, and public policy perspectives.

The program of study is available at: [www.programsofstudy.appstate.edu/employee-benefits-minor-381-2015-2016](http://www.programsofstudy.appstate.edu/employee-benefits-minor-381-2015-2016)

Students not admitted to the College of Business may take at most five business courses at the 3000 or 4000 level (unless more is required by a business minor or non-business major). Students must meet all eligibility requirements to take 3000-4000 level business courses. A minimum overall GPA of 2.0 is required of the 15 s.h. for courses included in the Employee Benefits minor.

### **Courses of Instruction in Finance, Banking And Insurance (FIN) and Law (LAW)**

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS COURSES:** Open Enrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. Other students, including business majors not yet admitted to the College of Business, may take a maximum of five business courses at the 3000/4000 level (unless more are required by a non-business major, a required concentration, or a required minor).

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 60 earned hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57

hours; and 2) 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non business majors must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

## FINANCE, BANKING AND INSURANCE (FIN)

**FIN 1530–1549. Selected Topics** (1–4). On Demand.

**FIN 2500. Independent Study** (1–4).F;S.

**FIN 2530–2549. Selected Topics** (1–4). On Demand.

**FIN 2860. Personal Finance** (3).F;S.

*GEN ED: Liberal Studies Experience*

A study of the key concepts, tools, and techniques of personal financial management. Focus is placed on the financial statements of the individual. The balance sheet model includes a discussion of personal assets - both financial and non-financial, personal liabilities including all types of loans, and personal net worth. The implications of the current financial environment (i.e., changing tax laws, savings instruments, interest rates, etc.) is also considered from the standpoint of the individual.

**FIN 3010. Survey of Finance** (3).F;S. This course is not open to business majors for credit.

An introduction to the field of finance in the private sector. The student is introduced to financial management in the business firm to the principles of investment and valuation, and to financial markets and prices.

**FIN 3030. Personal Financial Management** (3).F;S.

This course provides a study of the key concepts and tools that are necessary to help students manage their personal finances and help them avoid financial difficulties as they transition from college life to their professional careers. Topics covered include budgeting, saving for financial emergencies and major purchases, investing for the future, retirement planning, selecting the appropriate investment instruments, use of insurance, and personal debt management. Other topics related to the current financial environment and their impact on personal financial management may be covered.

**FIN 3100. Principles of Risk Management and Insurance** (3).F;S.

An introductory study of the risk management process and the importance of insurance as a method of handling risk. This course is designed to generate an awareness of the nature of risk, its effects on individual and business decisions, and the methods available for treating risk. Course content includes property insurance, auto insurance, life and health insurance, workers compensation and employee benefits. Relationships between risk management and other functional areas of business are also considered.

**FIN 3350. International Business Transactions** (3).F;S.

The mechanics of international trade involving private and public law are the essentials for study. Emphasis is on providing the exporter/importer with legal knowledge to facilitate international trade and its related activities. Basic international agreements for trade will be examined, including GATT and its implications for U.S. importers under American law. Legal problems of multinational corporations, technology transfer, and business ethics are also studied. Prerequisite: LAW 2150 or permission of the instructor.

**FIN 3500. Independent Study** (1–4).F;S.

**FIN 3510. Junior Honors Thesis** (1–3). On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**FIN 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**FIN 3530–3549. Selected Topics** (1–4). On Demand.

**FIN 3600. Personal Insurance (3).F;S.**

Provides a comprehensive examination of the personal risk management and financial planning uses of personal property and liability insurance, and life and health insurance. Discussion includes homeowners policies and other residential insurance coverages, small business needs for property and liability insurance, life insurance, and health insurance. Also considered are retirement planning, estate planning, and business continuation planning. Prerequisite: FIN 3100.

**FIN 3680. Introduction to Finance (3).F;S.**

An introduction to the field of finance in the private sector. The student is introduced to financial management in the business firm to the principles of investment and valuation, and to financial markets and prices. Prerequisites: ACC 2100, and MAT 1030 or MAT 1110.

**FIN 3690. Financial Management (3).F;S.**

Study of financial functions of a business enterprise conducted from the standpoint of the financial manager. Emphasis on analysis, planning, and control; working capital management; capital budgeting; long-term financing; financial structure and valuation; and required return. Prerequisite: FIN 3680.

**FIN 3700. Employee Benefits (3).S.**

A comprehensive analysis of employee benefits from management, insurance, and public policy viewpoints. The design and financing aspects of benefits, ranging from health care to dependent care to pensions are examined in meeting the needs of a diverse workforce.

**FIN 3720. Group Benefits Management (3). F.**

This course examines a wide variety of employee welfare benefits including: dependent care and family leave benefits; work/life benefits-such as financial planning, adoption assistance, legal services, and education assistance; and vacation and other time-off benefits. Material explores the important topic of flexible benefit plans and flexible spending accounts, and the course then covers various functions associated with welfare plans such as administration, communication and taxation.

**FIN 3730. Health Plan Design and Management (3). S.**

The purpose of the course is to provide a theoretical basis for understanding the practical issues in health plan design, management and administration. The course is designed to provide a framework for thinking about health care costs and financing in a comprehensive way that engenders well-managed group benefit programs, as well as providing a theoretical basis for understanding the practical issues in health plan design, management and administration. The material includes an overview of the structure, conduct and performance of the U.S. health care industry and alternative health care funding arrangements. The course also explores current and developing issues of relevance to health care financing.

**FIN 3780. Estate Planning (3). On Demand.**

This course covers the basic concepts and constraints of estate and gift tax planning as the primary method of orderly and intentional wealth transfer. Students will be exposed to the major strategies employed by practitioners when developing estate plans. Topics covered include wills, trusts, estates, risk management, insurance, retirement planning, and taxation. Prerequisites: FIN 3100 and FIN 3680.

**FIN 3790. Banking and Financial Markets (3).F;S.**

A study of the theory and practice of the flow of funds from savers to borrowers through the financial markets. It includes the study of banks and other financial institutions through which funds flow, and of the financial instruments such as stocks, bonds, T-bills, etc. used in the transfer of funds from savers to borrowers. The focus is on the supply and demand for short-term and long-term funds in the financial markets, the resulting yields, and the overall effects of financial market conditions on the functioning of the economy. Prerequisite: FIN 3680.

**FIN 3850. Real Estate Principles and Practices (3).;S.**

A comprehensive introduction to real estate, with emphasis on finance, investment, law, appraisal, brokerage, and property management applications.

**FIN 3880. Retirement and Employee Benefit Planning (3). On Demand.**

This course covers the concepts involved in developing retirement and employee benefit plans from both the employer and employee perspectives. Participants will study the legislation that impacts plan design and the tax advantages and disadvantages of various qualified and non-qualified plans including IRAs and pension and profit sharing plans. Federal Social Security, Medicare, and business applications will also be addressed. Prerequisite: FIN 3100. Corequisite: FIN 3890.

**FIN 3890. Survey of Investments (3).F;S.**

A survey of investment instruments and investment goals. The course provides an overview of basic techniques used to analyze, evaluate, and manage investments. Investment instruments examined include money market instruments, common stocks, bonds,

options, futures, and investment companies. Prerequisite: FIN 3680.

**FIN 3900. Internship (3-9).SS.**

Work experience in business. Nine semester hours of credit are granted for a minimum 600 hour internship. Six semester hours are granted for a minimum 400 hour internship. Three semester hours are granted for a minimum 200 hour internship. Minimum hours must be fulfilled during no more than a 15 week period. Credits are generally given during the summer only. Prerequisite: admission to the Walker College of Business and permission of the departmental chair. Graded on an S/U basis.

**FIN 4500. Independent Study (1-4).F;S.**

**FIN 4510. Senior Honors Thesis (1-3). On Demand.**

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**FIN 4530-4549. Selected Topics (1-4). On Demand.**

**FIN 4580. Financial Planning (3). On Demand.**

This course provides a comprehensive examination of the financial planning process that is necessary to reach individuals' goals relating to retirement planning, college planning and estate planning. Students will be given an opportunity to explore how insurance products and investments are utilized to meet long-term goals. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, FIN 3780, and FIN 3880.

**FIN 4600. Commercial Insurance (3).F;S.**

Provides a comprehensive examination of commercial property and liability insurance including commercial property and commercial liability risk management; the legal environment of property and liability insurance; and property and liability insurance function, practices and issues. Prerequisite: FIN 3100 and a minimum grade of "C" in any Writing in the Discipline (WID) Course.

**FIN 4610. Commercial Bank Management (3).F;S.**

A study of the management decisions needed in order to successfully operate a commercial bank as a part of the financial services industry. The competitive structure of the industry and problems of banks and other financial institutions are considered. Emphasis is given to asset/liability management. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, FIN 3690, and either FIN 3790 or ECO 3070.

**FIN 4620. Investment Management I (3).F.**

An introduction to security analysis and investment management. Topics covered include using investment information resources, evaluation of overall economic and market conditions, and stock selection and evaluation methods. Particular emphasis is placed on the practical application of stock valuation techniques and other security analysis tools. Detailed stock analysis projects are completed and presented. Students receive hands-on investment experience through the management of the Elbert V. Bowden Student Managed Investment Fund. Students taking this course MUST also take FIN 4622 (Investment Management II) and will not receive a grade in this course until FIN 4622 is completed. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and permission of the instructor. Corequisites: FIN 3690 and FIN 3890.

**FIN 4622. Investment Management II (3).S.**

A continuation of the study of security analysis and investment management. More advanced topics and techniques are covered, including portfolio theory, asset allocation, market efficiency, and portfolio risk/return measurement and evaluation. Additional stock analysis projects are completed and presented. An annual report for the Elbert V. Bowden Student Managed Investment Fund must be prepared and presented. Students receive hands-on investment experience through the management of the Student Managed Investment Fund. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and FIN 4620.

**FIN 4660. Advanced Financial Management (3).F;S.**

A continuation of the study of corporate finance, begun in FIN 3690. Emphasis on applied financial analysis and financial decision making. More advanced topics and techniques are covered. Course coverage includes financial statement analysis, analysis of risk and return and working capital management. Computer applications are required. Prerequisites: FIN 3690 and a minimum grade of "C" in any Writing in the Discipline (WID) course.

**FIN 4700. Insurance Operations (3).F.**

In-depth study of essential operations of insurance companies and agencies, focusing on product development, marketing, actuarial, underwriting, claims and financial activities. The course will examine business strategies and global operations of insurers and the regulatory environment in which they operate. The course will also examine the organizational, sales and financial management of

insurance agencies. Prerequisite: FIN 3100 and a minimum grade of "C" in any Writing in the Discipline (WID) course.

**FIN 4710. Issues in Bank Management (3).** On Demand.

This course focuses on the real world, day-to-day operation of commercial banks and the rapidly changing legal, regulatory, and competitive environment in the banking/financial services industry. Important topics covered include commercial and consumer lending, trust functions and services, mergers and acquisitions, funds management and investments, international banking activities, and others. Students are required to do a research project involving interviews with bankers, and focusing on a current topic of interest to bankers. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, FIN 4610, and permission of the instructor.

**FIN 4750. International Business Finance (3).**F;S.

A study of international markets and the financial operations that take place in those markets. The financial aspects and operations of multinational corporations are highlighted. Key topics covered include exchange rate behavior and risk management, financing of international trade and operations, and international capital budgeting. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and FIN 3680. (Global Learning Opportunity course)

**FIN 4770. Derivatives and Financial Risk Management (3).**F;S.

This course provides a theoretical and practical analysis of the following derivative instruments: forwards, futures, options, options on futures, and swaps. Topics include speculative and hedging strategies, with additional emphasis placed on arbitrage pricing and the mathematics of security valuation. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and FIN 3890.

**FIN 4800. International Insurance Markets (3).**S.

This course is designed to expose students to the placement of insurance on an international level. Students will travel to London, which is the home to many of the world's leading insurers and reinsurers. The 3-hour course will be offered during the spring semester and students will travel to London over spring break. The course involves an analysis of the mechanisms employed to transfer risk from main street USA exposures to ultimate risk bearers around the world. Students will also learn about the regulatory environments involved in the process. While in London, students will meet with Lloyds of London brokers and underwriters, spend a day on the underwriting floor at Lloyds, learn about wholesale and reinsurance brokering, and attend short seminars at various insurance intermediaries. Students will also have a short time to visit historic and cultural sites during the week. Prerequisite: FIN 3100 and a minimum grade of "C" in any Writing in the Discipline (WID) course. (Global Learning Opportunity course)

**FIN 4810. Seminar (1-3).** On Demand.

**FIN 4950. Enterprise Risk and Insurance Management (3).**F;S.

This course examines how corporations approach the problem of dealing with risks in today's complex marketplace. Emphasis is given to the economic impact of risk on the firm, concentrating on minimizing the cost of risk regardless of the source. Consideration is given to the various sources of risk classifications including hazard risk, operational risk, strategic risk, and financial risk. Alternative methods of dealing with, managing, and financing risk are considered. Methods include loss prevention, risk retention, insurance purchasing, and risk financing techniques available through the capital markets. We also discuss today's global marketplace and the risks faced by multinational firms. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and FIN 3100. Prerequisite or Co-requisite: FIN 4600

## LAW (LAW)

**LAW 2150. Legal Environment of Business (3).**F;S.

An introduction to the legal environment in which business must operate. Selected areas of the law are investigated as well as the historical, political, cultural, ethical and technical context in which law exists and operates. Ethical issues are integrated throughout the course. Current legal topics that impact business are analyzed and discussed.

**LAW 3910. Business Law I (3).** On Demand.

A study of selected areas of the law that affect the commercial community. Includes the law of contracts, sales, commercial paper, agency and other legal topic areas. Common law concepts are investigated as well as the impact of the Uniform Commercial Code on commercial transactions. The course is designed to give students an awareness of legal problems that may exist in commercial transactions, and to develop the analytical skills necessary to recognize and seek assistance for such problems. Prerequisite: LAW 2150 or equivalent.

**LAW 3930. Hospitality Law (3).** On Demand.

Laws applicable to ownership and operation of hotels, restaurants and resorts. Consideration of contracts, real property, ownership forms, torts, liabilities, duties and administrative agency regulations. Prerequisites: HOS 2000.

**LAW 3960. Insurance Law** (3). On Demand.

A study of the legal issues that affect licensing, regulation, sales and claims in the insurance industry. Common law and statutory schemes are investigated as well as the ethical responsibility of all involved parties. This course is designed for insurance majors that seek an in-depth understanding into the legal framework of the insurance process. Prerequisite: LAW 2150.



## Department of Management (MGT/HOS/ENT)

Degree Programs in Management and Hospitality and Tourism Management

*Jacqueline Z. Bergman, Chair*

*Stella E. Anderson*

*Robin T. Byerly*

*J. Dana Clark*

*Betty S. Coffey*

*Joseph P. Daly*

*Heather Dixon-Fowler*

*J. Kemp Ellington*

*Jeremy B. Fox*

*Scott D. Hayward*

*Dan K. Hsu*

*Carol S. Kline*

*Mark O. Lewis*

*Martin B. Meznar, Associate Dean*

*Jesse D. Pipes*

*Richard W. Pouder*

*Benjamin C. Powell*

*Rachel S. Shinnar*

*Alan E. Singer*

*Peter D. Villanova*

*James W. Westerman*

*Brian G. Whitaker*

The objective of the Department of Management is to develop responsible and successful leaders of organizations by providing quality undergraduate and graduate education.

### **The Bachelor of Science in Business Administration degree in Management (355A/52.0201)**

The program of study is available at: [www.programsofstudy.appstate.edu/management-bsba-355a-2015-2016](http://www.programsofstudy.appstate.edu/management-bsba-355a-2015-2016)

### **Undergraduate Minor in Advanced Entrepreneurship (346/52.0701) (for business majors only)**

Students majoring in the Walker College of Business may earn an Advanced Entrepreneurship minor (18 semester hours).

The program of study is available at: [www.programsofstudy.appstate.edu/advanced-entrepreneurship-minor-346-2015-2016](http://www.programsofstudy.appstate.edu/advanced-entrepreneurship-minor-346-2015-2016)

### **Undergraduate Minor in Entrepreneurial Studies (347/52.0701) (for non-business majors only)**

Students not majoring in the Walker College of Business may earn an Entrepreneurship minor (15 semester hours).

The program of study is available at: [www.programsofstudy.appstate.edu/entrepreneurial-studies-minor-347-2015-2016](http://www.programsofstudy.appstate.edu/entrepreneurial-studies-minor-347-2015-2016)

### **Undergraduate Minor in Human Resource Management (348/52.1001) (for business and non-business majors)**

The undergraduate minor in Human Resource Management (18 semester hours) is available to both business and non-business majors. The minor provides a curriculum in the foundations of Human Resource Management. The main goal of Human Resource Management is to improve an organization's effectiveness by instituting sound personnel practices and policies that will provide a safe, fair, and ethical environment for an organization's employees.

The program of study is available at: [www.programsofstudy.appstate.edu/human-resource-management-minor-348-2015-2016](http://www.programsofstudy.appstate.edu/human-resource-management-minor-348-2015-2016)

Students not admitted to the College of Business may take, at most, five business courses at the 3000 or 4000 level (unless more is required by a business minor or non-business major). Students must meet all eligibility requirements to take 3000-4000 level business courses. A minimum GPA of 2.0 (overall) is required for the courses included in the Human Resource Management minor.

### **Undergraduate Minor in Sustainable Business (349/52.0201) (for business and non-business majors)**

The undergraduate minor in Sustainable Business (18 semester hours) is available to both business and non-business majors. The minor provides an interdisciplinary curriculum in sustainable business foundations, theory, and applications. The implementation of sustainable business concepts helps organizations achieve their goals by ensuring that their business practices are economically, socially, and environmentally viable. This minor provides students with a comprehensive understanding of sustainable business and the tools to create new opportunities for sustainable business value creation.

The program of study is available at: [www.programsofstudy.appstate.edu/sustainable-business-minor-349-2015-2016](http://www.programsofstudy.appstate.edu/sustainable-business-minor-349-2015-2016)

Students not admitted to the College of Business may take, at most, five business courses at the 3000 or 4000 level (unless more is required by a business minor or non-business major). Students must meet all eligibility requirements to take 3000-4000 level business courses. A minimum GPA of 2.0 (overall) is required for the courses included in the Sustainable Business minor.

### **Courses of Instruction in Management (MGT)**

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS COURSES:** Open Enrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. Other students, including business majors not yet admitted to the College of Business, may take a maximum of five business courses at the 3000/4000 level (unless more are required by a non-business major, a required concentration, or a required minor).

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 60 earned

hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57 hours; and 2) 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non business majors must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

## MANAGEMENT (MGT)

**MGT 1530–1549. Selected Topics** (1–4).On Demand.

**MGT 2500. Independent Study** (1–4).F;S.

**MGT 2530–2549. Selected Topics** (1–4).On Demand.

**MGT 3010. Survey of Management** (3).F;S. This course is not open to business majors for credit.

An introduction to traditional and contemporary functions and concerns of management, including the history of management; planning, organizing, and controlling; decision-making fundamentals; information systems; motivation, communication, and leadership; international management; and social responsibilities of management.

**MGT 3170. Creativity and Design** (3). F;S.

This course focuses on enhancing individual creativity before engaging in the group process of design thinking. Design thinking is an iterative problem-solving process of discovery, ideation, and implementation that utilizes numerous design-based techniques to gain insight into core drivers of human behavior. Once such awareness is developed it becomes a foundation from which innovative solutions for virtually any type of organizational or business challenge are developed. At the heart of this approach is a deep sensitivity to the needs of people, so that innovations that result from the process are meaningfully used, and lead to positive desired outcomes for individuals, organizations, and society. The course concludes with exploration into organizational factors that impact creativity, as well as individual level strategies that can enable people to be more productive in creative contexts.

**MGT 3300. Sustainable Business-Theory and Practice** (3).F;S.

The course provides a comprehensive exploration of business sustainability issues. Environmental and social concerns are converging to alter business strategies and practices, leading to new opportunities to create value for all of an organization's stakeholders. Using lecture, case analysis, site visits, and guest speakers, students will learn about sustainable business practices that are both local and national in scope.

**MGT 3400. Change Management** (3).S.

In competitive business environments, where external forces are interconnected and continuously changing, organizations must often adjust their strategies to align with the needs of a changing world. Yet, the human side of organizations often inhibits the successful realization of strategic organizational initiatives. Managing in times of complexity requires that managers have an understanding of individual and organizational tendencies towards change to effectively lead change initiatives in a systematic way. Through multiple modes of learning (lecture, case analysis, applied projects, group discussion, and individual reflection), this course helps students develop change management skills to enhance their influence in their current and future organizations.

**MGT 3500. Independent Study** (1–4).F;S.

**MGT 3510. Junior Honors Thesis** (1-3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**MGT 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process of the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**MGT 3530–3549. Selected Topics** (1–4).On Demand.

**MGT 3620. Human Resource Management (3).F;S.**

A study of basic personnel policies, practices, objectives, functions and the organization of personnel programs. Emphasis is placed on recruiting, selection, placement, training and development, employee evaluation, compensation, accident prevention, and union management relations in a modern business corporation.

**MGT 3630. Introduction to Organizational Behavior (3).F;S.**

A study of individual and small group behavior in a work setting with focus on how this knowledge is reflected in current management theories. Emphasis is placed on understanding why employees behave the way they do and how to use this understanding to either maintain or change this behavior. Management majors are encouraged to take this course before or concurrently with MGT 3620.

**MGT 3660. Negotiation and Conflict Resolution (3).F.**

A study of negotiation in a variety of settings that business and professional people are likely to encounter. Negotiation is both a science and an art. Students will have the opportunity to learn about the science of negotiation through readings, lectures, and discussions; and will practice the art of negotiation through a variety of exercises or dynamic cases. The course is designed to complement the diagnostic and technical skills that students typically learn in other courses. While managers need analytical skills to determine the optimal solutions to problems, negotiation skills are often necessary to see those solutions implemented.

**MGT 3670. International Human Resource Management (3).S.**

A study of human resource management with emphasis on the global economy. Topics will include human resource practices of multinational firms involved in international strategic alliances, joint ventures, and cross-border mergers and acquisitions. Attention will be given to managing expatriate assignments in terms of selection, preparation, retention, and inter-cultural adjustment. Additional topics will include managing host country nationals on their own soil and immigrant workers on U.S. domestic soil. (Global Learning Opportunity course)

**MGT 3800. International Management (3).F;S.**

International management studies management as practiced in different nations and cultures. The influences of differences in the political, economic, social, legal, and technological environments on the management functions (planning, organizing, motivating, and controlling) and management effectiveness are examined. The requirements and problems of adapting the American approach to management in foreign cultures, and conversely, adapting foreign approaches to American business will be basic to the course. Also included will be an investigation of management practices world-wide as well as an examination of current issues and special topics. Prerequisite: MGT 3010 or MGT 3630. (Global Learning Opportunity course)

**MGT 3900. Internship (6).SS.**

A full-time work experience for ten weeks (400 hours) to provide an in-depth practical experience that is related to the student's management concentration. An internship may be completed during the summer term between the junior and senior years of study. Prerequisites: admission to the Walker College of Business and permission of the department faculty advisor and COB internship coordinator. Graded on an S/U basis.

**MGT 4500. Independent Study (1-4).F;S.****MGT 4510. Senior Honors Thesis (1-3).On Demand.**

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**MGT 4530-4549. Selected Topics (1-4).On Demand.****MGT 4570. Compensation (3).F.**

This course presents practical tools, methods, and a systems perspective to help advance students' understanding of human resource management. The course covers compensation, benefits and related human resource functions such as performance appraisal, job analysis and selection practices. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and MGT 3620. [Dual-listed with MGT 5570.] Dual-listed courses require senior standing.

**MGT 4630. Labor Relations (3).S.**

A study of labor-management relations with emphasis on management's relations with organized labor. Lecture, discussion and cases are used to study the reasons employees join unions, the laws that apply, and the process of working out a labor contract after it is negotiated. Prerequisite: a minimum grade of "C" in any Writing in the Discipline (WID) course. [Dual-listed with MGT 5630.] Dual-listed courses require senior standing.

## **MGT 4640. Integrative Cases in Human Resource Management (3).F;S.**

The course is intended as the senior level integrative course in the Human Resource Management concentration under the B.S.B.A. degree in Management. It is designed to expose those enrolled to the "big picture," the intersection of human resource management, business policy, and competitive strategy. It is about human resource management from a strategic perspective. The goal will be to introduce young professionals to the core competency areas that will be needed to be successful managers of human capital, whether within the human resource function, some support area, or as a line manager. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and MGT 3620.

## **MGT 4700. Contemporary Issues in Management and Leadership (3).F;S.**

This course is designed to explore theories and practical applications of management and leadership in organizational settings. The major emphasis is on building the managerial and leadership skills necessary to diagnose and provide remedies for organizational level problems. Subjects covered include: management, leadership, strategic vision, organizational culture and values, motivation and empowerment, teams, leading diversity, and leading organizational change. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and MGT 3630 or MGT 3010. [Dual-listed with MGT 5700.] Dual-listed courses require senior standing.

## **MGT 4750. Strategic Management (3).F;S.**

Integrates and draws upon knowledge gained in the core business disciplines to develop a holistic perspective of organizations competing in dynamic domestic and global environments. The course engages students in understanding how organizations identify and create new opportunities to sustain a competitive advantage. Emphasis is placed on acquiring and demonstrating analytical skills needed to implement successful strategies. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, all College of Business core courses, and final semester senior standing. (This course may not be taken on an individual study basis.)

## **MGT 4770. Business Ethics (3).F;S.**

A study of the economic, political, social and legal environments within which business processes take place and how such environments affect the decisions that businesses and managers make. Prerequisite: a minimum grade of "C" in any Writing in the Discipline (WID) course. [Dual-listed with MGT 5770.] Dual-listed courses require senior standing.

## **MGT 4810. Seminar (1-3). On Demand.**

## ENTREPRENEURSHIP (ENT)

### **ENT 3060. Opportunity and Entrepreneurship (3).F;S.**

This course introduces students to the entrepreneurial process and its two components: opportunity recognition and opportunity exploitation. It provides training in recognizing, shaping, and presenting opportunities. It surveys knowledge from all major business disciplines that is particularly relevant to the entrepreneurial process. Students with a background in business learn how to apply their knowledge in entrepreneurial contexts. Non-business students learn business fundamentals relevant in entrepreneurial contexts and how to apply them.

### **ENT 3190. International Entrepreneurship (3).F.**

A study of the complexity added when the opportunities recognized and exploited by entrepreneurs span national boundaries. Students will learn tools and concepts that are broadly applicable to identify, shape, and present entrepreneurial opportunities in different national contexts. Topics include international entrepreneurship as it relates to mode of entry, trade and the global environment, culture, legal, international financial and marketing considerations, and different business practices outside the domestic market. Prerequisite: ENT 3060 or permission of the instructor. (Global Learning Opportunity course)

### **ENT 3520. Instructional Assistance (1).F;S.**

A supervised experience in the instructional process of the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

### **ENT 3530-3549. Selected Topics (1-4).On Demand.**

### **ENT 3600. Entrepreneurship Study Abroad (3-6).On Demand.**

This course provides students with the opportunity to study entrepreneurship, small business practices, and innovation abroad. Students may be required to attend pre-travel seminars during the semester. May be repeated for a total credit of six semester hours.

### **ENT 3650. Social Entrepreneurship (3).S.**

A study of the opportunities and challenges of using entrepreneurship skills to craft innovative responses to social problems. This course offers a survey of the field of social entrepreneurship, including an exploration of the players and business structures used by social entrepreneurs, and the mechanics, tensions, and realities of starting and/or managing a social enterprise.

### **ENT 3900. Internship (6).SS.**

A full-time work experience for ten weeks (400 hours) to provide an in-depth practical experience that is related to the student's

studies in entrepreneurship. An internship may be completed during the summer term between the junior and senior years of study. Prerequisites: admission to the Walker College of Business and permission of the department faculty advisor and COB internship coordinator. Graded on an S/U basis.

### **ENT 4530-4549. Selected Topics (1-4).On Demand.**

### **ENT 4500. Independent Study (1-4).F;S.**

### **ENT 4650. Venture Creation (3).F;S.**

This course focuses on opportunity exploitation in the entrepreneurial process. The emphasis in the course is on the dominant mode of opportunity exploitation which is venture creation. The course helps students develop the knowledge and skills needed to start a business that targets a new business opportunity. It is intended to be a capstone experience for students interested in entrepreneurship. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ENT 3060, MKT 3050, and FIN 3680.

### **ENT 4680. Entrepreneurship Practicum (3).On Demand.**

Engaging in an entrepreneurship practicum enables students who have developed an entrepreneurial skill set to apply the skills in one of two contexts. The student may either work on an entrepreneurial project for an existing organization or start a business for which a business plan has been developed. The entrepreneurial project must be pre-approved by the instructor and supervised by the instructor. Prerequisite: a minimum grade of "C" in any Writing in the Discipline (WID) course, and ENT 3060.

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## Hospitality and Tourism Management (HOS)

*J. Dana Clark, Director*

### **The Bachelor of Science in Business Administration degree in Hospitality and Tourism Management (371A/52.0901)**

The program of study is available at: [www.programsofstudy.appstate.edu/hospitality-and-tourism-management-bsba-371a-2015-2016](http://www.programsofstudy.appstate.edu/hospitality-and-tourism-management-bsba-371a-2015-2016)

### **Courses of Instruction in Hospitality Management (HOS)**

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS COURSES:** Open Enrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. Other students, including business majors not yet admitted to the College of Business, may take a maximum of five business courses at the 3000/4000 level (unless more are required by a non-business major, a required concentration, or a required minor).

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 60 earned hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57 hours; and 2) 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non business majors must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

### HOSPITALITY MANAGEMENT (HOS)

### **HOS 1530-1549. Selected Topics (1-4).On Demand.**

### **HOS 2000. Survey of the Hospitality and Tourism Industry (3).F;S.**

A survey of the history, trends, organizational structure, and economic impact of the hospitality and tourism industry on the national economy. Some study of the problems originating in the operation and management of various segments of the hospitality industry will be introduced.

**HOS 2530–2549. Selected Topics** (1–4).On Demand.

**HOS 3500. Independent Study** (1–3).F;S.

**HOS 3510. Junior Honors Thesis** (1–3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**HOS 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**HOS 3530–3549. Selected Topics** (1–4).On Demand.

**HOS 3700. Hospitality Management Operations I** (3).F;S.

This course involves the concepts and applications of management in food and beverage operations in various types of hospitality firms. Topics such as menu development, beverage management, catering, service, sanitation, foodservice design, and cost controls will be presented. Management approaches will be developed to provide quality products and services. Prerequisite: HOS 2000.

**HOS 3800. Hospitality Management Operations II** (3).F;S.

This course is designed to provide the student with knowledge of lodging operations, which include hotels, cruise ships, and resorts. Lodging operations will be analyzed from a systems perspective, with particular focus on operational standards, and technology. Case studies will be presented to illustrate issues and problems of operations and functional areas of properties such as marketing, rooms division, engineering, accounting, computer applications, and guest security. Prerequisite: HOS 2000.

**HOS 3900. Hospitality Management Internship** (6).SS.

A structured learning experience in a service corporation, designed to prepare the student intern for a professional management career. Ten weeks full-time employment (400 hours) are required. No additional courses may be scheduled while completing an internship. Should be taken during the summer term between the junior and senior years and not during the final semester term of study. Students desiring to take internships must obtain approval in advance from the faculty advisor. A research or topical paper related to the company will be required. Each student will be evaluated on her/his completion of goals previously set by the student, faculty advisor, and company field supervisor. Prerequisites: HOS 2000 and permission of faculty advisors, and a minimum of 9 hours completed in the major. Graded on an S/U basis.

**HOS 4040. Destination Management** (3).S.

The course will introduce the various issues associated with the management of a convention visitors bureau (CVB). The course will analyze the mission, structure, and business activities of organizations that develop and promote a complex tourism destination. This includes the management functions of membership services, visitor services, financial and marketing concerns, research activities, and the strategic planning and evaluation of these efforts. Topics covered will include developing the following consumer segments; meetings/conventions, pleasure/tours, and festivals/special events. Students will be required to give two class presentations during the semester on the above topics. Prerequisite: a minimum grade of "C" in any Writing in the Discipline (WID) course.

**HOS 4050. Meeting & Convention Management** (3).F.

A course dealing with the many issues impacting the management of large convention and exposition centers. The course is taught from an organizational marketing base. Topics include meeting site selection, program planning and budgeting, legal issues and insurance problems, housing, food and beverage arrangements, transportation, exposition management, and audio-visual services. Prerequisite: a minimum grade of "C" in any Writing in the Discipline (WID) course.

**HOS 4500. Independent Study** (1–4).F;S.

**HOS 4510. Senior Honors Thesis** (1–3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**HOS 4530–4549. Selected Topics** (1–4).On Demand.



## Department of Marketing (MKT)

*Unal O. Boya, Chair*

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*Barbara R. Michel  
G. David Shows  
James E. Stoddard*

The objective of the Department of Marketing is to develop responsible and successful business leaders by providing undergraduate and graduate education in the field of marketing.

### The Bachelor of Science in Business Administration degree in Marketing (352A/52.1401)

The program of study is available at: [www.programsofstudy.appstate.edu/marketing-bsba-352a-2015-2016](http://www.programsofstudy.appstate.edu/marketing-bsba-352a-2015-2016)

### Undergraduate Minor in Marketing (352/52.1401) (for non-business majors only)

A minor in Marketing for non-business majors may be obtained by completing 18 semester hours of requirements.

The program of study is available at: [www.programsofstudy.appstate.edu/marketing-minor-352-2015-2016](http://www.programsofstudy.appstate.edu/marketing-minor-352-2015-2016)

### Courses of Instruction in Marketing (MKT)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of Course Prefixes.)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS COURSES:** Open Enrollment in 3000/4000 level courses in the Walker College of Business is limited to business majors admitted to the College of Business. Other students, including business majors not yet admitted to the College of Business, may take a maximum of five business courses at the 3000/4000 level (unless more are required by a non-business major, a required concentration, or a required minor).

Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 1) 60 earned hours for 3000 level business courses with the exception of FIN 3680, MGT 3630, MKT 3050, and POM 3650, which require only 57 hours; and 2) 90 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

Business majors are encouraged to complete all admission requirements by the beginning of the junior year. Students who are not admitted to the College of Business will not be allowed to early register for more than five 3000/4000 level business classes, even if they anticipate they will be admitted to the College of Business by the beginning of the next semester. Non business majors must get a permit from the College of Business Undergraduate Advising Office to register for any required 3000/4000 level business course in excess of the five allowed.

### MARKETING (MKT)

**MKT 1530–1549. Selected Topics** (1–4).On Demand.

**MKT 2500. Independent Study** (1–4).F;S.

**MKT 2530–2549. Selected Topics** (1–4).On Demand.

**MKT 3050. Principles of Marketing** (3).F;S.

An introductory study of the marketing process in advanced market economies. Consideration of psychological theories and determinants of buyer behavior. A background in the elements of the marketing mix; the product distribution structure, the price system, and promotional activities. Survey of marketing in special fields. Planning and evaluating the marketing effort. Using computers to analyze marketing data; quantitative aspects of the marketing function. Prerequisite: ECO 2030.

**MKT 3052. Professional Selling** (3).F;S.

Focus is on the development of selling skills, from prospecting for new customers to making a sales presentation, closing the sale and following up, as well as the development of an understanding of the economic and psychological buying motivations affecting the sales of industrial and consumer goods and services. The course will also include the application of a sales force automation software to facilitate the selling process, and to increase retention of existing customers. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).



**MKT 3210. Retail Management** (3).F;S.On Demand.

Focus is on operational problems, retail store organization, location analysis, buying, selling, sales promotion, service, and merchandise handling. Case analysis of managerial problems in retailing establishments. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3220. Sales Management** (3).F;S.

Management of sales force. Quantitative techniques and behavioral research applied to planning, organizing, directing, and controlling field sales effort. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3230. Business-to-Business Marketing** (3).F;S.On Demand.

A study of the distinguishing features of the business marketing environment including the major types of customers, the nature of the procurement function, and forces that drive buying decisions in organizations. Other topics include customer relationship management strategies for business markets, E-commerce strategies for business markets, supply chain management and global business marketing strategies. In addition, techniques for assessing business market opportunities, market segmentation, demand analysis and sales forecasting will be reviewed. Also included will be the planning, implementation and control of the business marketing function. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3240. Integrated Marketing Communications** (3).F;S.

Intensive investigation of the field of advertising to include a review of the history and the economics of advertising, research, copy, layout, production, budgeting, and advertising organization. Theory and application are stressed. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3260. Managing Distribution Channels** (3).F;S.

The study of distribution as a strategic tool in the marketing mix. The course focuses on the relationship dimensions of channel structure, evaluation and selection of channel participants, behavioral processes, design challenges, functions of leadership, formulation of channel roles, marketing logistics and electronic channels. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3500. Independent Study** (1-4).F;S.

**MKT 3510. Junior Honors Thesis** (1-3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**MKT 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**MKT 3530-3549. Selected Topics** (1-4).On Demand.

Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3900. Internship** (6).SS.

A full-time work experience in business normally done in the summer. Six semester hours are granted. Prerequisite: admission to a degree granting college; MKT 3050 with a minimum grade of "C" (2.0), and permission of the departmental chair and the internship coordinator. Graded on an S/U basis.

**MKT 4100. Marketing Management** (3).F;S.On Demand.

An integrated course in marketing, systematically oriented with emphasis on the marketing mix, the formulation of competitive strategies, and special attention to market analysis, marketing information, and sales forecasting. Case analysis is stressed. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and MKT 3050 with a minimum grade of "C" (2.0).

**MKT 4500. Independent Study** (1-4).F;S.

**MKT 4510. Senior Honors Thesis** (1-3).On Demand.

Independent study and research project directed by a departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the student's junior and senior years and includes a formal presentation to the college faculty. May be repeated for a total credit of three semester hours.

**MKT 4530-4549. Selected Topics** (1-4).On Demand.

**MKT 4550. International Marketing** (3).F;S.

An analysis of cultural, legal, political, and economic factors affecting marketing in world markets. Emphasis is placed upon the differences in life styles, beliefs, attitudes, behaviors, and their influence upon the marketing decisions of the foreign firm. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and MKT 3050 with a minimum grade of "C" (2.0). (Global Learning Opportunity course)

**MKT 4610. Consumer Behavior** (3).F;S.

An examination of the psychological, sociological, and economic theories of buyer behavior. This is followed by analysis of the major current and classical empirical research studies designed to test the different theories of buyer behavior. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, and MKT 3050 with a minimum grade of "C" (2.0).

**MKT 4620. Marketing Research** (3).F;S.

Techniques involved in the specification, collection, analysis, and reporting of marketing information. The analysis will include experimental design, analysis of variance, and other univariate and multivariate analyses. Prerequisites: a minimum grade of "C" in any Writing in the Discipline (WID) course, MKT 3050 with a minimum grade of "C" (2.0), ECO 2200, and senior standing. (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**MKT 4810. Seminar** (1–3).On Demand.