

## 2001-03 Undergraduate Catalog

# College of Business Administration

College of Business Administration  
371 Business Administration, 372-2747  
[www.cba.bgsu.edu](http://www.cba.bgsu.edu)

### College administration

#### Office of the Dean

James A. Sullivan, Ph.D., dean, 371  
Business Administration, 372-2747  
Undergraduate Studies in Business, 371  
Business Administration, 372-2747  
Associate dean of undergraduate studies in  
business  
Kristen A. Donaldson, M.B.A., director  
Linda C. Bakkum, M.A., assistant director  
Julie L. Ash, M.Ed., academic adviser

#### Departments

Accounting and Management Information  
Systems, Alan T. Lord, Ph.D., chair,  
332 Business Administration, 372-2767  
Applied Statistics and Operations Research,  
B. Madhu Rao, Ph.D., chair,  
344 Business Administration, 372-2363  
Economics, John H. Hoag, Ph.D., chair,  
3002 Business Administration, 372-2646  
Finance, Sung Bae, Ph.D., chair,  
201 Business Administration, 372-2520  
Legal Studies and International Business,  
Donald L. Boren, J.D., chair,  
264 Business Administration, 372-2376  
Management, chair, 3018 Business  
Administration, 372-2946  
Marketing, Susan Petroschius, Ph.D., chair,  
234 Business Administration, 372-2401  
Aerospace Studies, Col. Daniel Hoile, M.A.,  
chair, 164 Memorial Hall, 372-2176  
Military Science, Maj. Richard Laughlin,  
M.P.A., chair, 151 Memorial Hall,  
372-2476

#### Programs

Graduate Studies in Business, James F.  
McFillen, Ph.D., associate dean,  
369 Business Administration, 372-2488  
Health Care Administration, Donald L. Boren,  
J.D., director, 264 Business Administration,  
372-2376  
Hospitality Management, Kenneth Crocker,  
Ph.D., director, 242 Business Administration,  
372-8713  
International Business, Vinod Jain, Ph.D.,  
director, 277 Business Administration,  
372-9649

#### Centers and Institutes

Canadian Studies Center, Mark J. Kasoff,  
Ph.D., director, 253 Business Administration,  
372-2457  
Marketing Institute, 234 Business Administration,  
372-2401  
Supply Chain Management Institute, 3018  
Business Administration, 372-2946

#### Computer and Communication Facilities

Information Services, Inge Klopping, Ph.D.,  
assistant dean, 2005A Business Administration,  
372-2903  
Computer classrooms/labs, 2000 Business  
Administration  
Communications laboratory, 109 Business  
Administration

### Academic mission

The College of Business Administration is a center of learning that nurtures the continuous personal and professional development of all who participate in its academic programs and scholarly endeavors. We are entrusted with a fundamental responsibility by the University and the people of the state of Ohio to educate individuals for professional roles in Business and society. In fulfilling our mission we foster intellectual curiosity, innovative leadership, critical thinking, ethical behavior and an understanding of the cultural implications of managing in a pluralistic society and in an international environment.

### Accreditation

To meet the challenges of the business world the academic programs of the College of Business Administration require high standards of performance. Programs are designed to provide an intellectual challenge to a student who wishes to assume the responsibility for tomorrow's business leadership.

The College of Business Administration is a fully accredited member of the AACSB—the International Association for Management Education. Degrees granted by such accredited colleges are widely recognized by major businesses and graduate schools. Additional AACSB accreditation is held for the accounting program in the college.

### Student recognition

Students of outstanding achievement in business and management may be recognized by Beta Gamma Sigma, the national scholastic honor society. The purposes of Beta Gamma Sigma are to encourage and reward scholarship and accomplishment, to promote the advancement of education in the art and science of business and to foster integrity in the conduct of business operations.

Students are also recognized for their outstanding achievements by the awarding of University, college, department and program honors and scholarships and by inclusion in other honor societies.

### Organization of the college

#### Departments and programs

The College of Business Administration consists of seven departments participating in degree programs:

- Accounting and management information systems
- Applied statistics and operations research
- Economics
- Finance
- Legal studies and international business
- Management
- Marketing

Undergraduate program offices include:

- Health care administration
- Hospitality management
- International business
- Undergraduate studies in business

#### Academic advising

Student advising is offered through college office and faculty advisers. Students are responsible for arranging advising appointments and for meeting all graduation requirements. To facilitate student planning computerized degree audits are available to all students each year, indicating progress toward graduation requirements. The college's Web site, [www.cba.bgsu.edu](http://www.cba.bgsu.edu), provides additional information and advice.

#### College office advisers

Student advising is offered in the college office by Undergraduate Studies in Business. The director, assistant director and academic adviser are available to all College of

Business Administration students, students from other colleges and prospective students. Students who are undecided or specializing in general business in the bachelor of science in business administration are assigned to Undergraduate Studies in Business, but may also seek advising from department and program faculty.

Undergraduate Studies in Business advisers discuss career and educational goals, program requirements and suitable courses. The advisers meet with high school students and students from other colleges and universities who are interested in transferring to the College of Business Administration. Advisers are available for appointments throughout the calendar year (even when classes are not in session). Contact the college office for more information or to make an appointment (371 Business Administration, 372-2747).

#### Faculty advisers

College of Business Administration students who have declared an area of specialization in the bachelor of science in business administration other than general business or have declared the bachelor of science in economics are also assigned a faculty adviser in the student's specialization or in economics. Students meet with faculty advisers to discuss course selections, degree and specialization requirements, careers, internships, job opportunities and student organizations. Faculty advisers also meet with other current and prospective students regarding the College of Business Administration programs and courses.

#### Academic appeals

Business administration students who want to appeal for exceptions to academic requirements, policies or procedures may submit a written appeal to the college's Board of Appeals. For further information contact Undergraduate Studies in Business (371 Business Administration, 372-2747).

For information concerning grade appeals, see p. 10.

#### Students entering the college

##### Pre-business or economics

Students enter the College of Business Administration at the beginning of their first year or as transfer students (see Admissions, p. 27). First-year students and transfer students who are pursuing the bachelor of science in business administration (BSBA) degree enter the college as pre-business students and retain that classification until they are admitted to the BSBA program (see Admission to the BSBA program on p. 76). First-year students and transfer students who are pursuing the bachelor of science in economics enter the college as economics majors.

##### Transfer from other BGSU colleges

Students currently enrolled in other BGSU colleges or in pre-major advising are encouraged to meet with Undergraduate

Studies in Business or faculty advisers for information regarding the college's programs and course scheduling. Students may transfer to the College of Business Administration in the first semester of their initial enrollment at BGSU or at any time thereafter if the student has:

1. A cumulative BGSU grade point average of 2.0 or higher; and
2. Met one of the following:
  - a. Completion of MATH 126, 131 or 134 with a grade of "C" or higher;
  - b. Completion of MATH 120, 128 or 130 with a grade of "C" or higher and current enrollment in MATH 126, 131 or 134;
  - c. Placement and current enrollment in MATH 126, 131 or 134.

To transfer, students should go to the office of their current college to request transfer and then meet with an adviser in Undergraduate Studies in Business.

#### Transfer from other colleges or universities

Students seeking transfer to BGSU and the College of Business Administration should contact the Office of Admissions (see Institutional transfer, p. 29). Prospective transfer students are encouraged to meet with Undergraduate Studies in Business (college office) or faculty advisers for information regarding the college's programs.

Credit by transfer from a four-year, fully accredited institution is accepted for most courses. Credit by transfer from a two-year, fully accredited institution is not accepted for most business courses that are junior or senior level at BGSU. However, transfer students with sufficient background in the subject matter of a course may seek credit by examination or credit through the College Level Examination Program (see Credits by examination, p. 11). These validation options are given at the discretion of the appropriate department and may result in BGSU credit for the course.

#### Degrees and programs

The college and its departments offer 17 undergraduate areas of specialization in the bachelor of science in business administration (BSBA), the bachelor of science in economics, seven minors and several related programs, including a comprehensive graduate program covering the major phases of business activity.

#### Bachelor of Science in Business Administration (BSBA)

Pre-professional core  
Professional core  
Areas of specialization:

- Accounting
- Business pre-law
- Economics
- Finance
- Financial economics
- General business

- Health care administration
- Hospitality management
- Human resource management
- Industrial and labor relations
- Information systems auditing and control
- International business
- Management information systems
- Marketing
- Production and operations management
- Public and institutional administration
- Purchasing and supply chain management

#### Bachelor of Science in Economics

##### Minors

- Applied statistics
- Economics (offered through the College of Arts and Sciences)
- General business
- International business
- Management information systems
- Marketing
- Operations research/management science

#### Special programs

##### CBA Honors Program

The CBA Honors Program provides College of Business Administration students with a grade point average of 3.30 or higher the opportunity to enroll in business courses that provide enriched learning opportunities. The honors sections enroll no more than 30 students and are taught by some of the best faculty in the college. Smaller class sizes permit opportunities to work more directly with the professors, achieve higher order thinking skills, engage in interactive classroom activities, and belong to a cohort of students that are excited by learning.

Members of the CBA honors also have the opportunity to participate in extracurricular activities that further enrich their overall learning experiences. To become a member of CBA honors, students must complete an application in the college office, 371 Business Administration.

To achieve "Graduation with Honors in the College of Business Administration," students must complete the following requirements:

- Cumulative BGSU GPA of 3.50 or higher;
- GPA of 3.30 or higher in all CBA honors courses taken;
- Completion of four CBA honors courses in at least two business disciplines with:
  - at least one course at the 200 level;
  - at least two courses at the 300 or 400 level;
- Completion of at least one culminating experience:
  - BA 405H, 495H or ECON 495H.

Only courses in which grades of "A" or "B" are earned may count toward the required number of courses.

For more information, contact a college adviser or the director of CBA honors, 371 Business Administration, 372-2747.

### Education abroad

The College of Business Administration offers an opportunity to enroll in a five-week summer session at a business school in Nantes, France. Courses are taught in English and carry up to nine credit hours. Special courses in the French language are optional. Contact the International Business Program director (372-2376) and International Programs (372-0309) for additional information.

College of Business Administration students may also participate in a variety of study abroad programs sponsored by the University, other colleges and departments (see Education abroad, p. 15).

### Internships and cooperative education

Opportunities for business administration students to gain practical experience in a work setting are provided through internships and cooperative education (see Cooperative education programs, p. 18). Students in all programs are encouraged to participate and may receive credit if taken in conjunction with an internship course. Students specializing in health care administration and hospitality management must meet internship or cooperative education requirements. For further information contact the department, program or college office.

### Reserve Officers Training Corps

(see p. 20)

Air Force ROTC (Department of Aerospace Studies)

Army ROTC (Department of Military Science)

## Bachelor of Science in Business Administration (BSBA)

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### Overview of the BSBA program

#### Program philosophy

The goal of the undergraduate business administration degree program is to develop broadly educated business professionals. This goal is accomplished through a four-year academic experience involving curricular and co-curricular elements. The program consists of three major components: professional education in business administration, education in the liberal arts and development of a broadly defined set of personal skills. Each component is a necessary part of the educational experience for students, and none can be neglected if the program is to succeed.

The professional component of the program stresses knowledge and skill development necessary for students to function effectively in entry-level jobs and to enjoy productive professional careers. It develops understandings of the "common body of knowledge" as defined by the AACSB—the International Association for Management Education. Consistent with this definition, the background includes study and

understanding of the business functional and tool areas, the economic and legal environment, organizational theory and behavior, and integrative strategy and policy analysis. It also incorporates the worldwide dimension of business administration.

Professional knowledge and skills are developed through a common business core curriculum and areas of specialization designed to meet students' specific professional needs. The core develops a broad understanding of the entire business enterprise and represents the more important element of business majors' professional education component. The specialization supplements the core by allowing students to develop a deeper understanding of a more precisely defined field.

The liberal arts component emphasizes facts, concepts and ideas that are necessary to be a broadly educated person in our society. More importantly, it provides a set of frameworks with which to analyze, comprehend and enjoy these facts, concepts and ideas in a long-term perspective. Consistent with University general education requirements, it contains background and study of the humanities and the arts, the natural sciences, social and behavioral sciences, and cultural diversity in the United States. Beyond that, it develops a sense of ethical considerations and a framework for analyzing social issues.

Personal skills developed through the program are designed to enhance productivity for a long-term career and to permit the individual to engage in lifelong learning. By enabling students to engage in self-initiated independent learning, these skills provide the foundation for a productive career and a satisfying life. These skills include analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving. Of paramount importance in order to manifest these skills is the ability to communicate ideas effectively. Consequently, the program pays particular attention to the development of students' written and oral communication skills.

### Learning Outcomes

Upon completion of the baccalaureate degree, students in the BSBA program are expected to:

- Demonstrate problem-solving, critical-thinking, oral and written communications, and team and leadership skills;
- Apply business tools and concepts in domestic and global contexts;
- Integrate foundational and functional business areas in making decisions;
- Show commitment to ethical values and behavior, continuous learning and professional growth;
- Show understanding and appreciation for cultural, racial and gender differences.

### Curriculum

The curriculum leading to the BSBA degree consists of University, college and specialization requirements that are generally taken in two phases. The first phase, completed principally in the first and second years, consists of liberal arts, general education and pre-professional core courses. These courses provide the foundation for admission to the BSBA program and for the second phase. The professional core and specialization courses are typically completed in the third and fourth years.

### Completion of the BSBA program

A candidate for the bachelor of science in business administration degree must complete the general requirements for graduation listed under Academic Policies and must meet or exceed all of the following:

1. Articulation requirements of the University;
2. University, college and electives requirements listed below;
3. Admission to the BSBA program by earning a grade point average of at least 2.25 in the eight pre-professional core courses;
4. Professional core requirements and specific requirements for an area of specialization;
5. Complete at BGSU at least one-half of the specialization courses and BA 405;
6. Complete with a letter grade all courses that satisfy the mathematics requirement, pre-professional core, professional core and area of specialization.

### General University requirements

#### English

Each student is required to complete ENG 112 and may need to complete 110 and/or 111, depending upon the student's placement.

#### General education

Each student is required to complete the University general education program, including two courses in natural sciences, two courses in social and behavioral sciences, two courses in humanities and arts, one course in United States cultural diversity and one general education elective. For specific requirements and a list of courses that satisfy requirements, see p. 5 or the college office.

### General college requirements

#### Mathematics

Each student is required to complete five to six credit hours in calculus with a grade of "C" or better. A student may select either MATH 126 or 131, or both 134 and 135. MATH 095, 098, 120, 128 or 130 may also be required depending on the student's math placement. Credit for MATH 095 and 098 does not count toward graduation in any University program, including the BSBA program.

### Communications

Each student is required to complete a three-hour communications course, IPC 102.

### Non-business electives

The general requirements component of the BSBA degree must include at least 47 hours of non-business courses, including general education, English, mathematics, communications and additional hours in non-business fields.

Each student is required to complete seven to 14 non-business elective hours, depending upon the credit hours of courses taken to meet general education, English and mathematics requirements.

The use of ECON 202 and/or 203 to satisfy the social and behavioral sciences requirement of general education will increase credit hours in non-business courses. In addition BSBA students who use ECON 200 as one of the two social and behavioral science courses must have three additional hours of non-business courses, taken as non-business electives, free electives or in the area of specialization (this may increase graduation requirements to 125 hours).

Non-business electives must not be courses offered by the College of Business Administration but should be selected in consultation with an academic adviser to broaden or deepen the student's general education. For a list of courses that do not count toward the BSBA degree, see the appropriate check sheet of degree requirements or contact Undergraduate Studies in Business.

### Free electives

Business or non-business courses may be used as free electives to complete the minimum degree requirements of 122 credit hours. The number of credit hours needed is determined by the number of hours taken as University, college or specialization requirements. These electives should be selected in consultation with the student's adviser. Generally a student may take courses in any department of the University to meet this requirement. For a list of courses that do not count toward the BSBA degree, see the appropriate check sheet of degree requirements or contact Undergraduate Studies in Business.

### Pre-professional requirements

#### Pre-professional core

Each student is required to complete the following 24 hours of pre-professional core courses: ACCT 221 and 222; BA 203; ECON 202 and 203; MIS 200 and STAT 211 and 212. Students should complete these courses during the second year. A grade point average of at least 2.25 in these eight courses is required for admission to the BSBA program.

### Admission to the BSBA program

Students who wish to pursue the BSBA degree enter the college as pre-business students and retain that classification until they are admitted to the BSBA program. The BSBA degree will be granted only to those students who achieve BSBA admission and fulfill all degree requirements. BSBA admission requires that credit be earned for the pre-professional core courses (previously listed) with a minimum grade point average of 2.25 in these eight courses.

To encourage success in the BSBA program, pre-business students are expected to achieve BSBA admission before enrolling in 300-level business courses and are not permitted to take 400-level business courses. Those who do not achieve BSBA admission after completion of 60 semester hours applicable to the degree are placed on conditional standing for a maximum of one semester or 15 credit hours to complete the requirements for BSBA admission.

Pre-business students on conditional standing may take 300-level business courses, subject to completion of prerequisites, but may not take 400-level business courses. Students who do not achieve BSBA admission after the conditional semester or who are not making satisfactory progress toward admission may not register for 300- or 400-level business courses until they achieve BSBA admission. In cases of extreme hardship, extension of the conditional semester will be considered through the college appeal process.

Students who do not successfully gain admission to the BSBA program will not be able to complete the BSBA degree or any of its specializations.

### Professional requirements

#### Professional core

Each student is required to complete a common core of professional courses. These courses are BA 390 and 405; ECON 302, 303, 304 or 311; FIN 300; LEGS 301; MGMT 300 and 360; MKT 300 and OR 380.

Since BA 405 is the capstone course for all students in the BSBA program, the following courses must be successfully completed before enrolling in BA 405: MGMT 300 and 360; FIN 300; MKT 300 and OR 380. BSBA admission is an additional prerequisite for BA 405. BA 405 must be taken at BGSU. Transfer credit is not accepted by the College of Business Administration for BA 405.

#### Areas of specialization

Seventeen areas of specialization are available in the BSBA program. Each student must complete the requirements for an area of specialization and should select a specialization in consultation with an academic adviser. A student may choose to complete more than one area of specialization. Undecided students should select one or more areas prior to the fourth year in the BSBA program.

The requirements for areas of specialization are those in effect at the time of the student's admission to the BSBA program. Specific requirements are available in Undergraduate Studies in Business or in department or program offices.

### Suggested four-year schedule

In general, 100-level courses should be taken during the freshman year, 200-level courses during the sophomore year, 300-level courses during the junior year and 400-level courses during the senior year. Following these levels is particularly important for core courses. All prerequisite course requirements must be met prior to enrolling in any course. See the course description for each course. A typical program for a student in the BSBA degree program is as follows:

#### First year (32 hours)

ENG 111 and/or 112 (3-6)

MATH 126 or 131, or 134 and 135 (5-6)

General education courses and/or electives (20-24)

#### Second year (30 hours)

MIS 200 (3)

STAT 211, 212 (6)

ACCT 221, 222 (6)

ECON 202, 203 (6)

BA 203 (3)

General education courses and/or electives (6)

#### Third and fourth years (60 hours)

BA 390 (3)

ECON 302, 303, 304 or 311 (3)

FIN 300 (3)

LEGS 301 (3)

MGMT 300, 360 (6)

MKT 300 (3)

OR 380 (3)

BA 405 (3) (following successful completion of FIN 300; MKT 300; MGMT 300 and 360; OR 380 and BSBA admission)

Area of specialization (15-27)

General education courses and/or electives (6-18)

Although this represents the program for a typical student, students are encouraged to participate in internships, cooperative education and education abroad programs. Areas of specialization have more precise requirements, as shown on the following pages.

### BSBA areas of specialization

#### ◆Accounting

332 Business Administration, 372-2767

#### Overview

The BSBA specialization in accounting is accredited by the AACSB—the International Association for Management Education. The undergraduate curriculum for a specialization in accounting is designed for the student who wants to prepare for a career as a profes-

sional accountant with industry, government or nonprofit organizations or for public accounting practice as a Certified Public Accountant (CPA). Opportunities exist to work in such specialized areas as auditing, financial reporting, cost and managerial accounting, taxation and information systems consulting.

Accountants aid society by providing information that promotes optimal allocation and use of limited resources. Accordingly, one objective of the program is to introduce students to the institutional framework of business and society that accounting serves. Students also are educated about financial and operating decision making; goals, conflicts in goals and constraints on decision-makers, and information needed to support decision making. In general, the program is designed to enhance conceptual and analytical understanding, to provide exercises in communications skills, to foster a work ethic among students and to develop judgment and a mature, professional, ethical attitude.

Few students can predict the future course of their careers. Accordingly, each is expected to become familiar with theory, principles and practices of major branches of the accounting field. The program recognizes the need for adequate training to fulfill entry-level job requirements and to aid in obtaining professional certifications. However, the program's primary emphasis is on education for the student's total career, including future leadership and policy-making roles. Given this total-career emphasis, students are expected to be motivated and well qualified. They may expect upper-level instruction from full-time professors who are regularly involved with course development, practical accounting issues and problems, and current professional and academic research in accounting.

### Certifications

#### **Certified Public Accountant (CPA)**

To qualify as a candidate for the CPA examination in the State of Ohio, one must hold at least a bachelor's degree (not necessarily in accounting or business) and have a minimum of 24 semester hours of accounting. A candidate may count three semester hours of computer-related training within the 24-semester-hour total. A minimum of 150 semester hours of university education is required. Hours taken beyond the bachelor's degree may be taken within the context of a master's program, as an extended undergraduate program or as independent study.

BGSU offers both master of business administration (MBA) and master of accountancy (MAcc) programs that permit students to fulfill the additional educational requirements for the CPA within the context of a graduate degree program. Students may apply for admission to the Graduate College during their senior year and, in some cases, may qualify to begin graduate coursework concurrently with completion of the BSBA

program. Students interested in enrolling in the MAcc program should consult with their faculty adviser. Students interested in the MBA program should consult with the Graduate Studies in Business Office. For additional details on becoming a CPA in Ohio see the Web site for the Accountancy Board of Ohio ([www.state.oh.us/acc/](http://www.state.oh.us/acc/)).

#### **Certified Management Accountant (CMA)**

Students who want to pursue employment opportunities in accounting without acquiring the 150 hours necessary for CPA examination preparation may find the controllership track of the accounting specialization to be an attractive option. In addition to completing five required courses, students in this track will complete ACCT 432 and 439 from the list of elective accounting courses. Professional certification related to this track involves taking the Certified Management Accountant examination. Information about the CMA is available from the Institute of Certified Management Accountants, 10 Pargon Drive, Montvale, NJ 07645, or call (800) 638-4427.

Other certification examinations are sponsored by private agencies. More information about these programs can be obtained from the department office.

#### **General degree requirements**

Students completing the accounting specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program. Students specializing in accounting are not permitted to take ECON 304 as part of the professional core, and those planning to take the CPA examination are advised to take LEGS 401 rather than 301 as part of the professional core.

#### **Admission to the specialization**

Students who plan to obtain the BSBA with an accounting specialization should enroll in the pre-accounting program within the college. To enroll in upper-level accounting classes and gain admission to the specialization, a student must:

1. Complete ACCT 221 and 222 with a grade of "C" or better in each;
2. Complete a minimum of 51 semester hours of University credit;
3. Attain a cumulative grade point average of at least 2.6 including grades from all universities and colleges attended.

#### **Specialization requirements**

A grade of "C" or better must be earned in each course taken for the area of specialization.

#### **Third and fourth years**

ACCT 321, 331, 341, 451, 460

Two courses (6 hours) from: 300- or 400-level ACCT courses (except ACCT 489)

#### **Controllership track**

In addition to completing the five required courses for the accounting specialization listed above, students who chose

the controllership track should complete ACCT 432 and 439 from the list of elective accounting courses.

### ◆**Business Pre-law**

264 Business Administration, 372-2376

#### **Purpose**

The program's intent is to provide the student with a broad foundation in business with a pre-law specialization designed to enhance one's communication skills and critical thinking abilities. Emphasis on writing, research and a legal approach to problem solving provide the framework for the specialization.

This combination of experiences should enrich a student's understanding of the interaction of business, government and society. Such experience would be appropriate for law school candidates or any student seeking a firm foundation in business concepts who does not desire a more narrow area of specialization.

#### **General degree requirements**

Students completing the business pre-law specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

#### **Specialization requirements**

##### **Second year**

ENG 207; A&S 250

##### **Third year**

LEGS 305

##### **Fourth year**

LEGS 410, 490

Three additional hours in LEGS at the 400 level

The following courses are suggested but not required: PHIL 103 as a humanities and arts elective, HIST 205 and/or 206 as social and behavioral sciences electives and HIST 357 and/or 433 as non-business or free electives. Other suggestions for the non-business or free electives may be obtained from the business pre-law adviser.

### ◆**Economics**

3002 Business Administration, 372-2646

#### **Purpose**

The economics specialization is designed for students who want strong analytical and communication skills that will allow them to enter a variety of fields including banking, insurance, entry-level management and a variety of other areas. Students are also well prepared for MBA programs or law school.

#### **General degree requirements**

Students completing the economics specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

**Specialization requirements**

Students selecting an economics specialization within the BSBA degree take 18 additional hours of economics courses. These courses must include both ECON 302 and 303 (one may be counted in the professional core) and one quantitative economics course (ECON 400, 401 or 402). Students are then free to choose any four other 300- or 400-level ECON courses (12 credit hours) to complete the specialization.

All students with an economics specialization must satisfy a written and oral communication requirement in economics. Certification by an economics faculty member that the requirement has been met is required. Details are available in the economics department office.

**◆Finance**

201 Business Administration, 372-2520

**Purpose**

Finance is a discipline dealing with the allocation of funds within an organization and the acquisition of funds to meet its current and future needs. The finance specialization is designed for students who are interested in financial management as it relates to both financial and non-financial firms. Areas of emphasis included within the finance specialization are business financial analysis and management, investment analysis and management, financial markets and institutions management, risk analysis and management, and personal financial planning. Career opportunities associated with the finance specialization include, but are not restricted to, the following: cash management, credit management, financial analysis, capital budgeting, investment analysis, securities analysis, portfolio management, securities brokering, commercial lending and loan management, retail bank management, risk management, insurance company operations and management, and personal financial planning and management.

**General degree requirements**

Students completing the finance specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

**Specialization requirements**

Finance specialization students take seven to eight courses (21-24 credit hours) depending on whether they choose the concentration in financial planning or not. Students must achieve a grade of "C" or better in the prerequisite finance courses for all 400-level finance courses.

**Third and fourth years**

FIN 320, 330, 340, 350

Three courses from: FIN 410, 411, 412, 435, 445, 447, 455; ACCT 321, 341, 422, 444, with at least one finance course

**Concentration in financial planning**

The concentration in financial planning is designed to provide students with an academic and professional level of education in the field of financial planning and prepare them to advise individual investors on insurance, investments, tax, retirement and estate planning. The financial planning concentration requires students to complete the following eight courses (24 credit hours): FIN 320, 330, 340, 350, 411, 412; ACCT 341, 444.

Upon successful completion of the concentration, students will meet the educational requirements of the Certified Financial Planner (CFP®) Board of Standards and be eligible to sit for the CFP certification examination, offered several times each year by the CFP board. Successful completion of the CFP exam, along with meeting other CFP Board Standards requirements, is necessary to receive the CFP designation.

**◆Financial Economics**

201 Business Administration, 372-2520  
3002 Business Administration, 372-2646

**Purpose**

The specialization is designed for students who have an interest in the interdisciplinary fields of finance and economics. It provides background in both finance and economics and the basic tools needed for entry-level work. Career opportunities associated with this specialization include, but are not restricted to, securities brokering, securities analysis, portfolio management, commercial lending and bank research.

**General degree requirements**

Students completing the financial economics specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

**Specialization requirements**

Students complete at least eight finance and economics courses, with a total of 24 credit hours. Students must achieve a grade of "C" or better in the prerequisite finance courses for all 400-level finance courses.

**Third and fourth years**

FIN 330, 340, 350

ECON 302, 303 (either ECON 302 or 303 may be counted as part of the BSBA professional core)

Select one course from: FIN 410, 435, 445, 455

Select two courses from: ECON 311, 331, 351, 401, 402, 414, 452

**◆General Business**

371 Business Administration, 372-2747

**Purpose**

The general business specialization in the BSBA program is designed for students who want to obtain a broad business background

or who want a business program tailored to their specific needs. The general business specialization may be chosen by a student who is interested in general management, small business, family business or entrepreneurial firms, or interested in a particular industry or sector of the economy. A wide range of study areas, courses and careers are possible.

Students are encouraged to design the general business specialization in consultation with an academic adviser. The general business specialization may not be combined with any other area of specialization to form a dual area of specialization.

**General degree requirements**

Students completing the general business specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

**Specialization requirements**

Students select courses from areas ranging from accounting to production and purchasing. Six to eight courses (18 to 24 credit hours) should be selected in consultation with an academic adviser. No more than three courses may be taken from any one area, and at least three areas must be chosen from the following list. *[Note: Although MGMT courses are listed under human resources and organizations, and purchasing and productions areas, these are considered distinct areas.]*

**Areas****Accounting**

ACCT 321, 331 to 451, 460

**Applied statistics**

STAT 300, 402 to 416

**Business administration**

BA 310, 325, 420, 474

**Office administration**

BUSE 335, 455

**Economics**

ECON 302 to 473

**Finance**

FIN 320 to 455

**Human resources and organizations**

MGMT 361, 454 to 468

**Legal studies**

LEGS 305, 402 to 490

**Management information systems**

MIS 360 to 471

**Marketing**

MKT 302 to 455

**Operations research**

OR 480 to 489

**Production and purchasing**

MGMT 330, 430, 441, 442, 445

**◆Health Care Administration**

264 Business Administration, 372-2376

**Purpose**

The health care administration specialization is designed to prepare students for management careers in a variety of health institu-

tions. The program provides career orientation for positions in specific management areas such as accounting, general management, health care information systems, human resource management, marketing, and staff planning and research. The program, with an emphasis on developing analytical and problem solving skills, provides an excellent background for careers in this important and dynamic field.

#### General degree requirements

Students completing the health care administration specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

#### Specialization requirements

Components of the specialization are required courses, internship and a concentration in selected areas of business management. The required courses are BA 325, 420, 429; LEGS 425 and are taken in the third and fourth years.

The internship component of the program includes six credit hours for BA 429 and provides students with practical experience in the particular health care institutions and agencies in which they may be professionally interested. The internship must be approved by the program adviser, taken in the area of the student's management concentration and taken after the student has completed at least two courses in the concentration.

#### Concentrations

Students select a management concentration and complete the courses as listed below:

##### Accounting

ACCT 331, 432, 460

##### General management

MGMT 361; FIN 350

One from: ACCT 331; FIN 412; MGMT 456 or 465

##### Health care information systems

CS 200 or 205; MIS 360 and any 300- or 400-level MIS course (except MIS 489)

##### Human resource management

MGMT 361

Two from: MGMT 454, 456; ECON 421; LEGS 419 or 429

##### Marketing

MKT 302, 405

One from: MKT 320, 410, 440

##### Staff planning and research

STAT 300; OR 480 and MKT 320

#### ♦Hospitality Management

242 Business Administration, 372-8713

##### Purpose

Hospitality management is an area of specialization designed to prepare students for managerial positions in the hospitality industry. The program is designed to provide students with a sound education in the fundamentals of business administration and to focus on specific hospitality-related content.

Included in the program of study are two "real world" experiences to give students exposure to the multi-billion dollar hospitality industry. The experience and exposure to industry leaders give students an opportunity to develop a network of contacts. Hospitality is a major worldwide industry that is continually seeking well-qualified, energetic leaders.

Graduates typically start their careers as management trainees, assistant managers or supervisors in hotels, clubs, restaurants or institutional food companies. Advancement opportunities extend to include corporate staff positions in large hospitality-oriented firms.

#### General degree requirements

Students completing the hospitality management specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

#### Specialization requirements

##### Third year

BA 310

##### Fourth year

BA 480; F&N 331; MGMT 361; MKT 405

Either LEGS 450 or F&N 437

In addition to formal coursework students are required to register for two approved cooperative education experiences and complete a minimum of 800 clock hours of practical work experience in the hospitality industry. Students are encouraged to take elective courses in one of five areas: travel and tourism management, marketing, human resource management, food service management or foreign languages.

#### ♦Human Resource Management

3018 Business Administration, 372-2946

##### Purpose

This curriculum prepares a student for a career in the field of human resource management, in the key staff positions of compensation, staffing-employment, training and organization development or for a position in line management. The human resource management specialization courses (four are required) develop advanced knowledge and skill in the areas of performance, evaluation, work design, human resource planning, staffing, compensation, training and development, employee involvement programs, performance improvement programs, and organization development and the management of change. Electives (two are required) are used to strengthen the student's background through courses in psychology, economics, law and/or applied field experience in organization development.

#### General degree requirements

Students completing the human resource management specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

#### Admission to the specialization

Students are encouraged to enroll in the human resource management program as freshmen. However, to be admitted officially to the specialization, students must have been admitted to the BSBA program and have a BGSU cumulative grade point average of at least 2.5.

#### Specialization requirements

##### Third year

MGMT 361

##### Fourth year

MGMT 454, 456, 465

Two electives from: ECON 421, 422; LEGS 419, 429; MGMT 330, 430, 441, 442, 445; PSYC 352 or 454

Students should consult the faculty adviser for more detailed information about requirements.

#### ♦Industrial and Labor Relations

3004F Business Administration, 372-8221 or 372-2646

##### Purpose

The specialization in industrial and labor relations is an interdisciplinary program designed to prepare a student for work in industrial relations departments in corporations, government agencies and other organizations. This program will provide the student with a series of courses in the three areas of personnel, labor relations and the legal aspects of industrial relations.

#### General degree requirements

Students completing the industrial and labor relations specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

#### Specialization requirements

##### Third year

ECON 321

MGMT 361

##### Fourth year

LEGS 419

Three courses from the following, but no more than two courses in any one field: ECON 323, 421, 422; LEGS 429; MGMT 454, 455, 456, 463, 465

### ◆ Information Systems Auditing and Control

332 Business Administration, 372-2767

#### Overview

The BSBA specialization in information systems auditing and control (ISAC) is one of the first in the world to be designed based on the *Model Curriculum for Information Systems Auditing at the Undergraduate Level* issued in March 1998 by the Information Systems Audit and Control Foundation. The ISAC specialization is designed for students who seek an integrated curriculum of accounting, computer science and management information systems. Courses in programming languages, database, data communications, accounting information systems, auditing, systems analysis and design and ISAC provide graduates of this specialization the knowledge required to assess adequacy of the system of internal controls for sophisticated computer-based systems.

While the program is designed to prepare students to become information systems auditing professionals, many students who seek careers in management information systems also select this specialization. In addition to a modified management information systems curriculum, this specialization provides the management information system student additional training in financial accounting, accounting information systems, and design and analysis of internal control systems.

Career opportunities for employment in the rapidly expanding area of computer assurance services are plentiful. The proliferation of Internet-based systems and the introduction of e-commerce into most every business have provided many new opportunities for companies but have also increased the need for sophisticated internal control systems. Bowling Green is a national leader in supplying entry-level people to address this need. Major corporations employ many of our graduates in a variety of positions including information systems auditors, computer security professionals or members of their management information systems departments. Other graduates are hired by large public accounting and/or consulting firms in computer security assessment and consulting practices or as part of assurance services teams.

#### Certification

While certification as a Certified Information Systems Auditor (CISA) requires work experience, graduates from this program are expected to be well qualified to take the CISA examination. Information about the CISA certification program can be obtained from the Information Systems Audit and Control Association at [www.isaca.org](http://www.isaca.org) or by contacting the Department of Accounting and Management Information Systems.

#### General degree requirements

Students completing the information systems auditing and control specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

#### Specialization requirements

A grade of "C" or better must be earned in each course taken for the area of specialization.

##### First and second years

CS 101 or 200

CS 205

##### Third and fourth years

ACCT 321, 451, 456, 460

MIS 421, 470, 471

### ◆ International Business

264 Business Administration, 372-2376

#### Overview

The international business specialization offers an internationally focused curriculum that is appropriate for careers in an increasingly global economy. It prepares students for careers in multinational enterprises, smaller firms operating across borders, consulting firms that serve international companies, and public and nonprofit organizations that require an in-depth understanding of international business principles and practices.

To achieve this objective, students take a comprehensive curriculum that includes international courses in business disciplines, a foreign language, area studies and/or political economy, and a capstone course in management of international operations. Students may also earn academic credit through an approved study abroad program.

Students gain knowledge of business disciplines from an international perspective and develop the following: ability to identify and analyze environmental and organizational factors that influence firms' international operations and strategy, ability to analyze and manage complex situations that arise in a global business environment, and cross-cultural understanding and sensitivity.

#### General degree requirements

Students completing the international business specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

#### Specialization requirements

Students complete ECON 351; two international courses from FIN 410, LEGS 406 and MKT 455; six credit hours from an approved list in area studies, economics, foreign language, geography, history, political science or education abroad programs, and a capstone course, BA 440. Students complete at least the intermediate level of a foreign language (courses numbered 201

and 202). The intermediate-level courses may also be counted toward general education requirements. Students who take the elementary-level courses in a foreign language (numbered 101 and 102) may count those credit hours toward non-business or free electives.

##### First and second years

Foreign language courses numbered 201 and 202

##### Third and fourth years

ECON 351

Two courses from: FIN 410; LEGS 406 and MKT 455

Six credit hours from an approved list of elective courses

BA 440 (fourth year only)

Contact the Department of Legal Studies and International Business for a list of approved elective courses. Electives should be chosen in consultation with the student's adviser. Students are also encouraged to take additional courses in or complete a second BSBA specialization and/or a foreign language minor.

### ◆ Management Information Systems

332 Business Administration, 372-2767

#### Purpose

The management information systems specialization deals with the application of computers to business problems. The program provides in-depth study of use of the systems approach, methods of systems design and application of the computer as a functional tool within an organization. Graduates of the program can analyze an organization's informational needs, then plan a computer-based delivery system to meet these needs and finally direct implementation and operation of the system.

Opportunities for employment in the rapidly expanding area of computer-based information systems are abundant. Since failure of most computer-based information systems is not technical in nature but arises from the inability of individuals to design and use systems properly, continued high demand for graduates trained in information systems is expected.

The U.S. Dept. of Labor listed computer system analysts as the third fastest growing occupation for those requiring a bachelor's degree with 92 percent growth in positions between 1998 and 2008. The department also predicted that 557,000 new systems analysts positions will be added to the workforce between 1998 and 2008, ranking systems analysis as the number one growth area expected in terms of new positions.

#### General degree requirements

Students completing the management information systems specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

### Specialization requirements

Required courses in the management information systems specialization include computer programming, systems theory, database systems, data communications, and general systems analysis and design. Students choose additional courses in areas such as electronic commerce, decision support/expert systems, information resource management, user interface development and microcomputer hardware/software management. A grade of "C" or better must be earned in each course taken for the area of specialization.

#### First and second years

CS 200 and 205 or  
CS 205 and 360 (CS 205 has a programming prerequisite)

#### Third year

MIS 360, 470

#### Fourth year

MIS 421, 471  
Two MIS 300- or 400-level electives (except MIS 489)

### ♦Marketing

234 Business Administration, 372-2041

#### Overview

Marketing is one of the most interesting, diverse, high-quality and practical areas of specialization at BGSU. Marketing influences many facets of our daily lives. In some form or another, it reaches every person in our society every day. Marketing practices (and careers) are not limited to just profit-making businesses. They are also critical to the success of government and nonprofit organizations—from political campaigns to charities and social services. Marketing is also practical. Students can choose from a broad array of careers. Alumni work in such fields as sales, retailing, advertising and promotions, public relations, sports marketing, market research, fashion merchandising, services marketing, and social and government services.

Marketing classes help students develop a variety of skills and interests as they learn about the analytical science of marketing and acquire an appreciation for the creative art of marketing practice. Students learn theories and practices about how products, services and ideas are developed, distributed, priced and promoted by a variety of organizations. Also, they develop thinking about social, ethical and legislative issues. Students graduate with a well-rounded business degree marked by the prestigious AACSB accreditation. In addition the college's highly qualified faculty members enjoy teaching, advising and working with students to help them develop knowledge, skills and career opportunities.

The quality of the marketing program is enhanced by learning opportunities outside of the classroom. Students can be involved in one or both student clubs—the American Marketing Association and the Sales & Marketing Club, as well as internships and co-ops. Club activities supplement

coursework, help with career planning and give students additional hands-on experience outside the classroom, while internships and co-ops develop practical job experience.

### General degree requirements

Students completing the marketing specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

### Specialization requirements

While all BSBA students take MKT 300 as part of the professional core, each student who selects marketing as an area of specialization is required to take: MKT 302, 320, 350, 410, 460. In addition, students specializing in marketing must select two electives from MKT 400, 405, 412, 421, 430, 435, 440, 442, 445, 455. One of the two electives may be selected from an approved list of courses outside the Department of Marketing; the list is available in the department office.

All students must achieve a "C" or better in MKT 300 in order to enroll in an advanced marketing course and must meet all course prerequisites. BSBA students completing a marketing specialization must achieve a "C" or better in each course they take as part of the specialization.

#### Third year

MKT 300

Two courses from: MKT 302, 320, 350

#### Fourth year

Two courses from: MKT 302, 320, 350, 410

Two MKT electives from an approved list  
MKT 460

The capstone course, MKT 460, is normally taken in the last semester of the senior year; prerequisites are grades of "C" or higher in each of MKT 302, 320 and 350. Students are strongly encouraged to meet and maintain contact with their marketing faculty advisers throughout the program of study.

### ♦Production and Operations Management

3018 Business Administration, 372-2946

#### Purpose

Production and operations management is concerned with theory and practice of making products economically in both manufacturing and service firms. In a typical organization, this function is responsible for designing, operating and controlling the productive system. Production and operations managers are responsible for making strategic and tactical decisions that determine quality levels, cost levels and timely availability of goods and services.

#### General degree requirements

Students completing the production and operations management specialization must complete University, college, pre-profes-

sional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

### Admission to the specialization

Students are encouraged to enroll in the production and operations management program as freshmen. However, to be admitted officially to the specialization, the student must have been admitted to the BSBA program and have a BGSU cumulative grade point average of at least 2.5.

### Specialization requirements

#### Third and fourth years

MGMT 441, 442, 445, 449

One of the following pairs of courses:  
MGMT 330 and 430; MGMT 361 and 456 or two courses (6 hours), approved in advance by the faculty adviser, from any one of the following areas: ACCT, CS, MFG, MIS or STAT

Students should consult the faculty adviser for more detailed information about requirements.

### ♦Public and Institutional Administration

300 Business Administration, 372-2648 or 372-2646

#### Purpose

The specialization in public and institutional administration has an interdisciplinary curriculum keyed to management and administration in public and nonprofit institutions. For the specialization, students take courses in advanced management and courses that provide an understanding of important public policy problems and the environment within which decision-making occurs in public and nonprofit sectors. The program is interdisciplinary and allows development of a student's particular skills and interests through courses taken in optional study areas. For those students who are unclear about their career objectives, this program exposes students to a range of managerial options. The program also provides a suitable pre-professional program for students interested in professional degrees in law, business or public administration.

### General degree requirements

Students completing the public and institutional administration specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

### Specialization requirements

#### First or second year

Students who have not had a strong course in government in high school are recommended to take a political science course

such as POLS 110 as one of their social and behavioral science general education courses.

#### **Third and fourth years**

POLS 303

MGMT 361

ECON 331 and/or 332

300- or higher-level course(s) selected from courses in the optional study areas or approved by the adviser from courses in business, economics or political science

#### **Optional study areas** (3-6 hours)

Each student will select at least one course from the following options to complete the area of specialization. Additional courses can be taken as elective courses.

##### **Administration**

MGMT 330, 463; ECON 421

##### **Policy analysis**

POLS 302, 431, 459; ECON 321;

LEGS 425, 431

##### **Criminal justice**

LEGS 440; SOC 341, 441, 442

##### **Urban studies**

ECON 462; POLS 331, 430

##### **Mass media and public opinion**

JOUR 100, 340, 485; POLS 341, 443

### **♦Purchasing and Supply Chain Management**

3018 Business Administration, 372-2946

#### **Purpose**

This curriculum is for students who are interested in the field of purchasing and supply chain management. The course of study includes an integrated approach to movement of goods from the supplier to the final customer. The purchasing department in a typical organization is responsible for securing necessary materials, supplies, capital equipment and services at the best possible terms. The supply chain management function typically coordinates major activities contributing to material costs and availability including purchasing, production control and physical distribution.

#### **General degree requirements**

Students completing the purchasing and supply chain management specialization must complete University, college, pre-professional and professional requirements for the BSBA degree as shown in the preceding pages, including admission to the BSBA program.

#### **Admission to the specialization**

Students are encouraged to enroll in the purchasing and supply chain management program as freshmen. However, to be admitted officially to the specialization, students must have been admitted to the BSBA program and have a BGSU cumulative grade point average of at least 2.5.

#### **Specialization requirements**

##### **Third and fourth years**

MGMT 330, 430, 439, 441, 442, 445

Students should consult the faculty adviser for more detailed information about requirements.

## **Bachelor of Science in Economics**

3002 Business Administration, 372-2646

### **Objectives**

The study of economics involves an analytical look at how scarce resources are allocated to various areas of production. It emphasizes the importance of making choices between desirable alternatives. The study of economics provides tools to make these choices in such areas as employment, economic growth, price stability and trade. The bachelor of science in economics is especially suited for students who wish to combine a major in economics with concentrated study in other disciplines. The B.S. in economics requires three more economics courses than the economics specialization in the bachelor of science in business administration (BSBA), but the B.S. in economics permits students to choose their own cognate field of study (15 hours). The B.S. in economics is well suited for double majors. For example, students can expand the number of hours in the cognate field to achieve a major in such areas as sociology, political science, history, mathematics or psychology. Students may also combine a major in economics with business fields such as accounting, finance, legal studies, marketing or management. This program provides students with a meaningful educational experience that is suitable for employment in a wide variety of occupations in business or government, and for continued study in graduate schools in economics, business, law and other fields.

### **Learning Outcomes**

Upon completion of the baccalaureate degree, students in the bachelor of science in economics are expected to:

- Demonstrate a command of basic characteristics of the American and global economy by using this knowledge to critically evaluate economic outcomes;
- Demonstrate a command of basic economic theory by using this theory to make predictions and to analyze alternative economic policy options;
- Demonstrate the ability to communicate in both oral and written forms by presenting arguments and evidence clearly and concisely;
- Demonstrate the ability to engage in and understand moral reasoning with respect to economic issues by recognizing the implicit value conflicts present in all economic policy debates;
- Demonstrate the ability to engage in problem solving using basic economic theory;
- Demonstrate the ability to engage in critical thinking as a part of the analysis of economic problems.

## **General University requirements**

### **English**

Each student is required to complete ENG 112 and may need to complete 110 and/or 111, depending upon the student's placement.

### **General education**

Each student is required to complete the University general education program, including two courses in natural sciences, two courses in social and behavioral sciences, two courses in humanities and arts, one course in United States cultural diversity and one general education elective. For specific requirements and a list of courses that satisfy requirements, see p. 5 or the college office.

## **General college requirements**

### **Mathematics and statistics**

Each student is required to complete MATH 126 or 131, or both 134 and 135 and to complete STAT 211 and 212. Students are strongly urged to take MATH 131, or 134 and 135, rather than 126. Credit for MATH 095, 098 and 120 does not count toward the degree.

### **Natural sciences**

One lab science course from the list of natural science courses for University general education is required and may be counted toward general education requirements.

### **Social and behavioral sciences**

Each student is required to complete four courses from the list of social and behavioral sciences courses for University general education: ECON 202, 203 and two additional courses. Any two of the four courses may be counted toward general education requirements.

### **Humanities and arts**

Each student is required to complete three courses from the list of humanities and arts courses for University general education. Any two of the three courses may be counted toward general education requirements.

### **Oral and written communications**

All economics majors must satisfy a written and oral communications requirement in economics. Certification by an economics faculty member that the requirement has been met is required. Details are available in the department office.

### **Free electives**

Economics (except ECON 200) or other courses may be used as free electives to complete the minimum degree requirements of 122 credit hours. The number of credit hours needed (18-31) is determined by the number of hours taken as University, college or major requirements.

Free electives should be selected in consultation with the student's adviser. IPC 102 and at least one course in computer science are recommended electives. Generally a student may take courses in any department of the University in meeting this requirement. For a list of courses that do not count toward the degree, see the appropriate check sheet of degree requirements or contact the department or Undergraduate Studies in Business.

### Major requirements

#### Core courses

Each student is required to complete ECON 302, 303, 473, three hours of quantitative economics (ECON 400, 401 or 402) and 18 additional hours of 300- and 400-level ECON or approved related courses. Students must also complete a cognate concentration.

#### Cognate concentration

To complete the cognate concentration, 15 hours must be selected from the areas of business administration, arts and sciences or education, after consultation with and approval of the program adviser. ECON 200 may not be counted toward the cognate concentration or free electives.

### Suggested four-year schedule

#### First year

MATH 126 (5) or 131 (5), or 134 (3) and 135 (3). Students are strongly urged to take 131 or 134 and 135.

General education, college requirement and/or elective courses

#### Second year

ECON 202 (3), 203 (3)  
STAT 211 (3), 212 (3)

General education, college requirement, cognate concentration and/or elective courses

#### Third year

ECON 302 (3), 303 (3), 473 (3) and one from: 400, 401 or 402 (3)

General education, college requirement, cognate concentration and/or elective courses

#### Fourth year

ECON electives (18)

General education, college requirement, cognate concentration and/or elective courses

### Other programs in economics

Bachelor of arts major in economics (see College of Arts and Sciences, p. 59)

BSBA specialization in economics (see p. 77)

Minor in economics below

## Minors and related programs

### Minors

The College of Business Administration and its departments offer several minors. Students should consult the department offering the minor and the college of their major. The student must register for the

minor in the college office of their major. The major college may restrict counting a course for both the minor and the major.

### ♦Applied Statistics

344 Business Administration, 372-2363

The applied statistics minor is available to all students except those majoring in statistics.

#### Minor (25 hours)

MATH 131, 232 (134 and 135 may be substituted for 131)

One of the following sets:

- STAT 211, 212
  - MATH 441 and one from: STAT 200; MATH 115, 247, 442; PSYC 270; SOC 369
- STAT 402, 408  
One from: STAT 406, 412, 414, 416; MATH 447

If the college of the student's major does not allow the same course to be counted for both the major and the minor, the number of remaining hours for the minor must be at least 18. Substitute courses must be approved by the Department of Applied Statistics and Operations Research.

### ♦Economics

3002 Business Administration, 372-2646

The economics minor (offered through the College of Arts and Sciences) is available to all students except those majoring in economics or general studies in business in the College of Arts and Sciences (see p. 57) or majoring or specializing in economics in the College of Business Administration. The minor is for students who want some exposure to economics but who do not want the full complement of theory. The minor is an excellent complement to other social sciences such as political science, psychology, history or sociology, and provides a strong policy focus.

#### Minor (21 hours)

ECON 202, 203

Select 15 additional ECON hours (except ECON 200)

In addition, all economics minors must satisfy a written and oral communications requirement in economics. Certification by an economics faculty member that the requirement has been met is required. Details are available in the economics department office.

If the college of the student's major does not allow the same course to be counted for both the major and the minor, the number of remaining hours for the minor must be at least 21. Substitute courses must be approved by the Department of Economics.

### ♦General Business

371 Business Administration, 372-2747

The general business minor is designed for students who are majoring in non-business fields and want a foundation in business. The general business minor is available to all students except those completing a BSBA degree or majoring in general studies in business in the College of Arts and Sciences or majoring in business education or marketing education in the College of Education and Human Development.

Students must take a required core of business courses, a mathematics course and select at least two business electives. All courses must be taken for a letter grade and only courses for which a grade of "C" or higher is earned will be counted toward the minor. All course prerequisites must be met.

#### Minor (24-26 hours)

ACCT 200 or 221 (credit allowed for only one)

ECON 200, 202 or 203 (credit allowed for ECON 200 or for both ECON 202 and 203)

FIN 300

MGMT 305 or 360 (credit allowed for only one)

MKT 300

Select one from: MATH 120, 126, 128, 130, 131, 134

Select six hours from business courses at the 200 level or above, with the following restrictions:

- no more than three additional hours from ACCT, ECON, FIN, MGMT or MKT;
- no more than six hours from BA, LEGS, MIS, OR or STAT;
- independent study, workshop or internship courses may not be used to fulfill minor requirements (currently numbered 395, 396, 489, 491, 492, 495);
- no more than six total hours may be taken from any one business discipline (including required courses).

If the college of the student's major does not allow the same courses to be counted for both the major and minor, the number of remaining hours for the minor must be at least 18. If the college of the student's major does allow the same courses to be counted for both the major and minor, the number of additional business hours must be at least six. Substitute courses must be approved by the College of Business Administration.

The total number of hours earned in College of Business Administration courses may not exceed 25 percent or 30 hours of the 122 needed for graduation, counting the major and minor (six hours of STAT and nine hours of ECON are exempt from this limitation).

**◆International Business**

264 Business Administration, 372-2376

The international business minor is available to all students except those completing a BSBA degree or majoring in general studies in business in the College of Arts and Sciences. The minor is designed for students outside the College of Business Administration (such as those majoring in a foreign language, area studies or international studies) who want a foundation in business administration.

Students must take a core of business administration and economics courses and choose either an international business transactions and marketing track or an international finance track.

**Minor (21-24 hours)**

ECON 200 or 202 and 203

BA 390

ACCT 200 or 221

MGMT 305

Track 1 or Track 2:

**Track 1: International Business Transactions and Marketing**

LEGS 406

MKT 300, 455

**Track 2: International Finance**

ECON 351

FIN 300, 410

If the college of the student's major does not allow the same course to be counted for both the major and the minor, the number of remaining hours for the minor must be at least 18. Substitute courses must be approved by the Department of Legal Studies and International Business.

**◆Management Information Systems**

332 Business Administration, 372-2767

The minor in management information systems is available to all students except those majoring in general studies in business in the College of Arts and Sciences or specializing in management information systems in the BSBA program.

**Minor (30 hours)**

CS 100 or MIS 200

CS 101 or 200

CS 205

ACCT 221, 222

MIS 360, 470, 471

Two courses (6 hours) from: 300- or 400-level MIS courses (except MIS 479 and 489)

If the college of the student's major does not allow the same course to be counted for both the major and the minor, the number of remaining hours for the minor must be at least 18. Substitute courses must be approved by the Department of Accounting and Management Information Systems.

**◆Marketing**

234 Business Administration, 372-2041

The marketing minor is available to all students except those completing a BSBA degree or majoring in general studies in business in the College of Arts and Sciences.

**Minor (21 hours)**

ECON 200 or higher level

ACCT 200 or 221; or MGMT 305

MKT 300, 302

Three electives from: MKT 320, 350, 405, 410, 412, 430, 435, 440, 442, 445, 455

In addition to meeting all course prerequisites, students completing a minor in marketing must achieve a "C" or better in each course they take as part of the minor.

If the college of the student's major does not allow the same course to be counted for both the major and the minor, the number of remaining hours for the minor must be at least 12. Substitute courses must be approved by the Department of Marketing.

**◆Operations Research/Management Science**

344 Business Administration, 372-2363

The operations research/management science minor is available to all students except those majoring in general studies in business in the College of Arts and Sciences.

**Minor (26 hours)**

MATH 131

One of the following sets:

- OR 380 and either STAT 211; MATH 115 or 247

- CS 101, 440

OR 480, 487, 489

OR 482 or CS 442

OR 485 or MATH 445

If the college of the student's major does not allow the same course to be counted for both the major and the minor, the number of remaining hours for the minor must be at least 18. Substitute courses must be approved by the Department of Applied Statistics and Operations Research.

**Related programs****Undergraduate programs**

Several programs are related to the undergraduate programs in the College of Business Administration in terms of business and other courses taken for the program. Students may choose to complete the BSBA and/or B.S. in economics and another degree (see Dual degrees, p. 8), with the exception of those students majoring in general studies in business in the College of Arts and Sciences.

Related programs include:

- Bachelor of arts, economics major (College of Arts and Sciences)
- Bachelor of arts, general studies in business major (College of Arts and Sciences)
- Bachelor of science in education, business education major (College of Education and Human Development)
- Bachelor of science in education, marketing education major (College of Education and Human Development)

**Graduate programs**

Students may pursue one of several graduate degrees related to business disciplines and offered by the Graduate College in cooperation with College of Business Administration. See the Graduate Catalog for degrees offered.