

# SCHOOL OF BUSINESS ADMINISTRATION

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**Department chairs:** Paul Licker, *decision and information sciences*; Addington Coppin, *economics*; Edward Farragher, *accounting and finance*; Mukesh Bhargava, *management and marketing*

**Distinguished professor emeritus:** Karl D. Gregory

**Professor emeritus:** Eleferios Botsas, Daniel N. Braunstein, Ronald Horwitz, Sid Mittra, John Tower

**Professors:** Elizabeth A. Barclay, Mohammed S. Bazaz, Joseph H. Callaghan, Addington Coppin, Mohammad Dadashzadeh, Gadis J. Dillon, David P. Doane, Edward J. Farragher, John C. Gardner, Oded Izraeli, Thomas W. Lauer, Paul Licker, Donald Mayer, J. Austin Murphy, Kevin J. Murphy, Ravi Parameswaran, Eileen Peacock, Anandi P. Sahu, Howard S. Schwartz, Miron Stano

**Associate professors:** Mukesh Bhargava, Eugene B. Flidner, Sherman T. Folland, John W. Henke, John Kim, Kieran Mathieson, Nivedita Mukherji, Mohinder Parkash, Sandra H. Pelfrey, R. Mohan Pisharodi, Balaji Rajagopalan, Srinarayan Sharma, Mark Simon, Vijayan Sugumar, Ronald L. Tracy, T.J. Wharton, Floyd G. Willoughby, Kenneth M. York

**Assistant professors:** Henry Aigbedo, Matej Blasko, A.J. Cataldo, Xiaodong Deng, Mark W. Isken, Karen Markel, Cynthia E. Miree, Arline Savage, Deepak Sethi, Rajeev Singhal, Kasaundra Tomlin, Catherine Tyler, Jean Yu

**Special instructor:** David Sidaway

**Applied Technology in Business Program:** Mohammad Dadashzadeh

**Center for Executive and Continuing Education:** Sarah Serra Prucha, *director, continuing education*; Lori Crose, *assistant director, continuing education*

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The Board of Visitors provides a direct link between the business community and the School of Business Administration. The board is composed of outstanding corporate and professional leaders from the Detroit metropolitan area. Board members assist the dean on

several projects and provide consultation on goals and objectives, curricula designs and research programs.

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## **Mission**

The mission of the School of Business Administration is to advance knowledge and enhance students' abilities to manage in a global business environment. The mission is achieved through a synergistic combination of teaching, scholarship and professional service, with emphasis on the linkage of theory and practice, and the application and management of technology. Toward the achievement of these ends, the SBA promotes collaborative relationships among students, faculty, administrators and employers.

## General Information

The School of Business Administration programs enable students to combine the intensive study of a functional area of business (i.e., accounting, finance, financial information systems, human resources management, management information systems or marketing) with a broad background in management. Alternatively, students can focus on economics, the fundamental discipline behind business processes.

In these programs, a strong foundation in liberal arts is combined with a rigorous education in written and oral communications and in problem definition, analysis and resolution. This combination produces graduates who can think analytically, communicate effectively and work cooperatively with others of similar or diverse backgrounds in both domestic and international environments. Graduates of these programs are prepared to handle the increasingly complex and changing problems faced by managers in profit oriented enterprises and not-for-profit organizations, both public and private.

The programs include:

1. Bachelor of Science with majors in accounting, economics, finance, financial information systems, general management, human resources management, management information systems and marketing.
2. Bachelor of Arts with a major in economics (offered in conjunction with the College of Arts and Sciences; see the Department of Economics section in the Arts and Sciences portion of the catalog for a description of this program).
3. Minors in accounting, applied technology in business (ATIB), economics, finance, financial information systems, general business, human resources management, international management, management information systems, marketing, production and operations management, and quantitative methods.

High school students who intend to pursue a major offered by the School of Business Administration should consult the *Admissions* section of the catalog for specific preparation requirements. Students transferring from other institutions, both international and domestic, may be requested to provide documentation of the content and scope of the courses they have taken at their previous institutions.

The School of Business Administration offers a Master of Business Administration (MBA) degree for students in any major, including business and management. The MBA is a professional program in business designed to prepare students for careers involving problem identification, problem solving, decision making and leadership in any type of organization. MBA students may elect concentrations in accounting, business economics, entrepreneurship, finance, health care management, human resources management, international business, management information systems, marketing or production/operations management. It is preferred that students with an undergraduate degree in business or one of the functional areas of management have two years of work experience before entering the MBA program.

The SBA offers an Executive MBA in Health Care Management. The Executive MBA in Health Care Management (EMBA-HCM) is designed to provide health care professionals with an understanding of the management concepts and skills that will assist them in effectively managing in the health care industry. The program is geared toward physicians and health care administrators with a minimum of five years experience, who wish to gain a strong understanding of the operational and strategic management in the healthcare industry.

The School of Business Administration offers a Master of Accounting degree. Interested students should contact the Office of Graduate Business Programs (432 Elliott Hall, 248-370-3287) for detailed information on admissibility into the program.

The School of Business Administration offers a Master of Science in Information Technology Management degree. The goal of the program is to provide a strong technical and managerial background to those who are interested in using information technology for competitive advantage. It is intended to provide business professionals with the knowledge they need to manage information technology effectively in support of their decision-making. It is also intended to provide information systems professionals with knowledge of the latest technologies and their use in application development. Students interested in pursuing this degree should contact the Office of Graduate Business Programs (432 Elliott Hall, 248-370-3287) for more information.

The Post Master Certificate programs are offered to those who hold an MBA or similar degree and wish to earn a specialization beyond the master's degree. Certificates are available in accounting, business economics, entrepreneurship, finance, human resource management, international business, management information systems, marketing and production/operations management.

Oakland University undergraduates working on majors other than those in business administration may start the MBA program while completing their undergraduate degree. To be eligible, students should have a grade point average in the top 25 percent of students in their major. Students may apply to the program after they have completed 80 undergraduate credits. For more information, see the *Oakland University Graduate Catalog*.

The School of Business Administration is accredited, on both the undergraduate and MBA levels, by AACSB International—The Association to Advance Collegiate Schools of Business, the premier business school accreditation agency. In addition, the accounting program has achieved AACSB accreditation.

For more information on the OU MBA, the Master of Accounting program, the Master of Science in Information Technology Management program, the post master certificate programs, accreditation, the undergraduate programs, SBA courses and SBA faculty, visit the School's Web site at: <http://www.sba.oakland.edu>.

## Degree Requirements

The curriculum described shall be followed by students entering the School of Business Administration beginning with the fall 2004 semester. Students enrolled prior to fall 2004 may choose to satisfy either the degree requirements listed in this catalog or those in the catalog of the academic year in which they were initially admitted to pre-business in the School of Business Administration (or any catalog during the interim), provided that catalog is not more than six years old at the time of graduation. Students who transfer to the School of Business Administration after admission to the university or who are readmitted to the university are required to follow the requirements of the catalog in effect at the time they transfer or are readmitted.

To ensure they have met all requirements, students should seek a final program audit from one of the school's academic advisers no later than the semester before the semester in which they plan to graduate. The responsibility for meeting graduation requirements rests with the student.

The business administration programs consist of the following parts: general education, ethnic diversity, writing proficiency, the precore, the core, the major, and free electives (if needed to reach 128 credits). Students in these programs must satisfy the specific requirements of each of these parts and must earn a minimum of 128 credits. (See *Bachelor of Science with a major in economics* for the specific requirements of that degree program.)

Each student must:

1. Complete at least 128 credits, including any free electives needed to reach this total.
2. Complete the writing proficiency requirement by passing RHT 160, Composition II, with a grade of 2.0 or better, or through one of the alternative methods discussed under *Undergraduate degree requirements*.

3. Complete the university general education requirement as detailed in the general education section below and also under *Undergraduate degree requirements*.
4. Complete the university ethnic diversity requirement as detailed in the ethnic diversity section below and under *Undergraduate degree requirements*.
5. Complete the precore requirements as listed below and be admitted to major standing in business administration or economics as detailed in the *Admission to major standing* section below.
6. Complete the core program and the requirements of one of the majors in the School of Business Administration.
7. Complete at least 32 credits at the 300 level or above.
8. Complete at least 32 credits at Oakland University, of which at least 31 credits must be in courses offered by the School of Business Administration, excluding ECN 150, 200, 201, 210 and QMM 240, 241 and 250. Of these 31 credits, at least eight credits must be in the student's major.
9. Take the last eight credits needed to complete baccalaureate requirements at Oakland University.
10. Earn a cumulative grade point average of at least 2.00 in courses taken at Oakland University and in courses taken in the School of Business Administration.

## Academic Advising, Mentoring and Major Standing

The school offers advising and mentoring to students who plan to pursue one of its degree programs. Faculty members are available to provide support, curricular guidance and career information as students make the transition from high school or a previous college to Oakland University's business administration or economics programs. Incoming freshmen and transfer students are encouraged to seek information from these experienced faculty members.

Students who have questions about schedule planning, degree requirements, admission to the SBA, major standing, transfer credit, petitions of exception or graduation audits should meet with one of the school's professional advisers. The undergraduate advising office is located in 332 Elliott Hall (248-370-3285). To avoid delays, students are encouraged to seek advising prior to early registration periods.

Once major standing has been achieved (see *Admission to major standing in business administration* or *Admission to major standing in economics*), students are encouraged to consult with faculty within their major area to discuss schedule planning within the major, career tracking and other issues relevant to making academic decisions that will enhance opportunities for success within a chosen career field.

## Requirements for Business Administration Majors

### General education requirement

Students in the School of Business Administration must satisfy the university general education requirement (see *Undergraduate degree requirements*). These requirements may be summarized as one course from the approved lists in each of the following categories: arts, literature, language, Western civilization, international studies, and natural science and technology. For School of Business Administration students, the mathematics, logic and computer science general education category is satisfied by the school's precore mathematics requirements (MTH 121/122). In addition, for all SBA majors **except economics majors**, the social science general education requirement is satisfied by the school's precore economics requirement (ECN 200 or 210). School of Business Administration students are encouraged to increase their background in ethics by taking PHL

103, Introduction to Ethics, to satisfy the university's Western civilization general education requirement.

## Ethnic diversity requirement

Students in the School of Business Administration must satisfy the university ethnic diversity requirement (see *Undergraduate degree requirements*). The SBA offers four courses that satisfy the ethnic diversity requirement: ECN 201, ECN 338; MKT 404 and ORG 434.

## Writing proficiency and precore requirements

As preparation for the various majors of the business administration program, students must complete the following courses in writing, speech communication, mathematics, computer use, economics, accounting and statistics.

The required writing proficiency and precore courses are:

RHT 150-160	Composition I-II (or complete the writing proficiency requirement in another manner)	0-8
COM 201 or COM 202	Public Speaking Group Dynamics and Communication	4
MTH 011-012	Elementary-Intermediate Algebra (if required, based on math placement)	0
* MTH 121	Linear Programming, Elementary Functions (or MTH 141)	4
MTH 122	Calculus for the Social Sciences (or MTH 154)	4
MIS 200 or CSE 125	Personal Productivity with Information Technology Introduction to Computer Use	4
ECN 200 and ECN 201 or ECN 210	Principles of Macroeconomics Principles of Microeconomics Principles of Economics (a 6-credit course that covers the material of both ECN 200 and 201)	6-8
ACC 200	Introductory Financial Accounting	4
ACC 210	Managerial and Cost Accounting I	4
QMM 240 or QMM 250	Statistical Methods for Business I Statistical Methods for Business (a 6 credit course that covers the material of both QMM 240 and 241)	<u>3-6</u> 33-46

\* If a student places into MTH 122, MTH 121 is not required. If a student does not place into calculus, MTH 121 must be completed with the required minimum grade.

The freshman and sophomore years of study for students pursuing the business administration program will be devoted to the writing, general education, and precore course requirements. Special emphasis should be given during the freshman year to the completion of the university writing proficiency requirement and steady progress in the mathematics sequence. Once sophomore status has been achieved (28 credits), students will begin work on the economics, accounting and statistics requirements.

## Admission to major standing in business administration

To be eligible to take 300- and 400-level business courses, business majors must be admitted to major standing in the School of Business Administration. Exceptions to this policy are ACC 310, FIN 322, MIS 300, MKT 302, ORG 330, POM 343, and all ECN courses.

Admission to major standing is selective. The minimum requirements for consideration are:

1. Student's admissibility to and retention in the university;
2. completion of the writing proficiency requirement;
3. a minimum grade point average of 2.60 in all courses taken at Oakland University (with a minimum of 6 credits completed at Oakland University)\*;
4. a minimum grade of 2.0 in each of the following precore courses or their equivalents: ACC 200, 210; COM 201 or 202; ECN 200 and 201 (or 210); MIS 200 or CSE 125; MTH 121, 122; and QMM 240 (or 250); and
5. submission of an "Application for Major Standing" for the desired major in September for students expecting to complete the pre-core and writing proficiency requirements during fall semester and in January for those expecting to complete requirements during winter, spring, or summer semesters.

\*Any grade earned in a major standing course before a student officially earns major standing will not be included in the student's GPA when determining admission to major standing.

## Core program

Each of the business major programs requires the completion of a common core of courses introducing students to the functional areas of business. The core courses required in all business administration major programs are:

QMM 241 (or 250)	Statistical Methods for Business II	0-3
ENG 382	Business Writing (or ENG 380 or 381)	4
MKT 302	Marketing	4
ORG 330	Introduction to Organizational Behavior	3
MIS 300	Management Information Systems	3
ECN 303	Managerial Economics	3
POM 343	Operations Management	4
FIN 322	Managerial Finance I	4
*ORG 331	Introduction to the Management of Human Resources	3
*MGT 350	Legal Environment of Business	3
*MGT 435	Management Strategies and Policies	4
		35-38

\*ORG 331, MGT 350 and MGT 435 require major standing. Only business majors may take GT 435.

## Major programs

Students continue their program by taking 15-24 additional credits specified in their major area. The junior and senior years will be devoted to the successful completion of the requirements of the core and major. Majors from which business administration students may choose are detailed below. Double majors are permitted in all areas except general management. No more than 4 credits of independent study (490 courses) may be used to meet the major elective requirement. Courses numbered 480 may be repeated for credit provided the topics are different.

## Free electives

Students complete their program by taking a course or courses of their choice to yield a total of 128 credits. While the general education portion of the degree program provides students with the range of knowledge that is the essence of an educated person, the free elective portion of the program allows students to make choices concerning course work that responds to their individual interests and/or needs.

## Requirements for the major in accounting

Major adviser: *Gadis Dillon*

The accounting faculty has adopted the statement of mission as defined in the School of Business Administration Mission Statement. Within the context of that mission statement, the accounting curriculum is intended to prepare graduates for careers in public accounting, industry and government.

To fulfill requirements for the accounting major, students must be admitted to major standing in accounting, complete the core program and earn a minimum of 32 credits in the courses specified below, with a grade of 2.0 or better in each major course. A grade of 2.0 or better must be achieved in each prerequisite accounting course before a student may begin work in subsequent accounting courses.

Required precore courses:		Credits
ACC 200	Introductory Financial Accounting	4
ACC 210	Managerial and Cost Accounting I	<u>4</u>
		8
Required major courses:		
ACC 310	Intermediate Financial Accounting I	3
ACC 311	Intermediate Financial Accounting II	3
FIS 318	Introduction to Financial Systems and Databases	3
ACC 320	Managerial and Cost Accounting II	<u>3</u>
		12
Electives — Choose 12 credits:		
ACC 301	Financial Reporting and Analysis (3)	
ACC 401	Advanced Financial Accounting (3)	
ACC 411	Auditing (3)	
ACC 412	Government and Not-for-profit Accounting (3)	
ACC 415	Federal Income Taxation (3)	
ACC 417	International Accounting (3)	
FIS 431	Financial Information Systems: Analysis (3)	
FIS 433	Financial Information Systems: Audit & Control (3)	
ACC 421	Federal Income Tax II (3)	
ACC 450	Contemporary Professional Issues in Accounting (3)	
ACC 480	Special Topics in Accounting (3)	<u>12</u>
		32

Because of specific examination requirements, students who plan to take a professional accounting examination (CPA, CMA or CIA) should discuss their options with an accounting faculty member before enrolling in 400-level accounting courses.

The Master of Accounting degree program provides for 33 credits of accounting and related course work. Undergraduate students will be able to apply to enter the program after completing ACC 310. With the completion of 161 credits of undergraduate and graduate course work students will graduate with a Bachelor of Science with a major in accounting and a Master of Accounting.

Students planning to sit for the CPA Examination should be aware that recent legislation in Michigan (and most other states) will require a minimum of 150 credit hours to become a Certified Public Accountant. The requirement will be satisfied by completing the Master of Accounting degree program. While the MAcc program is recommended, additional undergraduate courses may also satisfy the 150 credit hour requirement.

## Requirements for the major in finance

**Major adviser:** *Matt Blasko*

The major in finance leads to an understanding of the theoretical foundations of finance and develops the specific skills, modes of analysis and institutional background useful to work in the accounting and finance areas of profit-making businesses or not-for-profit enterprises.

To fulfill requirements for the finance major, students must be admitted to major standing in finance, complete the core program and earn a minimum of 22 credits, as specified below, with a grade of 2.0 or better in each major course. A grade of 2.0 or better must be achieved in FIN 322 before a student may begin work in subsequent finance courses.

<b>Required in the core:</b>		<b>Credits</b>
FIN 322	Managerial Finance I	4
<b>Required major courses:</b>		
ACC 301	Financial Reporting and Analysis*	3
FIN 416	Investment Analysis	3
FIN 418	Financial Institutions and Capital Markets	<u>3</u>
		9

\*In lieu of ACC 301, students may substitute *both* ACC 310 and 311.

**Electives — Choose three courses from the following (some may require additional prerequisites):\*\***

FIN 417	Investment Portfolio Management (3)	
FIN 419	International Financial Management (3)	
FIN 420	Real Estate Investment Analysis (3)	
FIN 422	Managerial Finance II (3)	
FIN 480	Special Topics in Finance (3)	
		<u>9</u>
		22

\*\*ACC 320 (3) or ECN 321 (3) may be substituted for one finance elective.

Students interested in a career in banking are encouraged to take ECN 321 as a major elective.

## Requirements for the major in financial information systems

**Major adviser:** *Joseph Callaghan*

The major in financial information systems involves the integration of information systems technology and financial information in the development of business information systems. The major is intended to provide financial services professionals with the knowledge they need to leverage the latest information technologies in order to support the use of financial information in management decision-making and external reporting, and to integrate financial information and internal controls into cross-functional business information systems.

To fulfill requirements for the financial information systems major, students must be admitted to major standing in financial information systems, complete the core program and earn a minimum of 18-19 credits, as specified below, with a grade of 2.0 or better in each major course. A grade of 2.0 or better must be achieved in each prerequisite financial information systems course before a student may begin work in subsequent financial information systems courses.

**Required major courses:**

		Credits
FIS 318	Introduction to Financial Systems and Databases	3
FIS 431	Financial Information Systems: Analysis and Design	3
FIS 432	Financial Information Systems: Applications	3
FIS 433	Financial Information Systems: Audit and Control	<u>3</u>
		12

**Electives - Choose two courses from the following (some may require additional prerequisites):**

FIS 480	Special Topics in Financial Information Systems (3)
POM 441	Manufacturing Planning and Control (4) (or POM 448 Project Management Techniques)

Any 300 or 400 level ACC courses

Any 400 level FIN courses

Any ATB courses\*

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18-19

\*Enrollment in ATB courses is limited to students admitted to the Applied Technology in Business program.

**Requirements for the major in general management**

**Major adviser:** *Floyd G. Willoughby*

The general management major allows students to take advanced work in several functional areas of business. Students may not earn a double major in general management and another major of the School of Business Administration.

To fulfill requirements for the general management major, students must be admitted to major standing in general management, complete the core program and earn a minimum of 15 additional credits in electives with a grade of 2.0 or better in each major course. The electives may be chosen from any area within the School of Business Administration (courses beginning with ACC, ATB, ECN, FIN, FIS, MGT, MIS, MKT, ORG, POM or QMM) and must be chosen from courses numbered 300 or higher; at least two courses must be at the 400 level. No more than 4 credits of independent study (490 courses) may be used to meet the major elective requirement.

**Requirements for the major in human resources management**

**Major adviser:** *Kenneth M. York*

The major in human resources management develops the skills needed to administer the personnel functions of organizations. It is designed primarily for students who intend to pursue careers in administration, personnel management, labor relations or wherever the management of people at work is a central concern.

Emphasis is placed on developing an intensive understanding of the concepts and techniques needed to acquire, develop and utilize an organization's human resources. The program includes broad coverage of such topics as personnel psychology, personnel administration and labor/management relations, in addition to providing basic knowledge of organizational behavior.

To fulfill requirements for the human resources management major, students must be admitted to major standing in human resources management, complete the core program and earn at least 25 credits as specified below, with a grade of 2.0 or better in each major course.

<b>Required in the core:</b>		<b>Credits</b>
ORG 330	Introduction to Organizational Behavior	3
ORG 331	Introduction to the Management of Human Resources	3
<b>Required major courses:</b>		
ORG 430	Organizational Research Methods	4
ORG 433	Labor/Management Relations	4
ORG 434	Advanced Human Resources Management	4
<b>Electives — Choose two courses, at least one of which must be a 400-level ORG course:</b>		
ORG 431	Leadership and Group Performance (4)	
ORG 432	Motivation and Work Behavior (4)	
ORG 470	International Organizational Behavior and Human Resources Management (4)	
ORG 480	Topics in Organizational Management (4)	
MGT 480	Seminar: Current Business Topics (4)	
ECN 338	Economics of Human Resources (3)	
PS 454	Public Personnel Administration (4)	
		<u>7-8</u>
		25-26

## Requirements for the major in management information systems

**Major adviser:** *Paul Licker*

The major in management information systems specifies a set of courses that will give students more facility with computer applications, with the use of computers in handling information processing in organizations, with systems analysis and with the use of computers in management decision making and support of organizational functions.

To fulfill the requirements for the major in management information systems, students must be admitted to major standing in management information systems, complete the core program and complete at least 28 credits, as specified below, with a grade of 2.0 or better in each major course.

<b>Required in the pre-core and core:</b>		<b>Credits</b>
MIS 200	Personal Productivity with Information Technology	4
or CSE 125	Introduction to Computer Use	
MIS 300	Management Information Systems	3
<b>Required major courses:</b>		
CSE 130	Introduction to Computer Programming	4
or CSE 141	Computer Problem Solving in Engineering and Computer Science	
MIS 304	Database Management	4
MIS 316	Systems Analysis	4
<b>Electives — Choose three courses, at least one of which is MIS 405, 407, 416 or 426:</b>		
MIS 400	Analysis of Complex Systems (3)	
MIS 405	Business Data/Telecommunications (3)	
MIS 407	Projects and Problem Solving (3)	
MIS 416	Advanced Systems Analysis and Design (3)	
MIS 418	Network Management (3)	
MIS 420	Electronic Commerce (3)	
MIS 421	Advanced Business Applications (3)	
MIS 422	Business Object Development (3)	
MIS 424	Business Application Architecture (3)	
MIS 426	GUI Application Development (3)	
MIS 428	Web Application Development (3)	

MIS 436	Decision Support Systems (3)
MIS 442	IS Issues in Supply Chain Management (3)
MIS 444	Simulation in Management (3)
MIS 446	Business Analysis and Modeling (3)
MIS 480	Advanced Topics in MIS (3)
CSE 220	Computer-based Information Systems I (4)
POM 448	Project Management Techniques (4)

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28-30

## Requirements for the major in marketing

**Major adviser:** *Mukesh Bhargava*

The major in marketing develops the specific skills, modes of analysis and background to work in the marketing area of a profit-making business or not-for-profit enterprise. It is designed primarily for students who intend to pursue careers in fields such as marketing, sales, research, product development and management, advertising, communication, retail buying and distribution management.

Emphasis is placed on developing a comprehensive understanding of the concepts and techniques needed to plan and execute the conception, pricing, promotion, and distribution of ideas, goods and services by creating exchanges which satisfy individual and organizational goals. The program includes broad coverage of such topics as marketing management, marketing research, selling and sales management, advertising and communications, sales promotion, business-to-business marketing, not-for-profit marketing, business logistics, retailing, international marketing and Internet marketing.

To fulfill the requirements for the major in marketing, students must be admitted to major standing in marketing, complete the core program and complete a minimum of 24 credits, as specified below, with a grade of 2.0 or better in each major course.

Required in the core:		Credits
MKT 302	Marketing	4
<b>Required major courses:</b>		
MKT 353	Marketing Management	4
MKT 404	Consumer Behavior	4
MKT 405	Marketing Research	4
<b>Electives — Choose two courses:</b>		
MKT 406	Promotional Strategy (4)	
MKT 420	Distribution Channels Management (4)	
MKT 430	Sales and Sales Management (4)	
MKT 450	International Marketing (4)	
MKT 470	Business to Business Marketing (4)	
MKT 480	Seminar in Marketing (4)	
		8
		24

## Bachelor of Science with a Major in Economics

**Major adviser:** *Addington Coppin*

The curriculum in economics teaches students the concepts and tools of economic analysis, while providing them with the breadth and flexibility of a broad general education and courses in other areas of interest to the student. Students learn how economic analysis can be applied to major problems facing individuals, firms, the nation and the world today. Majoring in economics prepares students for the workplace of the

future, which will require workers who are flexible, adaptable to change, and who can propose practical solutions to solve problems quickly.

Besides preparing students for a career in the private or public sector, an education in economics is excellent preparation for law school, graduate school in public administration or economics or an MBA degree. Economics is a flexible choice for students seeking a rigorous, well-respected and relevant major without specializing in a narrowly defined area.

The Department of Economics offers three economics programs: Bachelor of Arts in Economics (offered through the College of Arts and Sciences), Bachelor of Science in Economics (offered through the School of Business Administration), and a minor in economics. The Bachelor of Arts degree allows a student to pursue a liberal arts education while providing a background that business considers appropriate for most entry-level management positions (see the Department of Economics section in the College of Arts and Sciences portion of the catalog). The Bachelor of Science degree has additional accounting and finance requirements. It also provides educational and career flexibility not offered by a degree in business. The minor in economics is useful for liberal arts majors with an interest in business and for business majors who want to demonstrate their solid grounding in economics, the foundation of a business degree.

Students who are interested in attending graduate school in economics should see the department chairperson or an economics faculty mentor at an early stage of their undergraduate program. Professional advisers in the School of Business Administration (for B.A. and B.S. degrees) and the College of Arts and Sciences (for B.A. degree) or the chairperson of the Department of Economics do routine student advising.

## Requirements for the Bachelor of Science degree with a major in economics

To earn the Bachelor of Science degree with a major in economics, students must complete a minimum of 128 credits as follows:

English composition:	Credits	
RHT 150-160	Composition I-II (or complete the writing proficiency requirement in another manner)	0-8
ENG 382	Business Writing (or ENG 380 or 381)	<u>4</u>
		4-12

**General education requirement:** 28

See *Undergraduate degree requirements*. The math, logic and computer science field category will be satisfied by cognate courses. For economics majors, the social science field category cannot be satisfied with an economics course.

### Ethnic diversity requirement:

See *undergraduate degree requirements*.

### Cognate courses:

MTH 011-012	Elementary-Intermediate Algebra (if necessary)	0
MTH 121	Linear Programming, Elementary Functions (or MTH 141)	4
MTH 122	Calculus for the Social Sciences (or MTH 154)	4
CSE 125	Introduction to Computer Use	
or MIS 200	Personal Productivity with Information Technology (or CSE 130 or 141)	4
ACC 200	Introductory Financial Accounting	4

QMM 240 and 241 or QMM 250	Statistical Methods for Business I and II Statistical Methods for Business (a 6 credit course that covers the material of both QMM 240 and 241)	6
FIN 322	Managerial Finance I	<u>4</u>
		26

**Required courses:**

ECN 200 and ECN 201 or ECN 210	Principles of Macroeconomics Principles of Microeconomics Principles of Economics (a 6-credit course that covers the material of both ECN 200 and 201)	6-8
ECN 302	Intermediate Macroeconomics	3
ECN 303	Managerial Economics	3
ECN 304	Consumer Economics	3
ECN 405	Econometrics	<u>3</u>
		18-20

**Electives:**

15-16

Choose five economics electives at the 300-level or above, one of which must be at the 400-level. Students taking ECN 150 before ECN 200 or 201, and who subsequently become economics majors, should talk to the department chairperson. FIN 418 or QMM 452 can be substituted for a 300-level elective. No more than 3 credits in ECN 490 may be counted as economic electives.

**General electives:**

26-37  
128

Transfer students must complete at least 32 credits at Oakland University, of which at least 16 credits must be offered by the School of Business Administration. Of these 16 credits, at least nine must be in the student's major.

**Admission to major standing in economics**

Admission to major standing in economics is required before a student may graduate. The minimum requirements for major standing are:

1. Student's admissibility to and retention in the university;
2. Completion of the writing proficiency requirement;
3. A minimum grade point average of 2.60 in all courses taken at Oakland University;
4. Completion of the following courses, or their equivalents, with a grade of 2.0 or better in each course: MTH 121, 122; MIS 200 or CSE 125 (or 130 or 141); ECN 200 and 201 (or 210) and QMM 240 (or 250); and
5. Submission of an "Application for Major Standing."

Although ECN 302, 303 and 304 are not required for admission to major standing in economics, students must earn a grade of 2.0 or better in them in order to graduate.

**Minors**

The School of Business Administration offers 12 minors for students who want to combine their majors with an introduction to the skills, analytical techniques and institutional material of economics or an area of business.

To earn any of these minors, with the exception of the minor in applied technology in business, students must complete the prescribed courses with a grade of 2.0 or better in each

course. (See the description of the minor in applied technology in business for the grade requirements for that minor.) Students majoring in programs other than business administration may take SBA courses only if they meet the prerequisites (except major standing).

All students who are not majors in the School of Business Administration and economics majors in either the School of Business Administration or the College of Arts and Sciences, whether they have applied for a minor or not, are limited to no more than 25 percent of their total degree credits in business courses. The maximum of 25 percent of total degree credits includes courses taken at Oakland University and all previous colleges. Economics (ECN) courses, QMM 240, 241, 250, and 452 are excluded from this requirement. Therefore, students from majors outside the business administration program may not earn more than 25 percent of total degree credits in transfer plus Oakland credits in ACC, ATB, FIN, FIS, MGT, MIS, MKT, ORG, POM or QMM courses (excluding those noted above).

Any student enrolled in any major in the School of Business Administration may receive any minor offered by the school, other than in the student's major, except for the minors in financial information systems, general business and applied technology in business. The minor in financial information systems is not open to accounting majors. The minor in general business is open only to economics majors (B.A. or B.S. program) and students with majors outside the SBA. The minor in applied technology in business is available only to students majoring in business who have been admitted into the ATIB program. Students not in a major within the School of Business Administration are similarly eligible for multiple minors, but are subject to the 25 percent of total degree credits maximum discussed above. **Transfer students planning to earn a minor must earn at least nine credits toward the minor at Oakland University; at least six of these nine credits must be in courses at the 300 level or above.** Students not in a major within the SBA who are expecting to earn a minor in the SBA are encouraged to meet with the minor coordinator and fill out a university concentration/minor authorization form.

## Minor in accounting

**Coordinator:** *Gadis Dillon*

The minor in accounting consists of a minimum of the following 20 credits and any prerequisites for these courses: ACC 200, 210 and 12 additional credits in any accounting (ACC) courses. (FIS 318 may also be used toward these 12 credit hours). This minor is open to all students except accounting majors.

## Minor in applied technology in business (ATIB)

**Coordinator:** *Mohammad Dadashzadeh*

The minor in applied technology in business provides a unique opportunity to combine studies in any business major with hands-on experience to solve real-world business problems in companies. It provides students admitted into the program with a 32 credit hour tuition scholarship in their junior and senior years so that they can focus their learning on the proactive use of information technology (IT) in solving corporate sponsored business problems. Application to the program is restricted to business majors and admission to the program is competitive; students interested in applying for this minor should contact the program coordinator. The minor consists of a minimum of 19 credits and any prerequisites for these courses: MIS 200 (or CSE 125), MIS 300, ATB 306, 307, 406 and 407. A minimum grade of 3.0 is required in each of these courses, and a cumulative GPA of 3.00 or better must be maintained to remain in the program.

## Minor in economics

**Coordinator:** *Addington Coppin*

The minor in economics consists of a minimum of 18-20 credits (depending on courses chosen) in economics courses including any prerequisites for these courses. A student must take both ECN 200 and 201 or ECN 210. A student must then complete 12 additional credits in any other 300- or 400-level economics (ECN) courses. This minor is open to all students except economics majors. **Students taking ECN 150 before ECN 200 or 201, and who subsequently want to minor in economics, should talk to the minor coordinator.**

## Minor in finance

**Coordinator:** *Matt Blasko*

The minor in finance consists of a minimum of the following 23 credits and any prerequisites for these courses: ACC 200, QMM 240 and 241 (or QMM 250), FIN 322 and nine additional credits in finance (FIN) courses (Either ACC 301 or ECN 321 may be used towards those nine credits and may satisfy 3 credits toward the finance minor). This minor is open to all students except finance majors.

## Minor in financial information systems

**Coordinator:** *Joseph W. Callaghan*

The minor in financial information systems consists of a minimum of 20-22 credits and any prerequisites for these courses: ACC 200 and 210; FIS 318 and three courses chosen from the following: FIS 431, FIS 432, FIS 433, and FIS 480. This minor is open to all students except accounting majors and financial information systems majors.

## Minor in general business

**Coordinator:** *A. J. Cataldo*

The minor in general business consists of a minimum of 19-23 credits (depending on courses chosen), described as follows, and any prerequisites for these courses: ECN 210 or both ECN 200 (or 150) and 201, ACC 200, ORG 330 and 6-8 additional credits in 300- and 400-level electives (ACC, FIN, FIS, MGT, MIS, MKT, ORG, POM or QMM courses) offered by the School of Business Administration. Economics (ECN) 300- and 400-level courses are not acceptable electives for this minor. This minor is open to all majors including the B.A. and B.S. in economics, but students majoring in other programs offered by the School of Business Administration are not eligible.

## Minor in human resources management

**Coordinator:** *Kenneth M. York*

The minor in human resources management consists of a minimum of 18 credits, described as follows: ORG 330, 331 and 434 and eight additional credits chosen from ORG 430, 431, 432, 433, 470 and 480, and any prerequisites for these courses. This minor is open to all students except SBA human resources management majors.

## Minor in international management

**Coordinator:** *Deepak Sethi*

The minor in international management consists of a minimum of 16 credits, described as follows, and any prerequisites for these courses: ECN 210 or both ECN 200 and 201,

ECN 373; MGT 423 and one course chosen from ACC 417, ECN 326, ECN 374; FIN 419; MKT 450 and ORG 470. Proficiency in a foreign language is not required but is highly recommended. This minor is open to all majors.

## **Minor in management information systems**

**Coordinator:** *Srinarayan Sharma*

The minor in management information systems consists of a minimum of 18 credits in the following courses and any prerequisites for these courses: CSE 125 or MIS 200, CSE 130 or 141 or 220; MIS 300, 304 and 316. This minor is open to all students except MIS majors.

## **Minor in marketing**

**Coordinator:** *John Kim*

The minor in marketing consists of a minimum of 20 credits, described as follows, and any prerequisites for these courses: MKT 302, 353, 404 and any two courses chosen from MKT 405, 406, 420, 430, 450, 470 and 480. This minor is open to all students except marketing majors.

## **Minor in production and operations management**

**Coordinator:** *T.J. Wharton*

The minor in production and operations management consists of a minimum of 20 credits, described as follows, and any prerequisites for these courses: MIS 200 or CSE 125 or 130 or 141; QMM 240 and 241 (or QMM 250 or STA 226) POM 343 and any two courses chosen from POM 441, 445, 448, 480 and QMM 452. This minor is open to all majors.

## **Minor in quantitative methods**

**Coordinator:** *David P. Doane*

The minor in quantitative methods consists of a minimum of 19 credits, described as follows, and any prerequisites for these courses: CSE 130 or 141; QMM 240 and 241 (or QMM 250 or STA 226) and any three courses chosen from QMM 452, 440; POM 448; MIS 444; ECN 405; STA 323, 324. This minor is open to all majors.

## **Policies and Procedures**

### **High school admissions**

For entering freshmen, admission to pre-business is restricted to those presenting a 2.80 cumulative grade point average in high school academic courses and at least four years of college preparatory mathematics courses.

### **Transfer policy**

Transfer students must have a 2.80 cumulative grade point average and mathematics through algebra for admission to pre-business.

Evaluation of transfer courses is a two-part process. General education and composition courses are evaluated by the Academic Records Office. Business courses, including any required computer science courses, are evaluated by the School of Business Administration. Credit for specific SBA courses is authorized for courses of similar content taken at other colleges and universities accredited by a regional accrediting agency. Students

transferring from other institutions, especially those from outside the United States, may be required to submit course descriptions and related materials to aid in these transfer evaluations. See *Transfer student information* for additional information.

### Internal transfer

Oakland University students seeking admission to pre-business from other programs will be considered for admission after they have completed MTH 121 (or an equivalent) with a grade of 2.0 or better. An overall GPA of 2.60 or better in at least 12 credits at Oakland University is also required.

### Unsatisfactory performance

Numerical grades less than 2.0 and U grades are considered substandard. A course in which a grade below 2.0 has been earned may not be subsequently passed by competency examination or independent study. A student can repeat, either at Oakland University or at another approved institution, any business precore course in which a 2.0 grade is required. However, if a student repeats a course at another institution, the original grade attained in the course at OU will be included in the student's GPA. See "Repeating courses" in the *Academic policies and procedures* section of the catalog for more specific information on university rules governing course repeats.

### Grade Appeals

If a student wishes to dispute a final grade in a course, they must submit a written appeal to the appropriate department chair no later than the following deadlines:

1. If the course was taken in Winter, Spring or Summer semesters, the written grade appeal must be submitted no later than the end of the subsequent Fall semester.
2. If the course was taken in Fall semester, the written grade appeal must be submitted no later than the end of the subsequent Winter semester.

### Prerequisites

In planning their schedules, students should ensure that they satisfy prerequisite and corequisite conditions for courses. Students who have registered for courses for which they do not meet the conditions may have their registration canceled and will be liable for any financial penalties incurred.

### Independent Study

The purpose of an Independent Study is to provide *highly motivated students* the opportunity to construct a *unique educational experience* that goes beyond the courses contained in the existing course catalog. The basic rules for Independent Study are:

1. Student must have at least a 3.0 cumulative overall GPA. In addition, undergraduate students must have achieved major standing.
2. Independent Study cannot be used in lieu of a required course.
3. It is the student's responsibility to develop an appropriate area of Independent Study and to arrange for a full-time faculty member to direct the Independent Study.
4. Part-time SBA faculty members cannot supervise an Independent Study.
5. The Independent Study contract must be completed by the student and signed by the faculty advisor, department chair, and the Coordinator of Undergraduate Advising prior to registering for the course.
6. It is expected that the student will perform an amount of work equivalent to a regular course with the same amount of credits and that a substantive tangible output (exam, written paper, computer program, etc.) will be developed.

7. Interdisciplinary cooperation is permitted and a non-SBA faculty member may co-supervise the Independent Study. An SBA faculty member must be a supervisor and is responsible for assigning a final grade.
8. The student must be made aware of the basis for grading prior to registering for an Independent Study.
9. Undergraduate students cannot register for Independent Study if they already have or are taking more than eight cumulative credits of Independent Study unless an exception is agreed to by the SBA's Committee on Instruction.

## Assessment

To assist in the continuous improvement of its programs, the SBA engages in a range of assessment efforts. Students are expected to actively participate in these assessment and improvement efforts. Assessment activities include the following:

Standard tests: Students are expected to take a pre-test at the start of any program in the SBA, and will be tested on acquired knowledge and skills in the SBA capstone course. Not graded individually, these tests are used to assess the average performance of students in the program.

Student/alumni satisfaction surveys: Periodically, current students and alumni are surveyed to provide feedback to the school's faculty, staff and students on the performance of the SBA's programs.

## Policy regarding non-business majors

All students who are not majors in the School of Business Administration and economics majors in either the School of Business Administration or the College of Arts and Sciences, whether they have applied for a minor or not, are limited to no more than 25 percent of their total degree credits in business courses. The maximum of 25 percent of total degree credits includes courses taken at Oakland University and all previous colleges. Economics (ECN) courses, QMM 240, 241, 250, and 452 are excluded from this requirement. Therefore, students from majors outside the business administration program may not earn more than 25 percent of total degree credits in transfer plus Oakland credits in ACC, ATB, FIN, FIS, MGT, MIS, MKT, ORG, POM or QMM courses (excluding those noted above).

## Additional Information

### Career Experience

The Career Experience unit of Career Services assists students in gaining non-credit paid work experience related to their major that will enhance their classroom learning, increase their motivation to graduate, augment their career knowledge, and improve their job-seeking skills and employability. Opportunities are offered in the following programs: Career-related jobs, Internships (corporate and grant funded), and Cooperative Education. Students in the School of Business Administration who want to combine relevant work experience with their education are encouraged to participate in such programs. Students are placed in jobs in business, non-profit or governmental organizations similar to those held by recent Oakland University graduates. All students are encouraged to explore these programs and other job/career related information on the Career Services web site at [www.oakland.edu/careerservices](http://www.oakland.edu/careerservices) or by contacting the Career Services office at 275 West Vandenberg Hall, 248-370-3250.

### Honors, awards and scholarships

In addition to being eligible for honors available to all Oakland University undergraduates, students in the School of Business Administration are eligible for the following:

**School honors** are awarded by the School of Business Administration to graduating students who have completed a minimum of 32 credits in SBA courses with a minimum GPA of 3.33 in courses offered in the school.

**American Marketing Award:** The Detroit chapter of the American Marketing Association awards certificates of achievement for scholarship and service to marketing majors.

**Beta Gamma Sigma:** Beta Gamma Sigma is the national honor society for business schools accredited by AACSB—The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is one of the highest scholastic honors that a student in business administration can achieve. It is based on outstanding scholastic achievement as measured by overall grade point average. Invitation for membership to Beta Gamma Sigma is extended to graduating seniors in the top 10 percent of their class and juniors in the top 5 percent of their class.

**Financial Executives Institute Award:** This award is presented annually to the undergraduate accounting or finance student who has demonstrated the highest standard of academic excellence. The student is honored at a meeting of the Detroit chapter of the Financial Executives Institute. Selection is made by the accounting and finance faculty of the School of Business Administration.

**Omicron Delta Epsilon:** Omicron Delta Epsilon is a national honor society for promising economics students. Selection for membership is made by the economics faculty.

**Wall Street Journal Student Achievement Award:** This award is presented annually to the graduating senior who has demonstrated the greatest academic and leadership achievement in the School of Business Administration. Selection is made by the faculty.

## School of Business Administration awards/scholarships

### Applied Technology in Business Scholarships (ATIB):

These two-year full scholarships (tuition for up to 64 credit hours plus fees for four terms) were established to support students who have been accepted into the Applied Technology in Business Program. This support allows students to focus their learning on the proactive use of information technology (IT) in solving corporate sponsored business problems. The program is competitive and the number of scholarships available is dependent on the number of organizations that sponsor the ATIB Program. Minimum criteria for application to the program include: junior standing, a minimum GPA of 3.00 and at least a 3.0 in MIS 200 (or CSE 125).

**Diane and Michael Grieves Endowed Diversity Scholarship:** This scholarship was established in recognition of the importance of a diverse workforce in the field of management information systems, and in recognition of the central role played by the School of Business Administration in educating highly skilled MIS graduates. This one-year \$3,000 scholarship for tuition and fees will be awarded to a minority student pursuing a degree in management information systems who can demonstrate financial need.

**Dicon Tafrahan Memorial Scholarship:** This scholarship is awarded annually, on a merit basis, to a continuing accounting major at Oakland University. Selection is made by the accounting faculty of the School of Business Administration. This scholarship was established in memory of Dicon Tafrahan, who served in administrative capacities at Oakland University for many years.

**Dr. Wendell Schindele Scholarship:** This \$500 scholarship is awarded annually to an undergraduate accounting major. Candidates must have completed at least two accounting courses beyond ACC 210, at least 3.0 overall GPA, and at least a 3.0 GPA in accounting courses beyond ACC 210. Bilingual/foreign language ability and evidence of entrepreneurial spirit will enhance the application.

**Fidelity Bank Scholarship:** This scholarship was established to assist financially disadvantaged minority students and to promote diversity in all fields of business administration. A preference will be given to those with an interest in a career in banking. Candidates

must be full time students, have achieved junior standing and have a GPA of 2.80 or above. This is a one year \$1,500 scholarship for tuition and books.

**Financial Executive Institute Award:** Awarded to a graduating undergraduate finance major with an outstanding combination of academics and activities who also intends to pursue a career in financial management, as determined by the department faculty. The honoree must attend the Financial Executive Academic Night banquet, usually held in March.

**Follmer, Rudzewicz & Co., P.C. Scholarship:** This \$1,000 scholarship is awarded annually to an undergraduate accounting major. Candidates must have at least junior standing, a 3.0 or higher GPA in courses taken at Oakland University, and have an interest in pursuing a career in public accounting. The scholarship can be used only for tuition and related fees.

**Francis C. Amos SBA Alumni Scholarship:** This \$1,000 per academic year scholarship is renewable for up to two academic years (2 regular terms per calendar year) based on maintaining scholarship criteria. This scholarship is open to juniors and seniors who have completed at least 59 credits and have School of Business Administration major standing. Students must maintain 3.40 GPA in SBA and 3.00 overall GPA.

**Gale Blank Cople Endowed Economics Scholarship:** This \$1000 scholarship is given annually in recognition of outstanding achievements in economics and overall academic accomplishments to a member of Oakland University's Women's Economic Society. Applicants must have senior standing and must maintain full-time status during the next academic year. They must have completed at least 4 courses in economics with a GPA of at least 3.0 and must have an overall GPA of at least 3.0.

**Katke Invitational Automotive Scholarship:** This scholarship awards \$2,000 to a junior or senior business major with at least a 3.00 GPA who demonstrates outstanding academic achievement and extra-curricular and/or civic involvement.

**Lorenz Awards for Rising Seniors:** These awards are to recognize academic excellence in SBA juniors who are moving into their senior year; a tuition scholarship for the senior year will be awarded to the junior student who has the highest overall GPA in the School of Business Administration; \$2,000 goes to the student with the second highest GPA; \$500 awards go to the two students with the third and fourth highest GPA.

**Oakland Executive Association Scholarship:** This scholarship was established to assist an Oakland County scholar. Candidates must be both scholarly and civic minded, be full time students, have achieved junior standing, have a GPA of 3.00 or above, be current residents of Oakland County and show university/civic involvement. This is a one year, \$5,000 scholarship for tuition and books.

**Paul F. Lorenz/Texas Instruments Excellence Awards:** These awards are based on undergraduate academic excellence. Awards of \$1,000 and \$500 will be made to two graduating seniors with the highest overall GPAs.

**Professor Ronald M. Horwitz Outstanding Finance Student Award:** This award is given to the graduating undergraduate finance major with the best combination of academics and activities, as determined by the Department of Accounting and Finance faculty. Significantly greater emphasis is placed on academic performance, particularly performance in finance courses. Serving in a leadership role in student activities will also be an important factor. Eligible students must have graduated or be eligible to graduate during the academic year in which the award is granted. The honoree must attend the Department of Accounting and Finance's annual Student Award Banquet. The minimum grant awarded is \$500.

**School of Business Alumni Affiliate Scholarship:** This \$1,000 per semester scholarship is available for up to two semesters. It is open to juniors and seniors who have completed 59 credits and who have declared School of Business Administration major standing. Recipients must maintain 3.0 overall GPA and be full time students.

**Stephan and Rita Sharf Scholarship:** A scholarship awarded annually to an upper division student who will be enrolled full-time in the School of Business Administration.

Selection is based upon academic achievement and demonstrated financial need. The award amount varies.

**Volkswagon of America Corporate Leadership Scholarship Award:** These \$1,000 scholarship awards were established to assist talented students pursuing a career in business. Candidates must be full-time students, have achieved junior standing, have a GPA of 3.00 or above, and have demonstrated financial need.

## Course Offerings

Following are descriptions of the courses offered by the School of Business Administration. Required precore and core courses for students majoring in the business programs are generally offered each fall and winter semester and during either the spring or summer session.

The 300- and 400-level courses are designed for students with major standing in the School of Business Administration. These courses have major standing as a prerequisite, except for ACC 310, FIN 322, MIS 300, MKT 302, ORG 330, POM 343, and all economics (ECN) courses. The 300-level courses should be taken during the junior year (56-90 credits). Nonbusiness majors may elect 300- or 400-level courses if they meet the prerequisites (except for major standing).

The school offers selected courses from this catalog as warranted by student needs and availability of faculty. Specific offerings for each term may be found in the *Schedule of Classes*.

## ACCOUNTING

### **ACC 200      Introductory Financial Accounting (4)**

Introduction to accounting information as an aid to decision-making for external users of financial statements. Students learn how to measure and record accounting data, prepare financial statements and analyze published financial accounting information.

Prerequisite: Sophomore status. MIS 200 or CSE 125 recommended.

### **ACC 210      Managerial and Cost Accounting I (4)**

Analysis of accounting methods providing data for optimal managerial decisions, implementation and control. Topics include cost allocation; cost, volume and price relationships; product cost accounting and control systems; operations and capital budgeting, and related behavioral, reporting and information processing aspects.

Prerequisite: ACC 200, MIS 200 or CSE 125 recommended. Sophomore status.

### **ACC 301      Financial Reporting and Analysis (3)**

A study of financial accounting and reporting from the perspective of the user of accounting information. The course will emphasize the interpretation and analysis of specific accounting treatments rather than accounting methodology.

Prerequisite: ACC 200, major standing and junior status.

### **ACC 310      Intermediate Financial Accounting I (3)**

A study of financial accounting topics, including accounting valuation and reporting practices. Three -major areas examined include financial accounting theory, current and noncurrent assets, and current and noncurrent liabilities.

Prerequisite: ACC 200, ACC 210 and junior status.

### **ACC 311      Intermediate Financial Accounting II (3)**

A continuation of ACC 310. Major financial accounting areas examined include stockholders' equity, dilutive securities, investments, income measurement issues, and the preparation and analysis of financial statements.

Prerequisite: ACC 310 and major standing.

### **ACC 320      Managerial and Cost Accounting II (3)**

An analysis of available procedures and techniques to sharpen accounting analyses for managerial planning and control. Extends subjects introduced in ACC 210 to non-manufacturing firms, decentralized firms, transfer pricing and segment performance measurement.

Prerequisite: ACC 210, major standing and junior status.

**ACC 401      Advanced Financial Accounting (3)**

Topics include accounting and reporting for business combinations, partnerships, consolidated entities, interim financial statements and segments of business enterprises.  
Prerequisite: ACC 311 and major standing.

**ACC 411      Auditing (3)**

Introduction to the objectives, techniques, and standards of internal and external audits of the accounts of an enterprise. Generally accepted auditing standards will be critically examined.  
Prerequisite: QMM 241 or QMM 250, ACC 311 or ACC 301, and major standing.

**ACC 412      Government and Not-for-Profit Accounting (3)**

The characteristics of not-for-profit entities are analyzed and used to define the basic concepts of accounting for funds. Accounting and reporting principles applicable to governmental units, hospitals, schools and other nonprofit entities are discussed.  
Prerequisite: ACC 310 or ACC 301, and major standing.

**ACC 415      Federal Income Taxation (3)**

To acquaint students with the concepts of federal taxation. The essential logic underlying the federal tax laws will be explored, with emphasis placed on the tax treatment of individual taxpayers. The course focuses on tax theory and law rather than on the preparation of tax returns.  
Prerequisite: ACC 310 or ACC 301, and major standing.

**ACC 417      International Accounting (3)**

The study of financial accounting, reporting and disclosure in different nations. Major topics include similarities and differences among country standards, efforts for worldwide harmonization, foreign currency, geographical segment reporting, inflation accounting, taxation and transfer pricing.  
Prerequisite: ACC 311 and major standing.

**ACC 421      Federal Income Tax II (3)**

The study of basic federal income tax laws relating to corporations, partnerships, estates and trusts. Topics include the formation, operation and taxation of corporations, partnerships, and other taxable entities.  
Prerequisite: ACC 415 and major standing.

**ACC 450      Professional Issues in Accounting (3)**

Addresses contemporary issues that affect accountants. Includes regulation of accounting and accountants; accounting standard-setting; admission to professional status; professional ethics; professional liability; and the impact of technology.  
Prerequisite: ACC 311 and major standing.

**ACC 480      Special Topics in Accounting (3)**

Intensive study of special topics in accounting. See schedule of classes for current offering. May be repeated for a total of 6 credits.  
Prerequisite: ACC 301 or ACC 311 and major standing.

**ACC 490      Independent Study (1-3)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of 6 credits.  
Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.

**APPLIED TECHNOLOGY IN BUSINESS****ATB 306      Business and Information Technology Foundations (3)**

The role of information technology (IT) in advancing organizational goals and discussion of how IT solutions to solve business problems are crafted will provide the backdrop for introducing students to a number of tools and methodologies. These include: modeling organizations and their competitive environment, modeling business processes, conceptual data modeling, flowcharting, and program design and development using VBA and VBScript.  
Prerequisite: Junior standing and acceptance into the ATIB program.

**ATB 307 IT Project Management (3)**

Students are assigned corporate sponsored projects so they can practice their problem solving and project management skills, with special focus on interviewing, task identification, time/resource estimation, setting milestones, and project presentation. Topics covered also include executive and knowledge based systems and inter-organizational systems.

Prerequisite: ATB 306.

**ATB 406 Information Management (3)**

Students continue to work on corporate student projects and practice additional skills such as meeting management, implementation and user training. Additional focus is innovative uses of IT, effective use of communications and networking, and management of diverse information needs as part of an organization's strategy.

Prerequisite: ATB 307.

**ATB 407 Corporate Internship (3)**

Students work at a corporate site and work on a specific project that has been agreed to by the program director and the corporation. The students manage the project on their own using a variety of skills they have acquired during the prior three semesters in this program.

Prerequisite: ATB 406.

**ECONOMICS****ECN 150 Economics in Today's World (4)**

Provides an overview of both macroeconomics and microeconomics. Students will learn about the law of supply and demand, economics of business, industry structure, international trade, exchange rates, inflation, unemployment, and fiscal and monetary policy. This is a survey course intended for students who desire a broad familiarity with a wide range of economic concepts. It does not provide adequate preparation for degrees in business or economics, and does not provide sufficient background for the Professional Engineering (PE) examination. Economics or business majors should **not** take this course (see specific requirements for those majors). *Satisfies the university general education requirement in social science. (Offered every fall and winter.)*

Prerequisite: None.

**ECN 200 Principles of Macroeconomics (4)**

Examines a broad range of macroeconomic concepts such as determination of national income, fluctuations in the economy, fiscal and monetary policies, money and banking, inflation and unemployment, and international economics. It also provides an introduction to a few key microeconomic concepts, such as scarcity, opportunity cost, supply and demand, and market processes. *Satisfies the university general education requirement in social science. (Generally offered every semester and term.)*

Prerequisite: High school algebra and sophomore status.

**ECN 201 Principles of Microeconomics (4)**

Provides an introduction to key microeconomic concepts. Examines operations of markets, theory of consumer demand, elasticity, organization of the firm, production and cost in the long and short runs, competition, externalities, market failures, legal and regulatory environment of business and international economics. It also explores economic perspectives on issues of ethnicity and gender in the U. S. economy. *Satisfies the university ethnic diversity requirement. (Generally offered every semester and term.)*

Prerequisite: High school algebra and sophomore status.

**ECN 210 Principles of Economics (6)**

Provides an introduction to principles of macroeconomics and microeconomics, covering the same topics as ECN 200 and ECN 201 combined but at an accelerated pace. Intended for highly motivated students with good writing and math ability. *Satisfies the university general education requirement in social science. (Generally offered fall semester.)*

Prerequisite: High school algebra, sophomore status and a GPA of 3.00 or better.

**ECN 302 Intermediate Macroeconomics (3)**

Deals with construction, analysis and interpretation of models of aggregate economic behavior, including the policy implications of alternative models, international interrelationships and assessment of contemporary controversies in national policy. *(Generally offered fall semester.)*

Prerequisite: ECN 201 or ECN 210, and MTH 122, or permission of instructor.

**ECN 303      Managerial Economics (3)**

Explores microeconomic theory and its application to managerial decision making. Examines consumer behavior, cost and output estimation, optimization, pricing issues in competitive and non-competitive markets, decision making under uncertainty and capital budgeting. (*Generally offered every semester and term.*)

Prerequisites: ECN 201 or ECN 210, and MTH 122, or permission of instructor.

**ECN 304      Consumer Economics (3)**

The course emphasizes theories of consumer behavior and their applications to areas such as the individual and market demand curves, supply of labor, intertemporal choice of consumption, tax and public policies, and decision-making under uncertainty. Also emphasizes general equilibrium welfare economics, issues relating to equity and efficiency, the nature of public goods and externalities, consumer protection, and property rights. (*Generally offered winter semester.*)

Prerequisite: ECN 303 or permission of instructor.

**ECN 309      State and Local Public Finance (3)**

Provides explanation and analysis of state and local public finance practices and problems. Topics include public goods and externalities, benefit-cost analysis, organization of sub-national governments, the budget process, and state and local revenues and expenditures. (*Offered with sufficient student demand.*)

Prerequisite: ECN 150 or ECN 201 or ECN 210.

**ECN 310      Economics of the Environment (3)**

Involves the application of the tools of economic analysis to problems of energy, ecology and the environment. Topics include externalities and public goods, optimum use of fixed national resources, limits to economic growth and ecological aspects of principal pollution problems. (*Generally offered spring term of odd years.*)

Prerequisite: ECN 150 or ECN 201 or ECN 210.

**ECN 321      Financial Markets and the Economy (3)**

Focuses on three areas: an introduction to banking and financial institutions, study of the U.S. financial markets (stock, bond and money markets), and the study of the impact of macroeconomic policies on the nation's economy and financial markets. (*Generally offered winter semester and summer term.*)

Prerequisite: ECN 150 or ECN 201 or ECN 210.

**ECN 326      International Economic Development (3)**

The main theories of economic development applied to developing countries. Topics include decision-making at the individual and macro-levels; trade strategies; fiscal, monetary and exchange policies in promoting economic development; and the role of less developed countries in the global economy. (*Generally offered winter semester of odd years.*)

Prerequisite: ECN 150 or ECN 201 or ECN 210.

**ECN 333      History of Economic Thought (3)**

Surveys the history and development of economic theory. Examines the development of classical theory, the Marxian challenge, the neo-classical refinement (marginal revolution) and the Keynesian revolution. Emphasis will be placed on the development of economics as intellectual history. (*Offered with sufficient student demand.*)

Prerequisite: ECN 150 or ECN 200 or ECN 210.

**ECN 338      Economics of Human Resources (3)**

Surveys the nature of labor markets. Topics include labor demand and supply, education and investment in human capital, unemployment, geographic and occupational mobility of labor, and effects of race, sex and age in labor markets. *Satisfies the university ethnic diversity requirement.* (*Generally offered fall semester of odd years.*)

Prerequisite: ECN 150 or ECN 201 or ECN 210.

**ECN 367      Economics of Health Care (3)**

Application of tools of economic analysis to the health care industry and government health care policy. Examines the impact of the special characteristics of health care and the medical services industry on the pattern of health care produced, its distribution and resource allocation within the industry. (*Generally offered winter semester of even years.*)

Prerequisite: ECN 201 or 210.

**ECN 373 International Trade (3)**

Examines classical, neoclassical and modern theories of international trade, as well as trade policies. Topics include: the relationship between economic growth and international trade, the theory and practice of commercial policy, preferential trading arrangements, international factor movements, trade under imperfect competition, and trade between unequal partners. (*Generally offered every fall semester.*)

Prerequisite: ECN 201 or ECN 210.

**ECN 374 Economics of International Finance (3)**

Examines issues of balance of payments adjustment, exchange rate determination, and the open economy. Topics include: theories of payments and foreign exchange, causes of disturbances and processes of adjustments in the balance of payments of the foreign exchange market under alternative exchange rate regimes, international capital markets, foreign debt, monetary integration, and the international monetary system. *The course may not be substituted for FIN 419.* (*Generally offered winter semester of even years.*)

Prerequisite: ECN 201 or ECN 210.

**ECN 378 Economic Analysis of Law (3)**

Economic analysis of basic institutions of legal systems. Emphasis is on laws that are not directly intended to regulate the economy, including property, contract, tort, criminal and procedural law. Labor and antitrust law will be discussed only tangentially. (*Generally offered spring term of even years.*)

Prerequisite: ECN 201 or ECN 210 or permission of instructor.

**ECN 385 Economics of Industries (3)**

Studies the structure of American industry and the factors affecting it, with emphasis on economies of scale; barriers to entry; structure-behavior relationships, including pricing, product differentiation and technical change; evaluation of performance, antitrust and regulation. (*Generally offered fall semester of even years.*)

Prerequisite: ECN 201 or ECN 210 or permission of instructor.

**ECN 405 Econometrics (3)**

Deals with estimation and testing of economic models using regression techniques. Class time includes weekly computer lab. Topics include: identifying and correcting violations of the regression assumptions, binary variables, distributed lag models, and simultaneous equation models. (*Generally offered every fall semester.*)

Prerequisite: QMM 241 or QMM 250, and ECN 303, or permission of instructor.

Corequisite: Weekly lab to accompany ECN 405.

**ECN 409 Urban and Regional Economics (3)**

Explores the application of microeconomic theory and empirical analysis to: residential choice and location of economic activities; migration patterns within and across states and metropolitan areas; major urban problems such as quality of life, transportation and optimum city size; urban sprawl; and Michigan's economy. (*Generally offered winter semester of even years.*)

Prerequisite: QMM 241 or QMM 250, and ECN 303, or permission of instructor.

**ECN 418 Seminar in Economic Policy (3)**

Involves analysis of economic policy. Topics vary but may include resource allocation, macroeconomic stability, economic growth, energy, public choice, transitional economics, privatization, global economic interdependence and the environment. (*Generally offered fall semester of even years.*)

Prerequisite: ECN 303, and QMM 241 or QMM 250, or permission of instructor.

**ECN 421 Monetary Economics (3)**

Conducts a systematic treatment of monetary economics. Particular attention is paid to issues such as money demand, money supply, effects of money on the real economy (output and employment) and inflation, and effectiveness of monetary policy. (*Generally offered fall semester of odd years.*)

Prerequisites: ECN 302 or permission of instructor.

**ECN 456 Public Finance (3)**

Studies the role and impact of the public sector in a market economy. It examines government spending programs and taxes within the context of efficiency and equity. There is a strong emphasis on current policy issues. (*Generally offered winter semester of odd years.*)

Prerequisite: QMM 241 or QMM 250, and ECN 303, or permission of instructor.

**ECN 480 Special Topics in Economics (3)**

Involves an intensive study of a selected topic in economics. Topics vary. See *Schedule of Classes* for current offering. May be repeated for a total of 6 credits as long as the topic covered is different. (*Offered with sufficient student demand.*)

Prerequisite: ECN 303.

**ECN 490 Independent Study (1-3)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of 6 credits. (*Offered based on individual students' needs.*)

Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.

**FINANCE****FIN 322 Managerial Finance I (4)**

The basic elements of managerial finance. Topics include: capital budgeting techniques, financial structure and analysis, the cost of capital, working capital management and international financial management.

Prerequisite: ECN 201, ACC 200, ACC 210, QMM 241 or QMM 250, and junior status.

**FIN 416 Investment Analysis (3)**

Provides a general framework for constructing portfolios and valuing investments. Important concepts include portfolio theory, credit analysis, valuation of call and conversion features on debt instruments, and fundamental analysis of equities and foreign assets.

Prerequisite: FIN 322, ACC 301 or ACC 311 and major standing.

**FIN 417 Investment Portfolio Management (3)**

Analyzes trading in different types of spot and foreign assets, futures, options, and investment companies. Tax, transaction cost, and regulatory issues are evaluated, as are asset allocation and timing strategies, technical analysis, hedging, arbitrage, and portfolio management within the context of a financial plan.

Prerequisite: FIN 416 and major standing.

**FIN 418 Financial Institutions and Capital Markets (3)**

Focus is on the structure and operations of financial intermediaries, analysis of innovative financial instruments, and credit and interest rate risk management.

Prerequisite: FIN 322 and major standing.

**FIN 419 International Financial Management (3)**

The application of the tools of financial analysis to cases and the problems of firms that have operations in several countries.

Prerequisite: FIN 322 and major standing.

**FIN 420 Real Estate Investment Analysis (3)**

A look at acquisition, financing and sale of income-producing real estate. Topics to be covered include feasibility, appraisal, investment, financing and taxation.

Prerequisite: FIN 322 and major standing.

**FIN 422 Managerial Finance II (3)**

The application of the tools of financial analysis to specific cases in the financial management of corporate businesses and nonprofit enterprises.

Prerequisite: FIN 322 and major standing.

**FIN 480 Special Topics in Finance (3)**

Intensive study of a selected finance topic. The topic will vary from term to term. May be repeated for a total of 6 credits.

Prerequisite: FIN 322 and FIN 416, ACC 301 and major standing.

**FIN 490 Independent Study (1-3)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of 6 credits.

Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.

**FINANCIAL INFORMATION SYSTEMS****FIS 318 Introduction to Financial Systems and Databases (3)**

This course focuses on information systems, project management, data modeling, database design, querying a database, and use of computerized financial databases.

Prerequisite: ACC 210, MIS 300, and major standing.

**FIS 431 Financial Information Systems: Analysis and Design (3)**

Students will learn how to analyze modern, technologically relevant financial information systems. The Systems Development Life Cycle (SDLC) is used as the logical framework and appropriate modeling technologies are used to analyze and design real-world business systems.

Prerequisite: FIS 318 and major standing.

**FIS 432 Financial Information Systems: Applications (3)**

The content of this project-based course will vary depending on changing business needs and information technologies. Topics include XML-XBRL, electronic commerce, executive decision support systems, and new emerging technologies.

Prerequisite: FIS 318 and major standing.

**FIS 433 Financial Information Systems: Audit and Control (3)**

This course deals with audit and control aspects of information systems. Students will study the risks, controls, audit techniques and computer fraud detection techniques related to key information systems areas and will perform audit tests and fraud prevention and detection procedures.

Prerequisite: FIS 318 and major standing.

**FIS 480 Financial Information Systems: Special Topics (3)**

Intensive study of special financial information topics. See schedule of classes for current offerings. May be repeated for a total of 6 credits.

Prerequisite: FIS 318 and major standing.

**FIS 490 Financial Information Systems: Independent Study (1-3)**

Qualified and highly motivated individuals may engage in individual research, directed readings or group study under the supervision of a faculty member. May be repeated for a total of 6 credits.

Prerequisite: An overall grade point average 3.00 or better, major standing, and an approved contract prior to registration.

**MANAGEMENT****MGT 350 Legal Environment of Business (3)**

The legal framework of business decisions. Introduction to the legal system and a survey of government regulation of business. Legal, ethical and political issues in employment, consumer protection, antitrust and business associations.

Prerequisite: ECN 201 or ECN 210, major standing and junior status.

**MGT 423 International Business (4)**

Analysis of the scope, structure and environment — social, cultural, political, legal, economic and technological— of international business. Emphasizes the roles played by the various business functions, in presenting an integrated view of how managers of multinational firms cope with the complex international environment.

Prerequisite: Major standing.

**MGT 435 Management Strategies and Policies (4)**

Managerial problem perception and the application of economics, statistics, organizational behavior, accounting, finance, marketing and quantitative methods to the systematic analysis of case studies. Prerequisite: Major standing, ENG 382, MKT 302, ORG 331, FIN 322, POM 343 and senior standing. For SBA majors only.

**MGT 450 Business Law (4)**

Survey of topics in private commercial law under the Uniform Commercial Code. Contracts, agency, property and insurance, secured transactions and commercial paper. Legal responsibilities of the licensed professions.

Prerequisite: MGT 350 and major standing.

**MGT 480 Seminar: Current Business Topics (4)**

The analysis of topics of current interest in management. Outside faculty and managers may participate in the seminar as an integral part of the course. May be repeated for a total of 8 credits. Prerequisite: Major standing.

**MGT 490 Independent Study (2, 4)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of 8 credits.

Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.

**MANAGEMENT INFORMATION SYSTEMS****MIS 200 Personal Productivity with Information Technology (4)**

Introduction to concepts, principles, and methods that knowledge workers use to organize and manage individual information resources, including the following information technology: the Internet, word processors, spreadsheets, graphics and database management systems. Hands on exercises will be a major part of the course. Recommended for students intending to major in MIS.

**MIS 300 Management Information Systems (3)**

Examination of information systems from the perspective of the manager as a user. Survey of the behavioral, organizational and systems theory foundations; the systems development process; and the integration of data processing, database management, decision support systems, office automation and telecommunications across functional areas. Includes lab exercises.

Prerequisite: CSE 125 or MIS 200 and junior status.

**MIS 304 Database Management (4)**

Technology, organization, design, use and administration of database management systems (DBMS). Includes exercises using microcomputer and mainframe DBMS packages.

Prerequisite: A high-level programming language, MIS 300 and major standing.

**MIS 316 Systems Analysis (4)**

Theory and practice of designing information systems to meet user needs, including problem investigation and the analysis, design and implementation of systems. Topics include the systems development cycle, system modeling techniques, interface to database management systems, monitoring and control, review and maintenance, and project management. Includes class projects using a CASE tool.

Prerequisite: A high-level programming language, MIS 300 and major standing.

**MIS 400 Analysis of Complex Systems (3)**

Modeling, instrumentation and control of complex systems. Emphasizes design, implementation and testing of information and control systems in unstructured and realistic contexts. Includes specification, evaluation and selection of hardware and software systems, ranging from applications in microcomputers to mainframes.

Prerequisite: ECN 303, MIS 316 and major standing.

**MIS 405 Business Data/Telecommunications (3)**

Technology, design, management, and use of data, voice, image, and video communication networks. Topics include teleprocessing, micro-mainframe links, local area networks, wide area networks, telephone systems, electronic mail, transborder data flows and communication protocols. Includes exercises using various network configurations.

Prerequisite: MIS 300 and major standing.

**MIS 407 Projects and Problem Solving (3)**

An advanced communications and problem solving course in which students learn to specify and design systems for computers. Consists of field studies by teams of students leading to computerized solutions of real world problems.

Prerequisite: MIS 316, CSE 130 or CSE 141 or CSE 220, and major standing.

**MIS 416 Advanced Systems Analysis and Design (3)**

Students will develop a working system from a business case using an integrated CASE tool to produce data and process models, develop a design, generate code and test running code for the system. This course will build on the CASE tool skills in MIS 316 and provide project experience for students.

Prerequisite: MIS 304 and MIS 316 and major standing.

**MIS 418 Network Management (3)**

This course provides a general overview of communications network design. Relevant data communication hardware and software characteristics are examined. Students are introduced to network models, and design of local area networks and wide area network along with Intranet and Extranet. The impact of communications technology on organizations as well as trends in the telecommunications industry is explored.

Prerequisite: MIS 300 or instructor's permission and major standing.

**MIS 420 Electronic Commerce (3)**

This course provides students with an analytical and technical framework to understand the emerging world of e-commerce. Topics include the complexities of the marketplace, design and implementation of an Internet business, and issues surrounding privacy, security, and the protection of intellectual property on the Internet.

Prerequisite: MIS 300 and major standing.

**MIS 421 Advanced Business Applications (3)**

Sophisticated business information systems will be analyzed, designed and programmed using advanced 3GL capabilities such as COBOL's report writer, relative, direct, and indexed files, and comparisons with 4GLs. Applications in accounting, finance, marketing, human resources and production will be emphasized.

Prerequisite: MIS 300, CSE 130 or CSE 141 and major standing.

**MIS 422 Business Object Development (3)**

The primary focus of the course is on the principles and applications of object-oriented methods in information systems. Object-oriented concepts and software design and programming principles will be introduced. The purpose of the course is to train students to write reasonably complex business application programs using higher level languages such as Java.

Prerequisite: MIS 300, CSE 130 or CSE 141 and major standing.

**MIS 424 Business Application Architecture (3)**

This course focuses on issues related to server-side aspects of web-based applications. It introduces different solution architectures and their relative advantages and disadvantages. Several server-side technologies are introduced, such as Java Servlets, Java Server Pages and Java Beans. This project-based course allows students to design and build server-side applications.

Prerequisite: MIS 422 or instructor's permission and major standing.

**MIS 426 GUI Application Development (3)**

Sophisticated graphical user interface (GUI) applications will be developed using Visual Basic, Powerbuilder or some other appropriate development tool. Course topics include the psychology of user interface design, developing client/server systems, GUI standards, event-driven programming models, single and multi-user interfaces and interacting with databases.

Prerequisites: MIS 304 and MIS 316 and major standing.

**MIS 428      Web Application Development (3)**

The course studies the design, creation, and implementation of information systems using the technology of the World Wide Web, including HTML, client-side and server-side scripting languages, and databases. At the end of the course, students should be able to build complete Web-based systems, using technology chosen by the instructor.

Prerequisite: MIS 300 or instructor's permission and major standing.

**MIS 436      Decision Support Systems (3)**

Examines the design and implementation of decision support systems. Considers the roles of expert systems and artificial intelligence in decision making. Includes a critical review of theory and case studies taken from recent MIS literature.

Prerequisite: MIS 300 and major standing.

**MIS 442      IS Issues in Supply Chain Management (3)**

Information technologies have enabled the efficient flow of information, materials and services from raw materials suppliers through to final consumers by advancing supply chain integration and coordination. Aspects related to logistics, operations and information systems, as well as coordination strategies and supply chain partnerships are included.

Prerequisite: MIS 300 or instructor's permission and major standing.

**MIS 444      Simulation in Management (3)**

Computer simulation models using GPSS or an equivalent simulation language, plus simulation exercises using standard programming languages. Implications of models and sensitivity analysis for forecasting, planning and decision making in the management environment are explored.

Prerequisite: CSE 130 or CSE 141, MIS 300, knowledge of BASIC or FORTRAN and major standing.

**MIS 446      Business Analysis and Modeling (3)**

This course focuses on the design and development of decision support systems. The emphasis is on end-user development of model and data based systems to support managerial decision-making using various software tools.

Prerequisite: CSE 130 or CSE 141, QMM 240 or QMM 250, MIS 300 and major standing.

**MIS 480      Advanced Topics in MIS (3)**

An advanced course involving study of current research issues and recent developments in MIS. Topics vary. See *Schedule of Classes* for current offerings. May be repeated for a total of six credits.

Prerequisite: MIS 300, and MIS 304 or MIS 316, and major standing.

**MIS 490      Independent Study (3)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of six credits.

Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.

**MARKETING****MKT 302      Marketing (4)**

Analysis of the principles of marketing, marketing concepts and trends, and their relationship to other business principles. Special emphasis is placed on the study of the marketing mix.

Prerequisite: ECN 150 or ECN 200, and junior status.

**MKT 353      Marketing Management (4)**

A study of the overall marketing strategies pertaining to problems experienced in today's economy. Uses the case study method to analyze these problems. This course requires a knowledge of spreadsheets and financial statements.

Prerequisite: MKT 302 and major standing.

**MKT 404      Consumer Behavior (4)**

Study of factors influencing consumer behavior, structuring and managerial use of consumer decision-making models. Examination of social, psychological and economic variables of buying behavior, including learning, motivation, attitude, personality, small group dynamics, demographic and economic factors and culture. *Satisfies the university ethnic diversity requirement.*

Prerequisite: MKT 302 and major standing.

**MKT 405 Marketing Research (4)**

Focuses on the generation and management of information in marketing decisions. Covers the evaluation of additional marketing information, how it is acquired and used, the manager's role in market research and the researcher's role in supplying marketing information.

Prerequisite: MKT 302, QMM 241 or QMM 250, and major standing.

**MKT 406 Promotional Strategy (4)**

A study of the promotional tools of advertising, public relations, sales and sales promotion. Emphasis on identifying the factors that become the basis for promotional decisions.

Prerequisite: MKT 302 and major standing.

**MKT 420 Distribution Channels Management (4)**

Examination of the management of marketing channel relationships. Focuses on the characteristics and social, economic and political relationships among wholesalers, agents, retailers and the other agencies that comprise distribution channels.

Prerequisite: MKT 302 and major standing.

**MKT 430 Sales and Sales Management (4)**

Focuses on the activities of selling and those of the first line sales managers. Emphasis is on how salespeople interact with customers and prospects, i.e., how to sell and how first line sales managers manage his/her field sales force.

Prerequisite: MKT 302 and major standing.

**MKT 450 International Marketing (4)**

The application of marketing principles to problems associated with marketing products and services to different nations. Cases in international marketing will be analyzed.

Prerequisite: MKT 302 and major standing.

**MKT 470 Business to Business Marketing (4)**

The study of the interaction of businesses with one another in the buying and selling of goods that facilitate the production process or are used as components in the goods manufactured by the buying firm. Focus is on how business to business marketing decisions are or should be made in selling in the business environment.

Prerequisite: MKT 302 and major standing.

**MKT 480 Seminar in Marketing (4)**

Study of a selected topic or current marketing interest relevant to marketing management. Topics may include retail management, new product development, web marketing, e-commerce, services marketing or any area not covered by a specific course. May be repeated for a total of 8 credits.

Prerequisite: MKT 302 and major standing.

**MKT 490 Independent Study (2, 4)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of 8 credits.

Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.

**ORGANIZATIONAL BEHAVIOR****ORG 330 Introduction to Organizational Behavior (3)**

Examination of the theoretical and empirical issues that affect the management of individual, group and organizational processes including structure, motivation and leadership.

Prerequisite: Junior status.

**ORG 331 Introduction to the Management of Human Resources (3)**

Examination of applied issues relevant to the management of human resources including recruitment, selection, performance appraisal, introduction to applied research, international human resources management and organizational development. Projects applying course concepts are required.

Prerequisite: ORG 330 and major standing.

**ORG 430      Organizational Research Methods (4)**

Use of various behavioral research strategies as input for managerial problem solving. Review of data collection and feedback procedures, including formal research designs and action research. Computer-based exercises will be required.

Prerequisite: ORG 331, QMM 241 or QMM 250, and major standing.

**ORG 431      Leadership and Group Performance (4)**

Comprehensive examination of selected theories of leadership. Emphasis on relevant empirical evidence and application of the theories to case studies that involve leadership behavior and group functioning.

Prerequisite: ORG 331 and major standing.

**ORG 432      Motivation and Work Behavior (4)**

Analysis of individual and organizational factors affecting employee motivation, performance and satisfaction in the work environment. Topics include the role of leadership, job design, environmental variation, compensation policies, goal-setting techniques and group influences, as each affects employee attitudes and behavior.

Prerequisite: ORG 331 and major standing.

**ORG 433      Labor/Management Relations (4)**

Analysis of management/employee relations in the private and public sector. Topics include factors influencing the supply and demand for labor, evolution and governance of unions, collective bargaining and public policy.

Prerequisite: ECN 201 and major standing.

**ORG 434      Advanced Human Resources Management (4)**

Discussion of advanced topics in human resources. Topics include compensation, employee involvement, information systems, development, assessment and selection. A project is required. *Satisfies the university ethnic diversity requirement.*

Prerequisite: ORG 331 and major standing.

**ORG 470      International Organizational Behavior and Human Resources Management (4)**

Examines both international organizational behavior and human resource management in order to prepare for work in a global environment. Cross-cultural training, managing global managers, compensation, labor relations and repatriation are among the topics covered. Offered every other year.

Prerequisite: ORG 331 and major standing.

**ORG 480      Topics in Organizational Management (4)**

Intensive study of a selected topic relevant to organizational behavior and/or human resource management. Topics will vary from term to term and may include career development, compensation, men and women at work, industrial health and safety, management across cultures and power in organizations. May be repeated for a total of eight credits.

Prerequisite: ORG 331 and major standing.

**ORG 490      Independent Study (2, 4)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of eight credits.

Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.

## PRODUCTION AND OPERATIONS MANAGEMENT

### **POM 343      Operations Management (4)**

Study of operations of manufacturing and service organizations. Introduction to operational design and control issues such as forecasting, capacity planning, facility location and layout, production control, material requirements planning, scheduling and quality assurance. Includes international, legal and ethical aspects, as well as computer exercises.

Prerequisite: QMM 241 or QMM 250 or STA 226, and junior status.

### **POM 441      Manufacturing Planning and Control (4)**

Definitions, techniques and practices in manufacturing applications, including traditional manufacturing techniques as well as current issues such as cellular and flexible manufacturing systems. Emphasizes differences between American and foreign manufacturing techniques.

Prerequisite: POM 343 and major standing.

### **POM 445      Cases in Operations Management (4)**

Analysis of diverse cases from the perspective of the operations function in service and manufacturing organizations. Cases are descriptive of actual operating situations. Covers situations that lend themselves to analytical and computer techniques as well as problems involving subjective judgment and creativity in translating theory into practice.

Prerequisite: POM 343 and major standing.

### **POM 448      Project Management Techniques (4)**

An examination of the various math-based techniques for managing projects. The topics include Program Evaluation Review Technique (PERT) and Critical Path Method (CPM). Includes computer exercises.

Prerequisite: POM 343 and major standing.

### **POM 480      Special Topics in Operations Management (4)**

Intensive study of a selected topic in production/operations management. Topics vary. See *Schedule of Classes* for current offering. May be repeated for a total of eight credits as long as the topic covered is different.

Prerequisite: POM 343 and major standing.

### **POM 490      Independent Study (2, 4)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of eight credits.

Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.

## QUANTITATIVE METHODS

### **QMM 240      Statistical Methods for Business I (3)**

Descriptive statistics, probability, probability distributions, sampling distributions, estimation, and hypothesis tests. Emphasizes business applications and computer analysis of data. Includes report writing, computer projects, and presentations.

Prerequisite: MTH 121 or MTH 141, and CSE 125 or CSE 130 or MIS 200.

### **QMM 241      Statistical Methods for Business II (3)**

Continuation of QMM 240. Analysis of variance, nonparametric statistics, correlation, regression, statistical process control, and time series analysis. Emphasizes business applications and computer analysis of data. Includes report writing, computer projects, and presentations.

Prerequisite: MTH 122 or 154, and QMM 240 or equivalent.

### **QMM 250      Statistical Methods for Business (6)**

Covers the same topics as QMM 240 and QMM 241 combined. Intended for motivated students with good writing and analytical skills.

Prerequisite: MTH 122 or MTH 154 and CSE 125 or CSE 130 or MIS 200.

**QMM 440 Management Science (4)**

Overview of quantitative methods used in managerial decision making. Includes decision analysis, linear, integer, and dynamic programming, networks, PERT/CPM, simulation, waiting-line models and Markov chains. Emphasizes the use of computer software in formulation and analysis of management science models.

Prerequisite: QMM 240 or QMM 250 or STA 225 and major standing.

**QMM 452 Forecasting (4)**

Survey of time-series forecasting, including trend-fitting, exponential smoothing, decomposition, ARIMA, and neural nets. Econometric topics include seasonal binaries, autocorrelation, lagged variables, multicollinearity, causality tests, and vector autoregression. Industry case studies and discussion of current economic conditions and managerial implementation. Extensive use of computer packages. Frequent written projects and oral presentations.

Prerequisite: QMM 241 or QMM 250, and major standing.

**QMM 490 Independent Study (2, 4)**

Qualified and highly motivated students may engage in individual research, directed readings or group study under the supervision of a faculty member. Offered every term. May be repeated for a total of 8 credits.

Prerequisite: An overall grade point average of 3.00 or better, major standing and an approved contract prior to registration.