

# SCHOOL OF BUSINESS ADMINISTRATION

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**Office of the Dean:** *Donna Kellstrom, Business Manager and Director of Corporate Relations; Tricia Westergaard, coordinator of undergraduate programs; Julie Dermidoff, academic adviser; Kellie Klinck, academic adviser; Laurie Shano, academic adviser; Paul Trumbull, coordinator, graduate business programs; Theaviana English, extension site administrator/adviser; Robin Michel, development director*

**Department chairs:** *Mobinder Parkash, accounting and finance; Thomas W. Lauer, decision and information sciences; Addington Coppin, economics; Ravi Parameswaran, management and marketing*

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

**Professors emeriti:** *Elefterios Botsas, Daniel N. Braunstein, Ronald Horwitz, Sid Mittra, John Tower*

**Professors:** *Lizabath A. Barclay, Mohammed S. Bazaz, Joseph H. Callaghan, Addington Coppin, Mohammad Dadashzadeh, Gadis J. Dillon, David P. Doane, Edward J. Farragher, Sherman R. Folland, Oded Izraeli, Thomas W. Lauer, Paul Licker, Donald Mayer, J. Austin Murphy, Kevin J. Murphy, Ravi Parameswaran, Anandi P. Sabu, Howard S. Schwartz, Jonathan Silberman, Miron Stano, Vijayan Sugumaran, Kenneth M. York*

**Associate professors:** *Henry Aigbedo, Mukesh Bhargava, Xiaodong Deng, Eugene B. Fliedner, John W. Henke, Mark W. Isken, John Kim, Kieran Mathieson, Cynthia E. Miree-Coppin, Nivedita Mukherji, Mobinder Parkash, Sandra H. Pelfrey, R. Mohan Pisharodi, Balaji Rajagopalan, Srinarayan Sharma, Mark Simon, Kasaundra Tomlin, Ronald L. Tracy, T.J. Wharton, Floyd G. Willoughby*

**Assistant professors:** *Yu Vivienne Chen, Seong-Yeon Cho, Fuad Hasanov, Joy Ruihua Jiang, Robert Hutchinson, Carol Liu, Karl Majeske, Karen Markeel, Robert Nebmer, Ram Orzach, Hong Qian, James Serocki, Joseph Schiele, Rajeev Singhal, Janell Townsend, Ellen Zhu, Xie Zhu*

**Visiting instructors:** *Wayne Blizman, Lou Petro, Amy Rutledge*

**Special instructors:** *Donna Free, Frederick Hoffman*

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

**Center for Executive and Continuing Education:** *Lori Crosse, director of operations and development; Linda Wallace, program coordinator*

## Board of Visitors

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.

The board members are:

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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 (SBA) programs enable students to combine the intensive study of a functional area of business (i.e., accounting, finance, human resources management, management information systems, marketing or operations management) or business economics 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, business economics, economics, finance, general management, human resources management, management information systems, marketing and operations management;
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), business, economics, entrepreneurship, finance, human resources management, international management, management information systems, marketing, operations management, and quantitative methods.

High school students who intend to pursue a major offered by the SBA 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 SBA 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, human resources management, international business, management information systems, marketing, production and operations management, or supply chain 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 a Master of Accounting degree, which prepares graduates for a variety of professional accounting positions in public accounting, corporations, and other organizations. It provides appropriate technical accounting course work and results in the 150 credits required to become a Certified Public Accountant. Interested students should see the section on the Requirements for the accounting major for more information and contact the Office of Graduate Business Programs, 432 Elliott Hall, (248) 370-3287 for detailed information on admissibility into the program.

The SBA offers a Master of Science in Information Technology Management (MSITM) 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.

Oakland University undergraduates working on majors other than those in business administration may complete their prerequisites and some core courses for the MBA program while completing their undergraduate degree. For detailed information contact the Office of Graduate Business Programs.

The SBA is accredited, on both the undergraduate and the graduate 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 the separate AACSB accounting accreditation.

For more information on the SBA undergraduate programs, the MBA, the Master of Accounting program, the Master of Science in Information Technology Management program, accreditation, SBA courses and SBA faculty, visit the School's Web site at: [www.sba.oakland.edu](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 2009 semester. Students enrolled prior to fall 2009 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 or undecided business in the SBA (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 SBA 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. As described below, students may choose to meet the general education requirements of a different catalog.

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 (including U.S. diversity and writing foundations), 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 university general education requirement as detailed in the general education section below, also under *Undergraduate degree requirements*;
3. complete the precore requirements as listed below and be admitted to major standing in business administration as detailed in the *Admission to major standing in business administration* section below;
4. complete the core program and the requirements of one of the business majors in the SBA with a minimum grade of a 2.0 in each of the precore, core and major courses. Once admitted to the business program as a pre-business or undecided business student or major, a student must complete all of the remaining business core, major and business minor coursework for the degree at Oakland University;
5. complete at least 32 credits at the 300 level or above;
6. 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 12 credits must be in the student's major;
7. take the last 8 credits needed to complete baccalaureate requirements at Oakland University;
8. earn a cumulative grade point average of at least 2.00 in courses taken at Oakland University and in courses taken in the SBA.

## 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 advisers. The Center for Student Advising and Development is located in 238 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*), 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.

## The ACHIEVE Program

The ACHIEVE program will help students match their career choices with their talents, find employment within their chosen field, and make immediate and valuable contributions to their employers. The ACHIEVE program will accomplish this goal by leveraging Career Services resources and providing curricular, extra curricular and co-curricular learning opportunities. As part of the ACHIEVE program, students will identify various business career paths, obtain within major career specific information, and have exposure to employment trends and forecasted future opportunities. Students will obtain hands on knowledge of business sectors and functional areas by interacting with business professionals at various stages of their careers. The ACHIEVE program will assist students with identifying and obtaining support services and resources to develop an understanding of the work world, aid in career planning, and optimize future employment options. The ACHIEVE program will

prepare students for finding suitable employment by developing effective job search skills, the ability to market oneself in a career fair, and presenting a professional image in the job interview setting. Students admitted into pre-business or undecided business during the 2009-2010 academic year will be required to complete the 0 credit ACHIEVE courses.

## 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*). Students may use one catalog for the general education requirements and another for the specific degree requirements. Students enrolled prior to fall 2009 may choose to satisfy either the general education requirements listed in this catalog or those in the catalog of the academic year in which they were initially admitted to Oakland University (or any catalog during the interim), provided that catalog is not more than six years old at the time of graduation. The general education requirements may be summarized as one course from the approved lists in each of the following categories:

- Writing: This category includes:
  - a. WRT 160 and its prerequisites;
  - b. an intensive writing course in other general education requirements. This category is normally covered for business majors by WRT 382, Business Writing; and
  - c. an intensive writing course in the major. This category is normally covered for business majors by MGT 435, Management Strategies and Policies.
- Formal Reasoning: This category is normally covered for SBA majors by the required MTH 121 or MTH 122.
- Knowledge Explorations: The social science requirement in this category is normally covered for SBA majors by ECN 200 or ECN 210. The rest of this category is covered by one course each in arts, foreign language and culture, global perspective, literature, natural science and technology, and Western civilization.
- Knowledge Application: This category is normally covered for business majors by QMM 240, 241 or 250.
- Capstone course: This category is normally covered for business majors by MGT 435, Management Strategies and Policies.
- U.S. diversity: Select a course that meets one of the other knowledge exploration general education requirements and has the required diversity section.

SBA 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 knowledge exploration requirement.

### Precore requirements

As preparation for the various majors of the business administration program, students must complete the following courses in writing, speech communication, mathematics, business modeling with computers, economics, accounting and statistics with minimum grade of 2.0 in each course.

The required writing and precore courses are:

	<b>Credits</b>
WRT 160      Composition II (or complete the writing requirement in another manner)	0-4
COM 201      Public Speaking	
or COM 202    Group Dynamics and Communication	4
MTH 011-012   Elementary-Intermediate Algebra (if	

	required, based on math placement)	0
MTH 121	Linear Programming, Elementary Functions	4
and MTH 122	Calculus for the Social Sciences	4
or *MTH 141	Precalculus	4
and MTH 154	Calculus	4
MIS 100	Business Problem Solving with Information Technology	3
ECN 200	Principles of Macroeconomics	
and ECN 201	Principles of Microeconomics	
or ECN 210	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	Statistical Methods for Business	
or QMM 250	Statistical Methods for Business (a 6 credit course that covers the material of both QMM 240 and 241)	<u>3-6</u>
		28-41

In addition, students admitted to the SBA as pre-business or undecided business majors are required to meet the 0 credit ACHIEVE courses required for major standing.

\* If a student places into MTH 154, MTH 141 is not required. If a student does not place into calculus, MTH 121 and MTH 122 or MTH 141 and MTH 154 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 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. The student's specific mathematics and statistics sequence will depend on the student's math placement results but can include MTH 011, MTH 012, MTH 121, MTH 122, QMM 240 and QMM 241 (or QMM 250). Steady progress in the mathematics and statistics sequence is defined as one course in the sequence in each fall and winter semester until the sequence is completed.

### 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. 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 requirement;
3. A minimum grade point average of 2.6 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 100; (MTH 011, 012 if required by the math placement); MTH 121, 122; QMM 240 (or 250)
5. Submission of an "Application for Major Standing" for the desired major in September for students expecting to complete the pre-core and writing requirements during fall semester and in January for those expecting to complete requirements during winter or summer semesters.
6. Completion of SBC 199 and 299 for students admitted to the SBA in 2009/2010.

\*Any grade earned in a course with major standing as a prerequisite before a student officially earns major standing will not be included in the student's GPA when determining admission to major standing. Alternatively, a student can earn a 2.80 minimum grade point average in at least seven of the following pre-core courses, all of which must be taken at Oakland University: COM 201 or 202, MTH 121 and

122 (or MTH 141 and 154), MIS 100, ECN 200 and ECN 201 (or ECN 210), ACC 200, ACC 210 and QMM 240 (or 250).

## 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. Each of the 300-400 level business courses in the core program (i.e., MKT 302, ORG 330, MIS 300, ECN 303, POM 343, FIN 322, ORG 331, MGT 350 and MGT 435) requires major standing in business. If the pre-business student has an overall GPA of 2.60 or better, and with the approval of a business adviser, the pre-business student may take one 300-level business course before major standing. During the semester a pre-business student applies for major standing, if the student has an overall GPA of 2.80 or better and has satisfied all other requirements, with the approval of a business adviser, the student may take additional 300-level business courses before earning major standing. Students are limited to no more than a total of three 300-level business courses before earning major standing. The business major must earn a minimum grade of 2.0 in each core program course. The core courses required in all business administration major programs are:

		<b>Credits</b>
QMM 241 (or 250)	Statistical Methods for Business II	0-3
WRT 382	Business Writing (or WRT 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
	Required ACHIEVE Courses	<u>0</u>
		35-38

\*MKT 302, ORG 330, MIS 300, ECN 303, POM 343, FIN 322, ORG 331, MGT 350 and MGT 435 require major standing and only business majors may take MGT 435.

## Major programs

Students take 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 380 and 480 may be repeated for credit provided the topics are different. Students will be required to complete ACC 399 or ECN 399 or FIN 399 or ORG 399 or MGT 399 or MIS 399 or MKT 399 or POM 399 as part of their major program.

## 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:** *Donna Free*

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 course before an Oakland University student may begin work in a subsequent accounting course.

<b>Required precore courses:</b>		<b>Credits</b>
ACC 200	Introductory Financial Accounting	4
ACC 210	Managerial and Cost Accounting I	<u>4</u>
		8
<b>Required major courses:</b>		
ACC 310	Intermediate Financial Accounting I	3
ACC 311	Intermediate Financial Accounting II	3
ACC 318	Accounting Information Systems: Planning and Analysis	3
ACC 320	Managerial and Cost Accounting II	3
ACC 399	ACHIEVE III Accounting	<u>0</u>
		12
<b>Electives — Choose 12 credits:</b>		
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 480	Special Topics in Accounting (3)	
ACC 505	Business Law for Accountants (3)	
ACC 521	Federal Income Tax II (3)	
ACC 526	Account Information Systems: Audit & Control (3)	
ACC 533	Account Information Systems: Analysis & Design (3)	
		<u>12</u>
		32

**Note: The 500-level accounting courses are open to undergraduate accounting majors with the permission of the Faculty Coordinator for the Masters of Accounting Program.**

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 30 credits of accounting and related course work. Undergraduate students will be able to apply to the program during the fourth year of their undergraduate program. With the completion of 158 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 are encouraged to seek advising from the Faculty Coordinator of the Masters of Accounting Program if they are considering this option.

Students planning to sit for the CPA Examination should be aware that the State of Michigan (and most other states) requires 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. An adviser should be consulted if this option is selected.

## Requirements for the major in business economics

**Major adviser:** *Addington Coppin*

By combining studies of the basic functional areas of business with the analytical and quantitative methods of economics, the business economics major provides students with the ability to apply general concepts of economics to help solve managerial problems. This major prepares students for careers in business management or public administration, or for graduate studies in business, economics or law.

To fulfill the requirements for the business economics major, students must be admitted to major standing in business economics, complete the core program and complete a minimum of 30 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 for an economics course before a business economics major, or any Oakland University student, may begin work in that economics course.

<b>Required in the precore and core:</b>		<b>Credits</b>
ECN 200	Principles of Macroeconomics	
and ECN 201	Principles of Microeconomics	
or ECN 210	Principles of Economics	6-8
ECN 303	Managerial Economics	<u>3</u>
		9-11
<b>Required major courses:</b>		
ECN 302	Intermediate Macroeconomics	3
ECN 304	Consumer and Welfare Economics	3
ECN 405	Econometrics	3
ECN 399	ACHIEVE III Business Economics	<u>0</u>
		9
<b>Electives — Choose four courses, at least one of which is a 400-level course:</b>		
ECN 309	State and Local Public Finance (3)	
ECN 310	Economics of the Environment (3)	
ECN 315	Economics of Gender and Ethnicity (3)	
ECN 321	Financial Markets and the Economy (3)	
ECN 326	International Economic Development (3)	
ECN 333	History of Economic Thought (3)	
ECN 338	Economics of Human Resources (3)	
ECN 367	Economics of Health Care (3)	
ECN 373	International Trade (3)	
ECN 374	Economics of International Finance (3)	
ECN 378	Economic Analysis of Law (3)	
ECN 380	Topics in Economics (3)	
ECN 385	Economics of Industries (3)	
ECN 409	Urban and Regional Economics (3)	
ECN 418	Seminar in Economic Policy (3)	
ECN 421	Monetary Economics (3)	
ECN 456	Public Finance (3)	
ECN 480	Special Topics in Economics (3)	
		<u>12</u>
		30-32

## Requirements for the major in finance

**Major adviser:** *Austin Murphy*

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 and in each prerequisite for a finance course before a finance major, or any Oakland University student, may begin work in that finance course.

<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 422	Managerial Finance II	3
FIN 399	ACHIEVE III Finance	<u>0</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 418	Financial Institutions and Capital Markets (3)	
FIN 419	International Financial Management (3)	
FIN 420	Real Estate Investment Analysis (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.

## 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 SBA (courses beginning with ACC, ATB, ECN, FIN, MGT, MIS, MKT, ORG, POM or QMM) and must be chosen from courses numbered 300 or higher; at least six credits must be at the 400 level. A grade of 2.0 or better must be achieved in each prerequisite for a general management

elective course before a general management major may begin work in that general management elective course. No more than 4 credits of independent study (490 courses) may be used to meet the major elective requirement.

<b>Required major course:</b>	<b>Credits</b>
MGT 399      ACHIEVE III General Management	0

## 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. A grade of 2.0 or better must be achieved in each prerequisite for a human resources management course before a HRM major, or any Oakland University student, may begin work in that human resources management 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	<u>3</u>
	6

<b>Required major courses:</b>	<b>Credits</b>
ORG 399      ACHIEVE III Human Resources Management	0
ORG 430      Organizational Research Methods	4
ORG 434      Advanced Human Resources Management	4
ORG 460      Compensation and Benefits	<u>4</u>
	18

### **Electives — Choose two courses, at least one of which must be a 400-level ORG course:**

ORG 431      Leadership and Group Performance (4)	
ORG 432      Motivation and Work Behavior (4)	
ORG 433      Labor/Management Relations (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 Sector Human Resource Management (4)	<u>7-8</u>
	25-26

In addition to the course requirements listed above, students wishing to earn a human resources management (HRM) major must also complete a Human Resources Management Experience (HRME)

or pass the PHR Certification Exam offered by the Human Resource Certification Institute (HRCI). These options are described below.

1. Human Resources Management Experience (HRME) requirements:
  - a. HRME contract -
    - Student must receive HRME faculty adviser approval prior to beginning the work experience.
    - For students wishing to substitute their current or recent work experience, the student must complete the contract for the appropriate job and schedule a meeting with the HRME faculty adviser for approval and subsequent exit interview. You may have to provide additional support when using previous experience for this requirement.
    - The student's work experience must meet the minimum contact hours requirement (280 hours).
  - b. Mid-term hours and job duties verification
    - After 140 contact hours, the student must submit documentation of the hours worked, anticipated completion date and job duties. The HRME supervisor's signature is required on this document.
  - c. Exit interview -
    - Upon completion of the HRM Work Experience, the student must schedule an exit interview with the faculty internship coordinator.
    - This interview should be scheduled upon completion of the student's application for a degree.
    - If the student is using a previous or current work experience, the student must schedule the exit interview upon verification of the work hours of this employment relationship.
    - Upon completion of the exit interview, written documentation of the completion of the HRME requirement will be provided to the student and the undergraduate advising office within two weeks.
2. (HRCI). Note the exam is only given in two testing windows a year (The exam testing window is currently 16 weeks long (two eight-week periods - May/June and Mid-November/Mid-January). More information on the exam can be found at [www.hrci.org](http://www.hrci.org). Students may retake the exam as necessary to satisfy this requirement. Students must provide evidence via exam grades from HRCI that they passed the PHR Certification Exam to use this option.

## Requirements for the major in management information systems

Major adviser: *Xiaodong Deng*

The major in management information systems (MIS) specifies a set of courses that will give students skill with development and use of computer applications, with 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. A grade of 2.0 or better must be achieved in each prerequisite for a MIS course before a MIS major, or any Oakland University student, may begin work in that MIS course.

Required in the pre-core and core:		Credits
MIS 100	Business Problem Solving with Information Technology	3
MIS 300	Management Information Systems	6

**Required major courses:**

MIS 305	Information Technology Foundation	3
MIS 314	Data and Process Modeling	3
MIS 315	System Design	3
MIS 350	Managing Information Projects	3
MIS 399	ACHIEVE III Management Information Systems	<u>0</u>
		12

**Electives — Choose three courses**

MIS 405	Networks (3)	
MIS 418	Network Management (3)	
MIS 420	Electronic Commerce (3)	
MIS 422	Business Object Development (3)	
MIS 424	Business Application Architecture (3)	
MIS 426	Business Application Technology (3)	
MIS 436	Decision Support Systems (3)	
MIS 446	Business Analysis and Modeling (3)	
MIS 480	Advanced Topics in MIS (3)	<u>9</u>
		27

**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. A grade of 2.0 or better must be achieved in each prerequisite for a marketing course before a marketing major, or any Oakland University student, may begin work in that marketing course.

<b>Required in the core:</b>		<b>Credits</b>
MKT 302	Marketing	4

**Required major courses:**

MKT 353	Marketing Management	4
MKT 399	ACHIEVE III Marketing	0
MKT 404	Consumer Behavior	4
MKT 405	Marketing Research	<u>4</u>
		12

**Electives — Choose two courses:**

MKT 406	Integrated Marketing Communications (4)
MKT 420	Distribution Channels Management (4)
MKT 430	Sales and Sales Marketing (4)

MKT 450	International Marketing (4)
MKT 470	Business to Business Marketing (4)
MKT 480	Seminar in Marketing (4)

8
12

## Requirements for the major in operations management

**Major advisers:** *Gene Fliedner, T.J. Wharton*

The major in operations management provides a strong managerial and technical education to students interested in the field of operations management (e.g., manufacturing planning and control, supply-chain management, project management, process management and quality management). The program will provide students with the fundamental knowledge they need to work effectively in operations functions, as well as advanced knowledge about best practices, current technologies, tools and their application, and leadership skills necessary to operate in a globally diverse and competitive marketplace.

To fulfill the requirements for the major in operations management, students must be admitted to major standing in operations management, complete the core program and complete at least 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 POM 343 and in each prerequisite for an operations management course before an operations management major, or any Oakland University student, may begin work in that operations management course.

<b>Required in the core:</b>		<b>Credits</b>
POM 343	Operations Management	4
<b>Required major courses:</b>		
POM 399	ACHIEVE III Operations Management	0
POM 443	Operations Planning and Control	3
POM 450	Operations Strategy	<u>3</u>
		6
<b>Electives Group A (choose at least three of these electives)</b>		
POM 440	Process Management	3
POM 442	Supply Chain Management <sup>2</sup>	3
POM 448	Project Management	3
POM 480	Special Topics in Operations Management	3
POM 490	Independent Study	3-4
QMM 440	Management Science	4
QMM 452	Forecasting	4
<b>Electives Group B (choose at most one of these electives)</b>		
MIS 420	Electronic Commerce	3
MIS 442	Issues in Supply Chain Management <sup>2</sup>	3
MIS 446	Business Analysis and Modeling	3
ACC 320	Managerial and Cost Accounting II	3
ISE 484	Flexible Manufacturing Systems	4
ISE 485	Statistical Quality Analysis	1
		<u>4</u>
		12-15

<sup>1</sup> Only one of these two courses may be taken.

<sup>2</sup> Only one of these two courses may be taken.

A total of 4 electives are required from the above two groups.

## 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.

Beyond the major in business economics (described previously), 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 SBA (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:

<b>English composition:</b>		<b>Credits</b>
WRT 160	Composition II (or complete the writing requirement in another manner as detailed in the general education section of Undergraduate degree requirements)	0-4
WRT 382	Business Writing (or WRT 380 or 381)	<u>4</u>
		4-8

### General education requirement: 28

See the university general education requirements section of the Undergraduate degree requirements for details on the writing requirement, U.S. diversity and other general education requirements. For economics majors, the social science field category cannot be satisfied with an economics course.

<b>Cognate courses:</b>		<b>Credits</b>
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
MIS 100 or CSE 130	Business Problem Solving with Information Technology	3
ACC 200	Introductory Financial Accounting	4
ACC 210	Managerial and Cost Accounting I	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>
		29

**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 380 or ECN 490 may be counted as economic electives.

**General electives:**23-34

128

**In addition, each student seeking a Bachelor of Science with a major in economics must:**

1. complete at least 32 credits at Oakland University, of which at least 16 credits must be offered by the SBA. Of these 16 credits, at least 12 must be in the student's major;
2. completion of the following courses, or their equivalents, with a grade of 2.0 or better in each course: MTH 121, 122; MIS 100 (or CSE 130); ECN 200 and 201 (or 210) and QMM 240 (or 250);
3. complete ECN 302, 303 and 304 with a minimum grade of 2.0 in each course;
4. complete at least 32 credits at the 300 level or above;
5. take the last eight credits needed to complete baccalaureate requirements at Oakland University;
6. 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.

**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.

Business majors may earn any of the following minors except in the area in which they are majoring and the business and entrepreneurship minors. The minor in applied technology in business (ATiB) is open only to business and economics majors, and admission to the minor is competitive. See the description of the minor in applied technology in business below for the grade requirements and other features of this minor. Once admitted to the business program as a pre-business or undecided business student or as a major, business majors must take all the remaining courses in their minors at Oakland University.

To earn any of these minors (except business and entrepreneurship), in business and take 300 and 400 level business classes, **non-business students must meet with the minor coordinator and have an approved university concentration/minor authorization form detailing the courses and the prerequisites required for the given minor. Once approved for the minor, students must take all the remaining courses in the minor at Oakland University. Students must complete the prescribed courses for the minor with a grade of 2.0 or better in each course and the prerequisites for each course. 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.**

**Limit for non-business majors to less than 25 percent of credits in business:** All students who are not majors in the SBA and economics majors in either the SBA 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 the total degree credits in business courses. (Students majoring in business economics are not subject to this limitation). The maximum of 25 percent of total degree credits (usually 32 credits) includes business 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, ENT, FIN, MGT, MIS, MKT, ORG, POM or QMM courses (excluding those noted above). All student minors are subject to the 25 percent of total degree credits maximum discussed above.

## Minor in accounting

**Coordinator:** Jim Serocki

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. The minimum grade of 2.0 must be earned in each course in the accounting minor and in the prerequisites for each course. 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 or economics major with hands-on experience to solve real-world business problems in companies. It provides students admitted into the program with a 24 credit hour tuition scholarship in their junior (8 credits for fall semester and 16 credits for winter semester) and 32 credit hours tuition scholarship in their senior year 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 and economics 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 100, 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 business

**Coordinator:** *Cynthia Miree-Coppin*

The minor in business consists of a minimum of 20 credits, described as follows, and any pre-requisites for these courses: (Take six of the following seven choices) ECN 150 (or ECN 200 or ECN 201 or ECN 210), ACC 300 (or ACC 200), MKT 300, MIS 301, MGT 300, FIN 300 and POM 300. A minimum grade of 2.0 must be earned in each course in the business minor and in the pre-requisites for each course. This minor is not open to pre-business students, business undecided students or students holding major standing in the School of Business Administration. Students selecting the business minor cannot earn any other SBA minor. None of the 300 level courses in this minor can be used to fulfill the requirement of any other SBA major or minor. In addition, none of the 300 level courses can be used to fulfill any of the pre-core course requirements for the Master of Business Administration, Master of Accounting, or Master of Science in Information Technology Management degrees at Oakland University.

## Minor in economics

**Coordinator:** *Addington Coppin*

The minor in economics consists of a minimum of 18 credits 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 300- or 400-level economics (ECN) courses. A minimum grade of 2.0 must be earned in each course in the economics minor and in the prerequisites for each course. This minor is open to all students except economics and business 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 entrepreneurship

**Coordinator:** *Ravi Parameswaran*

The minor in entrepreneurship consists of a minimum of 18 credits in entrepreneurship courses including any prerequisites for these courses: ENT 300, ENT 305, ENT 310, ENT 320, ENT 330 and ENT 340. Students wishing to earn the entrepreneurship minor are encouraged to take either MIS 100 or CSE/CIT 120 to refresh or develop their computer workstation skills. This minor is *not* open to pre-business students, undecided business students, or students holding major standing in the School of Business Administration. Students selecting the entrepreneurship minor cannot earn any other SBA minor. None of the courses in the entrepreneurship minor can be used to fulfill the requirement of any other SBA major or minor. In addition, none of the entrepreneurship courses can be used to fulfill any of the pre-core course requirements for the Master of Business Administration, Master of Accounting, or Master of Science in Information Technology Management degrees at Oakland University.

## Minor in finance

**Coordinator:** *Austin Murphy*

The minor in finance consists of a minimum of 13 credits in finance courses including FIN 322 and nine additional credits in finance (FIN) courses and any prerequisites for these courses (either ACC 301 or ECN 321 may satisfy 3 credits toward the finance minor). The prerequisites for the finance courses normally require up to 26 credits including MTH 121 and 122, ACC 200 and 210, ECN 201, QMM 240

and 241 (or QMM 250). A minimum grade of 2.0 must be earned in each course in the finance minor and in the prerequisites for each course. This minor is open to all students except finance majors.

## 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 8 additional credits chosen from ORG 430, 431, 432, 433, 470 and 480, and the prerequisites for these courses. The prerequisites for these ORG courses normally require up to 14 credits including MTH 121 and 122, and QMM 240 and 241 (or QMM 250) (or an equivalent statistical sequence). A minimum grade of 2.0 must be earned in each course in the human resources management minor and in the prerequisites for each course. This minor is open to all students except SBA human resources management majors.

## Minor in international management

**Coordinator:** *Janell Townsend*

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 ECN 326, ECN 374, FIN 419, MKT 450 and ORG 470. Proficiency in a foreign language is not required but is highly recommended. A minimum grade of 2.0 must be earned in each course in the international management minor and in the prerequisites for each course. This minor is open to all majors.

## Minor in management information systems

**Coordinator:** *Srinarayan Sharma*

The minor in management information systems (MIS) consists of a minimum of 18 credits in the following courses and any prerequisites for these courses: MIS 100 (or MIS 200 or CSE 125), MIS 300, MIS 305, MIS 314, MIS 315 and one elective in MIS. A minimum grade of 2.0 must be earned in each course in the MIS minor and in the prerequisites for each course. 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: MKT 302, 353, 404, 405, and one course chosen from MKT 406, 420, 430, 470, or 480, and the prerequisites for these courses. The prerequisites for these MKT courses normally require up to 21 credits including ECN 200, MTH 121 and 122, MIS 100, QMM 240 and 241 (or QMM 250) (or an equivalent statistical sequence). A minimum grade of 2.0 must be earned in each course in the marketing minor and in the prerequisites for each course. This minor is open to all students except marketing majors.

## Minor in operations management

**Coordinator:** *Henry Aigbedo*

The minor in production and operations management consists of a minimum of 9 credits, described as follows: POM 343 and any two courses chosen from POM 440, 442, 443, 448, 450 and QMM 452 and any prerequisites for these courses. The prerequisites for these courses normally require up to 18 credits including MIS 100 (or MIS 200 or CSE 125, or 130); MTH 121 and 122; and MIS 100, QMM 240 and 241 (or QMM 250). A minimum grade of 2.0 must be earned in each course in the operations management minor and in the prerequisites for each course. This minor is open to all students except operations management majors.

## Minor in quantitative methods

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

The minor in quantitative methods consists of a minimum of 27 credits, described as follows, and any prerequisites for these courses: CSE 130; MTH 121, and 122; QMM 240 and 241 (or QMM 250 or STA 226) and any three courses chosen from QMM 440 or 452; POM 448; MIS 446; ECN 405; STA 424. A minimum grade of 2.0 must be earned in each course in the quantitative methods minor and in the prerequisites for each course. 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 intermediate algebra (equal to MTH 012) 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 prior to attending Oakland University at other colleges and universities accredited by a regional accrediting agency. Students transferring from other institutions may be required to submit course descriptions and related materials to aid in these transfer evaluations. Once admitted to the business program as a pre-business or undecided business student or a business major, business majors must complete all the remaining core, major and business minor course work for the degree at Oakland University. 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. Students who do not meet the criteria for pre-business will be considered for admission to undecided business if their cumulative GPA is a 2.0 or better. Students whose cumulative GPA falls between 2.00-2.59 will require adviser permission and completion of a Master Academic Plan prior to admission to undecided business.

### Second majors

Students who return to the SBA to complete a second major after graduating with a business major from OU must complete all courses remaining for that second major at Oakland University. Additionally, students must fulfill the stated major requirements in effect at the time they are admitted as a second major.

### Repeats

Repeats of a course: A student can repeat, either at Oakland University or at another approved institution, any business precore or core course in which a 2.0 grade is required. The student is limited to the university maximum of three attempts for any one course requirement, including attempts at Oakland and for the equivalent course at another institution. Students must get prior approval from an SBA Adviser in order to repeat a course at another institution. 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.

### Unsatisfactory performance

Students who are no longer eligible to participate in the School of Business Administration's degree program will have a registration hold placed on their account until they provide documentation to the Center for Student Advising and Development that they have changed their major. Unsatisfactory performance includes the following items:

**Grades:** 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.

**Mathematics and Statistics Sequence:** The SBA major is expected to take a math or statistics course each fall and winter semester until the student has completed either QMM 241 or QMM 250 with a minimum grade of 2.0. Failure to take a course in the mathematics and statistics sequence (MTH 011, MTH 012, MTH 121, MTH 122, QMM 240 and 241 or QMM 250 depending on the student's math placement) each fall and winter term or its equivalent will be considered to be unsatisfactory performance and the student may be removed from the SBA business program.

**Master Academic Plan:** Undecided and Pre-Business Students whose cumulative GPA is between a 2.0 and 2.59 will be required to meet with their academic adviser in the SBA following the semester when their cumulative GPA dropped below the required 2.6 and every semester until their GPA returns to at least a 2.6 cumulative. A registration hold will be placed on a student's account until they complete the Master Academic Plan (MAP) with an adviser. The MAP will be catered to each individual student's needs.

### Grade Appeals

If a student wishes to dispute a final grade in a course, he or she must submit a written appeal to the appropriate department chair no later than the following deadlines: 1. If the course was taken in winter or summer terms, 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. The prerequisites for SBA programs and courses will be strictly enforced. Students who have registered for courses for which they do not meet the prerequisites and other conditions may have their registration canceled.

## 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 3.00 cumulative overall GPA.
2. Students must have achieved major standing.
3. Independent Study cannot be used in lieu of a required course.
4. 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.
5. Part-time SBA faculty members cannot supervise an Independent Study.
6. The Independent Study contract must be completed by the student and signed by the faculty adviser, department chair and the Coordinator of Undergraduate Advising prior to registering for the course.
7. 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.
8. 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.
9. The student must be made aware of the basis for grading prior to registering for an Independent Study.
10. Undergraduate students cannot register for Independent Study if they already have or are taking more than 8 cumulative credits of Independent Study unless an exception is agreed to by the SBA's Committee on Exceptions.

## Assurance of Learning

To assist in the continuous improvement of its programs, the SBA engages in a two different Assurance of Learning processes. The first type of Assurance of Learning is within each business major. This process involves evaluating student performance in a variety of discipline specific objectives. The evaluation is carried out each semester in different courses required for the major.

In evaluating the entire undergraduate business program student assignments in core or pre-core courses are scored on whether each the student exceeds, meets, or does not meet the SBA's expectations for a specific learning objective. This process occurs in different core and pre-core courses every semester. Although this score is not used in calculating a student's course grade, the assignment also receives a traditional grade from the instructor just as does other course assignments. The Learning Goals for the undergraduate business program and their corresponding Learning Objectives are:

### Learning Goal 1: Critical Thinking (ECN 303, FIN 322, POM 343)

#### Learning Objectives:

1. Identify the assumptions needed to analyze the assigned case or problem.
2. Identify the relevant and irrelevant data or information presented in the case or problem.
3. Identify the different questions or approaches that could be considered in order to answer the problem or case.
4. Derive or describe the solution to the problem or case.

### Learning Goal 2: Global Business Environment (ECN 201, MKT 302)

#### Learning Objectives:

1. Show awareness of a global issue relevant to business or the economy.
2. Demonstrate understanding of factors and/or forces associated with this issue.
3. Explain the *impact* of this issue on the business environment.

**Learning Goal 3: Information Technology and Management (MIS 100, MIS 300)****IT Learning Objectives:**

1. Create a professional document using a word processor.
2. Conduct research using the Internet.
3. Create an effective presentation using a presentation package.
4. Collect and analyze data using a spreadsheet.
5. Use a database software.

**IM Learning Objectives:**

1. Identify alignment/misalignment of identified information (IS strategy) with organizational goals/objectives (Organizational strategy).
2. Identify types of systems appropriate to the decision-making level within the organization.
3. Organize information properly for efficient storage and retrieval.
4. Identify the issues involved in creating information for decision making from data sources.
5. Identify the use of IS to support decision making in functional areas.
- 6.

**Learning Goal 4: Communications Skills (MGT 350, MGT 435, QMM 241)****Written Communication Learning Objectives:**

1. Be able to articulate main concept(s) in writing.
2. Be able to write logically.
3. Be able to write clearly and concisely.
4. Be able to write using correct grammar and spelling.

**Oral Communication Learning Objectives**

1. Be able to articulate main concept(s) orally.
2. Be able to speak coherently.
3. Be able to keep audience's attention.
4. Be able to use time effectively.

**Learning Goal 5: Real World Business Applications (MGT 435, ORG 331)****Learning Objectives:**

1. Identify the underlying issue(s) for the given business situation or case.
2. Identify the appropriate theory (ies) or theoretical construct(s) that apply to the given business situation or case.
3. Apply theory (ies) or theoretical construct(s) to the given business situation or case to generate alternatives.

**Policy regarding non-business majors**

All students who are not business majors in the School of Business Administration, whether they have applied for a minor or not, are limited to no more than 25 percent of their total degree credits required for their degree in business courses (usually 32 credits). 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, including economics majors in either the School of Business Administration or the College of Arts and Sciences, may not earn more than 25 percent of their required total degree credits in transfer plus Oakland credits in ACC, ENT, FIN, MGT, MIS, MKT, ORG, POM or QMM courses (excluding those noted above). Economics majors and students from other majors at Oakland University may take 100-and-200 level SBA courses as long as they have all the prerequisite courses with the required grades. Economics majors and students from non-business majors at Oakland University must have an approved university concentration/minor authorization form to take 300-and-400 level SBA courses which have the pre-requisite of major standing.

## 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 <http://www2.oakland.edu/career> services 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 SBA 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 International (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 SBA.

**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 SBA. Selection is made by the faculty.

### School of Business Administration awards/scholarships

**Accounting and Finance Advisory Board Accounting Scholarship:** This \$1,000 scholarship is awarded annually to an undergraduate accounting major who exhibits a strong interest in pursuing a career in accounting and demonstrates leadership. The scholarship winner is selected by the AFAB scholarship committee. The award can be applied against Oakland University tuition.

**Accounting and Finance Advisory Board Finance Scholarship:** This \$1,000 scholarship is awarded annually to an undergraduate finance major who exhibits a strong interest in pursuing a career in finance and demonstrates leadership. The scholarship winner is selected by the AFAB scholarship committee. The award can be applied against Oakland University tuition.

**Alumni Association Endowed Scholarship Fund:** This \$3,000 award is available to junior or senior business majors with at least 3.00 GPA in their major. See applications for other criteria.

**Applied Technology in Business Scholarships (ATiB):** These two-year full scholarships (which covers up to 56 upper-division, in-state tuition credit hours over the program's four terms) were established to support students who have been accepted into the program and minor in Applied

Technology in Business. 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 100 (or MIS 200 or CSE 125).

**Benedettini-Pearson Endowed Scholarship:** This scholarship is awarded to a freshman undergraduate student who has selected business or economics as their preferred program of study on their admissions application, has graduated from a public high school located in Detroit, Flint, Oak Park or Pontiac and has demonstrated financial need.

**Bud Kulezsa Family Endowed Scholarship Fund:** This \$1,000 scholarship is awarded annually to the undergraduate accounting major who has completed at least two accounting courses beyond ACC 210, has at least a 3.00 overall GPA, and has at least a 3.00 GPA in accounting courses. Foreign language ability and evidence of an entrepreneurial spirit will enhance the application.

**DaimlerChrysler Scholarship:** To promote diversity in the SBA, two one-year scholarships of \$2,000 a piece will be awarded to students pursuing a degree in the SBA. One award will go to a first time college freshman and one to a transfer student. These awards are renewable for up to four years for the freshman and up to three years for the transfer student.

**Derderian Kann Seyferth & Salucci:** This \$1,000 award is open to undergraduate accounting majors with a minimum GPA of 3.00 or above.

**Diane and Michael Grieves Endowed Diversity Scholarship:** This one-year full tuition scholarship will be awarded to economically disadvantaged students pursuing a degree in Management Information Systems.

**Dicron Tafralian Memorial Scholarship:** This \$1,000 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 SBA. This scholarship was established in memory of Dicron Tafralian, who served in administrative capacities at Oakland University for many years.

**Doeren Mayhew Award:** This \$1,000 scholarship is awarded annually to an undergraduate accounting major. Candidates must have at least junior standing, a 3.00 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.

**Francis C. Amos SBA Alumni Scholarship:** In honor of Michigan State representative Frances Amos, active alumna and ardent supporter of Oakland University, this \$5,000 scholarship was established to reward outstanding business students who exemplify her commitment to community service and the pursuit of personal academic excellence. This scholarship is open to junior and senior business students who have achieved major standing. See application for other criteria.

**Gale Blank Cople Endowed Economics Scholarship:** This \$1,000 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 four courses in economics with a GPA of at least 3.00 and must have an overall GPA of at least 3.00.

**Jon & Gwyn Hartman Scholarship;** This scholarship awards \$5,000 to a junior or senior accounting or finance major who is a full-time student with at least 45 credits at Oakland University and a GPA of at least 3.20.

**Marvin L. Katke Scholarship:** This scholarship awards 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. Award amount varies.

**Lorenz Awards for Rising Seniors:** These awards are to recognize academic excellence in SBA juniors who are moving into their senior year. A full tuition scholarship for the senior year will be awarded to the junior student who has the highest overall GPA in the SBA; \$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.

**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 Scholarship Award:** This \$1,000 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 in finance courses. Serving in a leadership role in student activities will also be an important factor.

**SBA Tower Scholarship:** This \$2,000 scholarship is awarded to an undergraduate student pursuing a degree in the School of Business Administration.

**Scholars Program Awards:** The SBA Scholars Program awards provides \$500 in tuition support for junior scholars, \$500 in tuition support for senior scholars, \$500 in tuition support for research scholars, \$2,500 in support for a rising junior leader scholar and \$3,500 for an Undergraduate rising leader scholar. See website for details and application.

**Stephan and Rita Sharf Scholarship:** A scholarship awarded annually to an upper division student who will be enrolled full-time in the SBA. Selection is based upon academic achievement and demonstrated financial need. The award amount varies.

**TMBKS Accounting Award:** This \$1,000 scholarship is awarded annually to an undergraduate accounting major. Candidates must have completed at least two accounting courses beyond ACC 210, have at least a 3.00 overall GPA, and have at least a 3.00 GPA in accounting courses. Interest in pursuing a career in public accounting will enhance the application.

**TMBKS Economics Award:** This \$1,000 scholarship is awarded annually to an undergraduate economics major. Candidates must have completed at least two economics courses beyond ECN 201, have at least a 3.00 overall GPA, and have at least a 3.00 GPA in economics courses.

**TMBKS MIS Award:** This \$1,000 scholarship is awarded annually to an undergraduate MIS major. Candidates must have completed at least two MIS courses beyond MIS 100, have at least a 3.00 overall GPA, and have at least a 3.00 GPA in MIS courses.

**Volkswagen of America Corporate Leadership Scholarship Award:** These 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. Award amount varies.

## 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, winter and summer semesters.

Most 300- and 400-level courses are designed for students with major standing in the SBA. Except as noted, the 300- and 400-level ACC, FIN, ATB, MGT, MIS, MKT, POM and QMM courses require that the student have major standing in business or an approved concentration/ minor authorization form that includes the course in order to register for the course. Economics courses at the 300-400 level require major standing only for business majors. The 300-level courses should be taken during the junior year (56-90 credits). Non-business majors are allowed to take ENT courses. Except for courses that fulfill the business minor, 300- or 400-level courses can only be taken by non-business students if they meet the prerequisites (except for major standing) and the course is listed on an approved university concentration/minor authorization form.

The 500-level accounting courses are designed as advanced electives for undergraduate accounting majors and as electives for students in the Masters of Accounting program. 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 standing. MIS 100 is 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: sophomore standing. MIS 100 is recommended.

**ACC 300                    Survey of Accounting (4)**

Introduction to financial and managerial accounting. Introduces the measurement systems used to control and evaluate business activities. It also explores product costing systems and using accounting data as a basis for management planning and decision making. Business majors, pre-business students and business undecided students cannot take this course.

Prerequisite: Sophomore standing

**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 210, with a minimum grade of 2.0, major standing.

**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 with a minimum grade of 2.0, major standing.

**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 with a minimum grade of 2.0 and major standing.

**ACC 318                    Accounting Information Systems: Planning and Analysis (3)**

Focuses on business modeling and the integration of accounting systems with other information systems in the organization. Students should be capable of using the knowledge and modeling skills acquired in this course in order to develop modern, technologically relevant accounting information systems. The Systems Development Life Cycle is used as the course's logical framework, while the Information Engineering set of methodologies is used to model real-world business systems.

Prerequisite: ACC 210 with a minimum grade of 2.0 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 with a minimum grade of 2.0, major standing.

**ACC 399                    Achieve III – Accounting (0)**

Guide students through the job search process within the Accounting major.

Prerequisite: SBC 299.

**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 with a minimum grade of 2.0, 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, ACC 318 with a minimum grade of 2.0 in each course 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 311 or ACC 301 with a minimum grade of 2.0 and major standing.

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

An introductory tax course that focuses on fundamental federal income taxation concepts, with primary emphasis on business entities (e.g., C corporations, pass-through entities) and secondary emphasis on individual taxation. This course generally follows the objectives of the AICPA Model Tax Curriculum.

Prerequisite: ACC 310 or ACC 301 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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 GPA of 3.00 or better, major standing and an approved contract prior to registration.

**The following graduate level accounting courses are open to undergraduate accounting majors with permission of the Faculty Coordinator of the Masters of Accounting Program.**

**ACC 505                   Business Law for Accountants (3)**

The course covers numerous areas of law that are important in the context of a business entity operating in the United States. It generally will cover topics suggested for business law on the Uniform CPA Exam. Students cannot receive credit for ACC 505 if they have already received credit for MGT 450.

**ACC 521                   Federal Income Tax II (3)**

The study of federal income tax laws relating to corporations, partnerships, individuals, estates and trusts. Topics include the formation, operation and taxation of corporations, partnerships and other taxable entities. It generally will cover topics suggested for taxation on the Uniform CPA exam.

**ACC 526                   Accounting 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. Student must have completed a course in accounting information systems and auditing.

Prerequisite: ACC 318 and ACC 411 with a minimum grade of 2.0 in each course and major standing or ACC 518 and admission to a graduate business program.

**ACC 533                    Accounting 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. Student must have completed a course in accounting information systems.

Prerequisite: ACC 318 with a minimum grade of 2.0, and major standing or ACC 518 and admission to a graduate business program.

**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 back-ground 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 the social science knowledge exploration area. (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 the social science knowledge exploration area. (Generally offered every semester and term.)*

Prerequisite: High school algebra.

**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. *(Generally offered every semester and term.)*

Prerequisite: High school algebra.

**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 the social science knowledge exploration area. (Generally offered fall semester.)*

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

**ECN 250 Economic Principles - a Mathematical Approach (4)**

Analyzes the principles of microeconomics and macroeconomics using mathematics. Topics include: demand and supply, consumer theory, theory of the firm, market equilibrium, market structure, monitoring economic performance, aggregate demand and supply, macroeconomic policies, and long-run economic growth.

Prerequisite: MTH 154 and MTH 155 with a minimum grade of 2.0 in each course and sophomore status.

**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 200 and ECN 201 (or ECN 210), and MTH 122 or MTH 154 with a minimum grade of 2.0 in each course, and major standing for business majors.

**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 noncompetitive markets, decision making under uncertainty and capital budgeting. *Satisfies the university general education requirements in the knowledge application integration area. Prerequisites for knowledge application: completion of the general education requirement in the social science knowledge exploration and the formal reasoning knowledge foundation areas. (Generally offered every semester and term.)*

Prerequisite: ECN 200 and ECN 201 (or ECN 210), and MTH 122 or MTH 154 with a minimum grade of 2.0 in each course. Major standing for business majors.

**ECN 304 Consumer and Welfare 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 with a minimum grade of 2.0, and major standing for business majors.

**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 303 with a minimum grade of 2.0, and major standing for business majors.

**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 summer term of odd years.)*

Prerequisite: ECN 150 or ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**ECN 315 Economics of Gender and Ethnicity (3)**

Employs basic economic principles and standard economic theories to explore and analyze issues of gender and ethnicity at the domestic, national and international levels. Also focuses on gender related outcomes over time and across ethnic groupings. Key topics include: the economics of family structure; patterns of household and labor market activity; patterns of education and occupational choice; gender and ethnic earnings gaps; interplay of gender and ethnicity in the economy; theories of discrimination; and gender/ethnic issues in international perspective. *Satisfies the university general education requirement in U.S. diversity.*

Prerequisite: ECN 150 or ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**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 semester.)*

Prerequisite: ECN 150 or ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**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, with a minimum grade of 2.0, and major standing for business majors.

**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, with a minimum grade of 2.0, and major standing for business majors.

**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. *(Generally offered fall semester of odd years.)*

Prerequisite: ECN 150 or ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**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 200 and ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**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 200 and ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**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 200 and ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**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 summer term of even years.)*

Prerequisite: ECN 200 and ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**ECN 380 Topics in Economics (3)**

Study of a selected topic in economics. Emphasis is placed on the institutional rather than the theoretical aspects of the topic. May be repeated for a total of 6 credits as long as the topic covered is different. *(Offered with sufficient student demand.)*

Prerequisite: ECN 200 and ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**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 200 and ECN 201 or ECN 210, with a minimum grade of 2.0, and major standing for business majors.

**ECN 399                    Achieve III – Business Economics (0)**

Guide students through the job search process within the Business Economics major.  
Prerequisite: SBC 299.

**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, ECN 303, with a minimum grade of 2.0, in each course and major standing for business majors.

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. *Satisfies the university general education requirement for the capstone experience and for a writing intensive course in the major. Prerequisite for writing intensive: completion of the university writing foundation requirement. (Generally offered fall semester of odd years.)*

Prerequisite: QMM 241 or QMM 250, and ECN 303, with a minimum grade of 2.0 in each course, and major standing for business majors.

**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. *Satisfies the university general education requirement for the capstone experience and for a writing intensive course in the major. Prerequisite for writing intensive: completion of the university writing foundation requirement. (Generally offered fall semester of even years.)*

Prerequisite: ECN 303, and QMM 241 or QMM 250, with a minimum grade of 2.0 in each course, and major standing for business majors.

**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. *Satisfies the university general education requirement for the capstone experience and for a writing intensive course in the major. Prerequisite for writing intensive: completion of the university writing foundation requirement. (Generally offered winter semester of even years.)*

Prerequisite: ECN 302 with a minimum grade of 2.0, and major standing for business majors.

**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. *Satisfies the university general education requirement for the capstone experience and for a writing intensive course in the major. Prerequisite for writing intensive: completion of the university writing foundation requirement. (Generally offered winter semester of odd years.)*

Prerequisite: QMM 241 or QMM 250, and ECN 303 with a minimum grade of 2.0 in each course, and major standing for business majors.

**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 with a minimum grade of 2.0, and major standing for business majors.

**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 GPA of 3.00 or better, major standing for business major and an approved contract prior to registration.

**ENTREPRENEURSHIP****ENT 300 Foundations of Entrepreneurship (3)**

Addresses challenges of creating and sustaining organizations in today's global environment. Provides overview of the role and importance of entrepreneurship in society. Examines how individuals use entrepreneurial skills to craft responses to societal needs. (Not open to pre-business or business-undecided students or students with major standing in business.)

**ENT 305 Creativity and Innovation (3)**

Introduces writings from various disciplines that elucidate the nature and function of creativity and the conditions that stimulate it. Includes writing, design assignments and group projects. Discussions include non-traditional thinking, receptivity, risks, ethics, personal mastery and social responsiveness. (Not open to pre-business or business-undecided students or students with major standing in business.)

**ENT 310 Structure and Management Behavior in the Entrepreneurial Organization (3)**

Addresses organizational structure and design as they relate to new ventures. Focuses on the decision-making processes of entrepreneurs. Leadership patterns and group dynamics will be examined as they relate to the development of effective entrepreneurial based businesses. (Not open to pre-business, business-undecided students or students with major standing in business).

Prerequisite: sophomore standing.

**ENT 320 Accounting and Finance for the Entrepreneurial Organization (3)**

Application of accounting and financial management principles to small business. Addresses use of financial tools including Income Statements, Balance Sheets and Statements of Cash Flow. Reviews capital needs of start-up, small business enterprises and sources of capital. (Not open to pre-business, business undecided students, students with major standing in business).

Prerequisite: junior standing.

**ENT 330 Marketing for the Entrepreneurial Organization (3)**

Strategic marketing approach emphasizing the design of entrepreneurial marketing plans, innovation and new product or service processes. Emphasis given to integration of product, price, place, and promotion goals in the development and implementation of marketing plan and programs. (Not open to pre-business, business-undecided students, students with major standing in business).

Prerequisite: junior standing.

**ENT 340 Entrepreneurship Capstone: Writing the Business Plan (4)**

Students will write a business plan that integrates all internal aspects of a business while recognizing the external environment. The financial component of the business plan is emphasized. Other concepts include competitive analysis, competitive positioning, market segmentation and issues related to new venture launch. Case studies will be used.

Prerequisite: ENT 300, 305, 310, 320 or ACC 200, ENT 330.

**FINANCE****FIN 300 Survey of Finance (3)**

Course helps students develop a basic understanding of finance. Topics covered include: (1) financial instruments and the markets in which they are traded, (2) financial planning and analysis, (2) the cost and time-value of money, and (4) the fundamentals of investor decision-making. Business majors, pre-business students and business undecided students cannot take this course.

Prerequisite: ACC 200 or ACC 300 and junior standing.

**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 or ECN 210, ACC 210, QMM 241 or QMM 250 with a minimum grade of 2.0 in each course, major standing.

**FIN 399 Achieve III – Finance (0)**

Guide students through the job search process within the Finance major.

Prerequisite: SBC 299.

**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 conversions features on debt instruments, and fundamental analysis of equities and foreign assets.

Prerequisite: FIN 322, ACC 301 or ACC 311 with a minimum grade of 2.0 in each course 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 322 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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, FIN 416, ACC 301 with a minimum grade of 2.0 in each course 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 GPA of 3.00 or better, major standing and an approved contract prior to registration.

**MANAGEMENT****MGT 110 Contemporary World Business (4)**

This course introduces students to the global business environment. It focuses on how differences in economic systems, national culture, socio-demographics, and political orientations affect business operations. It also provides an introduction to key business activities. *Satisfies the university general education requirement in the global perspective knowledge exploration area. Satisfies the university general education requirement for a writing intensive course in general education.*

Prerequisite: completion of the university writing foundation requirement. Course is recommended for non-SBA majors or business students who have not achieved major standing only.

**MGT 235 Commerce in Western Civilization (3)**

Traces the development of commerce throughout Western Civilization within the context of continuously evolving political, social, cultural and ethical institutions, philosophies and beliefs that define and legitimize the conduct of business and industry within society. The course examines the complex inter-relationships among these institutions, values and beliefs, and how these have affected the development of commerce in Western Civilization to its modern industrial form.

*Satisfies the general education requirement in the Western civilization knowledge exploration area.*

Prerequisite: none.

**MGT 300 Survey of Management (3)**

Course covers traditional business management ideas, recent management thinking and their application to the management functions of planning, organizing, leading and controlling. Course provides survey of topics such as goal setting, managerial decision making, design of organizations, corporate culture and organizational change and development.

Prerequisite: sophomore standing.

**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, with a minimum grade of 2.0, major standing and junior status.

**MGT 399 Achieve III – General Management (0)**

Guide students through the job search process within the General Management major.

Prerequisite: SBC 299.

**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)**

Covers the concepts, methodologies and analytical tools used by managers to formulate and implement a firm's strategy. This course also explores the complexities of a firm's internal and external environment and applies knowledge from economics, accounting, finance, POM, marketing, HRM and organizational behavior to understand appropriate competitive behavior and resultant firm performance. *Satisfies the university general education requirement for a writing intensive course in general education or the major, not both. Prerequisite for writing intensive: completion of the university writing foundation requirement. Satisfies the university general education requirement for the capstone experience.*

Prerequisite: WRT 382, MKT 302, ORG 331, FIN 322, POM 343 with a minimum grade of 2.0 in each course major standing 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 with a minimum grade of 2.0 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 GPA of 3.00 or better, major standing and an approved contract prior to registration.

**MANAGEMENT INFORMATION SYSTEMS**

**MIS 100 Business Problem Solving with Information Technology (3)**

Introduction to the use of information technology in business problem solving and business modeling. Includes hands-on exercises using Windows Microsoft Office (Word, Excel, Power Point, and Access), Web browsers and HTML. (Replaces MIS 200).

Prerequisite: none.

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

This course introduces MIS concepts including systems types (transactions processing, decision support, etc.) hardware, software, networks, data management and decision support.

Prerequisite: MIS 100 (or MIS 200 or CSE 125), major standing.

**MIS 301 Survey of Management Information Systems (3)**

Course focuses on the use of information systems in business. Topics include components, types and development of information systems, and uses and benefits of information systems. Relevant technology issues such as security, privacy and ethics will also be introduced. Business majors, pre-business students and business-undecided students cannot take this course.

Prerequisite: Sophomore Standing, and MIS 100 or CIT 120.

**MIS 305 Information Technology Foundations (3)**

Covers the technology at the heart of information systems. Topics include operating systems, programming and networks. Includes hands-on projects.

Prerequisite: MIS 100 (or MIS 200 or CSE 125) with a minimum grade of 2.0, major standing.

**MIS 314 Data and Process Modeling (3)**

Introduces the software development cycle, and information requirements analysis. Covers various kinds of data modeling, such as entity-relationship diagramming and object modeling. Examines process modeling with UML methods, such as case analysis. Includes projects.

Prerequisite: MIS 300 with a minimum grade of 2.0, and major standing.

**MIS 315 Systems Design (3)**

Continuation of MIS 314. Covers system design (translating requirements specifications and process models into design specification, emphasizing object-oriented techniques), database design (creating relational databases from data models), interface design, and test software. Includes projects.

Prerequisite: MIS 305 and MIS 314 with a minimum grade of 2.0 in each course, and major standing.

**MIS 350 Software Program and Project Management (3)**

Examines issues involved in managing information projects including project scheduling, measurement, assessment, budgeting, and human resources management issues.

Prerequisite: MIS 314 with a minimum grade of 2.0, major standing.

**MIS 399 Achieve III – Management Information Systems (0)**

Guide students through the job search process within the Management Information Systems major.

Prerequisite: SBC 299.

**MIS 405 Networks (3)**

Technology, design, management, and use of data, voice, image, and video communication networks. Topics include 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 MIS 305 with a minimum grade of 2.0 in each course 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 networks along with Intranets and Extranets. The impact of communications technology on organizations as well as trends in the telecommunications industry are explored.

Prerequisite: MIS 405 with a minimum grade of 2.0 and major standing.

**MIS 420 Electronic Commerce (3)**

This course provides students with an analytical and technical framework to understand the complex 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 305 with a minimum grade of 2.0 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 and MIS 305 with a minimum grade of 2.0 in each course, 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 several solution architectures and their relative advantages and disadvantages. 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 with a minimum grade of 2.0 or instructor's permission and major standing.

**MIS 426 Business Application Technology (3)**

Develops business applications with graphical user interface (GUI) tools. 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 database.

Prerequisite: MIS 305 with a minimum grade of 2.0 and major standing.

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

Using data, model and information systems to support managerial decision making.

Prerequisite: MIS 300 and MIS 305 with a minimum grade of 2.0 in each course or instructor's permission and major standing.

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

Focuses on developing and using spreadsheet-based models and data analysis tools for supporting managerial decision-making. Topics include Monte-Carlo stimulation, optimization, and spreadsheet application development within the context of business problem solving.

Prerequisite: MIS 300 and either QMM 240, QMM 241 or QMM 250 with a minimum grade of 2.0 in each course, and major standing.

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

A class in a topic of interest to a faculty member such as ecommerce, artificial intelligence, Java or ethics. Topics vary. See *Schedule of Classes* for current offerings. May be repeated for a total of six credits.

Prerequisite: MIS 300, with a minimum grade of 2.0 in each course 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 6 credits.

Prerequisite: an overall GPA of 3.00 or better, major standing and an approved contract prior to registration.

**MARKETING****MKT 300 Survey of Marketing (4)**

This course introduces students to marketing from multiple perspectives: societal, managerial, business, not-for-profit etc. Serves as foundation to the introductory marketing course if the student opts for a marketing major later. Course not open to students who are pre-business, business undecided or business majors.

Prerequisite: Junior Standing.

**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 201 or ECN 210, with a minimum grade of 2.0, major standing and junior status.

**MKT 353 Marketing Management (4)**

A study of the application of marketing principles, concepts, and strategies in solving business problems and other problems experienced in today's economy. Uses the case study method to analyze these problems. Emphasizes the management of marketing through planning, implementation and control.  
Prerequisite: MKT 302 with a minimum grade of 2.0 and major standing.

**MKT 399 Achieve III – Marketing (0)**

Guide students through the job search process within the marketing major.  
Prerequisite: SBC 299.

**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.  
Prerequisite: MKT 302 with a minimum grade of 2.0 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, with a minimum grade of 2.0 in each course and major standing.

**MKT 406 Integrated Marketing Communications (4)**

A review of the selection and integration of advertising, promotion, public relations and personal selling budgets. Focused on understanding the whole process from planning to evaluating campaign results.  
Prerequisite: MKT 302 with a minimum grade of 2.0 and major standing.

**MKT 420 Distribution Channels and Logistics (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. Covers marketing logistics and supply chain management.  
Prerequisite: MKT 302 with a minimum grade of 2.0 and major standing.

**MKT 430 Personnel Selling (4)**

Focuses on the activities of personnel selling in consumer and industrial markets. Emphasis is on the processes salespeople should follow when interacting with customers and prospects to ensure the needs of customers are successfully met.  
Prerequisite: MKT 302 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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: MKT 302 with a minimum grade of 2.0 and major standing.

**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: major standing and 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 with a minimum grade of 2.0 and major standing.

**ORG 399 Achieve III – Human Resource Management (0)**

Guide students through the job search process within the Human Resource Management major.

Prerequisite: SBC 299.

**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, with a minimum grade of 2.0 in each course 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 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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.

Prerequisite: ORG 331, QMM 241 or QMM 250, with a minimum grade of 2.0 in each course and major standing.

**ORG 460           Compensation and Benefits (4)**

This course provides an introduction to issues in compensation and benefits administration. It will examine the context of compensation and benefit practices, the criteria used for compensation and benefits, design and implementation issues. Exercises and case studies will be used to demonstrate and practice these concepts.

Prerequisite: ORG 331, QMM 241 or QMM 250, with a minimum grade of 2.0 in each course 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 with a minimum grade of 2.0 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 with a minimum grade of 2.0 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 GPA of 3.00 or better, major standing and an approved contract prior to registration.

**PRODUCTION AND OPERATIONS MANAGEMENT****POM 300           Survey of Operations Management (3)**

This course introduces the student to the operation of both manufacturing and service organizations. Topics included are capacity planning, facility location and layout, production control and scheduling and quality assurance. Business majors, pre-business students and business undecided students cannot take this course.

Prerequisite: junior Standing.

**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 240 or QMM 250 or STA 226, with a minimum grade of 2.0, major standing.

**POM 399           Achieve III – Operations Management (0)**

Guide students through the job search process within the Operations Management major.

Prerequisite: SBC 299.

**POM 440 Process Management (3)**

Organizational and supply chain efforts to continuously improve processes and enhance customer satisfaction are examined, including topics of leadership styles; change management; costs of quality; employee empowerment, participation, and teamwork; statistical process control; process improvement; product design and development; variance reduction; waste elimination; value stream mapping; and lean tools.

Prerequisite: QMM 240 or QMM 250 with a minimum grade of 2.0, and major standing.

**POM 442 Supply Chain Management (3)**

Examines the management, planning and analysis of both inbound and outbound material and information flows along with associated services. Specifically, this course will examine purchasing, materials management, and distribution functions used to support the physical flow and the offering of goods and services both domestically and internationally.

Prerequisite: QMM 241 or QMM 250 with a minimum grade of 2.0 and major standing.

**POM 443 Operations Planning and Control (3)**

Studies the economic conversion of inputs into goods and services for both manufacturing and service organizations. Managerial and technical aspects of planning and controlling resources within a transformation system are examined including demand management, lean manufacturing, master production scheduling, materials requirements planning, capacity planning and inventory control.

Prerequisite: POM 343 with a minimum grade of 2.0 and major standing.

**POM 448 Project Management (3)**

Project management topics examined will include: project selection, alternative project organizational structures, project planning, work breakdown structures, the role of the project manager, leadership styles, teamwork approach, PERT/CPM networks, Gantt charts, critical path analysis, float times, resource allocation, least-cost scheduling, time-cost tradeoff analysis, monitoring and controlling projects and risk management.

Prerequisite: POM 343 with a minimum grade of 2.0 and major standing.

**POM 450 Operations Strategy (3)**

This capstone course examines the formulation and implementation of an operations strategy as part of overall business strategy. It will examine managing operations of competitive advantage (cost, quality, speed, and flexibility) in service and manufacturing firms. Cases are used to illustrate various concepts.

Prerequisite: POM 440 or POM 442 or POM 443 or POM 448 or POM 480 with a minimum grade of 2.0 and major standing.

**POM 480 Special Topics in Operations Management (3)**

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 6 credits as long as the topic is different.

Prerequisite: POM 343 with a minimum grade of 2.0 and major standing.

**POM 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 8 credits.

Prerequisite: MTH 121 or MTH 141, and MIS 100 (or MIS 200 or CSE 125 or CSE 130) with a minimum grade of 2.0 in each course, and sophomore status.

**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 and computer projects. *Satisfies the university general education requirement in the knowledge applications integration area. Prerequisite for knowledge applications: completion of the general education requirement in the formal reasoning knowledge foundation area.*

Prerequisite: MTH 121 or MTH 141 or MTH 154, and MIS 100 (or CSE 125 or CSE 130 or MIS 200) with a minimum grade of 2.0 in each course, and sophomore status.

**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. *Satisfies the university general education requirement in the knowledge applications integration area. Prerequisite for knowledge applications: completion of the general education requirement in the formal reasoning knowledge foundation area.*

Prerequisite: MTH 122 or 154, and QMM 240 or equivalent, with a minimum grade of 2.0 in each course, and sophomore status.

**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. *Satisfies the university general education requirement in the knowledge applications integration area. Prerequisite for knowledge applications: completion of the general education requirement in the formal reasoning knowledge foundation area.*

Prerequisite: MTH 122 or MTH 154 and MIS 100 (or MIS 200 or CSE 125 or CSE 130) with a minimum grade of 2.0 in each course and sophomore status.

**QMM 440 Management Science (4)**

Provides an introduction to the use of quantitative modeling and analysis tools for complex business problems. Techniques from the field of management science are combined with state of the art software including spreadsheet-based optimization, decision analysis and simulation packages to give the student a practical, usable toolkit for business problem solving.

Prerequisite: QMM 240 or QMM 250 or STA 225 with a minimum grade of 2.0 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, with a minimum grade of 2.0 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 GPA of 3.00 or better, major standing and an approved contract prior to registration.

**SBC SCHOLAR****SBC 130 SBA Freshman Scholar 1 (0)**

High school seniors wanting to major in business are invited to participate in the SBA Freshman Scholars program based upon their high school record and ACT scores. This is the first of three courses in the SBA Freshman Scholar program. Offered every fall semester.

Prerequisite: approval of a School of Business undergraduate adviser; and freshman standing.

**SBC 140 SBA Freshman Scholar 2 (0)**

High school seniors wanting to major in business are invited to participate in the SBA Freshman Scholars program based upon their high school record and ACT scores. This is the second of the three courses in the SBA Freshman Scholars program. Offered every winter semester.

Prerequisite: approval of the Undergraduate Leadership and Development Center.

**SBC 199 ACHIEVE I (0)**

Introduction to functional areas in business, careers in business, Career Services, and the job search process. Students must register for SBC 199 their first term as a pre-business or undecided business major. Course is optional for economics BS or BA.

**SBC 230 SBA Sophomore Scholar 1 (0)**

Oakland University students who are pre-business majors are invited to be SBA Sophomore Scholars if they excelled in their pre-core curriculum including mathematics. This is the first of two courses in the SBA Sophomore Scholar program. Offered every fall semester.

Prerequisite: approval of a School of Business undergraduate adviser.

**SBC 240 SBA Sophomore Scholar 2 (0)**

This is the second of two courses in the SBA Sophomore Scholar program. Offered every winter semester.

**SBC 250 SBA Freshman Scholar 3 (0)**

This is the third of the three courses in the SBA Freshman Scholar program and should complete the student's transition to major standing. Not open to Freshman Scholars who choose to become Sophomore Scholars. Offered every fall semester.

Prerequisite: SBC 140. Approval of the Undergraduate Leadership and Development Center.

**SBC 251 General SIFE Member (0)**

Required of general SIFE members. Student commits to working one to five hours per week on a SIFE project during the semester. Permission of Director of SIFE to register.

**SBC 299 ACHIEVE II (0)**

Focus on preparing students for the job search process. Students will develop materials and skills to support one-on-one job interviews.

Prerequisite: SBC 199.

**SBC 330 SBA Junior Scholar 1 (0)**

Juniors who have SBA major standing can apply to the SBA Junior Scholars. Student must meet GPA requirements. Student will take part in required meetings and be an ambassador for the SBA at specific SBA activities. This is the first of two courses in the SBA Junior Scholar program. Offered fall semester.

Prerequisite: approval of a School of Business undergraduate adviser and junior standing.

**SBC 331 SBA Junior Scholar 2 (0)**

Juniors who have SBA major standing can apply to be SBA Junior Scholars if they meet the GPA requirements. As a Junior Scholar the student will take part in required meetings and be an ambassador

for the SBA at specific SBA activities. This is the second of two courses in the SBA Junior Scholar program. Offered every winter semester.

Prerequisite: approval of a School of Business undergraduate adviser.

**SBC 351 SIFE Presenter (0)**

Course taken during winter semester by each student member of the presentation team. On average team members spend about 4 hours per week on the presentation. Team will travel to regional SIFE conference and if eligible national SIFE conference. Requires permission of Director of SIFE to register.

**SBC 371 SBA Integrating Theme Scholar 1 (1)**

SBA students with at least a 3.0 GPA, meeting specific pre-core requirements, and having at least two years left before graduation, can apply to be Integrating Theme Scholars. First of four courses in the integrating theme. Theme Scholars are also required to take specific core courses with other Theme Scholars.

Prerequisite: approval of the Undergraduate Leadership and Development Center.

**SBC 372 SBA Integrating Theme Scholar 2 (2)**

Second of four courses in the integrating theme. Theme Scholars are also required to take specific core courses with other Theme Scholars. Course culminates in a research paper.

Prerequisite: SBC 371.

**SBC 440 SBA Senior Scholar 1 (0)**

Seniors with SBA major standing can apply to be SBA Senior Scholars. Students must meet GPA requirements, and have one year remaining before graduation. Students will take part in required meetings and be an ambassador for the SBA at SBA activities. This is the first of two courses in the SBA Senior Scholar program. Offered fall semester.

Prerequisite: approval of a School of Business undergraduate adviser and senior standing.

**SBC 441 SBA Senior Scholar 2 (0)**

Seniors with SBA major standing can apply to be SBA Senior Scholars. Students must meet GPA requirements and have one year remaining before graduation. Students will take part in required meetings and be an ambassador for the SBA at SBA activities. This is the second of two courses in the SBA Senior Scholar program. Offered winter semester.

Prerequisite: approval of a School of Business undergraduate adviser.

**SBC 451 SIFE Project Vice President (0)**

Coordinate a SIFE project to ensure quality, tracks worker's hours, and serves on Executive Committee. Commitment is 4 hours weekly (including meetings). Requires permission of Director of SIFE to register.

**SBC 452 SIFE Functional Area Vice President (0)**

Oversees the functional area within OU-SIFE (e.g., marketing, HR, etc.), and serves on Executive Committee. Commitment is 4 hours weekly (including meetings). Requires permission of Director of SIFE to register.

**SBC 453 SIFE President (0)**

Oversees the running of OU-SIFE, and chairs the Executive Committee. Commitment is 6 hours weekly (including meetings). Requires permission of Director of SIFE to register.

**SBC 473 SBA Integrating Theme Scholar 3 (1)**

Third of four courses in the integrating theme. This course is taken during the Theme Scholars senior year. Theme Scholars are also required to take specific core courses with other Theme Scholars.

Prerequisite: SBC 372.

**SBC 474 SBA Integrating Theme Scholar 4 (2)**

The last of four courses in the integrating theme. Generally, the Theme Scholar will take MGT 435 this semester as a cohort with the other Theme Scholars. Course culminates in a research paper.

Prerequisite: SBC 473.

**SBC 475 SBA Global Project Scholar (2)**

Global Project Scholars participate in a variety of semester-long global projects. All involve working with foreign students on firm sponsored projects. Course format ranges from internships, to traveling to a foreign country, to using the Global Interaction Classroom.

Prerequisite: major standing and permission of the Leadership and Development Center.

**SBC 491 SBA Research Scholar 1 (1)**

SBA students with at least a 3.0 GPA, major standing, and at least two semesters before graduation, can apply to be an SBA Research Scholar. First of two courses in the Research Scholar's program. Student will write a research proposal that will be carried out during the second course.

Prerequisite: approval of the Undergraduate Leadership and Development Center.

**SBC 492 SBA Research Scholar 2 (2)**

Second of two courses in the Research Scholar's program. Student will carry out the research proposal that was written in SBC 491.

Prerequisite: SBC 491.

**SBC 499 Achieve IV (0)**

Acclimation to workplace environment.

Prerequisite: ACC 399, ECN 399, FIN 399, MGT 399, MIS 399, MKT 399, ORG 399, or POM 399.