

SCHOOL OF BUSINESS ADMINISTRATION

Introduction

The study of business administration has been an important part of the curriculum of Stetson University since 1885, an experience in teaching business courses that is longer than at any other Florida college. Stetson offers modern facilities and equipment and, most importantly, a practice of offering students newly developing knowledge and innovations in the fast changing field of business administration.

Accreditation

Stetson University, through its School of Business Administration, is nationally accredited by AACSB International—The Association to Advance Collegiate Schools of Business at the undergraduate and graduate levels in business; and at the undergraduate and graduate levels in accounting

Vision

As a teaching community, we develop the values, character, knowledge and skills vital for world-class business professionals.

Mission

We provide a student-centered experience that empowers learners to manage the transitions inherent in a complex and global business environment.

Values

- As a premier AACSB-accredited business school, we value relevance and academic rigor in our programs and curricula.
- We respect the diversity of individuals and perspectives.
- We hold ourselves and our students to the highest ethical standards.
- We reinforce responsibility, accountability and self-awareness as professionals.
- We foster innovation and innovators.
- We value quality research that informs business practices and pedagogical skills.

An Effective Learning Climate

We create a climate of continuous improvement, where we assess our work with comprehensive assurance of learning processes.

Goals

Underlying business education at Stetson is the belief that modern business managers must have skill in decision-making, developed through problems, projects, case studies, discussions, and the study of analytical techniques. Specific course offerings are designed to show students how the business system functions and how certain skills and techniques enable them to play an active role in the business world. Graduates of the School of Business Administration are prepared for a productive and satisfying career and have, through the years, met ready acceptance by a wide range of businesses and organizations.

UNDERGRADUATE STUDY IN BUSINESS

Admission

Any student admitted unconditionally to Stetson University is eligible for admission to the School of Business Administration. The School of Business Administration reserves the right to limit enrollment in the School or in the School's majors based on the capacity of the program and the qualifications of students.

Degrees

The degree of Bachelor of Business Administration is conferred upon students who successfully complete a prescribed program of 33 units, with at least a C average in the major, at least a C average overall, and upon approval of the faculty of the School of Business Administration.

Attendance

In the School of Business Administration, regular attendance is expected. Individual faculty members may set their own attendance policy.

Curriculum

The undergraduate curriculum in the School is divided into ten programs of study. Business majors must complete the core curriculum and the specific requirements of one of the ten majors. A student may elect a second major in the School of Business Administration by completing the specific requirements of that major; however, no single course may be used in more than one major. A business minor is offered for students outside the School of Business Administration.

Special Programs

The Roland George Investments Program

The Finance Department of the School of Business Administration offers a unique program of advanced education in investment management that equips students for positions in financial institutions such as banks, trust companies, brokerage firms, and investment Advisory firms. Students who successfully complete required preliminary courses in finance and investments may qualify to enroll in special courses in Investment Portfolio Management. In these courses, taught by Distinguished Visiting Professors experienced in the investments field, students assume full responsibility for active management of a portfolio valued between 2.4 and 3 million dollars. The fund resulted from a gift given in memory of Roland George, who spent his career in the investments field. It was his wish that students experience on a firsthand basis the risks and rewards of making investment decisions. Students are responsible for earning sufficient income from the fund to pay the expenses of the program, including the costs of the visiting professors, scholarships for outstanding investments students, and library and software resources. Students perform research in a modern, state-of-the-art trading room facility which contains computing resources, software such as Bridge, Baseline, and Bloomberg as well as a real time ticker and data wall.

The Joseph C. Prince Entrepreneurship Program

William Andrews, Director

The Prince Entrepreneurship Program, housed in the department of Management & International Business, includes four courses designed to help students discover both the realities and demands of owning their own business in a supportive environment. A complete description of these four courses is presented in the Business School's course description section of this University *Bulletin*. Select courses may also be used as part of a General Business major or may be taken as a coordinated series of electives.

Students will sharpen their judgment and insight in assessing the likelihood that a proposed business will fail or succeed, understanding the many steps necessary to launch a business, writing a business plan, understanding the venture capital/new venture finance industry, understanding the personal costs and joys from successful entrepreneurs.

The Program pedagogy emphasizes applied learning in experiential or case contexts. Drawing from both the academic and professional worlds, the Prince Entrepreneurship Program is equipping the next generation of entrepreneurs to successfully navigate the risky waters of launching a business while demonstrating to students pursuing conventional employment the value of "thinking like an owner."

The Family Enterprise Center

The Family Enterprise Center offers an undergraduate major and minor in the area of family enterprise. The major and minor are interdisciplinary, experiential, and involve extensive interaction with professionals in family enterprises. The benefits of enrolling in the major or minor include increased credibility (self-confidence) and marketability (e.g. job offers). The Center's purpose is to integrate the student's undergraduate education with family enterprise. The Center believes and values the concept that family

enterprise is about the family as much as it is about enterprise. The students will see first-hand how these concepts co-exist within the organization. The student will assess the traits of a family enterprise and forge relationships with actual family enterprises involved in our program. They will also benefit from interaction with professionals in this field through guest speakers and internships.

The goals of the Center are as follows: Establishing family enterprise as a legitimate, distinct, interdisciplinary academic field validating, supporting, and enhancing family enterprise on the nation's enterprise agenda bringing all the resources of the University (including teaching, research, and outreach) together to help family enterprises learn, grow, and prosper.

The Stetson Summer Innsbruck Program

The Stetson Summer Innsbruck Program makes international study possible through a European summer school extension in Innsbruck, Austria.

This July/August summer program is made up of regular, fully accredited and transferable courses, taught by top Stetson University and distinguished visiting faculty. Each student selects two courses that best fit his/her interests. A wide range of courses is offered so that the program will appeal to students with a variety of needs. The program is open to students in all majors; students from other universities are welcome to participate. German language ability is not required; all classes are taught in English. Classes are held mornings, and the schedule includes long weekends, giving participants ample time for travel and sight-seeing – an important component of the educational experience.

The program is based in Innsbruck, Austria. Centrally located in the heart of the cool and breathtakingly beautiful Alps, Innsbruck is a fascinating city in its own right and an ideal base for travel throughout Europe. For more information, contact Nancy Kernan, (386) 822-7394.

SCHOOL OF BUSINESS ADMINISTRATION GENERAL EDUCATION REQUIREMENTS

All students in the School of Business must meet the following General Education requirements in addition to specific requirements within the major area of study. Furthermore, School of Business majors have a common set of Business Foundation courses which must be met. The specific additional requirements of the individual majors are found in the following sections.

FOUNDATIONS	Units
Writing and Rhetoric (ENGL 101, to be taken in the first year and completed with a minimum grade of C)	1
Self Assessment and Business Introduction (FSEM 100.99)	1
Mathematics (MATH 122Q or 131Q or 141Q).....	1
 KNOWLEDGE OF HUMAN CULTURES AND THE NATURAL WORLD	
Foreign Language at 102 level.....	1
Historical Inquiry (any H course)	1
Physical and Natural World (any P course)	1
Select courses in 2 of the following 4 areas:	2
Creative Arts (includes A, MC, MCA or MCE courses) (Course(s) must equal four-credits or 1 unit.)	
Culture and Belief (any B course)	
Individuals, Societies, and Social Systems (any S course)	
Quantitative Reasoning (any Q course)	
 PERSONAL AND SOCIAL RESPONSIBILITY – JUNIOR SEMINAR	
Ethics and Law (BN 209E)	1
Choose one Junior Seminar from the areas below:	1
Environmental Responsibility (any R/JS course)	

Ethical or Spiritual Inquiry (any E/JS course)
 Health and Wellness (any W/JS course)
 Human Diversity (any D/JS course)
 Social Justice (any J/JS course)

Total General Education Course Units 10

SCHOOL OF BUSINESS FOUNDATION REQUIREMENTS

COMMON BODY OF KNOWLEDGE

Information Technology Proficiency (Proficiency Exam or Information Technology I (MIS 100) and Information Technology II (MIS 101)).....	0-1
Essentials of Economics I (ECON 103) ¹	1
Business Statistics (STAT 301)	1
Professional Communication (BN 205)	1
Introduction to Financial Accounting (ATG 211).....	1
Introduction to Managerial Accounting (ATG 212)	1
International Business and Culture (INTL 201 or equivalent) ²	1
Business Finance (FIN 311)	1
The Marketplace and Consumers (MKT 315) ¹	
Human Relations, Leadership, and Teamwork (MGT 305).....	1
Management Information Systems (MIS 350).....	1
Transition I ³ (BN 200)	0.5
Transition II ⁴ (BN 400).....	0.5
Strategic Management (MGT 495)	1
Total School of Business Foundation Course Units	12-13
Total unrestricted General Electives.....	1-5 ⁵

Notes:

- ¹ ECON 102Q and ECON 112 (both, not either) may be substituted for ECON 103.
- ²The International Business and Culture requirement may be satisfied with INTL 201 or any other internationally-focused business course. Note that a single course may not count for both the Common Body of Knowledge requirement and a course requirement within a major.
- ³ Must be taken during the sophomore year of study
- ⁴ Must be taken during the senior year of study
- ⁵ Depends on the major. See specific major for details.

Co-Curricular/Cultural Attendance Requirements

In addition to all academic requirements, students are required, for graduation, to attend three co-curricular or cultural events for each semester of full-time enrollment. Total events required shall not exceed twenty-four. The Dean’s Office provides a list of approved events each semester. Students may also view the list of co-curricular events under Calendar of Events at www.stetson.edu.

SCHOOL OF BUSINESS ADMINISTRATION DEGREE PROGRAMS

The School of Business Administration offers the Bachelor's degree with a major concentration in each of the following areas:

Accounting/Accounting Information Systems (AIS)

This program helps prepare students for careers in public accounting, business and government, IT consulting and business. Usually students pursuing a public accounting career will continue into a Master of Accountancy program and take the CPA exam. Students must maintain a C average in required accounting courses to continue in the accounting program.

Business Administration

In this major, students participate in an interdepartmental program that presents coverage of the broad area of business administration. Interests may be satisfied in several areas, or students may prepare generally for some business or government activity, or for pre-law or graduate studies.

Economics

The economics major provides the student with a thorough understanding of economics and business behavior. The courses are designed to train a student in analyzing problems. This major offers preparation for careers in business and government, and provides an excellent foundation for graduate and professional study.

Family Enterprise

The Family Enterprise major is designed with two types of students in mind. The first type is those students who come from a family that owns a business and are eager to proactively manage the opportunities relative to their family, their career, and the family wealth. The second type of student who can benefit is the student interested in becoming a business advisor and realizes that the vast majority of his/her clients will be family businesses (ideally, this student will consider a dual major in family business and a second area of business).

Finance

The Finance major prepares students for careers in a wide range of settings, including those in the financial services sector such as banking, brokerage, insurance, and financial analysis. It is also excellent training for commerce, government, and education administration as well as further professional training like law school.

International Business

The International Business major is designed to prepare students for careers with firms doing business across national borders. The three-pronged major requires language proficiency in a second language, cultural proficiency in a geographic area of interest (consistent with one's modern language study), and technical competence in international business skills. The program requires an approved international study or work experience, and two such experiences are encouraged.

Management

The Management major prepares students to assume professional management positions in dynamic organizations. This program focuses on building knowledge and skills in the areas of decision-making, problem solving, creativity, communication, teamwork, ethics, and change management.

Management Information Systems (MIS)

Combining a strong business component with an in-depth study of state-of-the art technology, the MIS major is designed to prepare students for successful careers as information systems professionals and managers in any business environment. The major is career-oriented as it provides the opportunity for internships and other professional experiences.

Marketing

The Marketing major equips students to better understand customers and the complex market system in which organizations operate. Thus, marketing majors are expected to analyze, synthesize, and evaluate decisions critical to the leadership of all organizations. These critical decision-making skills prepare students for positions in both public and private sectors as well as for graduate school.

BACHELOR OF BUSINESS ADMINISTRATION MAJOR IN ACCOUNTING/ACCOUNTING INFORMATION SYSTEMS

Judson P. Stryker, Chair

The mission of the M. E. Rinker, Sr. Institute of Tax and Accountancy (Department of Accounting) is to offer an intellectually challenging education that will facilitate the development of our students as accounting professionals. The focus of the Institute's educational program is excellence in teaching in an intensive, yet supporting, learning environment.

The mission is accomplished as follows:

The Institute's focus on teaching excellence is supported by

- Faculty selection and development that fosters quality instruction;
- Intellectual endeavors that support and enhance innovative teaching, contribute to the body of accounting knowledge, or advance the practice of accounting; and
- Faculty service that draws the Institute and its students closer to the accounting, consulting and business communities as well as the University community.

The Institute seeks to provide a distinctive educational experience by encouraging

- High involvement and experiential learning in a small class environment;
- An orientation toward real-world applicability in teaching and research;
- A pervasive commitment to social and ethical leadership development and lifelong learning; and
- A faculty-student relationship that extends from academic counseling through career choice.

The Institute administers an undergraduate degree program in accounting and accounting information systems and a graduate degree program in accounting. Students completing the graduate degree program in accounting will be academically qualified for the CPA designation once they have completed the CPA exam. The Institute also administers an accounting minor, a family business major and minor, and a business law minor, and provides introductory and advanced level accounting courses in support of other undergraduate and graduate business degree programs.

The Institute offers a major in Accounting /Accounting Information Systems including courses for either a traditional accounting curriculum or a technology focused curriculum, depending on the selection of major elective courses. Those students choosing the traditional accounting curriculum may be academically eligible to sit for the CPA examination in Florida after the completion of the undergraduate degree.

MAJOR: Accounting/AIS Curriculum

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (13 Units).

REQUIRED COURSES	Units
Financial Accounting I: ATG 303	1
Financial Accounting II: ATG 304	1
Taxation of Individuals: ATG 301	1
Cost Accounting: ATG 421	1
Information Systems Security & Control: ATG 410.....	1
Audit I: ATG 406.....	1
Data Base Design & Implementation: MIS 397.....	1

Total Required Course Units..... 7

ELECTIVE COURSES

Select any TWO of the following:

- Taxation of Entities: ATG 402
- Financial Accounting III: ATG 407
- Systems Analysis and Project Management: MIS 494
- Business Process Management: MIS 461

Total Elective Course Units: 2

Total Major Course Units:..... 9

GENERAL ELECTIVES* 1
(In or outside School of Business)

Total Units Required 33

Notes:

If you pursue a technology focus and an MIS minor, MIS 494 & MIS 461 should be chosen as major electives or as general electives.

If you plan to take sections of the CPA exam upon completion of your undergraduate accounting degree, ATG 402 and ATG 407 should be your major electives. In addition, BL 407 and BL 408 should be taken as general electives

*Students planning to enter the M.Acc. program should select courses from the following: ATG 406 or ATG 401, BL 407 and BL 408.

OTHER REQUIREMENTS

We recommend that students planning to take the Florida CPA Examination take ATG402. The course may be taken as an undergraduate elective or as part of the M.Acc program.

**BACHELOR OF BUSINESS ADMINISTRATION
MAJOR IN BUSINESS ADMINISTRATION**

Fred K. Augustine, Jr., Chair

MAJOR: Business Administration Curriculum

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (12 Units).

REQUIRED COURSES¹

6 Units of upper-division Business Administration or Economics courses of which at least 2 units must be at the 400 level.

No more than 2 units can be taken in a single discipline.

No more than 1 unit may be an internship or international experience course.

Total Major Course Units 6

GENERAL ELECTIVES 5
(In or outside the School of Business)

Total Course Units Required for degree 33

¹Students must maintain a C average in all upper-division Business and Economics courses other than those appearing in the Common Body of Knowledge, and a C average overall.

BACHELOR OF BUSINESS ADMINISTRATION MAJOR IN ECONOMICS

James Mallett, Chair

MAJOR: Economics Curriculum

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (12 Units).

REQUIRED COURSES ¹ Units		
Intermediate Macroeconomics: ECON 300.....	1	
Intermediate Microeconomics: ECON 301.....	1	
Money and Financial Institutions: FIN 303.....	1	
Multinational Finance: FIN 412	1	
 Total Major Course Units.....	 4	
ELECTIVE COURSES 2		
Select two Finance or Economics electives, of which one must be in Economics and one at the 400 level		
 Total Course Units Required for Economics Major.....	 6	
GENERAL ELECTIVES..... 5		
(In or outside the School of Business)		
Total Units Required for B.B.A. in Economics (includes General Education, School of Business Foundation, and unrestricted general electives).....		33

¹Students must maintain a C average in all upper-division economics and finance courses and a C average overall

BACHELOR OF BUSINESS ADMINISTRATION MAJOR IN FAMILY ENTERPRISE

Judson P. Stryker, Chair

Greg McCann, Academic Coordinator

The primary objective of the Family Enterprise major is to provide a student who plans to take on a leadership role in his or her family's enterprise or who plans to take Family Enterprise as a second major, the educational opportunities designed to give the student the academic foundation to ensure success in his or her career. Given the unique nature of the Family Enterprise major, it is strongly recommended talking with the Academic Coordinator before declaring the major.

MAJOR: Family Enterprise Curriculum¹

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (12 Units).

REQUIRED COURSES	Units
Personal, Professional, and Leadership Development: FE 235.....	1
Managerial Issues in Family Enterprise: FE 350.....	1

Family Enterprise: Ownership: Emphasis on Legal, Estate, and Asset Protection Issues: FE 355	1
Family Enterprise Internship: FE 375	1
Family Enterprise Capstone: FE 455.....	1
Total Required Major Courses Units	<u>5</u>

ELECTIVE COURSES

Select any ONE of the following:²

- Human Resource Processes and Practices: MGT 308
- Integrated Marketing Communications: MKT 440
- Business Intelligence: MIS 383
- Systems Analysis and Project Management: MIS 494
- Corporate Financial Management: FIN 414
- Business Law: BL 407

Total Elective Course Units	1
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Total Major Course Units	<u>6</u>
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OTHER REQUIREMENTS

GENERAL ELECTIVES..... (In or outside the School of Business)	5
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Total Units Required	<u>33</u>
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¹Students must maintain a C average in major courses and a C average overall.

²Courses other than those listed above can be approved by the Academic Coordinator.

**BACHELOR OF BUSINESS ADMINISTRATION
MAJOR IN FINANCE**

James Mallett, Chair

MAJOR: Finance Curriculum

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (12 Units).

REQUIRED COURSES ¹	Units
Money and Financial Institutions: FIN 303.....	1
Investments: FIN 320	1
Multinational Finance: FIN 412	1
Corporate Financial Management: FIN 414.....	1
Total Major Course Units	<u>4</u>

ELECTIVE COURSES	2
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Select any TWO of the following, with a minimum of one unit in Finance:

- Principles of Insurance and Risk Management: FIN 333
- Real Estate Principles: FIN 361
- Financial Risk Management: FIN415
- Equity Fund Management: FIN 421²
- Fixed Income Fund Management: FIN 422²
- Financial Accounting I: ATG 303
- Financial Accounting II: ATG 304
- Forecasting: STAT 440Q
- Econometrics: ECON 475

Total Course Units for Finance Major in addition to FIN 311	6
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GENERAL ELECTIVES	5
(In or outside the School of Business)	
Total Units Required for B.B.A. in Finance (includes General Education, School of Business Foundation, and unrestricted general electives)	33

OTHER REQUIREMENTS

¹Students must maintain a C average in major courses and a C average overall. FIN 311 is a prerequisite for all upper division Finance courses except FIN 303. Prerequisite for FIN 303 is ECON 103. Prerequisites for FIN 311 include ECON 103, ATG 211, and STAT 301. All 300 level classes require Junior Standing.

² Roland George Investments Program Courses. These require permission of instructor for entrance

**BACHELOR OF BUSINESS ADMINISTRATION
MAJOR IN INTERNATIONAL BUSINESS**

Carolyn B. Mueller, Chair & Coordinator

MAJOR: International Business Curriculum

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (12 Units).

REQUIRED COURSES ¹	Units
Cross-Cultural Dynamics & Management: MGT 405.....	1
Multinational Finance: FIN 412	1
Global Marketing: MKT 420.....	1
International Experience or INTL 396 ²	1
Cultural Courses ³	2
Proficiency in language at the FL 202 level	
Total Major Course Units	6
GENERAL ELECTIVES	5
(In or outside School of Business)	
Total Units Required	33

¹Students must maintain a C average in major courses and a C average overall.

²This requirement can be met by an international internship, selected study abroad programs, or approved Stetson Business Practicum semester abroad trips.

³CULTURAL COURSES FOR INTERNATIONAL BUSINESS MAJOR: Two Culture Courses (four credits each), consistent with modern language, must be approved by the International Business Coordinator. The courses may be taken on-campus or at an approved study abroad site.

**BACHELOR OF BUSINESS ADMINISTRATION
MAJOR IN MANAGEMENT**

Carolyn B. Mueller, Chair

MAJOR: Management Curriculum

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (12 Units).

REQUIRED COURSES ¹	Units
Advanced Studies in Organizational Behavior: MGT 306	1
Designing and Empowering Organizational Cultures: MGT 307.....	1
Human Resource Processes and Practices: MGT 308	1
Managerial Ethics, Sustainability & Future: MGT 409	1
Total Major Courses Units	4

ELECTIVE COURSES

Select any TWO of the following:

- Organizational Creativity & Innovation: MGT 400
- Cross-Cultural Dynamics & Management: MGT 405
- Leadership Development: MGT 430
- Organizational Change & Development: MGT 465
- Entrepreneurial Management: ENTP451

Total Elective Courses	2
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OTHER REQUIREMENTS

GENERAL ELECTIVES	5
(In or outside School of Business)	

Total Units Required	33
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¹Students must maintain a C average in major courses and a C average overall.

**BACHELOR OF BUSINESS ADMINISTRATION
MAJOR IN MANAGEMENT INFORMATION SYSTEMS**

Gary Oliphant, Chair

The MIS major combines a strong business component with an in-depth study of state-of-the-art technology to prepare students for successful careers as computer systems professionals in the electronic business environment. Career and experientially oriented, the program provides opportunities for internships and many other real-world experiences through strategic partnerships with national organizations like SAP and IBM.

MAJOR : Management Information Systems

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (12 Units).

REQUIRED COURSES ¹	Units
Applied Programming, MIS 300	1
Communications Networks, MIS 393	1

Database Design and Implementation, MIS 397	1
Systems Analysis and Design, MIS 494.....	1
Total	<u>4</u>

TRACKS: Each student majoring in Management Information Systems may select one of the following specialized tracks or may complete the required major courses (4 units) and any 2 additional units of MIS courses.

BUSINESS ANALYST TRACK (2 units)

- Select any TWO of the following:
- Business Intelligence: MIS 383
 - Business Process Management: MIS 461
 - Ethics and Technology: MIS 351
 - Project Management, MIS 360

Total Business Analyst Track Course Units	<u>2</u>
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WEB DEVELOPER TRACK (2 Units)

- Select any TWO of the following:
- Web Site Development, MIS 380
 - Applications Development for E-Business: MIS 488
 - Fundamentals of E-Business: MIS 370
 - Project Management, MIS 360

Total Web Developer Track Course Units	<u>2</u>
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Total Major Course Units	<u>6</u>
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OTHER REQUIREMENTS

GENERAL ELECTIVES	5
(In or outside School of Business)	

Total Course Units Required for degree	33
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¹Students must maintain a C average in major courses and a C average overall.

**BACHELOR OF BUSINESS ADMINISTRATION
MAJOR IN MARKETING**

Carolyn Nicholson, Chair

MAJOR: Marketing Curriculum

See the School of Business General Education Requirements (10 Units) and School of Business Foundation Requirements (12 Units).

REQUIRED COURSES	Units
Consumer Dynamics (MKT 316).....	1
Marketing Research (MKT 318) ¹	1
Marketing Strategy (MKT 450) ²	1

ELECTIVE COURSES	3
Select any THREE of the following:	
Marketing in the Supply Chain (MKT 417)	
Professional Selling: A Relationship Management Process (MKT 419)	
Global Marketing Business Without Borders (MKT 420)	
Sports Marketing (MKT436)	
Integrated Marketing Communications (MKT 440) ³	
Special Topics in Marketing (MKT 445) ⁴	
Total Course Units of Marketing Major in addition to MKT 315	6
GENERAL ELECTIVES	5
(In or outside School of Business)	
Total Units Required for B.B.A. in Marketing (includes General Education, School of Business Foundation, and unrestricted General Electives)	33

OTHER REQUIREMENTS

Marketing Majors must earn an average grade of C (2.0 GPA) on all requirements for the Marketing Major to qualify for the degree. For Marketing majors, a grade of C or better is required in MKT 315. MKT 315 is a prerequisite for all upper-level MKT courses.

¹ Requires successful completion of STAT 301, in addition to MKT 315

² Course is restricted to Marketing majors and minors only and requires senior standing

³ Requires successful completion of MKT 316, in addition to MKT 315

⁴ MKT 445 is a repeatable course, as long as course topics are unique

OTHER PROGRAMS

In addition to the degree programs just described, the School of Business Administration offers a number of academic minor programs.

ACCOUNTING MINOR

The minor in accounting is available to all Stetson undergraduate students. The program is designed to offer a comprehensive background in the principles and practices of accounting as well as the option of focusing on specific areas of interest.

The minor field of study in accounting is generally viewed as a complementary and desirable adjunct to anyone majoring in any business discipline. It also adds a positive diversification to any non-business major, particularly those who plan to study business or accounting at the graduate level.

REQUIRED COURSES	Units
ATG 303 Financial Accounting I	1
ATG 304 Financial Accounting II	1
ELECTIVE COURSES (select any two of the following):	2
ATG 301 Taxation of Individuals	
ATG 410 Information Systems Security Control	
ATG 421 Cost Accounting	
ATG 402 Taxation of entities	
ATG 406 Auditing	
ATG 407 Financial Accounting III	

Total Units Required

4

Courses counted toward the Accounting Minor may be double counted in order to satisfy requirements for the General Business Major.

A student considering a minor in accounting should check with his or her faculty Adviser as early as possible as to applicability of Accounting Minor courses to elective credit

APPLIED STATISTICS MINOR

The minor in applied statistics is open to students in all majors. It aims to give students a background in statistical methods that will sharpen their analytic skills and help them pursue careers in a number of quantitatively oriented areas. Fields such as quality and productivity, financial analysis, marketing research, demographics, and auditing are increasingly looking for people with understanding of statistical tools. Students considering pursuing graduate studies, whether in the social and natural sciences, business, education, or the humanities, will also find special value in the minor, as research methodologies increasingly utilize statistical techniques.

REQUIRED COURSES	Units
Prerequisite:	
STAT 301 Business Statistics*	1
Required courses:	
STAT 440Q Forecasting.....	1
or	
STAT 460Q Experimental Design and Advanced Data Analysis.....	1
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Total Required Courses Units	2

*Students majoring outside the School of Business Administration may be able to use the required introductory statistics course in their major to meet this prerequisite requirement. See Dr. John Rasp about this possibility.

ELECTIVE COURSES

Select two additional courses from the following:

- STAT 380 Sampling Techniques
- STAT 440Q Forecasting
- STAT 460Q Experimental Design and Advanced Data Analysis
- STAT 482 Quality
- STAT 489 Special Topics in Statistics

Total Course Units required for the minor.....	4
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These courses must be completed with an average grade of C or higher.

BUSINESS ADMINISTRATION MINOR

The minor in business administration is available to undergraduates in the College of Arts and Sciences and the School of Music who wish to combine their normal major with a broad background in the theory and practice of administration.

REQUIRED COURSES	Units
MGT 305 ³ Human Relations, Leadership, and Teamwork.....	1
FIN 311 ^{2,3} Business Finance.....	1
MKT 315 ³ The Marketplace and Consumers.....	1
MIS 350 ¹ Management Information Systems	1
<hr style="width: 10%; margin-left: auto; margin-right: 0;"/>	
Total Course Units required for the minor.....	4

¹Prerequisite: Satisfaction of Information Technology Proficiency Requirement

²Prerequisite: ATG 211, ECON 103, STAT 301

³Requires Junior Status

The student must complete all of the following courses with at least a C average to qualify for the business minor.

Courses taken Pass/Fail may not be used to satisfy minor requirements.

BUSINESS LAW MINOR

Any Stetson student can choose to enter into the Business Law Minor.

REQUIRED COURSES

Prerequisite:	Units
Required Courses:	
BL 407 Business Law I.....	1
BL 408 Business Law II.....	1
BL 409 Business Law III	1
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Total Required Courses Units	3

ELECTIVE COURSES

Plus one of the following courses from the list of approved electives. Elective chosen may not be used to fulfill a core requirement and Business Law Minor simultaneously. In addition, the elective course chosen may not be used to fulfill a student’s major and Business Law minor simultaneously.

FIN 333 Principles of Insurance	1
PHIL 104Q Introduction to Logic.....	1
SOCI 379 Sociology of Law	1
POLI 306J Law and Society	1
POLI 320 Congress	1
POLI 322 The American Judicial Process	1
	<hr/>
Total Elective Courses Credit	1
Total credits required for the minor	4

To obtain the minor a student must complete all coursework in the minor with an average grade of C or higher.

ENTREPRENEURSHIP MINOR

The School of Business Administration, through the Joseph C. Prince Entrepreneurship Program, offers an Entrepreneurship Minor open to all undergraduate majors. The minor prepares students to develop business ideas, formulate business plans, evaluate firms for investment potential, and manage ongoing start-up enterprises.

REQUIRED COURSES	Units
ENTP 399: Entrepreneurship Studies Seminar	1
ENTP 451 ¹ : Entrepreneurial Management.....	1
ENTP 452: New Venture Creation.....	1
ENTP 453 Seminar in Social Entrepreneurship	1
	<hr/>
Total Units Required for Minor.....	4

¹Non-Business majors may substitute one of the following additional courses for ENTP 451

- MKT 315: The Marketplace & Consumers
- MGT 305: Human Relations, Leadership & Teamwork

FAMILY ENTERPRISE MINOR

The School of Business Administration offers a Family Enterprise Minor for undergraduate students of any major (business or non-business). This minor is offered to students regardless of whether their families own a business or not. This program prepares students to work with enterprises owned by their own family, enterprises owned by other families (which constitutes 90 percent of all businesses in the U.S.), and professional firms that work with these family-owned enterprises. The focus of the program is to complement the students’ academic major and develop skills in two interrelated areas. First students develop an

understanding of family systems and the role that they play in that system. Students then learn to understand how the family system interrelates and can enhance the enterprise system. Skills developed in this Minor include self-assessment, analytical thinking, ongoing interaction with professionals, and career development.

Any student enrolled in the Minor will have the opportunity to work with family-owned enterprises. The benefits of involvement include credibility (increased self-confidence) and marketability (e.g. job offers). Families of students are invited to become involved with the Family Enterprise Center through speakers, course events, and family retreats.

REQUIRED COURSES	Units
FE 235 Personal, Professional, and Leadership Development	1
FE 455 Family Enterprise Capstone.....	1
	<hr/>
Total course units required for the minor.....	2

ELECTIVE COURSES (select any TWO of the following)	
FE 350 Managerial Issues in Family Enterprise.....	1
FE 355 Family Enterprise: Ownership: Emphasis on Legal, Estate and Asset Protection Issues.....	1
FE 375 Family Enterprise Internship*.....	1
	<hr/>
Total elective course units for the minor	2

Total course units for the minor..... 4

All courses attempted must be completed with an average grade of C or better. At least 3 of the 4 courses must be taken at Stetson University.

* Students must intern with a family-owned enterprise (besides their own), or with a firm that consults specifically to family-owned enterprises.

FINANCE MINOR

The Finance Department offers a Finance Minor for undergraduate majors. This program prepares students who would like to develop and equip themselves with skills in financial knowledge that they otherwise would not get in their major.

The minor in finance is an applicable component to all fields of study, preparing students with the analytical financial skills for opportunities in different institutional organizations and managing their own personal finances.

REQUIRED COURSES	Units
FIN 303 Money and Financial Institutions.....	1
FIN 311 Business Finance.....	1
	<hr/>
Total Required Course Units.....	2

ELECTIVE COURSES	
Choose two of the following:	
FIN 320 Investments	
FIN 412 Multinational Finance	
FIN 414 Corporate Financial Management	
FIN 415 Financial Risk Management	
Total Elective course units	2

Total course units required for the minor..... 4

All credits attempted must be completed with an average grade of C or better. ECON 103, ATG 211 and STAT 301 are prerequisites for FIN 311 for non-business majors. ECON 103 is a prerequisite for FIN 303. All 300 courses require Junior Standing.

MANAGEMENT MINOR

The Department of Management and International Business offers a Management Minor open to all undergraduate majors. This program prepares students who would like to develop and equip themselves with skills in managerial practices that they otherwise would not get in their major.

The minor in Management is an applicable component to all fields of study, preparing students for management opportunities in different organizations and management careers.

REQUIRED COURSES	Units
MGT 305 Human Relations, Leadership & Teamwork	1
	<hr/>
Total Required Units	1

ELECTIVE COURSES

Any three of the following courses:

- MGT 306 Advanced Studies in Organizational Behavior
- MGT 307 Designing & Empowering Organizational Cultures
- MGT 308 Human Resources, Processes & Practices
- MGT 400 Enhancing Organizational Creativity & Innovation
- MGT 405 Cross-Cultural Dynamics & Management
- MGT 409 Managerial Ethics, Sustainability & the Future
- MGT 430 Advanced Leadership Development
- MGT 465 Leading Organizational Change & Development

Total Number of Units	<hr/> 3
Total units required for the minor.....	4

To obtain the minor, students must complete all coursework with an average of C or higher.

MANAGEMENT INFORMATION SYSTEMS MINOR

The minor in MIS is available to all Stetson undergraduate students who wish to combine their major field of study with an in-depth examination of computers and information systems in the traditional and electronic business environments. The program is designed to complement all majors across all disciplines. The objectives of the program are twofold: To expose students to current technologies which will enhance their effective use of computer hardware and software as they progress through the undergraduate curriculum and to provide students with a strong technical foundation which will enable them to be comfortable learning new technologies as they progress through their professional careers.

REQUIRED COURSES	Units
MIS350 Management Information Systems	1

ELECTIVE COURSES

And select any 3 courses from the following:

- MIS 300 Applied Programming
- MIS 351 Ethics and Technology
- MIS 360 Project Management
- MIS 370 Electronic Commerce
- MIS 380 Web Development
- MIS 383 Business Intelligence
- MIS 393 Communications Networks
- MIS 396* Current Topics in Information Technology
- MIS 397 Database Design and Implementation
- MIS 461 Business Process Management
- MIS 488** Applications Development for E-Business
- MIS 494 Systems Analysis and Design

Total Units of Electives	<hr/> 3
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Total units required for the minor.....4

*Repeatable course

**Additional prerequisites

To satisfy the requirements for the minor, students must complete all courses with an average grade of C or higher.

Students must satisfy the Information Technology Proficiency requirement as a prerequisite for all MIS courses.

MARKETING MINOR

The minor in marketing is an integrative component in the student’s program of study and is a natural complement to any non-business major. Examples include, but are not limited to, communications, music, sports administration, political science, education, health care administration, and technical fields such as chemistry or biology.

REQUIRED COURSE	Units
MKT 315 The Marketplace and Consumers	1
MKT 316 Consumer Dynamics.....	1
	2
Total Required Course Units.....	2

ELECTIVE COURSES

Select any TWO of the following courses:

- MKT 318 Marketing Research¹
- MKT 417 Marketing in the Supply Chain
- MKT 419 Professional Selling: A Relationship Management Process
- MKT 420 Global Marketing: Business Without Borders
- MKT 436 Sports Management
- MKT 440 Integrated Marketing Communications²
- MKT 445 Special Topics³
- MKT 450 Marketing Strategy ⁴

Total Elective Course Units2

Total course units required for the minor.....4

OTHER REQUIREMENTS

All course units attempted must be completed with an average grade of C or higher. At least 2 of the 4 units must be taken at Stetson University.

The Department of Marketing strongly recommends (but does not require) that the following courses be incorporated into the student’s program of study: STAT 301, MIS 100, and MIS 101.

¹ Requires successful completion of STAT 301, in addition to MKT 315.
² Requires successful completion of MKT 316, in addition to MKT 315.
³ MKT 445 is a repeatable course, as long as course topics are unique.
⁴ Course is restricted to Marketing majors and minors only and requires Senior Standing

UNIVERSITY MINORS

For other, interdisciplinary minors, see University Minors located just before the School of Business Administration section of this *Bulletin*.

GRADUATE STUDY

The School of Business Administration offers coursework leading to a Master’s Degree in Business Administration (M.B.A.) and to a Master’s Degree in Accountancy (M.Acc.). Courses numbered 500 and above are exclusively for graduate students. See the Graduate Programs—School of Business Administration section of this *Bulletin*.

School of Business Administration Course Offerings*

*Credit for all undergraduate courses is given in units; credit for all graduate courses is given in credit hours.

ACCOUNTING

- ATG 211** **Introduction to Financial Accounting (1 Unit).** Financial Accounting with emphasis on the concepts and standards for financial reporting in corporate accounting. Prerequisite: sophomore standing
- ATG 212** **Introduction to Management Accounting (1 Unit).** Introduction to uses of accounting data for planning, control and decision making. Prerequisite: ATG 211.
- ATG 213** **Introduction to Financial and Managerial Accounting (1 Unit).** A survey of both financial and managerial accounting. Financial accounting and reporting will be explored from a user perspective. Students will also learn to use managerial accounting information for planning, control, and decision-making. This course is open to non-business majors and pre-M.B.A. students. It cannot be used to fulfill the undergraduate foundation requirements for business majors.
- ATG 295** **Special Topics in Accounting (1 Unit).** This course allows for an in depth study of a specialized topic in accounting, tax or accounting information systems. The topic will vary with instructor and student interests.
- ATG 301** **Federal Taxation of Individuals (1 Unit).** A study of the tax laws applicable to individuals and business owners. Accounting Majors and Minors only.
- ATG 303** **Financial Accounting I (1 Unit).** A study of the process in establishing Generally Accepted Accounting Principles, basic accounting concepts, financial statements, unusual income reporting items, accounting for assets and their related revenues and expenses. Prerequisite: ATG 211 with a grade of C or higher.
- ATG 304** **Financial Accounting II (1 Unit).** Accounting for current and long-term liabilities, stockholder's equity, cash flow statements and error correction. Prerequisite: ATG 303 with a grade of C or higher.
- ATG 310** **Accounting Information Systems (1 Unit).** The purpose of this course is to examine contemporary topics concerning the use of information technology (IT) and Accounting Information Systems (AIS) by modern business organizations and to explore the accountant's potential role as user, manager, auditor and/or designer of such technologies and systems. Prerequisites: junior standing, ATG 212 and ATG 303 or permission of instructor. The course is open only to accounting majors and minors. ATG minor requirement also open to MIS majors and MIS minors (with instructor approval).
- ATG 400** **Accounting/AIS Internship (1 Unit).** Students will complete an internship in accounting tax or information systems with a corporation, an accounting firm, or a consulting organization. Emphasis is on a relevant learning environment and acquisition of appropriate career skills at a suitable level of authority and responsibility. Prerequisite: permission of instructor.
- ATG 402** **Federal Taxation of Entities (1 Unit).** A study of the tax laws applicable to corporations, partnerships. Corporations and L.L.C.s Tax research is a part of the course.
- ATG 406** **Auditing I (1 Unit).** The theory and practice of external auditing, including a review of generally accepted auditing standards (GAAS) for audit planning, field work, and reporting as well as the Code of Professional Conduct and the accountant's legal liability. Accounting and review services and agree-upon procedures are also discussed. Prerequisite: ATG 304.

- ATG 407** **Financial Accounting III (1 Unit).** A study of accounting for inter-corporate investments, consolidated statements, foreign operations, disaggregated information and partnerships. Prerequisite: ATG 304.
- ATG 410** **Information Systems Security and Control (1 Unit).** The purpose of this course is to examine the principle vulnerabilities of and threats to business information technology and accounting information systems and to examine the corresponding information security and internal controls necessary to protect organizational IT and AIS resources and reduce risks associated with such technologies and systems. Prerequisite: ATG 304.
- ATG 411** **Current Issues in Accounting (1 Unit).** This course includes in depth studies of advanced topics in accounting, tax or accounting information systems. The subjects will vary with instructor and student interest. Prerequisite: ATG 304.
- ATG 421** **Managerial Cost Accounting (1 Unit).** Use of cost data for product costing, managerial planning, control and decision-making. Prerequisite: ATG 212 with a grade of C or higher and ATG 303.
- ATG 485** **Independent Study (1 Unit).** Content to be determined by instructor.
- ATG 502** **Federal Taxation of Entities (3 Cr).** A study of the tax laws applicable to corporations, partnerships. Corporations and L.L.C.s Tax research is a part of the course. A significant research component is required.
- ATG 503** **Tax Research (3 Cr).** This course will use research techniques to examine tax issues as they relate to individuals and business entities (corporations, partnerships, S Corporations, LLCs, and LLPs). Students will also be exposed to estates, trusts, and gifts. Students will be required to use the internet and databases to find authoritative sources to defend their positions when developing solutions to tax issues. Client letters and file briefs will also be prepared.
- ATG 504** **Strategic Accounting System (3 Cr).** Students examine the preparation and evaluation of the financial information necessary to effective managerial decision-making, including the evaluation and reporting of things such as inventories, property, debt, and equity as well as cost analysis and reporting. The emphasis is placed on decision-making and value creation for the enterprise.
- ATG 507** **Financial Accounting III (3 Cr).** A study of accounting for inter-corporate investments, consolidated statements, foreign operations, disaggregated information and partnerships. A significant research component is required. Prerequisite: ATG 304.
- ATG 508** **Governmental and Not-For-Profit Accounting (3 Cr).** A study of accounting and reporting requirements for local, state, and federal government and not-for-profit organizations. Prerequisite: ATG 304.
- ATG 509** **Cases in Financial Accounting and Reporting (3 Cr).** This course will examine numerous topics in financial accounting and reporting through a case analysis approach. Students will be required to analyze cases, such relevant Generally Accepted Accounting Principles, develop a solution or alternative solutions, and present them in a written report. Open to Master of Accountancy students only.
- ATG 510** **Contemporary Issues in Information Systems and Controls (3 Cr).** The course will emphasize the professional and legal responsibility of accountants, auditors, and management for the design, operation, and control of accounting information systems applications. Open to Master of Accountancy students only.

- ATG 511** **Current Issues in Accounting (3 Cr).** Graduate level seminar on current issues and problems in the field. The topics will include discussion of the profession's code of ethics.
- ATG 512** **Taxation for Managers (3 Cr).** This course provides an overview of U.S. income laws for individuals and business entities. This course is designed for students with no previous coursework in taxation. Open only to M.B.A. students.
- ATG 516** **Advanced Auditing (3 Cr).** A continuation of the study of external auditing, including coverage of audit sampling and attestation engagements as well as individual research in an auditing topic. The course also considers selections from the academic and practitioner literature which examine current issues and problems in auditing and the profession. Prerequisite: ATG 406.
- ATG 520** **Financial Accounting and Reporting Seminar (3 Cr).** A study of advanced issues in financial accounting and reporting from a user perspective. Open only to M.B.A. students.
- ATG 521** **Contemporary Issues in Managerial Accounting (3 Cr).** This course will provide the student with research techniques relating to management accounting issues. Topics will be addressed in a case study format and will include cost measurement concepts, cost accumulations, production costs, decision making models, forecasting and production techniques, planning and budgeting, variance analysis, performance measures, and benchmarking. Students will be required to prepare papers presenting their solutions to the cases.
- ATG 522** **Accounting and Managerial Decision-Making (3 Cr).** Study of the use of accounting information by managers for internal planning, control, and decision-making. This course is designed for students with an introductory accounting background. Open only to M.B.A. students.
- ATG 530** **Estate, Fiduciary, and Gift Taxation (3 Cr).** A study of estate taxation, fiduciary and trust taxation, and aspects of estate and gift research.
- ATG 533** **Forensic Accounting and Fraud Examination (3 Cr).** This course provides an overview of forensic accounting and fraud examination. Prerequisite: ATG 520.
- ATG 563** **Advanced Accounting Theory (3 Cr).** This course examines the postulates, principles, and concepts of accounting and financial reporting that have developed over time and the institutions that have shaped them. The course also takes a critical view of the complex reporting issues currently facing business today and requires students to research theoretical issues. Prerequisite: ATG 304.
- ATG585** **Special Topics (3 Cr).** Content to be determined by instructor.

BUSINESS ADMINISTRATION

- BN 200** **Transitions I: Self Ownership and Direction (0.5 Unit).** This course will focus on the transition into a course of study in a major within the School of Business Administration. Students will complete exercises that help them to develop ownership of their academic plan in their major as well as a career path. Emphasis will be placed on the development of transferable skills which will apply across choice of major. To be taken the sophomore year.
- BN 205** **Professional Communication (1 Unit).** This course develops students' written and oral communication skills for the professional environment. Students will use supporting technology to improve writing mechanics, develop various forms of written assignments applicable to the business disciplines, evaluate research sources, and write a topical research

paper. Students will also be required to make presentations, develop supporting materials for presentation effectiveness, communicate in small groups, and participate in feedback sessions. Prerequisite: MIS 100.

BN 205 must be completed prior to enrollment in the business core courses – MGT 305, MKT 315, FIN 311 and MIS 350.

- BN 209** **The Legal, Social and Ethical Environment of Business (1 Unit).** This course introduces the student to the contemporary legal, social, regulatory and ethical issues confronting businesses today. Specifically, students will discuss the role of business and government in a capitalist environment, the American legal system, the U.S. regulatory structure and process, Affirmative Action programs, employees' rights, consumer protection, product liability, and environmental protection.
- BN 250** **Business Internship (1 Unit).** The objective of this course is to give the student the opportunity to learn business principles and concepts in a "real world" context. Specific course requirements and course deliverables will be determined by the sponsoring department and/or faculty member. Prerequisites: sophomore standing, documented faculty sponsor, permission of department chair.
- BN 298** **Special Topics in Business (1 Unit).** This course looks at various topics of interest to Business School students. This course emphasizes interactive and in-depth study of contemporary significant topics not covered in other School of Business Administration offerings.
- BN 299** **Special Topics in Business (1 Unit).** This course looks at various topics of interest to Business School students. This course emphasizes interactive and in-depth study of contemporary significant topics not covered in other School of Business Administration offerings.
- BN 341** **Taxation and Business Decisions (1 Unit).** For business students with a major other than accounting. The course objective is to provide the student with an understanding and appreciation for the impact of federal taxation on business decisions. Prerequisite: ATG212.
- BN 350** **Advanced Topics in Business (1 Unit).** This course looks at various topics of interest to Business School students. This course emphasizes interactive and in-depth study of contemporary significant topics not covered in other School of Business Administration offerings.
- BN 400** **Transitions II: Life Long Learning (0.5 Units).** This course will focus on the transition from student into career professional. Students will focus on professional skill development such as dress, etiquette, and resumes. In addition, attention will be paid to the development of applied intelligence and life long learning skills which will allow the students to move forward in their professional and personal development. To be taken the senior year.
- BN 485** **Independent Research. (1 Unit).**
- BN 500** **Current Issues in Business (2-3 Cr).** A graduate level seminar on current issues and problems in the field. Graduate only.
- BN 502** **Contemporary Business Issues (3 Cr).** This course provides the core competencies and tools that provide the foundation for the Executive M.B.A. program. Major Topic areas include: Public Speaking and Presentation, Business Ethics, Tools for Statistical Management, Fundamental Statistical Management Techniques, and Case Analysis Approaches and Techniques. Graduate only.

- BN 585** **Integrated Business Strategy (Business Project I) (3 Cr)** Course develops an integrated understanding of complex business planning and strategy. To advance this objective, a computer based management simulation is utilized. Comprehensive analysis is required for each step. Graduate only.
- BN 590** **Business Plan Development (Business Project II) (3 Cr)** This plan includes close analysis of business objectives, industry competition, finances, operations, and marketing strategies. An intricate report is formally presented to select E.M.B.A. faculty or industry analysts. Graduate only.
- BN 596** **Graduate Internship: Special Topics (1-3 Cr)** Students work within an organization that agrees to provide them with significant managerial work and support during the internship period. This is an on-the-job learning experience intended to supplement the graduate curriculum. Minimum number of required contact hours for a graduate internship is based on the guidelines established in the School of Business Administration Graduate Business Program Internship Policy. Prerequisite: Permission of Instructor and Permission of the Director of Graduate Studies. Graduate only.

BUSINESS LAW

- BL 407** **Business Law I (1 Unit).** A first course in business law with an emphasis on the areas of contracts, sales, agency, and real property.
- BL 408** **Business Law II (1 Unit).** A second course in business law with an emphasis on the law for corporations, partnerships, commercial paper, personal property, insurance, bankruptcy, and government regulations.
- BL 409** **Business Law III (1 Unit).** This course is the third course in business law. The course will be modeled after law school seminar courses. Students will refine skills, including legal research, case analysis, and ability to work independently and in groups. Current business law topics will be addressed. This course, though not limited to, is intended to benefit pre-law students. Prerequisites: None, but students encouraged to take BL 407 and/or BL 408.
- BL 507** **Contemporary Issues in Business Law (3 Cr).** This course examines current law changes and court case interpretations in legal areas that are relevant to contemporary accounting practice. Open to Master of Accountancy Students only.

ENTREPRENEURSHIP

- ENTP 398** **Entrepreneurship Internship (1 Unit).** This course provides students with the opportunity to intern with either an entrepreneurial company or with a company that consults entrepreneurial organizations. Students will present their personal learning goals, objectives, and action steps to the faculty prior to being placed with a host company. Near the completion date of their internship each student will provide the faculty a comprehensive personal evaluation of what was learned during this experience and how well they satisfied their initial personal goals and objectives. This course is a part of the Joseph C. Prince Entrepreneurship Program. Prerequisite: permission of instructor.
- ENTP 399** **Prince Entrepreneurship Studies Seminar (1 Unit).** This course focuses on the threats and opportunities associated with the world of the entrepreneur. Particular attention is paid to the importance of concepts such as entrepreneurial innovation, creation, decision-making, and the psychology of entrepreneurs. Students are exposed to and have the unique opportunity to dialog with successful entrepreneurs both inside and outside the classroom setting. Students will collaborate with faculty, entrepreneurs and other students to study a wide variety of current issues in entrepreneurship. This course is a part of the Joseph C. Prince Entrepreneurship Program. Prerequisite: junior standing.

- ENTP 451 Entrepreneurial Management (1 Unit).** This course offers students the tools to manage the growth process of a start-up company. Strategic, financial, marketing and personnel problems common to small start-up companies are investigated using the case method. This course is a part of the Joseph C. Prince Entrepreneurship Program. Prerequisite: FIN 311 or permission of instructor.
- ENTP 452 New Venture Creation (1 Unit).** This course integrates the material of ENTP 399 and ENTP 451 by focusing on the financing of the start-up firm. Students will examine, in depth, the issues involved in the raising of capital for the development of early stage companies. This examination will view the capital raising challenge from both the perspectives of the entrepreneur and the investor. Special attention will be paid to evaluating the management of entrepreneurial firms and the market potential for their products and/or services. Students will be required to evaluate “live” companies and make investment decisions. This course is a part of the Joseph C. Entrepreneurship Program. Prerequisite: FIN 311 or permission of instructor.
- ENTP 453 Seminar in Social Entrepreneurship (1 Unit).** Do you want to change the world? Social entrepreneurship is about convening human and financial resources to develop a sustainable organization with the objective of doing good in society. Students will examine the topic from the societal, ethical, financial and managerial perspectives. The pedagogy will consist of case studies, field experiences, and readings. Join the revolution! Prerequisite: MGT 305 or permission of instructor.

FAMILY ENTERPRISE

- FE 235 Personal, Professional, and Leadership Development (1 Unit).** This course not only introduces the basic concepts of family enterprise, but also helps students apply what they have learned to a family’s enterprise. A major component of this course is students assessing their skills, interests, and career options in family enterprises. Not only will students create a personal development plan, but they will also take part in a weekly one-hour peer discussion group facilitated by an expert in family systems.
- FE 350 Managerial Issues in Family Enterprise (1 Unit).** This course addresses how the family involvement creates strategic challenges and opportunities. It will feature case studies, experiential exercises, guest speakers, and focuses on leadership, culture, staffing, strategy, and sustainability issues unique to Family Enterprise. Prerequisite: FE 235 or Director approval.
- FE 355 Family Enterprise: Ownership: Emphasis on Legal, Estate, and Asset Protection Issues. (1 Unit).** This course will enable students to evaluate issues that might have particular relevance in their family enterprise. The course examines ownership and governance aspects of a family enterprise. Specific topic areas include governance, power, leadership, management, competition liability, growth, and estate planning. Prerequisites: FE235 and ATG211 or instructor approval.
- FE 375 Family Enterprise Internship. (1 Unit) (Pass/Fail only).** The family business internship gives students an opportunity to gain experience in a family-owned enterprise (or a firm that works with family-owned enterprises) other than their own. Students are placed with a family business to study, observe, and become involved in the actual operations. They will experience the traits unique to family business, such as family dynamics, conflict resolution, and succession. Through journals, reports, and presentations, students will apply what they have learned to the real world. The students will be required to complete a comprehensive Career Portfolio outlining their vision of success; plan to obtain the necessary skills, credentials, and experiences; and other related items for employment at graduation. Prerequisite: FE 235 or instructor approval.

FE 455 **Family Enterprise Capstone. (1 Unit).** This course is a culmination of all the family business course topics and skills. It integrates the student's experience and learning in both family and business systems. Students will gain a broader and integrated understanding of the family, business, and ownership systems. In addition, students apply the information learned through their coursework to family enterprise. By the end of the course, students have created a portfolio outlining the skills, credentials, and experiences that demonstrate their worth in the market. An emphasis on process consulting will be part of this course. Prerequisites: FE 235, FE 355, FE 375, or instructor approval.

FINANCE

FIN 301 **Introduction to Personal Finance (1 Unit).** The purpose of this course is to provide students with an understanding of the basics of personal finance. An introduction will be given to budgeting, financial goal setting, insurance concepts, and retirement and estate planning. Students will be given information on how to seek help from finance professionals and sources for more advanced information on financial planning.

FIN 303 **Money & Financial Institutions (also ECON 303) (1 Unit).** A study of the role of money and the flow of funds in the financial process and their relationship to the U.S. and international financial systems. The course will also cover financial institutions and the characteristics of the main financial markets. Prerequisite: ECON 103.

FIN 311 **Business Finance (1 Unit).** An introduction to corporate finance from the viewpoint of the financial manager. Major topics include the fundamental concepts, financial theory, time value of money, cash flow valuation, stocks and bonds, capital budgeting and risk and return. Prerequisite: ATG 211, ECON 103 and STAT 301.

FIN 320 **Investments (1 Unit).** An introduction to investments, primarily from the viewpoint of the individual investor. Investment media; regulation; treatment of risk; financial markets, brokers and the investments industry; sources of investor information; fundamental and technical analysis, investment companies, introduction to portfolio theory, and random walk concepts. Emphasis is on stocks, bonds, and commodities investing in the U.S. markets, but other media and foreign markets are also considered. Prerequisites: FIN 311.

FIN 333 **Principles of Insurance and Risk Management (1 Unit).** A survey of the concepts of risk and risk financing as well as commercial insurance products available to cover risks. Topic examples include automobile, employment practice, workers compensation, employer liability, and general insurance. Prerequisites: junior standing

FIN 361 **Real Estate Principles (1 Unit).** A survey of commercial real estate property and valuation as an investment. (Junior Standing) Prerequisite: FIN 311

FIN 395 **Finance Internship (1 Unit) (Pass/Fail, only).** The purpose of this course is to provide students an opportunity to obtain experiential and practical learning by interning with corporations, financial institutions, and government agencies. Does not count as upper-division elective toward finance major.

FIN 412 **Multinational Finance (1 Unit).** The financial management of multinational firms. Analysis is given of foreign exchange rate determination, international financial institutions and markets, and management of assets under international financial uncertainty. Prerequisite: FIN 311.

FIN 413 **Bank Management (1 Unit).** Emphasis will be placed on the management of commercial banks and related depository financial institutions. Topics will include asset/liability management, capital formation, source and use of funds, supervision and examination policies and profitability planning. Prerequisite: FIN 311.

- FIN 414 Corporate Financial Management (1 Unit).** This course covers the management of financial assets by firms. This includes long-term fixed asset management as well as short-term management of cash assets. Emphasis will be placed on the planning and budgeting process as it relates to the management of firm assets. Prerequisite: FIN 311.
- FIN 415 Financial Risk Management (1 Unit).** This course focuses on the evaluation of financial risks to firms from changes in interest rates, exchange rates, or commodity or other prices. The course will cover risk exposure evaluation; products available such as forward rate agreements, futures contracts, options, and swaps; and hedging strategies. Students will be exposed to theory as well as computational aspects of risk management techniques. Prerequisites: MATH 122Q and FIN 320.
- FIN 421 Equity Fund Management (1 Unit).** An applied course in equity analysis and portfolio management. Students set objectives, strategy, and selection criteria for the Roland George Growth Fund. Securities are analyzed and proposed to the trustees. Students may participate as trustees, team captains, and research assistants. Numerous presentations, research papers, and meetings are required with an open-ended class schedule. Responsibility also includes monitoring of the Roland George Income Fund holdings. Successful investment practitioners participate as lecturers in the George Program, including portfolio managers, analysts, and pension fund consultants. Scholarships based on merit are awarded to top students in the program. Prerequisites: FIN 320 and approval of the course instructor.
- FIN 422 Fixed Income Fund Management (1 Unit).** An applied course in fixed income analysis and advanced topics in portfolio management. Holdings of the Roland George Income Fund are analyzed and changes are prepared based on objectives, criteria, and strategy set by the class. Students may participate as trustees, team captains, and research assistants. Numerous presentations, research papers and meetings are required with an open-ended class schedule. Responsibility also includes monitoring of the Roland George Growth Fund holdings. Successful investment practitioners participate as lecturers in the George Program including portfolio managers, analysts, and pension fund consultants. Scholarships based on merit are awarded to top students in the program. Prerequisites: FIN 320 and approval of the course instructor.
- FIN 501 Current Issues in Finance (2 -3 Cr).** A graduate level seminar on current issues and problems in the field. Graduate only.
- FIN 503 International Business and Finance (3 Cr).** Examination of macroeconomic principles by focusing on foreign exchange consequences, financial institutions, international payments flows, international monetary system, and international banking. Graduate only.
- FIN 505 Financial Economics (3 Cr).** The course considers the rapidly changing economic conditions that characterize today's global economy. Basic macro and microeconomic concepts and principles will be studied in the context of how they frame business decision-making in a global marketplace.
- FIN 509 Strategic Financial Analysis (3 Cr).** The course introduces the basic principles of financial analysis as they are applied to the operation of the enterprise. Financial decisions such as cash flow budgeting and planning, capital expenditure decisions, and capital structure decisions will be considered as well as firm interaction with capital markets.
- FIN 511 Advanced Financial Management (3 Cr).** Corporate finance course aimed at further understanding and application of financial concepts learned in the basic course. Emphasis placed on the responsibility of the financial manager to contribute to the operating efficiency of the firm, its long range objective and the financial decision-making process. Graduate only.

FIN 521 **Applied Research in Equities (2-3 Cr).** A graduate level seminar in equity analysis and portfolio management. Research projects are done for the Roland George Investments Program. Prerequisite: FIN 320 (Investments) or approval of instructor. Graduate only.

FIN 522 **Applied Research in Fixed-Income Analysis (2-3 Cr).** A graduate level seminar in fixed-income analysis and portfolio management. Research projects are done for the Roland George Investments Program. Prerequisite: FIN 320 (Investments) or approval of instructor. Graduate only.

FIRST-YEAR SEMINAR

FSEM 100.99 **Self Assessment and Business Introduction (1 Unit).** This course is designed to help students understand themselves and their environment as they make the transition into studies in a collegiate business program. Students, through a variety of self-assessment vehicles, will better understand their values, learning styles, and habits for successful academic life. Students will complete projects and assignments that reinforce business-necessary skills such as team building, critical thinking, problem solving, and effective communication (oral presentations and writing assignments are major components of this course). Students will also complete a service-learning project as part of the course.

INTERNATIONAL BUSINESS

INTL 201 **International Business & Culture (1 Unit).** Companies that conduct business across national borders must operate within the context of varied national requirements and cultural expectations. This course will investigate different aspects of a multinational corporation operating in a global environment through a broad range of topics including management, financial, accounting, and marketing strategies. Prerequisites: sophomore standing or permission of instructor.

INTL 301 **Seminar on Business & Culture (1 Unit).** This course may be held totally on-campus or on-campus followed by a short-term international experience in the country or region of interest. It will introduce students to the basics of doing business in a particular country or region, and will cover topics such as basic facts and background of the country, governmental structure and regulations, the importance of national culture, and other issues and challenges such as negotiating tactics, communication, dining, and travel within the country. This course may be taken for credit more than once if the country or region of focus is different for each. Prerequisites: junior standing or permission of the instructor.

INTL 396 **International Business Seminar (1 Unit).** The purpose of this course, which is held off campus in a foreign country consistent with one's modern language study, is to expose students to international business issues. During this study abroad guests from local businesses, professional organizations and cultural experts will be used to provide the students with a diverse yet in-depth investigation into doing business in the particular country selected. International students may complete an internship to satisfy this requirement. Prerequisite: permission of IB Major Coordinator.

INTL 501 **International Experience (3 Cr).** This is a repeatable graduate level study abroad/field experience course. The International Experience course features field experience while in residence in a nation outside of the United States. These courses generally consist of classroom and field experience activities and appropriate academic activity. Graduate only.

INTL 596 **International Business Seminar (2-3 Cr).** Elective travel course open to graduate students. Graduate only. Prerequisite: permission of International Business Coordinator.

MANAGEMENT

- MGT 305** **Human Relations, Leadership and Teamwork (1 Unit).** This course will introduce students to the significance of human relations and interpersonal dynamics in organizational management, leadership and teamwork contexts. Additionally, significant focus will address the characteristics and practices that define effective leadership in multiple and varied organization contexts. Lastly, students will learn the centrality of teamwork to organizational effectiveness and through team activities learn how to be productive team leaders and members. Prerequisite: junior standing or permission of instructor.
- MGT 306** **Advanced Studies in Organizational Behavior (1 Unit).** This highly experiential course will challenge students to understand the nature of complex individual, group and systemic behavior in organizations. Through the use of self-directed learning, team and class projects and other actively engaging, cutting-edge teaching methods students will experience what is entailed in creating a viable organization where differences of motivation, skill and typological orientation vary. Prerequisite: MGT 305 or permission of instructor.
- MGT 307** **Designing and Empowering Organizational Cultures (1 Unit).** In this course, students will be engaged in learning about organizations from a macro perspective with consideration of the different ways that organizations define and structure themselves. Consideration will be given to evaluating the various pros and cons of the different types of organizational design. Particular attention will focus on the “classroom as a learning organization” and students will be actively involved in creating a positive learning experience for themselves. Prerequisite: MGT 305 or permission of instructor.
- MGT 308** **Human Resource Processes and Practices (1 Unit).** This course will focus on the multiple functions involved in Human Resource Management and the development of personnel through the functions of HRM. Among many topics, attention will be given to legal issues in HRM, global HRM management, recruiting/selection of employees, employee training and management development, and performance management systems. Students will learn the centrality of effective human resource management to employee satisfaction and productivity as well as to organizational success and profitability. Prerequisite: MGT 305 or permission of instructor.
- MGT 398** **Management Internship (1 Unit).** Students work within an organization that agrees to provide them with significant managerial work and support during the internship period. Minimum number of required contact hours for a Management Internship is 160 hours within the semester the Internship is performed. Prerequisite: 2.5 GPA, MGT 305, permission of instructor, and permission of Chair of the Management & International Business Department.
- MGT 400** **Enhancing Organizational Creativity and Innovation (1 Unit).** This class will focus on helping students understand the established concepts that serve as foundation for individual and organizational creativity, while giving them multiple tools to enhance their own personal creativity. Study will also focus on how individuals and organizations inhibit creative expression, on liberating personal creativity, and on building organizational cultures where “out of the box” thinking and innovation are encouraged, rewarded, and appreciated. Class materials will be drawn from “cutting edge” sources on creativity and innovation. Prerequisite: MGT 305 or permission of instructor.
- MGT 405** **Cross-Cultural Dynamics and Management (1 Unit).** The management of firms with international operations differs significantly from those doing business in a single country. This course addresses managerial concerns peculiar to international, multinational, and global business organizations. Focus is on the issues confronting managers, especially top management, as they strive to plan, organize, staff, and control global business operations. Prerequisite: MGT 305 or permission of instructor.

- MGT 409E** **Managerial Ethics, Sustainability and the Future (1 Unit).** This highly experiential class will use a modular structure to study four key arenas that directly lead to effective, ethical and responsible individual and managerial decision-making: 1) High levels of self-awareness; 2) Understanding of functional and dysfunctional organizational patterns; 3) Appreciation of “big picture, futurist” thinking and practice; and 4) Sensitivity to technological advance and its consequences. Focus will all consider the differences between the traditional paradigm of management and the new paradigm that is emerging in the world’s best organizations. Note: Counts as a Spiritual and Ethical Inquiry course for any major except Management. Prerequisite: MGT 305 or permission of instructor.
- MGT 430** **Advanced Leadership Development (1 Unit).** In this course, students will be introduced to leadership “best practices” that promote optimal performance in those that they lead. Consideration will be given to transformational and servant leadership approaches, the relationship between personal effectiveness and leadership, social intelligence and leadership, and how leaders’ assumptions and behaviors affect the motivation, satisfaction, commitment and performance of employees. Prerequisite: MGT 305 or permission of instructor.
- MGT 465** **Leading Organizational Change and Development (1 Unit).** As all organizations are challenged to manage change, managers who successfully address change can lead their organizations to higher productivity levels and success. This course will offer students multiple “frames” and mental models to “see and understand” organizational dynamics and change processes. Study will also address effective ways to create change energy and ways to overcome resistance to change. Prerequisite: MGT 305 or permission of instructor.
- MGT495** **Strategic Management (1 Unit).** An integrated concept of Business Administration that will relate and integrate the principles and problems studied in the various “functional” fields from a corporate management perspective. Case studies. Prerequisites: senior standing and ATG 212, FIN 311, MIS 350, MKT 315, MGT 305. Capstone course. Must be taken at Stetson University.
- MGT 500** **Current Issues in Management (2-3 Cr).** A graduate level seminar on current issues and problems in the field. Graduate only.
- MGT 501** **Current Topics in Management (2-3 Cr).** A graduate level seminar on current issues and problems in the field. Graduate only.
- MGT 502** **Management and Leadership (3 Cr).** Students become aware of their impact on others in the work environment via their managerial philosophy and style. Focus is on developing constructive approaches and methods to enhance creativity, innovation, employee motivation, and career success. Graduate only.
- MGT 519** **Organizational Theory and Behavior (3 Cr).** This course studies the organization from both a macro and micro perspective by focusing on organizational structure and organizational interactions. The dynamics and links between individual, groups, and the environment are analyzed to highlight the determinants of organizational effectiveness. Graduate only.
- MGT 595** **Strategic Management (3 Cr).** An integrated concept of Business Administration that will relate and integrate the principles and problems studied in the various “functional” fields from a corporate management perspective. Case studies. Graduate only. Capstone course.
- MGT 596** **Strategic Management & Theory (3 Cr).** An integrated concept of Business Administration that will relate and integrate the principles and problems studied in the various “functional” fields, including Organizational Theory and Behavior, from a corporate management perspective. Case studies. College of Law Graduate only. Capstone Course.

MANAGEMENT INFORMATION SYSTEMS

- MIS 100** **Information Technology I (0.5 Unit).** This is a tools course which covers how to best use application software (word processing and presentation graphics) to set one apart in the world of business. The student will become proficient with the software, but more importantly, will become more adept at creating an eye-catching design for their final product, which could be a newsletter, research paper, mail merge document or presentation.
- MIS 101** **Information Technology II (0.5 Unit).** This is a tools course which covers how to best use application software (spreadsheets and database management systems) for data analysis and information management. Design is heavily stressed so that these analytical tools can be used to create spreadsheets and databases that easily grow and adapt for today's global, changing environments.
- MIS 300** **Applied Programming (1 Unit).** This course provides the student with an introduction to programming concepts and structures utilizing an object-oriented programming language. An in-depth coverage of object definitions, object properties, and object behavior is provided. Principles of programming style and good program design techniques are emphasized. Advanced projects cover business applications. Prerequisite: satisfaction of the Information Technology Proficiency Requirement or permission of instructor.
- MIS 340** **MIS Internship (1 Unit). (Pass/Fail only).** Students are expected to complete an internship of varying time length with an external strategic alliance partner. Emphasis is on a relevant learning environment and acquisition of appropriate career skills at a suitable level of authority and responsibility. Prerequisite: permission of the instructor
- MIS 350** **Management Information Systems (1 Unit).** An introduction to the Information Technology issues associated with the business enterprise. Designed to provide a broad perspective for understanding the nature of the use of information technology for competitive advantage and the management of information resources in traditional and E-Organizations. Emphasis of the course is on both managerial and technology points of view. Prerequisite: satisfaction of the Information Technology Proficiency Requirement.
- MIS 351** **Ethics and Technology (1 Unit).** This course is intended to enable students to understand and to respond to the legal and ethical issues that arise from the use of information technology. Students will explore ethical and social issues arising from the computerization of industry and government, with emphasis on copyright, security, and privacy issues. The primary focus of the course will be the determination of the weight that these ethical and social issues should have in the design, implementation, and uses of present and anticipated applications of information technology. Prerequisite: junior standing.
- MIS 360** **Project Management (1 Unit).** This course focuses on the fundamental knowledge essential to managing, planning, scheduling and controlling projects in the information technology field with emphasis placed upon the understanding of the project environment, the phased approach to managing projects, critical path analysis, and the tools used to manage projects. The concepts and techniques covered are appropriate for all types of projects, ranging from small to large, and from highly technological to administrative in nature. Prerequisite: MIS 350.
- MIS 370** **Electronic Commerce (1 Unit).** This course provides an introduction to the concept and application of E-Business and E-Commerce from a business perspective. Topics include, infrastructure for E-Commerce, E-Commerce business models, and the use of E-Commerce in organizations for competitive advantage. Prerequisite: MIS 350.
- MIS 380** **Web Development (1 Unit).** This is an applied course in the design and development of high quality web sites. Students will learn basic HTML, webpage development software, and graphic/photo editing software. An emphasis is placed on creating, managing and

maintaining an entire web site. The goal of this course is to give the student the ability to integrate design principles and practical software skills in the web environment. Prerequisite: MIS 350 or permission of instructor.

- MIS 383 Business Intelligence (1 Unit).** This course introduces the concept of Business Intelligence (BI). Students will learn how BI is used by organizations to make better business decisions, use fewer resources, and improve the bottom line. This course provides an overview of business intelligence topics as well as hands-on experiences. Topics include business analytics, data visualization, data mining, data warehousing and business performance management. Prerequisite: MIS 350.
- MIS 393 Communications Networks (1 Unit).** This course provides an in-depth examination of data communication processes and structure. Central focus is on LAN, WAN, and Intranet technologies, as well as design and implementation of networking applications within the organization. Prerequisite: MIS 350.
- MIS 396 Current Topics in Information Technology (1 Unit).** This course is designed to acquaint students with current trends and issues in information technology by focusing on one of a number of information technology topics. Topics currently addressed in this course are Database Applications, Advanced Spreadsheet Analysis, or Open-Source Web Site Development. Prerequisite: MIS 350.
- MIS 397 Database Design and Implementation (1 Unit).** This course provides in-depth coverage of enterprise level database technology issues including data modeling, logical and physical table design, and implementation in a relational DBMS environment. Students gain hands-on experience in the use of enterprise-level development techniques such as CASE tools and advanced SQL. Prerequisite: MIS 350.
- MIS 461 Business Process Management (1 Unit).** This course provides an extensive investigation of a company's core business processes and the interactions within and between them. The primary focus of this course is the application of information technologies to transform organizations and improve their performance. Students will gain in-depth knowledge of enterprise systems, to include hands-on experience and the role they play in changing organizations. Prerequisite: MIS 350.
- MIS 488 Applications Development for E-Business (1 Unit).** This course examines the design and implementation of web-based applications systems using an event-driven/object oriented development platform. Included is in-depth coverage of the technologies required for the implementation of E-Business web sites. Topics include E-Business web site design, Server-side development technologies, Cascading Style Sheets, Web Data Access, XML, and Ajax Web Development. A web application development project is used as a medium to allow students to practice their implementation skills as well as design side skills in the areas of database design and normalization, user interface design, program usability considerations, and the system development life cycle. Prerequisites: MIS 300 and MIS 350.
- MIS 494 Systems Analysis and Design (1 Unit).** This course concentrates on the first two stages of the systems development life cycle and the management of IT projects in organizations. Students will gain knowledge essential to managing, planning, scheduling and controlling projects in the Information technology field. Implementation issues are also discussed. Prerequisite: MIS 350.
- MIS 501 Current Topics in Information Technology (2-3 Cr).** This course is designed to acquaint students with current trends and issues in information technology by focusing on one of a number of information technology topics. Topics currently addressed in this course are Ethics and Technology, Information Technology Project Management, System Dynamics Modeling, or Digital Inclusion. Graduate only.

MIS 591 **Technology for Business Transformation (3 Cr).** Using case analysis, class discussion, and problem solving exercises, this course explores the critical factors affecting business success through the use of information technology. Business strategy issues, uses of business intelligence, e-business technologies, streamlining business operations, creating an environment that builds innovation and organizational transformation are discussed in detail. Graduate only.

MIS 592 **Corporate Information Strategy and Management (3 Cr).** This course examines how information technology (IT) enables organizations to conduct business in radically different and more effective ways. The focus is on IT strategy implementation and how it is managed at the corporate level to enable strategic competitive advantage. Graduate only.

MARKETING

MKT 315 **The Marketplace and Consumers (1 unit).** This course is designed to provide the student with an introductory knowledge of the fundamentals, principles, and practices of marketing as it relates to the consumer. This course is intended to furnish the student with an understanding of the basic functions of marketing, familiarize the student with the primary elements in the marketing mix, and help the student develop an appreciation for the necessity and complexity of marketing's function in today's business environment. Prerequisites: Junior standing, minimum of C grade for MKT majors

MKT 316 **Consumer Dynamics (1 unit).** This course involves the interdisciplinary study of customers as the focus of the marketing system. Analysis will be on individual, group, and situational influences as a means of understanding the consumer decision-making process. Emphasis is on the qualitative research tools that may be used by managers to explore and build long-term customer relationships. Prerequisite: MKT 315

MKT 318 **Marketing Research (1 unit).** This course emphasizes the quantitative research process as an aid to decision-making in marketing management. Topics include: research methodology, use of secondary data, presentation of marketing research results, and evaluation of the effectiveness of marketing research. Prerequisites: MKT 315, STAT 301

MKT 350 **Marketing Internship (1 unit). (Pass/Fail only).** The purpose of the course is for students to complete a 120-hour field internship under the supervision of a faculty member and field supervisor. A written paper and formal presentation about the internship experience will comprise the classroom portion of the course. MKT 350 may not be used to meet major or minor degree requirements. Prerequisites: MKT 315, permission of the instructor, student must meet SOBA internship requirements

MKT 417 **Marketing in the Supply Chain (1 unit).** This course explores the decision areas in distribution design and management. Topics include: supply chain forms, distribution system design, wholesaling, retailing, evaluation of channel systems, and long-term relationship management between firms. Discussion focuses on current events in distribution and trends facing distribution managers. Prerequisite: MKT 315

MKT 419 **Professional Selling: A Relationship Management Process (1 unit).** This course studies the customer relationship process and basic building blocks of professional selling. Focus is on developing and maintaining customer relationships, building trust, sales ethics, buyer behavior, communication skills, strategic prospecting, problem identification, needs assessment, and sales presentations. Students will create a video presentation using methods learned which will be presented to the class. Special emphasis will be on understanding the relationship process in all phases of the sales process. Prerequisite: MKT 315

MKT 420 **Global Marketing: Business Without Borders (1 unit).** This course is designed to provide students with the basic principles of marketing management required to conduct quantitative analysis as a global marketing manager. Topics include: analysis of consumers,

competitors and channels; frameworks to evaluate the similarities and differences between domestic and global marketing; and marketing ethics and cross-cultural nuances. The goal is understanding how the environment (especially diversity in language, culture, religion, politics, and social forces) affects the application of marketing principles and business practice on a global basis. Through the use of cases, multicultural team exercises, and group projects, this course equips the global manager with tools to solve marketing problems beyond their own borders. Prerequisite: MKT 315

- MKT436 Sports Marketing (1 unit).** This course content will focus, broadly, on (1) the marketing of sport (e.g., tickets, licensed products) and the unique characteristics of the sport marketplace which impact the marketing mix and (2) the ways brands market through sport and sport sponsorship. Other specific content areas include the relationship between sport and media, the legal and competitive landscapes which impact sports marketing, and the psychological and sociological theories explaining fan behavior. Prerequisite: MKT315
- MKT 440 Integrated Marketing Communications (1 unit).** This course explores the role of promotions in the marketing mix and studies a wide variety of tools and media. The course has a strong evaluative element, and students are expected to critique and enhance marketing messages from a variety of sources. The course is built around the idea that the message itself is only part of the equation; media selection, placement, and evaluation are equally critical, as are sound target market principles. Topics include: analysis of market situations and consumer behavior, positioning strategies, promotion tools, and media evaluation. A quantitative approach to measuring promotion effectiveness is emphasized. Prerequisites: MKT 315, MKT 316
- MKT 445 Special Topics in Marketing (1 unit).** This course offers the student an in-depth investigation of special or timely marketing topics not covered in other marketing courses. Repeatable. Prerequisite: MKT 315
- MKT 450 Marketing Strategy (1 unit).** This course integrates other marketing courses in order to emphasize the development and application of problem-solving techniques in a wide range of marketing problems. Using cases, students develop skills in linking the logic and concepts of marketing to data, analyze relevant data, and make and justify rational marketing decisions. Prerequisites: MKT 315, senior standing, MKT majors and minors only (or permission of the instructor)
- MKT 500 Current Issues in Marketing (2-3 Cr).** A graduate level seminar on current issues and problems in the field. Graduate only.
- MKT 511 Marketing Concepts and Strategy (3 Cr).** The course examines the fundamentals of brand and market evaluation from a flexible, customer-oriented marketing perspective. This includes the concepts, analyses, and activities that comprise the management of the marketing function as well as practice in integrating the marketing mix elements to solve marketing problems.
- MKT 516 Marketing Decision Making (3 Cr).** A study of the process for designing and implementing strategic programs for the marketing of goods and services. Topics covered include the gathering of decision-making data, setting of strategic direction, and the creation of marketing programs. Graduate only.

PRODUCTION AND OPERATIONS MANAGEMENT

POM 507 **Managerial Decision Analysis (3 Cr).** An analysis of the quantitative decision making process in management. This course explores the relationship between business intelligence and management decision making both in theory and in practical terms. Students learn how to apply a variety of quantitative tools to decision situations. Emphasis is placed on decision theory, forecasting, linear programming, queuing, simulation and other decision making tools. Graduate only.

STATISTICS

STAT 301 **Business Statistics (1 unit).** A survey of statistical topics useful in support of managerial decision-making. Basic descriptive statistics, including graphical methods and summary statistics. Probability and probability distributions. Random sampling and sampling distributions. Foundational statistical inference, including one- and two-sample tests for means and proportions. The chi-square test. Regression analysis. Computer applications. The course has a heavily applied emphasis; classroom examples will focus on statistical uses in the contemporary business environment. Prerequisite: satisfaction of the Information Technology Proficiency Requirement.

STAT 380 **Survey Research Methods (1 unit).** This course covers how to write and administer a good survey, and how to analyze and report on the resulting data. Sampling and nonsampling error. Questionnaire design and survey administration, with particular focus on potential problems that can bias survey results. Simple random, stratified, and cluster sampling. Emphasis is on practical application. Prerequisite: STAT 301 or equivalent.

STAT 440Q **Forecasting (1 unit).** This course focuses on statistical techniques useful in modeling and forecasting data, simple linear regression models, multiple regression, including model diagnostic procedures, and model selection and validation. Analysis of time series data, including Box-Jenkins techniques. Use of computer software packages in data analysis. Emphasis is on real-world applications. Prerequisite: STAT 301 or equivalent, a Calculus course, or permission of instructor.

STAT 460Q **Experimental Design and Advanced Data Analysis (1 unit).** This course focuses on planning large-scale statistical studies and analyzing the resulting data. One- and two-sample hypothesis testing techniques, with special emphasis on underlying assumptions, nonparametric alternatives, and power analysis. Analysis of variance, including factorial experiments. Multivariate methods. Focus will be on analysis of large real-world data sets, using a major statistical software package. Prerequisite: STAT 301 or equivalent, or permission of instructor.

STAT 482 **Quality (1 unit).** This course presents the basic managerial and technical issues that are important to understand, implement and manage quality in business. Focus will be given to the global significance, strategic importance, and economic impacts of quality; various quality philosophies; employee involvement; statistical concepts relevant to designing quality in manufacturing and service organizations; process control for variable and attribute data; process capabilities; diagnosis and analysis of control charts. Case studies will be used. Prerequisite: STAT 301 or equivalent.

STAT 489 **Special Topics in Decision Science (1 unit).** This course allows for in-depth study of a specialized area in statistics. Topics will vary with instructor and student interests. Prerequisite: STAT 301 or permission of instructor.

STAT 500 **Current Issues in Decision Sciences (2-3 Cr).** A graduate level seminar on current issues and problems in the field. Graduate only.