

# ALL Business Courses (Grad & Undergrad)

## ACCOUNTING

### **ACCT 2010 - Introduction to Financial Accounting**

**3 Credits (Minimum) 3 Credits (Maximum)**

Provides knowledge of core business concepts in financial accounting following generally accepted accounting principles. Emphasis on understanding the primary objectives, principles, and users of financial accounting, analyzing basic business transactions and understanding their impact on financial statements, and defining and identifying the basic elements and content on each financial statement. Approved for Compass Curriculum requirement: Explore: Society, Institutions, and Health. Prer., MATH 1040 or higher.

### **ACCT 2020 - Introduction to Managerial Accounting**

**3 Credits (Minimum) 3 Credits (Maximum)**

Provides knowledge of core business concepts related to selected financial accounting topics and basic managerial accounting, including preparation of the statement of cash flows, basic financial statement analysis, the analysis of product, service and period costs, and the role of accounting in the planning and control of business enterprises. Emphasis on problem-solving skills supported by appropriate analytical quantitative and qualitative techniques for tactical and operational decision making. Includes the use of spreadsheets. Prer., ACCT 2010. Business students only.

### **ACCT 3010 - Intermediate Accounting I**

**3 Credits (Minimum) 3 Credits (Maximum)**

A comprehensive analysis of the practice of financial accounting and reporting by public corporations to investors, creditors and other users. Includes analysis of standard setting, accounting theory and generally accepted accounting principles. Emphasis is on the purpose of financial statements with a focus on income determination and asset valuation. Includes the use of spreadsheets. Prer., ACCT 2020 or ACCT 5500. Coreq., INFS 1100 or Graduate student. Business students only.

### **ACCT 3020 - Intermediate Accounting II**

**3 Credits (Minimum) 3 Credits (Maximum)**

A continuation of ACCT 3010 with focus on liabilities, equity, and special areas, including cash flow statements, leases, pensions, income taxes, and earnings per share. Includes the use of spreadsheets. Prer., ACCT 3010.

### **ACCT 3110 - Cost Accounting**

**3 Credits (Minimum) 3 Credits (Maximum)**

Cost analysis for purposes of control and decision making. Analysis of cost behavior, role of accounting in planning and control, and managerial uses of cost Accounting data. Includes use of spreadsheets. Topics of current interest will be discussed, including activity-based costing. Includes the use of spreadsheets. Prer., ACCT 2020 or ACCT 5500. Coreqs., INFS 1100 or Graduate student. Business students only.

### **ACCT 4010 - Advanced Financial Accounting**

**3 Credits (Minimum) 3 Credits (Maximum)**

Advanced financial accounting provides an in-depth analysis into the theory and practices of accounting for business combinations, consolidated financial statements, international operations and partnerships. Prer., ACCT 3020. Junior standing; Business students only. Meets with ACCT 6750.

## **ACCT 4210 - Individual Income Tax**

**3 Credits (Minimum) 3 Credits (Maximum)**

Analysis of basic concepts of federal income taxes such as income, exclusions, deductions, passive losses, and property transactions. Concepts will be applied to actual situations by the use of a computer-generated tax return package. Focus is on individual considerations and planning. Prer., ACCT 3010. Business students only. Meets with ACCT 6710.

## **ACCT 4220 - Corporate and Partnership Taxation**

**3 Credits (Minimum) 3 Credits (Maximum)**

Primary emphasis is on C and S corporations and partnerships. Basic analysis of planning and compliance of most forms of corporate and partnership organization, operations, mergers and dissolutions. Business planning and international taxation are also considered. Prer., ACCT 4210. Business students only.

## **ACCT 4220 - Corporate and Partnership Taxation**

**3 Credits (Minimum) 3 Credits (Maximum)**

Primary emphasis is on C and S corporations and partnerships. Basic analysis of planning and compliance of most forms of corporate and partnership organization, operations, mergers and dissolutions. Business planning and international taxation are also considered. Prer., ACCT 4210. Business students only.

## **ACCT 4410 - Accounting for Governments and Not-for-Profit Organizations**

**3 Credits (Minimum) 3 Credits (Maximum)**

The course provides an introduction to financial reporting practices in governmental and not-for-profit organizations. Emphasis is placed on how financial reports created by governments and not-for-profit organizations are used by internal and external stakeholders. Accounting issues specific to governmental and not-for-profit organizations will also be covered in detail. Necessary for CPA exam preparation. Prer., ACCT 3010. Meets with ACCT 6740.

## **ACCT 4510 - Accounting Ethics and Institutions**

**3 Credits (Minimum) 3 Credits (Maximum)**

An in-depth study of the technical and behavioral ethical standards existing for professional accountants in all fields, and of the political and regulatory institutions that affect the practice of professional accounting including the SEC, IRS, FASB, AICPA and state authorities. Prepares students for dealing successfully with ethical issues throughout their careers. Prer., ACCT 4600, Junior or Senior standing or COB Undergraduate Director permission. Meets with ACCT 6510.

## **ACCT 4600 - Auditing**

**3 Credits (Minimum) 3 Credits (Maximum)**

A study of generally accepted auditing standards. Specific focus is placed on concepts of the auditing function for financial audits, professional standards that guide audit performance, and processes and formal procedures used to plan, perform, and complete an audit. Req., ACCT 3010. Coreq., ACCT 3020. Business students only. Meets with ACCT 6600.

## **ACCT 4620 - Advanced Auditing**

**3 Credits (Minimum) 3 Credits (Maximum)**

Study of advanced theoretical and practical issues in auditing. Specific focus is placed on the application of auditing resources commonly used in practice. The course emphasizes case analysis, research, individual and team presentations, and classroom discussion. Req., ACCT 4600 or ACCT 6600. Business students only. Meets with ACCT 6620.

## **ACCT 4950 - Topics in Accounting**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental course in accounting. Prer., Junior or senior standing or COB Undergraduate Director permission.

## **ACCT 5500 - Introduction to Accounting**

**3 Credits (Minimum) 3 Credits (Maximum)**

MBA foundation course. Introduction to concepts, principles and practices used in preparation of financial statements for business enterprises, with emphasis on asset and liability recognition and measurement, income determination, and cash flow activities. Includes the use of spreadsheets. Prer., Graduate business students only.

## **ACCT 5590 - Introduction to Accounting**

**3 Credits (Minimum) 3 Credits (Maximum)**

MBA foundation course. Introduction to concepts, principles and practices used in preparation of financial statements for business enterprises, with emphasis on asset and liability recognition and measurement, income determination, and cash flow activities. Includes the use of spreadsheets. Distance MBA course. Tuition differs from on-campus courses. Prer., Graduate business students only.

## **ACCT 6010 - Seminar: Financial Accounting Theory**

**3 Credits (Minimum) 3 Credits (Maximum)**

A concentrated analysis and evaluation of alternative conceptual systems for reporting about and by public corporations in financial statements. Involves considering the economic and political history of currently acceptable and unacceptable theories and practices for financial accounting in general and for specific topics. Prer., ACCT 3010 and ACCT 3020 or equivalent and graduate business students only.

## **ACCT 6100 - Accounting for Decision Making**

**3 Credits (Minimum) 3 Credits (Maximum)**

This case-based course focuses on the use of accounting information for executive decision-making. Emphasis is on identifying, evaluating and using accounting information to make long-term strategic decisions and short-term operating decisions. The role of regulatory requirements, International Accounting Standards and ethical considerations in the decision-making processes are examined. Prer., Graduate students only and ACCT 5500.

## **ACCT 6110 - Seminar: Managerial Accounting Issues**

**3 Credits (Minimum) 3 Credits (Maximum)**

An in-depth exploration of the broad professional field of managerial accounting, especially as related to organizational decision making, planning and control. Development and current problems of the managerial accounting functions are analyzed. Prer., ACCT 3110 or equivalent.

## **ACCT 6190 - Accounting for Decision Making**

**3 Credits (Minimum) 3 Credits (Maximum)**

This case-based course focuses on the use of accounting information for executive decision-making. Emphasis is on identifying, evaluating and using accounting information to make long-term strategic decisions and short-term operating decisions. The role of regulatory requirements, International Accounting Standards and ethical considerations in the decision-making processes are examined. Distance MBA course. Tuition differs from on-campus courses. Open to admitted MBA students only. Prer., ACCT 5590.

## **ACCT 6510 - Accounting Ethics and Institutions**

**3 Credits (Minimum) 3 Credits (Maximum)**

An in-depth study of the technical and behavioral ethical standards existing for professional accountants in all fields, and of the political and regulatory institutions that affect the practice of professional accounting including the SEC, IRS, FASB, AICPA and state authorities. Prepares students for dealing successfully with ethical issues throughout their careers. Meets with ACCT 4510. Prer., ACCT 6600 (or ACCT 4600), MBA & Graduate Business Certificate students only.

## **ACCT 6600 - Auditing**

**3 Credits (Minimum) 3 Credits (Maximum)**

A study of generally accepted auditing standards. Specific focus is placed on concepts of the auditing function for financial audits, professional standards that guide audit performance, and processes and formal procedures used to plan, perform, and complete an audit. Req., ACCT 3010; Coreq., ACCT 3020; graduate business students only. Meets with ACCT 4600.

## **ACCT 6620 - Advanced Auditing**

**3 Credits (Minimum) 3 Credits (Maximum)**

Study of advanced theoretical and practical issues in auditing. Specific focus is placed on the application of auditing resources commonly used in practice. The course emphasizes case analysis, research, individual and team presentations, and classroom discussion. Prer., ACCT 4600 or ACCT 6600. Meets with ACCT 4620. Graduate business students only.

## **ACCT 6710 - Individual Income Tax**

**3 Credits (Minimum) 3 Credits (Maximum)**

Analysis of basic concepts of federal income taxes. Concepts will be applied to actual situations by the use of a computer-generated tax return package. Focus is on individual considerations and planning. Prer., ACCT 3010. Business Graduate students only. Meets with ACCT 4210.

## **ACCT 6720 - Corporate and Partnership Taxation**

**3 Credits (Minimum) 3 Credits (Maximum)**

Primary emphasis is on C and S corporations and partnerships. Basic analysis of planning and compliance of most corporation and partnership organizations, operations, mergers and dissolutions. Business planning and international taxation also considered. Prer., ACCT 4210 or ACCT 6710. Graduate business students only. Meets with ACCT 4220.

## **ACCT 6730 - Introduction to Accounting Systems**

**3 Credits (Minimum) 3 Credits (Maximum)**

An introduction to the elements in an accounting information system. Explores the newest technology and the accountant's/financial analyst's role in designing systems. Includes exposure to various software tools commonly used by accountants and financial analysts. Prer., ACCT 3010, INFS 6000. Graduate business students only. Meets with ACCT 4310.

## **ACCT 6740 - Accounting for Governments and Not-for-Profit Organizations**

**3 Credits (Minimum) 3 Credits (Maximum)**

The course provides an introduction to financial reporting practices in governmental and not-for-profit organizations. Emphasis is placed on how financial reports created by governments and not-for-profit organizations are used by internal and external stakeholders. Accounting issues specific to governmental and not-for-profit organizations will also be covered in detail. Prer., ACCT 3010. MBA and Graduate Accounting Certificate Students only. Meets with ACCT 4410.

## **ACCT 6750 - Advanced Financial Accounting**

**3 Credits (Minimum) 3 Credits (Maximum)**

Provides an in-depth analysis into the theory and practices of accounting for business combinations, consolidated financial statements, international operations, and partnerships. Prer., ACCT 3010, ACCT 3020. MBA and graduate Accounting Certificate students only. Meets with ACCT 4010.

## **ACCT 6760 - Auditing**

**3 Credits (Minimum) 3 Credits (Maximum)**

A study of generally accepted auditing standards, ethical responsibilities and legal liabilities of the independent auditor and auditing techniques used by independent public accountants. Prer., ACCT 3010 and ACCT 3020. COB students only. Meets with ACCT 4610.

## **ACCT 6950 - Topics in Accounting - Graduate**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental course in accounting offered at the graduate level for the purpose of presenting new subject matter. Open only to MBA degree students.

## **BUSINESS LAW**

### **BLAW 2000 - Business Law**

**3 Credits (Minimum) 3 Credits (Maximum)**

The legal significance of business transactions as they are part of the decision making process in business. Coverage of text and statues includes law and its enforcement and integration of the Uniform Commercial Code with the law of contracts, bailment, warehouse men and carriers, documents of title, sales of goods, and commercial paper. Recommended for accounting majors who will be sitting for the CPA exam. Prer., Sophomore standing.

### **BLAW 2010 - Business and Intellectual Property Law**

**3 Credits (Minimum) 3 Credits (Maximum)**

Examines the legal significance of ideas, innovations, and start-up organizations. A focus on the issues of intellectual property, including patents, copyrights, and brand protection. Coverage of essential contracts and agents. Prer., Sophomore standing.

## **BUSINESS ADMINISTRATION**

### **BUAD 1000 - Introduction to Business**

**3 Credits (Minimum) 3 Credits (Maximum)**

Familiarizes students with the structure, operations, management, and socioeconomic aspects of business and non business entities. Course builds on the college themes of entrepreneurship, technology, team building, and international competitiveness to establish a foundation for integrating information encountered in more advanced business courses. Approved for Compass Curriculum requirement: Explore: Society, Institutions, and Health.

### **BUAD 1010 - Building a Successful Future in Business**

**1 Credits (Minimum) 1 Credits (Maximum)**

Learn the keys to success as a business student and in your future business career. Hear directly from employers, alumni, students, faculty, and advisors about potential careers, majors, and expectations on the job and in the classroom. Course will include presentations, discussions, exercises, and assignments designed to help you learn and practice skills that will set you on the path to success. This course is designed for new freshmen students.

## **BUAD 2950 - Topics in Business**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental courses offered irregularly at the Sophomore level for the purpose of presenting new subject matter in a particular business field. Course prerequisites will vary depending upon topics covered. Prer., Sophomore standing.

## **BUAD 3000 - Integrated Skills for Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Required for the core business courses. Students focus on 3 skill areas: refine communication for management (interpersonal, writing, and presentation); learn principles and practice of teamwork in a labsetting; learn project management in completing two complex projects focusing on outside groups and an ethics study. Students may take this course as a second-semester sophomore. Approved for Compass Curriculum requirement: Writing Intensive. Prer., ENGL 2080, ENGL 2090, or INOV 2100. Business students only; completion of 45 hours.

## **BUAD 3010 - Career Strengths: Assessment and Development**

**1 Credits (Minimum) 1 Credits (Maximum)**

Gives students an in-depth understanding of their interests, skills, and values and how these match to particular jobs and professions. Through research and analysis the students will gain a clear, detailed picture of what they want to do and what they have to offer an employer. Pass/Fail only. Prer., Junior or senior standing or COB Undergraduate Director permission.

## **BUAD 3020 - Career Skills: Resume Writing and Interviewing**

**1 Credits (Minimum) 1 Credits (Maximum)**

Instructs and gives students hands-on experience on how to: (a) write cover letters and resumes, (b) practice effective interviewing techniques, and (c) develop effective job hunting skills. Pass/Fail only. Prer., Junior standing.

## **BUAD 3030 - Career Success: Image and Impact**

**1 Credits (Minimum) 1 Credits (Maximum)**

Helps students converse, interact, and dress in a professional manner for job interviews, telephone calls, written correspondence, and professional work settings. Course will cover working in a diverse, cross-cultural environment, making effective first impressions, and appropriately communicating in a variety of speaking and writing situations. Pass/fail only. Prer., Junior standing.

## **BUAD 3950 - Topics in Business - Undergraduate**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental courses offered irregularly at the undergraduate level for the purpose of presenting new subject matter in a particular business field. Prer., Junior or Senior standing or COB Undergraduate Director permission.

## **BUAD 4000 - Business, Government, Law, and Society**

**3 Credits (Minimum) 3 Credits (Maximum)**

An examination of interrelationships between business, society, and government. Explores the legal and ethical significance of transactions in the business decision-making processes. Approved for Compass Curriculum requirement: Sustainability; Advanced Core. Prer., BUAD 3000, QUAN 2020. Business students only, 75 hours completed.

## **BUAD 4500 - Cases and Concepts in Business Policy**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Takes a general manager's perspective on the administration of the corporation. Topics include the role and responsibility of general management, analysis of threats and opportunities in the competitive environment, strategies for building and sustaining competitive advantage, strategy implementation and management, and strategic management in the international environment. Topics covered through comprehensive case analysis. Approved for Compass Curriculum requirement: Capstone Experience. Prer., INFS 3000, MKTG 3000, FNCE 3050, MGMT 3300, OPTM 3000, ENGL 2080 or ENGL 2090. Business seniors only.

## **BUAD 4700 - Emerging Businesses and Entrepreneurship**

**3 Credits (Minimum) 3 Credits (Maximum)**

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How to plan, organize and operate a new independent business. Case studies of local small businesses. Prer., Senior standing.

## **BUAD 4950 - Topics in Business - Undergraduate**

**1 Credits (Minimum) 3 Credits (Maximum)**

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Experimental courses offered irregularly at the undergraduate level for the purpose of presenting new subject matter in a particular business field. Second semester junior or senior standing required. Course prerequisites will vary depending upon topics covered.

## **BUAD 5500 - Fundamentals of Economics**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Students learn to apply fundamental economic principles to solve business problems and make sound decisions. Course coverage includes the basis of capitalism, exchange and comparative advantage, demand, supply, elasticity, externalities, long-run economic growth, unemployment, inflation, the monetary system, and fiscal policy. Prer., Graduate business students only.

## **BUAD 5590 - Fundamentals of Economics**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Students learn to apply fundamental economic principles to solve business problems and make sound decisions. Course coverage includes the basis of capitalism, exchange and comparative advantage, demand, supply, elasticity, externalities, long-run economic growth, unemployment, inflation, the monetary system, and fiscal policy. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., Graduate business students only.

## **BUAD 5600 - Business, Government, and Society**

**3 Credits (Minimum) 3 Credits (Maximum)**

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This course examines the interdependence of business with societal, governmental, and economic environments. The role and balance of responsibilities between businesses and government, the nature of the free market system, current public policy issues, and external trends affecting business are explored. The course focuses on business skills to prepare responsible leaders in business and equips individuals with tested responses to the most common ethical challenges they will face in their career. Prer., Graduate business students only.

## **BUAD 5690 - Business, Government, and Society**

**3 Credits (Minimum) 3 Credits (Maximum)**

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This course examines the interdependence of business with societal, governmental, and economic environments. The role and balance of responsibilities between business and government, the nature of the free market system, current public policy issues, and external trends affecting business are explored. The course focuses on business skills to prepare responsible leaders in business and equips individuals with tested responses to the most common ethical challenges they will face in their careers. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., Graduate business students only.

## **BUAD 6490 - Transforming Technology Organizations and Employees**

**3 Credits (Minimum) 3 Credits (Maximum)**

Addresses three major issues facing technology organizations today: 1) how to design technology-based organizations of the future, 2) what methods to use for motivating technical people, and 3) how to initiate change that implements innovative design principles and management practices. Academic theory is linked to practical examples of best practices in global technology organizations and work forces. Distance MBA course. Tuition schedule differs from on-campus courses. Graduate business students only.

## **BUAD 6500 - Strategic Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Taking a global perspective, this course focuses on the role of the general manager in articulating a vision for the business, assessing threats and opportunities in the competitive environment, formulating a strategy for achieving competitive advantage, and designing an organizational architecture for effectively implementing the strategy. Utilizes a combination of lectures, group discussions, and case analysis to raise and examine the key issues. Prer., All preparatory courses or their equivalents and all MBA core courses. Graduate business students only. Recommended for final semester in the program.

## **BUAD 6590 - Strategic Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Taking a global perspective, this course focuses on the role of the general manager in articulating a vision for the business, assessing threats and opportunities in a competitive environment, formulating a strategy for achieving competitive advantage and designing an organizational architecture for effectively implementing the strategy. Utilizes a combination of lectures, group discussions, and case analysis to raise and examine the key issues. Recommended for the final semester in the program. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., All preparatory courses or their equivalents and all MBA core courses.

## **BUAD 6610 - Managing Innovation for Strategic Advantage**

**3 Credits (Minimum) 3 Credits (Maximum)**

This course provides managers with the knowledge necessary to use innovation to advance an organization's strategic goals. The course is divided into three segments: (1) the industry dynamics of technological innovation, (2) developing an innovation strategy, and (3) implementing an innovation strategy. (Online equivalent: BUAD 6690). Graduate business students only.

## **BUAD 6690 - Managing Innovation for Strategic Advantage**

**3 Credits (Minimum) 3 Credits (Maximum)**

This course provides managers with the knowledge necessary to use innovation to advance an organization's strategic goals. The course is divided into three segments: (1) the industry dynamics of technological innovation, (2) developing an innovation strategy, and (3) implementing an innovation strategy. Distance MBA course. Tuition schedule differs from on-campus courses. (On-campus equivalent: BUAD 6610). Graduate business students only.

## **BUAD 6700 - Service Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Effective service management requires a multidisciplinary approach involving marketing, management, human resource management, and information and operations management. Provides a foundation in these areas as they pertain to service management. Content for each area will include a conceptual overview of its importance to service quality, specific tools representative of the area, and exercises to demonstrate practical application. The focus is on the integrative requirements of service quality. Graduate business students only.



## **BUAD 6710 - Transforming Technology Organizations and Employees**

**3 Credits (Minimum) 3 Credits (Maximum)**

Addresses three major issues facing technology organizations today: 1) how to design technology-based organizations of the future, 2) what methods to use for motivating technical people, and 3) how to initiate change that implements innovative design principles and management practices. Academic theory is linked to practical examples of best practices in global technology organizations and work forces. Graduate students only.

## **BUAD 6790 - Service Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Effective service management requires a multidisciplinary approach involving marketing, management, human resource management, and information and operations management. Provides a foundation in these areas as they pertain to service management. Content for each area will include a conceptual overview of its importance to service quality, specific tools representative of the area, and exercises to demonstrate practical application. The focus is on the integrative requirements of service quality. Distance MBA course. Tuition schedule differs from on-campus courses. Graduate business students only.

## **BUAD 6800 - Entrepreneurship and New Ventures**

**3 Credits (Minimum) 3 Credits (Maximum)**

Identifies unique features of new ventures (including start-up companies or internal ventures of established firms), high uncertainty, a newly formed management team, and a shortage of resources. Covers business plan development, recruiting the start-up team, legal and financial issues, start-up operations, managing growth, forming alliances, and exit strategies. Students, working in teams, will develop a business plan for a new venture. Graduate business students only.

## **BUAD 6890 - Entrepreneurship and New Ventures**

**3 Credits (Minimum) 3 Credits (Maximum)**

Identifies unique features of new ventures (including start-up companies or internal ventures of established firms), high uncertainty, a newly formed management team, and a shortage of resources. Covers business plan development, recruiting the start-up team, legal and financial issues, start-up operations, managing growth, forming alliances, and exit strategies. Students, working in teams, will develop a business plan for a new venture. Distance MBA course. Tuition differs from on-campus course. Prer., Admitted MBA students only. Graduate business students only.

## **BUAD 6950 - Topics in Business - Graduate**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental course offered at the graduate level for the purpose of presenting new subject matter in a particular business field. Graduate business students only.

## **ENTREPRENEURSHIP**

## **ENTP 1000 - Introduction to Entrepreneurship**

**3 Credits (Minimum) 3 Credits (Maximum)**

Designed to provide an introduction to the process of turning an idea into a successful startup business. Covers basic aspects of a successful business and introduces the student to the processes for creating a potentially successful business plan. Students will also learn to assess opportunities for venture/value creation, to address/identify risk in the startup process and develop presentation skills to convince others of the potential success to implement the business entity. Approved for Compass Curriculum requirement: Sustainability; Explore: Society, Institutions, and Health.

## **ENTP 2950 - Topics in Entrepreneurship**

**1 Credits (Minimum) 3 Credits (Maximum)**

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Experimental course offered for the purpose of presenting new subject matter in entrepreneurship. Course prerequisites will vary depending upon topics covered. Prer., Sophomore standing.

## **ENTP 3000 - Principles of Entrepreneurship**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Introduces students to entrepreneurship and the processes that are involved in launching and operating a successful venture. Understanding the new venture as a collection of logical decisions and systems will be the focus of this course. Each course participant will be exposed to the process of creating a new venture idea, examining market feasibility, testing financial models, and preparing a go-to-market strategy. Prer., Junior Standing. Coreq., ECON 1010 and ACCT 2010.

## **ENTP 3100 - Capital and Finance in Entrepreneurial Ventures**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Introduces entrepreneurial finance from the perspective of actually launching and operating a venture. Understanding the new venture as a collection of strategic and financial decisions will be the focus of this course. Each course participant will create a new venture idea, test various financial models, and prepare an investor presentation. Prer., ENTP 3000 and ACCT 2010.

## **ENTP 3950 - Topics in Entrepreneurship**

**1 Credits (Minimum) 3 Credits (Maximum)**

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Experimental course offered for the purpose of presenting new subject matter in entrepreneurship. Course prerequisites will vary depending on topics covered. Prer., Junior or Senior standing.

## **ENTP 4000 - The Business Plan**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Those interested in a new or growing business must possess a comprehensive business plan, if they hope to compete in the marketplace. A comprehensive business plan is necessary to attract sources of financing and to evaluate the viability of a venture; it is also a requirement for companies that want to be considered for joint ventures with larger corporations or those that are transitioning from entrepreneurial to professional management. This course focuses on all facets of business plan development including assessing the competitive environment, developing venture concepts and growth strategies, creating market approaches, building a cohesive management team, launching operations, and developing financial projections. Students create a business plan that addresses their individual organizational needs. Coreq., ENTP 3100.

## **ENTP 4500 - Entrepreneurship and Strategy**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Capstone course for the Bachelor of Innovation. Basic knowledge of finance and accounting, marketing, operations, and management is assumed. Topics include understanding the entrepreneurial process, assessing opportunities, selecting a start-up team, financing entrepreneurial ventures, writing and presenting business plans, and new venture and competitive strategy. Utilizes lectures and case studies as well as coaching teams in the creation of a business plan and public presentation for an innovative new business or nonprofit organization. Approved for Compass Curriculum requirement: Capstone Experience. Prer., BLAW 2010, INOV 3010.

## FINANCE

### **FNCE 1200 - Personal Financial Planning**

**3 Credits (Minimum) 3 Credits (Maximum)**

The study of the development and implementation of a personal financial and investment program. Includes analysis of budgeting and tax planning, managing liquidity, financing large purchases, protecting assets and income, analyzing investment information; and designing and executing an investment risk return, examining alternative investment types, interpreting investment information, investing money for retirement and estate planning. Cannot be used for FNCE/BUAD major electives. Approved for Compass Curriculum requirement: Explore: Society, Institutions, and Health.

### **FNCE 3050 - Basic Finance**

**3 Credits (Minimum) 3 Credits (Maximum)**

Introduction to financial management of the firm and the function of finance. Topics include money and capital markets; time value of money; techniques of financial analysis, planning and control; capital budgeting techniques and analysis; management of short and long-term sources of financing and of working capital; and capital structure. Emphasizes the interpretation, analysis and use of financial information to make financial decisions. Prer., ACCT 2010, ECON 2020, QUAN 2010. Business students only.

### **FNCE 4000 - Advanced Corporate Finance**

**3 Credits (Minimum) 3 Credits (Maximum)**

The comprehensive study of how corporations make investment decisions, raise capital to finance their investments, and manage their financial affairs to create shareholder value. Topics covered include capital budgeting and the cost of capital, dividend policy, capital structure and financial distress. Emphasis on developing analytical tools and problem solving. Prer., FNCE 3050, QUAN 2020. Second semester junior. Completion of all skills courses or COB Director permission.

### **FNCE 4100 - Cases and Concepts in Finance**

**3 Credits (Minimum) 3 Credits (Maximum)**

The development of analytical and decision-making skills of students in relation to problems that confront financial managers. Areas include planning, control and financing of both current operations and longer term capital commitments, management of income, evaluation of income-producing property, and expansion and contraction. Case method of instruction. Prer., FNCE 4000. Junior or senior standing or COB Undergraduate Director permission.

### **FNCE 4200 - Investment and Portfolio Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

The study of the investments industry and instruments. Topics include the investment setting, portfolio theory, risk and return, and valuation of common and preferred stocks, bonds, options and futures. The course discusses investment problems and policies and the methodology for implementing them. Prer., FNCE 3050. Completion of all skills courses. Junior or senior standing or COB Undergraduate Director permission.

### **FNCE 4250 - Financial Risk Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

This course discusses the underlying theory and practical applications of derivative securities, with an emphasis on using these tools to solve risk management problems. Introduces futures, forwards, swaps, and options and extends this to topics in volatility estimation, financial structuring, credit derivatives, and risk management systems. The primary aim is to develop a framework to manage risk in a corporate or financial intermediary environment. Prer., FNCE 4200. Business students only, Junior standing.

## **FNCE 4400 - International Financial Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Examines the opportunities and risks of firms doing business in a global economy. International capital movements, balance of payment problems, foreign and international institutions, foreign exchange markets, managing foreign exchange risk and exposure, and global investment and financing strategies are explored. Prer., FNCE 3050. Completion of all skills courses. Junior or senior standing or COB Undergraduate Director permission.

## **FNCE 4500 - Money and Banking**

**3 Credits (Minimum) 3 Credits (Maximum)**

The study of the interaction between financial markets and the Federal Reserve system. The course emphasizes how the Federal Reserve Bank conducts monetary policy to promote a stable banking system and strong economic growth while minimizing inflation and unemployment. Topics covered include interest rates, inflation and the money supply and the effect of these variables on the business cycle. Prer., FNCE 3050. Completion of all skills courses. Junior or senior standing or COB Undergraduate Director permission.

## **FNCE 4590 - Ethics in Finance**

**3 Credits (Minimum) 3 Credits (Maximum)**

Ethics in Finance prepares students with a conceptual framework necessary to analyze and understand the requirements of ethical conduct within the organization, and the ethical problems facing business and financial managers in a global environment. Case studies and practical tools will be used to develop an ethical framework, as well as, establish and review ethical practices in the workplace. Req., FNCE 3050. Business students only. Meets with BUAD 4950.

## **FNCE 4700 - Practicum and Research in Security Markets**

**1 Credits (Minimum) 3 Credits (Maximum)**

This is a hands-on learning lab for students interested in making investment decisions. Students make real-time investment decisions to buy or sell positions in a portfolio. The course is offered only if adequate portfolio funding is available. Course may require a commitment over both fall and spring semesters. Prer./Coreq., FNCE 4200. Junior standing; Business students only.

## **FNCE 4800 - Entrepreneurial Finance**

**3 Credits (Minimum) 3 Credits (Maximum)**

This is a hands-on class on entrepreneurship. Students learn how to apply the techniques of finance to starting and growing a business. Students will gain practical financial knowledge that will be useful in starting a business and also practical entrepreneurial skills that could be used within a larger organization. Coursework will focus on the application of financial theory to real settings. Prer., FNCE 3050 or instructor permission. Junior or senior standing or COB Undergraduate Director permission.

## **FNCE 4950 - Topics in Finance - Undergraduate**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental courses offered irregularly at the undergraduate level for the purpose of presenting new subject matter in finance. Second semester Junior or Senior standing required. Course prerequisites will vary depending upon topics covered. Prer., Junior/senior standing.

## **FNCE 6000 - Corporate Financial Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Concerned with the optimal allocation of a company's financial resources and a working knowledge of financial terminology and concepts. Topics include: capital market history, time value of money, valuation of securities, risk and return, capital budgeting principles and techniques, financial statement analysis, financial planning, raising capital, and cost of capital. Emphasizes techniques necessary to create and maximize the value of the firm. Prer., ACCT 5500, BUAD 5500 and QUAN 5500. Graduate business students only.

## **FNCE 6090 - Corporate Financial Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Concerned with the optimal allocation of a company's financial resources and a working knowledge of financial terminology and concepts. Topics include: capital market history, time value of money, valuation of securities, risk and return, capital budgeting principles and techniques, financial statement analysis, financial planning, raising capital, and cost of capital. Emphasizes techniques necessary to create and maximize the value of the firm. Distance MBA course. Tuition schedule differs from on-campus course. Prer., BUAD 5590, QUAN 5590, and ACCT 5590.

## **FNCE 6100 - Problems and Policies in Financial Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Further develops students' analytical and financial problem-solving skills through the use of case studies. Topics may include planning, budgeting, and forecasting; new product or project evaluation; raising funds through debt and equity; mergers and acquisitions; bankruptcy and working capital management. Prer., FNCE 6000.

## **FNCE 6200 - Investment Management and Analysis**

**3 Credits (Minimum) 3 Credits (Maximum)**

The theory of investment management and security values are presented. Topics include portfolio management; the analysis of investment risks and constraints on investment policies and objectives; the analysis and use of investment information; the development and application of the tools for determining value; the analysis of common stock, bonds, options and futures. Prer., FNCE 6000. Graduate business students only.

## **FNCE 6290 - Investment Management and Analysis**

**3 Credits (Minimum) 3 Credits (Maximum)**

The theory of investment management and security values are presented. Topics include portfolio management; the analysis of investment risks and objectives; the analysis and use of investment information; the development and application of the tools for determining value; and analysis of common stock, bonds, options, and futures. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., FNCE 6090. Graduate business students only.

## **FNCE 6400 - International Financial Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Uses the fundamental tools of financial analysis to assess the risks and opportunities for firms operating in an increasingly global economy. Special emphasis will be placed on the opportunities that arise from both market imperfections and the increasing integration of financial markets worldwide. Focuses on the international financial environment, the measurement and management of foreign exchange rate risk, and global funding and investment opportunities using both quantitative and qualitative decision tools to exploit opportunities and control risk. Prer., FNCE 6000. Graduate business students only.

## **FNCE 6490 - International Financial Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Uses the fundamental tools of financial analysis to assess the risks and opportunities for firms operating in an increasingly global economy. Special emphasis will be placed on the opportunities that arise from both market imperfections and the increasing integration of financial markets worldwide. Focuses on the international financial environment, the measurement and management of foreign exchange rate risk, and global funding and investment opportunities using both quantitative and qualitative decision tools to exploit opportunities and control risk. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., FNCE 6090. Graduate business students only.

## **FNCE 6500 - Managerial Economics and the Business Cycle**

**3 Credits (Minimum) 3 Credits (Maximum)**

Study of the forces affecting the U.S. and global business cycle. Interpretation of business cycle indicators and their implications for financial planning and decision making. Topics include interest rates and inflation, the conduct of monetary policy, aggregate supply and demand, and employment levels. Presents concepts, tools, and methods of economic analysis relevant to decision making within the firm. Prer., FNCE 6000.

## **FNCE 6590 - Managerial Economics and the Business Cycle**

**3 Credits (Minimum) 3 Credits (Maximum)**

Study of the forces affecting the U.S. and global business cycle. Interpretation of business cycle indicators and their implications for financial planning and decision making. Topics include interest rates and inflation, the conduct of monetary policy, aggregate supply and demand, and employment levels. Presents concepts, tools, and methods of economic analysis relevant to decision making within the firm. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., FNCE 6090.

## **FNCE 6950 - Topics in Finance - Graduate**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental course in finance offered at the graduate level for the purpose of presenting new subject matter.

## **HUMAN RESOURCE MANAGEMENT**

### **HRMG 4340 - Labor Relations and Negotiation**

**3 Credits (Minimum) 3 Credits (Maximum)**

Examines the dynamic relationships between labor unions and employers. Topics include the history of labor relations in the United States, labor laws, organizing campaigns, collective bargaining, and conflict resolution. A major focus of this course is the development of students' negotiation skills, a key competency that is necessary for success in the world of business. Legal and ethical practices are emphasized. The course is appropriate for all majors. Prer., MGMT 3300. Junior standing; Business students only.

### **HRMG 4380 - Human Resource Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Presents an overview of the entire Human Resource (HR) function. Topics include recruiting, staffing, human resource planning, employee separation and retention, training and development, career planning, pay and benefits, and human resource information systems. Prer., Junior standing. Business students only. MGMT 3300.

### **HRMG 4390 - Legal and Social Issues in Human Resources Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Covers the myriad of legal and social issues facing Human Resources (HR) and other managers today. Major emphasis is placed on equal employment opportunity, affirmative action, safety, and health. Other topics may include sexual harassment, drug testing programs, employing the disabled, employee privacy rights, and wrongful termination. Prer., MGMT 3300. Junior standing; Business students only.

### **HRMG 4410 - Motivating, Rewarding, and Developing Employees**

**3 Credits (Minimum) 3 Credits (Maximum)**

Examines practices by which organizations and employees can maximize the mutual benefits that accrue to each other. Emphasis is placed on developing and applying skills in compensation and benefits. Other topics include training and development, performance management systems, and strategic human resource management (HRM). Prer., Junior standing. Business students only. MGMT 3300.

## **HRMG 4850 - Directed Research Projects in Human Resources and Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

A comprehensive human resources or management research, analysis, and planning project. Students work with a local business under the supervision of the course instructor to perform a literature review, conduct analysis, present information, and put together a comprehensive project on some aspect of human resource management or organizational management. Prer., MGMT 3300. Junior standing; Business students only.

## **INFORMATION SYSTEMS**

### **INFS 1100 - Microsoft Office Applications and Computer Basics**

**3 Credits (Minimum) 3 Credits (Maximum)**

Comprehensive course that provides students with the knowledge and skills to successfully use computers in their studies. Focus is on the use of Microsoft Office (Excel, Word, PowerPoint, Access, and Outlook), as a tool for analyzing, documenting, and presenting information. Topics include basic computer, network, file management, and Web concepts. Excel formatting, addressing modes, formulas, functions, and charts are emphasized. Students will complete several assignments using Microsoft Office. Approved for Compass Curriculum requirement: Explore: Society, Institutions, and Health.

### **INFS 2510 - Managing Network Interconnections**

**3 Credits (Minimum) 3 Credits (Maximum)**

This is a lab-based course dedicated to working with networking devices. The principles and practice of configuring local and wide area networks are covered with a focus on business practices, software and hardware technologies, and internet working standards. Prer., Sophomore standing.

### **INFS 2950 - Topics in Information Systems**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental course offered for the purpose of presenting new subject matter in information systems. Course prerequisites will vary depending on topics covered.

### **INFS 3000 - Introduction to Management Information Systems**

**3 Credits (Minimum) 3 Credits (Maximum)**

Study of how best to use computers in business. Shows students how information systems are used to support critical business operations and ultimately achieve strategic business objectives. The elements of information technology are studied and the application of information systems to specific business situations is discussed. Integral to the class, students undertake the automation of a business process as a practical application of information systems. Prer., ACCT 2010. Junior standing, Business students only.

### **INFS 3080 - Business Programming**

**3 Credits (Minimum) 3 Credits (Maximum)**

Provides comprehensive understanding of beginning programming topics. The emphasis is on structured and object-oriented programming methodologies, procedural abstraction, and top-down design. Introduces file input/output and simple data structures. Proficiency is developed as students design codes, compile, and debug programs. May take as a second semester sophomore. Prer., Junior standing.

## **INFS 3400 - Database Concepts and Applications**

**3 Credits (Minimum) 3 Credits (Maximum)**

Students are introduced to the fundamental concepts of database design and implementation including high level entity-relationship and object modeling, design, and coding via a Structured Query Language. This class involves heavy computer tools use and is regularly scheduled in a computer lab. Prer., INFS 3000.

## **INFS 3700 - Computer Networks and Telecommunications**

**3 Credits (Minimum) 3 Credits (Maximum)**

Introduces students to the hardware, topology, and terminology aspects of computer networks and telecommunications. Students differentiate between the different networks, learn how they work, and learn business applications for networks. Includes the basics of data transmission and LAN protocols. Prer., Junior standing.

## **INFS 3800 - Web Development**

**3 Credits (Minimum) 3 Credits (Maximum)**

Topics include using HTML creating web pages, creating applets with Java, server development, server applications, and the web server/database interface. No credit for Information Systems majors.

## **INFS 3950 - Topics in Information Systems - Juniors**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental courses offered irregularly at the undergraduate level for the purpose of presenting new subject matter in information systems. Junior standing is required. Course prerequisites will vary depending upon topics covered.

## **INFS 4050 - Information Technology Integration**

**3 Credits (Minimum) 3 Credits (Maximum)**

Design and technology considerations of building a complete system for an organization. The integration of data resources, computer networks, and program requirements are applied to develop a functioning system based on industry expectations. Prereq., INFS 3080, INFS 3400, INFS 3700.

## **INFS 4100 - Systems Analysis and Design**

**3 Credits (Minimum) 3 Credits (Maximum)**

Provides an introduction to systems analysis and design concepts, methodologies, techniques, tools, and perspectives essential for systems analysts to successfully develop information systems. Students will be exposed to both structured and object oriented methodologies of analysis, design, and implementation. Prer., OPTM 3390 and INFS 3080.

## **INFS 4500 - Information Systems Project Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

A capstone course for IS majors. Covers all aspects of planning, tracking and controlling projects involving the development of realistic applications using all IS technology and concepts covered in earlier courses. Students are expected to apply techniques in this course to a project. Critical to success will be the demonstration of the ability to determine the actual expected cost and schedule for an in-house development and be able to contrast it with a "Buy option." Prer., QUAN 2020; Business students only.



## **INFS 4850 - Directed Research Project**

**3 Credits (Minimum) 3 Credits (Maximum)**

Different phases of research investigating key issues in information systems. Students conduct a variety of analyses using SPSS-pc and work on real research projects. Focus on descriptive statistics, frequencies, crosstabs and measures of association, correlation analysis, regression analysis, and X-Y plotting. Knowledge of statistical methods and interest in information systems required. Prer., INFS 1100 and Junior/Senior standing.

## **INFS 4950 - Topics in Information Systems - Seniors**

**1 Credits (Minimum) 3 Credits (Maximum)**

Experimental courses offered irregularly at the undergraduate level for the purpose of presenting new subject matter in information systems. Second semester Junior or Senior standing required. Course prerequisites will vary depending upon topics covered. Prer., INFS 3080; or instructor permission.

## **INFS 6000 - Information Systems**

**3 Credits (Minimum) 3 Credits (Maximum)**

Introductory course. Students will learn what information systems are, how they work, and what purposes they serve. Students will also learn about data and information, decision making and the value of information. This course touches on such topics as trends in hardware and software, telecommunications, and databases. Also covered will be the integration of information with the organization, and what is required to manage the creation of information systems. Graduate business students only.

## **INFS 6090 - Information Systems**

**3 Credits (Minimum) 3 Credits (Maximum)**

Introductory course. Students will learn what information systems are, how they work, and what purposes they serve. Students will also learn about data and information, decision making and the value of information. This course touches on such topics as trends in hardware and software, telecommunications, and databases. Also covered will be the integration of information with the organization, and what is required to manage the creation of systems. Distance MBA course. Tuition schedule differs from on campus courses. Graduate business students only.

## **INFS 6900 - Special Topics in Information Technology**

**3 Credits (Minimum) 3 Credits (Maximum)**

Designed both for IS majors and for persons who want to manage IT activities within a functional area, such as marketing or finance. Topics include the changing nature of information technology, managing information, strategic value of information systems, business process redesign, ensuring effective interaction of IS and client organizations, information technology planning, managing systems development and computer operations, managing end-user computing, decision support, group support and executive information systems, project management, recruitment, selection, placement, motivation, and performance evaluation, and the expanding universe of computing.

## **INTERNATIONAL BUSINESS**

### **INTB 3600 - International Business**

**3 Credits (Minimum) 3 Credits (Maximum)**

An introduction to international business. Examines economic, political and cultural systems and provides a broad overview of how these effect business management. Addresses managerial issues related to all the functional areas of business. Provides an overview of major aspects of planning, organizing and controlling international business ventures. Prer., FNCE 3050 or MGMT 3300 or MKTG 3000. Business students or Business Minors only.

## **INTB 4610 - Regional Business Environment Europe**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Short-term study abroad. A series of international business seminars conducted abroad by management personnel of European companies. Insight is provided into the cultural, social, and political environments of each country visited. This is an intensive international business and travel experience. Prer., Instructor approval.

## **INTB 4611 - Regional Business Environment: Asia**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Short study abroad. A series of international business seminars conducted abroad by management personnel of Asian companies. Insight is provided into the cultural, social, and political environments of each country visited. This is an intensive international business and travel experience. Prer., Instructor Permission.

## **INTB 4800 - International Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Provides an overview of management and human resources issues related to international markets. Major topics covered are organizing operations, decision making and controlling, motivation and leadership across cultures, international labor relations, human resource selection and repatriation, and human development across cultures. Prer., MGMT 3300. Business students only. Junior standing.

## **INTB 6100 - Managing in Global Markets**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Designed to prepare students to anticipate global forces that impact present management. Examines the economic, the social-cultural, and the political/legal context of global management. Presents various concepts related to the internationalization process of the firm and frameworks related to global strategy. Graduate business students only.

## **INTB 6190 - Managing in Global Markets**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Designed to prepare students to anticipate global forces that impact present management. Examines the economic, the social-cultural, and the political/ legal context of global management. Presents various concepts related to the internationalization process of the firm and frameworks related to global strategy. Distance MBA course. Tuition schedule differs from on-campus program. Graduate business students only.

## **INTB 6600 - Contemporary Topics in International Business**

**3 Credits (Minimum) 3 Credits (Maximum)**

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This seminar examines major contemporary issues in international business. Prer., Completion of all MBA preparatory courses or instructor approval.

## **INTB 6700 - International Field Project**

**3 Credits (Minimum) 3 Credits (Maximum)**

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May be an independent student research project, an international internship, or an international field study. Offered on an ad hoc basis and occasionally with a specific focus. Students must get instructor's approval prior to registration. Prer., BUAD 6900 or instructor permission.

## **INTB 6990 - Regional Business Environment Europe**

**3 Credits (Minimum) 3 Credits (Maximum)**

Short study abroad. A series of international business seminars conducted abroad by management personnel of European companies. Insight is provided into the cultural, social, and political environments of each country visited. This is an intensive international business and travel experience. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., Instructor approval. MBA & Graduate Business Cert. Only.

## **MANAGEMENT**

### **MGMT 3300 - Introduction to Management and Organization**

**3 Credits (Minimum) 3 Credits (Maximum)**

An introductory study of management fundamentals and organizational behavior. How individuals adapt to organizations; how managers motivate and lead in work situations; how organizations are designed and managed. Students are urged to complete PSY 1000 and SOC 1110 before taking this course. Approved for Compass Curriculum requirement: Inclusiveness (Global/Diversity); Explore: Society, Institutions, and Health. Prer., Junior standing.

### **MGMT 3900 - Improving Personal and Team Creativity**

**3 Credits (Minimum) 3 Credits (Maximum)**

Covers the concepts and theories of creativity, but devotes most of the course time to specific, proven approaches to unlock and surface the student's innate creativity. Examples of creative approaches in business and industry are illustrated. Both individual and group creativity techniques are reviewed and practiced, with emphasis on how to form a creative work team. Prer., Junior standing.

### **MGMT 4110 - Experiences in Leadership**

**3 Credits (Minimum) 3 Credits (Maximum)**

Through lectures, videos exercises, case studies, and a major project, students learn the needed skills to become effective leaders. Topics covered include building relationships, dealing with conflict, planning, change, teams and the major leadership theories that have been developed. Prer., MGMT 3300. Junior standing; Business students only.

### **MGMT 4370 - Organizational Development and Change**

**3 Credits (Minimum) 3 Credits (Maximum)**

Introduction to the field of organization development. Provides practical skills for managers and human resource professionals in understanding, developing and changing individuals, teams and whole organizations. Students will also learn how to manage organization changes and increase the probability of successful change. Prer., MGMT 3300. Junior standing; Business students only.

### **MGMT 4500 - Principles of Negotiation and Conflict Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Through a combination of study and hands-on practice, this course introduces students to distributive and integrative negotiation, third-party and multi-party dynamics, and dispute resolution. With a focus on preparation, strategy, interpersonal relationships, and ethics, students will build skills and confidence to become more effective in personal and professional negotiations. Attendance is mandatory. Prer., MGMT 3300, Business students only.

### **MGMT 6000 - Leading and Managing in Changing Times**

**3 Credits (Minimum) 3 Credits (Maximum)**

This course is designed to help students succeed personally and professionally in a rapidly changing, global world. The course begins with a focus on our changing environment and the need for personal and organizational excellence. The remainder of the course focuses on developing leadership and management skills and applying them to bringing out the best in individuals, groups, and organizations. Graduate business students only.

## **MGMT 6090 - Leading and Managing in Changing Times**

**3 Credits (Minimum) 3 Credits (Maximum)**

Designed to help students succeed personally and professionally in a rapidly changing global world. Focuses first on our changing environment and the need for personal and organizational excellence, then on developing leadership and management skills and applying them to bringing out the best in individuals, groups, and organizations. Distance MBA course. Tuition schedule differs from on-campus courses. Graduate business students only.

## **MGMT 6100 - Development of Groups and Organizations**

**3 Credits (Minimum) 3 Credits (Maximum)**

An introductory study of the dynamics involved in managing and facilitating change in groups and organizations by application of behavioral science knowledge. Emphasis is placed on both cognitive and experiential learning. Graduate business students only.

## **MGMT 6200 - Managing Organization Development, Change, and Transformation**

**3 Credits (Minimum) 3 Credits (Maximum)**

In an environment of dynamic, non-stop change and increasing competition, organizations that have the best skills in developing healthy, high-performance organizations and managing change will have a competitive advantage. People who are trained in these skills can significantly increase their value to organizations. Course provides sound theory and practical training in how to successfully manage change, develop high-performing individuals, teams, and organizations, and transform organizations. Prer., MGMT 6000. Graduate business students only.

## **MGMT 6290 - Managing Organization Development, Change, and Transformation**

**3 Credits (Minimum) 3 Credits (Maximum)**

In an environment of dynamic, non-stop change and increasing competition, organizations that have the best skills in developing healthy, high-performance organizations and managing change will have a competitive advantage. People who are trained in these skills can significantly increase their value to organizations. Course provides sound theory and practical training in how to successfully manage change, develop high-performing individuals, teams, and organizations, and transform organizations. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., MGMT 6090. Graduate business students only.

## **MGMT 6300 - Managing Human Resources for Competitive Advantage**

**3 Credits (Minimum) 3 Credits (Maximum)**

Presents an overview of contemporary human resource management issues with an emphasis on conflict resolution and negotiation skills to enhance strategic organizational goals. Topics include the eight conflict resolution approaches, various negotiation approaches, employee recruitment, performance appraisal, employee development, reward systems, labor unions, and ethics. Req., Graduate students only.

## **MGMT 6390 - Managing Human Resources for Competitive Advantage**

**3 Credits (Minimum) 3 Credits (Maximum)**

Presents an overview of contemporary human resource management issues with an emphasis on conflict resolution and negotiation skills to enhance strategic organizational goals. Topics include the eight conflict resolution approaches, various negotiation approaches, employee recruitment, performance appraisal, employee development, reward systems, labor unions, and ethics. Req., Graduate business students only. Distance MBA course. Tuition schedule differs from on-campus courses.

## **MGMT 6400 - Legal Issues in Managing Human Resources**

**3 Credits (Minimum) 3 Credits (Maximum)**

Examines the profusion of legal, social, and ethical issues confronting human resource managers, though the course is appropriate for all majors. Emphasis is on equal employment opportunity, affirmative action, and safety and health. Other topics include sexual harassment, drug testing programs, employing the disabled, employee privacy rights, wrongful termination, and honesty testing. Application of principles are emphasized with in-class cases and exercises. The overall objective for the course is to explain how organizations can manage employees legally and ethically, while still maintaining a productive work force. Graduate business students only.

## **MGMT 6490 - Legal Issues in Managing Human Resources**

**3 Credits (Minimum) 3 Credits (Maximum)**

Examines the legal, social, and ethical issues confronting human resource managers, though the course is appropriate for all majors. Emphasis is on equal employment opportunity, affirmative action, and safety and health. Other topics: sexual harassment, drug testing programs, employing the disabled, employee privacy rights, wrongful termination, and honesty testing. Explains how organizations can manage employees legally and ethically, while still maintaining a productive work force. Distance MBA course. Tuition differs from on-campus courses. Prer., Open to admitted MBA students only.

## **MGMT 6500 - Labor Relations and Negotiation**

**3 Credits (Minimum) 3 Credits (Maximum)**

Examines the dynamic relationships between labor unions and employers. Topics include the history of labor relations in the United States, labor laws, organizing campaigns, collective bargaining, and conflict resolution. A major focus of this course is the development of students' negotiation skills, a key competency that is necessary for success in the world of business. Legal and ethical practices are emphasized. Meets with HRMG 4340.

## **MARKETING**

## **MKTG 3000 - Principles of Marketing**

**3 Credits (Minimum) 3 Credits (Maximum)**

Analytical survey of issues involved with the development and exchange of goods and services. Takes a marketing management approach in attacking problems related to product planning, channels of distribution, pricing and promotion. Emphasizes the role of marketing in responding to changing environmental conditions. Approved for Compass Curriculum requirement: Explore: Society, Institutions, and Health. Prer., ENGL 1310 and second semester sophomore standing.

## **MKTG 3300 - Marketing Research**

**3 Credits (Minimum) 3 Credits (Maximum)**

Course emphasizes marketing research as a decision-making tool for marketing managers. A variety of methodologies is explored. Course project provides students with hands-on experience in planning an investigation, data collection design, sampling, experimentation, interpretation of results, and report preparation. Prer., MATH 1120, QUAN 2010, and MKTG 3000. Junior standing; Business students only.

## **MKTG 4400 - Service Management and Marketing**

**3 Credits (Minimum) 3 Credits (Maximum)**

This course builds and expands on the introductory marketing course by showing adaptations and applications of marketing ideas to the service setting. The service component of business requires a distinctive approach to marketing strategy both in development and execution. In addition, quality service cannot be delivered without understanding and developing the organizational and human resources of the firm. Designed for those students who are interested in working in either traditional service industries or in the service areas of manufacturing industries. Prer., MKTG 3000. Junior standing. Completion of all skills courses or COB Undergraduate Director permission.

## **MKTG 4500 - Retailing Strategy**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Prepares students to manage a successful retailing operation. Topics include retail strategy, marketing, finance, store operations, human resource management, buying, and supply chain issues. Prer., MKTG 3000; Business students only, Junior standing.

## **MKTG 4510 - Sports Marketing**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Prepares students to market sports and entertainment products, events, services, and activities. Topics include the practical and legal aspects of sport event planning, promotion, and operations. Involves the development of a creative marketing plan for a community sporting event. Prer., MKTG 3000 or instructor approval. Junior standing. Pre/coreq., BUAD 3000.

## **MKTG 4550 - Contemporary Issues in Marketing**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Course provides a comprehensive review of one or more marketing issues. The topics vary between semesters. Course uses a seminar format allowing in-depth discussion and exploration of topics. Prer., MKTG 3000. Junior standing. Completion of all skills courses or COB Director permission.

## **MKTG 4600 - Business to Business Marketing**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Examines the major differences between business-to-business marketing and consumer marketing. Implications of these differences to the practice of marketing management are discussed. Special emphasis on the importance of customer relationships, personal selling, and sales management. Prer., MKTG 3000. Junior standing, Business students only.

## **MKTG 4650 - Promotion Management and Strategy**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Emphasizes the coordinated usage of the promotions mix elements in order to synergize marketing efforts. Topics include advertising, direct marketing, internet and interactive marketing, sales promotions, public relations, and personal selling. The impact of buyer behavior on promotional strategy is examined and several communication models are analyzed. Prer., MKTG 3000. Junior standing, Business students only.

## **MKTG 4700 - Internet Marketing and Social Media**

**3 Credits (Minimum) 3 Credits (Maximum)**

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The focus of this class is on the expanding role of e-commerce (electronic commerce) in contemporary business settings. Both consumer oriented and business-to-business aspects of e-commerce will be explored. Prer., MKTG 3000, Junior standing. Completion of all skills courses or COB Director permission.

## **MKTG 4800 - Marketing Planning and Strategies**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Detailed consideration of the process of formulating and implementing marketing policies. Major emphasis on market analysis, product/brand management, promotion, distribution and pricing. Case analyses used to develop analytical abilities and to integrate all major areas of marketing. It is recommended that students take two required marketing courses in addition to MKTG 3000 before enrolling in this course. Prer., MKTG 3000. Junior standing. Completion of all skills courses or COB Director permission.

## **MKTG 4850 - Marketing Analysis and Planning Project**

**3 Credits (Minimum) 3 Credits (Maximum)**

A comprehensive marketing research and planning project. Students work with a local business, under the supervision of the course instructor, to analyze a marketing opportunity and to develop a comprehensive plan to exploit that opportunity. Prer., MKTG 3000, MKTG 3300, MKTG 4650 and departmental approval.

## **MKTG 4900 - International Marketing**

**3 Credits (Minimum) 3 Credits (Maximum)**

Provides an overview of marketing issues related to international markets. Major topics covered are description of major world markets, market analysis including cultural and political assessment, target market selection, market entry modes, marketing strategy, program management and implementation issues. Prer., MKTG 3000. Junior standing. Completion of all skills courses or COB Director permission.

## **MKTG 6000 - Marketing Strategy**

**3 Credits (Minimum) 3 Credits (Maximum)**

This course introduces the function and role of marketing in the firm, emphasizing the application of a broad range of marketing concepts. Marketing decisions are linked to business strategy using an integrated approach. Graduate business students only.

## **MKTG 6090 - Marketing Strategy**

**3 Credits (Minimum) 3 Credits (Maximum)**

This course introduces the function and role of marketing in the firm, emphasizing the application of a broad range of marketing concepts. Marketing decisions are linked to business strategy using an integrated approach. Distance MBA course. Tuition schedule differs from on-campus courses.

## **MKTG 6100 - MBA Seminar in Contemporary Topics in Marketing**

**3 Credits (Minimum) 3 Credits (Maximum)**

An in-depth examination of selected topics in marketing. Course topics are chosen based on their current importance to the theory and practice of marketing. This study of advanced marketing material is accomplished through various activities including presentation, discussion groups, and experiential learning activities.

## **MKTG 6300 - Marketing Analytics**

**3 Credits (Minimum) 3 Credits (Maximum)**

Emphasis on hands-on experience using statistical models to address marketing and other business problems. Open to admitted MBA students only. Prer., QUAN 5500, and MKTG 6000 or OPTM 6000.

## **MKTG 6390 - Marketing Analytics**

**3 Credits (Minimum) 3 Credits (Maximum)**

Emphasis on hands-on experience using statistical models to address marketing and other business problems. Open to admitted MBA students only. Prer., QUAN 5500, and MKTG 6000 or OPTM 6000.

## **MKTG 6400 - Service Marketing**

**3 Credits (Minimum) 3 Credits (Maximum)**

This course builds and expands on the introductory marketing course by showing adaptations and applications of marketing ideas to the service setting. The service component of business requires a distinct approach to marketing strategy in both design and execution. This course focuses on the drivers of customer value and the unique challenges presented by services. Topics include the services marketing mix, customer expectations and satisfaction, service quality dimensions, service design, internal marketing and planning for services. Graduate business students only.

## **MKTG 6500 - Integrated Marketing Communications**

**3 Credits (Minimum) 3 Credits (Maximum)**

Theories of communication and buyer behavior are applied to the process of communicating with critical constituencies. Emphasis is on the practical aspects of creating and managing effective marketing communication programs with special attention being placed on integrated marketing communications. Open to admitted MBA students only. Prer., MKTG 6000.

## **MKTG 6590 - Integrated Marketing Communications**

**3 Credits (Minimum) 3 Credits (Maximum)**

Theories of communication and buyer behavior are applied to the process of communicating with critical constituencies. Emphasis is on the practical aspects of creating and managing effective marketing communication programs with special attention being placed on integrated marketing communications. Distance MBA course. Tuition differs from on-campus courses. Open to admitted MBA students only. Prer., MKTG 6090.

## **MKTG 6700 - Internet Marketing and Social Media**

**3 Credits (Minimum) 3 Credits (Maximum)**

Focuses on the expanding role of e-commerce (electronic commerce) in contemporary business settings. Both consumer-oriented and business-to-business aspects of e-commerce will be explored. Prer., Graduate business students only.

## **MKTG 6900 - International Marketing and Export Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Provides an overview of international marketing issues. Provides detailed analysis of each marketing mix element from a global perspective. Special emphasis is placed on managing the export function, how cultural differences impact marketing strategies and tactics, and on international marketing ethics. Open to admitted MBA students only. Prer., MKTG 6000.

## **MKTG 6990 - International Marketing and Export Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Provides an overview of international marketing issues. Provides detailed analysis of each marketing mix element from a global perspective. Special emphasis is placed on managing the export function, how cultural differences impact marketing strategies and tactics, and on international marketing ethics. Distance MBA course. Tuition differs from on-campus courses. Open to admitted MBA students only. Prer., MKTG 6090.

## **OPERATIONS MANAGEMENT**

## **OPTM 3000 - Fundamentals of Operations Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Intro to the design and analysis of production systems in manufacturing, service and public organizations. Topics include facility location and layout, job design and work standards, production and inventory planning and control, quality control, forecasting, simulation, waiting line analysis, linear programming, and productivity and competitiveness. Prer., ACCT 2020, QUAN 2020. Business students only.



## **OPTM 3390 - Managing Projects for Competitive Advantage**

**3 Credits (Minimum) 3 Credits (Maximum)**

Covers the fundamental project management topics necessary for implementation of and excellence in project management. Emphasis will be from a management perspective that addresses the basic nature of managing projects for business, information systems and the public. Students will deal with the problems of selecting projects, initiating them, operating them and controlling them. Also covered are the issues associated with terminating a project and with conducting a project that involves what project managers like to call the “real world.” Prer., QUAN 2020; Business students only.

## **OPTM 4100 - Managing Service Operations**

**3 Credits (Minimum) 3 Credits (Maximum)**

Prepares students for operations management opportunities in service industries such as financial services, entertainment, hospitality, logistics services, and health care. Focusing on the management of service operations, this course will explore topics in three modules: 1) understanding services, 2) designing the service enterprises, and 3) managing service operations. Sample topics include service strategy, new service development, service quality, service facility location, managing capacity and demand for services, managing waiting line and queuing models, and managing service projects. Equips students with the concepts and tools necessary to effectively manage a service operation, and should provide entrepreneurially-inclined students with the foundation to open their own service businesses. Prer., QUAN 2010 and QUAN 2020. Business students only, Junior standing.

## **OPTM 4490 - Organizational Skills for Project Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Through a team experience, students learn both theory and practice of teamwork, with an emphasis on negotiation and mediation. Students learn how to adapt communication media to achieve management goals both inside and outside the team. Additionally, the course emphasizes the need to develop human resources as capital and intellectual assets to effectively manage projects within a dynamic organization. Prer., OPTM 3390.

## **OPTM 4590 - Project Estimation and Risk Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Management of successful projects includes estimation and proactive risk management in areas of project scope, cost, resource allocation, schedule, and financial planning. Uncertainty is reduced when project risks, both technical and non-technical, are identified, quantified, and mitigation strategies implemented. Included will be tools, techniques, and methodologies commonly used by successful project managers. Prer., OPTM 3390.

## **OPTM 4690 - Bridging Strategy and Tactics in Project Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Managers of project managers operate in the broad context of a business, unlike project managers who generally need to complete a project on time, within budget and within quality constraints. This course covers a broad range of topics including managing multiple projects, motivating project managers, make-vs.-buy decisions, outsourcing, project assessment, portfolio management, running project offices, maturity monitoring, and communication. Prer., OPTM 3390.

## **OPTM 6000 - Operations: Competing Through Capabilities**

**3 Credits (Minimum) 3 Credits (Maximum)**

Operations management focuses on the strategies and processes involved in providing goods and services to customers. This course will provide students with the ability to evaluate key factors in the design of an effective operations system and to align an operations system with an organization’s business strategy. The course provides the tools to effectively design, analyze, and manage operations systems in manufacturing, service, and public entities. Prer., ACCT 5500 and QUAN 5500.

## **OPTM 6090 - Operations: Competing Through Capabilities**

**3 Credits (Minimum) 3 Credits (Maximum)**

Operations management focuses on the strategies and processes involved in providing goods and services to customers. This course will provide students with the ability to evaluate key factors in the design of an effective operations system and to align an operations system with an organization's business strategy. The course provides the tools to effectively design, analyze, and manage operations systems in manufacturing, service, and public entities. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., ACCT 5590 and QUAN 5590.

## **OPTM 6100 - Customer Focused Processes: Quality Management and Metrics**

**3 Credits (Minimum) 3 Credits (Maximum)**

Customer satisfaction provides the critical link of operations to the marketplace. This course examines service and manufacturing processes and their impact on quality. Students are provided with tools to document processes, diagnose problems, develop innovative process improvement solutions, and design metrics for process analysis. Through strategic quality management programs and techniques, students will develop an understanding of the critical link between productive systems and success in the marketplace. Prer., OPTM 6000.

## **OPTM 6200 - Global Supply Chain Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

With the increasing pace of technological development and globalization of our economy, global supply chains are becoming increasingly critical to competitive success. Competition is more often between supply chain networks rather than between individual companies. Companies must carefully consider their core competencies and develop collaborative relationships with upstream suppliers and downstream customers to deliver value to the ultimate consumer. We consider the supply chain from a strategic and global perspective: to provide a strategic understanding of the supply chain and the global issues critical to supply chain development and management which will enable managers to understand, develop, and implement world-class supply chains. This course is designed as a graduate seminar utilizing a combination of text, article readings, and cases with heavy emphasis on class discussion and cooperative learning. Prer., OPTM 6000/6090.

## **OPTM 6300 - Managing Projects for Competitive Advantage**

**3 Credits (Minimum) 3 Credits (Maximum)**

Covers the fundamental project management topics necessary for implementation of and excellence in project management. Emphasis will be from a management perspective that addresses the basic nature of managing projects for business, information systems and the public. Students will deal with the problems of selecting projects, initiating them, operating them and controlling them. Also covered are the issues associated with terminating a project and with conducting a project that involves what project managers like to call the 'real world'. Prer., ACCT 5500 and QUAN 5500 (may be taken concurrently). Graduate business students only.

## **OPTM 6390 - Managing Projects for Competitive Advantage**

**3 Credits (Minimum) 3 Credits (Maximum)**

Covers the fundamental project management topics necessary for implementation of and excellence in project management. Emphasis will be from a management perspective that addresses the basic nature of managing projects for business, information systems and the public. Students will deal with the problems of selecting projects and initiating them and operating and controlling them. Also covered are the issues associated with terminating a project and with conducting a project that involves what project managers like to call the 'real world'. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., ACCT 5590 and QUAN 5590 (may be taken concurrently).

## **OPTM 6490 - Virtual Team Skills for Project Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Covers both theory and practice of virtual teamwork and how to adapt communication media to achieve management goals inside and outside the team. Also emphasizes the need to develop human resources as capital and intellectual assets to effectively manage projects in a dynamic organization. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., Any 6000 level MBA course, or instructor's approval.

## **OPTM 6590 - Project Estimation and Risk Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Management of successful projects includes estimation and proactive risk management in areas of project scope, cost, resource allocation, schedule, and financial planning. Uncertainty is reduced when project risks, both technical and non-technical, are identified, quantified, and mitigation strategies implemented. Included will be tools, techniques, and methodologies commonly used by successful project managers. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., OPTM 6390.

## **OPTM 6690 - Bridging Strategy and Tactics in Project Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Managers of project managers operate in the broad context of a business, unlike project managers who need to complete a project on time, within budget, and within quality constraints. Topics include strategic projects, multiple projects, motivating project managers, project assessment, portfolio management, project offices, and maturity monitoring. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., OPTM 6390.

## **PROFESSIONAL GOLF MANAGEMENT**

### **PGMT 1002 - Qualifying/Level 1 PGA Golf Management 2.0 Part 1**

**3 Credits (Minimum) 3 Credits (Maximum)**

Qualifying and partial Level One of the PGA Golf Management Program 2.0. Topics include introduction to PGA/PGM, rules of golf, PGA history and constitution, and customer relations. Prer., PGA Golf Management students only.

### **PGMT 1012 - Level 1 PGA Golf Management Part 2**

**2 Credits (Minimum) 2 Credits (Maximum)**

Level One of the PGA Golf Management Program 2.0. Topics include golf car fleet, business planning, and tournament operations. Prer., PGMT 1002, PGA Golf Management students only.

### **PGMT 1050 - Golf for Business and Life**

**1 Credits (Minimum) 1 Credits (Maximum)**

Golf for Business and Life is a PGA of America initiative, designed to teach and improve the golf skills of beginning students through instruction provided by PGA professionals, and to suggest ways in which the students can use golf as a business tool as they enter the professional world.

### **PGMT 1100 - Cooperative Internship I**

**1 Credits (Minimum) 1 Credits (Maximum)**

Provides the PGM student with practical knowledge and experience of golf operations through employment at a golf facility or other suitable organization. Prer., PGMT 1010 or PGMT 1012.

### **PGMT 1202 - Level 1 Introduction to Teaching and Golf Club Performance - PGA Golf Management 2.0**

**2 Credits (Minimum) 2 Credits (Maximum)**

Level One of the PGA Golf Management Program 2.0. Topics include introduction to teaching and golf club performance. Prer., PGMT 1012.

## **PGMT 2002 - Level 2 PGA Golf Management**

**2 Credits (Minimum) 2 Credits (Maximum)**

Level Two of the PGA Golf Management Program 2.0. Topics include golf operations. Prer., PGMT 1202, PGA Golf Management students only.

## **PGMT 2012 - Level 2 PGA Golf Management Part 2**

**1 Credits (Minimum) 1 Credits (Maximum)**

Level Two of the PGA Golf Management Program 2.0. Topics include intermediate teaching review, merchandise and inventory. Prer., PGMT 2002, PGA Golf Management students only.

## **PGMT 2100 - Cooperative Internship IIa**

**1 Credits (Minimum) 1 Credits (Maximum)**

Provides PGM students with practical knowledge and experience of golf operations through employment at a golf facility or other suitable organization. Approved for Compass Curriculum requirement: Advanced Core. Prer., PGMT 1100.

## **PGMT 2110 - Cooperative Internship IIb**

**1 Credits (Minimum) 1 Credits (Maximum)**

Provides the PGM student with practical knowledge and experience of golf operations through employment at a golf facility or other suitable organization. Approved for Compass Curriculum requirement: Advanced Core. Prer., PGMT 1100.

## **PGMT 2202 - Level 2 Intermediate Teaching and Golf Club Alteration - PGA Golf Management 2.0**

**2 Credits (Minimum) 2 Credits (Maximum)**

Level Two of the PGA Golf Management Program 2.0. Topics include intermediate teaching and golf club alteration. Prer., PGMT 1202, PGA Golf Management students only.

## **PGMT 2502 - Level 2 Turfgrass Management - PGA Golf Management Educational Program 2.0**

**1 Credits (Minimum) 1 Credits (Maximum)**

Level Two of the PGA Golf Management Program 2.0. Topics include turfgrass management. Prer., PGMT 1012, PGA Golf Management students only.

## **PGMT 3002 - Level 3 PGA Golf Management 2.0**

**3 Credits (Minimum) 3 Credits (Maximum)**

Level Three of the PGA Golf Management Program 2.0. Topics include human resource management, supervision and delegation. Prer., PGMT 2002, PGMT 2012, PGMT 2202, PGMT 3502, PGA Golf Management students only.

## **PGMT 3012 - Level 3 PGA Golf Management Part 2**

**2 Credits (Minimum) 2 Credits (Maximum)**

Level three of the PGA/PGM 2.0 educational curriculum player development programs and teaching business. Prer., Junior/senior only and PGMT 2002.

### **PGMT 3202 - Level 3 Advanced Golf Instruction Part 1 PGA Golf Management 2.0**

**2 Credits (Minimum) 2 Credits (Maximum)**

Level Three of the PGA Golf Management Program 2.0. Topics include player development and career enhancement. Prer., PGMT 2012, PGA Golf Management students only.

### **PGMT 3212 - Level 3 Advanced Golf Instruction Part 2 PGA Golf Management 2.0**

**1 Credits (Minimum) 1 Credits (Maximum)**

Level Three of the PGA Golf Management Program 2.0. Advanced Golf Instruction. Prer., PGMT 2012, PGA Golf Management students only.

### **PGMT 3602 - Level 3, Food and Beverage Control - PGA Golf Management Educational Program 2.0**

**1 Credits (Minimum) 1 Credits (Maximum)**

Level Three of the PGA Golf Management Program 2.0. Topics include food and beverage control. Prer., PGMT 2012, PGA Golf Management students only.

### **PGMT 4100 - Cooperative Internship IIIa**

**1 Credits (Minimum) 1 Credits (Maximum)**

Provides the PGM student with practical knowledge and experience of golf operations through employment at a golf facility or other suitable organization. Prer., PGMT 1100.

### **PGMT 4110 - Cooperative Internship IIIb**

**1 Credits (Minimum) 1 Credits (Maximum)**

Provides the PGM student with practical knowledge and experience of golf operations through employment at a golf facility or other suitable organization. Prer., PGMT 1100.

## **QUANTATIVE ANALYSIS**

### **QUAN 2010 - Business Statistics**

**3 Credits (Minimum) 3 Credits (Maximum)**

Statistical applications in business. Includes descriptive statistics, probability distributions, sampling theory, estimation, hypothesis testing, and simple and multiple regression. Prer., INFS 1100; MATH 1040, Sophomore standing or MATH 1120.

### **QUAN 2020 - Process and Statistics-Based Decisions**

**3 Credits (Minimum) 3 Credits (Maximum)**

The course covers advanced problem solving techniques required in upper division business classes. Decision tools, including application software and custom programs are stressed as devices to study advanced decision, process, and organizational models. The techniques are applied to managerial settings. Prer., QUAN 2010. Coreq., ACCT 2010, INFS 1100, MATH 1120. Business students only.

### **QUAN 5500 - Fundamentals of Business Statistics**

**3 Credits (Minimum) 3 Credits (Maximum)**

An introductory course in business statistics. Includes descriptive statistics and such topics as frequency distributions, graphs, and tables. Also, the essential elements of experimental design and common inferential statistics such as correlation, regression analysis, t-tests, and analysis of variance. Prer., Graduate business students only.

## **QUAN 5590 - Fundamentals of Business Statistics**

**3 Credits (Minimum) 3 Credits (Maximum)**

An introductory course in business statistics. It covers descriptive statistics and such topics as frequency distributions, graphs, and tables. It also teaches the essential elements of experimental design and common inferential statistics such as correlation, regressions, t tests, and analysis of variance. Distance MBA course. Tuition schedule differs from on-campus courses. Prer., Graduate business students only.

## **QUAN 6190 - Research Tools for Managers**

**3 Credits (Minimum) 3 Credits (Maximum)**

Business statistics with an emphasis on techniques for data analysis and inference in management. Students are assumed to be familiar with basic descriptive statistics, probability theory, and probability distributions from the prerequisite statistics course. Presentation of technical material is combined with hands-on analysis of data to aid managerial decision making. Course objectives are to develop a conceptual understanding of statistics and the role of data analysis in management, and to master the mechanics of applied statistics using Microsoft Excel. Distance MBA course. Tuition schedule differs from on-campus program. Prer., QUAN 5590.

## **SPORT MANAGEMENT**

### **SPTM 1000 - Introduction to Sport Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

A survey of the history of modern sport; examination of the foundation, operations, philosophy, and trends of contemporary sport management. Presentation of skills and techniques to prepare students to administer programs in diverse sport settings; issues and complex problems that confront sport leaders are emphasized. Prer., Sport Management majors only.

### **SPTM 2000 - Principles of Sport Law**

**3 Credits (Minimum) 3 Credits (Maximum)**

Investigation and analysis of the law and legal issues in sport settings. Topics include negligence theory, risk management, common defenses, product liability, insurance, contracts, and implications for event development and operations. Prer., Sophomore Standing.

### **SPTM 2350 - Sport Science for Sport Administrators**

**4 Credits (Minimum) 4 Credits (Maximum)**

Integration of exercise training and testing into business practices of sports organizations. Interdisciplinary lecture/lab format introduces and emphasizes roles and impact of human anatomy, exercise physiology, bio-mechanics, growth and development, nutrition, training principles, and drug testing in the development and management of sport. Approved for Compass Curriculum requirement: Explore-Physical and Natural World. Prer., SPTM 1000 or instructor consent. Meets with HSCI 2350.

### **SPTM 2960 - Field Experience in Sport Management**

**1 Credits (Minimum) 1 Credits (Maximum)**

Provides students the opportunity to gain practical knowledge and hands-on experience in event operations, management, and logistics. This course requires 50 hours of field experience, 40 hours of which must be completed prior to enrolling in SPTM 2960; the remaining 10 hours will be completed during the semester of enrollment in the course. Prer., SPTM 1000, Sport Management majors only, 3.0 cumulative GPA. Consent of instructor required.

### **SPTM 4200 - Fundamentals of Sport Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

Examines the major problems in contemporary sport management. Philosophies, evolution of sport leadership, governance and compliance issues, theoretical models of moral and ethical development, and case studies will be analyzed within the context of the existing professional body of knowledge. Prer., SPTM 2000, MKTG 3000. Coreq., MGMT 3300. Junior standing. SPTM Students Only. Meets with S L 4400 and S L 5400.

## **SPTM 4250 - Management of Olympic, International, and Amateur Sports**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Examines the structure of and relationships among Olympic and international sports organizations; funding models; branding; membership; sports philanthropy; agents, elite athlete sponsorships, and conflicts with organizational sponsors; and working constructively with non-profit organizations. Prer., SPTM 2000, MGMT 3300, MKTG 3000. Junior standing.

## **SPTM 4300 - Facility, Ticketing, and Event Management**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Designed to assist the student in understanding sport facility management, ticket sales, and event functions and procedures. Includes site visits and discussions of issues and challenges that confront venue managers and operations. Prer., MKTG 3000, MKTG 4510, and SPTM 2000. Coreq., MGMT 3300. Business students only. Junior Standing.

## **SPTM 4350 - Sport Economics and Finance**

**3 Credits (Minimum) 3 Credits (Maximum)**

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Provides students with the structure necessary to understand the role of a financial manager and the economics of sport in the sports industry. Considerable time will be spent on time value of money, return on investment, valuation, decision making, and management as it applies to financial roles in sports. Prer., FNCE 3050; Business students only, Junior standing or higher.