COLLEGE OF BUSINESS ADMINISTRATION

College of Business Administration
Business Administration Building
Kent Campus
330-672-2772
www.kent.edu/business

Description
The mission of the College of Business Administration is to provide global impact through innovative education, leading research, and meaningful engagement with the business community. We are guided by our core values of respect, ethics, collaboration and a sense of purpose in all we do.

The College of Business Administration has three centers (Center for Entrepreneurship & Business Innovation, Center for Information Systems and Global Management Center) and offers comprehensive business education from bachelor’s to doctoral degrees. Its approach to education blends classroom instruction, experiential learning and education abroad to produce graduates that are exceptionally well prepared for the challenges of a global economy.

The College of Business Administration is dually accredited by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting.

Departments
- Department of Accounting
- Department of Economics
- Department of Finance
- Department of Management and Information Systems
- Department of Marketing and Entrepreneurship

Undergraduate
- Accounting - B.B.A.
- Business Analytics - B.B.A.
- Business Management - B.B.A.
- Computer Information Systems - B.B.A.
- Economics - B.B.A.
- Entrepreneurship - B.B.A.
- Finance - B.B.A.
- General Business - B.B.A.
- Human Resource Management - B.B.A.
- Managerial Marketing - B.B.A.
- Marketing - B.B.A.

Minors
Undergraduate
- Accounting
- Business
- Computer Information Systems
- Data Analytics
- Economics
- Entrepreneurship for Business Majors
- Entrepreneurship for Non-Business Majors
- Finance
- Healthcare Systems Management for Business Majors
- Healthcare Systems Management for Non-Business Majors
- Human Resource Management
- International Business for Business Majors
- International Business for Non-Business Majors
- Leadership
- Management for Business Majors
- Management for Non-Business Majors
- Marketing
- Military and Leadership Studies

Certificates
Undergraduate
- Professional Sales

Graduate
- Business Analytics
- Financial Management
- Leadership and Management

Graduate Programs
- Accounting - M.S.A.
- Business Administration - Executive M.B.A. - M.B.A.
- Business Administration - M.B.A.
- Business Administration - Ph.D.
- Business Analytics - M.S.
- Economics - M.A.E.

College of Business Administration
Faculty
Department of Accounting Faculty
- Ballestero, Ryan C. (2021), Assistant Professor
- Fang, Shunlan (2014), Associate Professor, Ph.D., Temple University, 2013
- Laksmana, Indrarini V. (2004), Professor, Ph.D., Georgia State University, 2004
- Li, Wei (2006), Associate Professor
- Loftus, Serena (2021), Associate Professor
- Nett, Malinda B. (2009), Associate Professor, M.Tax., University of Akron, 1995
- Rose, John M. (2003), Associate Lecturer, M.B.A., Kent State University, 1994
- Sellers, R. Drew (2011), Associate Professor, D.M., Case Western Reserve University, 2008
- Tietz, Wendy M. (2000), Professor, Ph.D., Kent State University, 2007
- Zhang, R.Z. (2020), Assistant Professor
Department of Economics Faculty
- Bagheri, Omid (2017), Assistant Professor, Ph.D., Virginia Polytechnic Institute and State University, 2017
- Barnette, Justin (2011), Assistant Professor, Ph.D., University of Minnesota, Twin Cities, 2012
- Beier, Lois J. (1985), Professor, J.D., University of Akron, 1980
- Boyd-Swan, Casey (2015), Associate Professor, Ph.D., Arizona State University, 2015
- Choi, Yoonho (2021), Assistant Professor, Ph.D., Iowa State University, 2017
- Dechenaux, Emmanuel (2004), Professor, Ph.D., Purdue University, 2004
- ElBahnasawy, Nasr G. (2007), Professor, Ph.D., Colorado State University, 2008
- Ellis, Michael A. (1990), Professor, Ph.D., Texas A&M University, Main Campus, 1991
- Engelhardt, Lucas M. (2010), Associate Professor, Ph.D., The Ohio State University, 2010
- Greenhalgh-Stanley, Nadia (2009), Professor, Ph.D., Syracuse University, 2009
- Harris, Jeremiah R. (2014), Assistant Professor, Ph.D., Purdue University, 2014
- Hayduk, Iryna (2014), Assistant Professor, Ph.D., University of Houston, 2014
- Johnson, Eric D. (2005), Associate Professor, Ph.D., University of California, San Diego, 1997
- Kang, Wensheng (2009), Associate Professor, Ph.D., University of Missouri, 2009
- Leontieva, Ludmila (2007), Assistant Professor
- Liu, Dandan (2008), Associate Professor, Ph.D., Texas A&M University, Main Campus, 2005
- Mukherjee, Deepraj (2012), Associate Professor, Ph.D., University of Memphis, 2010
- Park, Jooyoun (2009), Associate Professor, Ph.D., University of Michigan, 2009
- Reynolds, Curtis (2007), Associate Professor, Ph.D., University of Michigan, 2007
- Sahajdack, Thomas (2016), Assistant Professor, Ph.D., University of Illinois, 2016
- Shaeye, Abdihafit (2018), Assistant Professor, Ph.D., University of Wisconsin, Milwaukee, 2017

Department of Management Information Systems Faculty
- Akpan, Ikpe A. (2012), Associate Professor, Ph.D., Lancaster University, 2006
- Arikans, Asli M. (2014), Associate Professor, Ph.D., The Ohio State University, 2004
- Arikans, Ilgaz (2014), Associate Professor
- Berardi, Victor L. (1993), Associate Professor, Ph.D., Kent State University, 1998
- Blundell, Gregory E. (2001), Professor, Ph.D., Kent State University, 2015
- Datta, Pratim (2007), Professor, Ph.D., Louisiana State University, 2003
- Derubertis, Diane E. (2008), Associate Lecturer, M.Ed., Kent State University, 1983
- Dragun, Natasha (2003), Associate Professor, Ph.D., Kent State University, 2010
- Gharipour, Amin (2021), Assistant Professor, Ph.D., Griffith University, 2016
- Gomez, Claudia (2013), Associate Professor, Ph.D., New Mexico State University, 2012
- Hogue, Mary B. (2001), Professor, Ph.D., University of Akron, 2000
- Kaur, Vaneet (2019), Assistant Professor, Ph.D., University of Jammu, 2018
- Knapp, Deborah K. (1992), Associate Professor, Ph.D., Kent State University, 1994
- Kwak, Dong-Heon (2014), Associate Professor, Ph.D., University of Wisconsin, Milwaukee, 2014
- Landingham, Velvet L. (2004), Associate Professor, Ph.D., Case Western Reserve University, 2004
- Levashina, Julia (2008), Professor, Ph.D., Purdue University, 2005
- Palmer-Johnson, Catarina E. (2004), Assistant Professor
- Patuwo, Eddy B. (1988), Professor, Ph.D., Virginia Polytechnic Institute and State University, 1989
- Polites, Greta L. (2012), Associate Professor
- Por, Dean A. (2004), Associate Professor, Ph.D., Regent University, 2004
- Razavi, Rouzbeh (2017), Associate Professor, Ph.D., University of Essex, 2008
- Ricco, Steve (2014), Associate Lecturer, M.H.A., Xavier University, 1982
- Shanker, Muralsi S. (1990), Professor, Ph.D., University of Minnesota-Twin Cities, 1990
- Steinberg, Geoffrey (1991), Associate Professor, Ph.D., Temple University, 1991
- Whitmore, Mark D. (2011), Associate Professor, Ph.D., The Ohio State University, 1985
- Wu, Chaojiang (2019), Assistant Professor, Ph.D., University of Cincinnati, 2013

Department of Finance Faculty
- Baran, Lindsay C. (2011), Associate Professor, Ph.D., University of North Carolina, Charlotte, 2010
- Beier, Lois J. (1985), Professor, J.D., University of Akron, 1980
- Billik, William M. (2009), Assistant Professor, Cleveland State University, 2018
- Deng, Saiying (2019), Professor, Ph.D., Temple University, 2005
- Harris, Jeremiah R. (2014), Assistant Professor, Ph.D., Purdue University, 2014
- Pelleg, David S. (2018), Lecturer, M.B.A., University of Chicago, 1994
- Pu, Xiaoling X. (2008), Professor, Ph.D., University of Massachusetts-Amherst, 2008
- Shynkevich, Andrei (2009), Associate Professor, Ph.D., Louisiana State University, 2009
- Via, Marc (2014), Assistant Professor, Ph.D., University of Alabama, 2014
Department of Marketing and Entrepreneurship Faculty

• Bridges, Eileen (1994), Professor, Ph.D., Northwestern University, 1987
• Daniels, Ellen P. (1981), Associate Lecturer, M.B.A., Baldwin-Wallace College, 1979
• Easterling, Denise M. (2009), Lecturer, M.B.A., Ashland University, 2006
• Grimm, Pamela E. (1992), Professor, Ph.D., State University of New York, Buffalo, 1993
• Groening, Christopher (2013), Associate Professor
• Heidler, Mary R. (2011), Associate Lecturer, M.B.A., American University, 1995
• Hisrich, Robert D. (2015), Professor, Ph.D., University of Cincinnati, 1971
• Hsieh, Meng-Hua (2018), Assistant Professor, Ph.D., University of Washington, 2013
• Jewell, Robert D. (2004), Professor, Ph.D., Ohio University, 1999
• Knapp-Blay, Kelly A. (2016), Lecturer, Bowling Green State University, 1997
• Lee, Denise M. (2009), Associate Lecturer, M.B.A., Ashland University, 2006
• Liu, Kun (2018), Assistant Professor, Ph.D., University of Utah, 2006
• Marks, Lawrence J. (1986), Professor, Ph.D., Penn State University, 1985
• Mayo, Michael A. (1985), Professor, Ph.D., Kent State University, 1984
• Mohammadi Darani, Milad (2019), Assistant Professor, Ph.D., Texas A&M University, Main Camp, 2019
• Sokira, Walter J. (2003), Lecturer, M.B.A., Kent State University, 1991
• Stettler, Tatiana R. (2015), Assistant Professor, Ph.D., University of Bern, 2014
• Thacker, Donald (1998), Senior Lecturer, M.B.A., Kent State University-Stark Campus, 1996
• Wang, Tuo (2004), Associate Professor, Ph.D., University of Pittsburgh, 2004
• Wiggins-Lyndall, Jennifer A. (2006), Professor, Ph.D., University of Wisconsin-Madison, 2006
• Zourrig, Haithem (2016), Associate Professor, Ph.D., University of Montreal, 2010

General Degree Requirements for a Bachelor of Business Administration

1. Students must complete at least 50 percent of business credit hours (required for the business degree) in-residence on a Kent State University campus.

2. To earn a College of Business Administration minor, students must complete at least 50 percent of the total required credit hours for the minor at Kent State University, at least 6 credit hours in the minor must be at the upper division (30-40000 level), and at least 6 credit hours in the minor must be different from courses in the student’s major and minor(s). Students may not pursue a minor and major in the same discipline.

3. A minimum 2.500 GPA must be earned for all work carried at Kent State University for the business analytics, business management, computer information systems, human resource management, managerial marketing and marketing majors. The accounting, finance and general business majors require a minimum overall 2.000 GPA. The economics and entrepreneurship majors require a minimum overall 2.250 GPA. A minimum 2.500 GPA must be earned in the major field (which includes all major requirements and major electives for the business analytics, business management, computer information systems, human resource management, managerial marketing and marketing majors). The economics and entrepreneurship majors require a minimum 2.250 major GPA. The accounting, finance and general business majors require a minimum 2.000 GPA.

4. Students must complete two measures of outcomes assessment as specified by the College of Business Administration for complete satisfaction of the B.B.A.

College of Business Administration

Business Administration Interdisciplinary (BUS)

BUS 10123 EXPLORING BUSINESS 3 Credit Hours
(Equivalent to BMRT 11000) An introduction to the basic areas of business with an integrated perspective on how the various areas work together. Technological competencies and communicative skills will be developed. Team building opportunities will be announced. This course is open to any major. This course should be taken sometime during student’s first 30 semester hours.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BUS 10195 SPECIAL TOPICS 1-3 Credit Hours
(Repeatable for credit) Special topics course that will be offered on a semester basis with different topics and different faculty.
Prerequisite: Permission.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter-IP

BUS 20192 INTERNSHIP IN BUSINESS (ELR) 1-3 Credit Hours
(Repeatable for credit) Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.
Prerequisite: Permission.
Schedule Type: Practical Experience
Contact Hours: 1-3 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

BUS 20195 SPECIAL TOPICS 1-3 Credit Hours
(Repeatable for credit) Special topics course that will be offered on a semester basis with different topics and different faculty.
Prerequisite: Permission.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter-IP

BUS 20293 VARIABLE TITLE WORKSHOP IN BUSINESS 1-3 Credit Hours
(Repeatable for credit) Variable topics.
Prerequisite: None.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory
BUS 30062  ADVANCED PROFESSIONAL DEVELOPMENT  3 Credit Hours
This course provides an application of professional skills required in the workplace. Specifically, students are exposed to research and analysis methods that drive evidence-based conclusions; preparation and delivery of business proposals and reports; face-to-face and virtual team-building and team interaction; professionalism in job-seeking and networking techniques; etiquette involved in various messaging technologies; ethical decision making as well as other general business acumen, leadership, negotiation, critical thinking, time and self-management, conflict resolution, providing and receiving constructive feedback, etiquette appropriate attire.
Prerequisite: BUS 10123 and COMM 15000 and UC 10162; and ENG 11011 or HONR 10197.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BUS 30189  INTERNATIONAL BUSINESS EXPERIENCE (ELR)  3 Credit Hours
This is a two to three week course at an international site that explores business in emerging markets across a full range of functions such as marketing, finance, investment, and business strategies.
Prerequisite: ECON 22060 and ECON 22061; and special approval from instructor.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

BUS 30195  SPECIAL TOPICS  1-3 Credit Hours
(Repeatable for credit) Special topics course that will be offered on a semester basis with different topics and different faculty.
Prerequisite: Permission.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter-IP

BUS 30234  INTERNATIONAL BUSINESS  3 Credit Hours
Learn how international business is affected by the forces of globalization: opportunities, threats and challenges that ensue from hypercompetition, and the institutional checks and balances necessary to prevent complexity deteriorating into chaos.
Prerequisite: ECON 22060 and MGMT 24163.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BUS 40192  INTERNSHIP IN BUSINESS (ELR)  1-3 Credit Hours
(Repeatable for credit) Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.
Prerequisite: Permission.
Schedule Type: Practical Experience
Contact Hours: 1-3 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

BUS 40195  SPECIAL TOPICS  1-3 Credit Hours
(Repeatable for credit) Special topics course that will be offered on a semester basis with different topics and different faculty.
Prerequisite: Permission.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter-IP

Business Administration (BAD)

BAD 60092  MBA INTERNSHIP  3 Credit Hours
(Repeatable for credit) Practical experience with a commercial or non-profit organization under the guidance of a member of the graduate faculty. Periodic progress reports are required with a graduate level quality paper and possible presentation at the end of the course. Students should have a minimum cumulative GPA 3.000 and completed 12 hours in the MBA program.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Practical Experience
Contact Hours: 11 other
Grade Mode: Standard Letter

BAD 60095  SPECIAL TOPICS IN BUSINESS ADMINISTRATION  1-3 Credit Hours
(Repeatable for credit) In-depth exposure to selected topics in business administration. Topics will vary depending on instructor and topic of current interest.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

BAD 60096  INDIVIDUAL INVESTIGATION  2-3 Credit Hours
For M.B.A, M.S. or M.A candidates who have completed a minimum 12 hours of work of superior quality with permission of the director graduate school of management.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Individual Investigation
Contact Hours: 2-3 other
Grade Mode: Standard Letter

BAD 60098  RESEARCH  1-15 Credit Hours
(Repeatable for credit) Research or individual investigation for master’s level graduate students. Credits earned may be applied toward meeting degree requirements if the department approves.
Prerequisite: Graduate standing.
Schedule Type: Research
Contact Hours: 1-15 other
Grade Mode: Standard Letter

BAD 67093  WORKSHOP IN ADVANCED BUSINESS TOPICS  1-6 Credit Hours
(Repeatable for a maximum of 6 credit hours) Designed for those MBA Graduates who want advanced education in selected areas of business.
A variety of topics could be addressed in this workshop. The topics may include business technology, innovation in business, advanced leadership and a variety of other areas of interest.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Workshop
Contact Hours: 1-6 other
Grade Mode: Standard Letter-S/U

BAD 70198  RESEARCH  1-15 Credit Hours
(Repeatable for credit) Research or individual investigation for doctoral level students, or master’s students with at least 34 hours of graduate coursework.
Prerequisite: Doctoral standing.
Schedule Type: Research
Contact Hours: 1-15 other
Grade Mode: Satisfactory/Unsatisfactory
BAD 71094  COLLEGE TEACHING  1,2 Credit Hour
(Repeatable for credit) (Cross-listed with BAD 61094) Training, supervision and evaluation in college level instruction. Maximum of 2 hours applicable toward degree.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 1-2 lecture
Grade Mode: Satisfactory/Unsatisfactory

BAD 80091  DOCTORAL SEMINAR  1 Credit Hour
(Repeatable for credit) A continuing seminar for all students in the Ph.D. program which cuts across all areas of functional specialization.
Prerequisite: Admission to PhD program.
Schedule Type: Seminar
Contact Hours: 1 other
Grade Mode: Standard Letter

BAD 80098  RESEARCH  1-3 Credit Hours
(Repeatable for credit) Research or individual investigation for doctoral students who have not yet passed their candidacy examination. Usually research applied toward dissertation.
Prerequisite: PhD standing; and special approval.
Schedule Type: Research
Contact Hours: 1-3 other
Grade Mode: Standard Letter

BAD 80199  DISSERTATION I  15 Credit Hours
(Repeatable for credit) Doctoral dissertation for which registration in at least two semesters is required, first of which will be semester in which dissertation work is begun and continuing until the completion of 30 hours.
Prerequisite: Doctoral standing; and special approval.
Schedule Type: Dissertation
Contact Hours: 15 other
Grade Mode: Satisfactory/Unsatisfactory-IP

BAD 80299  DISSERTATION II  15 Credit Hours
(Repeatable for credit) Continuing registration required of doctoral students who have completed the initial 30 hours of dissertation and continuing until all degree requirements are met.
Prerequisite: BAD 80199; and doctoral standing.
Schedule Type: Dissertation
Contact Hours: 15 other
Grade Mode: Satisfactory/Unsatisfactory-IP

Executive Master Business Administration (EMBA)

EMBA 67021  GLOBAL CONDITIONS AND MACROECONOMIC POLICY-EMBA  2 Credit Hours
Analysis of forces determining economic growth, employment, inflation and the global economic environment with emphasis on understanding the business cycle and government stabilization policies.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67022  MANAGERIAL ECONOMICS-EMBA  2 Credit Hours
Analysis of managerial decision-making within the economic environment with emphasis on the firm’s economic decisions under different market and business conditions.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67031  FINANCIAL ACCOUNTING-EMBA  2 Credit Hours
(Slashed with EMBA 77031) Study of basic principles, concepts and financial reporting for external users and the impact this will have on executive decisions.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67032  ACCOUNTING INFORMATION FOR EXECUTIVES-EMBA  2 Credit Hours
(Slashed with EMBA 77032) Study of managerial decision-making through planning and control techniques. Major emphasis will be on profit planning, responsibility accounting, cost behavior patterns and application of accounting data to basic planning and control decisions.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67040  OPERATIONS MANAGEMENT-EMBA  2 Credit Hours
(Slashed with EMBA 77040) This course is designed for executives who have minimal experience with the production or operations phase of business. In this course they will develop skill in defining operating problems, in identifying alternative solutions and selecting the most viable solution.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67041  APPLIED STATISTICAL ANALYSIS-EMBA  2 Credit Hours
(Slashed with EMBA 77041) An analysis of univariate and multivariate statistical models and the use of these models to solve practical problems. A comparison of classical and neoclassical statistical approaches is also conducted.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67042  GLOBALIZATION AND TECHNOLOGY STRATEGY-EMBA  2 Credit Hours
(Slashed with EMBA 77042) This course provides managers and executives a critical understanding of various corporate, global and ethical issues related to leading and managing companies and innovations in a global world. This course integrates cross-functional aspects of business in light of geopolitical events, history, technology and strategy.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67043  DYNAMICS OF LEADERSHIP FOR EXECUTIVES-EMBA  2 Credit Hours
(Slashed with EMBA 77043) Leadership skills including: team development, conflict resolution, negotiation, communications and project development. These skills along with ethical considerations are developed to enhance business decision making.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter
EMBA 67045  EXECUTIVE COMMUNICATION  1 Credit Hour
The purpose of this course is to increase the student’s comfort, command and clarity in sharing insights and ideas. At the broadest level, this course combines theory from management, organizational behavior, social psychology and positive organizational scholarship to increase the student’s understanding and practice of executive communication. However, the students’ experience of our course will be totally practical, students will be applying tools and actively learning from the start.
Our course is designed to dovetail with the other leadership materials and theories students will learn in the Executive Master of Business Administration program, providing students with complementary tools to develop leadership and enhance their ability to successfully work in teams and in their organizations.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

EMBA 67051  MARKETING MANAGEMENT-EMBA  2 Credit Hours
(Slashed with EMBA 77051) The various elements comprising marketing strategy are studied as components of integrated programs directed toward industrial and consumer markets.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67055  EXECUTIVE SKILL DEVELOPMENT  1 Credit Hour
Provides students with knowledge of personality, emotional intelligence and communication as it relates to leadership and team building. Students will integrate what they learn about themselves through feedback on their personality and communication skills into a personal/professional development plan.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

EMBA 67061  FINANCIAL PLANNING AND STRATEGY-EMBA  2 Credit Hours
(Slashed with EMBA 77061) Problems and approaches to financial decision-making in business enterprises: controlling the allocation of funds among both current and fixed assets, assessing financial needs, and planning the mix and methods of financing.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67062  MONEY AND CAPITAL MARKETS-EMBA  2 Credit Hours
Analysis and evaluation of the structure, functions and characteristics of domestic and international money and capital markets as the financing mechanism for business and non-business systems.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67071  HUMAN RESOURCE MANAGEMENT-EMBA  2 Credit Hours
(Slashed with EMBA 77071) The course will deal with some of the major areas of interest to the management of human resources. Special emphasis will be placed on areas of staff planning, such as job analysis and selection.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67084  MULTINATIONAL BUSINESS MANAGEMENT-EMBA  2 Credit Hours
The course covers the management of multinational corporations, including environmental and cultural aspects and the financial marketing production and personnel functions of international operations.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67085  LEGAL AND SOCIAL IMPACT ON MANAGERIAL DECISION-MAKING-EMBA  2 Credit Hours
(Slashed with EMBA 77082) Managerial decision-making is examined in terms of the real and potential impacts of the legal, political and social environment of business.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

EMBA 67089  INTERNATIONAL BUSINESS EXPERIENCE  1 Credit Hour
This course focuses on strategy and policy development and execution for gaining and sustaining competitive advantages in a global context. We focus on strategic management of entrepreneurial and well-established firms, and operational and financial structures of firms and markets in international contexts. During this course students will visit one or two countries and complete a consulting project. Students will learn about country culture as it impacts how business is conducted; they will effectively apply the tools for successful strategy formulation and implementation.
Prerequisite: Graduate standing.
Schedule Type: International Experience
Contact Hours: 1 other
Grade Mode: Standard Letter
EMBA 67090  APPLIED RESEARCH DESIGN-EMBA  1 Credit Hour
(Slashed with EMBA 77090) Introduction to research design in management. The course deals with the applications of the scientific method to solving organizational problems with a decision making context.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

EMBA 67091  SEMINAR IN EXECUTIVE SKILLS DEVELOPMENT-EMBA  1,2 Credit Hour
(Repeatable for credit) (Slashed with EMBA 77091) A series of seminars developing managerial skills such as communications, leadership, teamwork project and time management etc. Offered primarily in first year of program.
Prerequisite: Graduate standing.
Schedule Type: Seminar
Contact Hours: 1-2 other
Grade Mode: Standard Letter

EMBA 67096  APPLIED RESEARCH PROJECT-EMBA  3 Credit Hours
(Repeatable for credit) A research project based on an applied business or economic problem will be conducted under the direct supervision of a participating faculty member in the EMBA program.
Prerequisite: Graduate standing.
Schedule Type: Individual Investigation
Contact Hours: 3 other
Grade Mode: Standard Letter

EMBA 67099  CAPSTONE CONSULTING PROJECT  1 Credit Hour
In this final course of the EMBA program we apply all that students have learned in a real business context. The course is designed around a real company problem (client), and the students are responsible to analyze the problem at hand, produce alternatives based on case tools and recommend solution(s) to the client. Students serve as consultants to the host company.
Prerequisite: Graduate standing.
Schedule Type: Project or Capstone
Contact Hours: 1 other
Grade Mode: Standard Letter

Department of Accounting

Accounting (ACCT)

ACCT 23020  INTRODUCTION TO FINANCIAL ACCOUNTING  3 Credit Hours
(Equivalent to ACTT 11000) Introduction to the basic concepts and standards underlying financial accounting. Topics to be covered include revenue recognition, receivables, inventory, long-lived assets, liabilities and stockholders' equity. The impact of transactions on the accounting equation and financial statements (balance sheet, income statement and cash flows) is emphasized.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Business

ACCT 23021  INTRODUCTION TO MANAGERIAL ACCOUNTING  3 Credit Hours
(Equivalent to ACTT 11001) Introduction to managerial accounting concepts and tools that can be used to support decision-making in organizations. Includes coverage of cost systems, cost behavior, cost-volume-profit analysis, relevant costs and budgets.
Prerequisite: ACCT 23020 or ACTT 11000.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Business

ACCT 33000  FUNDAMENTAL TAX PROCEDURES  3 Credit Hours
Non-technical presentation of federal income tax laws and regulations as they relate to individuals.
Prerequisite: ACCT 23020 or ACTT 11000; and ACCT 23021 or ACTT 11001; and minimum 2.500 overall GPA; not open to students declared in the Accounting major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Business

ACCT 33001  INTERMEDIATE FINANCIAL ACCOUNTING I  3 Credit Hours
Review of the accounting cycle; financial statement preparation, accounting for sales, receivables, inventory, current liabilities and long-term assets. Professional accounting research skills are emphasized.
Prerequisite: MATH 11012 or MATH 12002; and minimum B- grade in ACCT 23020 (or ACTT 11000) and ACCT 23021 (or ACTT 11001); and minimum C grade in ENG 21011 and COMM 15000 and MATH 11010; and minimum 2.000 overall GPA; and Accounting major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ACCT 33004  INTRODUCTION TO ACCOUNTING SYSTEMS  3 Credit Hours
Overview of accounting information systems with emphasis on internal controls. Course explores how the integrity and efficiency of business process are supported by information systems. Interpersonal skills and computer applications are emphasized. 
**Prerequisite:** CIS 24053; and MATH 11012 or MATH 12002; and minimum B- grade in ACCT 23021 (or ACTT 11001) and ACCT 23020 (or ACTT 11000); and minimum C grade in ENG 21011, COMM 15000 and MATH 11010; and minimum 2.00 overall GPA; and Accounting major or minor. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter

ACCT 33010  COST ACCOUNTING  3 Credit Hours
Cost accounting for manufacturing and service organizations, including cost determination, cost analysis, costing systems, cost-volume-profit analysis, budgeting, cost allocation, activity-based costing, capital investment and performance measurement. Computer application skills are emphasized. 
**Prerequisite:** Minimum C grade in ACCT 33001; and minimum 2.000 overall GPA; and Accounting major or minor. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter

ACCT 33012  INTERMEDIATE FINANCIAL ACCOUNTING II  3 Credit Hours
Accounting for long-term liabilities, debt and equity investments, leases, pensions and other post-retirement benefits, income tax allocation, owners' equity and statement of cash flows. Professional accounting research skills and written communication skills are emphasized. 
**Prerequisite:** Minimum C grade in ACCT 33001; and minimum 2.000 overall GPA; and Accounting major or minor. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter

ACCT 33061  FINANCIAL REPORTING ISSUES AND ANALYSIS  3 Credit Hours
Financial analysis and interpretation of issues relative to the balance sheet, income statement and cash flow statement. Topics include assets, liabilities, owner's equity, inter-corporate investments, revenue and expense recognition and ratio analysis. Course may not be used to fulfill requirements in the Accounting major. 
**Prerequisite:** ACCT 23021 or ACTT 11001; and minimum 2.00 overall GPA; not open to students declared in Accounting major. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter

ACCT 33063  COST CONTROL AND ANALYSIS FOR MANAGEMENT  3 Credit Hours
An in-depth study of cost accounting, focusing on the use of cost accounting information in planning, control and decision-making. Topics include cost terminology, costing systems, cost-volume-profit analysis, budgeting, cost allocation, activity-based costing, variance analysis, ethics and performance measurement. Course may not be used to fulfill requirements in the Accounting major. 
**Prerequisite:** ACCT 23021 or ACTT 11001; and minimum 2.000 overall GPA; not open to students declared in Accounting major. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter

ACCT 33009  ACCOUNTING DATA ANALYTICS  3 Credit Hours
(Slashed with ACCT 53009) Students apply data analytical concepts, tools and techniques in an accounting context. Course explores how to acquire, cleanse and analyze accounting and other data in accounting-related settings. Students complete cases in financial accounting, managerial accounting, auditing and tax. Critical thinking and application of both general and accounting-specific data analytics software are emphasized. 
**Prerequisite:** Minimum C grade in ACCT 33004, ACCT 33010 and ACCT 33012; and minimum 2.000 overall GPA; and Accounting major. 
**Corequisite:** ACCT 43010. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter

ACCT 43010  PRINCIPLES OF AUDITING (ELR) (WIC)  3 Credit Hours
Integration of conceptual and practical aspects of auditing, importance of strong internal controls is stressed. Ethical decision making, written and verbal communication and interpersonal skills are emphasized. 
**Prerequisite:** Minimum C grade in ACCT 33004 and ACCT 33012; and minimum 2.000 overall GPA; and Accounting major. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter

ACCT 43009  ACCOUNTING DATA ANALYTICS  3 Credit Hours
(Slashed with ACCT 53009) Students apply data analytical concepts, tools and techniques in an accounting context. Course explores how to acquire, cleanse and analyze accounting and other data in accounting-related settings. Students complete cases in financial accounting, managerial accounting, auditing and tax. Critical thinking and application of both general and accounting-specific data analytics software are emphasized. 
**Prerequisite:** Minimum C grade in ACCT 33004, ACCT 33010 and ACCT 33012; and minimum 2.000 overall GPA; and Accounting major. 
**Corequisite:** ACCT 43010. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter

ACCT 43013  ADVANCED MANAGEMENT ACCOUNTING  3 Credit Hours
(Slashed with ACCT 53013) Advanced contemporary topics relating to the use of accounting information in managerial decision-making. Topical coverage varies from budgeting, cost behavior, corporate governance, executive compensation, tax strategies to sticky costs. Accounting research, verbal and written communication, ethical decision-making and analytical skills are emphasized. 
**Prerequisite:** Minimum C grade in ACCT 33004 and ACCT 33010; and minimum 2.000 overall GPA and Accounting major. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter
ACCT 43020 ADVANCED FINANCIAL ACCOUNTING 3 Credit Hours
(Slashed with ACCT 53020) Conceptual and practical issues surrounding: (1) financial reporting for investment activities of businesses when one firm possesses significant influence or control over another; (2) accounting for international business transactions, including the use of derivatives for hedging foreign exchange risk; and (3) translating foreign currency financial statements of foreign operations. Professional accounting research and written communication skills are emphasized.
Prerequisite: Minimum C grade in ACCT 33001 and ACCT 33004 and ACCT 33010 and ACCT 33012; and minimum 2.500 overall GPA; and Accounting major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 43031 INCOME TAXATION I - INDIVIDUAL TAXATION 3 Credit Hours
Prerequisite: Minimum C grade in ACCT 33001 and minimum 2.000 overall GPA; and Accounting major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 43033 INCOME TAXATION II - ENTITY TAXATION 3 Credit Hours
(Slashed with ACCT 53033) Federal taxation of business entities, including income taxation of C corporations, partnerships, S corporations and trusts and estates; estate and gift taxation; tax administration and practice. Professional accounting research and written communication skills are emphasized.
Prerequisite: ACCT 43031; and minimum 2.000 overall GPA; and Accounting major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 43034 NONPROFIT ACCOUNTING AND AUDITING 3 Credit Hours
(Slashed with ACCT 53034) Accounting, financial reporting and auditing issues and techniques that are unique to government and nonprofit entities. Professional accounting research, written communication and ethical decision-making skills are emphasized.
Prerequisite: Minimum C grade in ACCT 33001 and ACCT 33004 and ACCT 33010 and ACCT 33012; and minimum 2.500 overall GPA; and Accounting major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 43043 INTERNAL AUDIT AND FRAUD EXAMINATION 3 Credit Hours
(Slashed with ACCT 53043) This course introduces students to the internal audit profession and the internal audit process. Topics include the definition of internal auditing, the International Professional Practices Framework (IPPF), risk, governance and control issues and conducting internal audit engagements. This course also provides an overview of fraud examination and forensic accounting, including the introduction to fraud in business, the circumstances in which it arises, techniques for preventing, detecting, measuring fraud and the skills necessary to respond and resolve fraud once discovered. Students apply the concepts to analyze cases in internal audit and fraud examination. Written and oral communication skills are emphasized.
Prerequisite: Minimum C grade in ACCT 43010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 43089 INTERNATIONAL ACCOUNTING EXPERIENCE (ELR) 3 Credit Hours
(Slashed with ACCT 53089) Firsthand exposure to international businesses and organizations generally relating to business and specifically relating to accounting and finance. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.
Prerequisite: ACCT 23020 and ACCT 23021; and Accounting major; and Accounting major; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ACCT 43092 ACCOUNTING INTERNSHIP (ELR) 3 Credit Hours
Study of activities related to concurrent on-the-job experience with cooperating industrial and public accounting firms. Students must have a minimum 3.000 GPA in all attempts of ACCT courses to register.
Prerequisite: Minimum C grade in ACCT 33001 or ACCT 33004; and minimum 3.000 overall GPA; and Accounting major; and junior standing; and special approval.
Schedule Type: Practical Experience
Contact Hours: 9 other
Grade Mode: Satisfactory/Unsatisfactory
Attributes: Experiential Learning Requirement

ACCT 43093 VARIABLE TITLE WORKSHOP IN ACCOUNTING 1-3 Credit Hours
(Repeatable for credit) Topic to be determined when a specific course is proposed for a particular term.
Prerequisite: Accounting major; and senior standing; and special approval.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

ACCT 43095 SPECIAL TOPICS: ACCOUNTING 3 Credit Hours
(Repeatable for credit) (Slashed with ACCT 53095) Offered periodically with different topics and different faculty involved.
Prerequisite: Accounting major; and senior standing; special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ACCT 43096  INDIVIDUAL INVESTIGATION IN ACCOUNTING  1-3
Credit Hours
(Repeattable for credit) Individual research into a current accounting topic.
Prerequisite: Accounting major; and senior standing; and special approval.
Schedule Type: Individual Investigation
Contact Hours: 3-9 other
Grade Mode: Standard Letter

ACCT 53009  ACCOUNTING DATA ANALYTICS  3 Credit Hours
(Slashed with ACCT 43009) Students apply data analytical concepts, tools and techniques in an accounting context. Course explores how to acquire, cleanse and analyze accounting and other data in accounting-related settings. Students complete cases in financial accounting, managerial accounting, auditing and tax. Critical thinking and application of both general and accounting-specific data analytics software are emphasized.
Prerequisite: ACCT 33010 and ACCT 33012; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 53013  ADVANCED MANAGEMENT ACCOUNTING  3 Credit Hours
(Slashed with ACCT 43013) Advanced contemporary topics relating to the use of accounting information in managerial decision-making. Topical coverage varies from budgeting, cost behavior, corporate governance, executive compensation, tax strategies to sticky costs. Accounting research, verbal and written communication, ethical decision-making and analytical skills are emphasized.
Prerequisite: ACCT 33010 or ACCT 63038; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 53020  ADVANCED FINANCIAL ACCOUNTING  3 Credit Hours
(Slashed with ACCT 43020) Conceptual and practical issues surrounding: (1) financial reporting for investment activities of businesses when one firm possesses significant influence or control over another; (2) accounting for international business transactions, including the use of derivatives for hedging foreign exchange risk; and (3) translating foreign currency financial statements of foreign operations. Professional accounting research and written communication skills are emphasized.
Prerequisite: ACCT 33012; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 53033  INCOME TAXATION II - ENTITY TAXATION  3 Credit Hours
(Slashed with ACCT 43033) Federal taxation of business entities including income taxation of C corporations, partnerships, S corporations and trusts and estates; estate and gift taxation; tax administration and practice. Professional accounting research and written communication skills are emphasized.
Prerequisite: ACCT 43031; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 53043  INTERNAL AUDIT AND FRAUD EXAMINATION  3 Credit Hours
(Slashed with ACCT 43043) This course introduces students to the internal audit profession and the internal audit process. Topics include the definition of internal auditing, the International Professional Practices Framework (IPPF), risk, governance and control issues and conducting internal audit engagements. This course also provides an overview of fraud examination and forensic accounting, including the introduction to fraud in business, the circumstances in which it arises, techniques for preventing, detecting, measuring fraud and the skills necessary to respond and resolve fraud once discovered. Students apply the concepts to analyze cases in internal audit and fraud examination. Written and oral communication skills are emphasized.
Prerequisite: Minimum C grade in ACCT 43010; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 53089  INTERNATIONAL ACCOUNTING EXPERIENCE  3 Credit Hours
(Slashed with ACCT 43089) Firsthand exposure to international businesses and organizations generally relating to business and specifically relating to accounting and finance. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities. Cannot be used to satisfy the Master of Science in Accounting (MSA) program requirement.
Prerequisite: Graduate standing; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter

ACCT 53095  SPECIAL TOPICS: ACCOUNTING  3 Credit Hours
(Repeatable for credit) (Slashed with ACCT 43095) Offered periodically with different topics and different faculty involved.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 63022  PROFESSIONAL ISSUES AND ETHICS IN ACCOUNTING  3 Credit Hours
(Slashed with ACCT 73022) Students investigate issues confronting the accounting profession today by reviewing the past, examining the present and looking into the future. Topics covered include history and characteristics of the profession, regulation of the profession, ethical challenges facing accountants and auditors, fraud and the future of the profession. Professional accounting research and verbal and written communication emphasized.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ACCT 63024  INFORMATION TECHNOLOGY AUDIT: CONTROLS AND ANALYTICS  3 Credit Hours
(Slashed with ACCT 73024) Students apply data analytics to the audit of controls and security of accounting information systems. Includes examining the role of the IT audit function and applicable auditing standards; identifying system risks and evaluating controls in Enterprise Resource Planning (ERP) systems. Data analytics, writing and professional ethics are emphasized.
Prerequisite: ACCT 43010; and ACCT 53009; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 63025  ANALYSIS AND VALUATION OF BUSINESS USING FINANCIAL STATEMENTS  3 Credit Hours
(Slashed with ACCT 73025) Develops a conceptual framework of how firms generate value and how firm value is captured in financial statements. The role of financial analysts and the regulatory framework in the financial and credit markets are discussed. Students learn how to derive firm value using valuations models and financial statements and non-financial data.
Prerequisite: ACCT 33001 or ACCT 63037; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 63031  ADVANCED AUDITING THEORY AND PRACTICE  3 Credit Hours
(Slashed with ACCT 73031) Advanced conceptual and practical understanding of audit methodology and role of auditors. Focus on use of professional judgment in applying auditing standards on ethical considerations and on fraud. Review of current trends and developments in the public accounting profession. Written communication and ethical decision making emphasized.
Prerequisite: ACCT 43010; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 63037  FINANCIAL ACCOUNTING FOR DECISION MAKING  2 Credit Hours
In-depth study of financial accounting concepts and basic financial statements. Includes an examination of the significant accounting issues affecting financial reporting and their impact on analysis and interpretation of financial information for decision-making. Course may not be used to fulfill requirements in the Maser of Science in Accounting degree.
Prerequisite: Graduate standing; open only to students declared in the MBA and MA degrees.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ACCT 63038  MANAGERIAL ACCOUNTING FOR DECISION MAKING  2 Credit Hours
An in-depth study of cost accounting concepts and cost behavior for measuring product and service costs, pricing products and services, planning and controlling business operations and making business decisions. Course may not be used to fulfill requirements in the Master of Science in Accounting degree.
Prerequisite: ACCT 63037; and graduate standing; open only to students declared in the MBA and MA degrees.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ACCT 63042  TAXATION OF CORPORATIONS AND SHAREHOLDERS  3 Credit Hours
An in-depth study of tax law that pertains to corporations and shareholders; corporate formation, distributions, liquidation and reorganization. Tax research primarily through the Internal Revenue Code and Treasury Regulations. Verbal and written communication skills are emphasized.
Prerequisite: ACCT 43031; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 63043  TAXATION OF PARTNERSHIPS AND PARTNERS  3 Credit Hours
An in-depth study of tax law that pertains to corporations and shareholders; corporate formation, distributions, liquidation and reorganization. Tax research primarily through the Internal Revenue Code and Treasury Regulations. Verbal and written communication skills are emphasized.
Prerequisite: ACCT 53033; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 63044  TAX RESEARCH AND PLANNING  3 Credit Hours
Introduction to tax research methodology and tax preparer standards, with an emphasis on effectively communicating tax outcomes via written communications.
Prerequisite: ACCT 53033; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ACCT 63045  INTERNSHIP  3 Credit Hours
(Repeatable for credit) Supervised practical experience with public accounting firm, corporation, governmental or not-for-profit organization. Periodic reports required. Cannot be used to satisfy the requirement of the Master of Science in Accounting (MSA) program.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Practical Experience
Contact Hours: 9 other
Grade Mode: Standard Letter

ACCT 63093  VARIABLE TITLE WORKSHOP IN ACCOUNTING  1-3 Credit Hours
(Repeatable for credit) Topic to be determined when a specific course is proposed for a particular term.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory
ACCT 63098  RESEARCH IN ACCOUNTING  1-3 Credit Hours  
(Repeatable for credit) (Slashed with ACCT 73098) Review of sources, techniques and methodology. Individually selected topic is investigated and reported in formal paper. 
**Prerequisite:** Graduate standing; and special approval. 
**Schedule Type:** Research 
**Contact Hours:** 1-3 other 
**Grade Mode:** Standard Letter 

ACCT 73022  PROFESSIONAL ISSUES AND ETHICS IN ACCOUNTING  3 Credit Hours  
(Slashed with ACCT 63022) Students investigate issues confronting the accounting profession today by reviewing the past, examining the present and looking into the future. Topics covered include history and characteristics of the profession, regulation of the profession, ethical challenges facing accountants and auditors, fraud and the future of the profession. Professional accounting research and verbal and written communication emphasized. 
**Prerequisite:** Doctoral standing; and special approval. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter 

ACCT 73024  INFORMATION TECHNOLOGY AUDIT: CONTROLS AND ANALYTICS  3 Credit Hours  
(Slashed with ACCT 63024) Students apply data analytics to the audit of controls and security of accounting information systems. Includes examining the role of the IT audit function and applicable auditing standards; identifying system risks and evaluating controls in Enterprise Resource Planning (ERP) systems. Data analytics, writing and professional ethics are emphasized. 
**Prerequisite:** ACCT 43010; and doctoral standing. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter 

ACCT 73025  ANALYSIS AND VALUATION OF BUSINESS USING FINANCIAL STATEMENTS  3 Credit Hours  
(Slashed with ACCT 63025) Develops a conceptual framework of how firms generate value and how firm value is captured in financial statements. The role of financial analysts and the regulatory framework in the financial and credit markets are discussed. Students learn how to derive firm value using valuations models and financial statements and non-financial data. 
**Prerequisite:** ACCT 33001 or ACCT 63037; and doctoral standing. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter 

ACCT 73031  ADVANCED AUDITING THEORY AND PRACTICE  3 Credit Hours  
(Slashed with ACCT 63031) Advanced conceptual and practical understanding of audit methodology and role of auditors. Focus on use of professional judgment in applying auditing standards, on ethical considerations, and on fraud. Review of current trends and developments in the public accounting profession. Written communication and ethical decision making emphasized. 
**Prerequisite:** ACCT 43010; and doctoral standing. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter 

ACCT 73093  VARIABLE TITLE WORKSHOP IN ACCOUNTING  1-3 Credit Hours  
(Repeatable for credit) Topic be determined when a specific course is proposed for a particular term. 
**Prerequisite:** Doctoral standing; and special approval. 
**Schedule Type:** Workshop 
**Contact Hours:** 1-3 other 
**Grade Mode:** Satisfactory/Unsatisfactory 

ACCT 73098  RESEARCH IN ACCOUNTING  1-3 Credit Hours  
(Repeatable for credit) (Slashed with ACCT 63098) Review of sources, techniques and methodology. Individually selected topic is investigated and reported in formal paper. 
**Prerequisite:** Accounting major; and doctoral standing. 
**Schedule Type:** Research 
**Contact Hours:** 1-3 other 
**Grade Mode:** Standard Letter-IP 

ACCT 83031  AUDITING ISSUES  3 Credit Hours  
Course provides doctoral students with an opportunity to broaden their understanding of financial and operational auditing theory and research. 
**Prerequisite:** Doctoral standing. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter 

ACCT 83033  MANAGERIAL ACCOUNTING ISSUES  3 Credit Hours  
Course provides an opportunity to survey major research topics in managerial accounting. Students develop a sound conceptual basis for reading, interpreting, analyzing, criticizing and conducting scholarly research on managerial accounting issues. Reading list includes research papers from various managerial accounting research areas and research methods. 
**Prerequisite:** Doctoral standing. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter 

ACCT 83037  FINANCIAL ACCOUNTING ISSUES  3 Credit Hours  
Course focuses on theoretical, analytical and empirical research in financial accounting and reporting. Emerging issues in financial accounting and reporting are examined. 
**Prerequisite:** Doctoral standing. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter 

ACCT 83038  BASIC ACCOUNTING RESEARCH METHODOLOGY  3 Credit Hours  
Course introduces students to basic concepts in accounting research and to the application of research methods in various accounting areas (e.g., financial, managerial, auditing and information systems). 
**Prerequisite:** Doctoral standing. 
**Schedule Type:** Lecture 
**Contact Hours:** 3 lecture 
**Grade Mode:** Standard Letter 

ACCT 83091  SEMINAR-SELECTED ACCOUNTING TOPICS  3 Credit Hours  
(Repeatable for credit) Topics vary with each offering. 
**Prerequisite:** Doctoral standing; and special approval. 
**Schedule Type:** Seminar 
**Contact Hours:** 3 other 
**Grade Mode:** Standard Letter
ACCT 83098  RESEARCH IN ACCOUNTING  3 Credit Hours
Students develop and present a paper on an original accounting research topic under the supervision of faculty members.
Prerequisite: Doctoral standing; and special approval.
Schedule Type: Research
Contact Hours: 3 other
Grade Mode: Standard Letter

Department of Economics

Economics (ECON)

ECON 12060  PERSONAL FINANCE  3 Credit Hours
Examines economic issues and problems of everyday life. Goal is to enable individuals to analyze their personal finances in order to learn how to get the most out of their income, increase income through a better understanding of possible investments, and protect what they have through selecting appropriate insurance. Topics covered include budgeting and financial planning, federal income taxes, insurance, borrowing, and investment principles and strategies.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 22060  PRINCIPLES OF MICROECONOMICS (KSS)  3 Credit Hours
Course discusses decision-making by buyers, sellers, and governments and how their interaction affects market determination of prices. Students compare outcomes and firm decisions in different market structures. Students develop tools to examine social problems such as poverty, crime, pollution and international relations, as well as make better decisions in their own lives.
Prerequisite: Minimum 45 ALEKS math score; or minimum 22 ACT math score; or minimum 530 SAT math score; or MATH 00023 or any higher level MATH course.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Kent Core Social Sciences, TAG Social and Behavioral Sciences, Transfer Module Social Sciences

ECON 22061  PRINCIPLES OF MACROECONOMICS (KSS)  3 Credit Hours
Principles and policies affecting aggregate production, consumption, investment and government expenditures. Includes role of money, the banking system, inflation, unemployment and economic growth.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Kent Core Social Sciences, TAG Social and Behavioral Sciences, Transfer Module Social Sciences

ECON 32040  INTERMEDIATE MICROECONOMIC THEORY AND APPLICATIONS  3 Credit Hours
The study of individual choices under conditions of relative scarcity, and their consequences for prices and the allocation of resources in the economic system. Develops the analytical and theoretical tools pertinent in determining how scarce resources are allocated among competing wants and demonstrates how these tools are used in real world applications.
Prerequisite: ECON 22060 and 22061.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 32041  INTERMEDIATE MACROECONOMIC THEORY AND POLICY  3 Credit Hours
This course analyzes key drivers of an economy's GDP, consumption, investment and interest rates. The class will examine economic growth and how it can be impacted by public policy. Students will understand the uses and limitations of a macroeconomic model and will be exposed to the two main schools of thought in macroeconomics. National and international data will be used to better understand these concepts.
Prerequisite: ECON 22060 and 22061.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 32050  APPLIED ECONOMETRICS I (ELR)  3 Credit Hours
The course provides an introduction to the use of statistical analysis in economics. The initial part of the course reviews relevant concepts from probability and statistics. The second course segment focuses on linear regression analysis and the properties of regression estimators. The final course segment discusses extensions of the linear model, and considers problems that may arise in application including omitted variables, nonlinearity, measurement error, sample selection, heteroscedasticity and causality. The SAS statistical software package is used throughout the course for data analysis. Over the second half of the course, students complete an empirical project which requires students to connect the course concepts to the analysis of an economic policy question in a real world data set.
Prerequisite: MATH 11012 or MATH 12002; and ECON 22060; and MGMT 24056 or MATH 10041 or MATH 20011.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ECON 32051  APPLIED ECONOMETRICS II  3 Credit Hours
The course provides a continuation of Applied Econometrics I, extending the basic linear regression models to more advanced models using cross-sectional, panel or time series data. The initial part of the course focuses on models for discrete and limited dependent variables. The second course segment addresses estimation methods for panel data. The final course segment provides an overview of time series estimation with an emphasis on forecasting in economic data.
Prerequisite: ECON 32050.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ECON 32070  LABOR PROBLEMS  3 Credit Hours
Surveys of the major institutions, features and functioning of the labor market as well as some of its outstanding problems. Does not count toward economics major or minor. Not open to students who have completed ECON 42072.
Prerequisite: ECON 22060 and 22061.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 32082  INTRODUCTION TO MANAGERIAL ECONOMICS  3 Credit Hours
Combines economic theory and quantitative analysis to develop resource-allocation decision-making skills which enable managers to evaluate problems, identify possible solutions and finally implement and monitor the best alternative to accomplish their stated objectives. Covers such topics as supply and demand, consumer theory, production, costs, contracts, game theory, principal-agent problems, and the basic economic models of perfect competition, oligopoly/monopolistic, competition and monopoly. Cannot be taken by economics majors. Not open to students who have completed ECON 32040.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 32083  THE ECONOMICS OF POVERTY (DIVD)  3 Credit Hours
Nature and causes of poverty in United States. Analysis of impact of poverty upon economy and study of measures both real and potential for alleviating it.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Diversity Domestic

ECON 32084  ECONOMICS OF THE ENVIRONMENT  3 Credit Hours
Examines economic theory of environmental and resource economics in a fashion that is understandable by students with varied backgrounds in economics. Emphasis on microeconomic theory and its application to environmental issues. Topics covered include "market failure" and its impact on the environment; cost benefit analysis; and input-output analysis. Designed for those interested in the environment or who may be planning careers in environmental or natural sciences.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42050  DATA ACQUISITION, PREPARATION AND VISUALIZATION  3 Credit Hours
(Slashed with ECON 52050) Accessing and collecting data from existing sources (databases and raw data), transformation of raw data into formats that can be used for final analysis, techniques for presentation and visualization of data, predictive analytics using machine learning and cross validation. Students will perform some work in SAS but will also be introduced to the R statistical language.
Prerequisite: MGMT 24056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42065  PROBLEMS OF MONETARY AND FISCAL POLICY  3 Credit Hours
Analysis of objectives, techniques and economic effects of monetary and fiscal policies.
Prerequisite: ECON 32041.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42066  ECONOMICS OF ENTREPRENEURSHIP  3 Credit Hours
(Slashed with ECON 52066) This course presents a wide-ranging overview of the place of economics in entrepreneurship, with a special focus on how economic research is conducted to study the determinants of entrepreneurship.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42068  INDUSTRIAL ORGANIZATION: FIRMS AND STRATEGY  3 Credit Hours
(Slashed with ECON 52068) Theoretical, empirical and critical examination of structure, operation and performance of industrial markets in American economy.
Prerequisite: ECON 32040.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42070  GAME THEORY  3 Credit Hours
Introduction to game theory and its application to economics. Analysis of strategic behavior by economic agents using equilibrium concepts from non-cooperative game theory.
Prerequisite: ECON 22060 and ECON 22061.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42072  LABOR ECONOMICS: WORK AND PAY  3 Credit Hours
(Slashed with ECON 52072) The economic analysis of the decisions of workers and firms in determination of wages and employment. Topics include labor supply decisions, marginal productivity theory, discrimination, demand for education, effects of trade unions, immigration and growing wage inequality.
Prerequisite: ECON 32040.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42075  INTERNATIONAL ECONOMIC RELATIONS  3 Credit Hours
Principles, problems and policies of international economic relations with extensive references to the United States, Western Europe, Latin America and former communist countries. Covers international aspects of interdependency, cooperation and multinational institutions.
Prerequisite: ECON 22060 and 22061.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ECON 42076  ECONOMIC DEVELOPMENT  3 Credit Hours
(Slashed with ECON 52076) Analysis of nature of significance of barriers to and future potential for economic development of a nation. Special emphasis on theories and strategic factors pertaining to economic growth.
Prerequisite: ECON 22060 and 22061.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42079  EUROPEAN ECONOMIC ISSUES  3 Credit Hours
(Slashed with ECON 52079) This course examines current economic issues in the European Union, including the monetary union and Euro, unemployment, immigration, health care, social security, poverty and inequality, and plans for expansion. The historical development and structure of the EU will also be covered and the role of cultural influences will be explored. In some semesters the course includes a required trip to visit European institutions over the Spring Break, at an additional fee.
Prerequisite: ECON 22060 and ECON 22061; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42080  REGIONAL ECONOMICS  3 Credit Hours
(Slashed with ECON 52080) Examines techniques of regional economic analysis to promote understanding of interregional disparities in developed nations and suggests policy alternatives for alleviating problems arising from disparities.
Prerequisite: ECON 22060 and 22061.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42081  URBAN ECONOMICS: CITIES AND HOUSING  3 Credit Hours
(Slashed with ECON 52081) This course is an introduction to the field of urban economics. Urban economics is the study of the location decisions of households and firms. We will explore why cities exist, why firms cluster together, why people live in cities, and other issues such as education, discrimination in housing, the housing crisis and crime. A heavy emphasis in this class will be placed on the study of housing markets, policy and neighborhood choice.
Prerequisite: ECON 22060 and ECON 22061.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42085  PUBLIC ECONOMICS: GOVERNMENT AND POLICY  3 Credit Hours
(Slashed with ECON 52085) Examination of the role of government in the economy, including market failures, the efficiency and equity of taxation, government involvement in health care, education, and income distribution, and current government policy issues.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42086  ECONOMICS OF HEALTH CARE  3 Credit Hours
(Slashed with ECON 52086) This is a one-semester course on a topic of major policy interest, particularly given the current health care reform debate. It is impossible to turn on the news today and not hear a story about the health care industry. Health care accounts for almost 20 percent of all that is produced in the United States. In addition, it has been a major political issue in recent years. The overall objective of the course is to use concepts and tools of economics to understand and evaluate what has and is happening in the health care profession and current policies under consideration.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42189  INTERNATIONAL ECONOMIC EXPERIENCE (ELR)  3 Credit Hours
(Slashed with ECON 52189) Firsthand exposure to international economics. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.
Prerequisite: Economics major or minor; and junior standing; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ECON 42191  SENIOR SEMINAR IN ECONOMICS (WIC)  3 Credit Hours
Advanced investigation of selected topics in economic analysis and issues in economic policy.
Prerequisite: ECON 32050, ECON 32040 and ECON 32041 with a minimum C- grade.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

ECON 42291  VARIABLE CONTENT SEMINAR IN ECONOMICS  1-4 Credit Hours
(Repeatable for a maximum of 12 hours) (Slashed with ECON 52291) Various special seminars will be announced in the schedule of classes under this course number.
Prerequisite: Permission.
Schedule Type: Seminar
Contact Hours: 1-4 other
Grade Mode: Standard Letter

ECON 42292  INTERNSHIP IN ECONOMICS (ELR)  3 Credit Hours
(Repeatable for credit) Supervised practical experience in economics. May count toward the economics major electives or as a business elective.
Prerequisite: At least two of the following courses: ECON 32040, ECON 32041 or ECON 32050; a minimum 2.250 overall GPA; and economics major; and special approval.
Schedule Type: Practical Experience
Contact Hours: 9 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement
ECON 42293  VARIABLE TOPIC WORKSHOP IN ECONOMICS  1-6 Credit Hours
(Repeated registration permitted when topic varies; repeatable for a total of 18 hours) various special workshops will be announced in the schedule of classes under this course number.
Prerequisite: Permission.
Schedule Type: Workshop
Contact Hours: 1-6 other
Grade Mode: Satisfactory/Unsatisfactory

ECON 42295  SPECIAL TOPICS IN ECONOMICS  3 Credit Hours
(Repeatable for a maximum of 9 credit hours) (Slashed with ECON 52295) Various special topics will be announced in the schedule of classes under this course number.
Prerequisite: Special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 42296  INDIVIDUAL INVESTIGATION IN ECONOMICS  1-3 Credit Hours
(Repeatable for credit) Independent study done under the supervision of a faculty member. Written approval of supervising faculty member and department chair required prior to registration.
Prerequisite: Senior Economics major; and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

ECON 42297  VARIABLE TOPIC COLLOQUIUM IN ECONOMICS  1-3 Credit Hours
(Repeated registration permitted when topic varies; Repeatable for a total of 9 hours) Various special colloquia will be announced in the schedule of classes under this number.
Prerequisite: Permission.
Schedule Type: Colloquium
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

ECON 42298  RESEARCH IN ECONOMICS (ELR)  1-6 Credit Hours
(Repeatable for credit) Research project done under the supervision of a faculty member. Written approval of supervising faculty member and department chair required prior to registration.
Prerequisite: Senior Economics major; and special approval.
Schedule Type: Research
Contact Hours: 1-6 other
Grade Mode: Standard Letter-IP
Attributes: Experiential Learning Requirement

ECON 42299  SENIOR PROJECT (ELR)  1-3 Credit Hours
(Repeatable for credit) Thesis or independent study project done under the supervision of a faculty member. Written approval of supervising faculty member and department chair required prior to registration.
Prerequisite: Senior economics major; and special approval.
Schedule Type: Senior Project/Honors Thesis
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP
Attributes: Experiential Learning Requirement

ECON 52050  DATA ACQUISITION, PREPARATION AND VISUALIZATION  3 Credit Hours
(Slashed with ECON 42050) Accessing and collecting data from existing sources (databases and raw data), transformation of raw data into formats that can be used for final analysis, techniques for presentation and visualization of data, predictive analytics using machine learning and cross validation. Students will perform some work in SAS but will also be introduced to the R statistical language.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52065  PROBLEMS OF MONETARY AND FISCAL POLICY  3 Credit Hours
Study of monetary and fiscal policy frameworks and the problems in conducting monetary and fiscal policies.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52066  ECONOMICS OF ENTREPRENEURSHIP  3 Credit Hours
(Slashed with ECON 42066) This course presents a wide-ranging overview of the place of economics in entrepreneurship, with a special focus on how economic research is conducted to study the determinants of entrepreneurship.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52068  INDUSTRIAL ORGANIZATION: FIRMS AND STRATEGY  3 Credit Hours
(Slashed with ECON 42068) Theoretical, empirical and critical examination of structure, operation and performance of industrial markets in American economy.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52072  LABOR ECONOMICS: WORK AND PAY  3 Credit Hours
(Slashed with ECON 42072) The economic analysis of the decisions of workers and firms in determination of wages and employment. Topics include labor supply decisions, marginal productivity theory, discrimination, demand for education, effects of trade unions, immigration and growing wage inequality. For students that did not attend Kent State University for their undergraduate degree, please contact the department for approval.
Prerequisite: ECON 32040; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52076  ECONOMIC DEVELOPMENT  3 Credit Hours
(Slashed with ECON 42076) Analysis of nature and significance of barriers to and future potential for economic development of a nation. Special emphasis on theories and strategic factors pertaining to economic growth.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ECON 52079  EUROPEAN ECONOMIC ISSUES  3 Credit Hours
(Slashed with ECON 42079) This course examines current economic issues in the European issues, including the monetary union and Euro, unemployment, immigration, health care, social security, poverty and inequality, and plans for expansion. The historical development and structure of the EU are also covered and the role of cultural influences are explored. In some semesters the course includes a required trip to visit European institutions over the Spring Break, at an additional fee.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52080  REGIONAL ECONOMICS  3 Credit Hours
(Slashed with ECON 42080) Examines techniques of regional economic analysis to promote understanding of interregional disparities in developed nations and suggests policy alternatives for alleviating problems arising from disparities.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52081  URBAN ECONOMICS: CITIES AND HOUSING  3 Credit Hours
(Slashed with ECON 42081) This course is an introduction to the field of urban economics. Urban economics is the study of the location decisions of households and firms. We will explore why cities exist, why firms cluster together, why people live in cities, and other issues such as education, discrimination in housing, the housing crisis, and crime. A heavy emphasis in this class will be placed on the study of housing markets, policy, and neighborhood choice.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52085  PUBLIC ECONOMICS: GOVERNMENT AND POLICY  3 Credit Hours
(Slashed with ECON 42085) Examination of public expenditure and taxation policies including the theory of public goods, collective decision making, cost-benefit analysis, equity and efficiency aspects of taxation and current government policy issues.
Prerequisite: ECON 22060; and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52086  ECONOMICS OF HEALTH CARE  3 Credit Hours
(Slashed with ECON 42086) This is a one-semester course on a topic of major policy interest, particularly given the current health care reform debate. It is impossible to turn on the news today and not hear a story about the health care industry. Health care accounts for almost 20 percent of all that is produced in the United States. In addition, it has been a major political issue in recent years. The overall objective of the course is to use concepts and tools of economics to understand and evaluate what has and is happening in the health care profession and current policies under consideration.
Prerequisite: ECON 22060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52189  INTERNATIONAL ECONOMICS EXPERIENCE  3 Credit Hours
(Slashed with ECON 42189) Firsthand exposure to international economics. Includes pre-trip orientation sessions, visits to international business and organizations, and opportunities for cultural activities.
Prerequisite: Graduate standing; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter

ECON 52291  VARIABLE CONTENT SEMINAR IN ECONOMICS  1-4 Credit Hours
(Repeatable for a maximum of 12 credit hours) (Slashed with ECON 42291) Various special seminars will be announced in the schedule of classes under this course number.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Colloquium
Contact Hours: 1-4 other
Grade Mode: Satisfactory/Unsatisfactory

ECON 52293  VARIABLE TOPIC WORKSHOP IN ECONOMICS  1-6 Credit Hours
(Repeatable for a maximum of 18 credit hours) Various special workshops will be announced in the schedule of classes under this course number.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Workshop
Contact Hours: 1-6 other
Grade Mode: Standard Letter

ECON 52295  SPECIAL TOPICS IN ECONOMICS  3 Credit Hours
(Repeatable for a maximum of 9 credit hours) (Slashed with ECON 42295) Various special topics will be announced in the schedule of classes under this course number.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 52297  VARIABLE TOPIC COLLOQUIUM IN ECONOMICS  1-3 Credit Hours
(Repeatable for a maximum of 9 credit hours) Various special colloquia will be announced in the schedule of classes under this number.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Colloquium
Contact Hours: 1-3 other
Grade Mode: Standard Letter

ECON 60199  THESIS I  2-6 Credit Hours
(Repeatable for credit) Thesis students must register for a total of 6 hours, 2 to 6 hours in a single semester distributed over several semesters if desired.
Prerequisite: Graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

ECON 60299  THESIS II  2 Credit Hours
Thesis students must continue registration each semester until all degree requirements are met.
Prerequisite: ECON 60199; and graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory-IP
ECON 62010 SURVEY OF ECONOMICS 3 Credit Hours
Survey of basic economic concepts and methods of analysis of both micro- and macroeconomics. Emphasis is placed on the use and relevance of economic concepts and tools in business decision-making.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62015 ECONOMICS OF INFORMATION 3 Credit Hours
Introduction to microeconomic theory and decision-making and its applications to the information economy. Overview of the economics of information. Consumer behavior and production theory; the demand for information; information as a factor of production; information costs and pricing. Case studies in the information industry.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62021 GLOBAL CONDITIONS AND MACROECONOMICS POLICY 2 Credit Hours
(Slashed with ECON 72021) Analysis of forces determining economic growth, employment, inflation and global economic environment with emphasis on understanding the business cycle and government stabilization policies.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ECON 62022 MANAGERIAL ECONOMICS 2 Credit Hours
(Slashed with ECON 72022) Uses economic theory and quantitative methodologies to develop decision-making skills which enable managers of local, national and multinational companies to evaluate problems and allocate resources efficiently.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ECON 62050 MICROECONOMIC THEORY I 3 Credit Hours
(Slashed with ECON 72050) Formal analysis of foundational models in microeconomics, including consumer and producer theory, an introduction to non-cooperative game theory, market equilibrium under various market structures and a discussion of market failures.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62051 MACROECONOMIC THEORY I 3 Credit Hours
(Slashed with ECON 72051) Formal analysis of models in macroeconomics, including models of economic growth, business cycles, consumption, investment, and unemployment, with applications to the analysis of monetary and fiscal policies.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62054 ECONOMETRICS I 3 Credit Hours
(Slashed with ECON 72054) Introduction to problems and methods of the empirical estimation of economic relationships.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62055 ECONOMETRICS II 3 Credit Hours
(Slashed with ECON 72055) Covers generalized linear regression, mixed estimation, simultaneous equation systems, their identification and estimation by single equation and systems estimation.
Prerequisite: ECON 62054 and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62061 MONETARY THEORY AND POLICY 3 Credit Hours
(Slashed with ECON 72061) A study of the nature and definition of money, its relationship to prices, output, employment, and interest rates and problems related to the conduct of monetary policy.
Prerequisite: ECON 62021 and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62072 ECONOMICS OF LABOR MARKETS 3 Credit Hours
The economic analysis of the decisions of workers and firms in determination of wages and employment. Topics include labor supply decisions, marginal productivity theory, discrimination, demand for education, effects of trade unions, immigration and wage inequality.
Prerequisite: ECON 32040 or ECON 62022; and ECON 62054 or MIS 84023; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62075 INTERNATIONAL TRADE 3 Credit Hours
(Slashed with ECON 72075) Study of modern international trade theory and policy, including free trade areas, international trade organizations, current issues in international trade and the effect of international trade on domestic policy.
Prerequisite: ECON 62021 and ECON 62022; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ECON 62076  INTERNATIONAL FINANCE  3 Credit Hours
(Slashed with ECON 72076) Formal analysis of models of international monetary relations, including the determination of exchange rates, managed exchange rate policies, balance of payments crises, optimum currency areas, and international capital flows.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62077  ECONOMIC PROBLEMS OF DEVELOPING AREAS  3 Credit Hours
In-depth analysis of selected topics and issues in development economics.
Prerequisite: ECON 52076; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62092  INTERNSHIP IN ECONOMICS  3 Credit Hours
(Repeatable for credit) Supervised practical experience in economics. Students must have a minimum 3.000 GPA in the economics major within the MAE degree and completed 4 courses from the MAE.
Prerequisite: Admitted to the Master of Arts in Economics program; and special approval.
Schedule Type: Practical Experience
Contact Hours: 3 other
Grade Mode: Satisfactory/Unsatisfactory

ECON 62095  SPECIAL TOPICS IN ECONOMICS  3 Credit Hours
(Repeatable 3 times for credit) Various special topics will be announced in the Schedule of Classes under this course number.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62096  INDEPENDENT STUDY  1-3 Credit Hours
(Repeatable for credit) Independent study on a particular project or sequence of subjects. Maximum of 6 semester hours of work may be earned in independent study although no more than 3 hours in any one semester.
Prerequisite: Graduation standing; and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

ECON 62098  RESEARCH  1-15 Credit Hours
(Repeatable for credit) Research for master’s students. May apply toward degree requirements if approved in advance by department.
Prerequisite: Graduate standing.
Schedule Type: Research
Contact Hours: 1-15 other
Grade Mode: Standard Letter

ECON 62180  REGIONAL ECONOMICS  3 Credit Hours
Examines techniques of regional economic analysis with the object of promoting understanding of interregional disparities in developed nations and policies for alleviating problems arising from disparities.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 62199  THESIS I  2-6 Credit Hours
Thesis students must register for total of 6 hours, 2 to 6 hours in a single semester, distributed over several semesters if desired.
Prerequisite: Graduate standing and special approval of adviser.
Schedule Type: Masters Thesis
Contact Hours: 2-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

ECON 62299  THESIS II  2 Credit Hours
Thesis students must continue registration each semester until all degree requirements are met.
Prerequisite: ECON 62199; and graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory-IP

ECON 64004  QUANTITATIVE METHODS IN BUSINESS ADMINISTRATION I  3 Credit Hours
(Slashed with ECON 74004) Covers the mathematical tools that are of central importance in economics in the context of economic examples. Topics include functions, matrix algebra, differential calculus, optimization, integration and dynamic analysis.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 72021  GLOBAL CONDITIONS AND MACROECONOMIC POLICY ANALYSIS  2 Credit Hours
(Slashed with ECON 62021) Analysis of forces determining economic growth, employment, inflation and global economic environment with emphasis on understanding the business cycle and government stabilization policies.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ECON 72022  MANAGERIAL ECONOMICS  2 Credit Hours
(Slashed with ECON 62022) Uses economic theory and quantitative methodologies to develop decision-making skills which enable managers to evaluate problems and allocate resources efficiently.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ECON 72050  MICROECONOMIC THEORY I  3 Credit Hours
(Slashed with ECON 62050) Formal analysis of foundational models in microeconomics, including consumer and producer theory, an introduction to non-cooperative game theory, market equilibrium under various market structures and a discussion of market failures.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ECON 72051  MACROECONOMIC THEORY I  3 Credit Hours
(Slashed with ECON 62051) Formal analysis of models in macroeconomics, including models of economic growth, business cycles, consumption, investment, and unemployment, with applications to the analysis of monetary and fiscal policies.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 72054  ECONOMETRICS I  3 Credit Hours
(Slashed with ECON 62054) Introduction to problems and methods of the empirical estimation of economic relationships.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 72055  ECONOMETRICS II  3 Credit Hours
(Slashed with ECON 62055) Covers generalized linear regression, mixed estimation, simultaneous equation systems, their identification and estimation by single equation and systems estimation.
Prerequisite: ECON 62054; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 72056  TIME SERIES ANALYSIS  3 Credit Hours
(Slashed with ECON 62056) Covers various univariate and multivariate time series models, including autoregressive moving average (ARMA), general autoregressive conditional heteroskedasticity (GARCH), value at risk (VaR), vector autoregressive (VAR) and vector error correction model (VECM), etc. Students will gain hands-on experience with all models learned in the course.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 72061  MONETARY THEORY AND POLICY  3 Credit Hours
(Slashed with ECON 62061) Study of money in promoting exchange, its relationship to prices, output, employment, interest rates and banking and issues related to the conduct of monetary policy.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 72075  INTERNATIONAL TRADE  3 Credit Hours
(Slashed with ECON 62075) Study of modern international trade theory and policy, including free trade areas, international trade organizations, current issues in international trade and the effect of international trade on domestic policy.
Prerequisite: ECON 62021 and ECON 62022; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 72076  INTERNATIONAL FINANCE  3 Credit Hours
(Slashed with ECON 62076) Formal analysis of models of international monetary relations, including the determination of exchange rates, managed exchange rate policies, balance of payments crises, optimum currency areas, and international capital flows.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 72180  REGIONAL ECONOMICS  3 Credit Hours
Examines techniques of regional economic analysis with the object of promoting understanding of interregional disparities in developed nations and policies for alleviating problems arising from disparities.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 74004  QUANTITATIVE METHODS IN BUSINESS ADMINISTRATION I  3 Credit Hours
(Slashed with ECON 64004) Covers the mathematical tools that are of central importance in economics in the context of economic examples. Topics include functions, matrix algebra, differential calculus, optimization, integration and dynamic analysis.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 82024  SEMINAR IN APPLIED ECONOMIC ANALYSIS  3 Credit Hours
Discussion and analysis of selected current economic problems confronting the economy and the business sector. Emphasis will be on applied analysis.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ECON 82072  ECONOMICS OF LABOR MARKETS  3 Credit Hours
The economic analysis of the decisions of workers and firms in determination of wages and employment. Topics include labor supply decisions, marginal productivity theory, discrimination, demand for education, effects of trade unions, immigration and wage inequality.
Prerequisite: ECON 32040 or ECON 62022; and ECON 62054 or MIS 84023; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

Department of Finance

Finance (FIN)

FIN 26051  BITCOIN AND BLOCKCHAIN TECHNOLOGY  3 Credit Hours
Digital currencies and distributed ledger technology will completely reshape the landscape of commerce and business. Course explores this from three different perspectives: the primary and secondary markets and emergence of digital tokens; capital formation in the digital economy; and financial technology transformation via distributed ledger blockchain.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

College of Business Administration
FIN 26074 LEGAL ENVIRONMENT OF BUSINESS 3 Credit Hours
(LoggedIn)
Coverage of the nature, structure and significance of the legal and regulatory areas which confront business, with special emphasis on business ethics environmental and international issues.
Prerequisite: Sophomore standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Business

FIN 26085 INTRODUCTION TO FINANCIAL MODELING 1 Credit Hour
Introduces students to financial modeling using both basic and advanced features in Microsoft Excel. Students will learn how to create and analyze databases for portfolios and other projects. Students will learn commands for statistical analysis and financial functions.
Prerequisite: CIS 24053; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

FIN 26295 SPECIAL TOPICS IN FINANCE I 1-3 Credit Hours
(Repeatable for credit) Deals with special topics in finance; new subjects not covered in other existing courses.
Prerequisite: Special approval.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

FIN 36040 PERSONAL FINANCIAL PLANNING 3 Credit Hours
Course examines basic personal financial planning and investment strategies with the goal of increasing personal financial literacy and future individual well-being. Course provides a foundation for understanding financial decisions and making informed choices. Course does not fulfill a requirement for the Finance major or minor. Students cannot earn credit toward graduation for both FIN 36040 and FIN 36063.
Prerequisite: Minimum 2.000 overall GPA; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 36053 BUSINESS FINANCE 3 Credit Hours
Introductory finance course analyzing the basic financial decisions of corporations and the interface of the firm with capital markets. Students discuss stocks, bonds, the time value of money, risk versus return and the essentials of capital budgeting.
Prerequisite: ACCT 23020 or ACTT 11000; and ECON 22060; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 36054 INTERMEDIATE CORPORATE FINANCE 3 Credit Hours
Treatment of financial decision making processes in businesses. Overview of cost of capital, capital budgeting, capital structure, and working capital management.
Prerequisite: Minimum C grade in FIN 26085, FIN 36053, ENG 21011 (or HONR 10297); COMM 15000 and MATH 11010 (or MATH 10675 or MATH 10775); and minimum 2.000 overall GPA; and finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 36059 INTERMEDIATE INVESTMENTS 3 Credit Hours
Discussion of factors determining the value of investment securities with attention to economic, regulatory, and global influences. Either this course or FIN 36063, but not both, can count as an elective in a College of Business Administration program.
Prerequisite: Minimum C grade in FIN 26085, FIN 36053, ENG 21011 (or HONR 10297); COMM 15000 and MATH 11010 (or MATH 10675 or MATH 10775); and minimum 2.000 overall GPA; and finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 36061 PRINCIPLES OF REAL ESTATE 3 Credit Hours
Principles and practices of real estate, real estate laws, contractual instruments, valuation, financing and markets in commercial and residential real estate.
Prerequisite: FIN 36053 with a minimum C grade; and minimum overall 2.500 GPA; and finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 36063 INDIVIDUAL INVESTMENT STRATEGIES 3 Credit Hours
Course examines more advanced strategies for personal investing in stocks, bonds, insurance, real estate and alternative investments. Course does not fulfill a requirement for the Finance major or minor. Students cannot earn credit toward graduation for both FIN 36040 and FIN 36063. Not open to students declared in Finance major or minor.
Prerequisite: Minimum 2.000 overall GPA; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 36065 LAW OF COMMERCIAL TRANSACTIONS 3 Credit Hours
Introduction to real and personal property, commercial paper, agency law, business organizations, bankruptcy, secured transactions and other related areas of business law.
Prerequisite: FIN 26074 or BMRT 21000; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 36081 PRINCIPLES OF INSURANCE 3 Credit Hours
Examination of insurance industry, its regulatory environment and insurance contracts. Life and health insurance as well as property and liability insurance are covered.
Prerequisite: FIN 36053 with a minimum C grade; and minimum 2.500 overall GPA; and finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
FIN 36085 ADVANCED FINANCIAL MODELING  3 Credit Hours
Provides students experience with advanced Excel and VBA programming.
Prerequisite: Minimum C grade in FIN 26085, FIN 36053, ENG 21011 (or HONR 10297), COMM 15000; and MATH 11010 (or MATH 10675 or MATH 10775); minimum 2.000 overall GPA; and finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 36280 STUDENT MANAGED INVESTMENT FUND JUNIOR OFFICER  1 Credit Hour
(Repeatable for credit) This course is for Junior Officers in the Student Managed Investment Fund (SMIF). It examines the issues involved in the management and investment strategies of a portfolio of financial assets. Junior Officers research prospective investments, generate reports, and make decisions to invest or liquidate. Any recommendation to buy, sell, or retain a position in a security is presented to all student team members and to the instructor. Oral presentations are required. Requires special permission from the department chair. Students in the Finance major or minor may repeat this course up to a maximum of 3 credits. Course credits count toward general electives, not major electives.
Prerequisite: Finance major or minor; and special approval.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

FIN 46054 FINANCIAL RISK MANAGEMENT  3 Credit Hours
Understanding techniques and financial tools used in managing financial risk. Analysis of contracts (options, forwards, futures) undertaken in the context of financial regulation and ethical practices within the financial marketplace.
Prerequisite: FIN 36053 with a minimum C grade; and overall 2.500 overall GPA; and finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 46055 ADVANCED DERIVATIVE SECURITIES  3 Credit Hours
(Referred with FIN 56055) Comprehensive analysis of derivatives securities markets and their role in the financial system. Valuation methods, advanced hedging, arbitration techniques and the regulatory environment.
Prerequisite: FIN 36059; and minimum 2.500 overall GPA; and Finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 46056 ADVANCED FIXED INCOME MANAGEMENT  3 Credit Hours
(Refered with FIN 56056) Course investigates techniques and financial tools used in fixed income markets. Students analyze interest rate and bond mathematics; review the structure of debt markets; and examine the mechanics, securities, derivatives and structured products tied to the credit and debt markets.
Prerequisite: FIN 36051 and FIN 36059; and minimum 2.500 overall GPA; and Finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 46059 APPLIED FINANCIAL MANAGEMENT STRATEGIES (ELR) (WIC)  3 Credit Hours
(Referred with FIN 56059) Emphasis on financial policies and strategic financial decision-making with respect to both short-term and long-term financial management problems.
Prerequisite: FIN 36054; and MATH 10041 or MGMT 24056; and minimum 2.000 overall GPA; and Finance major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement, Writing Intensive Course
FIN 46070  ADVANCED COMMERCIAL BANK MANAGEMENT  3 Credit Hours
(Slashed with FIN 56070) Course contains a mixture of lectures, guest speakers and case discussions regarding the banking industry. Advanced discussions of liquidity risk, interest rate risk, credit risk and solvency risk and the management of these risks. In-depth computer models for measuring and managing risks are discussed.
Prerequisite: FIN 46068; and minimum 2.500 overall GPA; and Finance major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 46089  INTERNATIONAL FINANCE EXPERIENCE (ELR)  3 Credit Hours
(Slashed with FIN 56089) Firsthand exposure to international businesses and organizations generally relating to business and specifically relating to finance. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.
Prerequisite: ECON 22060; and minimum 2.500 overall GPA; and sophomore standing in the college of business administration; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

FIN 46096  INDIVIDUAL INVESTIGATION IN FINANCE  1-3 Credit Hours
(Repeatable for credit) Opportunity for research in problem areas of interest in field of finance. Agreement of faculty member in the department must be secured prior to registering for course.
Prerequisite: Minimum 2.500 overall GPA; and finance major; and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter

FIN 46192  INTERNSHIP IN FINANCE (ELR)  3 Credit Hours
(Repeatable for credit) An internship for finance majors interested in obtaining career-relevant experience. Students and employers must satisfy criteria established by the department. Students are responsible for securing employment.
Prerequisite: FIN 36051; and FIN 36054 or FIN 36059; and a minimum 2.500 overall GPA; and finance major; and special approval.
Schedule Type: Practical Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

FIN 46295  SPECIAL TOPICS IN FINANCE II  1-3 Credit Hours
(Repeatable for credit) Deal with special topics in finance. New subjects not covered in other existing courses.
Prerequisite: FIN 36053; and minimum 2.500 overall GPA; and finance major; and senior standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

FIN 56055  ADVANCED DERIVATIVE SECURITIES  3 Credit Hours
(Slashed with FIN 46055) Comprehensive analysis of options and futures markets and their role in the financial system. Students explore valuation methods, advanced hedging, arbitration techniques and the regulatory environment.
Prerequisite: FIN 66060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56056  ADVANCED FIXED INCOME MANAGEMENT  3 Credit Hours
(Slashed with FIN 46056) Course investigates techniques and financial tools used in fixed income markets. Students analyze interest rate and bond mathematics; review the structure of debt markets; and examine the mechanics, securities, derivatives and structured products tied to the credit and debt markets.
Prerequisite: FIN 66060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56059  APPLIED FINANCIAL MANAGEMENT STRATEGIES  3 Credit Hours
(Slashed with FIN 46059) Emphasis on financial policies and strategic financial decision-making with respect to both short-term and long-term financial management problems.
Prerequisite: FIN 66060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
FIN 56061  REAL ESTATE FINANCE  3 Credit Hours
(Slashed with FIN 46061) Course covers basic real estate law, project evaluation, financing strategies, investment decision making and real estate capital markets.
Prerequisite: FIN 66060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56064  INTERNATIONAL BUSINESS FINANCE  3 Credit Hours
(Slashed with FIN 46064) Management of the finance function of an international company, including foreign exchange exposure management, foreign investment, short term and long term capital and international accounting and taxation.
Prerequisite: FIN 66060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56067  ADVANCED PORTFOLIO ANALYSIS  3 Credit Hours
(Slashed with FIN 46067) Examines the principles, methods and techniques of portfolio analysis with emphasis on determination of portfolio risks and returns. Students evaluate political, ethical, and global forces affecting asset risks and returns.
Prerequisite: FIN 66060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56068  COMMERCIAL BANK MANAGEMENT  3 Credit Hours
(Slashed with FIN 56068) Financial management techniques applied to commercial banks. Focus on management of liquidity, investment and loan portfolios and capital structure.
Prerequisite: FIN 66060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56070  ADVANCED COMMERCIAL BANK MANAGEMENT  3 Credit Hours
(Slashed with FIN 46070) Course contains a mixture of lectures, guest speakers and case discussions regarding the banking industry. Advanced discussions of liquidity risk, interest rate risk, credit risk and solvency risk and the management of these risks. In-depth computer models for measuring and managing risks are discussed.
Prerequisite: FIN 66060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56089  INTERNATIONAL FINANCE EXPERIENCE  3 Credit Hours
(Slashed with FIN 46089) Firsthand exposure to international businesses and organizations generally relating to business and specifically relating to finance. Includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.
Prerequisite: Graduate standing in the college of business administration; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter

FIN 56280  STUDENT-MANAGED INVESTMENT FUND DIRECTOR  3 Credit Hours
Course examines the issues involved in the management and investment strategies of a live portfolio of financial assets. Students study asset allocation, portfolio monitoring and evaluation, portfolio rebalancing and investment analysis under the supervision of the instructor. Written and oral presentations are required.
Prerequisite: FIN 66060; and graduate standing; and special approval from the department chair.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 66050  LAW AND ETHICS  2 Credit Hours
This course is an overview of laws and regulations with related ethical impacts affecting business management.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

FIN 56060  MANAGERIAL FINANCE  2 Credit Hours
Study of managerial decisions of the firm from a financial point of view. Topics include valuation, project analysis, and sources and uses of funds.
Prerequisite: ACCT 63037; and graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

FIN 56061  FINANCIAL MANAGEMENT I  3 Credit Hours
Study of financial decision-making processes within a firm. Emphasis on applications and strategic planning in investment, financing, dividend and working capital decisions.
Prerequisite: ACCT 63037 and ACCT 63038; and ECON 62021; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56060  MANAGERIAL FINANCE  2 Credit Hours
Study of managerial decisions of the firm from a financial point of view. Topics include valuation, project analysis, and sources and uses of funds.
Prerequisite: ACCT 63037; and graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

FIN 56060  MANAGERIAL FINANCE  2 Credit Hours
Study of managerial decisions of the firm from a financial point of view. Topics include valuation, project analysis, and sources and uses of funds.
Prerequisite: ACCT 63037; and graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

FIN 56061  FINANCIAL MANAGEMENT I  3 Credit Hours
Study of financial decision-making processes within a firm. Emphasis on applications and strategic planning in investment, financing, dividend and working capital decisions.
Prerequisite: ACCT 63037 and ACCT 63038; and ECON 62021; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 86061  THEORIES OF FINANCIAL DECISION-MAKING  3 Credit Hours
A study of optimal investment decisions under conditions of certainty and uncertainty.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 56060  MANAGERIAL FINANCE  2 Credit Hours
Study of managerial decisions of the firm from a financial point of view. Topics include valuation, project analysis, and sources and uses of funds.
Prerequisite: ACCT 63037; and graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

FIN 86061  THEORIES OF FINANCIAL DECISION-MAKING  3 Credit Hours
A study of optimal investment decisions under conditions of certainty and uncertainty.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 86091  SEMINAR IN FINANCE TOPICS I  3 Credit Hours
A study of the theory and empirical evidence from a global perspective regarding corporate financial management.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 86091  SEMINAR IN FINANCE TOPICS I  3 Credit Hours
A study of the theory and empirical evidence from a global perspective regarding corporate financial management.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
FIN 86291   SEMINAR IN INVESTMENTS   3 Credit Hours
A study of the theory and empirical evidence from a global perspective regarding investment analysis, valuation and portfolio selection.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

FIN 86391   SEMINAR IN FINANCE TOPICS II   3 Credit Hours
A study of the theory and empirical evidence from a global perspective regarding a topic of the faculty member's expertise.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

Department of Management and Information Systems

Computer Information Systems (CIS)

CIS 24053   INTRODUCTION TO COMPUTER APPLICATIONS   3 Credit Hours
( Equivalent to IT 11000) Develop competency in the operation of contemporary software and hardware applications. To develop an appreciation for the contribution of computers, software and the Internet to society.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Business

CIS 24065   WEB PROGRAMMING   3 Credit Hours
Principles of visual design as applied to Web site interface development. The course exposes students to the basics of programming and relational database and how to develop a Web-based database driven interactive information system.
Prerequisite: CIS 24053.
Schedule Type: Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

CIS 24093   VARIABLE TITLE WORKSHOP IN MANAGEMENT AND INFORMATION SYSTEMS   1-6 Credit Hours
(Repeatable for credit) Special workshop in management and information systems. Credits depend on scope of project.
Prerequisite: Special approval.
Schedule Type: Workshop
Contact Hours: 1-6 other
Grade Mode: Satisfactory/Unsatisfactory

CIS 24165   CLOUD SYSTEMS COMPUTING   3 Credit Hours
This course explores the history, current state, and projected future of cloud approach to providing computing resources. Almost all new startups today use “the cloud” because it allows fast time to market, flexibility, and the ability to “test” new ideas and product offerings very quickly. Kent State even uses this approach for things like student email and Blackboard. Most existing companies realize the “cloud” is in their future; the goal of the course is to expose students to the knowledge they need to be able to help their future employers with cloud migration.
Prerequisite: Minimum C+ grade in CIS 24053.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 24167   CLOUD INFRASTRUCTURE AND APPLICATIONS   3 Credit Hours
Information systems is critical to the efficient operation of any organization today, such as in hiring employees, performing background checks, ordering/creating products, transacting businesses, and providing follow-up services, among others. These can be large “integrated systems” or ERPs or loose collection of “Apps.” This class explores the various alternatives available today and the likely future of new products in the future. Different viewpoints and debates will be explored in the class with opportunities for students to discuss and present their thoughts.
Prerequisite: Minimum C+ grade in CIS 24053; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 34032   DATA AND FILE TECHNOLOGY   3 Credit Hours
An introduction to file architecture and database management systems. The application of these technologies is detailed.
Prerequisite: CIS 34068.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 34034   BUSINESS MODELING AND AGILE DESIGN   3 Credit Hours
Introduction to methods, tools, and techniques used to analyze and develop information systems, with emphasis on application of methods and concepts to real-world problems. The course is the cornerstone upon which all subsequent IS activities are based. Skills developed in the course would have immediate applicability for IS students and help non-IS students gain knowledge they need to appreciate the role of IS in their organization, so they can better understand how to manage and support IS-related projects.
Prerequisite: Minimum 2.500 overall GPA.
Pre/corequisite: CIS 24167.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
CIS 34036 ENTERPRISE SYSTEMS AND BUSINESS PROCESSES 3 Credit Hours
Overview of the basics of business processes and Enterprise Resource Planning systems solutions in the cloud. The course prepares students for business process and other cloud related courses, with hands-on experience with a professional ERP system such as SAP. Topics covered include data navigation, client server systems, virtualization, database, security, accounting and procurement processes, and ERP simulation games.
Prerequisite: CIS 34034; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 34045 SMALL SYSTEMS TECHNOLOGY 3 Credit Hours
An examination of the role of small computer systems within an organization's information systems environment.
Prerequisite: CIS 34068.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 34068 SYSTEMS ANALYSIS AND DESIGN 3 Credit Hours
This is an introductory course in Systems Analysis and Design. Students will be presented with the concepts, techniques, and methodologies that are required for the successful development of information systems. Application of methods and concepts to real-world problems will be emphasized.
Prerequisite: Minimum C grade in CIS 24053 or IT 11000; and minimum C grade in the following courses CIS 24065, ENG 21011, COMM 15000 and MATH 11010; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 34070 PROGRAMMING THEORY AND APPLICATIONS 3 Credit Hours
Programming in a strongly-typed language environment with an emphasis on problem-solving.
Prerequisite: Minimum C grade in CIS 24053 and CIS 24065; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 34080 COMPUTER PROGRAMMING FOR BUSINESS I 3 Credit Hours
Introduces a programming language currently used in business and industry for data processing, decision making and other information systems applications.
Prerequisite: CIS 34070.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 34167 CREATING INTUITIVE SYSTEMS 3 Credit Hours
The process of creating products that are intuitive, simple, useful and easy-to-use is difficult and always evolving. However, organizations such as Apple Incorporated and Google that can adopt this approach to product or service development are often on top of their industry. This course will explore this process, its value and how to make it work to help a business prosper and thrive in today's highly competitive market and short product lifecycles.
Prerequisite: Minimum C+ grade in CIS 24053; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 34170 TECHNOLOGY BOOTCAMP 3 Credit Hours
The course covers important current topics and innovations in information system technologies. Students are taught to develop skills that help them to identify and investigate emerging important technologies and learn how to research and master them. Topics covered each semester will be different from those covered in past semesters, with examples of what were covered in the past.
Prerequisite: Minimum C+ grade in CIS 24053; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44007 PROJECT MANAGEMENT AND TEAM DYNAMICS 3 Credit Hours
Overview and hands-on experience of the principles, tools, and techniques of project management with emphasis on practical aspects of initiating, planning, executing, costing and closing out information systems related projects. The course begins with the Myers-Briggs personality inventory which will help in later class team exercises and uses the PMBOK. Students will work in teams to perform exercises that will help them learn team dynamics and leadership.
Prerequisite: Minimum C+ grade in CIS 24053; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44033 ADVANCED COMPUTER PROGRAMMING FOR BUSINESS 3 Credit Hours
Covers Java programming language, including applications and applets, with emphasis on object-oriented programming. The course also emphasizes problem solving, developing systems, structured programming and programming style conventions.
Prerequisite: Minimum C grade in the following courses CIS 24053 and CIS 24065 and CIS 34070; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
CIS 44041  PROGRAMMING FOR THE CLOUD  3 Credit Hours
Cloud development programming course that is based on the client-server architecture. The course begins with a review of HTML and CSS used to build the user interface. Document Object Model (DOM) is investigated as the basis for all web interfaces. Interface stylistic formatting is achieved by use of CSS, and JavaScript for interface in the web browser, while server-based language such as PHP and Python are used to process user actions. The course also introduces jQuery for interface animation.
Prerequisite: CIS 24165; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44042  NETWORK THEORY AND APPLICATIONS  3 Credit Hours
Presentation of current and emerging network technologies and services in business applications and performance issues. Topics include transmission media, modulation and signaling schemes, switching and multiplexing techniques, local and wide area network protocols and standards, and internetworking devices.
Prerequisite: Minimum C grade in CIS 24053 and CIS 24065; and minimum overall 2.500 GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44043  DATA MANAGEMENT AND BUSINESS INTELLIGENCE I  3 Credit Hours
The processing, storage, retrieval, manipulation, and management of often massive and complex business data is an essential part of most information systems. This course will expose students to key database concepts such as data integrity, conceptual and logical data modeling, and structured query language (SQL). Some of the SQL skills include data definition language (DDL), data manipulation language (DML), transaction control concepts, joins, grouping, and subqueries. The course will also introduce database management concepts related to managing users and physical storage space. Current and future database trends and issues will also be discussed including security, introduction to emerging topics in big data, data acquisition, analytics and visualization.
Prerequisite: CIS 44040; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44044  SYSTEMS ANALYSIS II  3 Credit Hours
Physical system implementation: mapping logical data models and process models to physical data bases and system design; system coding, testing, installation, conversion, training and automated tools.
Prerequisite: CIS 34068.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44045  INFORMATION SYSTEMS MANAGEMENT  3 Credit Hours
Management of information systems resources in organizations of all types and sizes; IT best practices; the effective and efficient use of IS in support of the organization’s mission and to achieve competitive advantage in today's global economy; the impact of IT on enterprises, users, customers, society, and the environment.
Prerequisite: Minimum C grade in the following courses CIS 24053 and CIS 24065; minimum 2.500 overall GPA; and senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44048  CLOUD SYSTEMS INTEGRATION (ELR) (WIC)  3 Credit Hours
As a writing intensive course the primary objective is that students or team of students write and rewrite their reports to consistently produce high quality, clear, and to the point written and verbal communication with feedback from their instructor. Students participate as a member of a project development team that builds cloud-based information system using a cloud platform for a real client. To be completed successfully, the projects often require knowledge, content, and skills from all prior IS courses.
Prerequisite: Minimum 2.500 overall GPA.
Pre/corequisite: CIS 44043.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement, Writing Intensive Course

CIS 44049  NETWORK MANAGEMENT AND CYBERSECURITY  3 Credit Hours
The course explores technologies and business issues related to computer networking and security, with emphasis on the protocols in modern business networking such as Ethernet and TCP-IP. Topics also include cybersecurity threats and defenses, privacy, cloud and parallel computing, and map-reduce.
Prerequisite: Minimum C grade in the following courses CIS 24053 and CIS 24065; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44093  VARIABLE TITLE WORKSHOP IN MANAGEMENT AND INFORMATION SYSTEMS  1-6 Credit Hours
Repeatable for credit) Variable title workshop courses offered under management and information sciences.
Prerequisite: Minimum 2.500 overall GPA.
Schedule Type: Workshop
Contact Hours: 1-6 other
Grade Mode: Satisfactory/Unsatisfactory

CIS 44095  SPECIAL TOPICS IN COMPUTER INFORMATION SYSTEMS  3 Credit Hours
(Repeatable for credit) Offered on a semester basis with different CIS topics and different faculty involved each time the course is offered.
Prerequisite: Minimum 2.500 overall GPA; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44140  APPLICATION DESIGN AND DEVELOPMENT  3 Credit Hours
The focus of this course is about making apps for mobile and other devices. Techniques that permit apps to be developed and then used as native on Android and iOS platforms are covered, with emphasis on interface design, client programming, server programming, database use for storage and retrieval, and security. The Model-View-Controller (MVC) architecture is used as the basis for app development, including interface, programming and data management.
Prerequisite: CIS 44040; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
CIS 44243  DATA MANAGEMENT AND BUSINESS INTELLIGENCE II  3 Credit Hours
The course explores advanced topics in the acquisition, management and use of data. The knowledge and skills presented in Data Management and Business Intelligence I, big data, data acquisition, analytics and visualization are extended with an emphasis on machine learning, artificial intelligence, and NoSQL. There is also an introduction to blockchain concept using software platforms.
Prerequisite: CIS 44043; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CIS 44292  BUSINESS EXPERIENCE AND INTERNSHIP (ELR)  3 Credit Hours
(Repeatable for credit) Learning by experience and practice in an IT related company. The course exposes students to the various areas and activities related to the information systems profession in a cooperating organization.
Prerequisite: Minimum C+ grade in CIS 24053; and minimum 2.500 overall GPA.
Schedule Type: Practical Experience
Contact Hours: 3 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

CIS 44293  WORKSHOP IN PROFESSIONAL IS CERTIFICATION  3 Credit Hours
Supervised workshop designed to help students pass at least one VMware, Microsoft or other vendors' professional certification credentials. The student chooses the exam to take, with the course providing a supported self-study opportunity to prepare for the exam.
Prerequisite: Minimum C+ grade in CIS 24053; and minimum 2.500 overall GPA.
Schedule Type: Workshop
Contact Hours: 3 other
Grade Mode: Standard Letter

CIS 44295  SPECIAL TOPICS IN INFORMATION SYSTEMS  3 Credit Hours
(Repeatable for credit) Special topics course on newest advances in information systems technology and how they support business activities. New and emerging topics in information systems are presented in an experimental way, with the content of the course changing from one offering to the other.
Prerequisite: Minimum C+ grade in CIS 24053; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

Human Resource Management (HRM)

HRM 34092  PRACTICUM CAREER DEVELOPMENT (ELR)  3 Credit Hours
In-depth training and development course designed to prepare students for resume presentation, job search, interviewing, participation in the internship and career launching.
Prerequisite: Minimum 2.500 overall GPA; and junior standing.
Schedule Type: Lecture, Practical Experience
Contact Hours: 1 lecture, 2 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

HRM 34180  HUMAN RESOURCE MANAGEMENT  3 Credit Hours
Focuses on the importance of the management of human resources for any organization, its employees, customers, shareholders, and the community where it is located. The topic helps students understand the important issues that derive from managing people at work and the changing environment organizations face. Students will learn the integral role human resources management plays to the success or failure of an organization. Both practical and theoretical perspectives are presented.
Prerequisite: MGMT 24163 or BMRT 11009; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HRM 34189  INTERNATIONAL EXPERIENCE IN HUMAN RESOURCE MANAGEMENT (ELR)  3 Credit Hours
Guided introduction to applied Human Resource Management in another culture by examining opportunities and challenges. Via select company tours, tour of historical sites and meetings with management from local companies as well as U.S. companies doing business in foreign countries, students will be exposed to the current HR functions and practices in a foreign country, such as selecting and managing a workforce, compliance with the employment laws, employee training and development, expatriation repatriation, performance management, and compensation issues.
Prerequisite: HRM 34180 or BMRT 31006 with a minimum C grade; and minimum 2.500 overall GPA; and sophomore standing; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

HRM 44091  SEMINAR IN HUMAN RESOURCE MANAGEMENT  3 Credit Hours
(Repeatable for credit) (Slashed with MIS 54091) In-depth readings, discussion projects and presentations in a specialized area of human resource management.
Prerequisite: HRM 34180 or BMRT 31006; and minimum 2.500 overall GPA.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HRM 44183  DEVELOPING AND TRAINING HUMAN RESOURCES IN ORGANIZATIONS  3 Credit Hours
(Slashed with MIS 54183) Course focus is quality training design, based upon theory and empirical research. Implications for practice and current challenges in employee training and development are also highlighted.
Prerequisite: HRM 34180 or BMRT 31006 with a minimum C grade; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
HRM 44185  STAFFING HUMAN RESOURCES  3 Credit Hours
(Slashed with MIS 54185) Staffing, development of systems to select, place, promote, and retain employees to enhance organizational effectiveness and maintain legal compliance are core HRM activities in organizations. This course will provide students with an understanding of the technical components of selection, including how to determine which applicant characteristics should be examined, what procedures should be used to gather information, and how that information should be combined to identify qualified job applicants. In addition, this course focuses on promotion and retention of employees.
Prerequisite: HRM 34180 or BMRT 31006 with a minimum C grade; and a minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HRM 44195  ADVANCED TOPICS IN HUMAN RESOURCE MANAGEMENT  3 Credit Hours
(Repeatable for a total of 6 credit hours) Advanced topics course that are offered on a yearly basis. Topics can span the full range of HR functions. This course can also have a practicum format.
Prerequisite: HRM 34180 or BMRT 31006; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HRM 44445  GLOBAL HUMAN RESOURCE MANAGEMENT (WIC)  3 Credit Hours
(Slashed with MIS 54445) The course examines the impact of internationalization and cross-cultural challenges on organizations, the factors involved in selecting and managing an international workforce, the evaluation of employee relations and employment law, and address issues such as employee training and development, expatriation-repatriation, performance management, and compensation issues, all from the perspective of managing an international organization.
Prerequisite: HRM 34180 or BMRT 31006 with a minimum C grade; and minimum 2.500 overall GPA; and student must be enrolled in the human resource management major or minor; and senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

HRM 44492  BUSINESS EXPERIENCE AND INTERNSHIP IN HUMAN RESOURCE MANAGEMENT (ELR)  3 Credit Hours
(Repeatable for credit) Learning by experience by performing activities related to the Human Resource Management profession in a cooperating organization.
Prerequisite: HRM 34180 or BMRT 31006 with a minimum C grade; and a minimum 2.500 overall GPA; and must be enrolled in the human resource management major or minor.
Schedule Type: Practical Experience
Contact Hours: 1 lecture, 14 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

HRM 44495  SPECIAL TOPICS IN HUMAN RESOURCE MANAGEMENT  3 Credit Hours
(Repeatable for credit) Offered on a semester basis with different human resource management topics and different faculty involved each time the course if offered.
Prerequisite: Minimum 2.500 overall GPA; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HRM 44499  HUMAN RESOURCE BUSINESS CONSULTING AND PROJECTS (ELR)  3 Credit Hours
This course bridges between Human Resource Management coursework and the world of HRM practice. The course will provide a variety of learning experiences to help students gain knowledge and practical experience to prepare them to embark on careers in the HRM profession. Upon completion of this course, students should have much to discuss in a job interview and a useful entry on their resumes.
Prerequisite: HRM 34180 or BMRT 31006 minimum C grade; and minimum 2.500 overall GPA; and student must be enrolled in the human resource management minor or major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

HRM 44660  PERFORMANCE MANAGEMENT AND COMPENSATION SYSTEMS  3 Credit Hours
The course provides overview of the performance management process, examines various approaches to performance management, and discusses sources of performance management information. Also considers the nature of the compensation systems and pay system mechanics, as well as methods for recognizing employee contributions through compensation.
Prerequisite: HRM 34180 or BMRT 31006 with a minimum C grade; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HRM 44763  HUMAN RESOURCE ANALYTICS AND ERP SYSTEMS  3 Credit Hours
The course examines the use of HR data, metrics, analytics, and ERP systems to guide human resource management decision making and support the strategic goals of the organization. The course will introduce students to the characteristics of high quality data, introduce common analysis techniques, data interpretation and visualization, and report assessment. Through lecture, readings, and problem solving exercises using enterprise resource planning systems (SAP and Oracle), students will gain the knowledge and skills necessary to assess various human resource management initiatives and formulate solutions to common human-resource-related problems. Upon completion of the course, students will understand how HR analytics and ERP systems help an organization achieve its strategic goals.
Prerequisite: HRM 34180 or BMRT 31006 with a minimum C grade; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Management (MGMT)

MGMT 24056  BUSINESS ANALYTICS I  3 Credit Hours
(Equivalent to BMRT 21004) Introduction to concepts in statistical
methods and their applications to real world problems. Examines both
the theoretical and practical side of the different methods.
Prerequisite: MATH 11010 or MATH 11012 or MATH 12002.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

MGMT 24163  PRINCIPLES OF MANAGEMENT  3 Credit Hours
(Equivalent to BMRT 11009) Introductory course in management
and organizational design. The leading contributions in the area are
reviewed and practical implications are developed. The course covers
the principles that most management professors have come to expect
in an introductory course: planning, organizing, leading, and controlling.
In addition, the students need to be aware of critical issues managers
must be aware of to succeed: diversity, globalization, ethics, technology,
sustainability among them. The course serves as an introduction to many
upper level business courses.
Prerequisite: Sophomore standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34054  USING INFORMATION SYSTEMS FOR SOLVING
BUSINESS PROBLEMS  3 Credit Hours
Course examines key concepts about information systems that are
relevant for business managers. Students will complete hands-on
assignments. Course is not open to students in the Computer Information
Systems major.
Prerequisite: CIS 24053 or IT 11000; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34055  COMPUTER DECISION MODELING  3 Credit Hours
Introduces students to the scientific decision-making tools of operations
research and management science, and also to the use of spreadsheet
modeling for problem formulation and solution without the need for
mathematics. The concepts of modeling and better decision making are
stressed along with illustrations from the various functional areas of
business. Course not open to computer information systems majors.
Prerequisite: CIS 24053 or IT 11000; and MGMT 24056 or MATH 10041 or
BMRT 21004; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34059  SERVICE OPERATIONS MANAGEMENT  3 Credit Hours
Provide students with the concepts and tools necessary to effectively
manage service operations and to prepare students for management
opportunities in service firms that represent the fastest-growing sector
of the economy. The service management will be presented from an
integrated viewpoint with a focus on customer satisfaction. The course
materials are organized around four modules (1) understanding services
(2) designing the service enterprise, (3) managing service operations and
(4) toward world class-service.
Prerequisite: MGMT 34060; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34060  OPERATIONS MANAGEMENT  3 Credit Hours
A survey course in operations management that covers the managerial
concepts and the quantitative tools used in the design, planning
operation and control of operations systems.
Prerequisite: CIS 24053 or IT 11000; and MGMT 24056 or MATH 10041 or
BMRT 21004.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34064  MANUFACTURING RESOURCE PLANNING  3 Credit Hours
Introduce students to the basic tools operations managers use to inform
their decisions on a daily basis. The course involves hands-on coverage
of manufacturing resource planning tools, including forecasting and
master production schedules, bill of materials structuring, order entry and
purchasing, capacity requirements planning, routing, costing, customer
service, shipping, invoicing and using an enterprise resource planning
(ERP) software.
Prerequisite: MGMT 34060; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34065  QUALITY ASSURANCE  3 Credit Hours
Introduction to importance of quality assurance and tools used to
accomplish better quality in goods and services. Topics TQM, Six Sigma,
quality philosophies, sampling plans and statistical process control, ISO,
quality competition and awards.
Prerequisite: MGMT 34060; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34156  BUSINESS ANALYTICS II  3 Credit Hours
This course provides an introduction and application of business
analytics to real-world problems. Specifically, students are exposed
to methods and models that allows business users to make better
decisions based on data. We discuss methods for collecting, cleaning,
and visualizing data, linear, non-linear, and optimization models to help
decision makers choose the best decision, and some advanced forms
of modeling. The goal of this course is for students to be exposed to
essential topics in business analytics, and to apply these techniques to
real-world problems.
Prerequisite: BMRT 21004 or MATH 10041 or MGMT 24056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34157  INTRODUCTION TO HEALTHCARE SYSTEMS
MANAGEMENT  3 Credit Hours
Provides an overview of the management, economic and policy issues
facing the healthcare, pharmaceutical, biotechnology and medical device
industries. The course perspective is global, with emphasis on the U.S. as
the largest and most profitable market.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MGMT 34158 MANAGERIAL AND TECHNOLOGICAL ASPECTS OF HEALTHCARE SYSTEMS MANAGEMENT 3 Credit Hours
Introduce the main components of health care information technology, with emphasis on the components that distinguish the health care delivery system from other business enterprises. Prepares students as clinical managers and consultants who must rely upon or manage information technology to accomplish their objectives.
Prerequisite: MGMT 34157.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34159 MANAGING HEALTHCARE SYSTEMS OPERATIONS 3 Credit Hours
Operational process management, cost-control and productivity is critical to cost-effective healthcare. Covers topics in improving operations such as patient flow, quality (concepts and mechanics) and process improvement. Students become familiar with methods and resources for implementing change in a health care setting, such as a hospital or outpatient clinic. Provides skills to assess current hospital operations and to identify the appropriate tools to address various functional areas, useful for managers, consultants, clinical providers and others. Process improvement methods such as lean thinking, six sigma, statistical tools, flowcharting, queuing models and other tools are covered. Health care settings beyond the hospital, such as outpatient clinics, are included.
Prerequisite: MGMT 34157.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34164 ORGANIZATIONAL MENTORING 3 Credit Hours
Course promotes leadership development through the study of leadership principles, styles, and role models. Students will learn through class lecture and discussion as well as hands-on leadership experience in Exploring Business Interactive Business Seminars (i.e., business labs). Students will work with course instructor to develop a personal leadership plan.
Prerequisite: BUS 10123; and minimum 2.500 overall GPA; and special approval.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

MGMT 34165 DYNAMICS OF LEADERSHIP 3 Credit Hours
This course discusses management and leadership concepts and does so by blending theory and practice. The courses uses case studies, practical application approaches, personal assessment and provides opportunities for students to develop individual and group leadership skills. In addition, many organizational behavior concepts are blended throughout the course.
Prerequisite: MGMT 24163 or BMRT 11009.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34175 LEARNING TO LEAD 3 Credit Hours
This is a hands-on learning and leadership course. Classroom time occurs over 4 days at a residential camp before the semester begins. Students learn about leadership from professors, experts in the field, and each other through interactive discussions and activities. During the semester students continue their leadership development working with a personal mentor, and practice their skills through community service projects.
Prerequisite: Special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34185 INDIVIDUAL AND GROUP BEHAVIOR IN ORGANIZATIONS 3 Credit Hours
Determinants of individual and group behavior within work organizations. Topics covered include, motivation, job design, learning, decision making, leadership and group behavior as they relate to performance and other outcomes in work organizations.
Prerequisite: MGMT 24163 or BMRT 11009.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 34280 ORGANIZATIONAL CHANGE MANAGEMENT 3 Credit Hours
This course focuses on understanding the processes and challenges involved in responsible organizational change management. The course will provide students a blend of both research and best practice professional applications.
Prerequisite: MGMT 24163 or BMRT 11009; and MGMT 34165; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 44009 THE BUSINESS CASE FOR SUSTAINABILITY 3 Credit Hours
The course lays the foundation for sustainable development and the balance issues between economic, social and environmental interests. It frames the business enterprise within the natural and social environments, and surveys a variety of intersection points and the challenges they pose. Systems thinking and long term perspective are used to understand the potential consequences of organizational choices regarding goals and strategies, given consideration of how the natural environment increasingly drives the business environment.
Prerequisite: Minimum 2.500 overall GPA; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 44011 SYSTEMS SIMULATION 3 Credit Hours
(Shaped with MIS 54011) Techniques and applications of computer simulation of existing or proposed real-world systems. Use of simulation language, simulations studies, analysis and interpretation of results.
Prerequisite: MGMT 24056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MGMT 44050  DATA VISUALIZATION  3 Credit Hours
(Slashed with MIS 54050) Introduces students to data visualization, and specifically, how to use visualization to communicate information effectively from data. All aspects of effective data visualization, including understanding the context, choosing appropriate graphs and visuals, and communicating the information from data will be considered. While theoretical aspects of effective visualizations will be covered, the focus will be on implementing such designs. Concentrating significantly on the practice of effective visualizations.
Prerequisite: MGMT 24056; and senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 44051  MACHINE LEARNING  3 Credit Hours
Machine Learning is one of the required courses for the Bachelor of Business Analytics (BANA) program. In this course, students learn the fundamentals of machine learning as applied to business problems. Specifically, the course concentrates on regression and classification methods, including regression, random forests, boosting trees, and neural networks, on unsupervised learning including k-means and hierarchical clustering, and on recommendation systems, and ensemble learning.
Prerequisite: MGMT 34156; and senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 44056  OPERATIONS MANAGEMENT AND CONTROL  3 Credit Hours
Introduces the student to the key functions of an operations planning and control system. Operations planning and control systems provide information for the efficient flow of materials, the effective utilization of people and equipment and the proper coordination of internal activities with suppliers and customers.
Prerequisite: Minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 44057  SUPPLY CHAIN MANAGEMENT  3 Credit Hours
Students learn the basic analytical tools needed to coordinate business operations across the value chain. Course involves hands-on coverage of supply chain management with emphasis on supplier partnering and development, customer relations management, strategic sourcing and pricing, e-business, measuring supply chain performance, mass customization, planning supply and demand coordination in the supply chain.
Prerequisite: Minimum 2.500 overall GPA; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 44058  STRATEGIES IN PRODUCTION AND OPERATIONS MANAGEMENT (WIC)  3 Credit Hours
Senior project in industrial management. Applies concepts from all prior coursework to the solution of real and simulated operating problems.
Prerequisite: Minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

MGMT 44096  INDIVIDUAL INVESTIGATION IN MANAGEMENT  3 Credit Hours
(Repeatable for credit) Presents opportunity to undertake research. Approval of topic and agreement to work with student must be secured from faculty member and the chairperson of the department prior to registration.
Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 3 other
Grade Mode: Standard Letter

MGMT 44099  CAPSTONE IN BUSINESS ANALYTICS (ELR) (WIC)  3 Credit Hours
In this culminating project, students draw on the breadth and depth of the curriculum to address an industry supplied problem individually or in small teams. Specifically, students will improve, and present their solutions to their respective stakeholders, who will grade your final presentation and report.
Prerequisite: MGMT 44051; and senior standing.
Pre/corequisite: MGMT 44050.
Schedule Type: Lecture, Project or Capstone
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement, Writing Intensive Course

MGMT 44152  PROJECT MANAGEMENT  3 Credit Hours
This course covers the fundamental concepts, procedures and processes related to managing projects from initiation through planning, execution and closing. It also introduces the principles, tools and methods used in project management, and the use of project management software (ProjectLibre) in managing projects. The topics covered in the course can be helpful in preparing for Project Management Professional (PMP) certification.
Prerequisite: Minimum 2.500 overall GPA; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 44163  GLOBAL BUSINESS MANAGEMENT (WIC)  3 Credit Hours
Provides an overview of contemporary issues and theoretical frameworks in the field of international strategic management using traditional lecture and practical application cases.
Prerequisite: Minimum C grade in ENG 21011, COMM 15000 and MATH 11010; minimum 2.50 overall GPA; and senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

MGMT 44187  INTERNATIONAL MANAGEMENT EXPERIENCE  3 Credit Hours
This course focuses on strategy and policy development and execution for gaining and sustaining global competitive advantage. Strategic management of entrepreneurial and well-established firms, and operational and financial structures of international firms and markets are discussed.
Prerequisite: MGMT 24163 with a minimum C grade; and minimum 2.500 overall GPA; and sophomore standing; and special approval.
Schedule Type: Lecture
Contact Hours: 9 other
Grade Mode: Standard Letter
MGMT 44191  SENIOR RESEARCH SEMINAR IN MANAGEMENT  3
Credit Hours
(Repeatable for credit) Combination of individual or group research and
class discussion for superior students. Investigations in administration
and organization conducted in accordance with scholarly interests of
participants.
Prerequisite: Special approval.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

MGMT 44192  INTERNSHIP IN MANAGEMENT (ELR)  3 Credit Hours
(Repeatable for credit) A supervised field experience requiring a
minimum of 145 hours of work at a cooperating organization. Requires
regular contact with instructor and preparation of an internship report
connecting academic coursework to on the job experiences.
Prerequisite: MGMT 24163 with minimum C grade; and minimum 2.500
overall GPA; and special approval.
Schedule Type: Practical Experience
Contact Hours: 15 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MGMT 44285  INTEGRATED BUSINESS POLICY AND STRATEGY  3
Credit Hours
Integration of the functional areas of business in the formulation and
implementation of policy. Projects and case analyses of business
situations provide students with the opportunity to apply analytical and
creative problem solving skills.
Prerequisite: ACCT 23020 and ACCT 23021 and ECON 22060 and
ECON 22061 and MKTG 25010 and CIS 24053 and MGMT 24056 and
MGMT 24163 and MGMT 34060 and FIN 26074 and FIN 36053; and
minimum 2.500 overall GPA; and major within the college of business
administration; and senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MGMT 44299  MANAGEMENT CAPSTONE (ELR) (WIC)  3 Credit Hours
Course integrates various management concepts in informing a
manager’s strategic decision making process. Students use case
analyses and class lectures to demonstrate their leadership abilities in
different business scenarios.
Prerequisite: ACCT 23020 and ACCT 23021 and CIS 24053 and
ECON 22060 and ECON 22061 and FIN 26074 and FIN 36053 and
MGMT 24056 and MGMT 24163 and MGMT 34060 and MKTG 25010; and
minimum 2.500 overall GPA; and declared in General Business major; and
senior standing.
Schedule Type: Project or Capstone
Contact Hours: 3 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement, Writing Intensive Course

MGMT 44391  ADVANCED MANAGEMENT POLICY AND STRATEGY  3
Credit Hours
Provides decision-making tools for solving real-world problems by
building synergies in prior knowledge to create a synthesis of real life
solutions delivery mechanisms underpinning them to pressing problems of
the local and international community. The practicum component
includes consulting experience with both for profit and not-for-profit
business clients.
Prerequisite: MGMT 24163; and minimum 2.500 overall GPA; and senior
standing.
Schedule Type: Practical Experience
Contact Hours: 15 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MGMT 44395  SPECIAL TOPICS IN MANAGEMENT  3 Credit Hours
(Repeatable for credit) Offered on a semester basis with different
management topics and different faculty involved each time the course if
offered.
Prerequisite: Minimum 2.500 overall GPA; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

Management and Information Systems (MIS)
MIS 54011  SYSTEMS SIMULATION  3 Credit Hours
(Slashed with MGMT 44011) Techniques and applications of computer
simulation of existing or proposed real-world systems. Use of simulation
language, simulations studies, analysis and interpretation of results.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 54050  DATA VISUALIZATION  3 Credit Hours
(Slashed with MGMT 44050) Introduces students to data visualization,
and specifically, how to use visualization to communicate information
effectively from data. All aspects of effective data visualization, including
understanding the context, choosing appropriate graphs and visuals,
and communicating the information from data will be considered. While
theoretical aspects of effective visualizations will be covered, the focus
will be on implementing such designs. Concentrating significantly on the
practice of effective visualizations.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 54091  SEMINAR IN HUMAN RESOURCE MANAGEMENT  3
Credit Hours
(Cross-listed with HRM 44091) In-depth readings, discussion projects and
presentations in a specialized area of human resource management.
Prerequisite: Business administration major; and graduate standing.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 54183  DEVELOPMENT AND TRAINING HUMAN RESOURCES IN ORGANIZATIONS  3 Credit Hours
(Cross-listed with HRM 44183) Course focus is quality training design, based upon theory and empirical research. Implications for practice and current challenges in employee training and development are also highlighted.
Prerequisite: Business administration major within the master of business administration degree; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 54185  STAFFING HUMAN RESOURCES  3 Credit Hours
(Cross-listed with HRM 44185) Staffing, development of systems to select, place, promote, and retain employees to enhance organizational effectiveness and maintain legal compliance are core HRM activities in organizations. This course will provide students with an understanding of the technical components of selection, including how to determine which applicant characteristics should be examined, what procedures should be used to gather information, and how that information should be combined to identify qualified job applicants. In addition, this course focuses on promotion and retention of employees.
Prerequisite: Business administration major within the master of business administration degree.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 54445  GLOBAL HUMAN RESOURCE MANAGEMENT  3 Credit Hours
(Cross-listed with HRM 44445) The course examines the impact of internationalization and cross-cultural challenges on organizations, the factors involved in selecting and managing an international workforce, the evaluation of employee relations and employment law, and address issues such as employee training and development, expatriation repatriation, performance management, and compensation issues, all from the perspective of managing an international organization.
Prerequisite: Business administration major within the master of business administration degree; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64005  ANALYTICS FOR DECISION MAKING  2 Credit Hours
This course uses computer capabilities to analyze and understand a variety of statistical and business analytics techniques and how to apply these techniques to solving business problems.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

MIS 64011  SYSTEMS SIMULATION  3 Credit Hours
Techniques and applications of computer simulation of existing or proposed real-world systems. Use of simulation language, simulations studies, analysis and interpretation of results.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64013  NONPARAMETRIC AND ROBUST STATISTICS  3 Credit Hours
(Slashed with MIS 74013) A presentation of statistically sound techniques for those who need to be able to use nonparametric or robust methods to deal with non-normal distributions or outliers (common problems) in their data.
Prerequisite: MIS 64005 or 74005; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64017  MULTIVARIATE STATISTICS  3 Credit Hours
This course is devoted to a study of multivariate statistical methods. Topics include multivariate analysis of variance, canonical correlation, principal component analysis, discriminant analysis cluster analysis and factor analysis.
Prerequisite: MIS 64023 or 74023; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64018  QUANTITATIVE MANAGEMENT MODELING  3 Credit Hours
A variety of optimization and heuristic modeling techniques are explored. Decision-making environments, model selection, and interpretation are emphasized. Various linear and nonlinear mathematical programming techniques are the primary topic but are supplemented with other optimization and heuristic techniques.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64019  RESEARCH SEMINAR IN SUPPLY CHAIN MANAGEMENT  3 Credit Hours
Research seminar designed primarily for students who seek an in-depth understanding of the current research literature in supply chain management and who are interested in doing research in supply chain management. Students study the academic literature with emphasis on the development and use of analytical tools and models to solve supply chain management problems. Specifically, the course will address quantitative modeling to support operational, tactical and strategic decision-making in supply chain management.
Prerequisite: Graduate standing.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64020  ADVANCED STATISTICAL MODELS  3 Credit Hours
This is a special focus course for which the topics will vary. It will generally include sampling techniques, experimental designs, similar statistical methods, internal and external validity and reliability issues.
Prerequisite: MIS 64023 or 74023; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64023  LINEAR STATISTICAL MODELS AND APPLICATIONS  3 Credit Hours
Models and applications of simple and multiple regression, correlation and analysis of variance.
Prerequisite: MIS 64005 or 74005; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 64026 GLOBAL SUPPLY CHAIN MANAGEMENT AND SUSTAINABLE STRATEGIES 3 Credit Hours
Introduces the knowledge base needed to coordinate business operations across global supply chains. Addresses how to integrate traditional business operations so as to align them in support of inter-firm collaboration required to compete globally. Investigates specific topics relevant to supply chain management and offers a managerial orientation towards supporting global supply chain operations. Immerses students into responsible supply chain practices around the globe with strong emphasis and orientation towards sustainable (green) supply chains.
Prerequisite: MIS 64041; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64028 GLOBAL SUPPLY CHAIN BUSINESS MODELS 3 Credit Hours
Focus on modeling techniques for supporting decision making in supply chain management. Introduces students to the problems facing a global supply chain manager and the implementation of spreadsheet-based models for solving problems that arise in the operation of a supply chain. Emphasis is placed on model formulation and interpretation in support of decisions to coordinate and improve supply chain operations.
Prerequisite: MIS 64026 or 64036; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64029 SUPPLY CHAIN AND VENDOR MANAGEMENT STRATEGIES 3 Credit Hours
Building global "relationships" are central pillars to effective supply chain management. There are strategic relationships, tactical relationships, transactional relationships, internal relationships, and of course, relationships with the government. As supply chains become global, managers have to consider cultural, regulatory, and communication differences to create and operate within the global village. Students learn how to deal with a rapidly changing landscape and understand how to deal with distributed resources, vendors, and people across cultures and convictions.
Prerequisite: MIS 64026; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64036 BUSINESS ANALYTICS 3 Credit Hours
Overview of business analytics and its appropriate applications in various industries and functional areas. Critical thinking, problem definition, problem solving, effective communication, and leadership are emphasized. Methods such as data visualization and descriptive, predictive, and prescriptive analytics are covered from a broad perspective. This course is applied, hands-on, and case-based. Cases emphasize the communication of quantitative solutions to laypeople and required leadership during decision-making and implementation stages.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64037 ADVANCED DATA MINING AND PREDICTIVE ANALYTICS 3 Credit Hours
Course extends the coverage of data mining and predictive analytics. Topics focus on the applied use of these techniques in realistic settings. Covers statistical and machine learning techniques.
Prerequisite: MIS 64036 or MIS 64060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64038 ANALYTICS IN PRACTICE 3 Credit Hours
Course focuses on supporting techniques and managerial and professional skills necessary to being an effective business analyst. Other topics include project management, requirements analysis, change management, team dynamics, leadership, ethics and effective communication between all stakeholders.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64041 OPERATIONS, SERVICE AND SUPPLY CHAIN MANAGEMENT 2 Credit Hours
Develops a framework for analysis of operating problems. Uses computer, quantitative and behavioral models to develop operating plans consistent with organizations' competitive (or service) strategy.
Prerequisite: MIS 64005; and graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

MIS 64042 GLOBALIZATION AND TECHNOLOGY STRATEGY 2 Credit Hours
This course is designed to provide both, general managers and Information Technology (IT) managers, an overview of the issues that are related to the management of an organization's IT assets. For general managers, the course offers frameworks for evaluating and guiding IT activities in their organizations. For the IT managers, the course offers frameworks for organizing and understanding the management challenges related to deployment of IT in their organizations. The focus is on decisions made by organizations as they attempt to deal with the challenges posed by IT in various functional areas of an organization.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

MIS 64047 MANUFACTURING TECHNOLOGY AND STRATEGY 3 Credit Hours
This course provides the student with an introduction to modern techniques in manufacturing and the necessary strategic concepts to implement them. A similar discussion of service industries is also included.
Prerequisite: Graduate standing; and special approval of instructor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 64050  ESSENTIALS OF BUSINESS MGMT  3 Credit Hours
This is an introductory management course that discusses functional areas of business and their strategic positioning in delivering business solutions.
Prerequisite: Non-college of business administration majors; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64060  FUNDAMENTALS OF MACHINE LEARNING  3 Credit Hours
In this course, you learn some fundamentals of machine learning. Specifically, we concentrate on classification modelling, segmentation and clustering and recommendation systems.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64061  ADVANCED MACHINE LEARNING  3 Credit Hours
Introduction to deep learning and time series data analysis. Students consider applications of deep learning to computer vision, text analysis and sequences, and time series data.
Prerequisite: MIS 64060; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64080  EMERGING HARDWARE AND SOFTWARE TECHNOLOGIES  3 Credit Hours
Investigation of selected emerging hardware and software technologies such as parallel processing systems, computer languages and operation systems, artificial intelligence, neural networks and chaos theory.
Prerequisite: Graduate standing; and special approval of instructor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64081  DATA COMMUNICATIONS AND NETWORKING IN BUSINESS  3 Credit Hours
An introduction to telecommunications and computer networks. Topics include telecommunications technologies and services communication standards and protocols local area networks and network management.
Prerequisite: Graduate standing; and special approval of instructor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64082  DATABASE MANAGEMENT AND DATABASE ANALYTICS  3 Credit Hours
The design, implementation and management of database management systems within organizations are studied from an applied perspective. Additional emphases include data warehousing, structured query language for analytics, and introductions to NoSQL databases and big data analytics.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64083  INFORMATION SECURITY: A MANAGERIAL PERSPECTIVE  3 Credit Hours
Introduction to the information security areas that managers must understand in order to deal with today’s security threat-laden environment. The emphasis is on the important principals and concepts that managers utilize to develop effective security risk management programs.
Prerequisite: Admission to MBA program or admission to MS IAKM program; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64092  INTERNSHIP IN BUSINESS ANALYTICS  3 Credit Hours
(Repeatable for credit) A supervised field experience at a cooperating organization. Requires regular contact with instructor and preparation of an internship report connecting academic coursework to on-the-job experiences.
Prerequisite: Graduate standing.
Schedule Type: Lecture, Practical Experience
Contact Hours: 1 lecture, 17 other
Grade Mode: Standard Letter

MIS 64099  CAPSTONE PROJECT IN BUSINESS ANALYTICS  3 Credit Hours
(Repeatable for credit) In this culminating project, students draw on the breadth and depth of the curriculum to address an industry supplied problem individually or in small teams. Projects will explore prescriptive analytics as is appropriate to their design project. In-progress (IP) mark permissible.
Prerequisite: MIS 64036 or MIS 64060; and graduate standing.
Schedule Type: Project or Capstone
Contact Hours: 3 other
Grade Mode: Standard Letter

MIS 64108  APPLIED TOPICS IN HUMAN RESOURCE MANAGEMENT  3 Credit Hours
Course provides students an opportunity to learn about human resource management through an application of the material to real-world problems. Topics covered may include but not be limited to job analysis, selection methods, employee training, and performance evaluation.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 64158  LEADERSHIP AND MANAGERIAL ASSESSMENT  2 Credit Hours
Students develop an understanding of the leadership process. Through critical thinking, class discussions and class activities, they build skills in leading others, leading themselves, and teamwork.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter
MIS 64160 LEADERSHIP AND ORGANIZATIONAL CHANGE 3 Credit Hours
Course provides students in-depth knowledge of leading organization change. Covers analysis of existing conditions, drivers of change and readiness for change along with methods of change and change implementation.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 64185 BUSINESS STRATEGY 3 Credit Hours
Integrative approach to the study of policy formulation and implementation. Formalized planning systems reviewed; case analysis of actual business situations helps student further develop analytical and communication skills.
Prerequisite: Completion of 18 credit hours of college of business administration coursework; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 64263 EMPLOYEE SELECTION AND APPRAISAL 3 Credit Hours
This course will focus primarily on issues associated with the person/job matching process in modern organizations related to the selection and appraisal of employees.
Prerequisite: MIS 64271; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 64270 ORGANIZATIONAL ANALYSIS AND DESIGN 3 Credit Hours
Course provides students an in-depth examination of all of the factors influencing human behavior at work.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 64271 HUMAN RESOURCE MANAGEMENT 2 Credit Hours
This course explores the management of a firm's human resources from practical and theoretical perspectives of managing people at work. How high performance work practices (HPWPs) help businesses to motivate their employees for strategic competitive advantage is emphasized.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter
MIS 64275 STRATEGIC GLOBAL MANAGEMENT 3 Credit Hours
Strategic global management explores micro-level concepts and strategic managerial alternatives within the context of current global business operations in the political, economic and cultural environment facing today's manager.
Prerequisite: Completion of 24 credit hours of graduate courses from the college of business administration; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 68051 BUSINESS PROFESSIONAL DEVELOPMENT I 1 Credit Hour
Development of professional business skills for the full-time MBA student to use in both the graduate program and career development.
Prerequisite: Admission to MBA program; and special approval.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Satisfactory/Unsatisfactory
MIS 68052 BUSINESS PROFESSIONAL DEVELOPMENT II 1 Credit Hour
Continuation of development of professional business skills for the full-time MBA student primarily focused on building and strengthening the skills needed by a manager for the workplace.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Satisfactory/Unsatisfactory
MIS 74005 STATISTICS FOR MANAGEMENT I 3 Credit Hours
This course uses computer capabilities to use and understand a variety of statistical techniques and applies these techniques to business problems.
Prerequisite: Admission to MBA program; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 74013 NONPARAMETRIC AND ROBUST STATISTICS 3 Credit Hours
(Released with MIS 64013) A presentation of statistically sound techniques for those who need to be able to use nonparametric or robust methods to deal with non-normal distributions or outliers (common problems) in their data.
Prerequisite: MIS 64005 or 74005; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 74017 MULTIVARIATE STATISTICS 3 Credit Hours
This course is devoted to a study of multivariate statistical methods. Topics include multivariate analysis of variance, canonical correlation, principal component analysis, discriminant analysis, cluster analysis and factor analysis.
Prerequisite: MIS 64023 or 74023; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 74018 QUANTITATIVE MANAGEMENT MODELING 3 Credit Hours
A variety of optimization and heuristic modeling techniques are explored. Decision-making environments, model selection, and interpretation are emphasized. Various linear and nonlinear mathematical programming techniques are the primary topic but are supplemented with other optimization and heuristic techniques.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 74019  RESEARCH SEMINAR IN SUPPLY CHAIN MANAGEMENT  
3 Credit Hours
Research seminar designed primarily for students who seek an in-depth understanding of the current research literature in supply chain management and who are interested in doing research in supply chain management. Students study the academic literature with emphasis on the development and use of analytical tools and models to solve supply chain management problems. Specifically, the course will address quantitative modeling to support operational, tactical and strategic decision-making in supply chain management.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74020  ADVANCED STATISTICAL MODELS  
3 Credit Hours
This is a special focus course for which the topics will vary. It will generally include sampling techniques, experimental designs, similar statistical methods, internal and external validity, and reliability issues.
Prerequisite: MIS 64023 or 74023; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74023  LINEAR STATISTICAL MODELS AND APPLICATIONS  
3 Credit Hours
Models and applications of simple and multiple regression, correlation and analysis of variance.
Prerequisite: MIS 64005 or 74005; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74041  OPERATIONS MANAGEMENT  
3 Credit Hours
Develops a framework for analysis of operating problems. Uses computer quantitative and behavioral models to develop operating plans consistent with organizations’ competitive (or service) strategy.
Prerequisite: MIS 64005 or 74005; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74042  GLOBALIZATION AND TECHNOLOGY STRATEGY  
3 Credit Hours
Focus is on the strategic issues around how a firm should manage its technology in a global market. Strategic issues include understanding the technological and competitive landscape, innovations, competitive advantages in the high-tech marketplace, outsourcing and information ethics. The core emphasis is on integrated decision-making in the age of globalization.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74047  MANUFACTURING TECHNOLOGY AND STRATEGY  
3 Credit Hours
This course provides the student with an introduction to modern techniques in manufacturing and the necessary strategic concepts to implement them. A similar discussion of service industries is also included.
Prerequisite: Doctoral standing; and special approval of instructor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74080  EMERGING HARDWARE AND SOFTWARE TECHNOLOGIES  
3 Credit Hours
Investigation of selected emerging hardware and software technologies such as parallel processing systems, computer languages and operation systems, artificial intelligence, neural networks and chaos theory.
Prerequisite: Doctoral standing; and special approval of instructor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74081  DATA COMMUNICATIONS AND NETWORKING IN BUSINESS  
3 Credit Hours
An introduction to telecommunications and computer networks. Topics include telecommunications technologies and services, communication standards and protocols, local area networks and network management.
Prerequisite: Doctoral standing; and special approval of instructor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74082  DATABASE MANAGEMENT AND DATABASE ANALYTICS  
3 Credit Hours
The design, implementation and management of database management systems within organizations are studied from an applied perspective. Additional emphases include data warehousing, structured query language for analytics, and introductions to NoSQL databases and big data analytics.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74160  LEADERSHIP AND ORGANIZATIONAL CHANGE  
3 Credit Hours
(Slashed with MIS 64160) Develop understanding of the theories and techniques needed for the successful management of significant organizational change with emphasis on discussion, exercises and case studies.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74185  BUSINESS STRATEGY  
3 Credit Hours
Integrative approach to the study of policy formulation and implementation. Formalized planning systems reviewed case analysis of actual business situations helps student further develop analytical and communication skills.
Prerequisite: Doctoral approval; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74263  EMPLOYEE SELECTION AND APPRAISAL  
3 Credit Hours
This course will focus primarily on issues associated with the person/job matching process in modern organizations related to the selection and appraisal of employees.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 74270 ORGANIZATIONAL ANALYSIS 3 Credit Hours
Theoretical basis and research findings are discussed, permitting the student to analyze and understand complex work organizations. Data provided prepares the student to analyze, design and solve organizational problems within the work environment.
Prerequisite: Doctoral standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 74275 STRATEGIC GLOBAL MANAGEMENT 3 Credit Hours
Strategic global management explores micro-level concepts and strategic managerial alternatives within the current global business operations in the political, economic and cultural environment facing today's manager.
Prerequisite: Doctoral standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84007 PHILOSOPHY OF SCIENCE AND BUSINESS MODELS 3 Credit Hours
Introductory seminar for understanding the forms and the process of business research. Its major objective is to help seminar participants understand the various philosophies that drive business research in an academic community, and introductory methods of social science research. Additionally, the seminar seeks to develop participant motivation to become a contributor to the organizational sciences communities by examining: 1. The research process, methodologies and strategies. 2. Research Paradigms, Modes and Contexts of Inquiry. 3. The nature of organizational sciences research. 4. The major streams of business research. 5. Understanding ontological choice of constructs and defining epistemic relationships between constructs. 6. Building hypotheses and socio-technical models. 7. Research design, data requirements and collection techniques, ethics and philosophies.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84011 SYSTEMS SIMULATION 3 Credit Hours
Techniques and applications of computer simulation of existing or proposed real-world systems. Use of simulation language, simulation studies, analysis of interpretation and of results.
Prerequisite: Doctoral standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84012 SCHEDULING AND PLANNING 3 Credit Hours
Course is a doctoral seminar on scheduling and planning models that are used in operations and production management. The goal is to expose students to a portfolio of scheduling and planning models to stimulate research ideas in scheduling and planning models that will lead to the development of a research program for your doctoral research.
Prerequisite: Doctoral standing in the college of business administration.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84015 STOCHASTIC MODELS 3 Credit Hours
Mathematical modeling of systems involving one or more random variables, and stochastic processes: basic probability theory, Poisson process, Markov chain and Markov process with applications to production, inventory, reliability and queueing systems.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84023 LINEAR STATISTICAL MODELS 3 Credit Hours
Linear statistical models for regression and analysis of variance.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84045 SOCIAL ISSUES IN INFORMATION SYSTEMS 3 Credit Hours
Social issues in information systems arise at the interface between information systems and individuals, groups and society. The course will begin with a broad exposure to current social issues, moving to an examination of specific issues in detail with issues chosen by student interest and instructor consent.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84047 VALUE AND SUPPLY CHAIN MANAGEMENT 3 Credit Hours
This course is a doctoral seminar for students who seek an in-depth understanding of the current research literature in supply chain management. The seminar is designed into three modules. The first module covers the conceptual foundation for understanding value and supply chains from an interdisciplinary perspective. The second module focuses on the basis of supply chain modeling using optimization and simulation. The third module serves to integrate the previous modules with the objective of the student producing a research paper for journal submission.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84080 INNOVATION, ADOPTION, DIFFUSION 3 Credit Hours
Provides students with theoretical foundations of adoption and diffusion of technological innovations in organizations and society. Topics include: determinants of organizational innovation by acquisition; individual- and organizational-level technology adoption; diffusion of technologies through social systems; and the infusion and assimilation of technologies in organizations.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 84081 INFORMATION SYSTEMS STRATEGY AND INNOVATION 3 Credit Hours
This course explores the basis of strategy, deployment and competition in high-technology industries. It introduces conceptual frameworks based on cutting-edge research in economics and strategy. The frameworks may seem abstract at first, but we will focus on mastering them will gain an in-depth understanding of how high-technology industries work and how to develop strategies for managing firms in such industries. Students will learn how to develop and apply such frameworks in their research.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84082 DATABASE MANAGEMENT SYSTEMS 3 Credit Hours
In-depth investigation of intelligent database management systems in support of business decision-making. An understanding of relational databases is assumed. Object-orientation and other advanced database concepts will be explored.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84108 ACQUIRING HUMAN RESOURCES 3 Credit Hours
Course provides foundation for understanding issues related to the acquisition of human resources in an organization. Students will learn issues related to employment law, job analysis, job design, planning, recruitment, selection.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84112 RESEARCH METHODOLOGY 3 Credit Hours
The objectives of this course are: to formulate a research problem and develop testable research hypotheses; develop research skills by learning the different research methods and techniques; explain information contained in research statistical outputs such as SAS and SPSS enable students to conduct meaningful and high quality research in their specific field of interest.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84262 THEORY OF THE FIRM 3 Credit Hours
Course focuses on developing a deep understanding of modern strategic theory in relation to other allied fields. Students will review fundamental concepts of strategic thinking and theory development and then move to contemporary theoretical issues including transaction-cost economics, the resource-based view, the emerging theories of real options and of dynamic capabilities, strategic optimization and constraint theory, and dealing with uncertainty through scenario-driven planning.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84263 OPTIMIZING HUMAN RESOURCES 3 Credit Hours
Students learn areas of human resources management that include training and development, performance management, compensation and retention or turnover.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84272 THEORETICAL AND EMPIRICAL GLOBAL STRATEGY 3 Credit Hours
Focuses on review and integration of the several streams of literature dealing with strategy for, and management of, the product-diversified and/or internationally-diversified firm. Also, in order to complement the emphasis of other doctoral offerings on strategy formulation topics, this seminar places a special emphasis on strategy process, organizational structure, and administrative mechanisms. In particular, it explores the foundations as well as current research on corporate governance, broadly define. This includes (I) the set of mechanisms available to align the interest of top managers to those of shareholders, as well as (II) the mechanisms available to motivate and control middle managers so that their decisions and behaviors are aligned with intended corporate and/or international strategy and goals.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84277 ORGANIZATIONAL BEHAVIOR AND THEORY 3 Credit Hours
An examination of theory and research on individual and group behavior in organizations. Special attention is given to theories of motivation, job satisfaction, goal setting, task design, feedback systems, group dynamics, power and teams.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MIS 84285 TECHNOLOGY AND INNOVATION STRATEGY 3 Credit Hours
Covers topics pertaining to innovation management at micro-level (entrepreneurship, corporate entrepreneurship), meso-level (networks), and macro-level (cross-country and within-country comparisons).
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MIS 84291 SEMINAR IN MANAGEMENT SYSTEMS 3 Credit Hours
(Repeatable for credit) Intensive investigation of selected topics in organization and strategic management. Student will be expected to undertake research on a topic determined in joint consultation with the instructor.
Prerequisite: Doctoral standing; and special approval of instructor.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

Department of Marketing and Entrepreneurship

Entrepreneurship (ENTR)

ENTR 17001 START-UP ENTREPRENEURS 1 Credit Hour
This course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. Throughout the course, those who have transformed a simple idea into a sustainable success share the beliefs and behaviors that helped them build a thriving new entity. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.
Prerequisite: Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17001 towards their degree).
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

ENTR 17002 ENTREPRENEURIAL MINDSET 2 Credit Hours
This course engages students in the study of the fundamental aspects of the entrepreneurial mindset. The course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. The course next guides each student through the process of developing an entrepreneurial mindset. Finally, each student then uses the entrepreneurial mindset to recognize and evaluate opportunities in his or her own life, regardless of the student’s chosen career path. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.
Prerequisite: Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17002 towards their degree).
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP 3 Credit Hours
The study of the entrepreneurial process from conception to birth of a new venture. This includes attributes of successful entrepreneurs, opportunity recognition, innovation, venture screening, risk assessment, risk tolerance, identification of resources and business planning to learn how to turn opportunities into viable business.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 27192 BEGINNING PRACTICUM (ELR) 1-4 Credit Hours
(Repeatable for a maximum of 4 credit hours) This course offers the student a chance to explore the operations within an entrepreneurial venture through a real life consulting project. Students will work on a defined project for a small business or startup. Faculty and staff of the Center for Entrepreneurship and Business Innovation (CEBI) will be responsible for pairing students with projects. The time commitment for this course is approximately 50 hours per credit hour.
Prerequisite: ENTR 27056 with a minimum C grade.
Schedule Type: Practical Experience
Contact Hours: 1-4 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 27466 SPEAKER SERIES IN ENTREPRENEURSHIP 1 Credit Hour
Explores entrepreneurship based upon the experiences of a broad range of entrepreneurs. During the semester, at least eight entrepreneurs will share their paths in establishing a successful enterprise, including some of the obstacles and missteps they made along the way. This course is also offered in an online format.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

ENTR 37040 ENTREPRENEURIAL TOOLS 3 Credit Hours
Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as an entrepreneur. Topics include strategic analysis, financial analysis, case analysis, decision-making, and persuasive communications. Incorporates professional development skills and opportunities.
Prerequisite: ENTR 27056 with a minimum C grade; minimum 2.25 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37044 SALES IN THE ENTREPRENEURIAL VENTURE 3 Credit Hours
Selling and the management of the sales force in the entrepreneurial environment. Special focus is given to enhancing students’ selling skills and background in developing an effective sales force for an entrepreneurial organization.
Prerequisite: ENTR 27056; and minimum 2.25 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship Minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ENTR 37065  ENTREPRENEURIAL FINANCE  3 Credit Hours
Students are introduced to the key elements of finances in an entrepreneurial environment. The course is a mix of strategy and operating considerations for early stage businesses. Concepts that are taught include sources of capital, the economic ecosystem, core and adjacency strategies, strategy pivots, customer value creation and switching costs, pricing models, operating costs, cash flow planning, revenue forecasts and financial projections, private and public company analysis, and franchise evaluation. At the end of the course students should be able to think critically about business and make critical strategic evaluations during the course of a business lifecycle.
Prerequisite: ECON 22060 and ENTR 27056; minimum 2.25 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37070  SOCIAL ENTREPRENEURSHIP  3 Credit Hours
Social entrepreneurs create innovative solutions to solve challenging social and environmental issues affecting the world around them. In this course, students will learn how to lead and manage charities, non-government organizations, social oriented enterprises and not for profit organizations. Students will apply entrepreneurial business and innovative skills to effectively tackle global issues impacting society.
Prerequisite: ENTR 27056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37075  ENTREPRENEURIAL MARKETING  3 Credit Hours
Application of marketing concepts to entrepreneurial situations. Emphasis is given to market segmentation and analysis, product and service positioning and market-oriented firm development.
Prerequisite: ENTR 27056; and minimum 2.25 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37080  NEW VENTURE CREATION (WIC)  3 Credit Hours
The process of formulating, planning and implementing a new venture. Apply the skills learned in the functional areas toward the goal of starting a business. Exposure to detailed descriptions of "how to” embark on a new venture in a logical manner.
Prerequisite: ENTR 27056; and ENTR 37040 with a minimum C grade; and ENTR 37056 or FIN 36053; minimum C grade in ENG 21011, COMM 15000; and MATH 11010; minimum 2.25 overall GPA; and Entrepreneurship major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

ENTR 37192  ADVANCED PRACTICUM (ELR)  1-4 Credit Hours
(Repeatable for a total of 4 credit hours) This course offers the student a chance to explore and apply their organizational leadership, teamwork, communication, critical thinking and problem solving skills in an entrepreneurial setting by providing a real life consulting experience. In this practicum, students will be responsible for defining and managing their projects, working with clients lined up through the faculty member and the Center for Entrepreneurship and Business Innovation. The time commitment for this course is approximately 50 hours per credit hour.
Prerequisite: ENTR 27056 and ENTR 37075; and ENTR 37040 with a minimum C grade; and minimum 2.25 overall GPA; and Entrepreneurship major or minor.
Schedule Type: Practical Experience
Contact Hours: 1-4 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 37195  SPECIAL TOPICS IN ENTREPRENEURSHIP I  1-4 Credit Hours
(Repeatable for credit)Special topics course offered on an irregular basis; different topics and faculty involved each time the course is offered.
Prerequisite: ENTR 27056; and minimum 2.25 overall GPA.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

ENTR 45096  INDIVIDUAL INVESTIGATION IN ENTREPRENEURSHIP  1-3 Credit Hours
(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior entrepreneurship major.
Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter

ENTR 47045  ENTREPRENEURIAL LEADERSHIP  3 Credit Hours
Application of business start-up and leadership concepts to entrepreneurial situations. Emphasis is given to mentoring and coaching students in ENTR 27065 or ENTR 27075.
Prerequisite: ENTR 47049 with a minimum B grade; and Entrepreneurship major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 47047  STRATEGIC DILEMMAS IN ENTREPRENEURSHIP  3 Credit Hours
Examines early challenges with strategic consequences faced by the entrepreneur. The topics covered include the timing of entrepreneurial entry, the type of entry (startup vs. franchise vs. acquisition), family business dilemmas, division of roles in a new venture, equity split, hiring dilemmas, investor dilemmas, exit choices and other dilemmas that have long-term consequences for entrepreneurs, their ventures, as well as for co-founders, employees, investors, and potential acquirers. The course heavily relies on case studies as a primary means of dilemma analysis.
Prerequisite: ENTR 27056 with a minimum C grade; minimum 2.25 overall GPA; and Entrepreneurship major or minor; and junior or senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ENTR 47048 ENTREPRENEURIAL EXPERIENCE I (ELR) 3 Credit Hours
First of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Students in this course will utilize a plan they developed in New Venture Creation, ENTR 37080, or create a new business plan. Activities may include identifying market needs, researching financial viability of the business venture to meet that need, marshaling the resources to launch a business, and launching the business.
Prerequisite: Minimum C grade in ENG 21011, ENTR 37080, COMM 15000 and MATH 11010; and minimum 2.250 overall GPA; and Entrepreneurship major.
Schedule Type: Laboratory
Contact Hours: 3 lab
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 47049 ENTREPRENEURIAL EXPERIENCE II 3 Credit Hours
Second of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Activities include growing the business started during Entrepreneurial Experience I, meeting all operational requirements of the business, evaluating the business, and determining whether to continue the business or shut it down upon completion of the course.
Prerequisite: ENTR 47048; and minimum 2.250 overall GPA; and Entrepreneurship major and minor.
Schedule Type: Laboratory
Contact Hours: 3 lab
Grade Mode: Standard Letter

ENTR 47070 NEW ENTERPRISE FORMATION 3 Credit Hours
This course will develop the student's ability to analyze, plan and implement a new venture. This course is both an experiential and "how to" course. Students will perform research to evaluate the viability of identified business opportunities by understanding the key industry factors, market and competitive factors and customer needs that affect those opportunities. Students will develop personal entrepreneurial capacity in the field or industry in which their business will operate. Students will do a feasibility analysis and develop a business canvas model that will result in a flexible business plan. Entrepreneurship majors will not receive credit for this course.
Prerequisite: Minimum C grade in ENG 21011 and ENTR 37040; and ENTR 27056 and ENTR 37065; and minimum 2.250 overall GPA; and non-Entrepreneurship majors only.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 47091 SEMINAR IN ENTREPRENEURSHIP 3 Credit Hours
(Repeatable for credit) Current topics in entrepreneurship. Entrepreneurship majors will not receive credit for this course. Not open to Entrepreneurship majors.
Prerequisite: ENTR 27056; and student in the College of Business Administration; and junior or senior standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

ENTR 47189 INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (ELR) 3 Credit Hours
The student will gain firsthand exposure to international businesses and organizations generally relating to business, and specifically relating to entrepreneurship. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.
Prerequisite: ENTR 27056; and Entrepreneurship major or minor; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 47195 SPECIAL TOPICS IN ENTREPRENEURSHIP II 1-4 Credit Hours
(Repeatable for credit)Special topics course offered on an irregular basis; different topics and faculty involved each time the course is offered.
Prerequisite: ENTR 27056; and minimum 2.250 overall GPA.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 47292 ENTREPRENEURIAL INTERNSHIP (ELR) 3 Credit Hours
Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.
Prerequisite: Minimum 2.250 overall GPA; and Entrepreneurship major; and special approval.
Schedule Type: Practical Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 65051 TECHNOLOGY COMMERCIALIZATION 3 Credit Hours
This course is designed to teach students how to evaluate opportunities for technology commercialization and how to apply the steps required in order take a technological innovation to the marketplace.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

Managerial Marketing (MMTG)

MMTG 35011 MARKETING TOOLS (WIC) 3 Credit Hours
Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as a marketing professional. Topics include strategic analysis, financial analysis, case analysis, marketing decision-making, and persuasive communications.
Prerequisite: Minimum C grade in ENG 21011, COMM 15000, MATH 11010; CIS 24053 or IT 11000; MKTG 25010 or BMRT 21050; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course
MMTG 35021 RESEARCH FOR MARKETING DECISIONS 3 Credit Hours
Focuses on the effective collection, organization, evaluation, and use of data to make marketing decisions. Emphasis on methods for collecting, analyzing, interpreting, and communicating data in the context of marketing decision-making.
Prerequisite: MMTG 35011 with a minimum C grade; and minimum 2.500 overall GPA; and managerial marketing major.
Pre/corequisite: MGMT 24056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 35024 MARKETING TOOLS LABORATORY 1 Credit Hour
Extended practice and use of software to enhance financial analysis and communication skills. Emphasizes the use of Microsoft Office software to enhance marketing decision-making and persuasive presentation skills. Incorporates professional development skills and opportunities. Should be taken concurrently with the Marketing Tools (MMTG 35011) course.
Prerequisite: ENG 21011, COMM 15000, MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with minimum C (2.00); minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter

MMTG 35025 MARKETING COMMUNICATIONS LABORATORY 1 Credit Hour
Extended practice and use of software to enhance marketing communications skills. Emphasizes the use of software to develop and execute specific marketing communications tools. Incorporates traditional and contemporary communications tools with a focus on tools that are typically created in-house by marketers.
Prerequisite: ENG 21011, COMM 15000 and MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with a minimum C grade; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter

MMTG 35026 MARKETING RESEARCH LABORATORY 1 Credit Hour
Extended practice and use of software to enhance data analysis and communication skills. Emphasizes the collection and analysis of research data for marketing decision-making. Incorporates the use of data analysis software. Should be taken concurrently with the Research for Marketing Decisions (MMTG 35021) course.
Prerequisite: MMTG 35011 with a minimum C grade; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter

MMTG 35021 RESEARCH FOR MARKETING DECISIONS 3 Credit Hours
Focuses on the effective collection, organization, evaluation, and use of data to make marketing decisions. Emphasis on methods for collecting, analyzing, interpreting, and communicating data in the context of marketing decision-making.
Prerequisite: MMTG 35011 with a minimum C grade; and minimum 2.500 overall GPA; and managerial marketing major.
Pre/corequisite: MGMT 24056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 35024 MARKETING TOOLS LABORATORY 1 Credit Hour
Extended practice and use of software to enhance financial analysis and communication skills. Emphasizes the use of Microsoft Office software to enhance marketing decision-making and persuasive presentation skills. Incorporates professional development skills and opportunities. Should be taken concurrently with the Marketing Tools (MMTG 35011) course.
Prerequisite: ENG 21011, COMM 15000, MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with minimum C (2.00); minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter

MMTG 35025 MARKETING COMMUNICATIONS LABORATORY 1 Credit Hour
Extended practice and use of software to enhance marketing communications skills. Emphasizes the use of software to develop and execute specific marketing communications tools. Incorporates traditional and contemporary communications tools with a focus on tools that are typically created in-house by marketers.
Prerequisite: ENG 21011, COMM 15000 and MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with a minimum C grade; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter

MMTG 35026 MARKETING RESEARCH LABORATORY 1 Credit Hour
Extended practice and use of software to enhance data analysis and communication skills. Emphasizes the collection and analysis of research data for marketing decision-making. Incorporates the use of data analysis software. Should be taken concurrently with the Research for Marketing Decisions (MMTG 35021) course.
Prerequisite: MMTG 35011 with a minimum C grade; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter

MMTG 35030 SALES AND SALES MANAGEMENT 3 Credit Hours
Focuses on the fundamentals of selling and sales management with emphasis on persuasive communication and understanding others' perspectives to reach a "win-win" outcome. Incorporates sales management strategies and the planning and leadership skills of a sales manager. Students will engage in one-on-one role playing and simulated selling scenarios.
Prerequisite: MMTG 35011 with a minimum C grade; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45020 COMPETITIVE MARKET ANALYSIS 3 Credit Hours
Focuses on establishing and maintaining a competitive market position through product and pricing strategies driven by industry and competitive analysis. Students will participate in a marketing simulation where they will make marketing decisions and strive to compete effectively.
Prerequisite: MMTG 35021 and MMTG 35030; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45023 CUSTOMER ANALYSIS 3 Credit Hours
Focuses on the methods marketers use to analyze and understand their customers. Incorporates market segmentation and targeting, understanding consumer and buyer decision-making, and customer relationship management. Students will complete a segmentation plan for a client firm.
Prerequisite: MMTG 35021 and MMTG 35030; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45039 PROMOTION MANAGEMENT 3 Credit Hours
Focuses on the use of promotional tools to communicate marketing strategies to customers. Emphasis on both traditional and contemporary promotional tools, including new technologies in marketing communications. Considers the selection, planning, and implementation of promotional tools. Students will complete a communications plan for a client firm.
Prerequisite: MMTG 45020 and 45023; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45040 INTEGRATED MARKETING STRATEGY (ELR) 3 Credit Hours
Capstone course for managerial marketing majors. Emphasis is on the integration of marketing concepts, methods, and skills from prior coursework to make sound marketing decisions. Students will complete a marketing plan for a client firm.
Prerequisite: MMTG 45020 and MMTG 45023; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement
MMTG 45195 SPECIAL TOPICS IN MANAGERIAL MARKETING  1-4
Credit Hours
Special Topics in Managerial Marketing permits the exploration of topics not covered, or are not covered in as much depth, in scheduled courses. Hours of credit depend on scope of project.
Prerequisite: Minimum 2.500 overall GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

Marketing (MMTG)

MKTG 25010 PRINCIPLES OF MARKETING  3 Credit Hours
(Equivalent to BMRT 21050) An overview of the processes, activities and problems associated with the conception, planning and execution of the pricing, promotion and distribution of goods. Focus is on the decision-making processes of the individual consumer and the psychological, sociological, cultural and economic factors that influence those choices. Understanding why consumers behave in the way that they do is the heart of the study of consumer behavior and informs the formulation of marketing strategy. Periodically offered as an online course.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Business

MKTG 35030 MARKETING APPLICATIONS  3 Credit Hours
Students learn and apply strategic and financial analysis skills to make real-world marketing decisions. Emphasis on marketing planning and core strategic decisions in marketing, including segmentation, targeting and positioning.
Prerequisite: MKTG 25010 with a minimum C grade; and minimum 2.500 overall GPA; and marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 35035 CONSUMER BEHAVIOR  3 Credit Hours
Focus is on the decision-making processes of the individual consumer and the psychological, sociological, cultural and economic factors that influence those choices. Understanding why consumers behave in the way that they do is the heart of the study of consumer behavior and informs the formulation of marketing strategy. Periodically offered as an online course.
Prerequisite: MKTG 25010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 35050 MARKETING RESEARCH  3 Credit Hours
Focus is on the collection and analysis of new marketing data, both for exploratory and for decision-making purposes. Students work individually and in teams developing and communicating responses to managerial questions.
Prerequisite: MKTG 25010 and MGMT 24056; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 35056 SOCIAL MEDIA MARKETING  3 Credit Hours
Explore the various opportunities and risks that social media marketing holds for firms. During the course students will learn about topics such as social media’s effect on marketing, creating and managing brand presences on social media, creating and marketing a branded viral video and identifying online influencers.
Prerequisite: MKTG 25010; and minimum GPA 2.500; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 35061 MARKETING ANALYTICS  3 Credit Hours
This course presents an overview of the process of conducting marketing analytics in a business organization. Broadly, this process encompasses distilling management questions into its causes and consequences, determining data requirements, assembling a data set amenable to analysis, model selection, analysis, and the communication of analytics insights. Consequently, marketing analytics is discussed as a rich, data-driven process to visualize, predict and improve business outcomes, and how to think about analysis and how to communicate its results are emphasized.
Prerequisite: MGMT 24056; and a managerial marketing major or marketing major or entrepreneurship major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45045 ADVERTISING AND PROMOTION MANAGEMENT  3 Credit Hours
Increases students’ understanding of advertising concepts as well as structure and functions of different “players” within the industry. Integrates marketing and advertising theory with application in advertising decision-making. Periodically offered as an online course. Not open to Managerial Marketing (MMTG) majors.
Prerequisite: MKTG 25010 or BMRT 21050.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45046 PROFESSIONAL SELLING  3 Credit Hours
Introduces students to effective communication, successful selling and persuasion techniques, building customer relationships, ethics, the buying and selling process, and developing professional sales calls.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035; and not open to managerial marketing majors.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45047 ADVANCED PROFESSIONAL SELLING  3 Credit Hours
Builds on the foundation established in Personal Selling and Sales Management (MKTG 45046) by applying sales concepts, participating in live sales calls with Business Partner Company Sales Reps, spending highly focused time in role plays with immediate feedback from the instructors, interacting with guest speakers who are experts in sales, and studying advanced sales and persuasion techniques. Experiential course that requires some flexibility with scheduling for the shadow experiences.
Prerequisite: MKTG 45046 or MMTG 35030 or ENTR 37045; and minimum 2.500 overall GPA.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter
MKTG 45060  INTERNATIONAL MARKETING  3 Credit Hours
Examination of international marketing in terms of global markets and trade. Emphasizes differences among markets caused by geography, politics, economics, culture, commercial policy and trade practices. Periodically offered as an online course.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45082  SERVICES MARKETING  3 Credit Hours
Provides an integrated understanding of what is required to develop and market a successful service to a chosen target market. Positioning of a service product can be achieved through the “4 Ps” tactics originally used for goods marketing in addition to three new Ps” for services, which include design of the delivery process, recruitment and training of people, and developing appropriate physical evidence. Readings, lectures, tests, and experiential activities are used to develop and assess learning.
Prerequisite: MKTG 25010; and minimum 2.500 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45084  MARKETING POLICIES AND STRATEGIES (ELR) (WIC)  3 Credit Hours
Capstone course for marketing majors. Course deals with marketing policies and strategies with emphasis on managerial decision-making case approach.
Prerequisite: MKTG 35030 with a minimum C grade; and minimum 2.500 overall GPA; and marketing major; and senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement, Writing Intensive Course

MKTG 45091  MARKETING SEMINAR  1-4 Credit Hours
(Repeatable for credit)Current topics in marketing. Certain sections of this variable topic seminar may require instructor special approval or have further prerequisites. See current schedule of classes.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035; and minimum 2.500 overall GPA.
Schedule Type: Seminar
Contact Hours: 1-4 other
Grade Mode: Standard Letter

MKTG 45095  SPECIAL TOPICS IN MARKETING  1-4 Credit Hours
(Repeatable for credit) Special Topics in Marketing permits the exploration of topics that are not covered, or not covered in as much depth, in scheduled courses. Credit hours depend on the scope of the project.
Prerequisite: Minimum 2.500 overall GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

MKTG 45096  INDIVIDUAL INVESTIGATION IN MARKETING  1-3 Credit Hours
(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior marketing major.
Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-6 other
Grade Mode: Standard Letter

MKTG 45187  INTERNATIONAL EXPERIENCE IN MARKETING  3 Credit Hours
The student will gain firsthand exposure to international businesses and organizations generally relating to business and specifically relating to marketing. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.
Prerequisite: MKTG 25010; and special approval.
Schedule Type: Field Experience, International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MKTG 45189  INTERNATIONAL EXPERIENCE IN MARKETING (ELR)  3 Credit Hours
The student will gain firsthand exposure to international businesses and organizations generally relating to business and specifically relating to marketing. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.
Prerequisite: MKTG 25010; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MKTG 45192  SALES INTERNSHIP (ELR)  3 Credit Hours
Supervised practical experience in sales with a business. An internship application and faculty approval are needed prior to registration for this course.
Prerequisite: MKTG 45046 or MMTG 35030 or ENTR 37045; and special approval.
Schedule Type: Practical Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MKTG 45292  MARKETING INTERNSHIP  3 Credit Hours
Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035; and special approval.
Schedule Type: Individual Investigation, Practical Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MKTG 65050  MODERN ENTREPRENEURIAL MANAGEMENT  3 Credit Hours
(Slashed with MKTG 75050) Analysis and application of the key elements of both entrepreneurship (new business starts) and entrepreneurship in existing companies.
Prerequisite: Completion of 24 credit hours of Business Administration (BAD) courses and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MKTG 65051  MARKETING MANAGEMENT  2 Credit Hours
Analysis of marketing management at a level appropriate to students with limited background in the subject. The course will include lectures, and will integrate a major experiential component (e.g., a marketing simulation, a client-based project, etc.). Services, global marketing, and legal and ethical issues will be integrated across topic areas.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

MKTG 65053  PROMOTION MANAGEMENT  3 Credit Hours
(Slashed with MKTG 75053) All elements of the promotional mix (advertising, sales, promotion, publicity, public relations and personal selling) are considered as part of an integrated communications strategy. Primary emphasis is placed on advertising. A comprehensive set of analytical frameworks are developed, covering a range of topics from the firm's marketing strategy to the message strategy embodied in a single advertisement. These analytic frameworks are applied to a series of case studies throughout the course.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65054  INTERNATIONAL MARKETING  3 Credit Hours
Course focuses on the types of marketing decisions facing the international marketing manager or vice president in the multinational firm.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65057  MARKETING RESEARCH  3 Credit Hours
(Slashed with MKTG 75057) Examination of the research process as applied to decision making. Course focuses on steps in problem formulation the research process application of techniques and basis data analysis using SPSS-PC.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65060  MARKETING STRATEGY AND PLANNING  3 Credit Hours
Focuses on integration of marketing planning into the strategic planning process. Deals mostly with marketing strategy at the level of senior management rather than operations.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65064  BUYER BEHAVIOR  3 Credit Hours
(Slashed with MKTG 75064) An analysis of the concepts of buyer/consumer behavior, focusing on the behavioral sciences theories underlying marketing models and their application to marketing strategies.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65184  INTERNATIONAL BUSINESS  3 Credit Hours
(Slashed with MKTG 75184) Study of the business firm in a global context. Application of theory and practice of American business administration to international operations of firms.
Prerequisite: ECON 62021; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 75050  MODERN ENTREPRENEURIAL MANAGEMENT  3 Credit Hours
(Slashed with MKTG 65050) Analysis and application of the key elements of both entrepreneurship (new business starts) and entrepreneurship in existing companies.
Prerequisite: Doctoral standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 75051  MARKETING MANAGEMENT  3 Credit Hours
(Slashed with MKTG 65051) Analysis of marketing management at a level appropriate to students with limited background in the subject. Course encompasses lecture discussion problems and cases.
Prerequisite: MKTG 65051 or 75051; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 75053  PROMOTION MANAGEMENT  3 Credit Hours
(Slashed with MKTG 65053) All elements of the promotional mix (advertising, sales, promotion, publicity, public relations and personal selling) are considered as part of an integrated communications strategy. Primary emphasis is placed on advertising. A comprehensive set of analytical frameworks are developed, covering a range of topics from the firm's marketing strategy to the message strategy embodied in a single advertisement. These analytic frameworks are applied to a series of case studies throughout the course.
Prerequisite: MKTG 65051; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 75057  MARKETING RESEARCH  3 Credit Hours
(Slashed with MKTG 65057) Examination of the research process as applied to decision making. Course focuses on steps in problem formulation, the research process, application of techniques, and basis data analysis using SPSS-PC.
Prerequisite: MKTG 65051 or 75051; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 75058  INTERNATIONAL BUSINESS  3 Credit Hours
(Slashed with MKTG 65058) Study of the business firm in a global context. Application of theory and practice of American business administration to international operations of firms.
Prerequisite: ECON 62021; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 75064  BUYER BEHAVIOR  3 Credit Hours
(Slashed with MKTG 65064) An analysis of the concepts of buyer/consumer behavior, focusing on the behavioral sciences theories underlying marketing models and their application to marketing strategies.
Prerequisite: MKTG 65051; and doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MKTG 75184  INTERNATIONAL BUSINESS  3 Credit Hours  
(Slashed with MKTG 65184) Study of the business firm in a global context. Application of theory and practice of American business administration to international operations of firms.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
MKTG 85057  RESEARCH DESIGN  3 Credit Hours  
Focuses on the construction of a conceptual framework; the design of an experiment sampling plan data collection methods and the application of statistical techniques.  
Prerequisite: Doctoral standing.  
Schedule Type: Seminar  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
MKTG 85060  MARKETING STRATEGY  3 Credit Hours  
Examines important topics in marketing management and strategy such as brand equity, competition, channel management, market orientation, product innovation, customer satisfaction and their impact on financial outcomes in the areas of business-to-consumer and nosiness-to-business.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
MKTG 85063  ANALYTICAL METHODS IN MARKETING RESEARCH  3 Credit Hours  
Application of multivariate statistical techniques in marketing research.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter-IP  
MKTG 85064  BUYER BEHAVIOR  3 Credit Hours  
An analysis of extant and emerging theories, models and concepts of buyer consumer behavior and their development and testing.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter-IP  
MKTG 85066  MARKETING THEORY  3 Credit Hours  
The central objective of the course is to develop the doctoral student's background in marketing theory, theory construction and the creation of marketing knowledge.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter-IP  
MKTG 85097  SEMINAR IN MARKETING AND ENTREPRENEURSHIP  
3 Credit Hours  
(Repeatable for a maximum of 6 credit hours) This course is designed to provide doctoral students with a broad exposure to a current and substantive topic area in either marketing or entrepreneurship. This course will expose students to classic and new ideas, help them critically analyze these ideas, and provide them with the opportunity to relate these ideas to their own research interests.  
Prerequisite: Doctoral standing.  
Schedule Type: Colloquium  
Contact Hours: 3 other  
Grade Mode: Standard Letter  
MKTG 85098  RESEARCH IN MARKETING  3 Credit Hours  
(Repeatable for credit) Designed to assist students in developing dissertation topics or to provide an opportunity to study material or topic not covered elsewhere in the program.  
Prerequisite: Doctoral standing.  
Schedule Type: Research  
Contact Hours: 3 other  
Grade Mode: Standard Letter