

# NELSON RUSCHE COLLEGE OF BUSINESS

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*Dean*

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## **OVERVIEW**

The Nelson Rusche College of Business includes the Schlieff School of Accountancy and the Departments of Business Communication and Legal Studies; Economics and Finance; and Management, Marketing and International Business. For a list of the programs of study, see the appropriate department/school section in this bulletin.

## **MISSION STATEMENT**

The mission of the Nelson Rusche College of Business is to create a challenging learning environment that will enable our students to launch their careers with the foundation for effective leadership.

## **VISION STATEMENT**

Our vision is to show continuous improvement in three interrelated areas: creating student success, enhancing our reputation for excellence and attracting critical resources; i.e. students, faculty and staff members, and funding.

## **CORE VALUES**

We believe that applied learning within a personalized and collaborative setting is fundamental for creating a superior learning experience. We value high-quality research and teaching, innovation, respect for colleagues and students, and hard work and integrity in everything we do.

## **STRATEGIC FOCUS**

*Learn* – We are creating a personalized and applied learning environment supported by high-quality faculty and staff members and administrators.

*Launch* – We are creating experiences that will challenge and equip our students to find their place in a highly competitive and global environment.

*Lead* – We are creating engaging experiences that will challenge and equip students to make a difference in the world around them.

## **ACCREDITATION**

Undergraduate and graduate business programs are accredited by AACSB International - The Association to Advance Collegiate Schools of Business. This premier accreditation signifies that the college meets exacting standards in areas including faculty resources and qualifications, intellectual climate, student services, degree requirements, library and computer facilities, physical plant, and financial resources.

## **ADVISING AND STUDENT SERVICES**

All students in the College of Business must be advised each semester in order to register for classes. Advising of business students who have not declared a specific major and those on probation and suspension takes place in the College of Business Office of Student Services. Students in good academic standing and who have declared a specific business major are advised by faculty members in the academic unit that serves their major.

## **SCHOLARSHIPS AND FELLOWSHIPS**

Scholarships for College of Business majors are administered through the Alumni Foundation and Student Financial Assistance [sfasu.edu/faid](http://sfasu.edu/faid). A limited number of scholarships are awarded through the academic departments and the college. Applications for scholarships are due early each spring semester. Study abroad scholarships are available to select students enrolled in international study courses and programs.

## **STUDENT ORGANIZATIONS**

Students interested in clubs and organizations for business majors or minors should visit with an advisor in their major department or with staff in the College of Business Office of Student Services. Student organizations include Accounting Club, American Marketing Association, Finance Club, National Association of Black Accountants, Phi Beta Lambda, Society for Advancement of Management and the College Student Advisory Council.

Honoraries include Beta Alpha Psi, Beta Gamma Sigma, Epsilon Chi Omicron, Mu Kappa Tau, Omicron Delta Epsilon and Sigma Iota Epsilon.

## **NATIONAL HONORARY SOCIETY**

Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International.

Students, based on high academic achievement, and tenured business school faculty members are the only ones eligible for membership in the society. Membership is limited to outstanding students who show promise of success in the field of business and who rank in the upper 10 percent of the junior or senior class or the top 20 percent of the graduating master's class.

Beta Gamma Sigma membership provides recognition for a lifetime. With a host of opportunities related to member recognition and networking, those recognized for their academic achievements at SFA can continue an active relationship with Beta Gamma Sigma long after graduation.

**PROGRAM INFORMATION**

1. See the Degree Requirements section that follows for complete listings of course requirements. Refer to individual departments' sections in the following pages for suggested course sequences.
2. Students are required to file a degree plan when they have selected a major and completed a minimum of 45 credit hours.
3. Enrollment in business courses numbered 300 or higher is limited to students who will have completed at least 60 hours of coursework by the end of the current term of enrollment. Specified prerequisites for the course(s) in question must be completed before enrollment in the respective course. If a student has fewer than 60 hours of coursework at the time of registration, he/she may register for business courses numbered 300 or higher only with permission of the chair of the department(s) offering the course(s).
4. No more than three hours of Special Problems (475) and no more than three hours of internship (ACC 485, ECO 485, FIN 485, GBU 485, MGT 476, MKT 486) may count toward a bachelor's degree in the College of Business. Internship courses may count only as electives and may not count toward completion of major or minor requirements in accounting.
5. Management 463 - Business Policy and Strategy, the capstone course required of all B.B.A. students, must be completed in residence at Stephen F. Austin State University.
6. In order to be cleared for graduation, each student pursuing a B.B.A. is required to take the Major Field Test in Business. Students are eligible to take the MFT during the semester of enrollment in MGT 463. Students who do not take the test with the MGT 463 groups at the published times each semester are referred to University Testing Services to take the test, where an additional fee is charged. Distance education students may arrange to take the test at a Prometric Testing Center.
7. A student on academic suspension, as defined earlier in this bulletin, may be allowed to continue in the College of Business by one of the following procedures:
  - A. Attend summer school at SFA and
    - (1) raise his/her SFA GPA to 2.0, or
    - (2) pass with a C average or higher at least nine semester credit hours as specified by the dean's office or the College of Business Student Services Center. This will take two summer sessions.
  - B. Be reinstated on continued suspension automatically after meeting the required semester(s) absence from the university.
8. No student with a non-business major may have more than 25 percent of his or her undergraduate program in business courses.

# DEGREE REQUIREMENTS

## Bachelor of Arts

### Economics

#### 1. CORE CURRICULUM REQUIREMENTS (42 HOURS)\*

##### A. Communication (6 Hours)

1. Three hours from English rhetoric/composition: ENG 131
2. Three hours from oral communication: COM 111, COM 170, COM 215

##### B. Mathematics (3 Hours)

Three hours from: MTH 220

##### C. Life and Physical Science (6 Hours) \*\* (Lab required)

Six hours from:

AST 105; BIO 121, 123, 125, 131, 133, 225, 238; CHE 101, 111, 133, 134; ENV 110; GOL 101, 131, 132; PHY 100, 101, 102, 110, 131, 132, 241, 242

##### D. Language, Philosophy, & Culture (3 Hours)

Three hours from:

ENG 200, 209, 211, 212, 221, 222, 229, 230, 233H;  
HIS 151, 152; PHI 153, 223

##### E. Creative Arts (3 Hours)

Three hours from:

ART 280, 281, 282; DAN 140; MHL 245; MUS 140; THR 161, 163

##### F. American History (6 Hours)

Required (6 Hours): HIS 133, 134

##### G. Government/Political Science (6 Hours)

Required (6 Hours): PSC 141, 142

##### H. Social and Behavioral Science (3 Hours)

Three hours from: ECO 231

##### I. Component Area Option (6 Hours)

1. Three hours from ENG 132
2. Three hours from language: ENG 273 or BCM 247

*\*Please note: Specific degree programs may direct core curriculum choices due to accreditation requirements or other considerations. Please see core requirements for specific degree programs.*

*\*\*Lab credit beyond 6 required hours is counted in the major.*

#### 2. Major Requirements

- A. MGT 272, ECO 231 and MTH 220 (if not already completed in Item 1 above)
- B. Proficiency in a modern foreign language through the equivalent of SFA's 232 courses or four semesters of the same language.
- C. ECO 232, 331, 339, 351, 353
- D. Twelve hours of advanced ECO electives (courses numbered 300-499)

#### 3. Additional Requirements

- A. Fulfill one of the following:
  - An academic minor of at least 18 semester hours, but not more than 23 semester hours, with at least nine hours advanced and at least six hours advanced at SFA
  - A second major of at least 24 semester hours with at least 12 advanced hours at SFA.
- B. Hours requirements: at least 42 semester hours of advanced work, with at least 36 advanced at SFA; at least 42 semester hours of work in residence

at SFA; and at least 120 total semester hours. No more than 30 semester hours of coursework from the following areas: ACC, FIN, GBU, MKT, MGT, BLW, BCM.

- C. Grade requirements: a grade of at least C in each freshman English course, at least a 2.0 GPA overall at SFA, at least a 2.0 GPA in major courses taken at SFA and at least a 2.0 GPA in all minor or second major courses overall.
- D. No more than three hours of special problems from the College of Business (ACC 475, ECO 475, FIN 475, GBU 475, MGT 475, MKT 475) and no more than three hours of internships from the College of Business (ACC 485, ECO 485, FIN 485, GBU 485, MGT 476, MKT 486) may count toward a B.A. in Economics.
- E. All students must satisfy provisions of the Texas Success Initiative program. See TSI information elsewhere in this bulletin.

## **Bachelor of Business Administration**

### **1. CORE CURRICULUM REQUIREMENTS (42 HOURS)\***

#### **A. Communication (6 Hours)**

- 1. Six hours from English rhetoric/composition: ENG 131 or 133H
- 2. Three hours from oral communication: COM 111

#### **B. Mathematics (3 Hours)**

Three hours from: MTH 143

#### **C. Life and Physical Science (6 Hours) \*\* (Lab required)**

Six hours from:

AST 105; BIO 121, 123, 125, 131, 133, 225, 238; CHE 101, 111, 133, 134; ENV 110; GOL 101, 131, 132; PHY 100, 101, 102, 110, 131, 132, 241, 242

#### **D. Language, Philosophy, & Culture (3 Hours)**

Three hours from:

ENG 200, 209, 211, 212, 221, 222, 229, 230, 233H;  
HIS 151, 152; PHI 153, 223

#### **E. Creative Arts (3 Hours)**

Three hours from:

ART 280, 281, 282; DAN 140; MHL 245; MUS 140; THR 161, 163

#### **F. American History (6 Hours)**

Required (6 Hours): HIS 133, 134

#### **G. Government/Political Science (6 Hours)**

Required (6 Hours): PSC 141, 142

#### **H. Social and Behavioral Science (3 Hours)**

Three hours from: ECO 231

#### **I. Component Area Option (6 Hours)**

- 1. Three hours from ENG 132
- 2. Three hours from BCM 247

*\*Please note: Specific degree programs may direct core curriculum choices due to accreditation requirements or other considerations. Please see core requirements for specific degree programs.*

*\*\*Lab credit beyond 6 required hours is counted in the major.*

**2. Business Foundation Requirements** (Some of these courses may be taken to satisfy part of the Core Curriculum Requirements listed in Item 1.  
ACC 231, 232; BCM 247; BLW 335; MGT 272; ECO 231, 232, 339; FIN 333; GBU 325; MGT 370, 371, 463 (MGT 463 must be completed at SFA); and MKT 351

**3. General Requirements**

A. MTH 220

B. Two hours general electives

**4. Major Requirements:** See information for major in each school or department's pages.

**5. General Requirements for all Business Majors**

**A. No more than three hours** of Special Problems 475 and no more than three hours of internship (ACC 485, ECO 485, FIN 485, GBU 485, MGT 476, MKT 486) may count toward a bachelor's degree in the College of Business. Internship courses may count only as electives and may not count toward completion of major course requirements in accounting.

**B. Hours Requirements:**

A minimum of 42 hours of residence work on SFA campus of which 36 semester hours must be advanced (300-400 level). At least 50 percent of business requirements, including at least 12 hours of advanced work in the major, in residence at SFA; at least 60 hours of non-business courses (up to nine hours of economics, six hours of statistics, and all computer science courses may be counted as non-business for this purpose); and at least 120 semester hours total (excluding remedial-type courses or activity courses in excess of four semester credit hours).

**C. Grade Requirements:**

\*Maintain at least a 2.0 GPA in courses completed at SFA and a grade of at least C in each freshman English course. Maintain at least a 2.0 GPA in major coursework, minor coursework and B.B.A. foundation requirements.

*\*Note: Required averages are based on those courses in each category that are included in the student's official degree plan.*

**D. Additional Requirements:**

1. Transferred business course credit from another accredited institution at the freshman-sophomore level will be accepted for elective credit only, and an appropriate junior-senior level course will be required.
2. All students must satisfy provisions of the Texas Success Initiative program. See TSI information elsewhere in this bulletin.

# GERALD W. SCHLIEF SCHOOL OF ACCOUNTANCY

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## AREAS OF STUDY AND DEGREES

### B.B.A.

Emphasis Area: Accounting  
Professional Accountancy

### MINOR:

Accounting

## FACULTY

### Professors

Jack R. Ethridge, Treba A. Marsh

### Associate Professor

Kelly G. Noe

### Assistant Professors

Alan Campbell, Calee Jo Holcombe,  
Nikki Shoemaker

### Senior Lecturer

Kacie Czaplá

### Lecturers

Esther S. Bunn, Marie T. Kelly

## OBJECTIVES

The overall objective of the school is to provide academic programs that enable students to prepare for entry into the profession of accountancy. The curriculum is under continual review to ensure that it is responsive to the changing requirements of the accounting profession. In addition, the school provides support courses for non-accounting majors.

## STUDENT ORGANIZATIONS

The Accounting Club and the National Association of Black Accountants are sponsored by the Gerald W. Schlief School of Accountancy and are open to all students. These organizations should be of particular interest to students who desire to become acquainted with the accounting profession, accounting professionals and students with similar interests.

Membership in Beta Alpha Psi, the Accounting Honor Society, is for selected juniors, seniors and graduate students who maintain specified scholastic standards and meet specified professional and community service hour requirements. Students who want to be considered for this honor should consult the Epsilon Mu Chapter advisor or a student officer.

## DEFINITION OF MAJORS

The school offers three outstanding and comprehensive programs. The accounting degree programs cover concepts of financial accounting, managerial accounting, information systems for accounting and management, tax, and auditing. These subjects make up the core of the accounting curriculum.

Depending upon the degree program, other course options include not-for-profit/governmental, oil and gas, international, or managerial accounting. The three degree programs offered are:

**B.B.A./M.P.A.:** SFA's five-year program leads to a Master of Professional Accountancy for those who are primarily interested in pursuing a career in professional accounting. The program contains 156 hours of course credit and was designed to meet the changing needs of the profession. It complies with all the educational requirements for those who wish to take the CPA exam. A bachelor's degree is awarded simultaneously with the M.P.A.

**M.P.A.:** SFA's stand-alone M.P.A. has a 36 semester hour core. The program is designed for those students holding a baccalaureate degree who wish to obtain a master's degree in accounting and meet the educational requirements to take the CPA exam. (See Graduate Bulletin for course requirements.)

**B.B.A.:** SFA's four-year B.B.A. accounting program is available for those who are primarily interested in careers in non-public accounting. This program alone does not provide all of the educational requirements for those interested in sitting for the CPA exam.

#### Four-Year Program

Accounting majors should meet the requirements for a Bachelor of Business Administration as outlined in this bulletin. A major in accounting consists of ACC 231, 232, 331, 332, 333, 343, 431, 437, 442, 453, 457, 465 and CSC 340.

### FOUR-YEAR DEGREE PROGRAM:

#### Bachelor of Business Administration (120 hours)

##### Suggested course outline:

##### Freshman Year (30 hours)

ENG 131	3	ENG 132	3
MTH 143	3	Science with lab	3
Science with lab	3	HIS or PSC	3
HIS or PSC	3	MGT 272	3
ART/MUS/THR/DAN	<u>3</u>	Electives	<u>3</u>
	<b>15</b>		<b>15</b>

##### Sophomore Year (36 hours)

ACC 231	3	ACC 232	3
ECO 231	3	ECO 232	3
MTH 220	3	BCM 247	3
LIT/PHI/HIS	3	HIS or PSC	3
HIS or PSC	3	COM 111	<u>3</u>
Elective	<u>3</u>		
	<b>18</b>		<b>15</b>

##### Junior Year (30 hours)

ACC 331	3	ACC 332	3
ACC 333	3	ACC 343	3
CSC 340	3	ECO 339	3
FIN 333	3	BLW 335	3
GBU 325	<u>3</u>	MGT 370	<u>3</u>
	<b>15</b>		<b>15</b>



**Senior Year (24 hours)**

ACC 431	3	ACC 437	3
ACC 442	3	ACC 457	3
ACC 453	3	ACC 465	3
MGT 371	3	MGT 463	3
MKT 351	3		
	<b>15</b>		<b>12</b>

*Students should consult with an advisor before registering.*

**FIVE-YEAR DEGREE PROGRAM:**

**Bachelor of Business Administration  
Master of Professional Accountancy Program**

**Suggested course outline:****Freshman Year (30 hours)**

ENG 131	3	ENG 132	3
MTH 143	3	Science with lab	3
Science with lab	3	HIS or PSC	3
HIS or PSC	3	MGT 272	3
ART/MUS/THR/DAN	3	Electives	3
	<b>15</b>		<b>15</b>

**Sophomore Year (33 hours)**

ACC 231	3	ACC 232	3
ECO 231	3	ECO 232	3
MTH 220	3	BCM 247	3
LIT/PHI/HIS	3	HIS or PSC	3
HIS or PSC	3	COM 111	3
	<b>15</b>		<b>15</b>

**Junior Year (30 hours)**

ACC 331	3	ACC 332	3
ACC 333	3	ACC 343	3
CSC 340	3	ECO 339	3
FIN 333	3	BLW 335	3
GBU 325	3	MGT 370	3
	<b>15</b>		<b>15</b>

**Senior Year (30 hours)**

ACC 431	3	**ACC 512	3
ACC 453	3	Elective	3
MGT 371	3	MGT 463	3
ACC 442	3	ACC 465	3
ACC 457	3	ACC 437	3
MKT 351	3		
	<b>18</b>		<b>15</b>

**Graduate Year (33 hours)**

ACC Elective (Grad credit)	3	ACC 532	3
ACC 521	3	ACC 552	3
ACC Elective (Grad Credit)	3	FIN 510 or FIN 554	3
ACC 547	3	Elective (Grad credit)	3
BCM 520	3	Elective (Grad credit)	<u>3</u>
Elective (Grad credit)	<u>3</u>		
	<b>18</b>		<b>15</b>

\* *M.P.A./B.B.A. consists of 120 hours undergraduate and 36 hours graduate.*

\*\* *A student must apply for admission and be admitted to the graduate school no later than the semester prior to the first semester of enrolling in any 500-level course. The admission process is:*

1. Receive admission to the Graduate School. (See online Graduate Bulletin for complete details.)
2. Students enrolled in the five-year integrated program must:
  - have an overall 2.50 on all college work;
  - meet the formula stated in the College of Business section;
  - have 12 or fewer upper-level undergraduate hours remaining at the time of beginning graduate classes.

See the General and Graduate Bulletins for specific requirements.

Students should consult with an advisor before registering.

**DEFINITION OF MINOR**

A minor in accounting consists of ACC 231, 232, 331 and 332, plus six hours of advanced accounting, excluding ACC 465. At least nine hours (six of which must be advanced) must be completed at SFA.

**Total 18 hours with at least a 2.0 GPA.**

**COURSES IN ACCOUNTING (ACC)**

See information at the beginning of the College of Business section regarding eligibility for upper-level business courses. Unless otherwise indicated, each course carries three semester hours credit and three hours lecture per week.

- 101. Small Business Accounting** - Practical application of accounting procedures for small businesses. Emphasis on accounting cycle, inventories, internal control and taxes. May not be taken by business majors.
- 231. Principles of Financial Accounting (ACCT 2301)** - Introduction to concepts, principles, processes and uses of accounting information for financial reporting.
- 232. Principles of Management Accounting (ACCT 2302)** - Introduction to concepts, principles and processes applicable to the collection and reporting of data useful for planning, controlling and decision-making. Prerequisite: ACC 231.
- 331. Intermediate Accounting** - Study and application of generally accepted accounting principles in the accounting process and statement preparation. Prerequisite: ACC 232.

- 332. **Intermediate Accounting** - Continuation of ACC 331. Prerequisite: ACC 331.
- 333. **Cost Accounting** - Job order, process, standard and direct cost systems with emphasis on management use of cost data. Prerequisite: ACC 232.
- 343. **Federal Income Tax** - Introduction to federal income tax legislation as applied to individuals and business. Prerequisite: ACC 232.
- 431. **Governmental Accounting** - An introduction to the fundamentals of accounting principles as they apply to governmental and not-for-profit entities. Prerequisite: ACC 331.
- 437. **Auditing Principles** - Financial audit theory and practice for public and non-public companies. Prerequisite: ACC 332.
- 442. **Advanced Financial Accounting I** - Advanced financial accounting topics. Prerequisite: ACC 332.
- 453. **Accounting and Information Systems** - Overall data flow systems emphasizing financial information and computerized systems for accounting. Prerequisite: ACC 332.
- 457. **Controls and Internal Auditing** - Introduction to internal auditing and risk assessment techniques with an emphasis on internal control evaluation and reporting. Prerequisite: ACC 331.
- 465. **Ethics and Professional Issues in Accounting** - Introduction of ethical reasoning, integrity, objectivity, independence, core values and professional issues in accounting. Application of concepts and theories to cases. Senior standing. Prerequisite: ACC 331.
- 475. **Special Problems** - Individual instruction in accounting. Prerequisites: junior standing and approval of school director.
- 485. **Internship in Accounting** - One to three semester hours. Internship in an accounting position with faculty supervision. May not be used to satisfy advanced-level accounting course hours for a major or minor in accounting. Prerequisites: ACC 332 and an accounting GPA of 2.75. Approval of school director and supervising instructor.

For listing of graduate courses for five-year program, consult the current Graduate Bulletin.

# DEPARTMENT OF BUSINESS COMMUNICATION AND LEGAL STUDIES

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## AREAS OF STUDY AND DEGREES

### **B.B.A. General Business**

Emphasis areas: Corporate  
Communication, Legal Studies

### **B.B.A. Business Communication and Corporate Education**

### **MINORS:**

Business Communication  
Business Regulation  
General Business  
General Business Technology  
Applications

## FACULTY

### **Professors Emeritus**

Timothy W. Clipson, Debbie D.  
DuFrene

### **Professors**

Marsha L. Bayless, Susan E. Jennings,  
S. Ann Wilson

### **Associate Professor**

Clive Muir

### **Assistant Professors**

Justin Blount, Ashley Hall,  
Christopher McKenna, Stephen  
Shrewsbury, Andrew Thornley, Carol  
S. Wright

### **Lecturer**

Manuel Guerrero

## OBJECTIVES

The Department of Business Communication and Legal Studies offers two degree programs; a major in general business and a major in business communication and corporate education.

The general business major is ideally suited for students who know exactly what career paths they plan to pursue after graduation and who wish to select courses that directly apply to that specific career. This major also allows students to obtain a broad-based B.B.A. without emphasizing any one of the functional areas of business.

The business communication and corporate education major is designed to prepare individuals to fill business-related communication and employee development roles in traditional and virtual business environments.

## DEFINITION OF MAJORS

### **General Business:**

In addition to the foundation courses that are required for the Bachelor of Business Administration, the major in general business consists of GBU 461, plus the following:

1. Three hours selected from GBU 321, MGT 472 and MKT 425
2. Six hours representing two of the following areas:
  - Law: BLW 350, 366, 437, 456, 468 or 478
  - Communication: BCM 347, 447 or 450
  - Technology: GBU 310, 440 or CSC 340
3. Twelve advanced hours from the following College of Business course prefixes: ACC, BCM, BLW, ECO, FIN, GBU, MGT, MKT. Maximum of nine hours from any one prefix.

#### **Business Communication and Corporate Education:**

In addition to the foundation courses required for the Bachelor of Business Administration, the major in business communication and corporate education consists of BCM 347, BCM 447, BCM 450, GBU 321, GBU 330 and GBU 345, plus a choice of nine hours from GBU 310, GBU 400, GBU 440, GBU 461, BLW 456, MGT 373, and GBU 485.

#### **ONLINE B.B.A. IN GENERAL BUSINESS**

The online B.B.A. in general business allows students who have completed certain required courses and/or equivalents to finish the last two years or more of a degree program through web-based classes. The general business major includes courses selected from various academic disciplines within the College of Business. The program is designed for students who are limited by time and distance in their options for completing the B.B.A. The B.B.A. at SFA is fully accredited by AACSB International, the premier accreditation agency for programs in business.

#### **ONLINE B.B.A. IN BUSINESS COMMUNICATION AND CORPORATE EDUCATION**

The online B.B.A. in business communication and corporate education allows students who have completed certain required courses and/or equivalents to finish the last two years or more of a degree program through web-based classes. The business communication and corporate education major consists of BCM 347, 447, 450, GBU 321, 330 and 345, plus a choice of nine hours from GBU 310, 400, 440, 461, BLW 456, MGT 373 and GBU 485.

#### **AREAS OF EMPHASIS**

Students interested in a corporate communication emphasis should choose the following courses in their general business major: BCM 347, 447 and 450; GBU 321; MGT 373; three hours from GBU 310, 440, 461 or CSC 340; and three hours from BLW 456 or GBU 345 or 485.

Students interested in a legal studies emphasis should choose the following courses in their general business major: nine hours from BLW 350, 366, 437, 456, 468, 478 or GBU 400; six hours from ECO 331, FIN 357 or 361, GBU 321, or MGT 373; three hours from ACC 343, ECO 345, GBU 485, MGT 379 or MKT 425 or 357; and three hours from BCM 450 or GBU 440.

#### **DEFINITION OF MINORS**

To further meet the specialized needs of students, the department offers minors in business communication, business regulation, general business and general business technology applications. At least nine hours of any minor (six of which must be advanced) must be completed at SFA.

A minor in business communication consists of BCM 247, 347, 447, 450 and six semester hours selected from the following courses: COM 170, 380; MKT 352, 353; and ENG 273, 473. Total 18 hours with at least a 2.0 GPA at SFA and overall.

A minor in business regulation consists of BLW 335, BLW 350, PBA 300, and six hours from BLW 437, 456, 468, 478, and three hours from PBA 400, PBA 415, CJS 310, PSC 313. Total 15-18 hours (business and public administration majors core-required BLW 335 and PBA 300 count toward minor), with at least a 2.0 GPA at SFA and overall.

A minor in general business consists of ACC 101 or 231; GBU 147 or FIN 369; BCM 247 or BLW 335; ECO 231; and nine advanced hours from the College of Business with no more than six advanced hours from any one of the following areas: accounting, business communication, business law, economics, finance, general business, management and marketing. Total 21 hours with at least a 2.0 GPA at SFA and overall. Students earning the B.B.A. are not eligible to earn the general business minor.

*\*An online GBU minor also is available.*

A minor in general business technology applications consists of BCM 347; GBU 310, 321, 440, 461; and six hours from CSC 102, 202, 211, 340, 350. Total 21 hours with at least a 2.0 GPA at SFA and overall.

#### **PETROLEUM LAND MANAGEMENT CERTIFICATE**

The courses required for the Petroleum Land Management Certificate are ACC 101 or 231, BLW 366 and 468, and GBU 400, 475 or 485. General business majors who wish to earn the PLM Certificate may select the required courses as part of their major and complete the certificate without taking any additional coursework. GOL 131 and 132 are suggested as the required science courses and suggested electives include GOL 350, FOR 223 and GIS 224. Students pursuing the general business minor can concurrently earn the PLM Certificate by taking one additional course: suggested electives include those previously mentioned as well as FIN 333 and GBU 440. A student who is pursuing or has previously earned a bachelor's degree in any field may take the required courses and earn the PLM certificate.

#### **TEACHER EDUCATION PROGRAMS**

Effective fall 2016, the General Business major with an emphasis in teacher certification is no longer available at the undergraduate level. A student interested in seeking a teaching certificate in Business and Finance 6-12 or Technology Applications EC-12 will major in General Business. Major courses will be tailored to fit the needs of the certification area the student plans to seek. After graduation, students can then take the certification test and apply for admission to the Master of Arts in Teaching program offered through the James I. Perkins College of Education at SFA.

**Bachelor of Business Administration - Suggested Program for General Business and Business Communication and Corporate Education Majors\* (120 hours):**

**Freshman Year\*\* (30 hours)**

ENG 131	3	ENG 132	3
MTH 143	3	MGT 272	3
Science with lab	3	Science with lab	3
HIS or PSC	3	HIS or PSC	3
ART, MUS, THR or DAN	<u>3</u>	COM 111	<u>3</u>
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>

**Sophomore Year (30 hours)**

ACC 231	3	ACC 232	3
ECO 231 or 232	3	ECO 231 or 232	3
HIS or PSC	3	HIS or PSC	3
ENG/HIS/PHI	3	MTH 220	3
BCM 247	<u>3</u>	Elective	<u>3</u>
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>

**Junior Year\*\*\* (30 hours)**

GBU 325	3	FIN 333	3
BLW 335	3	MGT 371	3
MGT 370	3	Major Requirement	3
MKT 351	3	Major Requirement	3
ECO 339	<u>3</u>	Major Requirement	<u>3</u>
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>

**Senior Year (30 hours)**

Major/Minor Requirements and Electives	<u>15</u>	Major/Minor Requirements and Electives	12
		MGT 463	<u>3</u>
<b>Total hours</b>	<b>15</b>	<b>Total hours</b>	<b>15</b>

\* A minimum of 120 hours is required for graduation.

\*\* For undecided business majors, GBU 147 is recommended as an elective.

\*\*\* See information at the beginning of the College of Business section regarding eligibility for upper-level business courses.

**COURSE CREDIT**

Unless otherwise indicated, courses are three semester hours credit. Enrollment in courses numbered 300 or higher requires junior standing.

**COURSES IN BUSINESS COMMUNICATION (BCM)**

- 247. Business Communication (BUSI 2304)** - Application of business communication principles through creation of effective business documents and oral presentations. Includes study and application of team communication and use of technology to facilitate the communication process. Prerequisites: six hours with a C grade or better from English 131, 132 or 133.
- 347. Administrative Communication** - Study of administrative communication skills with focus on written and visual communication. Incorporation of electronic presentation tools in document development. Prerequisites: BCM 247 or ENG 273.

- 447. **Organizational Communication** - Study of the total organizational communication process within business organizations, including issues of organizational culture, diversity, power, leadership, conflict resolution, ethical issues and international communication.
- 450. **Leadership Communication for Business** - Study of leadership communication and practices used by business leaders in today's prevailing economic climate. Practical corporate communication and leadership skills will be presented and discussed. A communication/ leadership assessment will be administered and the results used to help the student assess his or her strengths and weaknesses; leading to the development of a personal improvement plan.
- 475. **Special problems** - Instruction in special topics in business communication.

#### **COURSES IN BUSINESS LAW (BLW)**

- 335. **Business Law** - Examination of various legal relationships, which are significant in business, including, contracts, agency, torts, intellectual property, personal property, bailments and related subjects. Prerequisite: junior standing.
- 350. **Foundation of Business Regulation** - An examination of the structure and operation of business regulation and strategies for compliance. Prerequisite: junior standing.
- 366. **Real Estate Law** - Examination of real estate concepts, including estate in land contracts, voluntary and involuntary conveyances, real estate description, liens, methods of title assurance, recording procedures, landlord-tenant law, agency law, and licensure requirements for real estate professionals. Emphasis on Texas Real Estate Law concepts. (Same as FIN 366). Prerequisite: junior standing.
- 437. **International Legal Environment of Business** - A study of the principles of international business law, together with the domestic and international business and legal institutions, legal systems and methods of dispute resolution, transnational commercial activities, and the economic, political, social, cultural, and ethical considerations for global business. Prerequisite: junior standing.
- 456. **Employment and Agency Law** - Study of the legal principles that define the relationship between employers and employees, including obligations imposed by federal and Texas statutes. Prerequisite: Junior standing.
- 468. **Oil and Gas Law** - Examination of the legal principles involved in oil, gas and mineral ownership, title research, curative work and leases. Prerequisite: junior standing.
- 475. **Special Problems** - Instruction in special topics in business law. Prerequisite: junior standing.
- 478. **Environmental Regulatory Law** - Study of environmental regulation, including regulations directed at business activities and intended to define the use and protection of natural resources. Examination of both statutes and case law, providing an overview of the history and current requirements of selected environmental regulation. Prerequisite: junior standing.



**COURSES IN GENERAL BUSINESS (GBU)**

- 147. Introduction to Business (BUSI 1301)** - Overview of basic business functions, including accounting, business law, communication, computer technology, economics, finance, marketing and management. Not open to students with junior or senior standing in the College of Business.
- 310. Business Communication Technologies** - Comprehensive study of word processing equipment, systems and procedures. Emphasis on word processing applications, work measurement and comparative product evaluation.
- 321. Information Technology** - Introduction to the technology and processes used within the information processing cycle and its impact on organizational and personal productivity.
- 325. Business, Ethics and Society** - Comprehensive study of the dynamic social, political, legal and regulatory environments within which domestic and international business must operate. Course topics are examined with emphasis on ethical business decision making and consideration of social responsibility of business.
- 330. Principles of Employee Development** - Study of employee development principles, theories and activities designed by an organization that provides its employees with the necessary skills to meet job demands of the present and future. Prerequisites: junior or senior standing, or permission from the department chair.
- 345. Training and Development** - Application of theories of learning and instructional development to the education and training of employees in the organizational environment.
- 400. Negotiation and Alternate Dispute Resolution** - Study of negotiation theories and skills applicable to internal and external business transactions. Conflict analysis in domestic, international and cross-cultural settings will be addressed. Dispute resolution methods, resolution systems, social and ethical issues, and trends will be examined.
- 440. Records Management** - In-depth study of records management programs for organizations. Hands-on application with an appropriate database management software program.
- 461. Information Management** - Focus on and application of acquired knowledge and skill sets for managing information and professional relationships. Completion of self-assessment process designed to assist in the development of a professional persona through determining preferences, values and aspirations for launching a successful career through personal information management.
- 470. Special Topics** - In-depth study of current interest within the disciplines offered in the Department of General Business. One to three semester hours. Can be repeated for a maximum of three credit hours. Prerequisite: junior standing.
- 475. Special Problems** - Instruction in special topics in general business. Prerequisite: approval of department chair.
- 485. Internship in General Business** - Individually supervised internship in general business. Advanced standing as a major in general business. Consent of department chair.

# DEPARTMENT OF ECONOMICS AND FINANCE

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## AREAS OF STUDY AND DEGREES

**B.B.A. Banking**  
**B.B.A. Business Economics**  
**B.B.A. Finance**  
**B.A. Economics**

### MINORS:

Economics  
Finance  
Financial Planning

## FACULTY

### Professors

T. Parker Ballinger, Timothy O.  
Bisping, Todd A. Brown, Mikhail  
Kouliavtsev, Mark A. Scanlan

### Associate Professors

Emiliano Giudici, S. Kyle Jones,  
Stephen M. Kosovich, Ryan T. Phelps,  
Mark Schaub, G.D. Simmons

### Assistant Professor

Vijetha Koppa

### Senior Lecturer

Banker Phares

## OBJECTIVES

The Department of Economics and Finance provides modern training in economic and financial theory and practice to prepare students for a successful career in business, industry or government.

Graduates with a degree in business economics or finance are prepared for a wide variety of challenging and rewarding positions in such fields as banking, investments, corporate financial management, insurance, real estate, financial planning, economic research and market analysis. A degree in economics also provides a very solid foundation for further graduate study, especially in law or public affairs.

## DEFINITION OF MAJORS AND MINORS

### **Bachelor of Business Administration: Banking**

A major in banking for a B.B.A. candidate consists of all the degree requirements for the B.B.A. (which includes FIN 333) plus FIN 357, 370, 401, 420, 471 and 479, and ECO 331. Students also must select six credit hours from FIN 361, 369, 373, 410, 415, 433, 448, 458, 474, 475, 485 and 490. This degree requires 27 hours of which a minimum 12 hours of advanced coursework in the major must be completed at SFA. A minimum 2.0 GPA within the business foundation, in the major and overall is required.

**Bachelor of Business Administration: Business Economics Major**

A major in business economics for a B.B.A. candidate consists of all the degree requirements for the B.B.A. listed earlier in this bulletin (which includes ECO 231, 232 and 339) plus ECO 331, 351, 353 and 12 hours from FIN 370 or any of the advanced economics electives. A total of 30 hours must be completed with at least a 2.0 GPA in all economics courses at SFA and overall. At least 12 advanced hours must be completed at SFA.

**Bachelor of Arts: Economics Major**

A major in economics for a B.A. candidate consists of all the degree requirements for the B.A. in economics listed earlier in this bulletin (which includes ECO 231) plus ECO 232, 331, 339, 351, 353 and 12 hours of advanced economics electives. A total of 27 hours must be completed with at least a 2.0 GPA in all economics courses at SFA and overall. At least 12 advanced hours must be completed at SFA.

**Economics Minor**

A minor in economics for a B.B.A. candidate consists of ECO 231, 232 and 339 (all of which are already included in the B.B.A. requirements), 351 or 353, and six hours of advanced economics electives. A total of 18 hours must be completed (only nine additional hours) with at least a 2.0 GPA at SFA and overall. At least nine hours (six of which must be advanced) must be completed at SFA.

A minor in economics for a non-B.B.A. candidate consists of ECO 231 and 232, either ECO 351 or 353, and nine hours of advanced economics electives. A total of 18 hours must be completed with at least a 2.0 GPA at SFA and overall. At least nine hours (six of which must be advanced) must be completed at SFA.

**Bachelor of Business Administration: Finance Major**

A major in finance for a B.B.A. candidate consists of all the degree requirements for the B.B.A. listed earlier in this bulletin (which includes FIN 333) plus FIN 357, 370, 373 and 18 hours from the following: three to six hours from FIN 401, ACC 331, 332, 333, 343; and 12 to 15 hours from ECO 331, FIN 361, 369, 401 (if not taken above), 410, 415, 433, 448, 458, 471, 474, 475, 485 and 490. Not more than six hours may be counted from ECO 331, FIN 361, 369. A total of 30 hours must be completed with at least a 2.0 GPA at SFA and overall across all 30 hours. At least 12 advanced hours must be completed at SFA.

**AREAS OF EMPHASIS for B.B.A. in FINANCE**

Students majoring in finance who are interested in an emphasis in financial planning should choose the following courses: FIN 333, 357, 361, 369, 370, 373, 415, 448; ACC 343; and three hours from FIN 401, 410, 433, 458, 471, 474, 475 and 490.

Students majoring in finance who are interested in an emphasis in investment management should choose the following courses: FIN 333, 357, 370, 373, 401, 410, 458; six hours from ACC 343, FIN 420, 433 and 490; and three hours from ECO 331, FIN 361, 369, 448, 471, 474 and 475 (as well as any of those elective courses not taken above, including ACC 331, 332, 333).

## FINANCE MINOR

A minor in finance for a B.B.A. candidate consists of FIN 333 (already included in the B.B.A. requirements), 357, 370, 373 and six hours from FIN 401, 410, 415, 433, 458, 471, 474, 475 and 490. A total of 18 hours must be completed (only 15 additional hours) with at least a 2.0 GPA at SFA and overall. At least nine hours (six of which must be advanced) must be completed at SFA.

A minor in finance for a non-B.B.A. candidate consists of ACC 231, FIN 333, 357, 370 and six hours from FIN 373, 401, 410, 415, 433, 458, 471, 474, 475 and 490. A total of 18 hours must be completed with at least a 2.0 GPA at SFA and overall. At least nine hours (six of which must be advanced) must be completed at SFA.

A minor in financial planning for a B.B.A. candidate consists of FIN 357, 361, 369, 415, 448 and ACC 343. A total of 18 hours with at least a 2.0 GPA at SFA and overall. At least nine hours must be completed at SFA.

A minor in financial planning for a non-B.B.A. candidate consists of ACC 231, 232, 343 and FIN 333, 357, 361, 369, 415, 448. A total of 27 hours with at least a 2.0 GPA at SFA and overall. At least 15 hours must be completed at SFA.

## Bachelor of Business Administration

### Suggested Program for Business Economics and Finance Majors

#### Freshman Year (30 hours)

ENG 131	3	ENG 132	3
MTH 143	3	COM 111	3
Science with lab	3	Science with lab	3
HIS or PSC	3	HIS or PSC	3
MGT 272	<u>3</u>	ART, MUS, THR, or DAN	<u>3</u>
	<b>15</b>		<b>15</b>

#### Sophomore Year (30 hours)

ACC 231	3	ACC 232	3
ECO 231 or 232	3	ECO 231 or 232	3
ENG Lit/PHI/HIS	3	GBU 325	3
HIS or PSC	3	HIS or PSC	3
BCM 247	<u>3</u>	MTH 220	<u>3</u>
	<b>15</b>		<b>15</b>

#### Junior Year (30 hours)

FIN 333	3	MGT 371	3
ECO 339	3	Major Requirement or elective	3
BLW 335	3	Major Requirement	3
MKT 351	3	Major Requirement	3
MGT 370	<u>3</u>	Major Requirement or Elective	<u>3</u>
	<b>15</b>		<b>15</b>

#### Senior Year (30 hours)

Major Requirements or Electives	<u>15</u>	Major Requirements or Electives MGT463	12 <u>3</u>
	<b>15</b>		<b>15</b>

*Note: See the Degree Requirements in the College of Business for a complete listing of B.B.A. requirements and also see the Notes at the end of the introductory section for the College of Business.*

**Bachelor of Arts****Suggested Program for Economics Majors****Freshman Year (30 hours)**

ENG 131	3	ENG 132	3
Language	3	Language	3
Science with lab	3	Science with lab	3
HIS or PSC	3	HIS or PSC	3
MGT 272	<u>3</u>	ART/MUS/THR/DAN	<u>3</u>
	<b>15</b>		<b>15</b>

**Sophomore Year (30 hours)**

Language	3	Language	3
ECO 231	3	ECO 232	3
ENG/PHI/HIS	3	HIS or PSC	3
HIS or PSC	3	MTH 220	3
Elective	<u>3</u>	Elective	<u>3</u>
	<b>15</b>		<b>15</b>

**Junior Year (30 hours)**

ECO 351	3	ECO 353	3
ECO 339	3	ECO Elective	6
ECO 331	3	Major/Minor Requirements	<u>6</u>
Major/Minor Requirements or Electives	<u>6</u>		
	<b>15</b>		<b>15</b>

**Senior Year (30 hours)**

Major/Minor Requirements or Electives	<u>15</u>	Major/Minor Requirements or Electives	<u>15</u>
	<b>15</b>		<b>15</b>

**NOTE:** See the Degree Requirements for a complete listing of the B.A. in economics degree requirements.

**COURSE CREDIT**

Unless otherwise indicated, each course carries three semester hours credit and three hours lecture per week.

**COURSES IN ECONOMICS (ECO)**

- 231. Principles of Macroeconomics (ECON 2301)** - Introduction to the behavioral science of economics that focuses on the aggregate behavior of households, firms and the government. Topics covered include gross domestic product, national income, economic growth, unemployment, inflation, the business cycle, fiscal policy and monetary policy, and international trade.
- 232. Principles of Microeconomics (ECON 2302)** - Introduction to the behavioral science of economics, which focuses on the behavior of individual consumers, firms, government agencies and resource owners. Topics covered include basic price theory, market allocation of resources, consumer behavior, theory of the firm, governmental regulation of business and comparative economic systems.

- 311. Managerial Economics** - Application of economic theory to business decisions. Prerequisite: ECO 232.
- 331. Money and Banking** - Study of the monetary system, commercial banking and central banking in the United States. Prerequisite: ECO 231.
- 337. Public Finance** - Study of the government's role in resource allocation in the economy, including identification of revenue sources and program expenditures, analysis of the effects of taxation and regulation, and understanding political markets and intergovernmental fiscal relations. Prerequisite: ECO 231 or 232.
- 339. Applied Statistical Analysis** - Application of statistical and quantitative methods. Prerequisites: MTH 220 and MGT 272 or six hours of computer science.
- 345. Industry Structure, Market Power and Anti-Trust Legislation** - Study of how industry structure determines the market power of individual firms. Examination of the impacts of market power and dominance on consumers and society in general with emphasis on the role played by government through anti-trust legislation. Prerequisite: ECO 232.
- 351. Intermediate Macroeconomics** - Overall performance of the economy with emphasis on the determination of national income, employment and price levels. Prerequisite: ECO 231.
- 353. Intermediate Microeconomics** - Internal workings of a market economy, including price determination and resource allocation in competitive and monopolistic situations. Prerequisite: ECO 232.
- 359. Sports Economics** - A survey of the economic theory and literature relevant to the various economic issues in professional and amateur sports. Topics include public funding of sports arenas, labor relations and compensation, and antitrust issues in sports markets. Prerequisite: ECO 231 or 232.
- 361. Environmental Economics** - Economics treatment of environmental policy issues, including pollution abatement and recycling, economic efficiency, market failure, and the valuation of environmental goods. Prerequisite: ECO 231 or 232.
- 431. Contemporary Economic Problems** - In-depth study of selected topics in economics. Titles and topics will vary. Prerequisites: ECO 231 and ECO 232 or consent of the instructor.
- 439. Labor Economics** - Theory of labor markets, dealing with labor supply, demand, wage rate behavior, income distribution, wage differentials and unemployment. Prerequisite: ECO 231 or 232.
- 475. Special Problems in Economics** - One to three semester hours. Individual instruction in special topics in economics. Prerequisites: senior standing and approval of department chair.
- 480. International Economics** - International trade theory, tariff and non-tariff barriers to trade, international transactions statement analysis, foreign exchange analysis, direct investment, and current issues and events. Prerequisites: ECO 231, 232.

- 485. Internship in Economics** - Supervised on-the-job training in one or more facets of the field of economics. Prerequisites: junior standing as a major in economics or business economics or a minor in economics, overall GPA of 2.5 or higher, economics GPA of 2.8 or higher, and consent of department chair. Pass or fail.

#### **COURSES IN FINANCE (FIN)**

- 265. Real Estate Principles** - Basic principles of real estate transfers with emphasis on contracts of sale, deeds, abstracts, leases, options, liens, taxes, financing and market conditions.
- 268. Real Estate Appraisal** - Functions, purposes and techniques of appraising land and improvements. Prerequisite: FIN 265 or consent of instructor.
- 333. Introduction to Financial Management** - Role of finance in the modern business organization with emphasis on the decision process. Prerequisite: ACC 231.
- 357. Introduction to Investments** - Examination of the operation and functions of the organized security markets with emphasis on the individual investor. Prerequisite: FIN 333 or consent of instructor.
- 361. Risk Management and Insurance** - Introductory course in the principles of risk management and insurance: the place of risk management and insurance in the economy, the theory and principles of risk management and insurance, and comprehensive coverage of all lines of insurance.
- 366. Real Estate Law** - See BLW 366.
- 369. Personal Finance** - Introduction to personal financial decision making. Prepares individuals to deal with decisions about financial strategies, cash flow management, managing risk and insurance, and retirement needs and analysis.
- 370. Banking Fundamentals** - Thorough study of financial institutions in terms of their characteristics, roles, functions, operations and importance. Prerequisite: FIN 333.
- 373. Intermediate Financial Management** - Study of the conceptual and analytical framework guiding the investment, financing and dividend decisions of the firm. Prerequisite: FIN 333.
- 401. Financial Statement Analysis** - Current topics in financial analysis. Analytical approach to financial statements with integration of finance and accounting concepts and principles. Prerequisite: FIN 333.
- 410. Speculative Markets** - Study of evolution of financial futures and options with emphasis on strategies and applications. Prerequisite: FIN 333.
- 415. Personal Financial Planning** - Prepares students to assist others in their financial planning and strategies of investment and insurance. Utilization of case studies involving retirement, estate and tax planning, and risk analysis. Capstone course for the financial planning emphasis in the finance major. Prerequisites: FIN 357, FIN 361, FIN 369, FIN 448 and ACC 343.
- 420. Selling Financial Services** - A study of the theory and principles involved in selling financial securities and services with special focus on practical implementation of selling these products. Prerequisites: FIN 333 and MKT 351.

433. **International Finance** - Overview of international finance designed to provide a basic understanding of currency markets, currency risk management, international investment analysis, trade financing and international capital markets.
448. **Estate Planning and Taxation** - A study of the financial and non-financial aspects of the efficient transfer and conservation of wealth consistent with the client's goals. Topics include trusts, wills, probate, advanced directives, charitable giving, wealth transfers and related estate taxes. Prerequisite: FIN 369 or equivalent.
458. **Security Analysis and Portfolio Management** - Emphasizes recent theoretical and analytical developments in security selection and portfolio management. Includes a consideration of relevant asset valuation models. Prerequisite: FIN 357.
471. **Commercial Bank Management** - Designed to provide the student with an understanding of commercial bank operations and management. Prerequisite: FIN 370.
474. **Financial Analysis and Policy** - Comprehensive case study of problems of financial management. Prerequisite: FIN 373.
475. **Special Problems in Finance** - One to three semester credit hours. Individual instruction in special topics in finance. Prerequisites: senior standing and approval of department chair.
479. **Commercial Bank Lending** - A study of the conceptual issues and practical application of commercial lending activities of banks. Focus is given to the analysis, structuring, pricing, documentation and monitoring of loans. Prerequisite: FIN 401.
485. **Internship in Finance** - Supervised on-the-job training in one or more facets of the field of finance. Prerequisites: junior standing as a major or minor in finance, overall GPA of 2.5 or higher, finance GPA of 2.8 or higher, and consent of department chair. Pass or fail.
490. **Student Investment Roundtable** - Supervised application of security analysis and portfolio management skills, including research techniques, asset allocation, security selection, proxy voting, performance reporting and analysis of current topics in the field. Prerequisites: finance major or minor, FIN 357 and consent of director of Student Roundtable and department chair. May be repeated for credit.



# DEPARTMENT OF MANAGEMENT AND MARKETING

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## AREAS OF STUDY AND DEGREES

**B.B.A. Management**  
**B.B.A. Marketing**  
**B.B.A. Human Resource  
Management**  
**B.B.A. International Business**  
**B.B.A. Sports Business**

## MINORS:

Management  
Marketing  
Human Resource Management  
International Business  
Electronic Business  
Entrepreneurship  
Sales  
Sports Business

## FACULTY

### Professors

Charlotte A. Allen, Robert M.  
Crocker, Robert A. Culpepper,  
Marlene C. Kahla, Elton L. Scifres,  
Philip E. Stetz

### Associate Professors

Joe K. Ballenger, Matthew D. Lindsey,  
Larry R. O'Neal

### Assistant Professors

Marcus Z. Cox, Gina M. Harden,  
Rajat Mishra, Jason D. Reese, Pamela  
Rogers

### Lecturers

Cathy R. Henderson, G. W. Scott,  
Lone B. Wittliff

## MANAGEMENT CURRICULUM

The management major is designed for students interested in developing an understanding of the nature and capabilities of human and physical resources. The study and understanding of management principles and practices will aid those who intend to enter the field professionally as administrators, executives, operations managers, human resource managers, management consultants, proprietor managers, purchasing managers or in other management positions. Students graduating with a management major are employed by a variety of organizations in industries such as manufacturing, public utilities, oil and transportation, merchandising and banking, as well as government and non-profit entities. A sound background in accepted management principles can accelerate progress to positions of greater responsibility.

### Management Major

Students seeking a major in management must qualify for a Bachelor of Business Administration. In addition to the core curriculum and business foundation requirements for the Bachelor of Business Administration, the student must complete MGT 422 and 472; three to six hours from MGT 380, MKT 455 or ACC 333; and nine to 12 additional advanced semester hours in management. Students

are encouraged to complete an Internship in Management (MGT 476) and it may count as part of the 12 advanced elective hours. MGT 395 will not count toward a major in management.

The major in management requires 30 hours with at least 12 hours of advanced coursework in the major completed at SFA. GPA requirements include a minimum 2.0 overall within the business foundation and within the major.\*

### **Management Minor**

For a student pursuing a Bachelor of Business Administration, a minor in management consists of MGT 370, 371, 463 and three additional three-hour advanced management courses. Students outside the College of Business must take MGT 370 and five additional three-hour advanced management courses. MGT 476 may count toward a minor in management. MGT 395 will not count toward a minor in management.

The minor requires 18 hours with at least nine hours completed at SFA. GPA requirements include a minimum 2.0 GPA at SFA and overall.\*

### **Entrepreneurship Minor**

Entrepreneurship is a subset of management that may be defined as the “pursuit of opportunity” and is often manifested in either a new business startup or a value-creating expansion within an ongoing enterprise. This entrepreneurial spirit is universal and is impervious to age, gender or social/economic background. It has been the engine of job creation, innovation and the creation of new industries within the United States for decades. To fully understand the risks and rewards of an entrepreneurial endeavor, students in this discipline learn how to evaluate the degree to which an idea is an opportunity. The dynamics, paradoxes, myths and critical aspects surrounding this process also are studied. The minor in entrepreneurship provides students with a basis of knowledge that will improve their understanding of entrepreneurial processes and prepares them to evaluate an idea, structure a top management team and marshal resources in the pursuit of opportunity.

For students pursuing a Bachelor of Business Administration, a minor in entrepreneurship consists of: MGT 370, MGT 371, MGT 463, MKT 351 and nine additional advanced semester hours in management, including at least six hours from MGT 366, MGT 390, MGT 464, or MGT 485. This minor requires 21 hours, at least nine hours must be completed at SFA, and a minimum 2.0 GPA at SFA and overall.

A minor in entrepreneurship for students outside the College of Business consists of: MGT 370; MKT 351; ACC 231 or ACC 101; and nine additional advanced semester hours in management, including at least six hours from MGT 366, MGT 390, MGT 464, or MGT 485. This minor requires 18 hours, at least nine hours (six of which must be advanced) must be completed at SFA, and a minimum 2.0 GPA at SFA and overall.\*

## **MARKETING CURRICULUM**

The marketing major enables students to understand the activities that are essential to promoting products and services, as well as developing and distributing them to the ultimate consumers. Marketing courses stress problem solving and decision making, as well as the development and implementation of marketing policies and strategies. Students completing the program find exciting,

action-oriented careers in fields such as personal selling, retailing, advertising, product development, manufacturing, distribution and market research.

### **Marketing Major**

Students seeking a major in marketing must qualify for a Bachelor of Business Administration. In addition to the core curriculum and business foundation, a major in marketing consists of MKT 351, 355, 425, 452, 455 and 12 additional advanced semester hours in marketing. Students are encouraged to pursue an Internship in Marketing (MKT 486) and it may count in the elective hours. MGT 383 also may be used for three of the 12 elective hours. This degree requires 27 hours and at least 12 hours of advanced coursework in the major must be completed at SFA. Other requirements include a minimum GPA of 2.0 overall, within the business foundation, and within the major, and also a grade of C or better MKT 351.\*

### **Marketing Minor**

A minor in marketing consists of MKT 351 and 15 hours of other marketing courses numbered 300 and higher (MGT 383 may not count toward the marketing minor). This minor requires 18 hours, at least nine hours must be completed at SFA, with a minimum 2.0 GPA at SFA and overall and a grade of C or higher in MKT 351.\*

### **Electronic Business Minor**

Electronic business or e-business is the term commonly used to describe the use of the internet and other digital technology for conducting business, including advertising, organizational communication, control/coordination, training, management, etc. E-business activities involving buying and selling goods or services often are referred to as “electronic commerce” (e-commerce). The electronic business minor provides preparation for the student who desires to be actively engaged in the e-business operations of a firm, including being knowledgeable about e-business technology and how it relates to management strategies and issues. Students completing the electronic business minor can find positions in all types of public and private organizations, including “virtual” companies that conduct essentially all of their business by electronic means.

The electronic business (e-business) minor is available to any student who meets the course prerequisites. The minor consists of MGT 370 and 472, MKT 351 and 425, CSC 340 and 350, and GBU 461. This minor requires 21 hours, at least nine hours must be completed at SFA, with a minimum 2.0 GPA at SFA.

### **Sales Minor**

The minor in sales provides students with the concepts, tools and practices used in the professional fields of personal selling and sales management. Students learn how to create and present sales presentations and how to manage a field sales force, including hiring, training and motivating a sales force. The sales minor provides preparation for a career in personal selling and sales management. Personal selling and sales management are some of the largest and most financially rewarding careers available to college graduates.

A minor in sales consists of MKT 351, 353, 456 and nine additional hours of other courses taken from the following: MKT 355, 358, 360, 425, 454; MGT 383 or either MKT 475 or MKT 486. This minor requires 18 hours, at least nine hours must be completed at SFA, with a minimum 2.0 GPA at SFA and a grade of C or higher in MKT 351.\*

## **INTERNATIONAL BUSINESS CURRICULUM**

The international business major provides students with a broad-based business management education with an international perspective focusing on a general understanding of the economic, political, historical, geographical and cultural factors that affect international business opportunities, strategies, policies and practices. The interdisciplinary curriculum is designed to cover the international business environment so that its effects on business opportunities and problems are clearly understood.

The international business major prepares students for a variety of entry-level positions with business and government. Students find career opportunities with business firms involved with international trade or with controlling interests in foreign production and marketing facilities. Various governmental agencies — state, national and international — also offer numerous career opportunities for the major.

### **International Business Major**

Students seeking a major in international business must qualify for a Bachelor of Business Administration. In addition to the core curriculum and business foundation requirements, the student must complete the following three sets of requirements:

Part A - Foundation Courses: MGT 377, MGT 422; MKT 452; and six hours from BLW 437; ECO 480; or FIN 433.

Part B - Specialized International Topics: a total of six hours from GEO 365; HIS 303, 315, 320, 323, 328; LAS 300; or PSC 304, 332, 338, 441.

Part C - Business Electives: a total of six hours from ECO 311, 331; FIN 370, 373; MGT 373, 383, 461, 472, 475; or MKT 352, 353, 355, 455, 458.

The major in international business requires 27 hours with at least 12 hours of advanced coursework in the major completed at SFA. GPA requirements include a minimum 2.0 overall, within the business foundation, and within the major.\*

### **International Business Minor**

Students seeking a minor in international business must complete BLW 437; MGT 377, 422; MKT 452; three hours from MKT 458; ECO 480 or FIN 433; three hours from PSC 304, 332, 338, or 441. Students with a major in management or marketing will substitute an approved elective for MGT 422 or MKT 452, as applicable. This minor requires 18 hours with a minimum 2.0 GPA at SFA and overall. At least nine hours (six of which must be advanced) must be completed at SFA.

## **HUMAN RESOURCE MANAGEMENT CURRICULUM**

Human resources managers are employed in almost every industry. Human resources managers plan, direct and coordinate the administrative functions of an organization. They oversee the recruiting, interviewing and hiring of new staff; consult with top executives on strategic planning; and serve as a link between an organization's management and its employees. The human resource management degree prepares students for entry-level HR positions and for careers in the human resource management field.

### **Human Resource Management Major**

Students seeking a major in human resource management must qualify for

a Bachelor of Business Administration. In addition to the core curriculum, business field of study and business foundation requirements, the student must complete MGT 373, MGT 379, MGT 484, BLW 456; and 12 additional advanced semester hours from: ECO 439, GBU 330 OR 345, GBU 400, MGT 377, MGT 461, MGT 475 or 476.

The human resource management major requires 24 hours with at least 12 hours of advanced coursework in the major completed at SFA. GPA requirements include a minimum 2.0 overall within the business foundation and within the major.

### **Human Resource Management Minor**

Students must maintain at least a 2.0 GPA for all 18 hours of the minor with at least nine hours completed at SFA. The HRM minors consists of:

- MGT 373, 379, 484 and
- nine additional advanced semester hours from BLW 456, GBU 330 or 345, GBU 400, ECO 439, MGT 377, 461, 470 and 476.

### **SPORTS BUSINESS CURRICULUM**

The sport industry is one of the most visible and dynamic fields in the world. Today's sport organizations recognize the need for business-educated professionals and are seeking graduates with an understanding of the sport industry. The sports business degree offers students the opportunity to build a foundation of business administration knowledge while at the same time learning the uniqueness of this dynamic industry. Careers in the sport industry include opportunities in the front office of professional sports teams, college athletic departments, fitness administration, corporate sponsorship, sport tourism, recreation management, hospitality administration and more.

### **Sports Business Major**

Students seeking a major in sports business must qualify for a Bachelor of Business Administration. In addition to the core curriculum, business field of study and business foundation requirements for Bachelor of Business Administration, students must complete 18 hours from: MKT 358, 458; ECO 359; MGT 480; one course from MGT 472 or MKT 425; one course from MGT 475/476 or MKT 475/486.

Students must select six credit hours from one of five tracks:

- Sales and management (GBU 400; MGT 325, 385; MKT 353, 362; or any sports business-related MGT/MKT 470)
- Athletic administration (KIN 431, 460, 475)
- Hospitality administration (HMS 390, 480)
- Outdoor recreation management (FOR 351, 451)
- Mass communication (MCM 307, 320, 380).

This degree requires 24 hours with at least 12 hours of advanced coursework in the major completed at SFA with a minimum 2.0 GPA within the business foundation, in the major and overall.

### **Sports Business Minor**

Students seeking a sports business minor must complete 12 hours from: ECO 359, MGT 325, 480, MKT 358, 362, 458, or any sports business-related MGT/MKT 470, or one course from MGT 475/476 or MKT 475/486. Students also must select six credit hours from one of five tracks (a) sales and management (GBU 400; MGT 385, MKT 353, 362; or any sports business-related MGT/MKT 470); (b) athletic administration (KIN 431, 460, 475); (c) hospitality administration (HMS 390, 480); (d) outdoor recreation management (FOR 351, 451); or (e) mass communication (MCM 307, 320, 380). This minor requires 18 hours and at least nine hours must be completed at SFA with a minimum 2.0 GPA at SFA.

### **Bachelor of Business Administration (120 hours)**

#### **Course Sequence for Management/Marketing/Human Resource Management/Sports Business/International Business Majors:**

##### **Freshman Year (30 hours)**

ENG 131	3	ENG 132	3
MTH 143	3	Science with lab	3
Science with lab	3	HIS or PSC	3
HIS or PSC	3	MGT 272	3
COM 111	<u>3</u>	ART, MUS, THR, DAN	<u>3</u>
	<b>15</b>		<b>15</b>

##### **Sophomore Year (30 hours)**

ACC 231	3	ACC 232	3
ECO 231	3	ECO 232	3
BCM 247	3	GBU 325	3
HIS or PSC	3	HIS or PSC	3
MTH 220	<u>3</u>	ENG LIT, PHI, HIS	<u>3</u>
	<b>15</b>		<b>15</b>

##### **Junior Year (30 hours)**

BLW 335	3	FIN 333	3
MGT 370	3	ECO 339	3
MKT 351	3	Major Requirement	3
MGT 371	3	Major Requirement	3
Elective/Major Requirement	<u>3</u>	Elective	<u>3</u>
	<b>15</b>		<b>15</b>

##### **Senior Year (30 hours)**

Major Requirement	3	Major Requirement	3
Major Requirement	3	Major Requirement	3
Major Requirement	3	MGT 463	3
Elective/Major Requirement**	3	Elective/Major Requirement	3
Electives	<u>3</u>	Elective	<u>3</u>
	<b>15</b>		<b>15</b>

##### **Minimum total hours: 120**

\*\*The international business major requires 27 hours, the marketing major requires 24 hours, the management major requires 21 hours, the human resource management major requires 24 hours, and the sports business major requires 24 hours. The management majors can take 18 hours of electives,

marketing majors can take 15 hours of electives, human resource management majors can take 15 hours of electives, sports business majors can take 15 hours of electives, and international business majors can take 12 hours of electives.

### **COURSE CREDIT**

Unless otherwise indicated, each course carries three-semester hours credit and three hours lecture per week.

### **COURSES IN MANAGEMENT (MGT)**

See information at the beginning of the College of Business section regarding eligibility for upper-level courses.

- 100. Overview of Management: Trends and Functional Specialties** - One semester hour. Specialized course designed to provide students with an overview of the functional specialties of the management profession, trends and current events within management, and general qualifications and responsibilities required within the management profession to meet the changing environment of modern organizations. (May not be used to fulfill major or minor requirements in management).
- 272. Management Productivity Systems** - Introduction to information system concepts encountered in various business disciplines. Emphasis on productivity software skills with focus on techniques for gathering business information, as well as structuring, manipulating and presenting data to support managerial decision making in a business environment. Prerequisites: Eligibility for enrollment in a 100-level college math course.
- 325. Principles of Sports Business** - This course will provide students with knowledge, skills and information about general principles and current trends in sports business. Students who have an interest in pursuing further study of the world of sports business at any level (private business, fitness clubs, high school athletics, college athletics, professional sports, etc.) will benefit from learning the intricacies of the broad sports business industry. Topics will include sports economics, sports marketing, sports promotion, international sports and sports management. Prerequisite: junior standing.
- 366. Entrepreneurial Family Firms** - Students starting or continuing a family business must be aware of the intricate dynamics of handling the interactions between family and business systems, and this course suggests how to integrate the entrepreneurial mindset into these dynamics for firm survival. Prerequisite: junior standing.
- 370. Management Principles** - Management philosophy, functions of management and behavioral approaches to management, including the impact of demographic diversity on organizations. Presentation of management as a discipline and a process. Prerequisite: junior standing.
- 371. Operations Management** - Concepts and techniques in management of productive activity in service and manufacturing systems. Prerequisites: MTH 220 or equivalent and junior standing.
- 372. Supply Chain Management** - Overview of supply chain management, a total systems approach to managing the entire flow of information, materials and services from raw materials through suppliers, operations, factories,

warehouses and distribution to the end customers. Prerequisites: MGT 370 and 371 (371 may be taken concurrently).

- 373. Human Resource Management** - Introduction to human resource management; employment, placement and human resource planning; training and development; compensation and benefits; employee and labor relations; health, safety and security; human resource research. Prerequisite: junior standing.
- 377. Organizational Behavior** - Study of human behavior in organizational settings, the interface between human behavior and the organization, and structure and process of the organization itself. Prerequisite: junior standing.
- 379. Employee and Labor Relations** - Employee-employer relationships in non-unionized and unionized settings; problems and theories of union organizing, collective bargaining and contract administration. Prerequisite: junior standing.
- 380. Quantitative Management Methods** - Introduction to quantitative techniques for decision-making, including linear programming, goal programming, integer programming, non-linear programming, transportation, assignment method programming and network flow models. Prerequisite: MGT 371.
- 383. Purchasing and Materials Management** - Purchasing function and its integration as a subsystem into material planning, procurement, movement and storage activities within an organization. Includes purchasing management, purchasing policy and procedures, and material and logistic system components. Prerequisite: junior standing.
- 385. Organizational Leadership** – This course explores basic theories, perspectives and insights found in the field of organizational leadership. Leadership theories are examined in light of their practical application in various situations/contexts, including international aspects of organizational leadership. Prerequisite: junior standing.
- 390. Principles of Entrepreneurship** - Study of special circumstances surrounding starting and managing a small business. Special emphasis on service and retailing as well as small-scale manufacturing operations.
- 395. Career Planning** - One semester hour. Preparation for job search: interviewing techniques, development of resumes and letters of application, and career planning. Pass or fail. (May not be used to fulfill major or minor requirements in management.)
- 422. International Management** - Management processes and practices in international business operations. Examination of managerial functions, such as planning, organizing, communicating, staffing, motivating and controlling, in the international business environment. Prerequisite: senior standing.
- 461. Supervisory Management** - Techniques involved in supervision: cases in handling morale, discipline, communication, grievances, and other phases of employee and labor relations. Prerequisite: senior standing.
- 463. Business Policy and Strategy** - Formulation and implementation of strategy in the organization, emphasizing the integration of decisions in functional areas. Prerequisites: completion of all junior-level business foundation



courses (BLW 335, ECO 339, GBU 325, FIN 333, MGT 370, MGT 371 and MKT 351).

- 464. Entrepreneurial Field Studies** - Student teams, drawing from basic concepts developed in class and lectures, act as consultants to entrepreneurial firms facing problems associated with growth or the pursuit of opportunity. Prerequisites: ACC 231, MGT 272, MGT 370 and MKT 351.
- 470. Topics in Management** - In-depth study of selected topics in management. Titles and topics will vary. Prerequisite: MGT 370 or consent of instructor. May be repeated with a change of topic up to a maximum of three hours total credit.
- 471. Services Management** - Concepts and issues in the management of services. Prerequisites: MGT 371 and senior standing.
- 472. Management Information Systems** - Overview of organizational and technological issues involved in information systems from a management perspective. Prerequisites: MGT 272, MGT 371 and senior standing. MGT 371 may be taken concurrently.
- 475. Special Problems in Management** - One to three semester hours. Individual instruction in management. Prerequisites: senior standing, 15 hours of management, and approval of supervising instructor and department chair.
- 476. Internship in Management** - One to three semester hours. Supervised on-the-job application of management skills. Prerequisites: junior standing as a major or minor in management or international business; GPA 2.5 overall and 2.5 in management; sufficient coursework to address internship requirements, as determined by supervising instructor; and consent of department chair and supervising instructor.
- 480. Sports Analytics** - The theory, development and application to shape game strategy, player selection and evaluation, sports operation and other current topics. Prerequisites: MTH 220, junior standing.
- 484. Compensation and Benefits** - Wage and salary administration in private and public organizations; total compensation systems; interrelationships among employee performance, intrinsic and extrinsic rewards, perceived equitable payments, and employee satisfaction; employee benefits; and employee incentive programs. Prerequisites: MGT 373 and senior standing.
- 485. Entrepreneurship: Opportunity Assessment** - An extension and application of the skills and knowledge developed in MGT 390, including preparation of a feasibility study for a new or substantially changed business. Prerequisite: MGT 390 or consent of instructor.

#### COURSES IN MARKETING (MKT)

See information at the beginning of the College of Business section regarding eligibility for upper-level business courses.

- 100. Overview of Marketing: Trends and Functional Specialties** - One semester hour. Specialized course designed to provide students with an overview of functional areas of marketing studies, trends and current events within these areas as well as general qualifications and responsibilities required

within the marketing profession to meet the changing environment of modern society and organizations. (May not be used to fulfill major or minor requirements in marketing.)

351. **Principles of Marketing** - Basic marketing processes and concepts, functions, institutions, environment, techniques and factors in marketing management. Prerequisite: junior standing.
352. **Advertising and Promotion** - Introduction to theory and practice of advertising and promotion. Prerequisite: junior standing.
353. **Personal Selling** - Sales theory, techniques, strategy and salesperson characteristics. Prerequisite: junior standing.
354. **Retailing** - Retail marketing institutions and their operations. Prerequisite: MKT 351.
355. **Consumer Behavior** - Behavior of consumers and influences on buyer behavior, consumption patterns, and implications for marketing research and decisions. Prerequisite: MKT 351.
357. **Distribution Channels** - Comprehensive study of marketing distribution channels, including historical development, economic justification, design, selection and management. Prerequisite: MKT 351.
358. **Sports Marketing** - Marketing concepts, theories and practices in the sports industry. Topics include the unique qualities of the sports industry in relation to business and marketing strategy, including product, promotion, pricing and distribution practices of sports marketing. Prerequisite: junior standing.
360. **Marketing of Services** - Examination of the unique aspects of service organizations within the field of marketing. Prerequisite: junior standing.
362. **Sports Promotion** - Concepts, techniques, research and strategy in sports promotion and advertising in the sports industry. Prerequisites: junior standing.
425. **Systems and Internet Marketing** - An integrative overview of marketing information systems and Internet marketing with an emphasis on major strategic opportunities, issues and problems. Covers the use of information systems and technology to interact, collaborate and transact business with the company's customers, employees, suppliers, partners and society. Prerequisites: MGT 272 and MKT 351.
452. **International Marketing** - International marketing decisions, based on cultural, social, political, legal and economic factors. Prerequisite: MKT 351.
454. **Business-to-Business Marketing** - Comprehensive study of the nature and scope of industrial or business-to-business markets: product management, pricing, promotion and distribution. Also covers assessing industrial marketing opportunities and industrial competitive strategies. Prerequisite: MKT 351.
455. **Marketing Research** - Current research techniques to obtain marketing information for effective business decisions. Prerequisites: MKT 351 with a grade of C or better, MGT 272 and MTH 220.
456. **Sales Management** - Management of field sales personnel, including motivation, sales territories and administrative functions. Prerequisite: MKT 351.

457. **Strategic Marketing** - Strategy, concepts and techniques in the total business organization with emphasis on marketing planning and decision making. Prerequisites: MKT 351, 355 and 452.
458. **International Sports Marketing** - An examination of sports marketing in a global society with an emphasis on the marketing platforms created internationally through contrasting the U.S. sport industry with foreign markets. The class promotes awareness of the magnitude of the global expansion and development of the sports industry. Current sports industry relevant topics are introduced. Prerequisite: Junior standing.
470. **Topics in Marketing** - In-depth study of selected topics in marketing. Titles and topics will vary. Prerequisite: MKT 351 or consent of instructor. May be repeated with a change of topic up to a maximum of three hours total credit.
475. **Special Problems in Marketing** - One to three semester hours. Individual instruction in marketing. Prerequisites: senior standing, 15 hours of marketing, and approval of supervising instructor and department chair.
486. **Internship in Marketing** - One to three semester hours. Supervised on-the-job application of marketing skills.