



B THE NELSON RUSCHE COLLEGE OF BUSINESS

	PAGE
GERALD W. SCHLIEF DEPARTMENT OF ACCOUNTING	142
DEPARTMENT OF COMPUTER SCIENCE	147
DEPARTMENT OF ECONOMICS AND FINANCE	155
DEPARTMENT OF GENERAL BUSINESS	162
DEPARTMENT OF MANAGEMENT, MARKETING, AND INTERNATIONAL BUSINESS	167





BUSINESS



NELSON RUSCHE COLLEGE OF
BUSINESS

VIOLET C. ROGERS, DEAN

McGee 137
Phone (936) 468-3101
Fax: (936) 468-1560
cobweb@sfasu.edu
www.cob.sfasu.edu

Mission

The College of Business provides a student-focused learning environment through effective teaching supported by relevant research and meaningful service. These endeavors assist our students in becoming competent and ethical professionals in a changing world.

Our Philosophy

We recognize the student as having a major responsibility in the learning process. We seek to attract academically qualified students who welcome opportunities to be challenged to achieve high standards. We strive to prepare graduates who possess:

- knowledge of contemporary theory and practice in their fields of study
- competency in interpersonal, oral and written communication
- proficiency in analytical thinking, critical analysis, logic, creativity and integrative problem solving
- ethical awareness and integrity
- team-building skills applicable to a diverse work place
- skills in the use of contemporary information resources and technology
- desire for lifelong learning
- understanding of global issues

We provide a learning environment that respects individuals and their uniqueness through:

- small classes with predominant coverage by full-time, qualified faculty
- personal access to faculty and staff for academic advising and career counseling
- opportunities for self-development, including student organizations and university-sponsored programs

Our most important resources are individual faculty and staff members. A supportive environment is provided through:

- recruiting and selecting qualified individuals
- developing people through ongoing support programs
- encouraging innovation in the delivery of instruction
- recognizing and rewarding meritorious performance in teaching, research and service
- articulating expectations clearly
- valuing individual differences and academic freedom





- fostering collegiality and promoting interdisciplinary efforts
- encouraging meaningful involvement in decision making
- providing administrative support, appropriate equipment and technical assistance

We value our relationships with employers, alumni, parents, governmental bodies and the communities we serve. We interact with these external stakeholders by:

- providing competent graduates who are adequately prepared for employment
- soliciting feedback and responding to recommendations
- encouraging participation in student learning and faculty/staff development
- functioning as a resource to help meet their needs

Our Activities

Our primary activity is delivering quality undergraduate education leading to a Bachelor of Business Administration degree, a Bachelor of Science degree with a major in Computer Science, or a Bachelor of Arts degree with a major in Economics. We also provide quality graduate programs leading to the following degrees: Master of Business Administration, Master of Professional Accountancy and Master of Science with a major in Computer Science.

In support of our educational activities we encourage involvement in all intellectual contributions, with primary emphasis on applied research and instructional development. These contributions will be directed toward regional, national and international audiences and will be subject to peer review.

Our works of service will include involvement in the academic, professional and civic communities at the local, regional, national and international levels.

Our Vision

Our vision is to be recognized by students, graduates and other stakeholders as a leading college of business among regional comprehensive universities in Texas.

Accreditation

Undergraduate and graduate business programs are accredited by AACSB International- The Association to Advance Collegiate Schools of Business. Accreditation means that the college meets exacting standards in areas such as faculty resources and qualifications, intellectual climate, admissions policy, degree requirements, library and computer facilities, physical plant and financial resources. The Bachelor of Science in Computer Science is accredited by the Computing Accreditation Commission of the Accreditation Board for Engineering and Technology.

Advising and Student Services

All students in the College of Business must be advised each semester until they have earned at least 61 semester credit hours. Advising takes place in the Pre-business Advising Center and the Departments of Accounting, Computer Science, Economics and Finance, General Business, and Management, Marketing, and International Business. Students who are on academic probation are allowed to register during the early registration period and must be advised in their academic department before registering.





Scholarships and Fellowships

Scholarships for College of Business majors are administered through the Alumni Foundation. A limited number of scholarships are awarded through the academic departments. Applications for scholarships are due early each spring semester.

Student Organizations

Students interested in clubs and organizations for business majors or minors should visit with an adviser in their major department. Student organizations include Accounting Club, American Marketing Association, Computer Science Club, Finance Club, Phi Chi Theta and Society for Advancement of Management.

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

National Honorary Society

Beta Gamma Sigma is the honor society for students enrolled in business and management programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Election to lifetime membership in Beta Gamma Sigma is the highest honor a business student in the world can receive in an undergraduate or master's program at a school 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 men and women students who give promise of success in the field of business and who rank in the upper seven percent of the junior class or the upper 10 percent of the senior class. With more than 500,000 members worldwide, the society's membership comprises the brightest and best of the world's business leaders.

Beta Gamma Sigma membership provides recognition for a lifetime. With alumni chapters in the major metropolitan areas across the United States, the BGS Career Central job board, and the BetaLink online membership community, those recognized for their academic achievements at SFA can continue an active relationship with Beta Gamma Sigma long after graduation. This lifelong commitment to its members' academic and professional success is defined in the society's mission: To encourage and honor academic achievement in the study of business and personal and professional excellence in the practice of business.

Program Information

1. See the following *Degree Requirements* for complete listings of course requirements. See individual departments on the following pages for suggested course sequences.
2. Students entering the College of Business who wish to pursue a B.B.A. in accounting, business economics, finance, general business, international business, management, marketing or a combined B.B.A./MPAcc in professional accountancy may initially be designated as pre-business (PREB). PREB students will be permitted to convert to their intended major during their first regular semester if all required developmental courses have been satisfactorily completed.
3. Students are eligible to file a degree plan when they have selected a major and have completed a minimum of 45 credit hours. Students may not apply for a degree plan if they are currently enrolled in remedial courses.





4. Enrollment in business courses numbered 300 or higher is limited to students who will have completed at least 60 hours of course work by the end of the semester for which the student is enrolling. Specified prerequisites for the course(s) in question must be completed before enrollment in the respective course unless indicated otherwise in the course description. If a student has fewer than 60 hours of course work 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).
5. No more than three hours of Special Problems (475) and no more than three hours of Internship (ACC 485, CSC 385, 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, business economics, computer science, computer information systems, economics or finance.
6. 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.
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:
 - (1) Attend summer school at SFA and
 - (a) Raise his/her SFA grade point average to 2.0, or
 - (b) Pass with a C average or better at least nine semester credit hours as specified by the dean's office. This will take two summer sessions.
 - (2) Be reinstated on continued suspension automatically after meeting the required semester(s) absence from the university.
8. No non-business major may have more than 25 percent of his or her undergraduate program in business courses.

Degree Requirements

Bachelor of Arts Degree [B.A.]

Economics

1. Core Curriculum Requirements
 - A. Communication Skills (12-14 hours)
 - (1) Six semester hours from ENG 131, 132, 133H, 235
 - (2) Six to eight semester hours from BCM 247; COM 111, 170; ENG 273; FRE 131, 132; SPA 131, 132; ILA 111, 112; SPH 172, 272
 - B. Mathematics (three hours)
MTH 220
 - C. Natural Sciences (six to eight hours)
Six to eight semester hours from AST 105*; BIO 121*, 123*, 131, 133, 225, 238; CHE 111*, 112*, 133*, 134*, 231*; ENV 110, GOL 131*, 132*; PHY 101*, 102*, 110*, 118*, 131*, 132*, 241, 242. (Where indicated by an asterisk, the appropriate laboratory course must be taken in conjunction with the lecture course.)
 - D. Humanities & Visual and Performing Arts (six hours)
 - (1) Three semester hours from ART 280, 281, 282; MUS 140, 160; THR 161, 370; DAN 140, 341



- (2) Three semester hours from ENG 200, 211, 212, 221, 222, 229, 230, 233H, 235, 300; PHI 153, 223; HIS 151, 152
- E. Social and Behavioral Sciences (15 hours)
 - (1) Six hours from HIS 133, 134, 335
 - (2) PSC 141, 142
 - (3) ECO 231
- 2. Major requirements
 - A. CSC 121, 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. A. 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; or
 - B. A second major of at least 24 semester hours with at least 12 advanced hours at SFA.
- 4. 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 130 semester hours total. No more than 32 hours of course work from the following areas: ACC, FIN, GBU, OSY, MKT, MGT, BLW, BCM.
- 5. 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 in transfer courses; and at least a 2.0 GPA in all minor or second major courses overall and in transfer courses.
- 6. No more than three hours of Special Problems from the College of Business (ACC 475, CSC 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, CSC 385, ECO 485, FIN 485, GBU 485, MGT 476, MKT 486) may count toward a B.A. in Economics. In addition, the internship courses may count only as electives and may not count toward completion of major or minor course requirements for the B.A. in Economics.
- 7. All students must satisfy provisions of the Texas Success Initiative program. See TSI information elsewhere in this bulletin.

Bachelor of Business Administration Degree [B.B.A.]

- 1. Core Curriculum Requirements
 - A. Communication Skills (12 hours)
 - (1) Six semester hours from: ENG 131, 132, 133H, 235.
 - (2) BCM 247, COM 111
 - B. Quantitative Skills and Sciences (three hours)
 - (1) MTH 220
 - C. Natural Sciences (six to eight hours)
 - (1) Six to eight semester hours from: AST 105*; BIO 121*, 123*, 131, 133, 225, 238; CHE 111*, 112*, 133*, 134*, 231*; ENV 110, GOL 131*, 132*; PHY 101*, 102*, 110*, 118*, 131*, 132*, 241*, 242*.

**An asterisk following a course number indicates that the appropriate laboratory course must be taken in conjunction with the lecture course.*

- D. Humanities and Visual and Performing Arts (six hours)
- (1) Three semester hours from: ART 280, 281, 282; MUS 140, 160; THR 161, 370; DAN 140, 341
 - (2) Three semester hours from: ENG 200, 211, 212, 221, 222, 229, 230, 233H, 235, 300; PHI 153, 223; HIS 151, 152
- E. Social Sciences and Behavioral Sciences (15 hours)
- (1) Six semester hours from: HIS 133 and 134. (Three hours of Texas history may be substituted for one of the American history courses.)
 - (2) PSC 141 and 142.
 - (3) ECO 231.
2. Business Field of Study (Some of these requirements may be taken to satisfy part of the Core Curriculum Requirements listed in Item 1.)
- A. MTH 143, 144, 220
 - B. COM 111, BCM 247
 - C. ECO 231, 232
 - D. CSC 121
 - E. ACC 231, ACC 232
3. Foundation Requirements: ACC 231, 232; BCM 247; CSC 121; GBU 325, BLW 335; ECO 231, 232, 339; FIN 333; MGT 370, 371, 463 (MGT 463 must be completed at SFA); and MKT 351.
4. Major Requirements:
- Accounting Major:** ACC 331, 332, 333, 343, 437, 442, 453, 465, CSC 340, ENG 273 (30 hours); Five-Year Accounting Program (B.B.A./M.P.A.): Degree requirements are listed in accounting section;
- Computer Information Systems Major:** CSC 102, 202, 211, 214, 241, 321, 323, 412, 426, plus six hours from advanced-level courses in Computer Science excluding CSC 340, 350 and 385 (33 hours). A student must have a grade of C or better in all courses which are prerequisite to a computer science course before enrolling in that course. At least 12 advanced hours of computer science must be completed at SFA. Must maintain a C average in advanced computer science courses at SFA. A Computer Information Systems major is not required to take CSC 121 in the core requirements.
- Business Economics Major:** ECO 331, 351, 353, plus 12 hours from advanced level courses in Economics (21 hours);
- Finance Major:** FIN 357, 370, 373 and 18 hours from the following: three to six hours from FIN 401, ACC 331, 332, 333, 343; and 12-15 hours of advanced electives from ECO 331, FIN 358, 367, 401 (if not taken above), 410, 415, 433, 458, 471, 474, 475 and 490 (27 hours);
- General Business Major:** (a) six hours selected from ECO 331, FIN 357, 361, GBU 321 and MGT 373; (b) six hours, representing two of the following areas - law: BLW 366, 437, 456, 468 and 478; communication: BCM 347, 447 and 450; technology: GBU 310, 440, 461 and CSC 340; (c) nine advanced hours within the College of Business. (21 hours);
- Management Major:** MGT 422, 472, three to seven hours from MGT 380, PSY 330, SOC 478, STA 320, or ACC 333, and nine to 12 additional advanced semester hours in management. (See *Department of Management, Marketing, and International Business* for more detailed information.) (21-22 hours);
- Marketing Major:** MKT 355, 452, 455, 457, plus nine hours from advanced Marketing courses (21 hours) (See *Department of Management, Marketing, and International Business* for more detailed information.);



International Business Major: See Department of Management, Marketing, and International Business section for major requirements.

5. No more than three hours of Special Problems (475) and no more than three hours of Internship (ACC 485, CSC 385, 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 course requirements in accounting, business economics, computer science, computer information systems, economics or finance.
6. Hours Requirements: At least 42 hours in residence at SFA; at least 42 hours advanced; at least 36 hours advanced in residence at SFA; at least 50 percent of business requirements including at least 12 hours of advanced work in major in residence at SFA; at least 65 hours of non-business courses (up to nine hours of economics, six hours of statistics, and all CSC courses may be counted as non-business for this purpose); and at least 130 semester hours total (excluding remedial type courses or activity courses in excess of four semester credit hours).
7. Grade Requirements: *Maintain at least a 2.0 GPA average in courses completed at SFA and a grade of at least C in each freshman English course. Maintain at least a 2.0 GPA average in major course work, minor course work, B.B.A. foundation requirements, and overall in College of Business courses at SFA and in transfer courses.

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

8. Other Requirements: If the approximate equivalent of a required upper division course is taken at another accredited institution at the freshman-sophomore level and transferred to SFA, the transferred course will be accepted for elective credit only and an appropriate junior-senior level course in the same field will be substituted for the required course.
9. All students must satisfy provisions of the Texas Success Initiative program. See TSI information elsewhere in this bulletin.

Bachelor of Science Degree [B.S.]

Computer Science

1. Core Curriculum Requirements
 - A. Communication Skills (12 hours)
 - (1) Six semester hours from: ENG 131, 132, 133H, 235.
 - (2) ENG 273 and COM 111
 - B. Mathematics (three hours) MTH 220
 - C. Natural Sciences (six to eight hours)

Two semesters of one natural laboratory sciences from: AST 105*;
BIO 131, 133, 225, 238; CHE 133*, 134*, 231*; GOL 131*, 132*; PHY
110*, 131*, 132*, 241*, 242*. AST 105 counts as a physics course.
One science must contain a two-semester course sequence.

**An asterisk following a course number indicates that the appropriate laboratory course must be taken in conjunction with the lecture course.*
 - D. Humanities and Visual and Performing Arts (six hours)
 - (1) Three semester hours from: ART 280, 281, 282; MUS 140, 160; THR
161, 370, DAN 140, 341.





- (2) Three semester hours from: ENG 200, 211, 212, 221, 222, 229, 230, 233H, 300
 - E. Social and Behavioral Sciences (15 hours)
 - (1) HIS 133 and 134. (Three hours of Texas history may be substituted for one of the American history courses.)
 - (2) PSC 141 and 142
 - (3) Three semester hours from: ANT 231; ECO 231, 232; GEO 131, 230; PSY 133, 153; SOC 137, 139.
 - 2. College selected requirements (Some of these may be taken to satisfy part of the Core Curriculum requirements listed in Item 1):
 - A. COM 111, ENG 273
 - B. MTH 220, 233, 234, and three semester credit hours from MTH 305, 317, 320, 333 (refer to the description of MTH 233 for prerequisites.)
 - C. Two semesters each of two natural laboratory sciences from: AST 105*; BIO 131, 133, 225, 238; CHE 133*, 134*, 231*; GOL 131*, 132*; PHY 110*, 131*, 132*, 241*, 242*. One science must contain a two-semester course sequence. AST 105 counts as a physics course.
 - D. Three hours from ENG 200, 211, 212, 221, 222, 233H, 300.
 - 3. Major Requirements: CSC 102, 202, 211, 214, 241, 321 or 331, 323, 333, 342, 343, 412; nine hours from (CSC 425, 435, 441, 442, 445), plus three advanced hours of computer science excluding CSC 340, 350, and 385 (45 hours). A student must have a grade of C or better in all courses which are prerequisite to a computer science course before enrolling in that course. At least 15 advanced hours of computer science must be completed at SFA. Must maintain a C average in advanced computer science courses at SFA.
 - 4. Minor Requirements: An academic minor of at least 18 semester hours and not more than 24 semester hours. At least nine hours (six of which must be advanced) must be completed at SFA.
 - 5. Hours Requirements: At least 42 hours in residence at SFA, at least 36 advanced hours in residence at SFA, at least 15 hours of advanced work in computer science at SFA, at least six hours of advanced work in the minor at SFA, six hours of electives, at least 130 semester hours total (excluding remedial type courses or any activity courses in excess of four semester credit hours.)
 - 6. Grade requirements: *Maintain at least a 2.0 grade point average in courses completed at SFA and a grade of at least C in each freshman English course. Maintain at least a 2.0 grade point average in major and minor course work and in advanced computer science courses at SFA, and in transfer courses.
- *Note: Required averages are based on those courses in each category which are included in the student's official degree plan.*
- 7. Other Requirements: If the approximate equivalent of a required upper division course is taken at another accredited institution at the freshman-sophomore level and transferred to SFA, the transferred course will be accepted for elective credit only and an appropriate junior-senior level course in the same field will be substituted for the required course.
 - 8. All students must satisfy provisions of the Texas Success Initiative program. See TSI information elsewhere in this bulletin.





GERALD W. SCHLIEF DEPARTMENT OF ACCOUNTING

TREBA A. MARSH, CHAIR

McGee 292

(936) 468-3105

Fax: (936) 468-1482

accdept@sfasu.edu

www.cob.sfasu.edu/acc/index.html

Faculty

Professors

Jack R. Ethridge, Susan Y. Ormsby, Violet C. Rogers, Aileen Smith, Mark A. Turner

Associate Professors

W. Rhea Clark, Treba A. Marsh

Assistant Professor

Sharron M. Graves

Lecturer

Kelly Noe

Areas of Study & Degrees

B.B.A.

Emphasis Area: Accounting

Professional Accountancy

Minor:

Accounting

Objectives

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

Definition of Majors

The department offers three outstanding and comprehensive programs. The accounting degree programs cover concepts of financial accounting, managerial accounting, and information systems for accounting and management. These subjects make up the core of the accounting curriculum. Students also gain critical knowledge in the areas of auditing and taxation. 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 degree for those who are primarily interested in pursuing a career in public 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.

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Department of Accounting

Four-Year Program

Accounting majors should meet the requirements for a Bachelor of Business Administration degree as outlined in this bulletin. A major in accounting consists of ACC 231, 232, 331, 332, 333, 343, 437, 442, 453, 465, CSC 340 and ENG 273.

Four-Year Degree Program Bachelor of Business Administration Suggested course outline

Freshman Year

Freshman ENG	3	Freshman ENG	3
MTH 143	3	MTH 144	3
Science	4	Science	4
HIS or PSC	3	HIS or PSC	3
ART/MUS/THR/DAN	<u>3</u>	CSC 121	<u>3</u>
	16		16

Sophomore Year

ACC 231	3	ACC 232	3
ECO 231	3	ECO 232	3
MTH 220	3	BCM 247	3
ENG 273	3	HIS or PSC	3
HIS or PSC	<u>3</u>	COM 111	<u>3</u>
	15	LIT/PHI/HIS	<u>3</u>
			18





144

2006-2007 General Bulletin

Junior Year

CSC 340	3	MGT 370	3
FIN 333	3	ACC 332	3
ACC 331	3	ACC 343	3
ACC 333	3	ECO 339	3
GBU 325	3	BLW 335	3
Elective*	<u>3</u>	MKT 351	<u>3</u>
	18		18

Senior Year

Elective	3	MGT 463	3
MGT 371	3	ACC 437	3
ACC 442	3	ACC 465	3
Elective	3	Elective	3
ACC 453	<u>3</u>	Elective	<u>2</u>
	15		14

**At least three elective hours must be non-business.
Students should consult with an adviser before registering.*

Five-Year Program***Bachelor of Business Administration****Master of Professional Accountancy Program****Suggested course outline****Freshman Year**

Freshman ENG	3	Freshman ENG	3
MTH 143	3	MTH 144	3
Science	4	Science	4
HIS or PSC	3	HIS or PSC	3
ART/MUS/THR/DAN	<u>3</u>	CSC 121	<u>3</u>
	16		16

Sophomore Year

ACC 231	3	ACC 232	3
ECO 231	3	ECO 232	3
MTH 220	3	BCM 247	3
ENG 273	3	HIS or PSC	3
HIS or PSC	<u>3</u>	COM 111	<u>3</u>
	15	LIT/PHI/HIS	<u>3</u>
			18



**Junior Year**

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	<u>3</u>
Elective	<u>1</u>		15
	16		

Senior Year

ACC 453	3	**ACC 512	3
MGT 371	3	ACC Elective (Grad Credit)	3
Elective	3	MGT 463	3
ACC 442	3	ACC 465	3
MKT 351	<u>3</u>	ACC 437	<u>3</u>
	15		15

Graduate Year

ACC 533	3	ACC 532	3
FIN 514 or 554	3	ACC Elective (Grad Credit)	3
Elective (Grad Credit)	3	ACC Elective (Grad Credit)	3
ACC 547	3	Elective (Grad Credit)	3
Elective (Grad Credit)	<u>3</u>	BLW 547 or FIN 510	<u>3</u>
	15		15

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

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

1. Receive clear admission to the M.P.A. program. Requirements for admission are:
 - a. completion of at least 75 hours (including all 100/200 level courses plus ACC 331.)
 - b. cumulative GPA of 2.5
 - c. C or better in all accounting courses completed at the time of admission and maintain a C or better in all accounting courses
2. Receive clear admission to graduate school. Requirements include (see Graduate Bulletin for complete details):
 - a. present satisfactory score on Graduate Management Admission Test (GMAT)
 - b. file formal application for admission to graduate school

See the General and Graduate Bulletins for specific requirements.
Students should consult with an adviser before registering.

Definition of Minor

A minor in accounting consists of ACC 231, 232, 331, 332, plus six hours of advanced accounting. 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.

- 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. Prerequisite: Three hours of college-level math (may be taken concurrently).
- 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 with grade of C or better.
- 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.
- 437. **Auditing Principles** - Financial and operational audit theory and practice. Prerequisites: ACC 332, ECO 339, and three hours of computer science.
- 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. Prerequisites: ACC 332 and three hours of computer science.
- 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.
- 475. **Special Problems** - Individual instruction in accounting. Prerequisites: Junior standing and approval of department chair.
- 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 department chair and supervising instructor.

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





DEPARTMENT OF COMPUTER SCIENCE

CRAIG A. WOOD, CHAIR

McGee 303

(936) 468-2508

Fax: (936) 468-7086

csdept@cs.sfasu.edu

www.cob.sfasu.edu/csc

BUSINESS

Department of Computer Science

Faculty

Professors

Michael M. Pickard, Robert G. Strader, Craig A. Wood

Assistant Professors

Deborah L. Dunn, Minh Park

Instructors

Stephen R. Bradley, Greg T. Harber, William W. Long

Lecturers

Elizabeth A. Hutchison, Gail J. Leslie, Jason Powell

Areas of Study & Degrees

B.S. Computer Science

B.B.A. Computer Information Systems

Minors:

Computer Science

Computer Information Systems

Information Technology

Objectives

The digital computer is one of the most useful devices developed by mankind. Computer science is the discipline concerned with the study of this device and how it can be used to process information and help solve complex problems.

The computer science curriculum is designed to allow the future computer specialist to obtain a broad education coupled with detailed knowledge in computer science sufficient to lay a foundation for professional competence in the computing field. Non-specialists may also take computer science courses that will acquaint them with computing capabilities applicable to their main field of endeavor.

The department utilizes the computing facilities of the McGee Computing Laboratory and the University Computer Center.

Computer Science Program Accreditations

The Bachelor of Science degree with a major in computer science is accredited by the Computing Accreditation Commission (CAC) of the Accreditation Board for





Engineering and Technology (ABET), a specialized accrediting body recognized by the Council for Higher Education Accreditation (CHEA). The Bachelor of Business Administration degree with a major in computer information systems is accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

Student Organizations

The Computer Science Club is sponsored by the Department of Computer Science and is open to all students. This organization should be of particular interest to students who desire to become acquainted with the computing profession, computing professionals and students with similar interests.

Membership in Upsilon Pi Epsilon, the Computer Science Honor Society, is for selected juniors, seniors and graduate students who maintain specified scholastic standards. Students who want to be considered for this honor should consult the Delta Chapter faculty adviser or a student officer.

Definition of Majors

Bachelor of Science Degree (B.S.): Computer Science Major

A. General Requirements. Students must satisfy the requirements for the Bachelor of Science degree with a major in computer science as listed in the College of Business section of this bulletin.

B. Computer Science Major Requirements

- | | |
|---|--------|
| 1. CSC 102, 202, 211, 214, 241 | 15 hrs |
| 2. CSC 321 or 331, 323, 333, 342, 343 | 15 |
| 3. CSC 412 | 3 |
| 4. Nine hours from CSC 425, 435, 441, 442, 445 | 9 |
| 5. Three advanced hours of computer science
(excluding CSC 340, 350 and 385) | 3 |

At least 15 advanced hours of computer science must be completed at SFA.

Must maintain a C average in advanced computer science courses at SFA.

TOTAL 45

C. Suggested courses by area of interest:

1. Information Systems Applications Programming
CSC 102, 202, 211, 214, 241, 321, 323, 333, 342, 343, 412, 425, 426, 435, 442
2. Scientific Applications Programming
CSC 102, 202, 211, 214, 241, 323, 331, 333, 342, 343, 412, 425, 435, 441, 445
3. Applied Systems Programming
CSC 102, 202, 211, 214, 241, 323, 331, 333, 342, 343, 412, 425, 435, 441, 442

Bachelor of Business Administration Degree (B.B.A.): Computer Information Systems Major

A. General Requirements. Students must satisfy requirements for the Bachelor of Business Administration degree as listed in the College of Business section of this bulletin.





- B. Computer Information Systems Major Requirements
- | | |
|---|--------|
| 1. CSC 102, 202, 211, 214, 241 | 15 hrs |
| 2. CSC 321, 323 | 6 |
| 3. CSC 412, 426 | 6 |
| 4. Six advanced hours of computer science
(excluding CSC 340, 350 and 385) | 6 |
- At least 12 advanced hours of computer science must be completed at SFA.
Must maintain a C average in advanced computer science courses at SFA.
- TOTAL 33

Definition of Minors

Computer Science Minor Requirements

- A. CSC 102, 202, 211, 214, 241 15 hrs
- B. Six advanced hours of computer science (excluding
CSC 340, 350, 385, and 412) 6
- At least 12 hours of computer science (six of which must be advanced) must be completed at SFA. Must maintain a 2.0 grade point average in minor courses completed at SFA, in advanced computer science courses at SFA, and in computer science transfer courses.
- TOTAL 21

Computer Information Systems Minor Requirements

- A. CSC 102, 202, 211 9 hrs
- B. Twelve semester hours from the following with at least six hours being advanced:
CSC 214, 241, and all three-hour advanced computer science courses (excluding
CSC 385 and 412) 12
- At least 12 hours of computer science (six of which must be advanced) must be completed at SFA. Must maintain a 2.0 grade point average in minor courses completed at SFA, in advanced computer science courses at SFA, and in computer science transfer courses.
- TOTAL 21

Other Computer Users

- A. CSC 101 - A general study of computer types, capabilities, uses, and limitations; use of operating systems and application software on a microcomputer in a network environment.
- B. CSC 121 - A general study of computer types, capabilities, uses, and limitations from a business-oriented perspective; use of operating systems and application software on a microcomputer in a network environment.
- C. CSC 340 - Application software for microcomputers
- D. CSC 350 -Internet Technologies



**Bachelor of Science with a Major in Computer Science**
Suggested Course Sequence**Freshman Year**

Freshman English	3	Freshman English	3	
BIO, CHE, GOL, or PHY	4	BIO, CHE, GOL, or PHY	4	
MTH 133 or 139	3	MTH 139 or 233	3	
CSC 102	3	CSC 202	3	
Core elective	<u>3</u>	Core elective	<u>3</u>	
	16		16	32

Sophomore Year

Eng. Lit.	3	ENG 273	3	
BIO, CHE, GOL, or PHY	4	BIO, CHE, GOL, or PHY	4	
MTH 233 or 234	3	MTH 234 or 220	3	
CSC 211	3	CSC 241	3	
CSC 214	<u>3</u>	Minor or core elective	<u>3</u>	
	16		16	32

Junior Year

CSC 323	3	MTH elective (restricted)	3	
CSC 321 or 331	3	CSC 342	3	
CSC 343	3	CSC 333	3	
MTH 220 or COM 111	3	Minor or core elective	<u>9</u>	
Minor or core elective	<u>4</u>		18	
	16		34	

Core and Remaining Requirements

Three semester hours from: ART 280, 281, 282; MUS 140, 160; THR 161, 370; DAN 140, 341	3
Three semester hours from: ANT 231; ECO 231, 232; GEO 131, 230; PSY 133, 153; SOC 137, 139	3
HIS 133, 134	6
PSC 141, 142	6
CSC 412 and nine hours from: CSC 425, 435, 441, 442, 445	12
Three advanced hours of computer science	3
Minor or elective hours as required	
Minimum hours to complete degree program	<u>32</u>

See information at the beginning of the College of Business section regarding eligibility for upper-level business courses. In addition, the following 32 hours should be completed prior to enrolling in any upper-level computer science courses.

Freshman English	6	MTH 233	3
English 273	3	CSC 102, 202, 211;	
Science	8	214 or 241	<u>12</u>
			32



**Bachelor of Business Administration with a Major
In Computer Information Systems
Suggested Course Sequence****Freshman Year**

Freshman English	3	Freshman English	3	
MTH 143	3	MTH 144	3	
Science	4	Science	4	
Core elective	3	Core elective	3	
CSC 102	<u>3</u>	CSC 202	<u>3</u>	
	16		16	32

Sophomore Year

ACC 231	3	ACC 232	3	
ECO 231	3	ECO 232	3	
BCM 247	3	MTH 220	3	
CSC 211	3	CSC 241	3	
CSC 214	<u>3</u>	ENG Lit.	3	
	15	Core elective	<u>3</u>	
			18	33

Junior Year

CSC 323	3	CSC 321	3	
COM 111	3	CSC advanced elective	3	
ECO 339	3	BLW 335	3	
GBU 325	3	FIN 333	3	
MGT 370	3	MGT 371	3	
		Core elective	<u>3</u>	
	<u>15</u>		18	33

Core and Remaining Requirements

Three semester hours from:

ART 280, 281, 282; MUS 140, 160; THR 161, 370; DAN 140, 341	3
HIS 133, 134	6
PSC 141, 142	6
MKT 351	3
MGT 463	3
CSC 412, 426 plus three advanced hours of computer science	9
Elective hours as required	
Minimum hours to complete degree program	<u>32</u>

See information at the beginning of the College of Business section regarding eligibility for upper-level business courses. In addition, a computer information systems major should complete CSC 102, 202, 211, and 214 or 241 before enrolling in any upper-level computer science courses.

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Department of Computer Science



Courses in Computer Science (CSC)

A student must have a grade of C or better in all courses that are prerequisite to a computer science course before enrolling in that course. Unless otherwise indicated, each course carries three semester hours credit and meets three hours per week. Enrollment in courses numbered 300 or above requires junior standing.

- 101. Introduction to Computing** - General study of computer types, capabilities, uses, and limitations. Use of operating systems and application software on a microcomputer. Use of network environments to access online resources. Introduction to problem solving using a computer. Prerequisite: Two years of high school algebra or equivalent. Credit not available for students who have taken CSC 121. May not be taken by business majors.
- 102. Computer Science Principles** - Fundamental concepts of computer systems, systems software, and an overview of computer science issues. Problem solving and program development using a high-level programming language. Prerequisite: Two years of high school algebra or equivalent.
- 121. Introduction to Information Processing Systems (BCIS 1305)** - General study of computer types, capabilities, uses, and limitations from a business-oriented perspective. Use of operating systems and application software on a microcomputer. Use of network environments to access online resources. Introduction to problem solving using a computer. Prerequisite: Two years of high school algebra or equivalent. Credit not available for students who have taken CSC 101.
- 201. Introduction to Computer Programming (COSC 1317)** - Basic techniques for solving problems by use of a digital computer. Emphasis on application of the computer as a quantitative tool, and on the use of the FORTRAN language. Prerequisite: Two years of high school algebra or equivalent.
- 202. Computer Programming Principles** - Problem solving and algorithm design, program structures, data types, software development methods, and programming style. Prerequisite: CSC 102.
- 211. Event-Driven Programming** - Emphasis on problem analysis, solution design, and programming methods. Implementation of commercial applications. Prerequisite: CSC 102.
- 214. Computer Organization** - Binary representation of data and instructions, arithmetic and logical data operations, hardware structures, memory organization and addressing of data and data structures. Machine language and assembly language instructions and programming, hardware/software interface, and selected programming techniques. Prerequisite: CSC 202.
- 241. Data Structures** - Advanced programming techniques including pointer types and recursion. Conceptual development and implementation of data structures including arrays, records, linear lists, stacks, queues, trees, tables, and graphs. Applications involving strings, sorting, searching, and file operations. Prerequisites: CSC 202; CSC 211 recommended.
- 301. A Contemporary Programming Language** - One to three semester hours. Language constructs and applications area. Control structures, input/output, data structures. Use of language in problem solution implementation. May be repeated once for a different language. Prerequisite: Six hours of computer science or the equivalent. Additional prerequisites may vary with different languages.





- 321. Programming Methods and File Structures** - Programming efficiency techniques, debugging techniques, and file processing for applications in business. Comprehensive programming assignments. Prerequisites: CSC 202, 211.
- 323. Software Engineering** - Current software engineering theory and practice. Methodologies, techniques, and tools of software engineering. Prerequisite: CSC 241.
- 331. Object-Oriented Programming Methods** - Use of a modern object-oriented programming language for industrial applications emphasizing contemporary development practices. Comprehensive program assignments. Prerequisites: CSC 202, 211.
- 333. Discrete Structures for Computer Science** - Mathematical structures for describing data, algorithms and computing machines. Theory and applications of sets, relations, functions, combinatorics, matrices, graphs, and algebraic structures which are pertinent to computer science. Prerequisites: CSC 202; MTH 233 or 144.
- 340. Application Software for Microcomputers** - Advanced utilization of spreadsheet software. Utilization of database software. Operating systems and disk management skills. May not be used to satisfy advanced computer science requirements for a computer science/computer information systems major or a computer science minor. Prerequisite: CSC 101, 102, or 121.
- 342. Algorithm Analysis** - Study of algorithm design, analysis tools, and techniques for selected problems including sorting, searching, graphs, branch and bound strategies, dynamic programming, algebraic methods, string matching, and sets. An introduction to order notation, timing routines, and complexity classes. Prerequisites: CSC 214, 241.
- 343. Computer Architecture** - Architectural structure and organization of computers. Analysis of the processor components, memory structure, I/O section, and bus. Study of system component interrelationships and interactions with the operating system. Prerequisites: CSC 214; CSC 241 recommended.
- 350. Internet Technologies** - Technology, structure, limitations, and uses of the Internet. E-commerce and digital transactions. Web page design. May not be used to satisfy advanced computer science requirements for a computer science/computer information systems major or a computer science minor. Prerequisites: CSC 101, 102, or 121.
- 385. Internship in Computer Science** - One to three semester hours. Supervised on-the-job training in one or more facets of the field of computer science. Prerequisites: Advanced standing as a major or minor in computer science, three advanced hours of computer science, overall grade point average of 2.5 or better, computer science grade point average of 2.5 or better, and consent of the CSC 385 course supervisor. May not be used to satisfy advanced computer science requirements for a major or minor. May be repeated to a total of three hours credit. Pass or fail.
- 401. Contemporary Topics in Computer Science** - One to three semester hours. Study of recent developments and topics of current interest in computer science. A student may repeat this course once with department chair approval. May be used only once to partially satisfy the 400-level course requirement in computer science. Prerequisites: Six advanced hours of





computer science or department chair approval. Particular prerequisites may vary with different topics.

- 412. Computer Science Practicum** - Operation and supervision of computer facilities in a production and student environment. May not be used to satisfy requirements toward a minor in computer science or computer information systems. Prerequisites: 18 hours of computer science with at least six hours advanced, and chair approval. Majors only.
- 421. Applied Operations Research** - Computerized approaches to decision making using linear programming and other quantitative techniques. Prerequisites: CSC 241; MTH 144 or 233; MTH 220.
- 425. Database Management Systems** - Study of database management systems. Design and implementation of applications using database management systems. Prerequisites: CSC 241; CSC 321 or 331; three additional advanced hours of computer science excluding CSC 340, 350, and 385.
- 426. Requirements Engineering and System Modeling** - Study of the methodology for building a complete application system. Emphasis on critical analysis of existing systems and design of computer-based systems. Prerequisite: CSC 323.
- 431. System Simulation and Model Building** - Simulation methodology, generation of random variates, design of experiments with deterministic and stochastic models. Prerequisites: CSC 241; MTH 144 or 233; MTH 220.
- 435. Teleprocessing and Data Communications** - Functional evolution and role of data communications. Considerations in data communications. Applications in general. The design issues. System components and their interrelationships. Networks. Satellite communications. Prerequisites: CSC 241, 343.
- 441. Principles of Systems Programming** - Operating systems principles, systems utilities, language processors, and user interfaces. Prerequisites: CSC 214, 241; CSC 323 or 342 or 343.
- 442. Organization of Programming Languages** - Language definition, structure, data types, control structures, parameter passage, subprogram interface, block structured language. Information binding, data storage and mapping, execution environments, input/output, recursion, multiprocessing. Prerequisites: CSC 241; CSC 323 or 342 or 343.
- 445. Computer Graphics** - Overview of the hardware, software, and techniques used in computer graphics. Graphics primitives, two-dimensional transformations, painting, windowing, and clipping. Three-dimensional graphics including hidden lines and surfaces, and shading. Prerequisites: CSC 241; CSC 323 or 342 or 343; MTH 133.
- 475. Special Problems** - One to three semester hours. Individual instruction in a computer science. May be repeated once for a different topic with department chair approval. Prerequisites: Junior standing and approval of department chair.





DEPARTMENT OF
ECONOMICS AND FINANCE

CLIFTON T. JONES, CHAIR

McGee 392

(936) 468-4301

Fax: (936) 468-1447

www.cob.sfasu.edu/eco-fin

BUSINESS

Department of Economics and Finance

Faculty

Professors

Clifton T. Jones, John H. Lewis, J. Bert Stine, Michael D. Stroup

Associate Professors

T. Parker Ballinger, James E. Howard, Jan M. Serrano

Assistant Professors

Todd A. Brown, S. Kyle Jones, Stephen M. Kosovich, Mark A. Scanlan, G.D. Simmons,
Mark A. Thompson

Areas of Study & Degrees

B.B.A. Business Economics

B.B.A. Finance

B.A. Economics

Minors:

Economics

Finance

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 (B.B.A.): Business Economics Major

A first or second 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 of advanced economics electives. Total 21 hours with at least a 2.0 grade point average in all economic courses. At least 12 advanced hours must be completed at SFA.

Bachelor of Arts (B.A.): Economics Major

A first 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. Total 27 hours with at least a 2.0 grade point average in all economics courses at SFA and overall. At least 12 advanced hours must be completed at SFA.

A second major in economics for a non-B.B.A. candidate consists of ECO 231, 232, 331, 351, 353 and nine hours of advanced economics electives. Total 24 hours with at least a 2.0 grade point average 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. degree requirements), 351 or 353, and 6 hours of advanced economics electives. Total 18 hours (only nine additional hours) with at least a 2.0 grade point average. 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, 232, 351 or 353, and nine hours of advanced economics electives. Total 18 hours with at least a 2.0 grade point average. At least nine hours (six of which must be advanced) must be completed at SFA.

Bachelor of Business Administration (B.B.A.): Finance Major

A first or second 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 358, 367, 401 (if not taken above), 410, 415, 433, 458, 471, 474, 475 and 490. Total 27 hours; must have at least a 2.0 grade point average across all 27 hours plus FIN 333. At least 12 advanced hours must be completed at SFA.

Finance Minor

A minor in finance for a B.B.A. candidate consists of FIN 333 (already included in the B.B.A. degree requirements), 357, 370, 373, and six hours from FIN 358, 367, 401, 410, 415, 433, 458, 471, 474, 475 and 490. Total 18 hours (only 15 additional hours) with at least a 2.0 grade point average. 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 358, 367, 373, 401, 410, 415, 433, 458, 471, 474, 475 and 490. Total 18 hours with at least a 2.0 grade point average. At least nine hours (six of which must be advanced) must be completed at SFA.

Bachelor of Business Administration

Suggested Program for Business Economics and Finance Majors

Freshman Year

ENG 131	3	ENG 132	3
MTH 143	3	MTH 144	3
Science w/lab	4	Science w/lab	4
HIS or PSC	3	HIS or PSC	3
CSC 121	<u>3</u>	ART, MUS, THR, or DAN	<u>3</u>
	16		16

Sophomore Year

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

Junior Year

FIN 333	3	MGT 371	3
ECO 339	3	GBU 325	3
BLW 335	3	Major Requirement	3
MKT 351	3	Major Requirement	3
MGT 370	3	Major Requirement	
Major Requirement		or Elective	<u>3</u>
or Elective	<u>3</u>		15
	18		

Senior Year

Major Requirements		Major Requirements	
or Electives	<u>15</u>	or Electives	14
	15	MGT463	<u>3</u>
			17

Note: See the Degree Requirements in the College of Business for a complete listing of B.B.A. degree 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

ENG 131	3	ENG 132	3
Language	4	Language	4
Science w/lab	4	Science w/lab	4
HIS or PSC	3	HIS or PSC	3
CSC 121	<u>3</u>	ART/MUS/THR/DAN	<u>3</u>
	17		17

Sophomore Year

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>
	15		15

Junior Year

ECO 351	3	ECO 353	3
ECO 339	3	ECO elective	6
ECO 331	3	Major/Minor Requirements	<u>9</u>
Major/Minor Requirements or Electives	<u>9</u>		18
	18		

Senior Year

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

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

Course Credit

Unless otherwise indicated, courses are three semester hours credit.

Courses in Economics (ECO)

- 231. Principles of Macroeconomics (ECON 2301)** - Introduction to the behavioral science of economics which 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. Prerequisite: MTH 220.
- 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 an emphasis on the role played by government through anti-trust legislation. Prerequisite: ECO 232.
- 351. **Income and Employment** - Overall performance of the economy with emphasis upon the determination of national income, employment, and price levels. Prerequisite: ECO 231.
- 353. **Price Theory** - Internal workings of a market economy, including price determination and resource allocation in competitive and monopolistic situations. Prerequisite: ECO 232.
- 361. **Environmental Economics** - Economic treatment of environmental issues, including pollution abatement, air and water quality standards, ozone depletion, recycling and toxic waste, with an emphasis on environmental policy. Prerequisite: ECO 231 or 232.
- 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, and 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. Cannot be used to satisfy any of the advanced economics courses required of economics majors or business economics majors or economics minors. Prerequisites: Junior standing as a major in economics or business economics or a minor in economics; overall GPA of 2.5 or better; economics GPA of 2.8 or better; and consent of department chair. Pass/fail.

**Courses in Finance (FIN)**

- 265. Real Estate Principles (REAL 1301)** - 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.
- 269. Personal Finance (BUSI 1307)** - Introduction to personal financial decision making. Prepares individuals to deal with decisions about goals, spending, home buying, managing risk and insurance, investing and retirement.
- 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.
- 358. International Financial Markets** - Study of the operations in important debt, equity, derivative, and swap markets around the world. Focus on issues of valuation and market efficiency, with special attention on measuring and hedging foreign exchange rate risk and interest rate risk. Prerequisite: FIN 333.
- 361. General Insurance** - Introductory course in the principles of insurance: the place of insurance in the economy, the theory and principles of insurance, and comprehensive coverage of all lines of insurance.
- 366. Real Estate Law** - See BLW 366.
- 367. Real Estate Financing** - Financing of commercial and residential real estate with emphasis on the principles of mortgage and equity financing. Prerequisites: FIN 333 and 265 or consent of instructor.
- 370. Financial Institutions** - 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. Emphasis on retirement planning and needs, risk analysis, trusts, and tax planning and shelters. Utilization of case studies. Prerequisite: FIN 269 or FIN 333 or consent of instructor.
- 433. International Financial Management** - Basic money management for a corporation which operates in the world economy—exchange rate fluctuations, arbitrage, global strategic planning from the corporate viewpoint. Prerequisite: FIN 333.





- 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.
- 485. Internship in Finance** - Supervised on-the-job training in one or more facets of the field of finance. This course cannot be used to satisfy any of the advanced finance courses required of finance majors or minors. Prerequisites: Junior standing as a major or minor in finance; overall GPA of 2.5 or better; finance GPA of 2.8 or better; and consent of department chair. Pass/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.



DEPARTMENT OF
GENERAL BUSINESS

Chair To Be Named
McGee 229
(936) 468-3103
Fax: (936) 468-1515
www.cob.sfasu.edu/gbu

Faculty

Professors

Marsha L. Bayless, Timothy W. Clipson, Debbie D. DuFrene,
Betty S. Johnson, Marlin C. Young

Associate Professors

Florence E. Elliott-Howard, Susan E. Jennings

Assistant Professors

J. Keaton Grubbs, S. Ann Wilson

Lecturers

Judith L. Biss, Elizabeth R. Brice

Areas of Study & Degrees

B.B.A. General Business

Minors:

- Administrative Law
- Business Communication
- General Business
- General Business Technology Applications

Objectives

The General Business major is ideally suited for those students who know exactly what career paths they are going 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. degree without emphasizing any one of the functional areas of business.





Definition of Major

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

- (a) six hours selected from ECO 331, FIN 357, 361, GBU 321, and MGT 373
- (b) six hours representing two of the following areas -
law: BLW 366, 437, 456, 468, and 478
communication: BCM 347, 447, and 450
technology: GBU 310, 440, 461, and CSC 340
- (c) nine advanced hours within the College of Business.

Definition of Minors

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

A minor in administrative law consists of BLW 335, 437 and PSC 344, plus six semester hours selected from BLW 456, 468 and 478, and three semester hours selected from the following courses: PSC 301, 302, 402, 447, 448 or CJS 305. Total 18 hours with at least a 2.0 grade point average.

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

A minor in general business consists of ACC 101 or 231; GBU 147 or FIN 269; BCM 247 or BLW 330; 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, computer science, economics, finance, general business, management, and marketing. No more than three hours from BLW 330 and BLW 335 will apply to the general business minor. Total 21 hours with at least a 2.0 grade point average. Students earning the B.B.A. degree are not eligible to earn the general business minor.

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

Teacher Education Programs

Students who obtain a Bachelor of Business Administration degree and also complete the courses that are necessary to teach business education in the secondary schools of Texas have a certain amount of flexibility in job choice. The business teaching certification requires the B.B.A. foundation courses and a general business major incorporating the following courses: GBU 310, 321, 440, BCM 447, BLW 437. FIN 269 also is required.

The Technology Applications certification requirements can also be met through the general business major. The requirement for this certification include the B.B.A. foundation courses plus the following hours: BCM 347; CSC 340, 350; GBU 310, 321, 440 and 461.





These programs also require that students complete the Professional Development courses that are specified by the College of Education for teaching certification (see the *College of Education* section).

Bachelor of Business Administration – Suggested Program for General Business Majors¹

Freshman Year²

ENG 131	3	ENG 132	3
MTH 143	3	MTH 144	3
Science	4	Science	4
HIS or PSC	3	HIS or PSC	3
CSC 121	<u>3</u>	COM 111	<u>3</u>
Total Hours	16	Total Hours	16

Sophomore Year

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>	ART, MUS, THR, or DAN	3
Total Hours	15	Elective	<u>1-3</u>
		Total Hours	16-18

Junior Year³

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	3	Major Requirement/Elective	3
Major Requirement/Elective	<u>3</u>	Elective	<u>1-3</u>
Total Hours	18	Total Hours	16-18

Senior Year

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

¹ A minimum of 130 hours is required for graduation.

² For undecided business majors, GBU 147 is recommended as an elective.

³ See information at the beginning of the College of Business section regarding eligibility for upper-level business course.





Course Credit

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

Courses in Business Communication (BCM)

- 247. Business Communication (BUSI 2304)** - Application to business of logical and psychological communication principles through letters, memos, reports, and oral presentations. Prerequisites: six hours from English 131, 132, 133H, or 235 and keyboarding skills of 30 wpm.
- 347. Administrative Communication** - Study of administrative communication skills with focus on written and visual communication. Incorporation of electronic presentation tools in document development. Prerequisites: CSC 101 or 121; and either BCM 247 or ENG 273 or ENG 373.
- 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. Executive Communication** - Study and practice in communication skills useful for today's business executive. Specific areas covered as they apply to business include interviewing, listening, meeting planning, presentations, crisis communication, and other communication topics.

Courses in Business Law (BLW)

- 330. Personal Law** - Legal rights and responsibilities of business people and consumers with respect to estate planning, wills and probate, general criminal and civil responsibilities and liabilities, family relationships, motor vehicles, real property, employment, consumer transactions, electronic media, and small business. Course may not be used to satisfy any requirements of the B.B.A. degree.
- 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.
- 366. Real Estate Law** - Legal concepts of real estate, land description, real property rights, estates in land, contracts, conveyances, encumbrances, foreclosures, recording procedures, evidence of title, consumer protection, and landlord-tenant law. (Same as FIN 366).
- 437. Regulation of Business by National Governments** - Legal principles involved in the regulation of international business activity by the governments of the world. Prerequisite: BLW 335.
- 456. Employment and Agency Law** - Study of the legal principles which define the relationship between employers and employees including obligations imposed by federal and Texas statutes. Prerequisite: BLW 335 or consent of department chair.
- 468. Oil and Gas Law** - Examination of the legal principles involved in oil, gas, and mineral ownership, title research, curative work, and leases. Prerequisite: BLW 335 or consent of department chair.





- 478. Environmental Regulatory Law** - Study of environmental regulation, including that directed at business activities and that 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: BLW 335 or consent of department chair.

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, management, and office systems. Not open to students with junior or senior standing in the College of Business.
- 310. Word Processing** - Comprehensive study of word processing equipment, systems, and procedures. Emphasis on word processing applications, work measurement, and comparative product evaluation. Prerequisites: CSC 121 or equivalent; keyboarding skills of at least 30 wpm.
- 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 and Society** - Systematic study of the various domestic and international social and political environments in which profit and non-profit business organizations must operate, with emphases on the diverse and sometimes competing considerations for numerous stakeholders and the implications for business strategies. Focus on topics, such as types of business organizations, social responsibility concepts, ethical principles, and alternate dispute resolution methods.
- 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** - A 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. Prerequisite: CSC 121 or equivalent.
- 461. Information Management** - Theories, issues, and strategies related to the management of information as a corporate asset. Emphasis on strategic information planning, information access, computer-human interaction, data security, and electronic privacy.
- 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. Pass/Fail. Advanced standing as a major in general business. Consent of department chair.





DEPARTMENT OF
MANAGEMENT, MARKETING, AND
INTERNATIONAL BUSINESS

CHAIR TO BE NAMED

McGee 403
(936) 468-4103
Fax: (936) 468-1600
mmib@sfasu.edu
www.cob.sfasu.edu

BUSINESS

Faculty

Regents Professor

Dillard B. Tinsley

Professors

Warren W. Fisher, David E. Gundersen, Joseph G. Ormsby, Elton L. Scifres

Associate Professors

Joe K. Ballenger, Robert A. Culpepper, Joyce M. Hoffman, Larry R. O'Neal

Assistant Professors

Charlotte A. Allen, Larry H. Chasteen, Robert Mitchell Crocker, Marlene C. Kahla, Philip E. Stetz

Lecturers

Cathy R. Henderson, Lone B. Wittliff

Areas of Study & Degrees

B.B.A. Management

Emphasis Areas: Human Resource Management, Operations Management,
Small Business Management/Entrepreneurship

B.B.A. Marketing

Emphasis Areas: Marketing Promotion, Sports Marketing, Business-to-Business
Marketing, Sales

B.B.A. International Business

Minors:

Management

Marketing

International Business

Electronic Business

Entrepreneurship

Sports Marketing

Department of Management, Marketing, and International Business





Objectives

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.

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.

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.

Electronic Business Curriculum

“Electronic business” (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 are often 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.



Entrepreneurship Curriculum

Entrepreneurship 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 U.S. 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. The major in management with an emphasis in small business management/entrepreneurship provides similar preparation but with a stronger emphasis on building general management skills and critical thinking processes.

Most degree programs prepare students for success in given disciplines. In contrast, students completing the entrepreneurship minor or the management major with small business management/entrepreneurship emphasis are prepared to evaluate an idea, structure a top management team, and marshal resources in the pursuit of opportunity.

Definitions of Majors and Minors

Management

Major

Students seeking a major in management must qualify for a Bachelor of Business Administration degree. In addition to the core curriculum, business field of study, and business foundation requirements for the Bachelor of Business Administration degree, the student must complete MGT 422 and 472; three to seven hours from MGT 380, PSY 330, SOC 478, STA 320, or ACC 333; and nine to 12 additional advanced semester hours in management (neither MGT 395 nor 477 may count toward this requirement). Total 21-22 hours with a minimum 2.0 grade point average in all courses in the major including MGT 370, 371, and 463. At least 12 hours of advanced course work in the major must be completed at SFA.*

Students interested in **human resource management** should complete MGT 373, 379, 422, 472, 484, three to four hours from MGT 380, PSY 330, SOC 478, STA 320, or ACC 333, and three additional advanced semester hours in management (neither MGT 395 nor 477 may count toward this requirement).

Students interested in **operations management** should complete MGT 380, 422, 472, ACC 333, and nine hours from MGT 372, 379, 383, or 471.

Students interested in **small business management/entrepreneurship** should complete MGT 422, 472; three to four hours from PSY 330 or SOC 478; six to nine hours from MGT 390, 464, or 485; and three to six hours of additional advanced semester hours in management (neither MGT 395 nor 477 may count toward this requirement). Students are encouraged to complete a Management Internship (MGT 476) or a Special Problems in Management course (MGT 475) in entrepreneurship/small business as part of the elective portion of this emphasis



Minor

For a student pursuing a Bachelor of Business Administration degree, a minor in management consists of MGT 370, 371, 463, and nine additional advanced semester hours in management. Students outside the College of Business who desire a minor in management should take MGT 370 and 15 additional advanced semester hours in management. MGT 395 and 477 may not count toward a minor in management. Total 18 hours with a minimum 2.0 grade point average. At least nine hours must be completed at SFA.

Marketing

Major

Students seeking a major in marketing must qualify for a Bachelor of Business Administration degree. In addition to the core curriculum, business field of study, and business foundation, a major in marketing consists of MKT 355, 452, 455, 457, and nine additional advanced semester hours in marketing. (MGT 383 may be used for three of the nine elective hours.) Total 21 hours with a minimum 2.0 grade point average in all marketing courses including MKT 351 and a grade of C or better in MKT 351.

At least 12 hours of advanced course work in the major must be completed at SFA.*

Students interested in **marketing promotion** should complete MKT 352, 353, 355, 452, 455, 457, and either 360 or 425.

Students interested in **sports marketing** should complete MKT 355, 358, 452, 455, 457, and six hours from MKT 352, 360, 475, or 486.

Students interested in **business-to-business marketing** should complete MKT 355, 452, 454, 455, 457, and six hours from MKT 353, 425, 475, 486, or MGT 383.

Students interested in **sales** should complete MKT 353, 355, 452, 455, 456, 457, and three hours from MKT 354, 454, 475, or 486.

Minor

A minor in marketing consists of MKT 351 and 15 hours of other marketing courses numbered 300 and above (MGT 383 may not count toward the marketing minor). Total 18 hours with a minimum 2.0 grade point average and a grade of C or better in MKT 351. At least nine hours must be completed at SFA.

International Business

Major

Students seeking a major in international business must qualify for a Bachelor of Business Administration degree. In addition to the Core Curriculum, Business Field of Study, and Business Foundation requirements, the student must complete the following four sets of requirements:

Part A - Foundation Courses for the Major: GEO 132, MGT 422, MKT 452, PSC 332 and three hours from ECO 480, FIN 358, or FIN 433

Part B - Specialized Region/Country Courses: a total of six hours selected from GEO 365, 450, HIS 312, 313, 320, 332, 333, 342, 352, 412, 413, 416, 461, LAS 300, 450, or PSC 304





Part C - Cultural and General International Topics: three hours from ANT 231, BLW 437, HIS 303, 321, HMS 230, 403, PSC 308, 441 or SPA 320.

Part D - Language Requirement: three hours of college credit in a foreign language (a spoken and written language other than English) at a level equivalent to SPA 232 or SPA 235 or higher.

A Special Problems course (ACC 475, ECO 475, FIN 475, GBU 475, MGT 475, MKT 475, etc.) or internship course (ACC 485, ECO 485, FIN 485, GBU 485, MGT 476, MKT 486, etc.) may be counted toward part C of the international business major if the course is "international" in nature (conducted at least partly overseas or at least partly dealing with international business) and is approved by the chair, Department of Management, Marketing, and International Business.

Texas students who have completed the B.B.A. field of study at another Texas institution are not required to complete GEO 132 but are encouraged to do so.

Total 27 hours with a minimum 2.0 grade point average. At least 12 hours of advanced course work in the major must be completed at SFA.

Minor

Students seeking a minor in international business must complete MGT 422; MKT 452; three hours from ECO 480, FIN 358, or FIN 433; three hours from PSC 304, 308, 332, or 441; and six to eight hours of college credit in the same foreign language (must be a spoken and written language other than English). Students with a major in management or marketing will substitute an approved elective for MGT 422 or MKT 452 as applicable. Total 18-20 hours with a minimum 2.0 grade point average. At least nine hours (six of which must be advanced) must be completed at SFA.

Electronic Business

Minor

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. Total 21 hours with a minimum 2.0 grade point average. At least nine hours must be completed at SFA.

Entrepreneurship

Minor

For students pursuing a Bachelor of Business Administration (B.B.A.) degree, 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 390, MGT 464, or MGT 485. Total 21 hours with a minimum 2.0 grade point average. At least nine hours must be completed at SFA.

For non-B.B.A. students, a minor in entrepreneurship 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 390, MGT 464, or MGT 485. Total 18 hours with a minimum 2.0 grade point average. At least nine hours (six of which must be advanced) must be completed at SFA.





**Bachelor of Business Administration
Suggested Program for Management, Marketing,
and International Business Majors**

Freshman Year

Freshman ENG	3	Freshman ENG	3
MTH 143	3	MTH 144	3
Science	4	Science	4
HIS or PSC	3	HIS or PSC	3
ART, MUS, THR or DAN	<u>3</u>	CSC 121	<u>3</u>
	16		16

Sophomore Year

ACC 231	3	ACC 232	3
ECO 231	3	ECO 232	3
HIS or PSC	3	HIS or PSC	3
MTH 220	3	COM 111	3
BCM 247	3	Major/Minor Requirement	
ENG Lit, PHI, or HIS	<u>3</u>	or Elective	3
	18	Elective	<u>1-3</u>
			16-18

Junior Year

BLW 335	3	FIN 333	3
MGT 370	3	ECO 339	3
MKT 351	3	Major Requirement	3
MGT 371	3	Major Requirement	3
GBU 325	3	Major/Minor Requirement	
Major/Minor Requirement		or Elective	<u>3</u>
or elective	<u>0-3</u>		15
	15-18		

Senior Year

Major Requirement	3	Major Requirement	3
Major Requirement	3	Major Requirement	3
Major Requirement	3	Minor Requirements	
Minor Requirements		or Electives	6
or Electives	6	MGT 463	<u>3</u>
Elective	<u>1-3</u>		15
	16-18		

NOTE: A minimum of 130 hours is required for graduation.

Course Credit

Unless otherwise indicated, courses are three semester hours credit.



Courses in Management (MGT)

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

- 370. Management Principles** - Management philosophy; functions of management; behavioral approaches to management, including the impact of demographic diversity on organizations. Presentation of management as a discipline and as a process. Prerequisite: Junior standing.
- 371. Operations Management** - Concepts and techniques in management of productive activity in service systems and in 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; structure and process of the organization itself. Prerequisite: MGT 370.
- 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: MGT 370.
- 380. Quantitative Management Methods** - Introduction to quantitative techniques for decision making, including linear programming, goal programming, integer programming, non-linear programming, transportation and 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.
- 390. Introduction to 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; career planning. Pass/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 terms of the international business environment. Prerequisites: MGT 370 and senior standing.



- 461. Supervisory Management** - Techniques involved in supervision; cases in handling morale, discipline, communication, grievances, and other phases of employee and labor relations. Prerequisites: MGT 370 and 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.
- 464. Small Business Analysis** - Consulting project with a small business; focuses on application of principles addressed in MGT 463, Business Policy and Strategy. Prerequisites: MGT 370, MKT 351, ACC 231, and CSC 121.
- 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 371, CSC 121, 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 course work to address internship requirements as determined by supervising instructor; and consent of department chair and supervising instructor.
- 477. Current Business Topics** - One semester hour. Specialized course designed to provide students with the opportunity to meet and discuss business topics with executives from various industries and companies. Executives will address key business management issues from their unique positional and organizational perspectives. Prerequisite: Senior standing. Pass/fail. (May not be used to fulfill major or minor requirements in management.)
- 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; employee incentive programs. Prerequisites: MGT 373 and senior standing.
- 485. Entrepreneurship and Organizational Change** - 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.

- 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 consumer and influences on buyer behavior; consumption patterns; 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.
- 360. Marketing of Services** - Examination of the unique aspects of service organizations within the field of marketing. Prerequisite: MKT 351.
- 425. Electronic Marketing** - Integrative overview of electronic marketing with an emphasis on major online marketing opportunities, issues, problems, and strategies. Covers use of intranet, extranet, and Internet technologies to interact, collaborate, and transact business with the company's customers, employees, suppliers, and partners. Prerequisites: CSC 121, MKT 351, and MGT 370.
- 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, CSC 121, 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.
- 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. Prerequisites: Junior standing as a major or minor in marketing or international business; GPA 2.5 overall and 2.5 in marketing; sufficient course work to address internship requirements as determined by supervising instructor; and consent of supervising instructor and department chair.

