REGINALD F. LEWIS COLLEGE OF BUSINESS

Dean: Mirta M. Martin, Ph.D.
106A Singleton Hall
804-524-5166 mmartin@vsu.edu

Associate Dean: Cheryl E. Mitchem, Ph.D.
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Associate Dean for Faculty: Emmanuel O. Omojokun, Ph.D.
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Mission Statement
To develop global business leaders through our market-driven, integrated curriculum. Our faculty is dedicated to working collectively to build effective communicators, critical innovative thinkers, ethical decision-makers and professional scholars. We emphasize the importance of experience-based learning to help our students gain a competitive advantage and be successful in a continuously changing marketplace.

Learning Goals and Objectives

1. **GOAL:** Students will be problem solvers (can reason analytically)
   **OBJECTIVES:** Students will:
   • Identify problem by collecting and analyzing data
   • Design and evaluate alternative solutions
   • Implement the chosen solution and assess outcomes for continuous improvement

2. **GOAL:** Students will integrate knowledge; skills and abilities from various disciplines (can reason conceptually and think critically)
   **OBJECTIVES:** Students will:
   • Demonstrate the ability to apply interdisciplinary business functions to the analysis of real world and simulated business situations
   • Synthesize the interrelationships between the different parts and functions of a business and develop a vision of the business entity as a whole
   • Critically assess information and think about the consequences of different decisions

3. **GOAL:** Students can apply important information technologies essential to business practice.
   **OBJECTIVES:** Students will:
   • Select appropriate hardware and software to solve business problems
   • Acquire appropriate certifications to specialty if appropriate (i.e.; MCP, A+, Network+)
   • Work cooperatively in teams using IT collaboration tools
4. **GOAL:** Students will understand the ways in which dynamics of the global economy - diversity, ethical and legal responsibilities, and politics - influence the local context.  

**OBJECTIVES:** Students will:
- Demonstrate an understanding of the ethical and social issues that are a concern to the business community
- Demonstrate knowledge of legal aspects of business in society
- Experience the interrelationships between the different parts and functions of a business and develop a vision of the business entity as a whole

5. **GOAL:** Students will have effective professional communication skills  

**OBJECTIVES:** Students will:
- Deliver oral and written content in an organized, coherent, and timely fashion
- Present completed assignments in a professional manner
- Work cooperatively in teams

**Organization of the College**

The Reginald F. Lewis College of Business is an academic unit of Virginia State University administered by the Dean with the support of an Assistant Dean and three Chairpersons. It is organized into three departments: the Department of Accounting and Finance, the Department of Management Information Systems, and the Department of Management and Marketing. Undergraduate programs of the College lead to the degree of Bachelor of Science in the following majors:

- Accounting
- Management Information Systems
- Management
- Marketing

In addition to the three departments, other units in the College are the Office of the Dean, the Assessment Center, and the Student Advisement Center.

**Admission Requirements To The Reginald F. Lewis College Of Business**

**PRE-BUSINESS PHASE REQUIREMENTS**

As of Spring 2013, all first year students in the Reginald F. Lewis College of Business will be evaluated at the end of their second semester to determine if they will be allowed to continue as a business student. At the end of their second semester, students must have a minimum cumulative G.P.A. of 2.50 in the following predictor courses: COBU 101, 110, 155, and MATH 122. Students who have not met this requirement will be advised individually of their options for other majors at Virginia State University.

**ELIGIBILITY FOR ADMISSION TO THE BUSINESS PHASE**

After the successful completion of four semesters of study (63 semester hours), the Pre-Business student is eligible for admission to the Business Phase. Unconditional admission to the Business Phase requires the successful completion of the following specific requirements:

1. Completion of a minimum of 63 semester hours, including University General Education requirements and COBU 101, 110, 111, 155, 170, 200, 201, 202, 210 & 260.
2. Accounting majors must pass COBU 201 and 202 with a minimum grade of “B.”
3. A minimum cumulative G.P.A. of 2.75 in all courses taken at Virginia State University or a minimum cumulative G.P.A. of 2.75 in all business courses, whichever is highest.
4. A minimum grade of “C” is mandatory in all business courses and in ENGL 110 and ENGL 111.
After the fourth semester of study, the student can gain conditional approval to remain in the Reginald F. Lewis College of Business while trying to achieve the minimum requirements to advance to the Business Phase.

1. If a student has a 2.75 G.P.A. or better, but needs 9 hours or less of the courses necessary to enter Business Phase, the student is accepted on the condition that he/she completes the required courses in the first semester of the business Phase.

2. Any student with a G.P.A. less than 2.75 and/or needing more than 9 hours from the Pre-Business Phase (Freshman and Sophomore level courses) is rejected from entering the Business Phase (Junior and Senior level courses) and may be advised to repeat courses or change their major.

3. Students admitted conditionally to the Business Phase of the Business College curriculum have one semester to complete any deficiencies of their course of study. Failure to do so may result in the student not being able to continue in the College of Business.

4. Students who do not meet the above criteria will be advised to repeat courses to bring up their G/P.A. or consider a major outside of the College of Business. All other exceptions will be reviewed on a case-by-case basis.

**PRE-BUSINESS PHASE CURRICULUM REQUIREMENTS**

The following curriculum outlines the course of study for all majors in the Reginald F. Lewis College of Business for the freshman and sophomore years. The Business Phase is found with the degree requirements for each major.

<table>
<thead>
<tr>
<th>Semester 1</th>
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</thead>
<tbody>
<tr>
<td>ENGL 110</td>
<td>Composition I</td>
<td>3</td>
</tr>
<tr>
<td>MATH 120</td>
<td>College Algebra &amp; Trigonometry</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Science Elective</td>
<td>4</td>
</tr>
<tr>
<td>COBU 101</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Social Science Elective</td>
<td>3</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>17</strong></td>
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<table>
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<tr>
<th>Semester 2</th>
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<tbody>
<tr>
<td>ENGL 111</td>
<td>Composition II</td>
<td>3</td>
</tr>
<tr>
<td>MATH 122</td>
<td>Finite Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>COBU 110</td>
<td>Personal Money Management</td>
<td>2</td>
</tr>
<tr>
<td>COBU 155</td>
<td>Introduction to Information Systems/Element K</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>History Elective</td>
<td>3</td>
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<td></td>
<td>Wellness Health</td>
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<tr>
<td><strong>Total</strong></td>
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Semester 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COBU 111</td>
<td>Professional Enhancement/Career Development</td>
<td>2</td>
</tr>
<tr>
<td>COBU 170</td>
<td>Legal, Ethical and Digital Environment</td>
<td>3</td>
</tr>
<tr>
<td>COBU 200</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>COBU 201</td>
<td>Introductory Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 210</td>
<td>Public Presentation</td>
<td>3</td>
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<tr>
<td>MATH 212</td>
<td>Introduction to Calculus</td>
<td>3</td>
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Total 17

Semester 4

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COBU 202</td>
<td>Introductory Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>COBU 210</td>
<td>Financial Economics</td>
<td>3</td>
</tr>
<tr>
<td>COBU 260</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Literature Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Global Studies Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

Total 15

1. Must pass with a grade of “C” or higher.
2. Students must have a minimum G.P.A. of 2.50 in the freshman predictor courses before continuing on in the Pre-Business Phase.
3. Accounting majors must pass with a grade of “B” or higher.

PRE-BUSINESS PHASE ELECTIVES

**Sciences Electives**
- BIOL 116 Biological Science & Laboratory (4 credits)
- CHEM 100 Chemistry and Society & Laboratory (4 credits)

**Wellness Health** *(Must take one 2 credit course or two 1 credit courses.)*
- HPER 170 Health and Wellness (2 credits)
- HPER 165 Personal Fitness (1 credit)
- HPER 166 Beginning Swimming (1 credit)
- HPER 168 Aerobics and Conditioning (1 credit)
- HPER 169 Gymnastics (1 credit)
- HPER 172 Lifetime Sports (1 credit)
- HPER 175 Dance As Art (1 credit)

**History Electives**
- HIST 114 World History I
- HIST 115 World History II
- HIST 122 US History I
- HIST 123 US History II
- POLI 150 US Government

**Social Science Electives**
- PSYC 101 Introduction to Psychology
- SOCI 101 Introduction to Sociology
- SOCI 102 Introduction to Anthropology
### Literature Electives

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ENGL 201</td>
<td>Introduction to Literature</td>
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<tr>
<td>ENGL 202</td>
<td>Introduction to African American Literature</td>
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<tr>
<td>ENGL 210</td>
<td>English Literature I</td>
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<tr>
<td>ENGL 212</td>
<td>American Literature I</td>
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<tr>
<td>ENGL 214</td>
<td>World Literature I</td>
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</tbody>
</table>

### Global Studies Electives

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<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>AGRI 295</td>
<td>Contemporary Global Studies</td>
</tr>
<tr>
<td>ARTS 302</td>
<td>Survey of Non-Western Art</td>
</tr>
<tr>
<td>ARTS 405</td>
<td>Survey of African Art</td>
</tr>
<tr>
<td>ENGL 314</td>
<td>Readings in Multicultural Literature</td>
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<tr>
<td>ENGL 315</td>
<td>African Literature</td>
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<tr>
<td>ENGL 322</td>
<td>Post-Colonial Literature</td>
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<tr>
<td>ENGL 411</td>
<td>Readings in African Literature and Culture</td>
</tr>
<tr>
<td>ENGL 412</td>
<td>Caribbean Literature</td>
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<tr>
<td>FREN 110</td>
<td>Elementary French I</td>
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<tr>
<td>GEOG 210</td>
<td>World Geography</td>
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<tr>
<td>GERM 110</td>
<td>Elementary German I</td>
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<tr>
<td>IDUP 270</td>
<td>Introduction to Africana Studies</td>
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<tr>
<td>PHIL 326</td>
<td>Mythology</td>
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<tr>
<td>POLI 207</td>
<td>International Relations</td>
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<tr>
<td>POLI 210</td>
<td>Comparative Government</td>
</tr>
<tr>
<td>SPAN 110</td>
<td>Elementary Spanish I</td>
</tr>
</tbody>
</table>
COBU 101 INTRODUCTION TO BUSINESS - 3 semester hours  
F, Sp  
For Business Majors only. This course introduces the student to the fundamental principles of business, organizations, finance, banking, credit management, salesmanship, advertising, ecology and consumers. The student will be able to relate/work with real world examples in higher-level courses with an emphasis on use of the library (information literacy), research skills, writing skills, critical thinking, and the synthesis and analysis of information.

COBU 110 PERSONAL MONEY MANAGEMENT - 2 semester hours  
F, Sp, Su  
For Business Majors only. Principles and methods of managing personal income, wealth and credit are examined in this course. Included are source and uses of funds, budgeting, estate planning and retirement planning.  
Prerequisite: COBU 101

COBU 111 PROFESSIONAL ENHANCEMENT/CAREER DEVELOPMENT  
2 semester hours  
F, Sp  
For Business Majors only. This course is designed to aid students in becoming competitive in today’s dynamic environment by providing students with the necessary skills and resources to be successful as they enter the corporate arena and develop their career.  
Prerequisite(s): COBU 101

COBU 155 INTRODUCTION TO INFORMATION SYSTEMS/ELEM-K - 1 semester hour  
F, Sp, Su  
This course is designed to introduce the student to the basic concepts and procedures required in the development and use of computer-based management information systems. Topics include: overview of computer concepts and computer literacy, computer hardware, computer software, and data communications. It provides a hands-on experience on four specific computer application packages: word processing, spreadsheets, database, and presentation graphics.  
Prerequisite: High school algebra or equivalent

COBU 170 LEGAL, ETHICAL AND DIGITAL ENVIRONMENT - 3 semester hours  
F, Sp  
For Business Majors only. This course is an introduction to the background, role, structure, and importance of the legal system of the United States of America. Civil procedure, tort law, administrative law, bankruptcy and criminal law will be surveyed. Other areas of the law to be treated in more depth include contracts, personal property and bailments, intellectual property and piracy, real property, agency, as well as the ethics of managers and the social responsibility of business.  
Prerequisite: COBU 101

COBU 200 BUSINESS COMMUNICATIONS – 3 semester hours  
F, Sp  
For Business Majors only. Designed to improve practical communication, both written and oral. Students learn business style and formats (the letter, memo, resume, and report), as well as strategies for presenting neutral, negative, and persuasive messages. Students will speak on business or professional topics.  
Prerequisites: ENGL 111 or equivalent.

COBU 201 INTRODUCTORY ACCOUNTING I - 3 semester hours  
F, Sp, Su  
For Business Majors and Minors only. This course is a study of fundamental principles of financial accounting as applied to the contemporary business environment. Problems of measuring and reporting income, assets, liabilities, and equity as shown on financial statements are discussed.  
Prerequisite: COBU 101 and MATH 120 or equivalent
COBU 202 INTRODUCTORY ACCOUNTING II - 3 semester hours  F, Sp, Su
For Business Majors and Minors only. This course is a study of introductory management accounting principles as applied to the competitive business environment. Emphasis is on using data from an organization’s management information system to formulate and implement business strategy.
Prerequisite: COBU 201

COBU 210 FINANCIAL ECONOMICS – 3 semester hours  F, Sp
For Business Majors only. An introductory course on the principles of economics, covering both microeconomic and macroeconomic concepts, theory, and analysis.

COBU 211 CAREER LAUNCH - 1 semester hour  F, Sp
For Second Semester Junior and Senior Business Majors Only. This course is designed to make students competitive in today’s dynamic job market. It will cover all professional career areas including job search, interviewing, etiquette, resume and business writing, and behavior and attitudes, and provide students the necessary skills and resources to be successful in finding and keeping a professional position. This course cannot be used to satisfy a business elective.
Prerequisite(s): COBU 111 - Professional Enhancement/Career Development

COBU 260 BUSINESS STATISTICS - 3 semester hours  F, Sp, Su
For Business Majors only. Introduction to the use of statistical methods as a scientific tool in the analysis of problems in business and economics. Coverage will include probability, probability distributions, measures of central tendency and dispersions, sampling distributions, and estimation. Methods include hypothesis testing, regression and correlation, ANOVA and Chi square tests.
Prerequisites: COBU 155 and MATH 122 or its equivalent

COBU 300* PRINCIPLES OF FINANCE - 3 semester hours  F, Sp
For Business Majors only. Students are exposed to the field of finance including financial concepts, financial analysis, decisions involving long-term assets, sources and forms of long-term financing, international financial markets and issues, as well as selected ethical and social issues related to finance.
Prerequisites: COBU 202 and Completion of the Pre-Business Phase requirements or equivalent.
Corequisite: Must take as cohort with COBU 301 Principles of Marketing and COBU 302 Organization and Management.

COBU 301* PRINCIPLES OF MARKETING - 3 semester hours  F, Sp
For Business Majors only. This course is designed to cover the basic concepts of marketing management in consumer and industrial markets, and the formulation of marketing strategies relating to products, channels of distribution, promotion, and price. The course seeks to promote a managerial approach to solving marketing problems and reviews the fundamental marketing institutions, with an awareness of ethical considerations and the global environment.
Prerequisites: Completion of the Pre-Business Phase requirements or equivalent.
Corequisite: Must take as cohort with COBU 300 Principles of Finance and COBU 302 Organization and Management.

COBU 302* ORGANIZATION AND MANAGEMENT - 3 semester hours  F, Sp
For Business Majors only. This course provides an overview of the many aspects of managing organizations. Emphasis will be placed on management processes, human behavior in organizations and applications of classroom knowledge to actual challenges facing managers. The application of management concepts will be practiced using such activities as case studies, team projects, decision making exercises, presentations, and active in-class discussion of current management issues.
Prerequisite(s): Completion of the Pre-Business Phase requirements.
Corequisites: Must be taken as a cohort with COBU 300 Principles of Finance and COBU 301 Principles of Marketing.
*All three courses must be taken simultaneously and registered together as one block, see advisor for more information.

**COBU 304 CORPORATE SUSTAINABILITY – 3 semester hours**  
F, Sp  
For Business Majors only. This course will consider the global trends and the implications of decisions by corporations on both a local and global scale. Ecological and scientific theories and technological innovations in the field of sustainability will be explored. Students will formulate business cases for recommendations and decisions regarding sustainability.  
**Prerequisite:** Completion of the Pre-Business Phase requirements.

**COBU 310 FINANCIAL MANAGERIAL ECONOMICS - 3 semester hours**  
F, Sp, Su  
For Business Majors only. This course covers the fundamental economic principles in applied business decisions from both micro and macroeconomic perspectives.  
**Prerequisite(s):** COBU 210 and Completion of the Pre-Business Phase requirements.

**COBU 342 PRODUCT AND PROCESS PLANNING – 3 semester hours**  
F, Sp, Su  
For Business Majors only. An overview of the marketing, engineering, financial, and production decisions involved in developing new products and determining the product mix; examination of the theory, tools, and approaches that can be used to assist managers in making effective new product and process decisions; specific topics include consumer behavior, marketing research, optimization techniques, capital budgeting, and product and process design using Total Quality Management; a comprehensive integrative case is used to illustrate these ideas.  
**Prerequisite:** COBU 260 and Completion of the Pre-Business Phase requirements.

**COBU 343 PLANNING AND DECISION MAKING IN ORGANIZATIONS – 3 semester hours**  
F, Sp, Su  
For Business Majors only. An overview of the managerial planning process with a focus on business decision making through the collection and analysis of data; decision-making models and approaches, sources of information, value of information, pro-forma financial analysis, and forecasting; a comprehensive integrative case is used to illustrate these ideas.  
**Prerequisite:** COBU 260 and Completion of the Pre-Business Phase requirements.

**COBU 400 ORGANIZATIONAL POLICY AND STRATEGY - 4 semester hours**  
F, Sp, Su  
For Business Majors only. This is the capstone business course. This course is designed to probe the interrelationships of the functional areas within an organization. Students will apply management skills and processes to integrate these areas, make decisions and formulate policies to accomplish organizational goals. A project is an important part of the course that allows students to apply and demonstrate these skills.  
**Prerequisites:** May only be taken in the final semester of the senior year or with permission of the Management & Marketing Department Chair.
DEPARTMENT OF ACCOUNTING & FINANCE

Chairperson: John W. Moore, Box 9047, Room 101 Singleton Building, Phone: 524-5841
Professors: John W. Moore, Hari Sharma, Cheryl E. Mitchem
Associate Professors: Young Dimkpah, Jae Kwang Hwang
Assistant Professors: David Coss, Ifeoma Udeh.
Clinical Faculty: Jerone Clasey, Steve Holeman, Jr., Jeremiah Lockett, Sara F. Reese, Lester Reynolds

Description of the Department

The Department of Accounting and Finance offers a program of study to prepare students for professional accounting and finance careers in public, private and non-for profit organizations. The programs of study also prepare students for graduate study and for professional certifications.

Objectives of the Department

To accomplish its mission, the Department identifies its objectives as follows:

• to develop and enhance students’ capabilities in oral and written communication skills as well as in research skills;
• to ensure that students are competent information technology (IT) users and designers;
• to develop an understanding of the Conceptual Framework of Accounting, Generally Accepted Accounting Principles, Generally Accepted Auditing Standards, Managerial/Cost Tax concepts associated with business decision making, and International Financial Reporting Standards;
• to provide students with a broad understanding of finance in the management of profit and not-for-profit organizations;
• to develop students’ sensitivities to ethical and moral responsibilities in conduct of their professional and personal duties;
• to make students aware of differences in financial gathering and reporting in a global economy; and
• to prepare students for careers in public practice, industry, and government or graduate study in accounting, finance, and related fields

Areas of Specialization

The Department of Accounting and Finance offers a Bachelor of Science (B.S.) in Accounting. The department offers minors in accounting and in finance comprising of 18 semester hours for each minor.

Other Departmental Information

• The Virginia State University Chapter of the National Association of Black Accountants (NABA) provides students with opportunities for professional growth.
• The VSU chapters of Financial Management Association (FMA), and Global Association for Risk Professionals (GARP), are designed to assist students in the achievement of their career goals.
• Internships and scholarships are available for qualified students.
ACCT 301 INTERMEDIATE ACCOUNTING  I - 3 semester hours  F, Sp
The course provides an in-depth study of generally accepted accounting principles as they relate to financial statement presentation, together with the theory of valuation underlying the accounts in the statement.
Prerequisite: Completion of the Pre-Business Phase requirements or equivalent.

ACCT 302 INTERMEDIATE ACCOUNTING  I I  F, Sp
This course is a continuation of ACCT 301 that provides an in-depth understanding of accounting issues.
Prerequisite: ACCT 301

ACCT 306 COST ACCOUNTING - 3 semester hours  F
The issues of cost accumulation for inventory pricing and income determination are examined as well as the study of cost accounting systems. Special topics in relevant costs for routine and nonroutine decisions are also discussed.
Prerequisite: Completion of the Pre-Business Phase requirements or equivalent.

ACCT 307 FEDERAL INCOME TAX I - 3 semester hours  F
This course is a study of the federal income tax laws as they apply to individuals, businesses, and not-for-profit taxable entities.
Prerequisite: Completion of the Pre-Business Phase requirements or equivalent.

ACCT 308 FEDERAL INCOME TAX II - 3 semester hours  Sp
This course examines federal income tax topics and integrates theory and practice concepts through the use of cases, tax research, and tax planning strategies.
Prerequisite: ACCT 307

ACCT 315 ACCOUNTING INFORMATION SYSTEMS - 3 semester hours  Sp
This course provides a basis for understanding, using, designing, and controlling accounting information systems as found in business organizations. Emphasis is on analysis and control of accounting information systems throughout their life cycle.
Prerequisite: Completion of the Pre-Business Phase requirements or equivalent.

ACCT 375 INTERNSHIPS IN ACCOUNTING- 3 semester hours  F, Sp, Su
The internship course allows students to obtain practical work experience in accounting positions under supervised conditions. The internship provides real-world application of accounting education under the critical supervision of an on-site administrator and an accounting faculty member.
Prerequisites: ACCT 302 or by special permission

ACCT 403 ADVANCED ACCOUNTING - 3 semester hours  F
The problems related to consolidations, partnerships, foreign currency translation and hedging, segment reporting are examined.
Prerequisite: ACCT 302

ACCT 406 ADVANCED COST ACCOUNTING - 3 semester hours  Sp
This course covers selected topics in management accounting, such as responsibility accounting, transfer pricing, JIT manufacturing, activity-based costing, and relevant costs for special decisions. Ethical and international aspects of management accounting are also discussed.
Prerequisite: ACCT 306
ACCT 407 AUDITING - 3 semester hours  Sp
The analysis and application of the theory and techniques of auditing and assurance principles and procedures, with emphasis on the duties and responsibilities of the auditor.
Prerequisite: ACCT 302 or by special permission

ACCT 410 FORENSIC ACCOUNTING - 3 semester hours  Sp
Forensic Accounting involves identifying and verifying past financial data or other accounting activities to form a basis for settling current or prospective legal disputes. This course will require a working knowledge of accounting principles and auditing standards.
Prerequisites: ACCT 302 or by special permission

ACCT 411 SEMINAR IN ACCOUNTING THEORY AND PRACTICE - 3 semester hours  Sp
This course is designed to investigate contemporary accounting theories and applications in the various areas of accounting to include financial, managerial, cost and auditing. Students will be exposed to pronouncements issued by the American Institute of Certified Public Accountants, the Security Exchange Commission, the Public Company Accounting Oversight Board, the International Accounting Standards Board, and the Financial Accounting Standards Board.
Prerequisite: ACCT 302 or by special permission

ACCT 415 GOVERNMENTAL AND NOT-FOR-PROFIT ACCOUNTING - 3 semester hours  F
The course is a study of accounting principles and their application for governmental and not-for-profit agencies/organizations and their related financial reporting and disclosure requirements. The objectives of financial reporting for these entities and the theoretical structure underlying these principles will be examined.
Prerequisite: ACCT 302 or by special permission.

ACCT 495 SPECIAL TOPICS IN ACCOUNTING – 1 semester hour  F, Sp
The course offers selected special topics in accounting, which may include: ethics and professionalism, EDP auditing, accounting history, international accounting, and other appropriate subjects. Students may enroll in this course up to six times, but each special topic may be taken only once.
Prerequisite: ACCT 302 or by special permission.

FINANCE COURSE DESCRIPTIONS

FINC 301 PRINCIPLES OF REAL ESTATE - 3 semester hours  F, Su
Emphasis in this course is on the economic and social aspects of real estate-markets, property rights, contracts, deeds, property ownership, insurance, management and planning for the future.

FINC 360 PRINCIPLES OF INVESTMENTS - 3 semester hours  Sp
This course examines the various types of securities, valuation models for bonds, stocks, and options, security markets, and theories of portfolio management. Special emphasis is placed on common stock portfolios.
Prerequisite: COBU 300 or the approval of the Instructor.

FINC 400 CORPORATE FINANCE - 3 semester hours  F
Students learn the concepts critical to the financial manager in a contemporary environment, including risk valuation, capital budgeting, cost of capital, capital structure, long-term financing, derivative securities, as well as topics of special interest like mergers and acquisitions, lease financing, and working capital management.
Prerequisite: COBU 300
FINC 415 INTERNATIONAL FINANCIAL MANAGEMENT – 3 semester hours  Sp
The course deals with an in-depth analysis of risks of financing foreign operations and the management of international assets as viewed by multinational financial managers. It concentrates on the development of risk management policies that are appropriate for the multinational firm.
Prerequisite: COBU 300

FINC 446 ENTREPRENEURIAL FINANCE - 3 semester hours  F
The course examines small business start-up management with emphasis on financial decision-making for entrepreneurs, and the functions of investment banking institutions as they relate to small business capital acquisition and management. Also included are legal concerns and strategies for minority start-up ventures. The case study method will be used.
Prerequisite: COBU 300 or equivalent

FINC 460 ADVANCED INVESTMENT ANALYSIS - 3 semester hours  F
The course provides an in-depth analysis of fixed-income securities and markets. Financial theories are applied to the construction of fixed-income security portfolios. Topics include duration, convexity, realized compound yield, mortgage-backed securities, interest-rate swaps, bond immunization, and interest-rate futures and options.
Prerequisite: COBU 300 and FINC 360

FINC 465 MANAGEMENT OF FINANCIAL INSTITUTIONS - 3 semester hours  Sp
Students are exposed to the analysis of the management of financial institutions, including the management of asset and liability structures, control of financial operations, and the effect of regulations on financial management practices.
Prerequisite: COBU 300

FINC 472 RISK MANAGEMENT AND INSURANCE - 3 semester hours  Sp
This is a study of the insurance industry, the different forms of insurance coverage, and an analysis of the concept of risk. The course examines risk management techniques to neutralize the effect of risk inherent in daily life.
Prerequisite: COBU 300
## BUSINESS PHASE ACCOUNTING

### Semester 5
<table>
<thead>
<tr>
<th>Course</th>
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**Total 15**

### Semester 6
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<td>343</td>
<td>Planning &amp; Decision Making in Organizations</td>
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<td>COBU</td>
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<td>Corporate Sustainability</td>
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**Total 15**

### Semester 7
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<td>ACCT</td>
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<td>Federal Income Tax I</td>
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**Total 15**

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**Total 13**

1. All three courses are a cohort and taken together as one unit.
2. Accounting major wishing to sit for the C.P.A. exam should take MGMT 271 – Business Law.
DEPARTMENT OF ACCOUNTING AND FINANCE
ACCOUNTING MINOR

This minor will require six courses (18 semester hours). One of the courses may satisfy your restrictive elective requirements. This minor is directed toward the student who is willing to stay in school for a minimum of 4 ½ years.

PREREQUISITES
COBU 201 – Introductory Accounting I
COBU 202 – Introductory Accounting II

REQUIRED COURSES
ACCT 301 – Intermediate Accounting I
ACCT 302 – Intermediate Accounting II
ACCT 315 – Accounting Information Systems
ACCT 407 - Auditing

ELECTIVES (Must take two.)
ACCT 306 – Cost Accounting
ACCT 307 – Federal Income Tax I
ACCT 308 – Federal Income Tax II
ACCT 403 – Advanced Accounting
ACCT 406 – Advanced Cost Accounting
ACCT 415 – Governmental and Not-For-Profit Accounting
ACCT 495 – Special Topics (3 One-Credit Courses)

DEPARTMENT OF ACCOUNTING AND FINANCE
FINANCE MINOR

A minor in finance requires a total of 18 semester hours. The student who elects to minor in finance must complete nine semester hours of required courses and nine semester hours of electives in finance.

PREREQUISITES
COBU 201 – Introductory Accounting I
COBU 202 – Introductory Accounting II

REQUIRED COURSES
COBU 300 – Principles of Finance OR
NBFI 350 – Principles of Finance for Non-Business Majors
FINC 360 – Principles of Investments
FINC 400 – Corporate Finance
FINC 465 – Management of Financial Institutions

ELECTIVES (You must take two.)
FINC 301 – Principles of Real Estate
FINC 415 – International Finance
FINC 446 – Entrepreneurial Finance
FINC 460 – Investment Analysis and Portfolio Management
FINC 472 – Risk Management & Insurance

The student should seek academic advisement from an Accounting and Finance faculty member in the Reginald F. Lewis College of Business. The student is required to meet any prerequisite course requirements before enrolling in any course.
Chairperson: Emmanuel O. Omojokun, Box 9038, Room 109, Singleton Hall, Phone: 524-5322 or 524-5781
Professors: Adeyemi A. Adekoya, Xue Bai, Emmanuel O. Omojokun
Associate Professors: Somasheker Akkaladevi, Ade Ola, Manying Qiu, Dong Kyoon Yoo
Assistant Professors: Basil Hamdan

Description of the Department

The Management Information Systems Department provides students with a solid understanding of the use, design, development and management of information systems and information technology. The Management Information Systems curriculum provides for an emphasis on systems analysis, design and development.

The curriculum is designed to give students the opportunity to develop and manage a variety of projects that are derived from and can be applied to real business settings. The curriculum is structured to provide students with a strong foundation in quantitative, modeling, and analytical skills; systems orientation; computer programming skills; and information technology (IT) currency. Ethical and global issues are integrated across the curriculum.

Objectives of the Department

• Provide students with effective and state-of-the-art instruction in information systems and decision sciences.
• Enhance the student’s knowledge, skills, and abilities that are essential for succeeding in a rapidly changing and competitive workplace.
• Create and develop programs to enhance student placement in career rewarding positions.
• Continue to revise and improve the curricula to prepare students for entry into graduate and professional schools and give them the requisite knowledge needed to meet the demands of the marketplace.
• Increase the interaction between the department and the business and professional community by organizing forums, seminars, and workshops.
• Encourage faculty to share their research skills with colleagues.
• Encourage collaborative research and group effort among faculty.
• Improve and expand support services and facilities that enhance the scholarly performance of the faculty.
• Increase faculty involvement and participation in professional and service organizations.
• Offer Information Systems expertise to all constituents.
MANAGEMENT INFORMATION SYSTEMS
Course Descriptions

MISY 201 MICROCOMPUTER CONCEPTS - 3 semester hours  F, Sp
This course is for non-business majors. This course provides a hands-on computer experience through the
use of microcomputers with an emphasis on a microcomputer operating system and an in-depth coverage
of various computer application packages, such as, but not limited to, word processing,
database, spreadsheet software, and presentation graphics.
Prerequisite: High school algebra or equivalent

MISY 300 COMPUTER INTERNSHIP - 3 semester hours  F, Sp, Su
Off campus (approved by the Department). Broad spectrum of “hands-on” work experience as an
apprentice programmer/analyst in a computer environment for not less than 120 clock hours.
Prerequisites: MISY 362, MISY 381 or permission of the department chair.

MISY 305 PROGRAMMING LOGIC AND DESIGN – 3 semester hours  F, Sp
This course teaches skills for development of algorithms for problem solving. Students are taught how
to use structured and other approaches to analyze problems and express their solutions. Through the
introduction of programming concepts, this course enforces good style and outlines logical thinking.
Prerequisite: COBU 155

MISY 311 SYSTEMS ARCHITECTURE AND DESIGN - 3 semester hours  F, Sp
This course is designed to introduce the student to the hardware components and architecture of general
purpose computers. Topics include: data representation, data manipulation and storage technologies, data
communication technology, mass storage and input/output technology, machine-level programming,
application development, operating systems, mass storage access & management, application support
and control, computer networks and distributed systems, advanced computer architecture, and evaluation
and acquisition of computer systems.
Prerequisites: COBU 155 or permission of the instructor

MISY 318 INTRODUCTION TO BUSINESS INTELLIGENCE – 3 semester hours  F, Sp
This course introduces basic concepts in business intelligence. Students will learn data analysis skills
such as data integration, data preparation, making predictions and estimation. Topics covered are data
preprocessing, correlation, hypothesis testing, and regression. Case studies in finance, accounting,
marketing, management and related fields are provided to illustrate these topics. Hands-on practice is
provided with the current statistical software package.
Prerequisites: COBU 260

MISY 330 INTRODUCTION TO JAVA PROGRAMMING -3 semester hours  F, Sp
This course provides an introduction to JAVA programming and its environment. Students will learn
how to develop small to medium-sized JAVA applications and JAVA applets. Special topics include
JAVA programming concepts, Object-Oriented design, JAVA Application Programming Interface (API),
Graphical User Interface (GUI) components, event handling, exceptions, graphics, input/output, and
inheritance.
Prerequisites: COBU 155 or permission of the instructor

MISY 344 INTRODUCTION TO PROGRAMMING USING VISUAL BASIC -
3 semester hours  Sp
The course introduces the student to visual programming using Visual Basic. The course focuses on the
principles of user interface design, general software engineering principles and application development
using Visual Basic.
Prerequisites: COBU 155 or permission of the instructor
MISY 350 MANAGEMENT INFORMATION SYSTEMS – 3 semester hours
F, Sp, Su
An informative course designed to provide students with an understanding of the importance and the role of Business Information Systems in making decisions affecting the success of an organization, and the types of information systems that support business functions. Emphasis will be placed on the planning, development, installation and maintenance of business computer applications that are utilized in the typical business environment.
Prerequisite: COBU 155 or equivalent

MISY 355 INTRODUCTION TO APPLIED SYSTEMS ADMINISTRATION
3 semester hours
F, Sp
This course is designed to provide essential skills required for an Information Technology specialist. Students will learn system administration techniques for popular computer operating system(s). Techniques for managing networking, remote printing, storage allocation, account management, and backup will be discussed. Upon completion of the course, students should be able to demonstrate an understanding of the issues facing a system administrator, install and maintain popular computer system(s), configure networking and services, and secure and troubleshoot network and computer operating systems.
Pre-requisite: MISY 350 or permission of the instructor

MISY 362 SYSTEMS ANALYSIS AND DESIGN – 3 semester hours
F, Sp
This course focuses on the application of information technologies (IT) to systems analysis, systems design, and systems implementation practices. Methodologies related to the identification of information requirements function, feasibility (economic, legal and contractual, operational, political, technical and schedule) and related issues are covered. Development of a data dictionary and the application of computer-aided system engineering (CASE) tools for diagramming information flow and procedures in system development process is covered.
Prerequisites: MISY 350, COBU 302, and an introductory level computer programming language or permission of the instructor.

MISY 364 OBJECT-ORIENTED PROGRAMMING USING C++ – 3 semester hours
F, Sp
This course introduces the student to Object-Oriented approach to program design and implementation using C++ programming language. The course exposes the student to objects, classes, data encapsulation, data abstraction, inheritance, structures and polymorphism. The course also covers C++ control constructs, functions, arrays, pointers and associated data structures, input/output streams and files.
Prerequisites: COBU 155 or permission of the instructor

MISY 367 INTRODUCTION TO COMPUTER NETWORKS – 3 semester hours
F, Sp
This course is an introduction to the fundamentals of computer communications networks. The course focuses on the network concepts, media, topologies, components, protocols and standards; and issues involved in the design, implementation and management of computer networks. Also, analog and digital transmission of data, transmission media and devices, LANS and WANS, TCP/IP fundamentals and message switching will be discussed.
Prerequisite: MISY 350 or permission of the instructor

MISY 368 INTRODUCTION TO INFORMATION SECURITY & ASSURANCE
3 semester hours
F, Sp
The purpose of this course is to introduce the business student to the rapidly evolving and critical arenas of information security. Students will learn principles and methods of information security, various security models, architectures, firewalls and internet security. Students will also learn how to plan and manage security, security policies, business continuity plans, disaster recovery planning, and to build an understanding of the social and legal issues of information security.
Prerequisite(s): MISY 367 or permission of the instructor
MISY 381 INTRODUCTION TO DATABASE APPLICATIONS – 3 semester hours
F
This course introduces the student to business applications of database systems. It covers databases use, their components and applications. Students will learn how databases differ from, and improve on keeping lists in spreadsheets. The student will be able to translate business processes into conceptual database design using various modeling techniques such as Entity-Relationship Diagram (ERD) and Unified Modeling Language (UML). Other topics include the relational model, the normalization process, fundamental Structured Query Language (SQL) statements and an overview of database administration.
Prerequisite(s): MISY 350 or permission of the instructor

MISY 385 INTRODUCTION TO WEB DEVELOPMENT AND APPLICATIONS
3 semester hours
F, Sp
This course provides a practical approach to the development of web related technologies. Emphasis is on the use of current web development languages as tools to develop interactive web pages. Students also learn concepts such as the architecture of the web, the use of browsers, the effectiveness of user interfaces, and effective search strategies. Multimedia and web security are addressed to familiarize the student with the web as a business tool.
Prerequisite: An introductory level computer programming language or permission of the instructor

MISY 418 ADVANCED BUSINESS INTELLIGENCE – 3 semester hours
F, Sp
This course covers some advanced topics in business intelligence. Students will learn data analysis skills such as factor analysis, prediction and forecasting, and risk analysis to help decision making. The application of the data mining techniques such as decision tree, neural network, Markov processes, and clustering, classification and association rules is illustrated through case studies in finance, accounting, marketing, management and related fields. Hands-on practice is provided with current statistical software.
Prerequisites: MISY 318

MISY 430 ADVANCED JAVA PROGRAMMING – 3 semester hours
F, Sp
This course is the second part of a two semester JAVA programming course sequence. Students will learn how to write small to medium sized JAVA applications and JAVA applets. Special topics include key issues related to software engineering, object oriented design, Java Application Programming Interface (API), graphical user interface components, event handling, exceptions, input/output, and inheritance, data structures, and multithreading and animation.
Prerequisite: MISY 330 or permission of the instructor

MISY 444 ADVANCED VISUAL BASIC PROGRAMMING – 3 semester hours
Sp
This course is a continuation of MISY 344 – Introduction to Visual Basic (VB) Programming. Topics include advanced event-driven programming techniques including database programming, creating Active-X and COM components, and optimizing and deploying applications.
Prerequisite: MISY 344 or permission of the instructor

MISY 455 ADVANCED APPLIED SYSTEMS ADMINISTRATION – 3 semester hours
F, Sp
This course is to provide students the skills, knowledge, and hands-on experiences to acquire a competitive position in system management. Students will learn how to design, implement, and administer network infrastructures and server systems for business solutions based on Microsoft Windows server, Linux, and UNIX platforms. A combination of lecture-based and “hands-on” guided instruction will be provided on topics including installation, user and group administration, backup and restore processes, network configuration, various system services, security administration, and updating and maintaining the system. This course helps students to prepare for high demand IT professional certificates such as Microsoft Certified Systems Administrator (MCSA) and Microsoft Certified Systems Engineer (MCSE).
Prerequisite: MISY 355
MISY 464 ADVANCED C++ PROGRAMMING  
F, Sp
An advanced C++ programming course which focuses on Object-Oriented approach to program design and implementation using C++ programming language. Topics include objects, classes, data encapsulation, data abstraction, constructors and destructors, functions, arrays, pointers and associated structures, inheritance, virtual function and polymorphism, template, exception handling, input/output streams and file processing.
Prerequisite: Misy 364 or permission of the instructor.

MISY 466 WEB APPLICATION DESIGN AND IMPLEMENTATION - 3 semester hours  
F, Sp
This course involves a study and application of the principles of web applications design. The design, development and implementation of dynamic web pages using Java Server Pages (JSP), JavaBeans and EJB are covered. Students also learn how to use Unified Modeling Language (UML) to build web applications with both server side and client side scripting.
Prerequisite: An introductory level computer programming language or permission of the instructor.

MISY 467 ADVANCED COMPUTER NETWORKS TECHNOLOGY - 3 semester hours  
F, Sp
This course focuses on computer networking technologies for individual workstations, LANS, WANS, and the Internet. Topics include network support; storage area networks; virtual servers; managed switches, and routers, and firewalls. This course also prepares the student for the industry’s Network+ certification examination.
Prerequisite: Misy 367

MISY 468 ADVANCED INFORMATION SECURITY AND ASSURANCE – 3 semester hour  
F, Sp
This is an advanced level information security course. The student will learn contemporary security issues; infrastructure security management processes, architecture and models; risk analysis and management; security planning, analysis and safeguards; security policies development and administration; contingency planning, incidence handling and response; and security standards. This course prepares the student for the Security+ certification.
Prerequisite(s): Misy 368

MISY 478 MANAGING ORGANIZATIONAL IT SECURITY RISKS – 3 semester hours  
F, Sp
This course takes a multi-disciplinary perspective of risk assessment, modeling, and management. Topics discussed include concepts of personal accountability versus governance and policy, how organizations define and measure risk and loss, and planning for contingencies.
Prerequisite: Misy 368 or permission of the instructor

MISY 480 DATABASE DESIGN AND APPLICATIONS - 3 semester hours  
F, Sp
A study of the principles of database systems with emphasis on the relational model of data, and covering both the user and the system perspectives. User issues include data modeling, informal and commercial query languages and the theory of database design. System issues include file structures, query formulation, form design, and report generation using different database management systems (DBMSs).
Prerequisites: Misy 350, Misy 362, and an introductory level programming language or permission of the instructor

MISY 481 ADVANCED DATABASE APPLICATIONS – 3 semester hours  
Sp
This course builds on the introductory and basic concepts covered in Misy 381- Introduction to Database Applications, covering a comprehensive database development lifecycle including analysis, design, tuning and implementation. In addition, the principles and techniques of database-driven business web applications development are covered. A comparative analysis of the state-of-the-art tools currently available in the market will be carried out. The relational model will be emphasized and relational database management systems are addressed from the standpoint of stored procedures, query optimization, database security, transaction management, concurrency and control.
Prerequisite(s): Misy 381 or permission of the instructor
MISY 485 ADVANCED WEB DEVELOPMENT AND APPLICATIONS – 3 semester hours  F, Sp
This course provides students with the understanding and practical experience in web-enabled database and e-commerce business application development. Topics include scripting business rules and application logic on a web server, client and server side technologies, and techniques to develop fully functional business applications. Application design uses current application software. E-commerce business issues and security implementations are also covered.
Prerequisite: MISY 385 or permission of the instructor

MISY 486 ENTERPRISE RESOURCE PLANNING SYSTEMS & APPLICATIONS -
3 semester hours  F, Sp
Enterprise resource planning (ERP) is an integrated information system that manages internal, external resources including suppliers, employees, customers, and partners. The course provides students with an understanding of how firms consolidate all business operations (i.e., manufacturing, finance and accounting, sales and marketing, and human resources) into a centralized database; facilitate information flows among all business functions, and turn into innovative business decisions. Emphasis will be placed on exploring SAP.
Prerequisite: MISY 381 and an introductory level computer programming language

MISY 488 INFORMATION TECHNOLOGY SECURITY AND FORENSICS – 3 semester hours  F, Sp
This course will introduce students to how forensic science, management information systems, and information security all blend into digital forensics. The students will learn the fundamentals of the forensic process, evidence handling, and quality assurance as they apply to digital forensics.
Prerequisite: MISY 368 or permission of the instructor

MISY 495 SPECIAL TOPICS - 3 semester hours  F, Sp, Su
In-depth treatment within a seminar format of a timely topic in Information Systems and Decision Sciences.
Prerequisite: Permission of the instructor.
## BUSINESS PHASE MANAGEMENT
### INFORMATION SYSTEMS

### Semester 5
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<td>Cobu 302</td>
<td>Organization and Management</td>
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<td>Misy 311</td>
<td>Systems Architecture &amp; Design</td>
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<td>Misy 385</td>
<td>Introduction to Web Development</td>
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<td>Cobu 342</td>
<td>Product &amp; Process Planning</td>
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<td>Cobu 343</td>
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<td>Misy 4xx</td>
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<td>Misy 486</td>
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1. All three courses are a cohort and must be taken together as one unit.

### BUSINESS PHASE MANAGEMENT INFORMATION SYSTEMS ELECTIVES

<table>
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<td>Misy 300</td>
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<td>Misy 318</td>
<td>Introduction to Business Intelligence</td>
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<td>Misy 330</td>
<td>Introduction to Java Programming</td>
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<td>Misy 355</td>
<td>Introduction to Applied Systems Administration</td>
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<tr>
<td>Misy 367</td>
<td>Introduction to Computer Networks</td>
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<td>Misy 368</td>
<td>Introduction to Information Security and Assurance</td>
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<td>Misy 418</td>
<td>Advanced Business Intelligence</td>
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<td>Misy 430</td>
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<td>Advanced Computer Networks Technology</td>
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<td>Advanced Information Security and Assurance</td>
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<tr>
<td>Misy 478</td>
<td>Managing Organizational IT Security Risks</td>
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<td>Misy 485</td>
<td>Advanced Web Development and Applications</td>
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<td>Misy 486</td>
<td>Enterprise Resource Planning Systems and Applications</td>
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<td>Misy 488</td>
<td>Information Technology Security and Forensics</td>
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<tr>
<td>Misy 495</td>
<td>Special Topics</td>
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DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS
INFORMATION SYSTEMS MINOR

The minor is directed toward the student who is willing to stay in school for a minimum of 4 ½ years. It includes a major other than Management Information Systems and additional 18 semester hours in Information Systems.

REQUIRED COURSES
MISY 311 – Systems Architecture and Design
MISY 362 – Systems Analysis and Design
MISY 480 - Database Design & Applications
MISY 3xx – An Introductory Computer Programming Language
MISY 3xx – An Introductory Information Systems Elective

ELECTIVES FOR INFORMATION SYSTEMS MINOR (Must take one from the following list):
MISY 300 – Computer Internship
MISY 478 – Managing Organizational IT Security Risks
MISY 486 – Enterprise Resource Planning Systems and Applications
MISY 488 – Information Technology Security and Forensics
MISY 4xx – Advanced Computer Programming Language
MISY 4xx – Advanced Information Systems Elective
MISY 495 – Special Topics

The student should seek academic advisement from a Management Information Systems faculty member in the Reginald F. Lewis College of Business. The student is required to meet any prerequisite course requirements before enrolling in any course.

DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS
COMPUTER SECURITY AND FORENSICS MINOR

The minor is directed toward the student who is willing to stay in school for a minimum of 4 ½ years. It includes an additional 18 semester hours in Information Systems.

PREREQUISITES
MISY 311 – Systems Architecture & Design
MISY 362 – Systems Analysis and Design

REQUIRED COURSES
MISY 3xx – An Introductory Computer Programming Language
MISY 368 – Introduction to Information Security and Assurance
MISY 468 – Advanced Information Security and Assurance
MISY 478 – Managing Organizational IT Security Risks
MISY 488 – Information Technology Security and Forensics
CJUS 436 – White Collar Crime

The student should seek proper academic advisement from Management Information Systems faculty in the Reginald F. Lewis College of Business. The student is required to meet all prerequisites before enrolling in any course.
DEPARTMENT OF MANAGEMENT AND MARKETING

Chairperson: James D. Phillips, Box 9209, Room 114, Singleton Hall, Phone: 524-5540
Professors: Donatus Amaram, Venkatapparao Mummilaneni
Associate Professors: James Phillips, Andrew Feldstein, Jun Sang Lim
Assistant Professors: Elin Cortijo-Doval, James Damico, Christopher Doval, Kim Gower, Mark Kunze, Yun Lee, David Schein.
Clinical Faculty: Kenneth Newman, Richard Stafford, Albert Thweatt, Il G. Alex Weimer

Description of the Department

The Department of Management and Marketing provides students with opportunities to develop competencies in areas of Management and Marketing. Major degree programs are offered in Management and Marketing and a concentration is available in the area of Human Resources Management. The curricula in the Department of Management and Marketing are designed to produce students who will be able to succeed in a highly competitive, global society.

Objectives of the Department

• To develop in students an appreciation of the requirements involved in the management of complex organizations, and to engender excitement to pursue careers in management and marketing.
• To develop students’ communication skills, both oral and written, for the efficient performance of management and marketing functions at all levels of an organization.
• To develop in students, an appreciation for career opportunities in management and marketing.
• To increase the use of instructional technology by faculty and students for application to the various fields of management and marketing.
• To prepare students to become effective managers and marketers in business firms, educational institutions, government, business industries, and other organizations.
• To teach students to have a global perspective of business and other organizations with particular emphasis on the requisite skills needed for effective management and marketing in different cultures.
• To develop students’ sensitivities to ethical and moral responsibilities in the conduct of their organizational and personal functions.
• To instill in students a belief in the value of lifelong learning.
• To prepare students to become cognizant of the interrelationships among the sub-fields of business, and of the interrelationship, between management and marketing and other disciplines.
• To encourage scholarly contributions to knowledge, sharing of scholarly information, and efforts to remain at the leading edge of management and marketing research so that faculty can provide the highest quality instructional services to students.
• To encourage scholarly contributions which facilitate faculty contact with professionals who can provide management and marketing opportunities to students so that students can succeed as managers in a changing global society.
• To assure faculty and student involvement and participation in professional, service, community and business organizations.
• To provide community service in the areas of management and marketing.
• To increase departmental visibility in the surrounding community in order to stimulate an awareness and appreciation for the services offered by the Department.
• To promote service which improves the Department’s accomplishment of its goals, provides new opportunities for the Department, and helps ensure that the Department looks to the future and changes with the environment.
• To develop students’ understanding of, proclivity for, and commitment to community service.
• To promote non-curricular activities which augment student development.

**Major Programs in the Department**

The Department of Management and Marketing offers two degree programs leading to either of the following:

(1) A Bachelor of Science in Management, there is an option of specializing in Human Resources Management
(2) A Bachelor of Science in Marketing

**Management Degree Program**

The program leading to a B.S. in Management is designed to provide a comprehensive mix of general and professional education suitable for preparing students for managerial leadership in both profit and non-profit organizations. Emphasis is placed on acquiring knowledge of the basic concepts and ideas essential to universal management functions.

The B.S. in Management consists of 121 semester hours of academic work. The Management Internship is encouraged for all Management majors.

The Human Resource Management Concentration is designed to provide students with the skills and knowledge needed to manage the workforce and make decisions relative to the sensitive and dynamic relationships between employees and the owners and managers of the organization. Students in this concentration are exposed to an overview of all the core areas of management and business functions.
MANAGEMENT
Course Descriptions

MGMT 150 PRINCIPLES OF BUSINESS - 3 semester hours
For non-business majors. This course introduces the student to the fundamental principles of business, organizations, finance, banking, credit management, salesmanship, advertising, ecology and consumers. Through this introduction the student will be able to relate/work with real world examples in higher-level courses.

MGMT 271 BUSINESS LAW - 3 semester hours  F, Sp
This course deals with business law topics frequently addressed on the CPA examination as well as an in-depth coverage of selected articles of the Uniform Commercial Code.
Prerequisite: COBU 170 and Sophomore standing.

MGMT 320 INTERNATIONAL BUSINESS - 3 semester hours  F
This course explores the critical importance of the environments that surround international business and how multinational and global enterprises are expected to adapt their operations and functional strategies to these constantly changing environments. Additional topics explored include theories of international trade, international development and investment, international organizations that impact international business, the international system, exporting and importing, etc.
Prerequisite: COBU 302

MGMT 330 ORGANIZATIONAL BEHAVIOR AND LEADERSHIP - 3 semester hours  Sp
An in-depth study of the behaviors of individuals and small groups in organizations. A problem solving approach is applied to such concepts as motivation, personalities, work attitudes, leadership, communication effectiveness, managerial decision making, conflict resolution, office politics, and change management.
Prerequisite: COBU 302

MGMT 340 PERSONNEL/HUMAN RESOURCE MANAGEMENT - 3 semester hours  F, Sp
The basic principles of managing the workforce are covered in this course. Topics such as recruitment and selection, employee training, performance evaluation, compensation, occupational safety and health, equal employment opportunity and employment discrimination policies as well as retirement and pension issues will be discussed.
Prerequisite: COBU 302

MGMT 375 INTERNSHIP - 3 semester hours  F, Sp
The internship course allows students to obtain practical work experience in a management position under supervised conditions. The internship provides real-world application of management education under the critical supervision of an on-site administrator and a management faculty member.
Prerequisite: COBU 302 and Junior standing or special permission of the instructor

MGMT 418 ORGANIZATION AND ENVIRONMENT - 3 semester hours  F, Sp
The course deals generally with the mutual influences of public policies and business activities. Selected public policy issues and programs are examined in-depth from the perspectives of how they impact on business planning and operations, including anti-trust legislations and landmark court decisions arising from them.
Prerequisite: COBU 302

MGMT 420 MANAGING IN A GLOBAL ECONOMY - 3 semester hours
The student will examine the techniques of managing international businesses with emphasis on the problems of communications as well as cultural, political and social differences with reference to multi-national businesses operating in different parts of the world.
Prerequisite: COBU 302
MGMT 444 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT - 3 semester hours
This course is an in-depth analysis of the entrepreneur’s role in conceptualizing, developing and managing small business ventures. Key personality and leadership traits of the entrepreneur are examined within the framework of risk-taking and new venture start-ups. The course is also designed to expose students to the problems and opportunities inherent in establishing and managing a small business and the techniques employed in launching and sustaining a new venture.
Prerequisites: COBU 301 AND COBU 302

MGMT 445 SMALL BUSINESS CONSULTING - 3 semester hours
The small business consulting course is designed to develop practical consulting skills of students in the area of small business management and development. Students will apply conceptual and theoretical skills to identify opportunities, diagnose, analyze and resolve problems of small business owners.
Prerequisites: MGMT 444 and Senior standing or permission of instructor.

MGMT 450 ORGANIZATIONAL THEORY - 3 semester hours
An in-depth study of how to restructure any organization. Restructuring groups, people and organizes activities to accomplish the organization’s goals. Each student will develop the ability to analyze an organization’s internal and external structural contingencies and design the corresponding appropriate structures. Emphasis will be placed on applying this ability through case studies.
Prerequisite: COBU 302

MGMT 452 ORGANIZATIONAL CULTURE AND DIVERSITY - 3 semester hours
This course is an examination of an organization’s culture, how it is created, sustained and learned. The issue of changing organizational culture within the context of a global, multi-ethnic and pluralistic workplace will be addressed. Topics to be addressed include: culturally based patterns of difference, current research in multicultural management and action steps for managing multicultural workforce.
Prerequisite: COBU 302

MGMT 454 WORKPLACE DEMOCRACY - 3 semester hours
The student will examine non-hierarchical organizational forms and structures that would facilitate democratic involvement and participation in workplace decision-making and activities. The content will include: cooperatives, worker-owned firms, self-managed enterprises, ESOPS, Workers Council and Quality Circles.
Prerequisite: COBU 302

MGMT 464 EMPLOYMENT LAWS AND POLICIES - 3 semester hours
This course is designed as a critical review of current or proposed laws and public policies dealing with the dynamics of employment including the important areas of human resources acquisition, development, maintenance, utilization and compensation.
Prerequisite: COBU 302

MGMT 466 COMPENSATION MANAGEMENT - 3 semester hours
The student will gain an understanding of the principles and factors involved in designing and implementing an effective and equitable compensation system for administrative, operative and professional employees in private and public organizations. Compensation management also deals with the role of compensation as a managerial and motivational tool.
Prerequisites: COBU 302

MGMT 468 COMPARATIVE UNION MOVEMENTS - 3 semester hours
This course is a comparison of labor union movements and industrial relations practices in different countries, particularly in Western Europe, North America, Japan and Africa with respect to their history, rationale, objectives and laws and their implications for multinational enterprises which must deal with the differences associated with these systems.
Prerequisite: COBU 302
MGMT 470 HUMAN RESOURCES PLANNING AND DEVELOPMENT - 3 semester hours
This course surveys the concepts and techniques of determining human resources requirements and methods of acquisition, training and development of the workforce.
Prerequisites: COBU 302 and MGMT 340 or equivalent

MGMT 480 ORGANIZATIONAL DEVELOPMENT - 3 semester hours
An integrated application of behavioral science to the improvement of overall organizational performance. Studied will be several techniques of large-scale planned change which redesign an organization’s culture and processes. Emphasis will be placed on applying these techniques through case studies.
Prerequisites: COBU 302, MGMT 330, MGMT 340, and MGMT 450

MGMT 484 INDUSTRIAL RELATIONS AND COLLECTIVE BARGAINING
3 semester hours
This course is a survey of labor union movement and collective bargaining in the United States. Includes the rationale, structure and government of labor union internal affairs and the laws and policies relating to unfair labor practices in plant unionization and collective bargaining between management and labor organizations.
Prerequisites: COBU 302 and MGMT 340

MGMT 490 SEMINAR: ISSUES IN MANAGEMENT - 3 semester hours
The seminar course is designed to provide students the opportunity to study in-depth topics pertaining to management. Students will take initiative in identifying current topics, issues and problems confronting managers.
Prerequisites: COBU 302 and Senior standing
# BUSINESS PHASE MANAGEMENT

**Semester 5**
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<tr>
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<td>Cobu 300</td>
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<td>Cobu 301</td>
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1. All three courses are a cohort and must be taken together as one unit.
## BUSINESS PHASE

### MANAGEMENT

#### HUMAN RESOURCE MANAGEMENT CONCENTRATION

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¹ All three courses are a cohort and must be taken together as one unit.
DEPARTMENT OF MANAGEMENT AND MARKETING
Marketing Degree Program

The program leading to a B.S. in Marketing is designed to provide a comprehensive mix of general and professional education suitable for preparing students for managerial leadership in both profit and non-profit organizations. Emphasis is placed on acquiring knowledge of the basic concepts and ideas essential to universal management and marketing functions. The B.S. in Marketing consists of 121 semester hours of course work.

MARKETING COURSE DESCRIPTIONS

MKTG 303 MARKETING COMMUNICATIONS - 3 semester hours  Sp
Examines the nature and role of communications in marketing, focusing on the goals and uses of advertising, sales promotion, public relations, direct marketing, and personal selling in achieving the communications objectives of marketing. Explores the design, organization, and implementation of the communications mix, and the economic, social, and ethical implications of promotion.
Prerequisite: COBU 301 or NBMK 300

MKTG 305 BRAND MANAGEMENT - 3 semester hours  Sp
This course will prepare students to lead a brand-centered marketing team in the consumer products/services arena. The emphasis in the course is on brands, brand-equity and strategic brand management. The course will prepare students to operate successfully to improve the long-term profitability of brand strategies in the real world.
Prerequisite: COBU 301 or NBMK 300

MKTG 306 MARKETING CHANNELS AND PHYSICAL DISTRIBUTION - 3 semester hours  Sp
This course covers, in broad terms, all the managerial activities in the distribution of a firm’s finished products from the factory to the ultimate customer. These managerial activities include model choice and carrier choice decisions, choices among storage alternatives and different channels of distribution. Functions of different channel members such as distribution centers, wholesalers, retailers and other distribution specialists and their impact on a distribution system will also be covered. In addition, this course serves as the foundation course for the distribution courses in the marketing curriculum.
Prerequisite: COBU 301 or NBMK 300

MKTG 372 MARKETING INTERNSHIP - 3 semester hours
The marketing internship allows students to obtain practical work experiences in marketing-oriented positions of business firms under supervised conditions. The purpose is for the Internee to improve his/her quantitative and qualitative experiences as a marketing manager in a real business world under critical supervision of an on-site administrator and a marketing faculty member.
Prerequisites: COBU 301, MKTG 303, MKTG 305, MKTG 306 and/or permission of instructor.

MKTG 401 MARKETING RESEARCH - 3 semester hours  F
The course covers the concept and techniques of marketing research with special emphasis on sampling methods, interviews, statistical analysis of data and its implications. Methods of developing and evaluating research design for actual problems, collection of the information, and its analysis are stressed.
Prerequisites: COBU 301 and COBU 260

MKTG 402 ADVERTISING - 3 semester hours
This course places emphasis on planning, budgeting, research, media selection, and preparation of advertising messages. The evaluation of advertising from an economic and social aspect by clients and agencies is emphasized.
Prerequisite: COBU 301
**MKTG 404 CONSUMER BEHAVIOR - 3 semester hours**  
Consumer behavior is a comprehensive study of the relevant psychological, sociological, and anthropological variables that shape consumer attitude, behavior, motivation, and characteristics. Throughout the course, students should consider the issue of why consumers behave as they do in the market.  
**Prerequisite:** COBU 301

**MKTG 405 SEMINAR IN MARKETING - 3 semester hours**  
This course is designed to integrate the marketing concepts learned in marketing-related courses taught over the student’s matriculation, and to encourage the pursuit of further research and in-depth study in the specialized field of his/her choice. Special emphasis is placed on strategic thinking through the use of lectures, classroom presentations, class discussions, projects and “field” studies of managerial issues. The course will assist the student in comprehending and incorporating the basic tenets of the discipline as he/she makes the transition from academic life to the working world and faces new perspectives of a changing and challenging world.  
**Prerequisite:** COBU 301

**MKTG 406 MARKETING ON THE WEB – 3 semester hours**  
Examines how the Internet is altering the exchange of goods and services between buyers and sellers. Investigates the role of the Internet as an integral element of marketing strategies, incorporating a critical evaluation of electronic commerce strategies. As students work collaboratively in an online environment, they will discover the elements of effective business web site design, the principles of marketing research on the web and methods of implementing marketing communications strategies via the web. Prerequisite: Must have senior status or permission of the instructor.

**MKTG 408 INTERNATIONAL MARKETING - 3 semester hours**  
The student will focus on the principles, issues, and problems of international marketing among the nations of the world. Marketing systems in all stages of development and various approaches to marketing problems by other nations will be addressed.  
**Prerequisite:** COBU 301

**MKTG 411 PURCHASING AND MATERIALS MANAGEMENT - 3 semester hours**  
This course deals with management of inbound logistics activities including purchasing, transportation, storage and warehouse control, for either a manufacturing firm or any of the channel members in a distribution system. Procurement, pricing, sourcing, leasing versus purchasing and materials management tools will be emphasized.  
**Prerequisite:** COBU 301 or COBU 302

**MKTG 414 RETAIL MANAGEMENT – 3 semester hours**  
This course provides an in-depth coverage of the basic concepts of retailing, including retail institutions, the retail environment, consumer buying behavior, retail strategy, retail organization and information systems, store location, planning merchandise management, buying merchandise, pricing, promotion, store management, customer service, retail selling, fashion retailing, and the retailing of services. Special emphasis is given to the strategic and managerial functions involved with this area of marketing.  
**Prerequisite:** COBU 301

**MKTG 415 LOGISTICS MANAGEMENT - 3 semester hours**  
The course provides an in-depth overview of logistics management to include the study and analysis of integrated logistical systems, policy planning, and overall management relating to the complexities of distribution, transportation issues, consumption, redistribution and marketing.  
**Prerequisite:** COBU 301
MKTG 460 DIRECT MARKETING - 3 semester hours
This course provides an examination of the concepts, strategies and applications involved in direct marketing, including mail order and direct response advertising. Measurability, accountability, lists, data and the integration of direct marketing programs into total marketing efforts and overall organization goals and functions will be emphasized.
Prerequisite: COBU 301

MKTG 461 SALES MANAGEMENT - 3 semester hours
A study of scientific methods of salesmanship analysis of prospects, knowledge of merchandise and its use, needs and benefits concepts, selling steps, selection and training of salesperson, theories and techniques of sales, and recognition of individual value.
Prerequisite: COBU 301

MKTG 462 INDUSTRIAL MARKETING - 3 semester hours
This course is designed to cover the basic concepts and management of industrial marketing such as the industrial marketing environment, industrial customer and market behavior, industrial marketing processes, segmentation, planning strategies, the industrial marketing mix, industrial marketing performance, and international implications.
Prerequisite: COBU 301

MKTG 470 SERVICES MARKETING – 3 semester hours
This course focuses on concepts, practices, and strategies of services marketing, as well as the complexities involved in the area. Development of specialized marketing strategies from a managerial perspective is discussed for typical service entities such as professional, financial, education, entertainment, hotel and restaurant, health care, governmental, religious, research, advertising, and media organizations.
Prerequisite: COBU 301

MKTG 478 INDEPENDENT STUDY - 3 semester hours
The course provides an opportunity for the marketing student to do an independent study in an emerging and/or state-of-the-art marketing area by investigating a problem or topic of interest in his/her area of specialization under the supervision of two professors.
Prerequisite: Senior Standing; Completion of the first elective course in the student's area of specialization; development of a research/study proposal for independent study that is approved by two professors who will supervise the independent study

MKTG 489 STRATEGIC MARKETING – 3 semester hours
Sp
An integrative capstone course, the course explores how firms develop integrated marketing programs and policies to achieve sustainable competitive advantage in the market place. It will be taught through case analysis and computer simulation of competitive market interactions.
Prerequisites: COBU 301, MKTG 401, MKTG 404 and Senior standing.
## BUSINESS PHASE

### MARKETING

#### Semester 5
- MISY 350 Management Information Systems 3
- COBU 300 Principles of Finance I 3
- COBU 301 Principles of Marketing I 3
- COBU 302 Organization and Management I 3
- COBU 310 Financial Managerial Economics 3

**Total 15**

#### Semester 6
- COBU 304 Corporate Sustainability 3
- MKTG 303 Marketing Communication 3
- MKTG 305 Brand Management 3
- MKTG 306 Marketing Channels 3
- Restrictive Business Elective 3

**Total 15**

#### Semester 7
- COBU 342 Product & Process Planning 3
- COBU 343 Planning & Decision Making in Organizations 3
- MGMT 450 Marketing Research 3
- MGMT 464 Consumer Behavior 3
- MGMT 664 Marketing Elective 3

**Total 15**

#### Semester 8
- MGMT 320 International Marketing 3
- MGMT 466 Compensation Management 3
- MKTG Marketing Elective 3
- COBU 400 Organization Policy & Strategy 4

**Total 13**

1 All three courses are a cohort and taken together as one unit.
DEPARTMENT OF MANAGEMENT AND MARKETING

MANAGEMENT MINOR

The minor in management is directed toward the student who is willing to stay in school for a minimum of 4 ½ years. It includes a major other than management and an additional 18 semester hours in management courses.

REQUIRED COURSES
NBMG 300 – Organization and Management for Non-Business Majors or
COBU 302 – Organization and Management

ELECTIVES (The student may select five of the following management courses.)
MGMT 271 – Business Law
MGMT 320 – International Business
MGMT 330 – Organizational Behavior and Leadership
MGMT 340 – Personnel and Human Resources Management
MGMT 444 – Entrepreneurship and Small Business Mgmt.
MGMT 450 – Organizational Theory
MGMT 452 – Organizational Culture and Diversity
MGMT 464 – Employment Laws and Policies
MGMT 466 – Compensation Management
MGMT 480 – Organizational Development
MGMT 484 – Industrial Relations and Collective Bargaining
MGMT 490 – Seminar in Management

The student should seek proper academic advisement from Management faculty in the Reginald F. Lewis College of Business. The student is required to meet all prerequisites before enrolling in any course.

DEPARTMENT OF MANAGEMENT AND MARKETING

INTERNATIONAL BUSINESS MINOR

The minor in management is directed toward the student who is willing to stay in school for a minimum of 4 ½ years. It includes an additional 18 semester hours in business courses.

REQUIRED COURSES
NBMG 300 – Organization and Management for Non-Business Majors or
COBU 302 – Organization and Management
FINC 415 – International Financial Management
ENGL 328 – Cultural Diversity
STUDY ABROAD – Courses that are determined to be business-related depending on where the study will take place.

The student should seek proper academic advisement from Management faculty in the Reginald F. Lewis College of Business. The student is required to meet all prerequisites before enrolling in any course.
DEPARTMENT OF MANAGEMENT AND MARKETING
MARKETING MINOR

The minor in marketing is directed toward the student who is willing to stay in school for a minimum of 4 ½ years. It includes a major other than marketing and an additional 18 semester hours in marketing courses.

REQUIRED COURSES
NBMK 300 – Principles of Marketing for Non-Business Majors or
COBU 301 – Principles of Marketing

ELECTIVES (The student may select five of the following marketing courses.)
MKTG 303 – Marketing Communications
MKTG 305 – Brand Management MKTG
306 – Marketing Channels
MKTG 401 – Marketing Research
MKTG 402 – Advertising
MKTG 404 – Consumer Behavior
MKTG 405 – Seminar in Marketing
MKTG 406 – Marketing on the Web
MKTG 408 – International Marketing
MKTG 411 – Purchasing and Materials Management
MKTG 460 – Direct Marketing
MKTG 461 – Sales Management
MKTG 462 – Industrial Marketing
MKTG 470 – Services Marketing
MKTG 489 – Strategic Marketing

The student should seek proper academic advisement from Marketing faculty in the Reginald F. Lewis College of Business. The student is required to meet all prerequisites before enrolling in any course.