FNCE526 (3)

#### Major Group B electives—0-9

Electives may be selected from ACCT, ECON, FNCE, INFS or MKTG courses

BBA core—39 BBA cognates—3

General Education requirements—49

General electives—6

Total credits for the BBA degree—124

Since management is a broad field, variation is allowed in academic programs. Management majors are urged to focus their course work in an area of concentration. Also available are double degrees (BA/BBA) in International Business and Language and in Music (see p. 229).

### Minor in Management

Required courses—15

BSAD345, 355, 384, 410; MKTG310

Minor electives—6

Choose two courses from any courses in the School of Business Total credits for the minor—21

#### Ma¦e ≁

Organizations from every area of business are driven by marketing and its concepts. Marketing monitors and investigates the changing needs of businesses and non-profit organizations. Marketers then create a product/service designed to meet these needs including determining the price, distribution pattern and promotional plan. Marketing provides a well-rounded business education for those considering opening their own business or for careers in areas such as advertising and promotion, retail or marketing management, marketing research, sales, or international business. The marketing curriculum helps students attain general marketing skills as well as those needed for developing marketing strategies and policies.

All marketing majors must obtain a C (2.00) minimum grade in ACCT121, 122 and a C (2.00) minimum grade in MKTG310.

#### **BBA: Marketing**

Required courses in major—12

MKTG320, 368, 440, 456

**Elective major courses** 

Major Group A electives—12

Choose four courses from the following: MKTG375, 435, 444, 450, 465; BSAD410, 487

Major Group B elective—3

One appropriate upper division elective approved by advisor.

BBA core—39

BBA cognates—3

General Education requirements—49

General electives—6

Total credits for the BBA degree—124

## Minor in Marketing

Required courses—12

MKTG310, 320, 368, 440

Minor electives—9

Choose three courses from the following: MKTG375, 435, 444, 450, 456 (with statistics background), 465; BSAD410

Total credits for the minor—21

# If a S<sup>1</sup> e

The Information Systems major is designed to produce graduates equipped with the ability to integrate information systems into the business environment, to explore methods of leveraging business functions through information systems, and to function in entry-level, information systems positions with a basis for continued career growth. The curriculum reflects input from both industry and universities and responds to industry requests for increased emphasis in technical orientation and improved skills for managers in strategic uses of information systems.

## **BBA: Information Systems**

Required major courses—24

INFS226, 235, 310, 318, 397, 428, 436, 447

Elective major courses—6

INFS457, BSAD487

BBA core—39

BBA cognates—3

General Education requirements—49

General electives—3-6

Total credits for BBA degree—124

# Minor in Information Systems

Required courses—15

INFS215, 226, 235, 310, 318

Electives-6

INFS397, 428, 457

Total credits for the minor—21

## C e (Credits)

See inside front cover for symbol code.

#### **BUSINESS ADMINISTRATION**

#### BSAD104 (2-3)

The nature of the American business system, including the role of business in society, examination of the functions of a business enterprise, contemporary problems, and future challenges. Career decision-making in terms of business careers. Does not apply towards management major during junior and senior years.

A practical course on the principles and problems of organizing and operating a small business. Topics include a procedural system for establishing a new business, providing physical facilities, financing, organizing, and management of the small business. Does not apply towards a management major during junior and senior years. *Spring* 

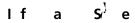
Introduction to general principles of law and its interpretation including limited coverage of business torts and crimes, as well as coverage of contract and sales law, property law, agency, and commercial paper.

A study of how business operates within the political, legal,

and social environment, its relationship to government agencies and govern

BSAD694 (2-3)

Designed to fit the individual needs of the student. Permission of the dean required. Prerequisite: Completion of 24 graduate business credits with a cumulative GPA of at least 3.25.



INFS110 (3)

Computer usage including application software, operating systems, Internet, development concepts and ethics. Explores the appropriate role of IT in an organization. The lab portion of the class covers presentations, wordprocessing, spreadsheets, database, and the creation of web pages. Recommended math placement exam score of M0 or better, or MATH092 or higher. Prerequisites: familiarity with wordprocessing and keyboarding skills of 20 wpm. Credit for this class cannot be obtained by CLEP test. *Fall, Spring, Summer* 

Focuses on extending the students skills in applications and explores information systems theory. Applications focused on include advanced spreadsheet, PC database usage, and the development of interactive web pages. Students also gain an understanding of organizational systems, planning, the decision process, and decision support technologies. Prerequisite: INFS110. Fall, Spring

Provides the hardware/software technology background to enable systems development personnel to understand tradeoffs in computer architecture of effective use in a business environment. Single-user, central, and networked computing systems; single and multi-user operating systems are all examined. Prerequisite: CPTR125; Prerequisite with concurrency allowed: INFS215. *Fall* 

Explores programming, computer concepts and the design of business applications using both object-oriented and procedural methodologies. Covers the logical and physical structures of both programs and data. Emphasizes data and file processing. Prerequisite: CPTR151. *Spring* 

Covers data communications and networking, covering hardware and software. Emphasis upon the analysis and design of PC networking applications. Management of telecommunications networks, cost-benefit analysis, and evaluation of connectivity options are also covered. Students learn to evaluate, select, and implement different communication options within an organization. Prerequisite INFS226. *Fall* 

Provides an understanding of the system development, modification, decision process, and choices in business process development and reengineering methodology. Emphasizes integration with users and user systems. Encourages interpersonal skill development, operations and maintenance of the system, and covers quality and decision theory, information theory, and practice. Prerequisite: INFS215. *Fall* 

MKTG368 (3)

Focuses on the role of promotion and communication in the marketing mix. Explores the nature and types of promotion, including advertising and point-of-purchase display, the steps in developing an advertising campaign, and measures of advertising effectiveness. Explores the management of the promotion and