

## The John A. Walker College of Business

*Randal K. Edwards, Dean*

*Don R. Cox, Associate Dean for Accreditation*

*Heather M. Hulburt, Assistant Dean for Instructional Programs*

*Philip R. Witmer, Assistant Dean for Graduate and International Programs*

### Mission

The Walker College of Business offers undergraduate and masters level business programs at Appalachian State University, a public, comprehensive university in the University of North Carolina system of higher education.

The mission of the John A. Walker College of Business is to offer high quality educational experiences preparing our students for life-long learning and leadership responsibilities in a dynamic, global environment. To accomplish this, our focus is on instructional excellence, complemented by diverse research and service activities that contribute to progress in the business discipline and the broader community.

### Vision

The Walker College of Business aspires to have nationally recognized undergraduate business programs and select graduate programs with strong regional reputations.

### Values

In fulfilling our mission and pursuing our vision, the college will:

- support a commitment to honesty, integrity, and ethical behavior
- seek quality, innovation, and efficiency in our efforts
- cultivate meaningful student–faculty relationships so that each can learn, grow, and be fulfilled in their work
- provide opportunities for multicultural learning and experiences
- maintain a supportive, collegial learning environment that respects individuals and their uniqueness, preserves academic freedom, and promotes interdisciplinary efforts

### Departments

The College of Business consists of the following six departments:

Accounting	Finance, Banking and Insurance
Computer Information Systems	Management
Economics	Marketing

*NOTE: Although the requirement for most degree programs at Appalachian can be met within the minimum of 122 semester hours, the student should be aware that certain programs of study require additional hours. Students are advised to check with the department of their intended major early in their studies. Meeting graduation requirements is the student's responsibility.*

### Degrees Offered

Through the College of Business, students can obtain the following degrees:

1. Bachelor of Science in Business Administration (BSBA), with majors in Accounting; Computer Information Systems; Economics; Finance and Banking; Health Care Management; Hospitality and Tourism Management; International Business; Management; Marketing; Risk and Insurance
2. A Master of Business Administration (MBA)
3. A Master of Science in Accounting

The Department of Economics offers the following degrees through the College of Arts and Sciences:

1. Bachelor of Arts in Economics
2. Bachelor of Science in Social Sciences, Education (with teaching licensure) with a concentration in Economics

### Academic Advising Services

Academic Advising for declared business majors is available through the College of Business Undergraduate Advising Office to assist students with academic planning. Students should come by the College of Business Undergraduate Advising Office to make arrangements to meet with an advisor once their records have been transferred to the College of Business.

Students are not assigned a specific advisor but rather may sign up to see any available advisor; however, neither advisement by a representative of the College of Business nor transference of records to the College constitutes admission to the College.

Although academic advising is provided for all students, the final responsibility for meeting requirements for graduation remains with the student. Students should arrange to have a **graduation audit** with the College of Business Undergraduate Advising Office the

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semester before expected graduation (or the semester prior to the last semester of course work for students planning an internship or study abroad during their last semester). Applications for graduation should be completed in the Registrar's Office at the beginning of the term in which graduation requirements will be met.

To transfer records to the College of Business, a student must:

1. Obtain credit for at least 30 semester hours
2. Obtain a cumulative grade-point average of at least 2.0
3. Obtain credit for ENG 1000 and ENG 1100
4. Contact the Office of General Studies (or the College of Business Undergraduate Advising Office if enrolled in a degree-granting college)

To be admitted to the College of Business, a student must:

1. Obtain credit for at least 60 semester hours
2. Obtain a cumulative grade-point average of at least 2.5 based on at least twelve graded semester hours at Appalachian State University
3. Remove all grades of "I" (incomplete) from her/his academic record. Students with outstanding grades of "I" will NOT be admitted to the College of Business.
4. Obtain credit for: ENG 1000 with a minimum grade of "C," ENG 1100, MAT 1030
5. Obtain credit for the following College of Business lower level core courses with an overall grade-point average of at least 2.0: ACC 1100, ACC 2110, ECO 2030, ECO 2040, ECO 2100, LAW 2150
6. Pass a College of Business basic Computer Skills Test\*
7. Pass a College of Business basic Writing Skills Test

\* *Students who do not pass the basic Computer Skills Proficiency Test will be required to pass CIS 2025 to satisfy the basic Computer Skills Proficiency Test admission requirement. (Students will be given no more than two opportunities to pass the basic Computer Skills Proficiency Test before being required to take CIS 2025; however, students will not be required to retest before taking this course.)*

## Special Note About Enrollment in Upper Level Business Classes

Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## Bachelor of Science in Business Administration (BSBA)

In order for a student to earn the Bachelor of Science in Business Administration degree, the following requirements must be met:

1. Complete a minimum of 122 semester hours (128 s.h. for the BSBA degree in International Business).
2. Meet the following grade-point average requirement:
  - All majors are required to obtain a cumulative grade-point average of at least 2.5 in order to be admitted to the College of Business
  - All majors are required to obtain an overall cumulative grade-point average of at least 2.0 in order to graduate.
  - All majors are required to obtain a grade-point average of at least 2.0 in all work attempted in the College of Business in order to graduate.
  - Marketing majors are required to obtain a 2.0 grade-point average in the 18 semester hours of required marketing courses above MKT 3050 in order to graduate.
  - Accounting majors are required to obtain a 2.0 grade-point average in the 27 semester hours of required accounting courses above the sophomore level in order to graduate.
  - Computer Information Systems majors are required to obtain a 2.5 grade-point average in the 27 semester hours of required computer information systems courses above the sophomore level in order to graduate.
  - International Business majors are required to obtain a 2.0 grade-point average in the 15 semester hours of foreign language required in the BSBA degree in International Business in order to graduate.
3. Obtain credit for the University-wide core curriculum and special designator requirements outlined in the Core Curriculum section. Students should include ECO 2030 and MAT 1030 to meet the core curriculum requirements.

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4. Obtain credit for the following 18 semester hours of lower level core courses required for college admission with a 2.0 grade-point average: ACC 1100, ACC 2110, ECO 2030, ECO 2040, ECO 2100, LAW 2150
5. Pass a Basic Computer Skills Proficiency Test administered by the College of Business and pass a Basic Writing Skills Proficiency Test administered by the English Department
6. Obtain credit for the following 24 semester hours of additional core courses: ECO 2200, ENG 3100 or BE 3340, CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, MGT 4750 (or MGT 4760 for International Business majors)
7. Obtain credit for 27-39 semester hours of major requirements including business electives which are described in detail in each departmental section of this bulletin
8. Obtain credit for 6-12 semester hours of electives (Hospitality and Tourism Management requires 6 semester hours; Accounting, Computer Information Systems and International Business require 9 semester hours; all other business majors require 12 semester hours). Electives must include the following:
  - Six semester hours of 3000-4000 level courses for all majors except Accounting and Computer Information Systems, which require three, and Hospitality and Tourism Management, and International Business which require none
  - Six semester hours of courses taken outside the College of Business for all majors
9. No minor is required for the BSBA degree (except International Business, which requires a minor in an approved foreign language). However, a minor in International Business is available for all business majors (except International Business majors). Also, a minor can be completed outside the College of Business.
10. Completion of all University residency requirements. At least 50 percent of the business credit hours required for the BSBA degree must be completed IN RESIDENCE at Appalachian
11. Compliance with regulations concerning the settlement of all expense accounts
12. Recommendation of the faculty

## Sample Program of Study for the B.S.B.A.

(Majors in Accounting, Computer Information Systems, Health Care Management, Hospitality and Tourism Management, and International Business will have a somewhat different order of courses in the junior and senior years.)

### Freshman

<b>FALL</b>		<b>SPRING</b>	
ENG 1000	3	ENG 1100	3
Science Core	4	Science Core	4
Humanity	3	Humanity Fine Arts	3
Social Science	3	MAT 1030*	4
Non-Business Elec.	3	PE	1
<i>Total hours</i>	16		15

\*Students who do not place into MAT 1030 should start the recommended math sequence the first semester.

Note: *International Business majors should begin the prerequisites for the required foreign language courses in the first semester unless they earn credit by examination.*

### Sophomore - Complete Lower-level Core Courses For Admission

<b>FALL</b>		<b>SPRING</b>	
ECO 2030 (Soc. Sci. Core)	3	ECO 2040	3
ACC 1100	3	ACC 2110	3
LAW 2150	3	ECO 2100	3
HIS 1101	3	HIS 1102	3
Humanity Literature	3	Non-Business Elec.	3
PE	1		
<i>Total hours</i>	16		15

Note: *International Business majors should continue to work on prerequisites for the required foreign language courses, if needed.*

### Junior\*\*

<b>FALL</b>		<b>SPRING</b>	
BE 3340/ENG 3100	3	COB Core Course	3
COB Core Course	3	COB Core Course	3
COB Core Course	3	COB Core Course	3
COB Core Course	3	Major Course	3
Humanity	3	Major Course	3
<i>Total hours</i>	15		15

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Summer Internship/Study Abroad recommended (required for Health Care Management and Hospitality and tourism Management majors.)

Senior\*\*

FALL		SPRING	
Major Course	3	MGT 4750	3
Major Course	3	Major Course	3
Major Course	3	Major Course	3
Major Course	3	Major Course	3
3000/4000 level elective	3	3000/4000 level elective	3
Total hours	15		15

Total 122 semester hours

\*\*(Junior and Senior years) International Business majors will not follow this plan. International Business majors should meet with a College of Business advisor early in order to outline academic plans beyond the sophomore year.

## Bachelor of Arts Degree

In cooperation with the Department of Economics, the College of Arts and Sciences offers the Bachelor of Arts degree in Economics. The requirements for this degree can be found in the College of Arts and Sciences in this *Undergraduate Bulletin*.

## Transfer Policy

Courses substantially equivalent to those numbered 1000-2999 in the College of Business at Appalachian may be acceptable for equivalent transfer from an accredited institution. Transfer of 3000 level or above courses may be accepted for equivalent credit only upon approval of the departmental chair. The College of Business will regularly review such factors as the content of courses and student performance in determining course equivalency.

## Honors Program in The Walker College of Business

The Walker College of Business offers an upper level honors program for selected students who have distinguished themselves during the freshman and sophomore years with a minimum cumulative grade-point average of 3.4. The program consists of a minimum of 15 semester hours of upper division core courses and an honors project during the senior year. Its purpose is to provide honors students with a more intellectually stimulating and broader range of academic experiences in a small classroom setting than can be provided in a traditional academic program.

## International Business Studies

The Walker College of Business has an extensive program of study in international business which includes specialized courses, study abroad opportunities, and international internships. It is designed to assist students in developing skills needed to compete in world markets and to contribute to their preparation for careers in export marketing and export sales management, global sourcing, international finance and banking, international economics, international accounting and management of the multinational firm.

## International Business Major

The BSBA degree in International Business is available to students interested in pursuing a more intensive, internationally focused curriculum that includes developing foreign language competency with the completion of a language minor, heightened cultural awareness and multi-disciplinary business training with an international focus.

The Bachelor of Science in Business Administration degree in International Business (337A/52.1101) may be obtained by completing 128 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). MAT 1030 should be selected as the math course and ECO 2030 should be selected as one of the social sciences.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business.

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4. The following 15 semester hours of required courses for the international business major:

**Required courses** (6 semester hours)

- ECO 3410 International Economics
- FIN 3350 International Business Transactions

**Business electives in International Business** (9 semester hours)—select three of the following:

- ACC 4730 Accounting and International Business
- CIS 3620 Global Information Technologies
- ECO 4640 International Economic Policy
- FIN 4750 International Business Finance
- MGT 3800 International Management
- MKT 4550 International Marketing
- Other approved selected topics

**Approved electives** (9 semester hours)

A student will select 9 semester hours of electives with the approval of the College in support of the student's international business training. Typically, the courses which will meet the approval of the College are in the following categories:

- a) Additional 3000/4000 level business classes
- b) Additional foreign language classes at the 3000/4000 level (not used in required language minor)
- c) Internship
- d) Selected non-business electives in the areas of anthropology, geography, history, or political science

- 5. A minor in one of the following languages: Chinese, French, German or Spanish. All language course work must be at or above the 2000 level with an average GPA of at least 2.0. International Business majors must select the course work for the foreign language minor in consultation with a business adviser and a foreign language adviser. All students enrolling in courses on the 2000 level or above must pass proficiency tests or complete course work through the intermediate level of the chosen language (1050). Please note that this can require as much as 12 s.h. of 1000 level course work.
- 6. A student must participate in an international experience approved by the College in a country whose native language is the same as the language chosen by the student to fulfill the language requirement above. The experience must have a duration of at least 10 weeks. Generally, this will be satisfied through an international internship or semester abroad.
- 7. Six semester hours of free electives, all of which must be outside of the COB. Students who must take the beginning courses in the foreign language (1010 and 1020) to prepare for the minor can count these courses here.
- 8. Completion of all GPA and residency requirements for graduation

## Undergraduate Minor in International Business (337/52.1101)

The International Business minor is available to all majors, except International Business majors. The minor provides multidisciplinary business training designed to complement the student's major. This allows students the opportunity to develop their functional skills while utilizing their elective hours to study the international aspects of business. A minimum GPA of 2.0 (overall) is required for the courses included in the international business minor. Students pursuing an international business minor must select courses as outlined below:

**Required courses** (6 semester hours)

- ECO 3410 International Economics (Prereq: ECO 2030, ECO 2040)
- FIN 3350 International Business Transactions (Prereq: LAW 2150)

**Required elective** (select 3 semester hours)

- Business Study Abroad (3 s.h.)  
(If 6 s.h. course—3 s.h. can count here and 3 s.h. can count as other electives)
- CHN/FRE/GER/JPN/RSN/SNH 1050 or above (Prereq: 1010, 1020, 1040)
- Non Business Study Abroad (3 s.h.)

**Other electives** (select 6 semester hours)

- ACC 4730 Accounting and International Business (Prereq: ACC 2110 with a minimum grade of "C-")
- Business Study Abroad (3 s.h.) (If 6 s.h. course—3 s.h. can count here and 3 s.h. can count as required electives)
- CIS 3620 Global Information Technologies
- ECO 4640 International Economic Policy (Prereq: ECO 3410)
- FIN 4750 International Business Finance (Prereq: FIN 3680)
- MGT 3800 International Management (Prereq: MGT 3630)
- MGT 4760 International Strategic Management (Prereq: all COB core courses and completion of at least two international business courses)
- MKT 4550 International Marketing (Prereq: MKT 3050 with a minimum grade of "C")
- Approved selected topics courses (3-6 s.h.)
- Selected approved courses in the areas of anthropology, geography, history, or political science (only available for students

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who did the business study abroad course for the required elective)

Students may choose to enter a program jointly administered by the Departments of Economics, and Foreign Languages & Literatures. This program combines a major in economics and a major or minor in a foreign language. Interested students should consult with these academic departments.

## Business Study Abroad Programs

The interdependence of the U.S. economy with economies of other nations has made today's business environment global. Changes in worldwide communications and distribution technologies have made the delivery of products and services from virtually any place in the world competitive on a time and cost basis with local businesses. Consequently, business leaders must incorporate an international dimension in their decision-making to be successful in this rapidly changing world. Therefore, the Walker College of Business strongly encourages its students to broaden their global vision through study abroad programs.

Students may complete one or two sessions of summer school in business study abroad. The College offers programs on a demand basis in Australia, China, England, France, Germany, Italy, Japan, Mexico, Russia, and Scandinavia. Before departure, students meet regularly to study the country's geography, economic, demographic and political trends, cultural differences and, where required, to learn simple expressions in a foreign language. While overseas, students have the opportunity of visiting foreign firms, government agencies and international banking, insurance and commercial centers besides cultural and historical attractions.

The College promotes interdisciplinary study abroad programs and has conducted programs in partnership with foreign languages and art. More important, the College's study abroad programs are dynamic. We are constantly exploring and developing new opportunities for studying in other countries or jointly with other disciplines.

Since international study produces students with greater flexibility and adaptability in meeting the challenges of today's economic environment, the College wants to make available this opportunity to as many students as possible. Therefore, the business study abroad programs are designed to be affordable alternatives to summer school for Appalachian students and the College provides a limited number of scholarships to help students participate in these programs.

## William R. Holland Fellows Program for Business Study in Asia

Established in 1997, the Holland Fellows Program provides a once-in-a-lifetime opportunity for Walker College of Business students to join students from Fudan University (Shanghai, PRC), in classes and on project assignments, as a way of learning about Chinese business practices and culture. Twelve students are selected in October and, after intensive study during the spring semester, travel to China in May.

## Undergraduate Minor in General Business (324/52.0101) (for non-business majors)

Students not majoring in the College of Business may earn a General Business minor by completion of the following 18 s.h. of coursework with a minimum overall GPA of 2.0:

ACC 1100	Principles of Accounting I.....	3 s.h.
ECO 2030	Principles of Economics-Price Theory .....	3 s.h.
CIS 3050	Fundamentals of Management Information Systems...	3 s.h.
MGT 3010	Survey of Managemen.....	3 s.h.
MKT 3050	Principles of Marketing .....	3 s.h.
FIN 3010	Survey of Finance .....	3 s.h.
(or FIN 3680, Introduction to Finance, 3 s.h.)		
TOTAL.....		18 s.h.

All 1000 and 2000-level courses should be taken prior to the 3000-level courses in the minor. ECO 2030 can also be used as a social science credit for the core curriculum education requirements.

Minors for non-business majors are also available in accounting, computer information systems, economics, health care management, and marketing. No more than one business minor can be declared. These minors are described in the appropriate departmental sections of this bulletin. For a more specialized minor or additional information, see the appropriate departmental chair.

## Graduate Degrees

The College of Business offers two master's degrees: the Master of Business Administration (MBA) and the Master of Science in Accounting. In addition, the College participates in a program leading to the Master of Arts degree in Industrial-Organizational Psychology and Human Resource Management.

Students interested in graduate work in the College of Business are encouraged to talk with the MBA Director or the MS in Accounting Director. Specific requirements for these degree programs are found in the *Graduate Bulletin*.

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## Scholarships

The Walker College of Business offers several scholarships to entering freshmen business students. For all renewable business scholarships with a value of \$1000 per year or greater, a student must maintain a 3.25 grade-point average to retain the scholarship. In addition to the freshmen awards, other annual scholarships are available to upperclassmen.

The College of Business scholarship committee considers factors such as the SAT score, high school grade-point average, class rank, extracurricular activities, interest in a business career and evidence of leadership and maturity in making its selection for each of the freshmen scholarships. Freshmen finalists will be invited to campus for an interview.

Information about these scholarships may be obtained from the Walker College of Business scholarship coordinator.

## Internship Programs

The College of Business offers internship opportunities for juniors and seniors admitted to the College of Business. Internships are designed in the areas of accounting, computer information systems, economics, finance and banking, health care management, hospitality and tourism management, insurance (actuarial science), management, and marketing, and must be approved by the department advisor and internship coordinator. An internship is required for students majoring in health care management, and hospitality and tourism management. Students participating in the internship program must register for an internship course (see courses listed as 3900) and pay registration and tuition fees.

## Executive-in-Residence Program

An executive with a business firm serves as instructor in the College of Business for a semester or shorter period of time. Through special classes and seminars, students can interact with these business leaders to gain valuable insight into the “real world” of business.

## Harlan E. Boyles Distinguished CEO Lecture Series

Each October and April, a chief executive officer from a corporation with a strong presence in North Carolina is invited to present a lecture to faculty, administrators, and students. During the reception which follows the lecture, students have the opportunity to interact with some of North Carolina’s leading business leaders in an informal setting.

## Business Advisory Council

The Council is composed of a group of business men and women who meet twice a year to advise College administrators on matters relating to the needs of the business community. The businesses represented by the members are diverse and include major accounting, manufacturing, retail, financial, legal and medical firms. Council members are given opportunities to meet with students in small focus groups.

## Beta Gamma Sigma

Membership in Beta Gamma Sigma is the highest national recognition a student can receive in an undergraduate or master’s program in business or management accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

This national honorary society for business administration students was founded in 1913. The Appalachian chapter was established in 1977. Membership is limited to outstanding students who rank in the upper seven percent of the junior class, upper ten percent of the senior class, or upper twenty percent of their graduate class. Detailed information can be obtained from the College of Business Dean’s office.

## Clubs and Organizations

Twenty professional organizations and honor societies are represented in the College of Business. Membership offers students the opportunity to join with other students in their specific areas of interest.

## Dean’s Council of Student Advisors

The Dean’s Council is comprised of the president and vice president of each of the student organizations within the College. The Council members meet twice a semester to advise the Dean of their organization’s activities, to express student concerns and to be apprized of upcoming events within the College. Members are also invited to participate in activities involving the business community and the College’s Business Advisory Council.

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## Courses of Instruction in Business (BUS)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES:** Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## BUSINESS (BUS)

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### **BUS 1050. Introduction to Business** (3).F;S.

The focus of this course is to familiarize students with a general understanding of business, the importance of the consumer and the interrelatedness of business functional areas. (WRITING; CROSS-DISCIPLINARY)

**BUS 1530–1549. Selected Topics** (1–4). On Demand.

**BUS 2530–2549. Selected Topics** (1–4). On Demand.

### **BUS 3010. Business Study in Great Britain** (6).SS.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Great Britain. Comparative British business practices are emphasized through research activities, visits to British firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3020. Business Study in Scandinavia** (6).SS.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Denmark, Norway and Sweden. Comparative Scandinavian business practices are emphasized through research activities, visits to Scandinavian firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3030. Business Study in Germany** (6).SS.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Germany. Comparative German business practices are emphasized through research activities, visits to German firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3040. Business Study in Australia** (6).SS.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Australia. Comparative Australian business practices are emphasized through research activities, visits to Australian firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3050. Business Study in France** (6).SS.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in France. Comparative French business practices are emphasized through research activities, visits to French firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

### **BUS 3060. Business Study in Italy** (6).SS.

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Italy. Comparative Italian business practices are emphasized through research activities, visits to Italian firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

**BUS 3070. Business Study in Russia (6).SS.**

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Russia. Comparative Russian business practices are emphasized through research activities, visits to Russian firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

**BUS 3080. Business Study in Japan (6).SS.**

This course provides students with an opportunity to study business practices, trade and economic policies, and culture in Japan. Comparative Japanese practices are emphasized through research activities, visits to Japanese firms and educational institutions, and through cultural and historical site visits. Students are required to attend pre-travel seminars during the spring semester. Graded on an S/U basis.

**BUS 3530–3549. Selected Topics (1–4).** On Demand.

**BUS 4530–4549. Selected Topics (1–4).** On Demand.

## Department of Accounting (ACC)

*Timothy B. Forsyth, Chair*

*William M. Baker*

*Kennard S. Brackney*

*C. Keith Buchanan*

*Gerald K. DeBusk*

*Randal K. Edwards*

*Mary Ann Hofmann*

*Rebecca Kaenzig*

*Rachel Keller*

*Claudia L. Kelley*

*Tamara K. Kowalczyk*

*Ronald E. Marden*

*Alvaro Martinelli*

*Kenneth E. Peacock*

*William B. Pollard*

*F. Douglas Roberts*

*Susie E. Sheffield*

*H. Lynn Stallworth*

*Philip R. Witmer*

*Janet L. Woods*

Accounting students are encouraged to acquire a sound liberal education. They are expected to understand the broader purposes of business. Accounting courses in the curriculum are designed to develop strong professional capabilities which enable students to succeed in their chosen career paths in public accounting, managerial accounting and accounting for not-for-profit institutions such as hospitals or governmental entities.

Students are encouraged to consider planning a program of six to seven semesters and/or summer sessions of study beyond the sophomore level in order to:

1. Earn both the Bachelor of Science in Business Administration and the Master of Science degrees in accounting
2. Spend one-half or one semester as an intern (with pay) in accounting with a CPA firm, business firm, governmental entity, or not-for-profit private institution. Internships are optional.
3. Study in a selected area of accounting (for example, auditing or taxation) or a complementary discipline
4. Spend a summer session abroad to gain perspective on the international aspects of accounting/business

Students majoring in accounting may earn the BSBA degree in four to five semesters and/or summer sessions of study beyond the sophomore level. Credit toward the BSBA is given for approved internships. Prior to an internship the student must consult with the departmental chair or internship coordinator regarding courses that should be taken following the internship. A special option for accounting majors is a ten-week winter internship for six semester hours of credit. Students completing the special winter internships return to campus in mid-March and attend special "spring minimester" accounting courses to earn an additional six semester hours of credit, making a total of 12 hours of credit for the entire spring semester. The 10 week winter internships and spring "minimester" courses were offered first in North Carolina at Appalachian.

**The Bachelor of Science in Business Administration degree in Accounting (301A/52.0301)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). As part of the Core Curriculum, accounting majors are encouraged to take PHL 1040, PHL 1100 or PHL 2000 as one of their humanities requirements.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business.
4. A 2.0 GPA in the following 27 s.h. of required accounting courses:
  - ACC 3100 Intermediate Accounting I
  - ACC 3110 Intermediate Accounting II
  - ACC 3200 Cost Accounting
  - ACC 3570 Accounting Systems and Internal Control
  - ACC 3580 Individual Income Taxation
  - ACC 4550 Intermediate Accounting III
  - ACC 4560 Introduction to Auditing or ACC 4760 Internal Auditing
  - ACC Elective
  - ACC Elective
 (Accounting electives above 3000 level except internships; ACC 3560 and ACC 4580 recommended for CPA track)
5. Three semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010
6. Nine semester hours of free electives, six of which must be outside of the COB and three of which must be 3000/4000 level in or out of the COB. It is recommended that CPA review courses, internships, or study abroad courses be used to complete the upper level elective requirement.
7. Completion of all GPA and residency requirements for graduation

Students intending to qualify for one of the professional examinations in accounting should include the following courses in their curriculum as part of the requirements, electives or extra hours:

CPA Examination: ACC 3560, ACC 4580, ACC 5640, ACC 5660, ACC 5990

CMA Examination: ACC 4580, ACC 5660, ACC 5990, ECO 3020, FIN 3690

The certifying agency should be contacted for specific examination requirements.

## Minor in Accounting (301/52.0301)

For non-business majors, a minor in Accounting may be obtained by the completion of 15 semester hours, consisting of ACC 1100, ACC 2110 and nine additional semester hours of electives in accounting. A minimum overall GPA of 2.0 is required for the courses included in the minor.

A Master of Science in Accounting consisting of 30 semester hours is available. For more information, refer to the description of the Master of Science in Accounting program in the *Graduate Bulletin*.

Accounting students are encouraged to purchase a current computer for use during their education. As a minimum, this computer should include the latest releases of spreadsheet and word processing software packages.

## Courses of Instruction in Accounting (ACC)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES: Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## ACCOUNTING (ACC)

### ACC 1100. Principles of Accounting I (3).F;S.

The initial course in the theory and practice of financial accounting. Topics emphasized include the preparation, reporting, and analysis of financial data. (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

### ACC 1530–1549. Selected Topics (1–4). On Demand.

### ACC 2110. Principles of Accounting II (3).F;S.

A course dealing with the concepts and development of accounting data for decision making. Topics emphasized include manufacturing cost systems, cost-volume-profit analysis, and budgeting concepts. Prerequisite: ACC 1100 with a minimum grade of "C-". (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

### ACC 2500. Independent Study (1–4).F;S.

### ACC 2530–2549. Selected Topics (1–4). On Demand.

### ACC 3100. Intermediate Accounting I (3).F;S.

The financial accounting environment and development of accounting theory. Integration of the conceptual and computational aspects of income measurement, valuation, and reporting problems associated with the accounting cycle, statement preparation and asset accounting. Prerequisite: a minimum grade of "C-" in ACC 2110. (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

### ACC 3110. Intermediate Accounting II (3).F;S.

A continuation of ACC 3100. Integration of the conceptual and computational aspects of asset, liability and stockholders' equity accounting. Prerequisite: a minimum grade of "C-" in ACC 3100. (WRITING; NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3150. Financial Statement Preparation and Analysis (3).** On Demand. **Not available to accounting majors.**

A study of the concepts and current methods used to prepare financial statements. Important off-balance sheet items are examined. This course also examines several methods of analysis of financial statements. Computer applications are covered. (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3160. Introduction to Individual Taxation (1).** On Demand.

Preparation of state and federal income tax returns. Topics emphasized include gross income, adjusted gross income, deductions and exemptions, capital gains and losses, computation of tax liability, audit of tax returns, tax questions, the IRS and the courts. Prerequisite: none. Not available to accounting majors.

**ACC 3200. Cost Accounting (3).**F;S.

Introduction to cost accounting, definitions and objectives. Topics emphasized include cost-volume-profit relationships, job-order accounting, budgeting, systems design and human motivation, flexible budgets, standard costs, contribution approach to decisions, cost allocation, joint product and by-product costing, process costing. Prerequisite: ACC 2110 with a minimum grade of "C-". (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3500. Independent Study (1-4).**F;S.

**ACC 3520. Instructional Assistance (1).**F;S.

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**ACC 3530-3549. Selected Topics (1-4).** On Demand.

**ACC 3560. Accounting for Non-Profit Organizations (3).**F;S.

Application of principles of accounting, budgetary control, and financial management to nonprofit organizations. Discussion and cases will be drawn from municipal and county governmental units, universities, hospitals, and other nonprofit organizations. Prerequisite: ACC 2110 with a minimum grade of "C-". (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3570. Accounting Systems and Internal Control (3).**F;S.

An in-depth treatment of internal control and related accounting procedures; authorization and documentation; flowcharting, data flow diagrams, and scheduling. Design of information systems that process financial transactions for financial and management accounting, and to meet legal requirements for adequacy of accounting records and internal controls. Development of skills and expertise required for the study of contemporary accounting systems and internal auditing. Knowledge of a computer programming language is desirable but not essential. Prerequisite: ACC 3100 with a minimum grade of "C-". (COMPUTER)

**ACC 3580. Individual Income Taxation (3).**F;S.

Concepts and methods of determining federal income tax liability for individuals. Topics emphasized include personal deductions, tax credits, capital gain and loss provisions and accounting methods. Emphasis is also placed on research methodology and individual tax planning. Prerequisite: ACC 2110 with a minimum grade of "C-". (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 3900. Internship (6 or 9).**F;S.

A full-time work situation for accounting majors providing an in-depth exposure in accounting practices. Nine hours granted for 15-week internship, six hours granted for 10-week summer internship or the special senior internship scheduled during a mini-session of the spring term. The student must report on her/his experiences and will participate in individual conferences and/or seminars related to the experience. Prerequisites: admission to the Walker College of Business and permission of the departmental internship coordinator. Graded on an S/U basis.

**ACC 4500. Independent Study (1-4).**F;S.

**ACC 4510. Senior Honors Thesis (3).** On Demand.

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**ACC 4530-4549. Selected Topics (1-4).** On Demand.

**ACC 4550. Intermediate Accounting III (3).F;S.**

Integration of the conceptual and computational aspects of income determination, financial statement analysis and preparation, special topics, and current pronouncements in financial accounting. Prerequisite: a minimum grade of "C-" in ACC 3110, senior standing. (WRITING; SPEAKING; NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 4560. Introduction to Auditing (3).F;S.**

The first course in the auditing sequence introducing the student to selected auditing topics, including selected auditing standards, types of services, analysis of reports, legal responsibility, ethics, and internal control considerations. Prerequisite: ACC 3110 with a minimum grade of "C-".

**ACC 4580. Income Taxation of Corporations (3).F;S.**

Concepts and methods of determining federal tax liability of corporations. Topics include ordinary income, capital gains and losses, net operating loss, reorganizations, contemporary problems in corporate taxation and tax research. The student will also be introduced to estate, gift and partnership taxation. Prerequisite: ACC 3580 with a minimum grade of "C-". (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.) [Dual-listed with ACC 5080.]

**ACC 4590. Advanced Accounting (3). On Demand.**

An examination of the special problems in accounting for business combinations and consolidated entities, and foreign currency translation. A critical comparison of SEC accounting report requirements and generally accepted accounting principles. Accounting issues in partnership formation, reporting and liquidation. Prerequisite: ACC 3110 with a minimum grade of "C-".

**ACC 4710. Advanced Cost Accounting (3). On Demand.**

Advanced cost analysis and cost management with emphasis on modern performance measurement. Cost accounting for world class manufacturing; quality cost accounting and TQM; activity-based accounting systems; theory of constraints, life cycle costing, and target costing. Revenue variances, transfer pricing, and quantitative methods are examined. Other topics are derived from modern applications of cost accumulation systems in the United States and other countries. Prerequisite: ACC 3200 with a minimum grade of "C-". (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ACC 4730. Accounting and International Business (3). On Demand.**

A study of selected issues in accounting for and taxation of international business and related effects on organizational and operating decisions. Subjects include DISCs and foreign sales corporations; dual taxation and tax treaties; impact of alternative taxing methods on international competition; international accounting standards; foreign current translations; Foreign Corrupt Practices Act. Prerequisite: ACC 2110, or ACC 5190, or equivalent, with a minimum grade of "C-".

**ACC 4760. Internal Auditing (3).S.**

An introduction to selected internal auditing topics, including types of services, an overview of the internal audit process, preparation and analysis of reports, internal auditing standards, professional responsibilities, and the code of ethics. Prerequisite: ACC 3110 with a minimum grade of "C-".

## Department of Computer Information Systems (CIS)

*B. Dawn Medlin, Interim Chair*

*Donald L. Amoroso  
Timothy H. Burwell  
Joseph Cazier  
Chien-Hung Chen  
Richard E. Crandall*

*Dinesh S. Dave  
Antonina Durfee  
Albert L. Harris  
Scott Hunsinger  
Michael Knight*

*Douglas B. May  
Michael Murray  
Carol Pollard  
Scott Schneberger*

The Department of Computer Information Systems offers coursework in the areas of computer information systems, production/operations management, and quantitative methods. Students in computer information systems are encouraged to acquire a broad liberal education in order to understand the interface between the technical and non-technical aspects of business. A major in computer information systems is offered by this department and is designed to develop professional skills/capabilities which enable students to pursue careers in computerized information systems areas in either the public or private sectors of our economy. With the computer information systems major, students will be able to pursue careers in a variety of positions requiring a knowledge of computers and information systems. Students majoring in computer information systems will have the opportunity to work in areas of security, e-business, project management, systems analysis, data management, networking, and programming.

**The Bachelor of Science in Business Administration degree in Computer Information Systems (310A/52.1201)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core)
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business
4. A 2.5 GPA in the following 27 semester hours of required computer information systems courses:
  - CIS 3250 Building Information Systems
  - CIS 3580 Managing IT Infrastructures
  - CIS 3750 Managing Corporate Data
  - CIS 3870 Using Internet Technologies
  - CIS 4680 Developing Software Solutions
  - CIS 4850 Information System Project
  - CIS 4000 level elective
  - CIS 4000 level elective
  - CIS 3000/4000 level elective (excluding CIS 3520)
5. Three semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010. This can be in any area of business.
6. Nine semester hours of free electives, six of which must be outside of the COB and three of which must be 3000/4000 level in or out of the COB. Students are encouraged to take their free electives in related disciplines such as computer science, marketing, or statistics, for example.
7. Completion of all GPA and residency requirements for graduation

An internship may be elected to provide practical experience, with academic credit, in the computer information systems field. Students are encouraged to take their free electives in related disciplines such as computer science, marketing, or statistics, for example.

### **Undergraduate Minor in Computer Information Systems (310/52.1201)** (for non-business majors only)

A minor in Computer Information Systems (CIS) may be obtained by completing 15 semester hours taken as follows:

#### **Computer Information Systems Core Requirements** (12 semester hours):

CIS 3050 Fundamentals of Management Information Systems  
CIS 3250 Building Information Systems  
CIS 3750 Managing Corporate Data  
CIS 4680 Developing Software Solutions

#### **Electives** (3 semester hours required):

Three semester hours of CIS courses at the 3000 level or above will constitute an elective class in the minor (cannot include CIS 3520).

A minimum overall GPA of 2.5 is required in the 15 semester hours of CIS courses to obtain an undergraduate minor in Computer

Information Systems.

A Master of Business Administration (MBA) degree is available. For more information, refer to the *Graduate Bulletin*.

## Courses of Instruction in Computer Information Systems and Production/Operations Management (CIS, POM)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES:** Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

### COMPUTER INFORMATION SYSTEMS (CIS)

**CIS 1530–1549. Selected Topics** (1–4). On Demand.

**CIS 2025. Personal Computing Effectiveness** (3).F;S.

This hands-on course provides students with the opportunity to understand the role of information technology to enhance the use of computer-based applications to achieve personal and professional goals. Upon successful completion of this course, students should be able to use application software such as Microsoft Excel, Word, Access, PowerPoint, FrontPage, and Outlook to make better decisions and improve their individual skills, to conduct online research, and to study e-commerce. Other topics covered include the use of communication tools, emerging technologies and digital media, and security issues. This course is designed for the user with little experience using microcomputer software. (COMPUTER)

**CIS 2500. Independent Study** (1–4).F;S.

**CIS 2530–2549. Selected Topics** (1–4). On Demand.

**CIS 3050. Fundamentals of Management Information Systems** (3).F;S.

This course is designed to expose students to the fundamentals of Management Information Systems (MIS). MIS success is based on an understanding of the integration of information systems and technology within functional areas of business and industry. Students will study concepts relating to the underlying design, implementation, control, evaluation, and strategic use of modern, computer-based information systems for business data processing, office automation, information reporting, and decision-making. The major emphasis is on the managerial and strategic aspects of information technology and its ability to support the functional areas. Skill-based learning occurs in the areas of systems concepts and use. (WRITING; COMPUTER)

**CIS 3250. Building Information Systems** (3).F;S.

This course provides a comprehensive introduction to the strategies and technologies for building information systems in organizations. Course includes planning and discovery, fact finding analysis using techniques such as joint application development (JAD), information systems modeling, use of CASE technologies and current development methods including prototyping, rapid application development and agile development. Project management tools will be used to create work plans and coordinate activities to achieve desired results for the design of a system. Corequisite: CIS 3050. (WRITING; COMPUTER)

**CIS 3370. Visual BASIC for Business** (3). On Demand.

The development of business applications using event-driven programming technology. Visual BASIC is used to develop systems in the Windows environment. Prerequisite: CIS 2025 or equivalent. (COMPUTER)

**CIS 3500. Independent Study** (1–4).F;S.

**CIS 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**CIS 3530–3549. Selected Topics** (1–4). On Demand.

**CIS 3580. Managing IT Infrastructures** (3).F;S.

This course introduces students to the processes of selecting, modeling, configuring, and maintaining the components of a company's IT infrastructure. The newest hardware components, networking devices, and security issues will be examined through both individual and group projects. Corequisite: CIS 3050. (COMPUTER)

**CIS 3610. Project Management** (3). On Demand.

The course is introductory in that it will prepare the student for the practice of professional project management. Students will plan and manage projects through the use of case studies and computer-based project management tools. Throughout the projects, student teams will address many important issues such as: estimation, scheduling, budgeting, version control, progress tracking, change, risk and crisis management, resource management, motivation, and leadership. (COMPUTER)

**CIS 3620. Global Information Technologies** (3). On Demand.

This course presents students with the concepts and issues inherent in global information technology. The course examines the issues associated with using technology in a global environment, how global systems are developed, how culture, language, etc. impact systems and their development, outsourcing, strategies for global systems development and use, and issues facing Far East, European, Latin America, and Third World countries. (SPEAKING; MULTI-CULTURAL)

**CIS 3710. Emerging Technologies** (3).F;S.

This class is designed for students with an interest in technology and its various applications not only in the business realm, but also in society at large. Topics of study will range from technologies that are highly specialized to certain industries or segments of the population to those that are highly mainstream. Students will evaluate the validity of new technologies, the "shelf-life" of these technologies and impacts on industry and society. The student will use mobile technologies and learn to program mobile devices.

**CIS 3750. Managing Corporate Data** (3).F;S.

This course focuses on using data to stay competitive in a changing business environment. Topics include building, modeling and administering a database, data warehousing, data mining, XML and data integration, data security, as well as ethical and legal issues surrounding the use of data in our modern society. Corequisite: CIS 3050. (NUMERICAL DATA; COMPUTER) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**CIS 3820. Ethics and Privacy** (3). On Demand.

This course will examine how information systems impact both individuals and organizations. Cultural, ethical, moral, human interaction, privacy, security, and relationship issues will be analyzed and discussed through the use of case studies and papers. The focus of this course will be on the ethical and privacy issues related to security enhancement and the growing use of the Internet.

**CIS 3840. Managing Security** (3).F;S.

This course is designed as a broad overview of important security topics that are relevant to people and businesses. Relevant areas of security that will be studied include: the need for security on a personal and business level; the management practices surrounding security issues; network security strategies; human factors; access; firewalls; disaster recovery plans; personal security issues; and, personal and business forensics issues. Prerequisite: CIS 3050.

**CIS 3870. Using Internet Technologies** (3).F;S.

This course focuses on the technology that every leading organization needs to build effective Internet sites, promote Internet presence, secure sites and data, interface with other corporate applications, perform online business transactions, and compete in e-commerce. Current and emerging Internet technologies will be covered. Students will create Web sites and link them to other applications (databases), and will learn how to protect sites and transactional data from theft or privacy intrusions. Students will also understand the basic principles of e-commerce and how technology can promote online competitive advantage. Prerequisites: CIS 3580 and CIS 3750.

**CIS 3900. Internship** (6 or 9).F;S.

A full-time work experience in business. Nine semester hours of credit are granted for a normal 15-week internship with six semester hours granted for a 10-week internship. Students are encouraged to do internships during the summer between their junior and senior years of study. Prerequisites: full admission to the Walker College of Business, and permission of the departmental chair and the internship coordinator. Graded on an S/U basis.

**CIS 4500. Independent Study** (1–4).F;S.

**CIS 4510. Senior Honors Thesis** (3). On Demand.

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and

advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**CIS 4530–4549. Selected Topics** (1–4). On Demand.

**CIS 4585. Advanced Data Communications and Networking** (3). On Demand.

This course is a continuation of CIS 3580 and explores advanced topics in data communications and networking. Topics include, but are not limited to, communications middleware, LAN application software, network design, internetworking technologies and design, and network security policy. Prerequisite: CIS 3580.

**CIS 4620. IS Strategy and Ethics** (3).F;S.

This course examines how to effectively lead an information systems organization. Chief Information Officers are tasked to take part in determining corporate strategy based on information technology and its potential role in corporate objectives—while determining the IS (Information System) strategy to most effectively implement the corporate strategy in terms of information technology, IS personnel, data, and telecommunications. That IS strategy focus of this course will be on the ethical and privacy issues related to security enhancement and the growing use of the Internet. IS governance will include personnel issues, legal and financial obligations, data privacy and security, vendor relations, and business unit liaison. This course will also examine how information systems impact both individuals and organizations. Cultural, ethical, moral, human interaction, privacy, security, and relationship issues will be analyzed; ethical and privacy issues related to security enhancement and the growing use of the Internet will be examined. Prerequisite: CIS 3050.

**CIS 4630. Advanced Data Management with Oracle** (3).F;S.

Students will have the opportunity to learn database development techniques using Oracle products including database, designer and developer. Data mining is a broad area dealing with the analysis of large volumes of data that integrates techniques from several fields including machine learning, statistics, pattern recognition, artificial intelligence, and database systems. Data mining is a rapidly growing field that supports decision-making by detecting patterns, devising rules, identifying new decision alternatives and making predictions about the future. The course objective is to present the leading data management techniques using Oracle and their applications to real-world problems. The course is organized around a number of well-defined data mining tasks such as description, classifications, estimation, predictions, and affinity grouping and clustering. The topics covered include: introduction to knowledge discovery in the databases (KDD), statistical methods, emerging modeling techniques such as neural networks, and others. Prerequisite: CIS 3750.

**CIS 4680. Developing Software Solutions** (3).F;S.

This course focuses on the building of software systems including programming, logic, managing operating systems, and configuring large information systems, such as enterprise resource planning (ERP) systems. In this course, students will use a popular software package to build a working programming interface to solve business problems. Prerequisites: CIS 3250 and CIS 3750.

**CIS 4685. Object-Oriented Programming with Java** (3). On Demand.

This course will introduce the student to object-oriented (OO) methodologies including modeling using OO CASE tools, encapsulation, polymorphism, and inheritance. Students will have the opportunity to learn programming techniques in Java, program documentation, classes and methods, loops, arrays, streams, exception handling, file I/O, dynamic data structures, recursion and building applets. Prerequisite: CIS 4680.

**CIS 4710. e-Business Systems** (3). On Demand.

This seminar course discusses e-business issues that are current, applicable, relevant, and interesting. Students are expected to develop and execute a team project throughout the course. Relevant areas of e-business studied will include: electronic commerce, personalization management systems, content management systems, customer relations management systems, and community systems. This course ties together concepts from different areas of management and the economic, behavioral, functional and technical aspects of information systems. Prerequisite: CIS 3050.

**CIS 4720. Internet and Supply Chain Technologies** (3).F;S.

In this course, students will have the opportunity to learn the technologies that are commonly used to develop e-business. These enabling technologies include ASP.NET, VB Script, Java2EE, XML, Web Service, XHTML, DHTML, Java Script, JSP, among others. Among the technologies that this course covers are supply chain and distribution channels, including enterprise resource planning (ERP) systems. This course concentrates on the skills to use these technologies and the business processes that drive Internet development. Prerequisites: CIS 3050 and CIS 3750.

**CIS 4790. Current Topics in Information Systems** (3). On Demand.

Advanced topics in the field of information systems will be studied. These topics may include but are not limited to advanced topics

in data communications and networking, distributed processing systems, 4th generation languages, CASE tools, DSS and expert systems, and/or managing information technology. Prerequisite: CIS 3250 (CIS 3250 can be taken concurrently.).

**CIS 4810. Seminar** (3). On Demand.

**CIS 4840. Advanced Security** (3). On Demand.

This course is designed to cover the main common body of knowledge topics identified by the Certified Information Systems Security Professional (CISSP) certification program. Topics include security management practices, access control, security models and architecture, physical security, telecommunications and networking security, cryptography, disaster recovery and business continuity, law, investigation, ethics, applications and systems development, computer forensics, and operations security. Prerequisite: CIS 3840.

**CIS 4850. Information System Project** (3).F;S.

Using a team concept, students will analyze, design, create, and implement a working information system for a public or private organization. Emphasis will be placed on project management, rapid application development, and the development of quality systems for clients. Prerequisites: CIS 3870 and CIS 4680. (SPEAKING; COMPUTER)

## PRODUCTION/OPERATIONS MANAGEMENT (POM)

**POM 1530–1549. Selected Topics** (1–4). On Demand.

**POM 2500. Independent Study** (1–4).F;S.

**POM 2530–2549. Selected Topics** (1–4). On Demand.

**POM 3500. Independent Study** (1–4).F;S.

**POM 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**POM 3530–3549. Selected Topics** (1–4). On Demand.

**POM 3650. Production and Operations Management** (3).F;S.

An introduction to the basic functions and concepts involved in managing the production and operations function of an organization. Topics in operations system design and analysis at the introductory level are included.

**POM 3900. Internship** (6 or 9).F;S.

A full-time work experience in business. Nine semester hours of credit are granted for a normal 15-week internship with six semester hours granted for a 10-week internship. Students are encouraged to do internships during the summer between their junior and senior years of study. Prerequisites: full admission to the Walker College of Business, and permission of the departmental chair and the internship coordinator. Graded on an S/U basis.

**POM 4500. Independent Study** (1–4).F;S.

**POM 4510. Senior Honors Thesis** (3). On Demand.

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**POM 4530–4549. Selected Topics** (1–4). On Demand.

**POM 4564. Total Quality Management** (3).S.

Total quality management is an integrative management concept for continuously improving the total quality of goods and services through the participation of all levels and functions of the organization. TQM incorporates several dimensions: the design of products/services to meet customers' needs, control of processes to ensure their ability to meet design requirements, and continued enhancement of quality. The course will cover topics such as quality systems, the management system for quality, quality of conformance, human resource management for quality, statistical quality control, quality assurance, measurements, and reliability. Prerequisite: POM 3650 or admission to M.B.A. program.

**POM 4810. Seminar** (3). On Demand.

## Department of Economics (ECO)

*George A. Schieren, Chair*

*Todd L. Cherry*

*Jean-Pierre Courbois*

*John W. Dawson*

*David L. Dickinson*

*Larry V. Ellis*

*Peter A. Groothuis*

*Tanga M. McDaniel*

*Larry T. McRae*

*Stephen W. Millsaps*

*Timothy J. Perri*

*Mark C. Strazicich*

*John C. Whitehead*

The objectives of the Department of Economics are:

1. To provide the basic institutional and theoretical knowledge required for the understanding of the functioning of the American economy and the world economy and for the understanding and analysis of current economic issues and problems
2. To develop the institutional and theoretical knowledge and analytical abilities necessary to prepare students for careers in business and government as managers and researchers on social and business problems
3. To prepare students who seek to become professional economists and/or economic educators for graduate school

**The Bachelor of Science in Business Administration degree in Economics (316A/45.0601)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). MAT 1030 should be selected as the math course and ECO 2030 should be selected as one of the social sciences.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business
4. The following 15 semester hours of required economics courses:

**Foundation Courses** (6 semester hours):

ECO 3010 Intermediate Price Theory

ECO 3020 Macroeconomic Analysis

**Capstone/Applied Research Course** (3 semester hours):

ECO 4810 Seminar in Economics

**Economics electives at the 3000/4000 level** (6 semester hours):

Students must take six semester hours of economics course work at the 3000/4000 level.

5. Twelve semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010
6. Twelve semester hours of free electives, six of which must be outside of the COB and six of which must be 3000/4000 level in or out of the COB. Students are encouraged to take their free electives in related disciplines such as computer science, marketing, or statistics, for example.
7. Completion of all GPA and residency requirements for graduation

**BSBA double major in economics and a functional area of business** requires careful selection of elective courses so as to satisfy the requirements of both majors.

**The Bachelor of Arts degree in Economics (107\*/45.0601) with concentrations in Environmental Economics and Policy (107B), General Economics (107C), International Economics (107D), and Regional Economic Development (107E)** is offered in the College of Arts and Sciences in cooperation with the Department of Economics. The requirements for this degree can be found in the [College of Arts and Sciences](#) section of this *Undergraduate Bulletin*.

**The Bachelor of Science degree in Social Sciences, Education (291\*/13.1318)[T] with a concentration in Economics (291C)[T] (with teacher licensure)** requires 123 semester hours consisting of the core curriculum, the Social Sciences education core, a concentration, professional education requirements (see [Reich College of Education](#)), and electives (if needed) to reach the required minimum of 123 hours. The required Social Science core courses are ANT 1215(MC) and ANT 2400(MC); ECO 2030 and ECO 2040(ND); GHY 1010 and GHY 1020(MC) or GHY 1510 and GHY 1515(MC); HIS 2201 and HIS 2204; PS 1100 and PS 2130; SOC 1000 and SOC 1100; CI 3100; RE 4630; and STT 2810(ND,C) or ECO 2100(ND). A minimum grade of "C" is required in CI 3100 and RE 4630 and all professional education courses. A concentration is required in one of the social sciences (anthropology, economics, geography, history, political science, or sociology).

A concentration in Economics (291C)[T] for the social sciences education degree requires ECO 3010, ECO 3020, and nine additional semester hours in economics numbered 3000 or above. MAT 1030(ND,C) is recommended.

## International Economics and Business Options

International economics and business options are available for students pursuing a Bachelor of Arts or a Bachelor of Science in Business Administration with a major in economics. The program is jointly administered by the Department of Economics and the Department of Foreign Languages and Literatures. Students participating in the program have an advisor in each department.

The program combines a major in economics and a major or minor in a foreign language. Students are also advised to pursue a minor in international business. A minimum overall GPA of 2.0 is required for the courses included in the minor.

The various options are as follows:

- Bachelor of Arts with a double major in economics and one foreign language (French or Spanish)
- Bachelor of Arts in economics with a minor in French, German or Spanish.
- Bachelor of Science in Business Administration with a major in economics and a minor in French, Spanish or German.

Under all three options, the student is expected to demonstrate proficiency (reading and speaking) in the language selected. At least 15 hours of courses in the language, civilization and culture of the chosen country or area is recommended beyond the 1050 level. Also students are expected to participate, if possible, in any one or more of the following programs:

1. Pursue a minor in international business (15 semester hours)
2. Complete a semester or summer session of business study abroad in the country of their choice
3. Complete an internship abroad (usually 6 semester hours)

For further information, students should consult both the chair of the Department of Economics and the chair of the Department of Foreign Languages and Literatures.

### Minor in Economics (316/45.0601) (for non-business majors only)

A minor in Economics consists of ECO 2030, ECO 2040, and nine semester hours of economics electives numbered 3000 or above.

A minimum overall GPA of 2.0 is required for the courses included in the minor.

### Courses of Instruction in Economics (ECO)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES:** Undergraduate students seeking a B.A. in Economics may take any 3000 or 4000 level economics course without restriction under the following condition: the student has completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## ECONOMICS (ECO)

### ECO 1010. Survey of Current Economic Issues (3).F;S.

Application of basic economic concepts in the analysis of current issues such as: unemployment, inflation, energy, pollution, poverty, government regulation, etc. Prerequisite: none. (CORE: SOCIAL SCIENCES)

### ECO 1530–1549. Selected Topics (1–4). On Demand.

### ECO 2030. Principles of Economics—Price Theory (3).F;S.

A brief introduction to the study of economics followed by an in-depth analysis of microeconomics, including: the price mechanism and supply and demand analysis; consumer choice; cost and revenue analysis of the firm; market structures; factor markets and income distribution; market failure and the role of government; and current economic problems such as pollution, poverty and discrimination. (CORE: SOCIAL SCIENCES)

**ECO 2040. Principles of Economics—Macro** (3).F;S.

An in-depth analysis of macroeconomics including: aggregate economic measures; aggregate supply and demand analysis; economic fluctuations and growth; money, banking and credit; stabilization policy; problems such as unemployment, inflation and budget and trade deficits; and international trade and finance. Prerequisite: ECO 2030. (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ECO 2100. Business and Economic Statistics I** (3).F;S.

A study of statistical tools used to analyze business and economic problems. The major subject matter includes descriptive statistics, the concepts of probability, confidence intervals and hypothetical testing, and statistical comparisons of production and marketing methods. Prerequisite: MAT 1030 or MAT 1020. (NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ECO 2200. Business and Economic Statistics II** (3).F;S.

Applications of statistical tools to a variety of business and economic situations. These tools include survey sampling methods, hypothesis testing using analysis of variance, regression and time-series analysis, and non-parametric statistics. Computer applications using current industry-standard statistical software programs are emphasized. Writing statistical reports is also emphasized. Prerequisites: ECO 2030 and ECO 2100. (NUMERICAL DATA; COMPUTER) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**ECO 2500. Independent Study** (1–4).F;S.

**ECO 2530–2549. Selected Topics** (1–4). On Demand.

**ECO 3010. Intermediate Price Theory** (3).F;S.

An intermediate course in economic theory with emphasis on the theory of consumer behavior, price theory and resource allocation. Prerequisites: ECO 2030 and ECO 2040.

**ECO 3020. Macroeconomic Analysis** (3).F;S.

An intermediate course in economic theory with emphasis on the analysis of the determinants of the nation's income, output, employment, and general price level. Prerequisite: ECO 3010 or permission of the instructor.

**ECO 3070. Money and Banking** (3).S.

An institutional and theoretical study of the structure and functioning of the central and commercial banking systems in the United States, money and monetary theory, the money and capital markets and financial intermediaries, and monetary policy. Prerequisites: ECO 2030 and ECO 2040.

**ECO 3210. Economics of Sports** (3).F.

Application of the techniques of microeconomic theory to the sports industry. These employ the tools of three core microeconomic fields - industrial organization, public finance, and labor economics - to the examination of professional and college sports. Topics studied include, but are not limited to, the prevalence of monopoly power in the sports industry, financing of stadiums and teams, growth of union power, salary determination, and the incidence of racial discrimination. Prerequisite: ECO 2030.

**ECO 3410. International Economics** (3).F;S.

A survey of the theory, development, and practice of the international trade and payments system. Special attention is given to the basic concepts and different mechanisms which have been and are used in international economic affairs, as well as to governmental policies and domestic and international institutions regulating them. Prerequisites: ECO 2030 and ECO 2040. (WRITING; MULTICULTURAL)

**ECO 3500. Independent Study** (1–4).F;S.

**ECO 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in a classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**ECO 3530–3549. Selected Topics** (1–4). On Demand.

Topics covered have ranged from mathematical economics to economics of the law. Prerequisite: permission of the instructor.

**ECO 3550. Public Finance and Taxation** (3). On Demand.

Economics analysis of government revenues and expenditures, impact of the government budget, shifting and incidence of taxation, public debt, fiscal policies. Prerequisites: ECO 2030 and ECO 2040.

## **ECO 3551. American Economic History (3).F.**

Evolution of the American economy from colonial times through World War II. Emphasis is upon (1) the integration of African European and Native American economic activities into an interdependent system, (2) the spatial integration of diverse geographic regions into an integrated national economy, (3) the transition from a predominantly rural and agricultural economy into a mainly urban, industrial and commercial economy, (4) the Great Depression and the growth of government intervention in economic activity, (5) the changing balance between domestic and foreign commerce and (6) the role of war in American economic development. The methods of economic geography are combined with those of economic analysis to understand American history. Prerequisite: ECO 1010 or ECO 2030. (SPEAKING; MULTI-CULTURAL; CROSS-DISCIPLINARY)

## **ECO 3610. Economics of Health Care (3).S.**

Economic theory is applied to the health care industry. Included is an overall perspective of the health care industry, identification of the factors influencing the demand for and the supply of health care; identification of some costs and benefits of health programs, hospital organization and efficiency, and a consideration of alternative methods of financing health care. Prerequisites: ECO 2030, ECO 2040 and ECO 2100. (WRITING)

## **ECO 3620. Environmental and Resource Economics (3).F.**

The course explores the efficient allocation of environmental and natural resources and examines the continuing conflict between economic activity and environmental quality and the conservation of natural resources. The course applies economic theory to local, regional, national, and international environmental issues.

## **ECO 3650. Industrial Organization and Public Policy Toward Business (3). On Demand.**

A study of the structure of firms and markets and of their interactions. It first considers the basics of competition, monopoly, oligopoly, and monopolistic competition. It then considers the "new industrial organization" which includes topics such as strategic behavior, price discrimination, nonlinear pricing, vertical integration and vertical restrictions, information, advertising, and government policies and their effects. Prerequisites: ECO 2030, ECO 2040 and MAT 1030 or equivalent. (WRITING)

## **ECO 3660. Benefit–Cost Analysis (3).F.**

The study of the evaluation of competing public policy alternatives. The purpose of benefit-cost analysis is to inform government decision-making and facilitate the more efficient allocation of scarce resources. This course introduces the basic theory and principles of benefit-cost analysis and examines applications of the methodology. Prerequisite: ECO 2030.

## **ECO 3710. Managerial Economics (3).S.**

Use of statistical and mathematical concepts and techniques in solving problems in economics. Microeconomic theory is reviewed and optimizing techniques are used in decision making. Prerequisites: ECO 2030, ECO 2040 and ECO 2100 or equivalent.

## **ECO 3720. Economics of Personnel (3).S.**

Application of economic analysis to personnel issues. Topics include hiring, training, the method of pay, and motivation and evaluation of workers. Prerequisites: ECO 2030 and ECO 2040. (WRITING)

## **ECO 3730. Econometrics (3).F.**

The course studies the use of statistical methods to estimate and test models in economics, business, and the social sciences. The focus of the course is on multiple regression models and their estimation with computer software. Additional topics covered may include panel data, limited dependent variables, instrumental variables, and time series models. Prerequisites: ECO 2030, ECO 2040, and ECO 2200, or permission of the instructor. (COMPUTER)

## **ECO 3740. Forecasting and Time Series Models (3).S.**

An examination of time series models for purposes of forecasting and performing time series regressions in economics, business, and the social sciences. Topics covered may include ARIMA, VAR, Granger causality, unit roots, and spurious regressions. Computer software will be utilized in applications. Prerequisite: ECO 3730 or permission of the instructor. (WRITING; NUMERICAL DATA; COMPUTER) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

## **ECO 3800. Urban and Regional Economics (3). On Demand.**

An examination of the institutional background necessary for urban and regional growth. An introduction to theoretical models of growth. Prerequisites: ECO 2030 and ECO 2040. (CROSS-DISCIPLINARY)

## **ECO 3900. Internship (6 or 9).F;S.**

A full-time work experience in business. Nine semester hours of credit are granted for a normal 15-week internship with six semester hours granted for a 10-week internship. Students are encouraged to do internships during the summer between their junior and senior years of study. Prerequisites: full admission to the Walker College of Business or the College of Arts and Sciences, and permission

of the departmental chair and the internship coordinator. Graded on an S/U basis.

**ECO 4500. Independent Study** (1–4).F;S.

**ECO 4510. Senior Honors Thesis** (3). On Demand.

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**ECO 4530–4549. Selected Topics** (1–4). On Demand.

**ECO 4630. History of Economic Thought** (3).S.

Origin, development, and analysis of the major trends, contributions, and conflicts in the development of modern economic philosophy, analysis, and theory. Prerequisite: ECO 2030 and ECO 2040. (WRITING)

**ECO 4640. International Economic Policy** (3).S.

A seminar in foreign economic policy issues. Issues such as balance of payment disequilibrium and adjustment, tariff and trade policy, the exchange rate, trade and aid in developing countries, East-West trade restrictions, regulation of multinational corporations, are presented through the most current readings in professional and practitioner's journals. Prerequisite: ECO 3410 or permission of the instructor. (SPEAKING; WRITING)

**ECO 4810. Seminar in Economics** (3).F;S.

In-depth research and analysis of selected economic issues and problems. Required of all seniors majoring in economics or banking. Students participate in discussions of significant economic problems, theories and policies. Preparation of empirical papers that apply theoretical models and quantitative methods is required. These papers will be presented orally and in writing to the seminar participants. Prerequisites: ECO 3010, ECO 3020 and senior standing. (SPEAKING; WRITING)

## Department of Finance, Banking and Insurance (FIN)

David C. Marlett, Chair

Robert L. Cherry, Jr.

Don R. Cox

Harry M. Davis

Leigh Dunston

Karen Epermanis

John P. Geary

Delbert C. Goff

Jeff Hobbs

Heather M. Hulburt

Jarrod Johnston

Terrill R. Keasler

Chris R. McNeil

Ivan C. Roten

David D. Wood

The primary objective of the Department of Finance, Banking and Insurance is to develop leaders for the business, government, and educational communities and to assist them in making contributions to society. This objective is obtained in two ways. First, students are provided with the theoretical concepts needed to understand and dissect business problems. Second, the faculty provide students with practical applications needed for financial analysis in their given areas of study.

In addition to practical applications in the classroom, students are encouraged to take advantage of the internship program. This program allows students to gain valuable practical business experience while still in college.

A Master of Business Administration (MBA) is available through the College of Business. For more information, see the *Graduate Bulletin*.

The Department of Finance, Banking and Insurance houses the North Carolina Bankers Association Chair, the Alfred T. Adams Distinguished Chair of Banking, the Richard S. Brantley Risk and Insurance Center, and the Joseph F. Freeman Distinguished Professorship of Risk Management and Insurance.

**The Bachelor of Science in Business Administration degree in Finance and Banking (326A/52.0801)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). MAT 1030 should be selected as the math course and ECO 2030 should be selected as one of the social sciences.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business
4. The following 24 semester hours of required courses for the finance and banking major:

**Core Courses** (9 semester hours)

FIN 3690 Financial Management

FIN 3790 Banking and Financial Markets

FIN 3890 Survey of Investments

**Elective Set I** (6 semester hours)—choose two of the following:

FIN 4580 Financial Planning

FIN 4610 Commercial Bank Management

FIN 4620 Investment Management I (must take FIN 4622 the following semester)

FIN 4660 Financial Decision Making and Statement Analysis FIN 4750 International Business Finance

**Elective Set II** (9 semester hours)—choose three of the following:

*(Courses listed in Elective Set I not taken as part of Elective Set I may be used to meet the requirements in Elective Set II.)*

FIN 3071 Principles of Risk Management and Insurance

FIN 3780 Estate Planning

FIN 3850 Real Estate Principles and Practices

FIN 3880 Retirement and Employee Benefit Planning

FIN 3900 Internship *(This is a 6-9 s.h. course, but only 3 of these semester hours may apply to meeting the requirements for the major.)*

FIN 4622 Investment Management II

FIN 4710 Issues in Bank Management

FIN 4770 Derivatives and Financial Risk Management

ACC 3100 Intermediate Accounting I

ACC 3110 Intermediate Accounting II

ACC 3200 Cost Accounting

ACC 3580 Individual Income Taxation  
ECO 3020 Macroeconomic Analysis

5. Three semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010.  
*Finance and Banking majors are advised to use their elective hours in areas such as accounting, computer information systems, economics, insurance, law, and real estate.*
6. Twelve semester hours of free electives, six of which must be outside of the COB and six of which must be 3000/4000 level in or out of the COB. Students are encouraged to take their free electives in related disciplines such as computer science, marketing, or statistics, for example.
7. Completion of all GPA and residency requirements for graduation

**The Bachelor of Science in Business Administration degree in Risk Management and Insurance (380A/52.1701)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). MAT 1030 should be selected as the math course and ECO 2030 should be selected as one of the social sciences.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business
4. The following 18 semester hours of required courses for risk management and insurance major:

**Required Courses** (15 semester hours)

FIN 3071 Principles of Risk Management and Insurance  
FIN 3072 Personal Insurance  
FIN 3073 Commercial Insurance  
FIN 3690 Financial Management  
FIN 4570 Risk Management

**Sub-area** (3 semester hours)—select one of the following:

FIN 3890 Survey of Investments  
FIN 3900\* Internship  
FIN 4580 Financial Planning  
FIN 4770 Derivatives and Financial Risk Management  
ACC 3580 Individual Income Taxation  
LAW 3960 Insurance Law  
MKT 3052 Professional Selling

(\*FIN 3900 Internship is a 6 or 9 s.h. course, but only 3 of these semester hours may apply to meeting the requirements for the major.)

5. Nine semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010. If FIN 3900 is selected in the sub-area, the extra hours not used in the sub-area can be used for COB electives.
6. Twelve semester hours of free electives, six of which must be outside of the COB and six of which must be 3000/4000 level in or out of the COB
7. Completion of all GPA and residency requirements for graduation

Risk management and insurance majors are advised to use their elective hours in areas such as accounting, economics, finance, management, mathematical sciences, law, real estate and additional risk and insurance courses. An internship may be elected to provide practical experience, with academic credit, in the field of specialization.

The Richard S. Brantley Risk and Insurance Center, housed in the Department of Finance, Banking and Insurance, has the mission of developing the strongest possible degree program in risk management and insurance. The Brantley Center supports the Risk Management and Insurance major by sponsoring the Gamma Iota Sigma insurance fraternity, scholarships, internships, executive-in-residence appointments, and the placement of graduates in the insurance industry.

## Certificate Program in Financial Planning

Students successfully completing the following six courses (18 s.h.) with a minimum grade of "C-" in each course will be awarded a Certificate in Financial Planning. The certificate will qualify the students to apply for the Certified Financial Planner (CFP copyright) certification exam.

FIN 3071 Principles of Risk Management and Insurance

FIN 3780 Estate Planning  
FIN 3880 Retirement and Employee Benefit Planning  
FIN 3890 Survey of Investments  
FIN 4580 Financial Planning  
ACC 3580 Individual Income Taxation

## Courses of Instruction in Finance, Banking And Insurance (FIN, LAW)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES:** Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## FINANCE, BANKING AND INSURANCE (FIN)

**FIN 1530–1549. Selected Topics** (1–4). On Demand.

**FIN 2500. Independent Study** (1–4).F;S.

**FIN 2530–2549. Selected Topics** (1–4). On Demand.

**FIN 2860. Personal Finance** (3). On Demand.

A study of the key concepts, tools, and techniques of personal financial management. Focus is placed on the financial statements of the individual. The balance sheet model includes a discussion of personal assets - both financial and non- financial, personal liabilities including all types of loans, and personal net worth. The implications of the current financial environment (i.e., changing tax laws, savings instruments, interest rates, etc.) is also considered from the standpoint of the individual.

**FIN 3010. Survey of Finance** (3).F;S. This course is not open to business majors for credit.

An introduction to the field of finance in the private sector. The student is introduced to financial management in the business firm to the principles of investment and valuation, and to financial markets and prices.

**FIN 3071. Principles of Risk Management and Insurance** (3).F;S.

An introductory study of the risk management process and the importance of insurance as a method of handling risk. This course is designed to generate an awareness of the nature of risk, its effects on individual and business decisions, and the methods available for treating risk. Course content includes property insurance, auto insurance, life and health insurance, workers compensation and employee benefits. Relationships between risk management and other functional areas of business are also considered.

**FIN 3072. Personal Insurance** (3).F;S.

Provides a comprehensive examination of the personal risk management and financial planning uses of personal property and liability insurance, and life and health insurance. Discussion includes homeowners policies and other residential insurance coverages, small business needs for property and liability insurance, life insurance, and health insurance. Also considered are retirement planning, estate planning, and business continuation planning. Prerequisite: FIN 3071. (WRITING)

**FIN 3073. Commercial Insurance** (3).F;S.

Provides a comprehensive examination of commercial property and liability insurance including commercial property and commercial liability risk management; the legal environment of property and liability insurance; and property and liability insurance function, practices and issues. Prerequisite: FIN 3071.

**FIN 3350. International Business Transactions** (3).F;S.

The mechanics of international trade involving private and public law are the essentials for study. Emphasis is on providing the exporter/importer with legal knowledge to facilitate international trade and its related activities. Basic international agreements for

trade will be examined, including GATT and its implications for U.S. importers under American law. Legal problems of multinational corporations, technology transfer, and business ethics are also studied. Prerequisite: LAW 2150 or permission of the instructor.

**FIN 3500. Independent Study** (1–4).F;S.

**FIN 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**FIN 3530–3549. Selected Topics** (1–4). On Demand.

**FIN 3680. Introduction to Finance** (3).F;S.

An introduction to the field of finance in the private sector. The student is introduced to financial management in the business firm to the principles of investment and valuation, and to financial markets and prices. Prerequisites: ACC 1100, and MAT 1030 or MAT 1110.

**FIN 3690. Financial Management** (3).F;S.

Study of financial functions of a business enterprise conducted from the standpoint of the financial manager. Emphasis on analysis, planning, and control; working capital management; capital budgeting; long-term financing; financial structure and valuation; and required return. Prerequisite: FIN 3680.

**FIN 3780. Estate Planning** (3). On Demand.

This course covers the basic concepts and constraints of estate and gift tax planning as the primary method of orderly and intentional wealth transfer. Students will be exposed to the major strategies employed by practitioners when developing estate plans. Topics covered include wills, trusts, estates, risk management, insurance, retirement planning, and taxation. Prerequisites: FIN 3071 and FIN 3680.

**FIN 3790. Banking and Financial Markets** (3).F;S.

A study of the theory and practice of the flow of funds from savers to borrowers through the financial markets. It includes the study of banks and other financial institutions through which funds flow, and of the financial instruments such as stocks, bonds, T-bills, etc. used in the transfer of funds from savers to borrowers. The focus is on the supply and demand for short-term and long-term funds in the financial markets, the resulting yields, and the overall effects of financial market conditions on the functioning of the economy. Prerequisite: FIN 3680. (WRITING)

**FIN 3850. Real Estate Principles and Practices** (3).F;S.

A comprehensive introduction to real estate, with emphasis on finance, investment, law, appraisal, brokerage, and property management applications.

**FIN 3880. Retirement and Employee Benefit Planning** (3). On Demand.

This course covers the concepts involved in developing retirement and employee benefit plans from both the employer and employee perspectives. Participants will study the legislation that impacts plan design and the tax advantages and disadvantages of various qualified and non-qualified plans including IRAs and pension and profit sharing plans. Federal Social Security, Medicare, and business applications will also be addressed. Prerequisite: FIN 3071. Corequisite: FIN 3890.

**FIN 3890. Survey of Investments** (3).F;S.

A survey of investment instruments and investment goals. The course provides an overview of basic techniques used to analyze, evaluate, and manage investments. Investment instruments examined include money market instruments, common stocks, bonds, options, futures, and investment companies. Prerequisite: FIN 3680. (SPEAKING)

**FIN 3900. Internship** (6–9).F;S.

A full-time work experience in business. Nine semester hours of credit are granted for a normal 15-week internship. Six semester hours are granted for a 10-week internship which is generally during the summer only. Prerequisite: admission to the Walker College of Business and permission of the departmental chair. Graded on an S/U basis.

**FIN 4500. Independent Study** (1–4).F;S.

**FIN 4510. Senior Honors Thesis** (3). On Demand.

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**FIN 4530–4549. Selected Topics** (1–4). On Demand.

**FIN 4570. Risk Management** (3).F;S.

Study of risk recognition, risk control, and risk financing techniques used to achieve basic organizational goals such as profit maximization, earnings stability, and growth. Case studies are used to provide insight to the risk management process. Prerequisite: FIN 3071. (SPEAKING)

**FIN 4580. Financial Planning** (3).S.

This course provides a comprehensive examination of the financial planning process that is necessary to reach individuals' goals relating to retirement planning, college planning and estate planning. Students will be given an opportunity to explore how insurance products and investments are utilized to meet long-term goals. Prerequisites: FIN 3780 and FIN 3880.

**FIN 4610. Commercial Bank Management** (3).F;S.

A study of the management decisions needed in order to successfully operate a commercial bank as a part of the financial services industry. The competitive structure of the industry and problems of banks and other financial institutions are considered. Emphasis is given to asset/liability management. Prerequisites: FIN 3690, and either FIN 3790 or ECO 3070.

**FIN 4620. Investment Management I** (3).F.

An introduction to security analysis and investment management. Topics covered include using investment information resources, evaluation of overall economic and market conditions, and stock selection and evaluation methods. Particular emphasis is placed on the practical application of stock valuation techniques and other security analysis tools. Detailed stock analysis projects are completed and presented. Students receive hands-on investment experience through the management of the Elbert V. Bowden Student Managed Investment Fund. Students taking this course MUST also take FIN 4622/FIN 5622 (Investment Management II) and will not receive a grade in this course until FIN 4622/FIN 5622 is completed. Prerequisite: permission of the instructor. Corequisites: FIN 3690 and FIN 3890.

**FIN 4622. Investment Management II** (3).S.

A continuation of the study of security analysis and investment management. More advanced topics and techniques are covered, including portfolio theory, asset allocation, market efficiency, and portfolio risk/return measurement and evaluation. Additional stock analysis projects are completed and presented. An annual report for the Elbert V. Bowden Student Managed Investment Fund must be prepared and presented. Students receive hands-on investment experience through the management of the Student Managed Investment Fund. Prerequisite: FIN 4620/FIN 5620.

**FIN 4660. Financial Decision Making and Statement Analysis** (3).F;S.

A corporate finance course that focuses on applied financial analysis and financial decision making. Emphasis is placed on financial statement analysis and forecasting. Course coverage also includes analysis of risk and return and working capital management. Computer applications are required. Students are required to make presentations to the class. Prerequisite: FIN 3690. Corequisite: FIN 3890.

**FIN 4710. Issues in Bank Management** (3). On Demand.

This course focuses on the real world, day-to-day operation of commercial banks and the rapidly changing legal, regulatory, and competitive environment in the banking/financial services industry. Important topics covered include commercial and consumer lending, trust functions and services, mergers and acquisitions, funds management and investments, international banking activities, and others. Students are required to do a research project involving interviews with bankers, and focusing on a current topic of interest to bankers. Prerequisites: FIN 4610 and permission of the instructor.

**FIN 4750. International Business Finance** (3).F;S.

A study of international markets and the financial operations that take place in those markets. The financial aspects and operations of multinational corporations are highlighted. Key topics covered include exchange rate behavior and risk management, financing of international trade and operations, and international capital budgeting. Prerequisite: FIN 3680. (MULTI-CULTURAL)

**FIN 4770. Derivatives and Financial Risk Management** (3). On Demand.

This course provides a theoretical and practical analysis of the following derivative instruments: forwards, futures, options, options on futures, and swaps. Topics include speculative and hedging strategies, with additional emphasis placed on arbitrage pricing and the mathematics of security valuation. Prerequisite: FIN 3890.

**FIN 4810. Seminar** (1–3). On Demand.

## LAW (LAW)

### **LAW 2150. Legal Environment of Business (3).F;S.**

An introduction to the legal environment in which business must operate. Selected areas of the law are investigated as well as the historical, political, cultural, ethical and technical context in which law exists and operates. Ethical issues are integrated throughout the course. Current legal topics that impact business are analyzed and discussed.

### **LAW 3910. Business Law I (3). On Demand.**

A study of selected areas of the law that affect the commercial community. Includes the law of contracts, sales, commercial paper, agency and other legal topic areas. Common law concepts are investigated as well as the impact of the Uniform Commercial Code on commercial transactions. The course is designed to give students an awareness of legal problems that may exist in commercial transactions, and to develop the analytical skills necessary to recognize and seek assistance for such problems. Prerequisite: LAW 2150 or equivalent.

### **LAW 3930. Hospitality Law (3). On Demand.**

Laws applicable to ownership and operation of hotels, restaurants and resorts. Consideration of contracts, real property, ownership forms, torts, liabilities, duties and administrative agency regulations. Prerequisites: HOS 2000.

### **LAW 3960. Insurance Law (3). On Demand.**

A study of the legal issues that affect licensing, regulation, sales and claims in the insurance industry. Common law and statutory schemes are investigated as well as the ethical responsibility of all involved parties. This course is designed for insurance majors that seek an in-depth understanding into the legal framework of the insurance process. Prerequisite: LAW 2150.

### **LAW 4910. Health Law (3).S.**

This course is designed to provide students with a background in law as applied to health care organizations and health professionals. Particular emphasis is placed on the basis of liability of public and private hospitals, other health care service organizations, and health care personnel. Other topics include contracts, torts, duties, and administrative agency regulations unique to health care services organizations. Prerequisite: HCM 3110 or permission of the instructor. (Same as HCM 4910.)

## Department of Management (MGT/HCM/HOS)

Degree Programs in Management, Health Care Management, and Hospitality and Tourism Management

*Stella E. Anderson, Chair*

*Jacqueline Zilno Bergman*

*Robin T. Byerly*

*J. Dana Clark*

*Betty S. Coffey*

*Joseph P. Daly*

*Michael R. Evans*

*Jeremy B. Fox*

*Robert D. Goddard, III*

*Hugh D. Hindman*

*Luis Perez-Batres*

*Richard W. Pouder*

*Mark W. Pruett*

*Susan D. Roggenkamp*

*Lyle F. Schoenfeldt*

*Rachel S. Shinnar*

*Bryan C. Toney*

*Peter D. Villanova*

*Jim Westerman*

*David R. Williams*

The objective of the Department of Management is to develop responsible and successful leaders of organizations by providing quality undergraduate and graduate education.

**The Bachelor of Science in Business Administration degree in Management (355\*/52.0201) with concentrations in Entrepreneurship (355B), General Management (355C), and Human Resource Management (355D)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). MAT 1030 should be selected as the math course and ECO 2030 should be selected as one of the social sciences.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business
4. The following 24 semester hours of required courses for the management major:

**Core courses** (6 semester hours)—required of all management majors

MGT 3620 Human Resource Management

MGT 4770 Social Responsibilities of Management

**One of the following concentrations** (18 semester hours):

**a. Entrepreneurship Concentration (355B)**

MGT 3060 Understanding Entrepreneurship

MGT 4650 New Venture Creation

And twelve semester hours of management electives from the following list:

MGT 3170 Fostering and Managing Creativity

MGT 3190 International Entrepreneurship

MGT 3660 Negotiations and Conflict Resolution

MGT 3900 Internship

*(only 3 s.h. of MGT 3900 can count towards management electives. The other hours can count towards COB electives or free electives.)*

MGT 4680 Entrepreneurship Practicum

MGT 4700 Contemporary Issues in Management and Leadership

MKT 3220 Sales Management

MKT 4610 Consumer Behavior

MKT 4620 Marketing Research

Other electives may be approved by the Departmental Chair

**b. General Management Concentration (355C)**

MGT 3060 Understanding Entrepreneurship

MGT 3800 International Management

MGT 4700 Contemporary Issues in Management and Leadership

And nine semester hours of management course work at the 3000/4000 level excluding MGT 3010 and MGT 3520.

*Only three semester hours of MGT 3900 can count towards management electives. The other hours can count towards COB electives or free electives.*

**c. Human Resource Management Concentration (355D)**

MGT 4640 Integrative Cases in Human Resource Management

And fifteen semester hours of management electives from the following list:

- MGT 3640 Staffing Organizations
- MGT 3660 Negotiation and Conflict Resolution
- MGT 3670 International Human Resource Management
- MGT 3900\* Internship  
(only 3 s.h. of MGT 3900 can count towards management electives. The other hours can count towards COB electives or free electives).
- MGT 4570 Compensation and Human Resource Management Systems
- MGT 4630 Labor Relations
- MGT 4700 Contemporary Issues in Management and Leadership
- ECO 3720 Economics of Personnel
- Other electives may be approved by the departmental chair.

5. Three semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010
6. Twelve semester hours of free electives, six of which must be outside of the COB and six of which must be 3000/4000 level in or out of the COB
7. Completion of all GPA and residency requirements for graduation

A Master of Business Administration (MBA) degree is available. For more information, refer to the *Graduate Bulletin*.

## Courses of Instruction in Management (MGT)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES:** Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## MANAGEMENT (MGT)

**MGT 1530–1549. Selected Topics** (1–4). On Demand.

**MGT 2500. Independent Study** (1–4).F;S.

**MGT 2530–2549. Selected Topics** (1–4). On Demand.

**MGT 3010. Survey of Management** (3).F;S. This course is not open to business majors for credit.

An introduction to traditional and contemporary functions and concerns of management, including the history of management; planning, organizing, and controlling; decision-making fundamentals; information systems; motivation, communication, and leadership; international management; and social responsibilities of management.

**MGT 3060. Understanding Entrepreneurship** (3).F;S.

A survey of the opportunities and challenges associated with the creation and management of entrepreneurial organizations. The course focuses on the unique issues associated with starting and managing a new venture including business planning, human resource management, marketing, legal issues, location selection, funding, buying a business, and exit strategies.

**MGT 3170. Fostering and Managing Creativity** (3).F.

Fostering and managing creativity can affect all aspects of a business, from strategy to maintenance to interacting with customers, suppliers and competitors. The purpose of this course is for students to learn how to develop and manage creativity in organizations. Students will have the opportunity to study the nature and significance of creativity, develop a more creative mindset, and learn about the principles, practices and tools to foster and use creativity. Students will demonstrate understanding of course concepts and skills through written papers, participation, and a project.

**MGT 3190. International Entrepreneurship** (3). On Demand.

The objective of this course is to provide students with an opportunity to learn about entrepreneurship in an international context

by working with students from another country. Using a combination of lectures, company visits and group business plan projects, students will gain extensive knowledge of similarities and differences in cultures and business practices. The course may be offered as a regular semester course or as a short-term study abroad. Students will be required to travel overseas for approximately ten days and may be required to attend pre-travel seminars and pay trip fees in the prior semester. (MULTI-CULTURAL)

**MGT 3500. Independent Study (1–4).F;S.**

**MGT 3520. Instructional Assistance (1).F;S.**

A supervised experience in the instructional process of the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**MGT 3530–3549. Selected Topics (1–4).F;S. On Demand.**

**MGT 3620. Human Resource Management (3).F;S.**

A study of basic personnel policies, practices, objectives, functions and the organization of personnel programs. Emphasis is placed on recruiting, selection, placement, training and development, employee evaluation, compensation, accident prevention, and union management relations in a modern business corporation. Prerequisite: admission to the Walker College of Business. (WRITING)

**MGT 3630. Introduction to Organizational Behavior (3).F;S.**

A study of individual and small group behavior in a work setting with focus on how this knowledge is reflected in current management theories. Emphasis is placed on understanding why employees behave the way they do and how to use this understanding to either maintain or change this behavior. Management majors are encouraged to take this course before or concurrently with MGT 3620. (CROSS-DISCIPLINARY)

**MGT 3640. Staffing Organizations (3).S.**

This course reviews concepts and methods involved in the design of employee selection systems. It will attempt to strike a balance between theoretical and practical issues while addressing legal issues in recruitment and selection, methods or recruitment, tests and measurements, decision-making in personnel selection, and job placement. Prerequisite: MGT 3620.

**MGT 3660. Negotiation and Conflict Resolution (3).F.**

A study of negotiation in a variety of settings that business and professional people are likely to encounter. Negotiation is both a science and an art. Students will have the opportunity to learn about the science of negotiation through readings, lectures, and discussions; and will practice the art of negotiation through a variety of exercises or dynamic cases. The course is designed to complement the diagnostic and technical skills that students typically learn in other courses. While managers need analytical skills to determine the optimal solutions to problems, negotiation skills are often necessary to see those solutions implemented.

**MGT 3670. International Human Resource Management (3).F.**

A study of human resource management with emphasis on the global economy. Topics will include human resource practices of multinational firms involved in international strategic alliances, joint ventures, and cross-border mergers and acquisitions. Attention will be given to managing expatriate assignments in terms of selection, preparation, retention, and inter-cultural adjustment. Additional topics will include managing host country nationals on their own soil and immigrant workers on U.S. domestic soil. Prerequisite: MGT 3620. (MULTI-CULTURAL)

**MGT 3800. International Management (3).F;S.**

International management studies management as practiced in different nations and cultures. The influences of differences in the political, economic, social, legal, and technological environments on the management functions (planning, organizing, motivating, and controlling) and management effectiveness are examined. The requirements and problems of adapting the American approach to management in foreign cultures, and conversely, adapting foreign approaches to American business will be basic to the course. Also included will be an investigation of management practices world-wide as well as an examination of current issues and special topics. Prerequisite: MGT 3010 or MGT 3630. (MULTI-CULTURAL; WRITING)

**MGT 3900. Internship (6).SS.**

A management internship is designed to provide a full-time work experience for a minimum of ten weeks in a meaningful and challenging position in a structured office, manufacturing, or similar organizational setting and completion of an approved job related project. These internships are conducted during the summer between the junior and senior years. Prerequisites: admission to the Walker College of Business, completion of at least 80 semester hours of credit but no more than 107, and permission of the internship coordinator. Graded on an S/U basis.

**MGT 4500. Independent Study (1–4).F;S.**

**MGT 4510. Senior Honors Thesis (3).** On Demand.

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**MGT 4530–4549. Selected Topics (1–4).** On Demand.

**MGT 4570. Compensation and Human Resource Management Systems (3).**F;S.

This course presents practical tools, methods, and a systems perspective to help advance students' understanding of human resource management. The course covers compensation, benefits and related human resource functions such as performance appraisal, job analysis and selection practices. Prerequisite: MGT 3620. [Dual-listed with MGT 5570.]

**MGT 4630. Labor Relations (3).**F;S.

A study of labor-management relations with emphasis on management's relations with organized labor. Lecture, discussion and cases are used to study the reasons employees join unions, the laws that apply, and the process of working out a labor contract after it is negotiated. Prerequisite: MGT 3620 or permission of the instructor. [Dual-listed with MGT 5630.]

**MGT 4640. Integrative Cases in Human Resource Management (3).**F;S.

The course is intended as the senior level integrative course in the Human Resource Management concentration under the B.S.B.A. degree in Management. It is designed to expose those enrolled to the "big picture," the intersection of human resource management, business policy, and competitive strategy. It is about human resource management from a strategic perspective. The goal will be to introduce young professionals to the core competency areas that will be needed to be successful managers of human capital, whether within the human resource function, some support area, or as a line manager. Prerequisite: MGT 3620.

**MGT 4650. New Venture Creation (3).**F;S.

The course focuses on the development of original business plans for new ventures. Topics addressed will include idea generation, feasibility analysis, marketing research, management team development, cash flow forecasting, growth management and entrepreneurial finance. Working in teams, students will be required to develop complete business plans and make presentations to an outside group of professional experts at the end of the semester. Prerequisite: MGT 3060.

**MGT 4680. Entrepreneurship Practicum (3).**S.

The purpose of this course is for students to put into practice what they have learned about entrepreneurship through consulting engagement with practicing entrepreneurs. Students will have the opportunity to gain new insights into entrepreneurship and develop their entrepreneurial skills through real world experiences with actual entrepreneurs. Working in the field, each team will be assigned to an entrepreneurial organization on a specific project. Projects will address complex problems and will be closely supervised by the instructor and entrepreneur. Prerequisites: MGT 3060 and MGT 4650 (which may be taken concurrently).

**MGT 4700. Contemporary Issues in Management and Leadership (3).**F;S.

This course is designed to explore theories and practical applications of management and leadership in organizational settings. The major emphasis is on building the managerial and leadership skills necessary to diagnose and provide remedies for organizational level problems. Subjects covered include: management, leadership, strategic vision, organizational culture and values, motivation and empowerment, teams, leading diversity, and leading organizational change. Prerequisite: MGT 3630 or MGT 3010. [Dual-listed with MGT 5700.]

**MGT 4750. Strategic Management (3).**F;S.

Integrates and draws upon knowledge gained in the core business disciplines to develop a holistic perspective of organizations competing in dynamic external environments. The course engages students in understanding how organizations identify and create new opportunities to sustain a competitive advantage. Emphasis on acquiring and demonstrating analytical skills needed to implement successful strategies. Prerequisites: all College of Business core courses and final semester senior status. (This course may not be taken on an individual study basis.) (WRITING; SPEAKING; CROSS-DISCIPLINARY)

**MGT 4760. International Strategic Management (3).**F;S.\*

A study of the corporation as an integrated system within a global context through the use of a text, readings, and cases to develop integrative global decision skills. Prerequisites: all College of Business core courses along with a major or minor in International Business, final semester senior status, and completion of at least two (2) International Business courses. (WRITING; SPEAKING; CROSS-DISCIPLINARY) (\*Note: *This course is NOT offered in the Summer terms. Students who will complete all requirements for graduation in the Summer need to take this course in the preceding Spring term.*)

**MGT 4770. Social Responsibilities of Management (3).**F;S.

A study of the economic, legal, political, and social environment within which business process takes place; how such environment

affects the decisions managers must make. Prerequisite: MGT 3630 or MGT 3010. (SPEAKING) [Dual-listed with MGT 5770.]

**MGT 4810. Seminar** (1–3). On Demand.

## Health Care Management (HCM)

*Susan D. Roggenkamp, Director*

**The Bachelor of Science in Business Administration degree in Health Care Management (328A/51.0701)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). MAT 1030 should be selected as the math course and ECO 2030 should be selected as one of the social sciences.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business
4. The following 24 semester hours of required courses for the health care management major:

**Required Courses** (24 semester hours)

- HCM 3110 Health Care Organization and Administration
- HCM 3130 Managing Health Care Organizations
- HCM 3580 Health Services Program Evaluation and Research
- HCM 3900 Internship in Health Care Management
- HCM 4570 Health Care Financing
- HCM 4910/LAW 4910 Health Law
- HCM 4950 Seminar in Health Care Management

5. Three semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010. Suggested electives include, but are not limited to the following courses in the Department of Management:
  - MGT 3060 Understanding Entrepreneurship
  - MGT 3620 Human Resource Management
  - MGT 4700 Contemporary Issues in Management and Leadership
  - MGT 4770 Social Responsibilities of Management
  - HCM 4550 Health Care Policy
  - HCM 4560 Managed Care
6. Twelve semester hours of free electives, six of which must be outside of the COB and six of which must be 3000/4000 level in or out of the COB. Other academic departments outside the College of Business offer courses that closely complement the health care management major and are appropriate for elective courses. These are found especially in the Departments of Sociology and Social Work; Health, Leisure and Exercise Science; Psychology; and Biology.
7. Completion of all GPA and residency requirements for graduation

### Undergraduate Minor in Health Care Management (328/51.0701)

A minor in Health Care Management (HCM) for non-business majors may be obtained by completing 18 semester hours of coursework from the following list. A minimum GPA of 2.0 is required for all coursework completed.

- ACC 1100 Principles of Accounting I .....3 s.h.
- ECO 2030 Principles of Economics—Price Theory .....3 s.h.
- HCM 3110 Health Care Organization and Administration.....3 s.h.
- HCM 3130 Managing Health Care Organizations .....3 s.h.
- Electives (6 semester hours):
  - One HCM course at the 3000/4000 level\* .....3 s.h.
  - One approved COB course at the 3000/4000 level .....3 s.h.

*\*HCM 3900 (Internship) is a 6 s.h. course, but only 3 of these semester hours may be applied to the HCM minor. An additional HCM course may be taken for the COB elective.*

It is strongly recommended that ACC 1100 and ECO 2030 be completed during the sophomore year. ECO 2030 may also be used as a social science credit for the core curriculum requirements. Courses at the 3000 and 4000 level should be taken in the junior and senior years after the student has been admitted to one of the degree-granting colleges. It is strongly recommended that students choosing an HCM minor receive advising assistance from HCM faculty in selecting elective courses.

## Courses of Instruction in Health Care Management (HCM)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES:** Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## HEALTH CARE MANAGEMENT (HCM)

**HCM 1530–1549. Selected Topics** (1–4). On Demand.

**HCM 2530–2549. Selected Topics** (1–4). On Demand.

**HCM 3110. Health Care Organization & Administration** (3).F;S.

This course shall focus on the organization and administration of health care services in the U.S. with occasional reference to foreign service systems. The course will examine health system structure and administration at the Federal, state and local level and will also differentiate between public and private sector health care efforts. The course, in addition, is designed to provide an elementary understanding of the various forces which shape the health care system and those issues of relevance to the future of health care.

**HCM 3130. Managing Health Care Organizations** (3).F;S.

This course shall focus on the structure and function of various health care organizations that make up the US health care system. Specific attention is paid to the unique environmental, financial and ethical challenges faced by health care managers, in addition to the unique aspect of managing various health care professionals. The course instructs students on the attributes of key health delivery organizations, namely hospitals and integrated delivery systems; ambulatory care; managed care organizations; and, other health delivery and support organizations. Prerequisite: HCM 3110 or concurrent with HCM 3110, or permission of the instructor.

**HCM 3500. Independent Study** (1–4).F;S.

**HCM 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**HCM 3530–3549. Selected Topics** (1–4). On Demand.

**HCM 3580. Health Services Program Evaluation and Research** (3).S.

This course shall involve an overview of the fundamentals of health services program evaluation and research. Included are the techniques of program evaluation and an overview of the wide variety of methodological approaches currently being taken within the field of health services research to study and understand fundamental health care issues and problems. Prerequisites: ECO 2200 and HCM 3110 or permission of the instructor. (WRITING)

**HCM 3900. Internship** (6).SS.

A full-time work experience in health care management and limited to College of Business majors. Six semester hours are granted for a 10- week internship during the summer in a health care facility, service or program. Prerequisite: admission to the Walker College of Business and permission of the departmental chair and the internship coordinator. Additional prerequisites for health care management majors include: HCM 3110 and HCM 3130. Graded on an S/U basis.

**HCM 4500. Independent Study** (1–4).F;S.

**HCM 4510. Senior Honors Thesis** (3). On Demand.

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**HCM 4530-4549. Selected Topics (1-4).** On Demand.

Prerequisite: HCM 3110, or permission of the instructor. [Dual-listed with HCM 5530-5549.]

**HCM 4550. Health Care Policy (3).** On Demand.

The course will examine the process by which health care policy is proposed, formulated, implemented and modified. The political process and the role of constituencies to the health policy-making process will be examined. Specific examples of major health policy issues will be drawn from federal and state sectors and will focus on personnel, financing and health care program development. Specific critical policy issues will be examined through case studies. Prerequisite: HCM 3110 or permission of the instructor. [Dual-listed with HCM 5550.]

**HCM 4560. Managed Care (3).** On Demand.

This course describes the basic concepts and incentives of risk as applied to health insurance. The principles of third party payment and health insurance in the form of managed care are explained in detail. The course emphasizes how health care managers interact with managed care organizations to include contract negotiations, utilization review and reimbursement management. Prerequisite: HCM 3110 or permission of the instructor. [Dual-listed with HCM 5560.]

**HCM 4570. Health Care Financing (3).**F.

This course focuses on a variety of public and private third party mechanisms for financing health care services. A review shall be made of the various trends and constraints associated with each mechanism. Particular attention shall be paid to the role of private health insurance and government reimbursement mechanisms for health services. Prerequisites: HCM 3110, HCM 3130, FIN 3680, or permission of the instructor. [Dual-listed with HCM 5570.]

**HCM 4910. Health Law (3).**S.

This course is designed to provide students with a background in law as applied to health care organizations and health professionals. Particular emphasis is placed on the basis of liability of public and private hospitals, other health care service organizations, and health care personnel. Other topics include contracts, torts, duties, and administrative agency regulations unique to health care services organizations. Prerequisite: HCM 3110 or permission of the instructor. (Same as LAW 4910.)

**HCM 4950. Seminar in Health Care Management (3).**F;S.

This is a capstone course that integrates all COB core and HCM course material through case and scenario analyses. The course will require students to apply concepts of accounting, financial management, marketing, business planning, operations management and strategic management specifically to the unique environmental, regulatory, legal, ethical and professional demands of the health care industry. Prerequisites: HCM 3110, HCM 3130 and final semester senior status, or permission of the instructor. (WRITING; SPEAKING) [Dual-listed with HCM 5950.]

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## Hospitality and Tourism Management (HOS)

*Michael R. Evans, Director*

**The Bachelor of Science in Business Administration degree in Hospitality and Tourism Management (371A/52.0901)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). MAT 1030 should be selected as the math course and ECO 2030 should be selected as one of the social sciences.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business
4. The following 24 semester hours of required courses for the hospitality and tourism management major:

**Required Courses (24 semester hours)**

- HOS 2000 Survey of the Hospitality and Tourism Industry
- MGT 3620 Human Resource Management
- HOS 3700 Hospitality Management Operations I
- HOS 3800 Hospitality Management Operations II
- HOS 3900 Hospitality Management Internship
- HOS 4040 Destination Management
- HOS 4050 Meeting & Convention Management

Major Electives (6 semester hours)—choose two of the following:

- FCS 1202\* Basic Food Science
- FCS 2204\* Quantity Food Production
- R M 4450\*\* Seminar in Tourism Development
- MKT 3220\*\* Sales Management
- MKT 3240\*\* Integrated Marketing Communications
- MGT 3060\*\* Understanding Entrepreneurship

\*Suggested for hospitality industry career focus: FCS 1202, FCS 2204, or MGT 3060.

\*\*Suggested for tourism industry career focus: RM 4450, MKT 3220, or MKT 3240.

5. Three semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010
6. Six semester hours of free electives, all of which must be outside of the COB (any level)
7. Completion of all GPA and residency requirements for graduation

## Courses of Instruction in Hospitality Management (HOS)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES:** Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## HOSPITALITY MANAGEMENT (HOS)

**HOS 1530-1549. Selected Topics** (1-4). On Demand.

**HOS 2000. Survey of the Hospitality and Tourism Industry** (3).F;S.

A survey of the history, trends, organizational structure, and economic impact of the hospitality and tourism industry on the national economy. Some study of the problems originating in the operation and management of various segments of the hospitality industry will be introduced.

**HOS 2530-2549. Selected Topics** (1-4). On Demand.

**HOS 3500. Independent Study** (1-3).F;S.

**HOS 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**HOS 3700. Hospitality Management Operations I** (3).F.

This course involves the concepts and applications of management in food and beverage operations in various types of hospitality firms. Topics such as menu development, beverage management, catering, service, sanitation, foodservice design, and cost controls will be presented. Management approaches will be developed to provide quality products and services. Prerequisite: HOS 2000.

**HOS 3800. Hospitality Management Operations II** (3).S.

This course is designed to provide the student with knowledge of lodging operations, which include hotels, cruise ships, and resorts. Lodging operations will be analyzed from a systems perspective, with particular focus on operational standards, and technology. Case studies will be presented to illustrate issues and problems of operations and functional areas of properties such as marketing, rooms division, engineering, accounting, computer applications, and guest security. Prerequisite: HOS 2000. (WRITING)

**HOS 3900. Hospitality Management Internship** (6).F;S.

A structured learning experience in a service corporation, designed to prepare the student intern for a professional management career. Ten weeks full-time employment (400 hours) are required. No additional courses may be scheduled while completing an

internship. Should be taken during the summer term between the junior and senior years and not during the final semester term of study. Students desiring to take internships must obtain approval in advance from the faculty advisor. A research or topical paper related to the company will be required. Each student will be evaluated on her/his completion of goals previously set by the student, faculty advisor, and company field supervisor. Prerequisites: HOS 2000 and permission of faculty advisors, and a minimum of 9 hours completed in the major. Graded on an S/U basis.

**HOS 4040. Destination Management (3).S.**

The course will introduce the various issues associated with the management of a convention visitors bureau (CVB). The course will analyze the mission, structure, and business activities of organizations that develop and promote a complex tourism destination. This includes the management functions of membership services, visitor services, financial and marketing concerns, research activities, and the strategic planning and evaluation of these efforts. Topics covered will include developing the following consumer segments; meetings/conventions, pleasure/tours, and festivals/special events. Students will be required to give two class presentations during the semester on the above topics.

**HOS 4050. Meeting & Convention Management (3).F.**

A course dealing with the many issues impacting the management of large convention and exposition centers. The course is taught from an organizational marketing base. Topics include meeting site selection, program planning and budgeting, legal issues and insurance problems, housing, food and beverage arrangements, transportation, exposition management, and audio-visual services. (SPEAKING)

**HOS 4500. Independent Study (1-4).F;S.**

**HOS 4510. Senior Honors Thesis (3). On Demand.**

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**HOS 4530-4549. Selected Topics (1-4). On Demand.**

## Department of Marketing (MKT)

*Unal O. Boya, Chair*

*Alicia T. Aldridge  
Bidisha Burman  
Steve W. Clopton  
Neel Das*

*Michael J. Dotson  
Bonnie S. Guy  
Jennifer Nevins Henson  
Eva M. Hyatt*

*Robert E. McMahon  
Larry Lei Shi  
James E. Stoddard*

The objective of the Department of Marketing is to develop responsible and successful business leaders by providing undergraduate and graduate education in the field of marketing.

**The Bachelor of Science in Business Administration degree in Marketing (352A/52.1401)** may be obtained by completing 122 semester hours as follows:

1. Completion of the University Core Curriculum Requirements and special designator requirements outlined in the Core Curriculum section (44 semester hours, 3 of which also count in the lower level business core). MAT 1030 should be selected as the math course and ECO 2030 should be selected as one of the social sciences.
2. All College of Business core courses:
  - A 2.0 GPA in the 18 semester hours of lower level core courses which includes ACC 1100 and ACC 2110, ECO 2030 (counts as a social science in the Core Curriculum), ECO 2040 and ECO 2100 and LAW 2150.
  - The 24 semester hours of additional core courses includes ENG 3100 or BE 3340, CIS 3050, ECO 2200, FIN 3680, MGT 3630, MKT 3050, POM 3650 and MGT 4750.
3. Completion of all COB admission requirements as outlined in the general information section of the College of Business
4. A 2.0 GPA in the following 18 semester hours of required marketing courses:

**Required Courses** (15 semester hours)

- MKT 3220 Sales Management
- MKT 3240 Integrated Marketing Communications
- MKT 3260 Managing Distribution Channels
- MKT 4610 Consumer Behavior
- MKT 4620 Marketing Research

**Marketing Elective** (3 semester hours)—select one of the following:

- MKT 3052 Professional Selling
- MKT 3210 Retail Management
- MKT 3230 Business-to-Business Marketing
- MKT 3530–3549 Selected Topics
- MKT 3900\* Internship
- MKT 4100 Marketing Management
- MKT 4530–4549 Selected topics
- MKT 4550 International Marketing

5. Nine semester hours of COB electives at the 3000/4000 level excluding MGT 3010 and FIN 3010  
*\*If MKT 3900 is selected as the marketing elective, the extra hour can be used to cover some of the hours required for the COB electives.*
6. Twelve semester hours of free electives, six of which must be outside of the COB and six of which must be 3000/4000 level in or out of the COB
7. Completion of all GPA and residency requirements for graduation

**Undergraduate Minor in Marketing (352/52.1401)**

A minor in Marketing for non-business majors may be obtained by completing the following 18 hours of requirements with a minimum overall GPA of 2.0 over the courses used to meet minor requirements:

1. Required courses:
  - ECO 2030 Principles of Economics—Price Theory ..... 3 s.h.
  - ACC 1100 Principles of Accounting I ..... 3 s.h.
  - MKT 3050 Principles of Marketing ..... 3 s.h.
2. Three marketing elective courses taken from the following: (9 semester hours)
  - MKT 3052 Professional Selling
  - MKT 3210 Retail Management
  - MKT 3220 Sales Management
  - MKT 3230 Business-to-Business Marketing
  - MKT 3240 Integrated Marketing Communications
  - MKT 3260 Managing Distribution Channels

MKT 3530-4549 Selected Topics  
MKT 3900 Internship\*  
MKT 4530-4549 Selected Topics  
MKT 4550 International Marketing  
MKT 4610 Consumer Behavior  
MKT 4620 Marketing Research

Total hours for the minor in marketing 18 s.h.

*\*MKT 3900 Internship is a 6 s.h. course, but only 3 of these semester hours may apply to meeting the requirements for the minor.*

It should be noted that ECO 2030, Principles of Economics—Price Theory can also count for social science credit in core curriculum requirements. It is strongly recommended that the 2000 level courses be completed in the sophomore year. The courses at the 3000 and 4000 level should be taken in the junior or senior year after the student has been admitted to one of the degree-granting colleges.

## Courses of Instruction in Marketing (MKT)

This catalog reflects fall and spring semester offerings. Go to [www.summerschool.appstate.edu](http://www.summerschool.appstate.edu) for courses offered in summer terms. (For an explanation of the prefixes used in the following courses, see the listing of [Course Prefixes](#).)

**SPECIAL NOTE ABOUT ENROLLMENT IN UPPER LEVEL BUSINESS CLASSES:** Enrollment by undergraduates in 3000 and 4000 level courses in the College of Business is limited to students admitted to the College of Business, except for the following courses: CIS 3050, FIN 3680, MGT 3630, MKT 3050, POM 3650, and, for non-business majors only, FIN 3010 and MGT 3010.

Non-business majors will be allowed to enroll in other 3000 and 4000 level College of Business courses that are required by their non-business major, a required concentration, or a required minor. Non-business majors can request permits for required business courses not listed above in the College of Business Advising Center in 2126 Raley Hall.

To enroll in any 3000 or 4000 level course in the College of Business, including those listed above, students must have a cumulative GPA of at least 2.0 and must have completed all course prerequisites. Only juniors or seniors may enroll in 3000 level courses and only seniors may enroll in 4000 level courses.

## MARKETING (MKT)

**MKT 1530–1549. Selected Topics** (1–4). On Demand.

**MKT 2500. Independent Study** (1–4).F;S.

**MKT 2530–2549. Selected Topics** (1–4). On Demand.

**MKT 3050. Principles of Marketing** (3).F;S.

An introductory study of the marketing process in advanced market economies. Consideration of psychological theories and determinants of buyer behavior. A background in the elements of the marketing mix; the product distribution structure, the price system, and promotional activities. Survey of marketing in special fields. Planning and evaluating the marketing effort. Using computers to analyze marketing data; quantitative aspects of the marketing function. Prerequisite: ECO 2030.

**MKT 3052. Professional Selling** (3).F;S.

Focus is on the development of selling skills, from prospecting for new customers to making a sales presentation, closing the sale and following up, as well as the development of an understanding of the economic and psychological buying motivations affecting the sales of industrial and consumer goods and services. The course will also include the application of a sales force automation software to facilitate the selling process, and to increase retention of existing customers. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0). (SPEAKING)

**MKT 3210. Retail Management** (3).F;S. On Demand.

Focus is on operational problems, retail store organization, location analysis, buying, selling, sales promotion, service, and merchandise handling. Case analysis of managerial problems in retailing establishments. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3220. Sales Management** (3).F;S.

Management of sales force. Quantitative techniques and behavioral research applied to planning, organizing, directing, and controlling

field sales effort. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0). (SPEAKING)

**MKT 3230. Business-to-Business Marketing** (3).F;S. On Demand.

A study of the distinguishing features of the business marketing environment including the major types of customers, the nature of the procurement function, and forces that drive buying decisions in organizations. Other topics include customer relationship management strategies for business markets, E-commerce strategies for business markets, supply chain management and global business marketing strategies. In addition, techniques for assessing business market opportunities, market segmentation, demand analysis and sales forecasting will be reviewed. Also included will be the planning, implementation and control of the business marketing function. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3240. Integrated Marketing Communications** (3).F;S.

Intensive investigation of the field of advertising to include a review of the history and the economics of advertising, research, copy, layout, production, budgeting, and advertising organization. Theory and application are stressed. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0). (WRITING)

**MKT 3260. Managing Distribution Channels** (3).F;S.

The study of distribution as a strategic tool in the marketing mix. The course focuses on the relationship dimensions of channel structure, evaluation and selection of channel participants, behavioral processes, design challenges, functions of leadership, formulation of channel roles, marketing logistics and electronic channels. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0). (WRITING)

**MKT 3500. Independent Study** (1–4).F;S.

**MKT 3520. Instructional Assistance** (1).F;S.

A supervised experience in the instructional process on the university level through direct participation in the classroom situation. Graded on an S/U basis. May be repeated for a total credit of three semester hours.

**MKT 3530–3549. Selected Topics** (1–4). On Demand.

Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 3900. Internship** (6).SS.

A full-time work experience in business normally done in the summer. Six semester hours are granted. Prerequisite: admission to a degree granting college; MKT 3050 with a minimum grade of "C" (2.0), and permission of the departmental chair and the internship coordinator. Graded on an S/U basis.

**MKT 4100. Marketing Management** (3).F;S. On Demand.

An integrated course in marketing, systematically oriented with emphasis on the marketing mix, the formulation of competitive strategies, and special attention to market analysis, marketing information, and sales forecasting. Case analysis is stressed. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0).

**MKT 4500. Independent Study** (1–4).F;S.

**MKT 4510. Senior Honors Thesis** (3). On Demand.

Independent study and research project directed by departmental faculty advisor on a topic of mutual interest to both student and advisor. The thesis should be completed during the senior year as a final requirement for graduation with honors in business and includes a formal presentation to the college faculty.

**MKT 4530–4549. Selected Topics** (1–4). On Demand.

**MKT 4550. International Marketing** (3).F;S.

An analysis of cultural, legal, political, and economic factors affecting marketing in world markets. Emphasis is placed upon the differences in life styles, beliefs, attitudes, behaviors, and their influence upon the marketing decisions of the foreign firm. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0). (MULTI-CULTURAL)

**MKT 4610. Consumer Behavior** (3).F;S.

An examination of the psychological, sociological, and economic theories of buyer behavior. This is followed by analysis of the major current and classical empirical research studies designed to test the different theories of buyer behavior. Prerequisite: MKT 3050 with a minimum grade of "C" (2.0). (MULTI-CULTURAL; CROSS-DISCIPLINARY)

**MKT 4620. Marketing Research** (3).F;S.

Techniques involved in the specification, collection, analysis, and reporting of marketing information. The analysis will include

experimental design, analysis of variance, and other univariate and multivariate analyses. Prerequisites: MKT 3050 with a minimum grade of "C" (2.0), ECO 2200, and senior standing. (WRITING; NUMERICAL DATA) (ND Prerequisite: passing the math placement test or successful completion of MAT 0010.)

**MKT 4810. Seminar** (1–3). On Demand.