MISSION
Through its undergraduate and graduate programs the Department of Business Administration prepares students for the challenge of Christian service in for-profit or not-for-profit organizations, recognizing that academic excellence is best pursued through the development of the whole person, and is built on a solid foundation of ethics and cross-cultural respect.

AIMS OF THE UNDERGRADUATE BUSINESS PROGRAMS
AU1. Maintain a curriculum that provides students with the necessary knowledge for successful work experience in today’s business environment and graduate studies.

AU2. Promote student’s awareness of free enterprise with an international orientation within a framework of moral and ethical guidelines.

AU3. Enrich the learning-teaching experience by fostering access to and utilization of appropriate learning resources.

AU4. Promote faculty and student’s involvement in community activities.

GRADUATE PROGRAM, MBA
See Graduate Bulletin.

PROGRAMS OFFERED
Bachelor of Business Administration (BBA)
With concentration in: Accounting, Business Administration, International Business, Management, Marketing.

Bachelor of Science (BS)

The above BBA and BS degrees are composite majors and do not require a minor.

Associate of Science (AS)
With major in: Office Technology

Minors
Accounting, Business Administration, Office Systems Administration

DEGREE REQUIREMENTS
Business Core Courses
Required of all BBA and BS in Management students.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACCT 211, 212</td>
<td>Accounting Principles I, II</td>
<td>8</td>
</tr>
<tr>
<td>BUAD 211</td>
<td>Profiles of Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 301</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 302</td>
<td>Advanced Software Applications</td>
<td>3</td>
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<tr>
<td>BUAD 311, 312</td>
<td>Business Law I, II</td>
<td>6</td>
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<tr>
<td>BUAD 321</td>
<td>Business Finance</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 350</td>
<td>Ethics and Business Social Responsibility</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 472</td>
<td>Business Policies and Strategies</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 496</td>
<td>Senior Business Seminar</td>
<td>1</td>
</tr>
<tr>
<td>ECON 211</td>
<td>Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 212</td>
<td>Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 343</td>
<td>Principles of Marketing</td>
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</table>

TOTAL Business Core 42

BBA Cognate Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 236*</td>
<td>Applied Mathematics for Business</td>
<td>3</td>
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</table>

BBA/BS Cognate Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 115</td>
<td>Discussion Techniques</td>
<td>3</td>
</tr>
<tr>
<td>CSIS 102</td>
<td>Microcomputer Literacy</td>
<td>3</td>
</tr>
<tr>
<td>MATH 241*</td>
<td>Intro. to Probability and Statistics</td>
<td>3</td>
</tr>
<tr>
<td>OFIS 100**</td>
<td>Micro Keyboarding</td>
<td>1</td>
</tr>
</tbody>
</table>

TOTAL 10

*MATH 110 is a prerequisite for MATH 236 and MATH 241.

**Students who took keyboarding in high school or who can otherwise present documentation attesting that they possess required skills will be exempted.

Portfolio
Each senior student will develop a portfolio of the work that they have done. The portfolio needs to include examples of the student’s work, covering the following areas: writing skills, group projects, quantitative analysis, problem solving, and community projects and or service.

Two professors according to the following scale will evaluate the portfolio: extremely good, very good, good, average, below average, poor.

Area of Concentration or Major
See following pages.
REQUIREMENT BY CONCENTRATION

ACCOUNTING, B.B.A.

Numerous career choices are available to accounting graduates, including working in not-for-profit accounting (for the Seventh-day Adventist denomination or other not-for-profit entities), public accounting, industry (ranging from small businesses to large corporations), and governmental accounting. To accommodate the different requirements of these and other possible accounting careers, the accounting curriculum has two separate tracks.

Four-Year Track

The four-year track is designed for students who do not intend to take the national Certified Public Accounting (CPA) examination for CPA certification. Students graduating with this degree would have the ability to pursue different accounting careers, except public accounting. National certifications include Certified Managerial Accountant (CMA), Certified Internal Auditor (CIA), and Certified Fraud Examiner (CFA). Program requirements include the following:

- ACCT 315, 316: Intermediate Accounting ......................... 8
- ACCT Electives* .................................................... 15
- TOTAL .................................................................... 23

*Electives to be selected from the following courses:
- ACCT 317: Cost Accounting ........................................ 3
- ACCT 318: Federal Income Taxes .............................. 4
- ACCT 319: Fund Accounting .................................... 3
- ACCT 412: Auditing ................................................. 3
- ACCT 415: Advanced Accounting ............................. 3
- ACCT 417: Accounting Information Systems .......... 3
- ACCT 492: Accounting Internship ......................... 3

Five-Year Track

The five-year track is designed for students who intend to take the national Certified Public Accounting (CPA) examination for CPA certification. Students graduating with this degree would have the ability to pursue different accounting careers, except public accounting. National certifications include Certified Managerial Accountant (CMA), Certified Internal Auditor (CIA), and Certified Fraud Examiner (CFA). Program requirements include the following:

- ACCT 315, 316: Intermediate Accounting ......................... 8
- ACCT 317: Cost Accounting ........................................ 3
- ACCT 318: Federal Income Taxes .............................. 4
- ACCT 319: Fund Accounting .................................... 3
- ACCT 412: Auditing ................................................. 3
- ACCT 415: Advanced Accounting ............................. 3
- ACCT 417: Accounting Information Systems .......... 3
- TOTAL .................................................................... 27

BUSINESS ADMINISTRATION, B.B.A.

The business administration degree assists the individual needing a college degree for continual personal growth and professional promotions. Basic business skills are mastered and additional courses are selected to assist with career growth, development, and advancement.

Business Administration Concentration:

- ACCT, BUAD, or MKTG electives........................................ 12
- ACCT, BUAD, or MKTG upper division electives .............. 9
- TOTAL .................................................................... 21

INTERNATIONAL BUSINESS, B.B.A.

International business is the current growth area for most organizations: large and small firms, not-for-profit organizations, and the public sector. Students wishing to maximize both their career options and their promotional opportunities in management, marketing, and finance while enjoying the opportunities of travel and cross-cultural activities will find that the more familiar they are with the international arena of business the more likely they will find career satisfaction.

International Business Concentration:

- BUAD 451: International Business .............................. 3
- BUAD 452: International Finance .............................. 3
- BUAD 453: Cross-Cultural Studies and Communication .... 3
- BUAD 492: Business Internship or Intermediate-Level Language ........................................ 6
- HIST/GEOG 312: Historical and Political Geography .... 3
- Elective .................................................................... 3
- TOTAL .................................................................... 21

Elective to be selected from the following courses:

- BUAD 381: Small Business Management ...................... 3
- BUAD 423: Organizational Behavior ............................ 3
MANAGEMENT, B.B.A.
This concentration provides education and training in theoretical and applied management principles and functions for students desiring a management career in for-profit, not-for-profit, and governmental entities.

Management Concentration:
BUAD 317 Business Communications ........................................... 3
BUAD 372 Human Resource Management .................................... 3
BUAD 423 Organizational Behavior ............................................. 3
BUAD 466 Production and Operations Management ..................... 3
Electives* ................................................................................. 9
TOTAL 21

*Electives to be selected from the following courses:
ACCT 317 Cost Accounting .................................................... 3
ACCT 318 Federal Income Taxes ................................................ 4
ACCT 417 Accounting Information Systems .............................. 3
BUAD 381 Small Business Management .................................... 3
BUAD 450 Project Management ................................................ 3
BUAD 451 International Business .............................................. 3
BUAD 452 International Finance .............................................. 3
BUAD 453 Cross-Cultural Studies and Communication ............ 3
BUAD 492 Business Internship ................................................ 3
MKTG 303 E-Commerce and Web Site Design ......................... 3
MKTG 343 Principles of Marketing ........................................... 3
BUAD 496 Senior Business Seminar ........................................... 3
Electives* ................................................................................. 9
TOTAL 21

MARKETING, B.B.A.
The marketing concentration within the BBA prepares students for the marketing challenges of the new millennium. Computer technology is revolutionizing the traditional strategies used by organizations to market and sell their products and services. Students completing this academic option will be prepared for job opportunities in sales, retailing, advertising, and marketing with organizations integrating electronic technology to serve their customers.

Marketing:
MKTG 303 E-Commerce & Web Site Design ................................ 3
MKTG 350 Consumer Behavior ................................................. 3
MKTG 351 Advertising .............................................................. 3
MKTG 402 E-Commerce Environment ...................................... 3
MKTG 443 Marketing Research ................................................ 3
BUAD 450 Project Management ................................................ 3
Electives* ................................................................................. 9
TOTAL 21

*Electives to be selected from the following courses:
BUAD 372 Human Resource Management ................................ 3
BUAD 451 International Business .............................................. 3
BUAD 453 Cross-Cultural Studies and Communication ............ 3
MKTG 241 Public Relations ....................................................... 3
MKTG 492 Marketing Internship ............................................... 3

MANAGEMENT, B.S.
This degree provides students some flexibility for enriching their managerial training. It prepares graduates for managerial careers in for-profit, not-for-profit, and governmental entities, as well as for entrepreneurial endeavors.

Major Courses:
BUAD 317 Business Communications ........................................... 3
BUAD 372 Human Resource Management .................................... 3
BUAD 423 Organizational Behavior ............................................. 3
ACCT or BUAD Elective ............................................................. 2
TOTAL 12

Cognate Courses:
MATH 241* Intro. to Prob. and Statistics ...................................... 3
OFIS 102 Microcomputer Literacy .............................................. 1
COMM 115 Discussion Techniques ............................................. 3
CSIS 102 Microcomputer Literacy .............................................. 3

* MATH 110 or a MAP score of 4 or 5 is prerequisite for MATH 241.
**Students who took keyboarding in high school or who can otherwise present documentation attesting that they possess required skills will be exempted.

TEACHING CERTIFICATION PROGRAM
The following business major is for teaching certification only. Requirements for certification are listed in the Education section of this bulletin.

You must make formal application for admittance to the Teacher Education Program. Applications are available at the Education Department office.

Business, B.S. - Secondary Teaching Area
Option III
The student must meet the requirement for B.S. degree in Business.

MKTG 303 E-Commerce & Web Site Design ................................ 3
MKTG 350 Consumer Behavior ................................................. 3
MKTG 351 Advertising .............................................................. 3
MKTG 402 E-Commerce Environment ...................................... 3
MKTG 443 Marketing Research ................................................ 3
BUAD 450 Project Management ................................................ 3
Electives* ................................................................................. 9
TOTAL 21

*Electives to be selected from the following courses:
BUAD 372 Human Resource Management ................................ 3
BUAD 451 International Business .............................................. 3
BUAD 453 Cross-Cultural Studies and Communication ............ 3
MKTG 241 Public Relations ....................................................... 3
MKTG 492 Marketing Internship ............................................... 3
MATH 236* Applied Mathematics for Business ....................... 3
MATH 241* Intro. to Prob. and Statistics ...................................... 3
BUAD 450 Project Management ................................................ 3
Electives* ................................................................................. 9
TOTAL 21

* MATH 110 is prerequisite for MATH 236.
BUSINESS ADMINISTRATION

DOUBLE MAJOR IN BUSINESS ADMINISTRATION AND COMPUTER INFORMATION SYSTEMS, B.S.

This program is open only to students seeking a double major in Business Administration and Computer Information Systems. Students who wish to pursue this program must make formal application both to the Department of Business Administration and the Department of Computer Science.

Business Administration Courses:
ACCT 211, 212 Accounting Principles I, II ........................................ 8
BUAD 211 Profiles of Entrepreneurship ............................................. 3
BUAD 301 Principles of Management .................................................. 3
BUAD 311, 312 Business Law I, II ..................................................... 6
BUAD 321 Business Finance ............................................................. 3
BUAD 350 Ethics and Business Social Responsibility ................................ 3
BUAD 496 Senior Business Seminar .................................................. 1
ECON 211 Macroeconomics ............................................................ 3
MKTG 343 Principles of Marketing ..................................................... 3
MKTG 402 E-Commerce Environment ............................................... 3
TOTAL 36

Computer Information Systems Courses:
CSIS 110, 111 Principles of Computer Programming I, II ....................... 6
CSIS 125 Discrete Structures I ........................................................... 3
CSIS 215 Object-Oriented Programming C++ ................................. 3
CSIS 245 Introduction to LAN Technology ........................................ 4
CSIS 303 E-Commerce and Web Site Design ...................................... 3
CSIS 310 Assembler Programming and Machine Organization .............. 3
CSIS 315 Application Development for Event-Driven GUI Applications ... 3
CSIS 320 Data Structures & Algorithms ............................................ 3
CSIS 360 Operating Systems ............................................................ 3
CSIS 445 Internetwork Architectures ................................................ 3
CSIS 450 Principles of Database Design ............................................ 3
CSIS 490 Software Engineering ....................................................... 3
TOTAL 40

Required Cognates:
MATH 241 Statistics ........................................................................ 3
MATH 236 Applied Mathematics for Business .................................... 3
COMM 115 Discussion Techniques ..................................................... 2
TOTAL 9

General Education and Elective Courses: ............................................ 44

GRAND TOTAL 129

OFFICE TECHNOLOGY, A.S.

This degree provides the student with an in-depth background in the software aspect of computer and office systems and an understanding of how to apply this knowledge in the automated office environment.

Core Courses:
BUAD 302 Advanced Software Applications ....................................... 3
BUAD 317 Business Communication .................................................. 3
BUAD 496 Senior Business Seminar .................................................. 1
CSIS 102 Microcomputer Literacy and Application ............................... 3
CSIS 303 E-Commerce and Web Site Design ...................................... 3
OFIS 100 Microkeyboarding .............................................................. 1
OFIS 385 Office Systems Technology .................................................. 4
OFIS 123 Document Production ......................................................... 4
OFIS 272 Administrative Records and Procedures ............................... 4
OFIS 388 Office Systems Training and Management ............................ 4
OFIS Electives ............................................................................... 2
TOTAL 32

Recommended Electives:
ACCT 211 Accounting Principles ....................................................... 3
BUAD 201 Personal Finance ............................................................... 3
BUAD 211 Profiles of Entrepreneurship .............................................. 3
OFIS 291 Selected Topics (Digital Imaging/Paint Shop/Front Page) ....... 2

COURSE REQUIREMENTS BY MINOR

Minor: Accounting
ACCT 211, 212 Accounting Principles .............................................. 8
ACCT 315, 316 Intermediate Accounting I, II .................................. 8
ACCT Electives (upper division) ....................................................... 4
TOTAL 20

Minor: Business Administration
ACCT 211, 212 Accounting Principles I, II .................................... 8
ECON 211 Macroeconomics ............................................................. 3
BUAD 301 Principles of Management .............................................. 3
BUAD Electives (upper division) ................................................. 6
TOTAL 20

Minor: Office Systems Administration
BUAD 302 Advanced Software Applications ..................................... 3
CSIS 102 Microcomputer Literacy and Application ............................ 3
MKTG 303 E-Commerce and Web Site Design .................................. 3
OFIS 100 Microkeyboarding .............................................................. 1
OFIS 272 Administrative Records and Procedures ............................. 4
OFIS 385 Office Systems Technology .................................................. 4
OFIS Electives ............................................................................... 2
TOTAL 20
ACCOUNTING COURSES

ACCT 211 Accounting Principles I 4 hours
Nature of accounting data and its use in business, fundamental procedures and records, operating cycle, preparation of financial statements, measurement of income and assets. 4 Lec 1 Lab (Fall)

ACCT 212 Accounting Principles II 4 hours
Prerequisite: ACCT 211
Accounting procedures and practices in partnerships and corporations, development of accounting data for use in management decisions, financial statement analysis, cash flow, income tax. 4 Lec 1 Lab (Spring)

ACCT 315 Intermediate Accounting I 4 hours
Prerequisite: ACCT 212
An in-depth study of the theory and techniques of financial accounting, including an accounting conceptual framework, a review of the accounting process and financial statement presentation, liabilities, and accounting concerns and standards relating to both current and noncurrent assets. (Fall)

ACCT 316 Intermediate Accounting II 4 hours
Prerequisite: ACCT 315
A continuation of ACCT 315 emphasizing the application of accounting theory and standards to liabilities, equity, revenue recognition, leases, post-retirement benefits, income taxes, financial analysis, and changing prices. (Spring)

ACCT 317 Cost Accounting 3 hours
Prerequisite: ACCT 212
An in-depth study of the technical aspects of cost accounting systems including cost allocations; joint product and by-product accounting; actual, standard, and direct cost methods. Process cost is emphasized. (Fall)

ACCT 318 Federal Income Taxes 4 hours
Prerequisite: ACCT 212
A study of the provisions of federal income tax laws as they apply to individuals, corporations, and other taxpayers. Emphasis on personal income taxes, the various types of income, and the deductibility of costs and expenses in the determination of tax liability. (Spring)

ACCT 319 Fund Accounting 3 hours
Prerequisite: ACCT 212
Special accounting procedures for units of government and other not-for-profit organizations. (Fall, even years)

ACCT 412 Auditing 3 hours
Prerequisite: ACCT 212; MATH 241
A study of the theory and practice of auditing, with an emphasis on auditor compliance with governmental and professional regulations as well as ethical standards and on the detection of fraud. (Fall)

ACCT 415 Advanced Accounting 3 hours
Prerequisite: ACCT 316
A study of advanced accounting and financial reporting topics including business combinations and consolidated financial statements, partnerships and branches, bankruptcy, multinational enterprises, and segments. (Spring)

ACCT 417 Accounting Information Systems 3 hours
Prerequisite: ACCT 212
Conceptual foundation of accounting information systems in computerized and manual settings; contrast between file-based and database approaches to data processing with emphasis on data base; system development and documentation techniques; system controls and security; information systems for business cycles. (Spring)

ACCT 491 Selected Topics 1-3 hours
Prerequisite: Permission of department chair
Designed for the student who wishes to do independent study or research. Content and method of study must be arranged prior to registration. May be repeated for a total of 3 credits.

ACCT 492 Accounting Internship 3-8 hours
This course is an on-the-job, career-oriented internship program for training in accounting. Variable credit of 3-8 semester hours is available. Admission to internship is limited to students who have completed 40 semester hours in the business core and concentration and have maintained a GPA of at least 2.50 in the major. Prior approval of the business internship coordinator and department chair are required before the internship is started. The internship may count as one three-hour elective course in the accounting major. Note: A student may not exceed a total of 8 hours for ACCT 492, BUAD 492, and MKTG 492 combined.
BUSINESS COURSES

BUAD 201 Personal Finance 3 hours
A course in consumer finance that is concerned with the earnings of individuals and the many ways in which these funds are allocated in day-to-day living: earning, spending, and saving. Topics include financial planning, establishing credit, purchase of a house, and insurance. Taught on an as-needed basis. (Fall, even years)

BUAD 211 Profiles of Entrepreneurship 3 hours
A business course offering a survey of major topics and issues in the contemporary business world and in business career planning. A team-teaching approach utilizing faculty and practicing professionals will be used to acquaint the students with both the theoretical concepts and the practical applications of these concepts in the real world. (Spring)

BUAD 250 Project Management and Leadership 1 hour
Course open to business and nonbusiness students who desire to learn and practice the intricacies of project management and leadership. Subjects include project planning, budgeting, scheduling, implementing, evaluating and reporting. Students will work as part of entrepreneurial teams to design, develop and implement projects. Each team will work independently, with the guidance of industry mentors and faculty coaches, to develop and implement specific projects. Students in Free Enterprise (SIFE) may be used as a means for accomplishing the practical aspects of the course. Lec & Lab. (Fall)

BUAD 301 Principles of Management 3 hours
Overview of work performed by management. Emphasis is placed on the functions of planning, organizing, directing, and controlling. (Spring)

BUAD 302 Advanced Software Applications 3 hours
Prerequisite: CSIS 102
Information systems, components of the Office suite, and integration of the individual software packages with one another and the Internet. Projects will challenge students to apply advanced software functions to real-life business scenarios. (Fall, Spring)

BUAD 311 Business Law I 3 hours
A study of the legal issues confronted in business operations. A general overview of the legal environment is presented, followed by an in-depth examination of contract law and the law of agency. (Fall)

BUAD 312 Business Law II 3 hours
A continuation of BUAD 311 giving consideration to the provisions of the Uniform Commercial Code, laws relating to business organizations, and other selected legal topics pertaining to business operations. (Spring)

BUAD 317 Business Communications 3 hours
Prerequisite: ENGL 121
This course is designed to survey the principles and forms of communication frequently found in business and the professions. Emphasis on oral and written communication theory and practice. (Spring)

BUAD 321 Business Finance 3 hours
Prerequisite: ACCT 212; ECON 212
A survey of the field of finance, both private and public. Emphasis is placed on current problems in the field. Financial institutions are discussed, and loans and investment practices are analyzed. (Fall, Spring)

BUAD 350 Ethics and Business Social Responsibility 3 hours
A study of the ethical, social, and legal responsibilities of business to its stakeholders, in relation to a dynamic macro-environment. (Fall)

BUAD 372 Human Resources Management 3 hours
A course designed to provide a working knowledge of personnel functions, with emphasis on recruitment, selection, placement, and wage/salary administration. (Fall)

BUAD 381 Small Business Management 3 hours
An in-depth analysis of entrepreneurship and the function of the entrepreneur in new venture creation. A framework is developed which incorporates marketing feasibility studies and financial analysis into a comprehensive business plan. The business venture is examined with respect to financial planning, marketing, management and tax decisions at the various stages of the business cycle. (Spring, odd years)

BUAD 423 Organizational Behavior 3 hours
Prerequisite: BUAD 301
A study of the understanding, prediction, and control of human behavior within organizations. Topics include motivation, learning, leadership, diversity, communication, interpersonal behavior, group dynamics, decision-making and change. (Spring)

BUAD 450 Project Management 3 hours
Prerequisite: BUAD 250 or permission of department chair
Course open to business majors to practice the intricacies of project management and leadership. Under the direction of a faculty member, a student will identify, plan, and implement a project that is congruent with his/her professional training and goals. Students will be active members of Students in Free Enterprise (SIFE) team. (Spring)

BUAD 451 International Business 3 hours
Prerequisites: BUAD 301, MKTG 343
An analysis of how culture and social values influence management and marketing practices throughout the world. Problems and perspectives encountered in operating business across boundaries are considered. (Fall)

BUAD 452 International Finance 3 hours
Prerequisites: BUAD 321; ECON 211, 212
Financial management and economic theory in the international environment. The impact of regulation, taxation, capital and money markets, working capital management, capital budgeting, risk, and exchange rates on decision-making are considered. Consideration is also given to the development and application of economic principles within the world economy. (Fall)

BUAD 453 Cross-Cultural Studies and Communication 3 hours
Variables and effects of both verbal and nonverbal communication in international business. Practical applications are made for cultural differences, management expectations, and marketing practices. (Spring)
BUAD 466 Production and Operations Management 3 hours
Prerequisite: MATH 241
A study and analysis of the planning, design, direction, and control of physical and human resources used in the production of goods and services. Emphasis is placed on solutions to operational problems in the physical, locational, storage, and general service subsystems. (Fall, even years)

BUAD 472 Business Policies & Strategies 3 hours
Prerequisite: Open only to seniors majoring in the department. Subject to prior permission of department chair.
An integrative capstone course that explains what policies are, how they relate to strategies, and how a manager builds a strategic dimension into his or her actions. Any problem or opportunity ... accounting, management, marketing, finance, production, organizational, personnel or other organizational dimensions ... if it materially affects a firm's performance, is of strategic concern. (Spring)

BUAD 491 Selected Topics 1-3 hours
Prerequisite: Permission of department chair
Designed for the student who wishes to do independent study or research. Content and method of study must be arranged prior to registration. May be repeated for a total of 3 credits.

BUAD 492 Business Internship 3-8 hours
An on-the-job, career-oriented internship program for training in business management. Variable credit of 3-8 semester hours is available. Admission to internship is limited to students who have completed 40 semester hours in the business core and concentration and have maintained a GPA of at least 2.50 in the major. Prior approval of both the business internship coordinator and department chair is required before the internship is started. The internship may count as one three-hour elective course in the management major. Note: A student may not exceed a total of 8 hours for BUAD 492, ACCT 492, and MKTG 492 combined.

BUAD 496 Senior Business Seminar 1 hour
Preparation for meeting the demands of the work and academic worlds after graduation. Topics include current trends, issues, challenges, and opportunities in business and in graduate education. This course meets the upper division writing component for senior year English. (Fall)

MARKETING COURSES

MKTG 241 Public Relations 3 hours
A course dealing with definitions, basic objectives, and concepts of public relations. Attention is given to the role of public relations, research for public relations, publics and target audiences, communication concepts and channels, campaigns, and the legal and ethical environment of public relations. (Fall)

MKTG 303 E-Commerce and Web Site Design 3 hours
An examination of the ground rules for competitive survival in the new market space of electronic commerce, including the electronic channels or well-designed Web sites and their impact on small and large business entities. Emphasis will be placed on analyzing information and applying graphic design techniques to develop effective Web pages for on-line business. Topics include e-commerce, navigation, security issues, networks, business models, and an overview of Web design and development tools. (Fall)

MKTG 343 Principles of Marketing 3 hours
An introductory course dealing with basic marketing concepts. Emphasis is placed on managerial decisions in the areas of price, promotion, product design and distribution. (Fall)

MKTG 350 Consumer Behavior 3 hours
Prerequisite: MKTG 343
An integration of marketing theory and the behavioral sciences in order to understand choices and influences in consumer decision behavior. (Spring, odd years)

MKTG 351 Advertising 3 hours
This course studies the role of advertising in society, its impact on the economy, its function in business and marketing, and its communication aspects, including media applications. Attention is given to social, legal, and ethical considerations, the business of advertising, consumer behavior, and creative strategies and processes. (Spring)

MKTG 402 E-Commerce Environment 3 hours
Social, legal, marketing and economic aspects of e-commerce. Internet technologies and methodologies needed for business usage in e-commerce, advertising and marketing. Topics include trust and security, intellectual property, and legal & ethical issues of e-commerce. (Spring)

MKTG 443 Marketing Research 3 hours
Prerequisite: MKTG 343
An overview of research theories, concepts, and methodologies as applied to marketing problems. Attention is directed toward the application of sampling, sample design, data analysis of marketing problems, and how findings are used in formulating marketing policies. (Spring, even years)

MKTG 492 Marketing Internship 3-8 hours
This course is an on-the-job, career-oriented internship program for training in marketing and e-commerce. Variable credit of 3-8 hours is available. Admission to internship is limited to students who have completed 40 semester hours in the business core and concentration and have maintained a GPA of at least 2.50 in the major. Prior approval of both the business internship coordinator and department chair is required before the internship is started. The internship may count as one three-hour elective course in the marketing concentration. Note: A student may not exceed a total of 8 hours for MKTG 492, ACCT 492 and BUAD 492 combined.
OFFICE SYSTEMS ADMINISTRATION COURSES

OFIS 100 Micro Keyboarding 1 hour
A course designed to introduce students to the microcomputer keyboard and 10-key pad. Emphasis is on developing basic keyboarding skills, and formatting of basic documents. Not open to challenge examination. (Fall)

OFIS 123 Document Production 4 hours
A lecture/laboratory class providing advanced skill development and mastery of word processing, computer 10-key pad, and machine transcription. Includes a review of punctuation, spelling, editing, and proofreading skills. Emphasis is placed on speed, accuracy, and formatting skills used in most softwares. 3 Lec 3 Lab (Spring, even years)

OFIS 272 Administrative Records and Procedures 4 hours
A study of records procedures and theories used in present systems of filing. Includes practice in alphabetic, geographic, numeric and subject filing systems. Additional emphasis placed on the study of administrative procedures with study in organizing, prioritizing, ethical decision-making and problem-solving in the office environment. Lab activities include projects directed toward the medical, legal, corporate and international offices. 3 Lec 3 Lab (Fall, even years)

OFIS 291 Selected Topics 1-3 hours
Prerequisite: Permission by department chair
Designed for the student who wishes to do independent study or research. Content and method of study must be arranged prior to registration. May be repeated for a total of 3 credits.

OFIS 385 Office Systems Technology 4 hours
Prerequisite: CSIS 102 or permission of instructor
A study of office systems — technology, people, and procedures within an organizational and environmental context. Technologies that support improved productivity through information creation, storage, retrieval, manipulation, and distribution are discussed. Emphasis is placed on the evaluation of office systems concepts through the utilization of problem-solving skills and critical thinking cases. (Spring, odd years)

OFIS 388 Office Systems Training and Management 4 hours
A study of management and learning theories used to supervise and train employees in an office systems setting. Topics include supervisory styles; leadership techniques; instructional design; and implementation, evaluation, and management of a training program. Attention given to training professionals who work in environments with automated information systems. (Spring, odd years)