Accounting (ACCT):  

ACCT2013 Accounting Principles (Sp, Fa) Introduction of accounting as an information system with emphasis on processing and presenting information in the form of financial statements for use in decision making. The course emphasizes business processes and double entry accounting. Corequisite: WCOB 2043.

ACCT310V Accounting Internship (Sp, Su, Fa) (1-3) This class is designed to give students an internship opportunity to combine their formal academic preparation with an exposure to the accounting profession. Prerequisite: ACCT 3723. May be repeated for up to 3 hours of degree credit.

ACCT3533 Accounting Technology (Sp, Fa) This course provides an overview of accounting information systems and illustrates the importance of technology to accountants. Students are exposed to a variety of information technologies including manual, file-oriented, and database systems. The relative advantages and disadvantages of each type of system are highlighted and discussed. Prerequisite: ACCT 2013 or ACCT 3013 or ACCT 3723 with a grade of C or better.

ACCT3613 Managerial Uses of Accounting Information (Sp, Fa) Use of accounting information for managerial decisions in a changing, global environment. Identifying the specific information needs of managerial decisions, focusing on the role of both financial and non-financial accounting information within the context of a continually changing information system technology. Covers business as well as non-profit and governmental organizations. This course includes spreadsheet analysis. Prerequisite: ACCT 2013 with a grade of "C" or better.

ACCT3723 Intermediate Accounting I (Sp, Fa) This course is designed to study the theoretical basis for financial accounting concepts and principles related to financial reporting. This course emphasizes researching technical accounting pronouncements for application to external financial reporting issues. Corequisite: WCOB 2043. Prerequisite: ACCT 2013 or ACCT 3013 with a grade of C or better.

ACCT3753 Intermediate Accounting II (Sp) This is the second financial accounting course designed to continue study of financial accounting concepts and principles. This course emphasizes research of technical accounting pronouncements for application to external financial reporting issues. Prerequisite: ACCT 3723 with a grade of "C" or better.

ACCT3843 Fundamentals of Taxation (Sp, Fa) Overview of basic income tax principles and tax planning techniques. Overview of the income tax treatment of business entities. Focus on the
income tax treatment of individuals (with emphasis on the Federal Income Tax). Prerequisite: ACCT 2013 or ACCT 3013 or ACCT 3723, each with a grade of C or better.

ACCT4003H Honors Accounting Colloquium (Fa) Explores events, concepts and/or new developments in the field of accounting. Prerequisite: Senior standing.

ACCT410V Special Topics in Accounting (Irregular) (1-3) Explore current events, concepts and new developments relevant to Accounting not available in other courses. Prerequisite: ACCT 3723 with a grade of "C" or better. May be repeated for credit.

ACCT4203 Taxation of Business Entities (Irregular) Focus on the income tax treatment of corporations and pass-through business entities. Prerequisite: ACCT 3843 with a grade of C or better.

ACCT4673 Product, Project and Service Costing (Fa) Cost systems with emphasis on information generation for cost management of products, projects and services. The course includes spreadsheet and other computer program analysis. Prerequisite: ACCT 3613 and ACCT 3723 with grades of C or better.

ACCT4963 Audit and Assurance Services (Sp) Professional standards and procedures as applied to external and internal assurance engagements. Including coverage of the economic role of assurance providers, engagement planning, risk assessment, evidence gathering, and reporting. Prerequisite: ACCT 3723 with a grade of "C" or better.

**Economics (ECON):**

ECON2013 Principles of Macroeconomics (Sp, Su, Fa) Macroeconomic analysis, including aggregate employment, income, fiscal and monetary policy, growth and business cycles. Credit will be allowed for only one of ECON 2013 and AGEC 2103. Prerequisite: MATH 1203 or higher, or a score of 26 on the math component of the ACT exam, or 600 on the math component of the SAT. (Same as AGEC 2103)

ECON2013H Honors Principles of Macroeconomics (Fa) Macroeconomic analysis, including aggregate employment, income, fiscal and monetary policy, growth and business cycles. Credit will be allowed for only one of ECON 2013H and AGEC 2103. Prerequisite: MATH 1203 or higher or a score of 26 on the math component of the ACT exam, or 600 on the math component of the SAT.

ECON2023 Principles of Microeconomics (Sp, Su, Fa) Microeconomic analysis, including market structures, supply and demand, production costs, price and output, and international economics. Credit will be allowed for only one of ECON 2023 and AGEC 1103. Prerequisite: MATH 1203 or higher, or a score of at least 26 on the math component of the ACT exam, or a score of at least 600 on the math component of the SAT. (Same as AGEC 1103)

ECON2023H Honors Principles of Microeconomics (Sp) Microeconomic analysis, including market structures, supply and demand, production costs, price and output, and international
economics. Credit will be allowed for only one of ECON 2023H and AGEC 1103. Prerequisite: MATH 1203 or higher, or a score of 26 on the math component of the ACT exam, or 600 on the math component of the SAT.

ECON2143 Basic Economics-Theory and Practice (Sp, Su, Fa) Surveys basic micro, macro principles and analytical tools needed to study contemporary economic problems such as inflation, unemployment, poverty, and pollution. Not open to students majoring in Economics or Business Administration.

ECON3033 Microeconomic Theory (Sp, Su, Fa) Nature, scope, and purpose of economic analysis; theories of demand, production, cost, firm behavior, allocation of resources, etc., in a market-oriented system. Prerequisite: (ECON 2013 and ECON 2023) or (ECON 2143) and (MATH 2043 or MATH 2554).

ECON3053 Economics for Elementary Teachers (Fa) For students who plan to become teachers in elementary schools. Acquaints students with basic concepts and functioning of the American economic system. Not open to students majoring in Economics or Business Administration. Prerequisite: Students must have completed at least 60 hours of coursework.

ECON3133 Macroeconomic Theory (Sp, Fa) Theoretical determinations of national aggregate employment, income, consumption, investment, price level, etc. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143) and ((MATH 2043 or MATH 2554)).

ECON3333 Public Economics (Irregular) Governmental functions, revenues; tax shifting, incidence; public expenditures, their effects; and fiscal policy. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

ECON3433 Money and Banking (Sp, Fa) Financial history; theory and practice of financial institutions; monetary policy in theory and practice. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

ECON3533 Labor Economics (Fa) Economic analysis of labor markets. Topics include analysis of labor demand and supply; human capital investment; wage differentials; discrimination; economic effects of labor unions and collective bargaining; public sector labor markets; unemployment; and labor market effects on inflation. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143

ECON3633 Economics of Advertising (Irregular) An examination of how economists define and categorize types of products and advertising campaigns. Alternative views of advertising -- persuasive vs. informative -- are discussed. Models of the relationship between advertising and sales, profits, market structure, product quality, and price are examined. Prerequisite: ECON 2023 or ECON 2143.

ECON3843 Economic Development, Poverty, & the Role of the World Bank and IMF in Low-Income Countries (Fa) Examine theories and patterns of economic development in emerging economies. The role of the World Bank and IMF as multilateral lenders and examination of their success and failures in fostering development. Measures of poverty and
inequality and their implications for economic development. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

ECON3853 Emerging Markets (Fa) An analysis of the business and economic environment in emerging countries; focusing in Latin America, South East Asia and Transition Economies. The topics and issues covered include market structure and market failures, financial and legal background, current institutions and political economy issues, and current business opportunities. Prerequisite: ECON 2143; or ECON 2013 and ECON 2023.

ECON3933 The Japanese Economic System (Sp) This class presents essential facts about the Japanese economy and then subjects them to modern economic analyses. Japanese institutions and policies are contrasted with their American counterparts, and these economies are compared in terms of performance. Current issues including contemporary economic conditions and US - Japanese trade relations are also examined. Pre- or Corequisite: ECON 2023. Prerequisite: ECON 2013 or ECON 2143.

ECON399VH Honors Course (Irregular) (1-3) Primarily for students participating in Honors program. May be repeated for up to 6 hours of degree credit.

ECON4003H Honors Economics Colloquium (Fa) Explores events, concepts and/or new developments in the field of Economics. Prerequisite: Senior standing.

ECON4033 History of Economic Thought (Sp) Historical, critical analysis of economic theories relative to their instructional background. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143 or ECON 3053.

ECON410V Special Topics in Economics (Irregular) (1- 6) Covers special topics in economics not available in other courses. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143. May be repeated for up to 6 hours of degree credit.

ECON410VH Honors Special Topics in Economics (Irregular) (1-6) Covers special topics in economics not available in other courses. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143. May be repeated for up to 6 hours of degree credit.

ECON4333 Economics of Organizations (Fa) An economic perspective on the design of organizations. Applies developments in game theory and contract theory to analyze the role of information and incentives within and between firms. Covers the boundaries of firms, integration and outsourcing, authority and incentives, and alternative organizational structures in an evolving business environment. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

ECON4423 Behavioral Economics (Fa) Both economics and psychology systematically study human judgment, behavior, and well-being. This course surveys attempts to incorporate psychology into economics to better understand how people make decisions in economic situations. The course will cover models of choice under uncertainty, choice over time, as well as procedural theories of decision making. Prerequisite: ECON 2023 or ECON 2143.

ECON4433 Experimental Economics (Irregular) The course offers an introduction to the field of experimental economics. Included are the methodological issues associated with developing,
conducting, and analyzing controlled laboratory experiments. Standard behavioral results are examined and the implications of such behavior for business and economic theory are explored. Prerequisite: ECON 2023 or ECON 2143.

ECON450V Independent Study (Irregular) (1-6) Permits students on individual basis to explore selected topics in economics. May be repeated for up to 6 hours of degree credit.

ECON4633 International Trade (Sp, Fa) Problems of the international economy from a microeconomic perspective. Topics include analysis of the pattern and content of trade; trade in factors of production; and the applications of trade theory to the study of trade barriers such as tariffs and quotas. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

ECON4643 International Macroeconomics and Finance (Sp, Fa) Problems of the international economy from a macroeconomic perspective. Topics include national income accounting and the balance of payments; exchange rates and the foreign exchange markets; exchange rate policy; macroeconomic policy coordination; developing countries and the problem of 3rd world debt; and the global capital market. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

ECON468V International Economics and Business Seminar (Irregular) (1-6) Offered primarily in conjunction with international study abroad programs with an emphasis on international economics and business. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143. May be repeated for up to 6 hours of degree credit.

ECON4743 Introduction to Econometrics (Sp) Introduction to the application of statistical methods to problems in economics. Prerequisite: ((ECON 2013 and ECON 2023) or ECON 2143) and (WCOB 1033 or STAT 2303).

ECON4753 Forecasting (Fa) The application of forecasting methods to economics, management, engineering, and other natural and social sciences. The student will learn how to recognize important features of time series and will be able to estimate and evaluate econometric models that fit the data reasonably well and allow the construction of forecasts. Prerequisite: (ECON 2013 and ECON 2023 or ECON 2143) and (MATH 2043 or MATH 2554 or higher) and (WCOB 1033 or STAT 2303).

Finance (FINN):

FINN1003 Your Money and Credit (Sp, Su, Fa) Introduction to personal finance. Topics include building wealth, do's and don'ts of credit, car and home ownership. Lectures on theory and concepts; 'learning from the masters' video on best practices; financial simulations and case exercises.

FINN3003 Personal Financial Management (Sp, Fa) Topics covered include budgeting, financial planning, managing credit, taxes, insurance, investments, and retirement planning.

FINN3013 Financial Analysis (Sp, Su, Fa) Focuses on how information contained in financial statements can be used in financial decision-making; in particular, to assess financial performance, evaluate credit and default risk, forecast future funds needs, weigh the risk-reward
of debt vs. equity financing, and develop estimates of intrinsic value using relative valuation metrics and discounted cash flow methods. Prerequisite: WCOB 2043

FINN3053 Financial Markets and Institutions (Sp, Su, Fa) Role and operations of financial markets and institutions in the economy. Supply of, demand for, funds, interest rates and flow of funds analysis. Financial policies, practices of bank and nonbank financial institutions. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

FINN3063 Investments (Sp, Su, Fa) Introduction to basic investment concepts including: risk-return and mean-variance efficient frontiers, diversification and the pricing of risk, security valuation. Prerequisite: WCOB 2043 and FINN 3013.

FINN3103 Financial Modeling (Sp, Su, Fa) Develop strong computer skills in financial analysis by integrating conceptual material with spreadsheet-based numerical solution and simulation techniques. Prerequisite: WCOB 2043.

FINN3133 Commercial Banking (Sp, Fa) Commercial bank administration, management; loans; bond portfolios; credit analysis; public relations; analysis and interpretations of Federal Reserve regulations and publications. Prerequisite: WCOB 2043.

FINN3603 Corporate Finance (Sp, Su, Fa) Develop analytical competencies in financial planning, cost of capital estimation, application of discounted cash flow approach to valuation and capital allocation, lease analysis, evaluation of merger and organizational restructuring strategies. Prerequisite: WCOB 2043 and FINN 3013.

FINN3623 Risk Management (Sp, Fa) A survey of the extent and types of risk in business; ways of dealing with business risk; use of security and commodity exchanges; survey of insurance for risk bearing purposes.

FINN3703 International Finance (Sp, Su, Fa) Introduction to international financial markets, exchange rates and exchange rate determination, balance of trade measures, and vehicles for foreign trade financing.

FINN3933 Real Estate Principles (Sp, Fa) Comprehensive, covering economics of real estate, real estate value, real estate finance, rights in real property and their transfer, public programs, policies relating to real property.

FINN4003H Honors Finance Colloquium (Fa) Explores important concepts, significant events and/or new developments in the field of Finance. Prerequisite: Senior standing.

FINN4013 Seminar in Personal Financial Planning (Sp) Explores financial planning function, including contact, data acquisition, plan development and implementation; covers all areas of personal financial planning including investments, insurance, taxes, and estate planning; addresses planning techniques and financial planning ethical issues; emphasis on case studies. Pre- or Corequisite: FINN 4733. Prerequisite: FINN 3003, FINN 3063, FINN 3623, and ACCT 3843.
FINN410V Special Topics in Finance (Irregular) (1-6) Explore current events, new developments and special topics in Finance not covered in other courses. Prerequisite: FINN 3013. May be repeated for up to 6 hours of degree credit.

FINN4133 Advanced Investments (Sp, Fa) Sound training in the principles of security analysis and portfolio management and certain advanced techniques of financial management. Modern portfolio theory and its application to portfolio management practices will be emphasized. Prerequisite: FINN 3063.

FINN4143 Portfolio Management I (Fa) This course applies modern investment theory to the practical management of the Rebsamen Trust. Students prepare a statement of investment objectives, recommend an asset allocation strategy based on a quantitative analysis of asset class returns, and select securities using fundamental analysis. Classes are organized as management meetings and visits to investment firms are an important part of the class. Selection is by invitation. Corequisite: ACCT 3723. Prerequisite: FINN 3063 and by invitation only.

FINN4153 Portfolio Management II (Sp) This course is a continuation of FINN 4143. Topics covered include technical analysis, dynamic asset allocation and derivative strategies. Visits to major investments firms and organized exchanges in New York City or other locations are generally planned. Selection is by invitation. Prerequisite: FINN 4143 and by invitation only.

FINN4163 Fixed Income Securities I (Fa) The markets and institutional settings of fixed income securities; valuation and risk analysis of money market and capital market instruments; strategies and management of bond portfolios; taxable and tax-exempt securities; U.S. and non-U.S. fixed income securities; term structure of interest rate; and interest rate derivatives as hedging tools. Prerequisite: FINN 3013 and FINN 3063.

FINN4173 Fixed Income Securities II (Sp) Continuation of FINN 4163. The markets and institutional settings of fixed income securities; valuation, and risk analysis of money market and capital market instruments; strategies and management of bond portfolios; taxable and tax-exempt securities; U.S. and non-U.S. fixed income securities; term structure of interest rate; and interest rate derivatives as hedging tools. Prerequisite: FINN 4163.

FINN4233 Advanced Corporate Finance (Irregular) Addresses complex and multifaceted issues and problems in financial decision-making. Prerequisite: FINN 3603.

FINN4313 Advanced Commercial Banking (Sp) Problems and cases emphasizing application of analytical tools and techniques in decision making process. Determination of operating policies regarding loans, investments, liquidity, capital; efficient performance of lending, investment function; profit planning, analysis; strategies of growth, competition; and evaluation of bank performance. Prerequisite: FINN 3133.

FINN4413 Real Estate Appraisal (Fa) Valuation theories applied to real estate. Characteristics which affect value are studied and valuation methodologies are learned and performed by the students. Focus is on residential real estate but all types of real estate are addressed. Students prepare in actual residential appraisal report. Prerequisite: FINN 3933.
FINN4433 Real Estate Finance and Investment (Sp) Consideration of professional aspects of the real estate field. Emphasis is placed upon finance techniques and investment analysis. The focus is on commercial real estate. Brokerage, property management, appraisal, property development and current problems are also addressed. Students prepare a feasibly study on a commercial development project. Prerequisite: FINN 3933.

FINN450V Independent Study (Irregular) (1-3) Permits students on an individual basis to explore selected topics in finance, with the consent of instructor.

FINN4733 Life and Health Insurance I (Fa) Basic principles, functions, uses of life and health insurance; types of policy contracts; calculation of premiums, reserves; organizations, management, supervision, of companies.

FINN4833 Property and Casualty Insurance I (Sp) Forms and functions of fire, marine, inland marine, automobile title, miscellaneous types insurance and bonds for business, personal use.

**Information Systems (ISYS):**

ISYS2263 Introduction to Information Systems (Sp, Fa) This course presents the fundamental concepts used in developing information systems. It provides a framework for students to use throughout their software development coursework. Also includes management of information systems concepts. This course requires extensive use of computer systems. Prerequisite: WCOB 1023 and MATH 2053 each with a grade of C or better.

ISYS3293 Systems Analysis and Design (Sp, Fa) Practice and application of one structured analysis methodology; development of structured analysis specification; exposure to other methodologies; quality assurance and walkthroughs; survey of real systems and their components. Prerequisite: ISYS 2263 or CSCE 2014 with a grade of "C" or better.

ISYS3393 Business Application Development Fundamentals (Sp) Principles of design and development of windows and web applications using cutting edge visual development tools included in Visual Studio. The programming language will be Visual Basic and its use in Windows applications and in conjunction with active server pages and XML for web applications. Prerequisite: ISYS 2263 or CSCE 2014 with a grade of "C" or better.

ISYS4003H Honors Information Systems Colloquium (Fa) Explores events, concepts and/or new developments in the field of Computer Information Systems and Quantitative Analysis. Prerequisite: Senior standing.

ISYS4233 Seminar in ERP Development (Sp) ERP administration and system development practices. Advanced system support issues related to Enterprise Resource Planning systems that are used in global organizations. Basic ABAP programming. In addition, students will learn how to provide basic systems administration support of the operating system, database, and application systems software levels or ERP systems. Pre- or Corequisite: WCOB 4223 with a grade of "C" or better.
ISYS4243 Current Topics in Computer Information (Irregular) Intensive investigation of selected developments in computer information systems hardware, software, and organization having current impact on computer information systems design and application. Offering an extension of lower-level CIS courses through individual student research and faculty team-teaching of advanced topics. Topical selection made with each course offering. Prerequisite: Junior standing. May be repeated for up to 6 hours of degree credit.

ISYS4283 Business Database Systems (Fa) Introduces student to centralized information system design and implementation for business applications. In-depth study of logical systems modeling; physical file management; and software requirements. Pre- or Corequisite: ISYS 3393. Prerequisite: ISYS 3293 with a grade of "C" or better.

ISYS4293 Business Intelligence (Sp) Business intelligence focuses on creating, developing and storing information and knowledge from internal and external sources to better support business decisions. We will consider techniques from machine learning, data mining, and information retrieval to extract useful knowledge from data, which could be used for business intelligence, personalization or user profiling. Prerequisite: WCOB 1033 with a grade of "C" or better.

ISYS4363 Business Project Development (Sp) Review of fundamentals of application processing systems design and development; implementation of such a system by class. Preor Corequisite: ISYS 4283. Prerequisite: ISYS 3393 with a grade of "C" or better.

ISYS4373 Application Development with Java (Fa) This course covers object-oriented programming concepts and illustrates them via an appropriate object-oriented programming language. Students will be exposed to the design of software objects, creation of software objects, and the use of objects in constructing an information system. Prerequisite: ISYS 3293.

ISYS4453 Introduction to Enterprise Servers (Fa) The focus of this course is to expose students to working with large scale mainframe computer systems. Mainframe computers are the heart of large company's transaction processing systems. This course provides the opportunity for students to gain valuable insight into computing in a mainframe operating environment. Prerequisite: ISYS 2263 or CSCE 2014 with a grade of "C" or better.

ISYS4463 Enterprise Transaction Systems (Sp) Being able to accurately capture and store business transactions is an important processing function in many businesses. For many large companies with high volume processing, the tools of choice for transaction processing are CICS/Cobol/DB2. This course provides students with the necessary understanding and skills to work in this type environment. Prerequisite: ISYS 2263 or CSCE 2014 or ISYS 4453 with a grade of "C" or better. ISYS450V Independent Study (Sp, Fa) (1-3) Permits students on individual basis to explore selected topics in data processing and/or Quantitative Analysis.

Management (MGMT):

MGMT3563 Management Concepts and Organizational Behavior (Irregular) Business students may not receive credit for this course. Course introduces students to fundamental concepts of management practice with particular emphasis on managing human behavior in organizations. Addresses the planning, organizing, directing, and controlling functions performed by managers as these functions relate to managing human resources. Provides survey of critical management
concepts; enables students to develop analytical and problem solving skills through case studies and experimental exercises. Students may not receive credit for both WCOB 2033 and MGMT 3563. Non degree credit for business majors.

MGMT3933 Entrepreneurship and New Venture Development (Fa) The role of the entrepreneur in starting up new businesses. Identification of new venture opportunities and the evaluation of their feasibility.

MGMT4003H Honors Management Colloquium (Fa) Explores events, concepts and/or new developments in the field of Management. Prerequisite: Senior standing. May be repeated for credit.

MGMT4103 Special Topics in Management (Irregular) Explores trends, concepts, and important developments in management as they impact on organizational performance. Topics are selected by the Management Department faculty for each semester the course is offered. May be repeated for credit.

MGMT4103H Honors Special Topics in Management (Irregular) Explores trends, concepts, and important developments in management as they impact on organizational performance. Topics are selected by the Management Department faculty for each semester the course is offered. May be repeated for credit.

MGMT4243 Ethics and Corporate Responsibility (Sp, Fa) A comprehensive and critical examination of traditional and current ethical theories and approaches that guide business decision-making, ethical issues that affect business decisions, and ethics related to the various business disciplines.

MGMT4253 Leadership (Sp, Fa) This course offers a foundation for understanding and evaluating organizational leadership. It is designed to assist students in developing frameworks for understanding and enacting leadership. This course examines topics such as the nature and foundation of the leader-follower relationship, models that explain effective leadership, and the interface of leadership with gender, ethics, and culture. Prerequisite: WCOB 2033 or MGMT 3563.

MGMT4263 Organizational Change and Development (Sp, Fa) This course will develop diagnostic and intervention skills that can be applied to identifying and overcoming problems of morale and productivity in organizations. A variety of behavioral methods will be covered. Prerequisite: WCOB 2033 or MGMT 3563.

MGMT4433 Small Enterprise Management (Sp) Small enterprise opportunities and problems emphasizing innovation, management planning and control, financing, marketing and legal requirements. Emphasis on application of management knowledge to small enterprise management. Prerequisite: MGMT 3933.

MGMT450V Independent Study (Irregular) (1-3) Permits students on individual basis to explore selected topics in management. May be repeated for up to 3 hours of degree credit.
MGMT4583 International Management (Sp) Develops an understanding of international business management and the cultural environments in which IB exists today. Students examine international business practices and learn about unique elements of business as it practiced in selected nations and diverse cultures.

MGMT4943 Organizational Staffing (Sp, Fa) In-depth study of theoretical, legal, methodological, and substantive issues related to selection, performance appraisal, and development of employees. Students participate in individual and group projects designed to provide theoretical and practical skills related to staffing. Prerequisite: WCOB 1033.

MGMT4953 Organizational Rewards and Compensation (Sp, Fa) Develops an understanding of reward systems theory and its application to the design of compensation systems. Provides theoretical and legal background and practical applications for the use of reward systems in attracting, motivating, and retaining employees. Prerequisite: WCOB 1033.

MGMT4993 Entrepreneurship Practicum (Sp, Su, Fa) Hands-on management of an actual ongoing business. Students will gain experience working in, making decisions about, and managing a business. Topics covered include accounting, economics, finance, information systems, law, logistics, management, and marketing. Entrance by application only. May be repeated for up to 6 hours of degree credit.

Marketing (MKTG):

MKTG3433 Introduction to Marketing Strategy (Fa) Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topics covered include product, services and international strategies in consumer and business markets. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

MKTG3553 Consumer Behavior (Fa) Analyzes consumer motivation, buying behavior, market adjustment, product innovation and adaptation; consumer market measurement, including survey of economic, behavioral science theories of consumer market behavior, producer and intermediary reactions. Consumer decision making is evaluated as to psychological drives, sociological concepts used by producers, channel intermediaries, consumers; considers methods, techniques for measuring consumer behavior, and analyzing consumer markets. Prerequisite: MKTG 3433.

MKTG3633 Marketing Research (Sp) Research designs, techniques, and analyses of primary and secondary data for the purposes of (1) developing market forecasts and segmentation analyses; (2) strategy implementation determining product development, pricing, distribution, and promotion decisions; and (3) monitoring customer attitudes, motivations and satisfaction. Prerequisite: MKTG 3433 and WCOB 1033.

MKTG4003H Honors Marketing and Transportation Colloquium (Fa) Explores events, concepts and/or new developments in the field of Marketing and/or Transportation. Prerequisite: Senior standing.
MKTG4103 Marketing Topics (Irregular) Special topics in marketing not available in other courses. Topics are selected by the Marketing faculty for each semester each course is offered. Prerequisite: MKTG 3433. May be repeated for up to 6 hours of degree credit.

MKTG4233 Integrated Marketing Communications (Sp, Fa) The theory, knowledge, and application relevant to the coordination of marketing communications including advertising, personal selling, sales promotion, public relations, and publicity. Prerequisite: MKTG 3433.

MKTG4343 Selling and Sales Management (Sp, Fa) Examines how organizations and individuals communicate value and obtain desired results through the process of personal selling and customer relationship management, along with the role of sales management in the development of people and resource utilization within the firm. Prerequisite: MKTG 3433.

MKTG4433 Retail Strategy (Sp) Concentrates on planning to meet the objectives and satisfy the retail marketing concept. Attention is devoted to retail format, competition among retail institutions, determination of store location, merchandise lines, atmospherics, and levels of customer service provided with the sale of consumer products. Prerequisite: MKTG 3433.

MKTG4443 Retail Buying and Merchandise (Sp, Fa) Examination of supplier and buyer responsibilities and decisions associated with product assortment depth, budgets, promotions, inventory investment and control, and gross margin management for consumer goods including apparel, food, and durables. Prerequisite: MKTG 3433.

MKTG450V Independent Study (Irregular) (1-3) The Marketing Independent Study course permits students on an individual basis to explore select topics in Marketing and Retail. Independent study projects will explore topics relevant for marketing and retail that typically are not covered in the existing curriculum. Prerequisite: Junior standing.

MKTG4633 Global Marketing (Sp, Fa) Examines differences in global environment; how cultural considerations, political, legal, and economic conditions affect market entry strategies and marketing mix decisions; development of marketing plan for global environments. Prerequisite: MKTG 3433.

MKTG4853 Marketing Management (Sp) Strategic planning and management of the marketing function within the firm from a managerial viewpoint. Focus on the development and management of marketing strategies and tactics related to product, pricing, promotion, and distribution decisions. Prerequisite: MKTG 3633 and MKTG 3553.

Supply Chain Management (SPCM):

SPCM3443 Principles of Transportation (Fa) Examines forms of transportation and institutional factors that influence transportation decisions; regulation, public policy, other governmental variables reviewed in detail. An introduction to physical distribution's interaction with transportation explored. Prerequisite: ECON 2013 and ECON 2023 or ECON 2143.

SPCM3613 Business Logistics (Fa) Management of logistics functions in the firm including physical supply and distribution activities such as transportation, storage facility location,
inventory control, materials handling, warehousing, and organization. Prerequisite: (ECON 2013 and ECON 2023) or ECON 2143.

SPCM3623 Purchasing and Inventory Systems (Fa) Management of the purchasing function, including organization, procedures, supplier selection and development, quality control, price determination, global sourcing, and methods of inventory control. Prerequisite: SPCM 3613.

SPCM3643 International Transportation and Logistics (Sp) Logistics activities in international business with special emphasis on transportation, global sourcing, customs issues, governmental influence, facility location in global environment, and import-export opportunities. Special emphasis is placed on current events and their effect on the marketing and logistics activities of U.S.-based organizations. Prerequisite: ECON 2013 and ECON 2023, or ECON 2143.

SPCM4633 Transportation Carrier Management (Fa) Reviews special management techniques and analytical framework available for solving problems associated with transportation companies. Prerequisite: SPCM 3443.

SPCM4653 Transportation and Logistics Strategy (Sp) Design and management of transportation and logistics systems for firms of varying size and different supply and market conditions. This capstone course relies heavily on computer assisted cases and lectures from visiting transportation and logistics executives. Prerequisite: SPCM 3443 and SPCM 3613.

SPCM466V Independent Study in Transportation and Logistics (Sp, Su, Fa) (1-3) Permits students to explore selected topics in transportation/logistics.

Walton College of Business (WCOB):

WCOB1012 Legal Environment of Business (Sp, Su, Fa) Introduction to the legal and ethical environment in which businesses operate. Topics covered in this survey course include: foundations of the American legal system, regulatory environment, torts, criminal law, laws affecting contracts and property, employment law, and forms of doing business.

WCOB1023 Business Foundations (Sp, Su, Fa) Surveys the areas of business and presents business processes that are common to most enterprises through a hands-on, interactive business experience. Also develops the double-entry accounting framework that captures and reports information about business process performance. Topics include: analysis and recording of transactions, accounting cycle, and preparation of financial statements. Prerequisite: COMM 1313 with grade of C or better and WCOB 1120.

WCOB1023H Honors Business Foundations (Sp) Surveys the areas of business and presents business processes that are common to most enterprises through a hands-on, interactive business experience. Also develops the double-entry accounting framework that captures and reports information about business process performance. Topics include: analysis and recording of transactions, accounting cycle, and preparation of financial statements. Prerequisite: COMM 1313 with grade of C or better and WCOB 1120. WCOB 1111 with a grade of C or better for Walton College majors.
WCOB1033 Data Analysis and Interpretation (Sp, Su, Fa) This is an introductory level course covering topics involving estimation of population characteristics, research design and hypothesis testing, as well as measuring and predicting relationships. The course should enable the students to develop an understanding regarding the application and interpretation of basic data analysis techniques with an emphasis on statistical applications. Prerequisite: WCOB 1120 and (MATH 2053 with grade of "C" or better or MATH 2554 with a grade of "C" or better).

WCOB1033H Honors Data Analysis and Interpretation (Irregular) This is an introductory level course covering topics involving estimation of population characteristics, research design and hypothesis testing, as well as measuring and predicting relationships. The course should enable the students to develop an understanding regarding the application and interpretation of basic data analysis techniques with an emphasis on statistical applications. Prerequisite: WCOB 1120 and (MATH 2053 with grade of "C" or better or MATH 2554 with a grade of "C" or better.

WCOB1111 Freshman Business Connection (Fa) Development of personal development skills, including time management; stress management and academic planning, necessary for success; introduction to business career options and opportunities.

WCOB1111H Honors Freshman Business Connection (Irregular) Development of personal development skills, including time management; stress management and academic planning, necessary for success; introduction to business career options and opportunities.

WCOB1120 Computer Competency Requirement (Sp, Su, Fa) Students entering the Walton College are expected to possess basic competencies in MS Windows, Word, Excel, PowerPoint, and Blackboard, and be familiar with e-mail and the Internet. Students need to pass a competency test. Deficiencies may be remedied through appropriate self-paced, computer-based instruction.

WCOB200V Study Abroad (Su) (1-15) Open to freshmen and sophomore undergraduate students studying abroad in officially sanctioned programs. May be repeated for up to 24 hours of degree credit.

WCOB2013 Markets and Consumers (Sp, Su, Fa) Key decisions required to understand the existence of markets and how buyers within those markets may be accessed profitably. Key concepts include an overview of competitive markets, buyer behavior, developing new markets and products, promotion and distribution channels, pricing and profitability concepts, the sales and collections process, and strategic planning. Prerequisite: WCOB 1023, WCOB 1033, ECON 2023, and WCOB 1012--each with a grade of "C" or better.

WCOB2013H Honors Markets and Consumers (Irregular) Key decisions required to understand the existence of markets and how buyers within those markets may be accessed profitably. Key concepts include an overview of competitive markets, buyer behavior, developing new markets and products, promotion and distribution channels, pricing and profitability concepts, the sales and collections process, and strategic planning. Prerequisite: WCOB 1023, WCOB 1033, ECON 2023, and WCOB 1012--each with a grade of "C" or better.

WCOB2023 Production and Delivery of Goods and Services (Sp, Su, Fa) This course is designed to provide students with a broad understanding of the production and delivery of goods/services.
The course focuses on concepts and methodologies for managing the flow of material and information throughout the production and delivery of goods/services. Prerequisite: WCOB 1023, WCOB 1033, ECON 2023, and WCOB 1012--each with a grade of "C" or better.

WCOB2033 Acquiring and Managing Human Capital (Sp, Su, Fa) Study of the process of acquiring and managing human resources, focusing on the organizational behavior, legal, economic, and technical issues concerned with business decisions about acquiring, motivating, and retaining employees; emphasis given to the development, implementation, and assessment of policies and practices consistent with legal, social, human, and environmental dynamics. Prerequisite: WCOB 1023, WCOB 1033, ECON 2023, and WCOB 1012--each with a grade of "C" or better.

WCOB2033H Honors Acquiring and Managing Human Capital (Irregular) Study of the process of acquiring and managing human resources, focusing on the organizational behavior, legal, economic, and technical issues concerned with business decisions about acquiring, motivating, and retaining employees; emphasis given to the development, implementation, and assessment of policies and practices consistent with legal, social, human, and environmental dynamics. Prerequisite: WCOB 1023, WCOB 1033, ECON 2023, and WCOB 1012--each with a grade of "C" or better.

WCOB2043 Acquiring and Managing Financial Resources (Sp, Su, Fa) Key decisions within business processes related to the acquisition and management of capital resources, including decisions regarding what to acquire, how to finance the acquisition, and issues related to the accounting for those capital resources. The identification of key decisions leads to decision models and the identification of information needs. Prerequisite: WCOB 1023, WCOB 1033, ECON 2023, and WCOB 1012--each with a grade of "C" or better.

WCOB210V Special Topics in Business (Sp) (3-6) Special topics of an interdisciplinary nature. May be repeated for up to 6 hours of degree credit.

WCOB3003H Honors College Colloquium (Sp, Fa) An interdisciplinary course exploring events, concepts, and/or new developments in the field of business administration. Prerequisite: Junior or senior standing. May be repeated for up to 6 hours of degree credit.

WCOB300V Study Abroad (Sp, Su, Fa) (1-15) Open to undergraduate students studying abroad in officially sanctioned programs. May be repeated for up to 24 hours of degree credit.

WCOB3016 Business Strategy and Planning (Sp, Fa) Integrative study of the managerial decisions; introduces students to an understanding of strategic competitiveness and the way in which business strategy is formulated and implemented; uses a combination of theoretical and experiential approaches to designing business plans for key decisions, implementing these decisions, and monitoring their effects. Prerequisite: A business student must complete the pre-business requirements before enrolling for this course. WCOB 2013, WCOB 2023, WCOB 2033, and WCOB 2043 must each be completed with a grade of "C" or better. This course is restricted to Walton College students.

WCOB3016H Honors Business Strategy and Planning (Fa) Integrative study of the managerial decisions; introduces students to an understanding of strategic competitiveness and the way in
which business strategy is formulated and implemented; uses a combination of theoretical and experiential approaches to designing business plans for key decisions, implementing these decisions, and monitoring their effects. Prerequisite: a business student must complete the pre-business requirements before enrolling for this course. WCOB 2013, WCOB 2023, WCOB 2033, and WCOB 2043 must each be completed with a grade of "C" or better. This course is restricted to Walton College students.

WCOB3023 Sustainability in Business (Irregular) The course focuses on theoretical and practical bases for pursuing sustainability in business and society. Students learn four definitions of sustainability, measured on four axes expressed by: 1987 UN Brundtland Report (intergenerational equity), Triple- play (people, planet, profits), resource sustainability, and economic justice (fair global system of rules, fairly enforced). Prerequisite: Junior standing.

WCOB3033 The African American Experience in Business (Irregular) This course is designed to provide the student with a comprehensive and critical analysis of the history of the African American experience as a member of the business sector of the United States economics. The course will review information that includes and demonstrates activities prior to slavery, during, and after slavery.

WCOB3043 From Books to Boardrooms (Sp, Su, Fa) Examines career choices and skills necessary to be successful as a professional in the workforce. Self-assessment and career exploration strategies are examined using career development theories. Incorporates career path management principles to include exploring occupations, networking, enhancing business communications, job searching, workplace success skills, and college to work transition. Business majors may not use course towards upper level business credit, but may be used toward non-business elective credit. Prerequisite: Junior standing.

WCOB310V Cooperative Education (Sp, Su, Fa) (1-3) Co-op allows students to earn one or two hours of credit per semester for work related to their major. Accumulated credit may not exceed six hours. Eligibility requires: 1) junior standing in the college, 2) completion of the pre-business core and 3) the prescribed GPA. See catalog for details. Prerequisite: Junior standing and completion of pre-business core. May be repeated for up to 6 hours of degree credit.

WCOB410V Special Topics in Business (Irregular) (1-6) Special business topics of an interdisciplinary nature. May be repeated for up to 6 hours of degree credit.

WCOB410VH Honors special Topics in Business (Irregular) (1-6) Special business topics of an interdisciplinary nature. May be repeated for up to 6 hours of degree credit.

WCOB4213 ERP Fundamentals (Sp, Fa) An introduction to enterprise resource planning systems. Students should gain an understanding of the scope of these integrated systems that reach across organizational boundaries and can change how a company does business. Implementation issues are covered, including the importance of change management. Prerequisite: WCOB 2023 and WCOB 2043 or CSCE 2014 each with a grade of "C" or better.

WCOB4223 ERP Configuration and Implementation (Fa) The process of configuring and implementing an enterprise resource planning system. Business process analysis and
integration. Students will develop a company and set up several modules in SAP R/3 for use. Develop understanding of how the business processes work and integrate. Prerequisite: WCOB 4213.

WCOB455V Service Learning Practicum (Sp, Su, Fa) (1-3) Through participation in this practicum, students learn while providing services that benefit the community. The goal is for students to learn, practice, and teach the principles of free enterprise. The students assess community needs and design service projects that enable them to apply course content knowledge while developing organizational, communication, time-management, and leadership skills. May be repeated for up to 6 hours of degree credit.

WCOB4993H Honors Thesis (Sp, Fa) Provides Honors Students with an opportunity to explore a business topic in depth through an independent research project. Prerequisite: Good standing in the Walton College Honors Program.