

## School of Business

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**Dean:** David Prensky; **Division Heads:** Rajib Sanyal and Joyce Vincelette;  
**Assistant Dean for Student Services:** William Johnson;  
**Assistant Dean for Administration:** Teri Gerberg

**The School of Business is accredited by the AACSB International—The Association to Advance Collegiate Schools of Business.**

**All School of Business programs build on a foundation of liberal studies, general education, and the common body of knowledge in business. Students then specialize in one area of emphasis.**

**Undergraduate programs of study are available in accountancy (page 41), economics (page 44), finance (page 47), general business (page 49), information systems management (page 51), international business (page 53), management (page 55), and marketing (page 58). Minors are available in economics, human resource management, international business, management, and marketing. Certificate programs are available in human resources management and international business.**

### School of Business Mission Statement

The School of Business offers exceptional undergraduate students a challenging foundation in the business disciplines and the liberal arts. Students work with faculty to analyze the contexts in which business, government, and nonprofit organizations operate and the interdependent processes that sustain such enterprises. The faculty are dedicated to effective teaching, are accessible for advising and mentoring, and work to create and share new knowledge through appropriate scholarly activity. The School is a learning-centered environment that enables students to acquire the personal and professional knowledge and skills necessary for academic and career success. This environment also provides a foundation for students to continue the lifelong development of analytic, communication, and leadership skills required to better their workplaces, their professions, and their communities.

### Guiding Principles

1. The School of Business offers a personal educational experience that provides a strong foundation in the business disciplines and the liberal arts to its undergraduate students.
2. The School of Business believes that an effective teaching and learning environment consists of students and faculty working together with business, government, and nonprofit organizations to create a dynamic educational community.
3. The School of Business ensures that its curriculum and pedagogical approaches positively influence teaching and learning outcomes through regular assessment of faculty and student performance and adherence to educational and professional accrediting standards.
4. The School of Business believes that all students should understand the important role of the liberal arts as the intellectual foundation for the business disciplines.
5. The School of Business provides all business students with a strong foundation in the functional areas of business and an understanding of their interdependent roles in building and sustaining successful enterprises.
6. The School of Business challenges students to acquire specific academic and applied skills that will contribute to immediate success in school and the workplace and to develop analytic, communication, and leadership skills that will help achieve long-term success in graduate and professional education and in careers in business, government, and nonprofit organizations.
7. The School of Business requires students to examine the ethical, cultural, economic, legal, political, social, and technological contexts in which organizations operate to better prepare them to assume leadership roles in their workplaces and communities.
8. The School of Business supports student growth and development in an environment that combines ongoing advising and mentoring with increasing expectations of individual responsibility and academic self-sufficiency.
9. The School of Business seeks campus and community partnerships to share specialized knowledge and skills and gain new insights from these relationships.

10. The School of Business recognizes its responsibility to its majors as well as to other members of the campus community interested in exposure to business concepts and skills.
11. The School of Business faculty embrace their responsibility to teach and mentor students; to pursue appropriate scholarly activity; and to provide service and leadership to the School of Business, The College, their professions, and the community.
12. The School of Business encourages students and faculty to appreciate and welcome diversity within our society and to develop skills that maximize opportunities in the global workplace.

### School of Business Facilities

The School of Business offices, classrooms, and computer facilities are located in the School of Business Building.

### Required Exit Examination

With the exception of those earning the BA in economics, all students in the School of Business are required to take an exit examination during their senior year.

### Transfer Credit Policy

As an accredited institution, the School of Business adheres to the standards of AACSB International—The Association to Advance Collegiate Schools of Business, which requires a process for transferring courses from other institutions. The following identifies our rules for transferring credit:

- 1) Full credit will be given for our 100- and 200-level courses as long as the transferred course was awarded at least a grade of C.
- 2) Full credit will be given for 300- and 400-level courses taken at AACSB-accredited schools as long as the grade earned equals at least a grade of C.
- 3) Capstone courses (the culminating course of a program) must be taken at The College of New Jersey. These capstone courses include:

MGMT 490/Strategic Management (All Majors)  
 MKTG 447/Marketing Management Seminar (Marketing)  
 MGMT 451/Seminar in Decision Making (Management)  
 ECON 493/Senior Thesis in Economics (Economics)  
 BFIN 495/Senior Thesis in Finance (Finance)  
 INBU 495/Senior Seminar in International Business (International Business)

Accreditation requirements call for at least 50 percent of all business credits to be taken at the degree-granting institution.

### Internship Credits

The School of Business strongly encourages students to take internships in the business field as a means to gain work experience, initiate networking relationships, and build upon classroom learning. An internship in business—either ACCT 498 or BUSN 498—involves supervised work and reflective papers relating the learning experience on the job to the course work and career goals of individual students. Internships in accounting and financial services, marketing and marketing research, human resource management, information systems, government, and non-profit organizations are available throughout the New York-Philadelphia corridor.

Depending on the student's program, up to six credits of internship may be taken as electives. However, students may only count up to three credits per experience. For more information regarding the internship, visit the Internship Web site within the School of Business home page.

### Independent Study

Independent study consists generally of a student working independently under the supervision of a faculty member. Independent study requires a research project that typically involves literature review and field research, and is recommended only for seniors who have a strong interest in an area of research of a particular faculty member.

### Pass/Unsatisfactory Option

A School of Business student may use the P/U option for School of Business courses only under the following conditions: 1) the course is not offered by the student's major program or minor; and 2) the course will be counted only as an elective.

### Beta Gamma Sigma

The College of New Jersey Chapter of Beta Gamma Sigma is an honor society, the purpose of which is to encourage and reward scholarship and accomplishment among students of business and administration, to promote the advancement of education in the art and science of business, and to foster integrity in the conduct of business activities. Beta Gamma Sigma is the honor society for colleges accredited by the American Assembly of Collegiate Schools of Business (AACSB International—The Association to Advance Collegiate Schools of Business). In order to be inducted into Beta Gamma Sigma, a student must be in the upper 10 percent of his or her senior class or upper seven percent of his or her junior class. Beta Gamma Sigma is confident that its membership will serve as effective business and managerial leaders as we enter the 21st century.

### Financial Management Association National Honor Society

The FMA National Honor Society was established to encourage and reward scholarship and advancement in finance. The minimum qualification for membership is a 3.25 grade point average in at least six credits of finance courses.

### Omicron Delta Epsilon—International Economics Honor Society

To become a member, a student must have completed at least 12 credits of economics courses with an average over 3.0 and should be at the junior level with a general scholastic average of 3.0 or better.

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## Accounting

### Bachelor of Science—Accountancy

*Accountancy and Legal Environment Faculty:* Chiang, Lasher, Levitt, Miller, Nouri, Shahid

The BS in accountancy program prepares students for careers in public, corporate, not-for-profit, and governmental accounting. Accounting courses integrate the study of the

theory and current practice of accounting with research and computer applications. There is a student chapter of the Institute of Management Accountants that sponsors career-planning activities.

### Requirements for the Major

The 60 credits in the major include 30 credits in “core” courses: BUSN 100, 219, 223, MGMT 310, 439, 490, BFIN 300, 330, INFO 328, and MKTG 340 (ECON 200, 201, and 231 are in general education); 27 credits in ACCT 263, 264, 362, 364, 368, 466, 467, and 470; and three credits in an accounting/business elective.

### Program Entrance, Retention, and Exit Standards

Every major program at The College has set standards for allowing students to remain in that program, to transfer within The College from one program to another, and to graduate from a program. The following are the standards for accountancy. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these “critical content courses”: ACCT 263/Fundamentals of Financial Accounting I (C); ACCT 264/Fundamentals of Financial Accounting II (C)
- Transfer into the program from another program within The College is based upon the following performance standards in these “foundation courses”: MATH 125/Calculus for Business and the Social Sciences (C) or MATH 127/Calculus I (C)
- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C– in the following courses: Same as Retention Standard

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with Faculty Advisers and with the Assistant Dean for Student Services prior to requesting a change of major after 90 credits.

### Recommended Sequence of Courses

#### Freshman Year

BUSN	100/Computer Fundamentals	3	F
ACCT	098/Freshman Career Awareness	0	F
STAT	215/Statistical Inference	3	S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
PHIL	120/Introduction to Logic	3	F
IDSC	151/Athens to New York	3	S
RHET	101/Rhetoric I	3	F/S
RHET	102/Rhetoric II	3	S
PSYC	101/General Psychology	3	S
	Science (GE)	8	F/S
<b>Total for year</b>		<b>32</b>	

#### Sophomore Year

ACCT	099/Sophomore Career Planning		
ACCT	263/Fundamentals of Financial Acct. I	3	F
ACCT	264/Fundamentals of Financial Acct. II	3	S
BUSN	219/Legal Environment in Accountancy	3	F
BUSN	223/Law for Business Organizations	3	S
ECON	200/Principles of Economics: Micro	3	F
ECON	201/Principles of Economics: Macro	3	S
ECON	231/Applied Econ. and Bus. Statistics	3	S
	Literature (GE)	3	F/S
IDSC	252/Society, Ethics, and Technology	3	F/S
	Arts (GE)	3	F/S
<b>Total for year</b>		<b>30</b>	

#### Junior Year

ACCT	362/Intermediate Accounting I	3	F
ACCT	363/Intermediate Accounting II	3	S
ACCT	364/Cost Accounting	3	F
ACCT	368/Accounting Information Systems	3	S
INFO	328/Business Information Systems	3	F
BFIN	300/Financial Management	3	F
BFIN	330/Capital Budgeting	3	S
MGMT	310/Management of Organizational Behavior	3	F
MGMT	439/Operations Management	3	S
MKTG	340/Marketing Principles	3	S
<b>Total for year</b>		<b>30</b>	

#### Senior Year

ACCT	466/Federal Income Tax	3	F
ACCT	467/Advanced Accounting	3	F
ACCT	469/Auditing Theory and Practice	3	F
MGMT	490/Strategic Management	3	F/S
	Philosophy/Religion (GE)	3	F/S
	Business Electives (by advisement)	3	F/S
	Elective (GE)	7	F/S
	History (GE)	3	F/S
<b>Total for year</b>		<b>28</b>	

#### ACCT 098/Freshman Career Awareness Program 0 cr. (fall)

Freshman career awareness introduces to students the variety of career options available to graduates of the accountancy program. Professional accountants describe their career development and experiences and their roles in providing professional accounting services to organizations, profit and not-for-profit, to individuals and to governments. International aspects of the profession are also introduced.

#### ACCT 099/Sophomore Career Planning Program 0 cr. (spring)

*Prerequisite:* Sophomore standing

Consists of eight to 10 activities and workshops whose purpose is to fully prepare students to enter the profession of accountancy. It introduces students to specific career options and develops interpersonal skills and abilities necessary for participation in the accounting recruitment/internship program.

#### ACCT 260/Accounting Principles I 3 cr. (3 class hours)

(every semester)

*Prerequisites:* Three credits of college-level mathematics and knowledge of a spreadsheet program.

Basic course in financial accounting including study of the accounting cycle, classification, and valuation of assets and

periodic income measurement. Particular emphasis on the analysis of financial information from a user's perspective.

**ACCT 261/Accounting Principles II** 3 cr.

(3 class hours)

(every semester)

*Prerequisite:* ACCT 260

Cost-volume-profit analysis, cost control and variance analysis, product mix and short-term decision making, budgeting, performance evaluation for goal congruence, and cost accumulation systems.

**ACCT 263/Fundamentals of Financial Accounting I** 3 cr.

(3 class hours)

(fall)

*Prerequisites:* Three credits of college-level mathematics, BUSN 100

Introduction to financial accounting for accounting majors. Study and analysis of the information system resulting in financial statements and corporate annual reports. Emphasizes understanding accounting concepts as well as their applications.

**ACCT 264/Fundamentals of Financial Accounting II** 3 cr.

(3 class hours)

(spring)

*Prerequisite:* ACCT 263

A continuation of basic financial accounting, an overview of managerial accounting principles, and an introduction to financial accounting at the professional level. Introduces the environment and structure of the standard-setting process, the conceptual framework of financial accounting, and the processing and reporting of financial information.

**ACCT 362/Intermediate Accounting I** 3 cr.

(3 class hours)

(fall)

*Prerequisites:* ACCT 264, STAT 215

In-depth study of accounting principles, accounting processes, financial statements, current and fixed assets, intangibles, liabilities, and stockholders' equity. Original pronouncements issued by the Accounting Principles Board and the Financial Accounting Standards Board are integrated with materials and assigned cases.

**ACCT 363/Intermediate Accounting II** 3 cr.

(3 class hours)

(spring)

*Prerequisites:* ACCT 362

In-depth study of shareholders' equity, earnings per share, investments, revenue recognition, accounting for income taxes, pensions and post-retirement benefits, and cash flows.

**ACCT 364/Cost Accounting** 3 cr.

(3 class hours)

(fall)

*Prerequisites:* ACCT 261 or ACCT 264

Standard cost procedures, job order and process cost systems, cost-volume-profit analysis, budgeting and responsibility accounting.

**ACCT 368/Accounting Information Systems** 3 cr.

(3 class hours)

(spring)

*Prerequisites:* ACCT 264, INFO 328

An introduction to manual and computer-based accounting information systems and concepts, processes, and proce-

dures characteristic of manual and of computer-based accounting information systems. Particular attention is given to the analysis, design, and development of these systems with appropriate consideration of internal control.

**ACCT 466/Federal Income Tax** 3 cr.

(3 class hours)

(fall)

*Prerequisite:* ACCT 261 or 264

Introduction to federal income tax laws, preparation of tax returns for individuals, and specific tax problems relating to individuals.

**ACCT 467/Advanced Accounting** 3 cr.

(3 class hours)

(fall)

*Prerequisites:* ACCT 363, senior standing (open only to students in accountancy major)

Advanced topics including parent-subsidiary relationships, consolidated financial statements, international and fund accounting, and accounting for leases. Emphasis on preparation of consolidated working papers, manual and computer assisted.

**ACCT 469/Auditing Theory and Practice** 3 cr.

(3 class hours)

(fall)

*Prerequisite:* ACCT 363

Auditing standards, procedures, programs, manual and computer-assisted working papers, internal control, and the ethical and legal responsibilities of the certified public accountant.

**ACCT 470/Internal Auditing** 3 cr.

(3 class hours)

(fall)

*Prerequisite:* ACCT 363

The organization of the internal audit department, staff qualifications and development, long- and short-range audit plans, and the elements of internal auditing, i.e., preliminary survey, audit programs, fieldwork activities, reporting, and management review.

**ACCT 497/Selected Topics in Accounting** 3 cr.

*Note:* Each time this course is offered, the specific topic will be announced.

(occasionally)

An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled accounting courses. (Course content will vary; course may be repeated for credit up to a maximum of six credits.)

**ACCT 498/Internship in Accounting** 3 cr.

An opportunity to work under the supervision of accounting professionals in a structured setting.

**ACCT 499/Independent Study in Accountancy** 1–6 cr.

*Prerequisites:* *Permission of instructor and division head*

Student must have a minimum grade point average of 2.5.

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.

## Economics

*Faculty:* Breslin, Leven, C. Liu, Naples, Samanta, Vandegrift

Economics is the study of the ways society chooses to use its scarce resources to attain alternative and often conflicting goals. As a social science, economics is concerned with the major issues of today. There are two undergraduate programs in economics: a Bachelor of Arts and a Bachelor of Science. The programs prepare students for careers in business and government, and for graduate study in economics, law, business, and public policy or administration. The Bachelor of Science program requires the completion of the business core. As a result, it provides extensive instruction in the other business disciplines (e.g., finance, management) and offers excellent preparation for the MBA degree. The Bachelor of Arts program requires completion of The College's language requirement but not the business core. Consequently, the BA degree offers additional flexibility to enroll in courses outside of the business school (e.g., history, political science) and is especially recommended for graduate study in economics, law, and public administration. Because quantitative skills are crucial at the graduate level, the sequence for students planning graduate studies in economics should include MATH 127 (Calculus I), MATH 128 (Calculus II), MATH 229 (Calculus III), and either MATH 316 (Introduction to Probability) or MATH 205 (Linear Algebra).

### Bachelor of Arts—Economics

The BA in economics is in nature and in purpose a liberal arts program. It requires a foreign language and, due to the relatively small number of fixed requirements, provides students ample opportunities to pursue either a second major or a minor field of study.

### Recommended Sequence of Courses

#### Freshman Year

BUSN	099/School of Business Seminar	0	F
BUSN	100/Computer Fundamentals	3	F
ECON	200/Principles of Economics: Micro	3	F
ECON	201/Principles of Economics: Macro	3	S
	Foreign Language	6	F/S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
STAT	215/Statistical Inference	3	S
IDSC	151/Athens to New York	3	S
RHET	101/Rhetoric I	3	F
RHET	102/Rhetoric II	3	S
	<b>Total for year</b>	<b>30</b>	

#### Sophomore Year

ECON	231/Applied Econ. and Bus. Statistics	3	F
ECON	301/Intermediate Macroeconomics	3	F
ECON	302/Intermediate Microeconomics	3	S
	Humanistic and Artistic Perspectives (GE)	9	F/S
IDSC	252/Society, Ethics, and Technology	3	F/S
	Foreign Language	3	F/S
	Natural Sciences (GE)	8	F/S
	<b>Total for year</b>	<b>32</b>	

#### Junior Year

ECON	210/History of Economic Thought	3	S
	Economics Options	6	F/S

	Humanistic and Artistic Perspectives (GE)	3	F/S
	Electives	18	F/S
	<b>Total for year</b>	<b>30</b>	

#### Senior Year

ECON	420/Introductory Econometrics		
	<i>or</i>		
ECON	425/Appl. Econometrics and Forecasting	3	F
ECON	493/Senior Thesis in Economics	3	S
	Economics Options	6	F/S
	Electives	16	F/S
	<b>Total for year</b>	<b>28</b>	

### Bachelor of Science—Economics

The BS program in economics includes a broad range of business courses along with the requirements in economics. The BS program is especially designed to prepare graduates for employment in both private and public sector organizations. It combines both business and liberal arts perspectives.

### Requirements for the Major

Thirty-three credit hours in economics courses, including ECON 200, ECON 201, ECON 231, ECON 301, ECON 302, ECON 425 and ECON 493, and 12 credit hours from other economic courses. Also required are STAT 215, MATH 125, and a 33-credit core of business courses.

### Program Entrance, Retention, and Exit Standards

Every major program at The College has set standards for allowing students to remain in that program, to transfer within The College from one program to another, and to graduate from a program. The following are the standards for economics programs (BA and BS). Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these "critical content courses": ECON 200/Principles of Economics: Micro (C); ECON 201/Principles of Economics: Macro (C); ECON 231/Applied Economics and Business Statistics (C)
- Transfer into the program from another program within The College is based upon the following performance standards in these "foundation courses": ECON 200/Principles of Economics: Micro (C); ECON 201/Principles of Economics: Macro (C); ECON 231/Applied Economics and Business Statistics (C)
- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C- in the following courses: Same as Retention Standard

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Stu-

dents are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

### Requirements for the Minor

Eighteen credit hours in economics courses, including ECON 200 and 201, and 12 credit hours from other economics courses. At least six credit hours must be at the 300/400 levels.

### Honors in Economics

Students may be eligible for the economics honors program upon written application if they are at the sophomore level or above with an overall cumulative average of 3.0 and an economics cumulative average of 3.2. Successful completion of this program requires 36 credits of economics courses with an overall cumulative average of 3.45 including nine credits of designated honors courses:

#### Required:

ECON 494/Senior Honors Thesis in Economics I 3 cr.

#### Choose six credits from the following:

3 credits ECON 496/Senior Honors Thesis  
in Economics II

3–6 credits Any upper-level course with an approved  
honors component

### Recommended Sequence of Courses

#### Freshman Year

BUSN 099/School of Business Seminar	0	F
BUSN 100/Computer Fundamentals	3	F
ECON 200/Principles of Economics: Micro	3	F
ECON 201/Principles of Economics: Macro	3	S
STAT 215/Statistical Inference	3	S
MATH 125/Calc. for Bus. and Soc. Sciences	3	F
IDSC 151/Athens to New York	3	S
PSYC 101/ General Psychology	3	F
RHET 101/Rhetoric I	3	F
RHET 102/Rhetoric II	3	S
Humanistic and Artistic Perspectives (GE)	3	S
<b>Total for year</b>	<b>30</b>	

#### Sophomore Year

ACCT 260/Accounting Principles I	3	F
ACCT 261/Accounting Principles II	3	S
ECON 231/Applied Econ. and Bus. Statistics	3	F
ECON 301/Intermediate Macroeconomics	3	F
ECON 302/Intermediate Microeconomics	3	S
Humanistic and Artistic Perspectives (GE)	3	F/S
IDSC 252/Society, Ethics, and Technology	3	S
Natural Sciences (GE)	8	F/S
BUSN 217/Legal Environment of Business	3	S
<b>Total for year</b>	<b>32</b>	

#### Junior Year

INFO 327/Information Systems	3	F
BFIN 300/Financial Management	3	S
Economics Options	9	F/S
Humanistic and Artistic Perspectives (GE)	6	S

MGMT 310/Management of Organizational Behavior	3	S
MKTG 340/Marketing Principles	3	S
Electives (non-business)	3	F
<b>Total for year</b>	<b>30</b>	

#### Senior Year

MGMT 490/Strategic Management	3	S
ECON 425/Appl. Econometrics and Forecasting	3	F
ECON 493/Senior Thesis in Economics	3	S
Economics Option	3	F/S
MGMT 439/Operations Management	3	F
Electives (non-business)	13	F/S
<b>Total for year</b>	<b>28</b>	

#### Economics Options:

ECON 210/History of Economic Thought	
ECON 305/ The Economics of Public Policy	
ECON 310/Money, Credit, and Financial Markets	
ECON 315/Labor Economics	
ECON 320/Mathematical Economics	
ECON 325/Women, Gender, and Work	
ECON 335/Economic Development	
ECON 340/International Economics	
ECON 345/Comparative Economic Systems	
ECON 350/Economics of Environmental Quality	
ECON 355/The Organization of Industry	
ECON 365/Economics of Law	
ECON 420/Introductory Econometrics	
ECON 425/Applied Econometrics and Forecasting	
ECON 497/Selected Topics in Economics*	
ECON 499/Independent Study*	

\* By advisement.

#### ECON 200/Principles of Economics: Micro 3 cr.

(3 class hours)  
(fall/spring)

Perspectives on the World: Social Sciences—Process  
An introduction to the analysis of price determination in product and resource markets under varying market structures within parameters set forth in a capitalistic system. A research paper is required.

#### ECON 201/Principles of Economics: Macro 3 cr.

(3 class hours)  
(fall/spring)

Perspectives on the World: Social Sciences—Content  
Macroeconomics: an introduction to economic concepts and their application to problems of unemployment, inflation, and economic growth. Government fiscal and monetary policies are examined along with international considerations.

#### ECON 210/History of Economic Thought 3 cr.

(3 class hours)  
(spring)

The development of economic analysis from the classical school until today. The ideas of Smith, Ricardo, Marx, Marshall, Keynes, Pigou, and Sraffa are analyzed. Research paper required.

- ECON 231/Applied Economics and Business Statistics** 3 cr.  
(3 class hours)  
(fall/spring)  
*Prerequisites:* ECON 200 or 201 and STAT 215 (or equivalent)  
Application of statistical techniques to business problems. The regression model is emphasized. Computer applications are integrated. Research paper required.
- ECON 301/Intermediate Macroeconomics** 3 cr.  
(3 class hours)  
(fall)  
*Prerequisites:* ECON 200, 201, 231 (co-requisite)  
Theories of national income determination are studied. Fiscal and monetary policy effects on inflation and unemployment are investigated. The influences of foreign trade on the national economy are considered.
- ECON 302/Intermediate Microeconomics** 3 cr.  
(3 class hours)  
(spring)  
*Prerequisites:* ECON 200, 201, 231 (co-requisite)  
An examination of the modern price theory with specific emphasis on consumer demand, production and cost, the firm and market organization, and theory of distribution.
- ECON 305/The Economics of Public Policy** 3 cr.  
(3 class hours)  
(fall, even years)  
*Prerequisites:* ECON 200, 201  
Addresses the economic underpinnings of policy debates regarding public sector expenditures and revenue decisions. The macroeconomic and income-distribution effects as well as efficiency dimensions of policy choices are examined. Student presentations address specific topics, which may include: the deficit, education, environment, housing, income tax reforms, and welfare reforms.
- ECON 310/Money, Credit, and Financial Markets** 3 cr.  
(3 class hours)  
(fall or spring)  
*Prerequisites:* ECON 200, 201  
The study of the behavior and functions of money, financial markets, and institutions. The role of credit, flow of funds from SSUs to DSUs, importance of interest rates, efficiency of financial markets, and the role of the Federal Reserve Bank are also examined.
- ECON 315/Labor Economics** 3 cr.  
(3 class hours)  
(occasionally)  
*Prerequisites:* ECON 200, 201  
Provides the analytical tools necessary for undergraduate-level study of labor markets and labor relations needed for management supervision or community leadership. It includes an analysis and history of unions, labor market organization and operation, unemployment causes and remedies, wage determination, hours and working conditions, collective bargaining, scope and role of government in labor markets, and labor relations in non-profit sectors.
- ECON 320/Mathematical Economics** 3 cr.  
(3 class hours)  
(occasionally)  
*Prerequisites:* ECON 200, 201, MATH 127  
The chief purposes of the course are to render a systematic exposition of certain basic mathematical methods, and to relate these mathematical techniques to various types of economic analysis.
- ECON 325/Women, Gender, and Work** 3 cr.  
(3 class hours)  
(fall, odd years)  
Perspectives on the World: Social Sciences—Content, Gender  
*Prerequisite:* ECON 200  
This course examines economic basis of policy debates on gender inequality in the labor market and in the workplace. Perfect competition and imperfect competition institutional theories of gender inequality are studied and contrasted. Topics covered may include: wage gap, occupational distribution, labor force participation, productivity differentials, working conditions, and international comparisons.
- ECON 335/Economic Development** 3 cr.  
(3 class hours)  
(fall, odd years)  
*Prerequisite:* ECON 200 or ECON 201  
A study of theoretical growth models and their application to the problems of developing countries. Foreign aid policies are evaluated. The relation of trade to growth is examined.
- ECON 340/International Economics** 3 cr.  
(3 class hours)  
(spring)  
*Prerequisites:* ECON 200 and ECON 201  
Theory, policy, and institutions of international trading and monetary relations.
- ECON 345/Comparative Economic Systems** 3 cr.  
(3 class hours)  
(fall, even years)  
*Prerequisites:* ECON 200 or ECON 201  
Economic systems including China, Japan, Russia and former USSR republics, U.S., and selected countries in Europe and Eastern Europe will be analyzed with respect to economic performance and achievement of goals. Research paper required.
- ECON 350/Economics of Environmental Quality** 3 cr.  
(3 class hours)  
(fall or spring)  
*Prerequisite:* ECON 200  
An examination of production and consumption from the perspectives of ecology and applied economic theory. Resource utilization, externalities, pollution-control methods and their theoretical and practical consequences for the U.S.; developed and less-developed economies will be analyzed in terms of the economic goals of efficiency, equity, and growth. A research component is required.
- ECON 355/The Organization of Industry** 3 cr.  
(3 class hours)  
(fall, even years)  
*Prerequisite:* ECON 200  
A detailed study of competition and the modern theory of the firm with a focus on the implications of transaction costs on economic organization. Uses price theory and the theory of the firm to assess economic regulation and antitrust issues.

**ECON 365/Economics of Law** 3 cr.

(3 class hours)  
(fall, odd years)

*Prerequisite:* ECON 200

This course applies economic analysis to common law rules (i.e., contract, property, and tort law) and criminal law. Economic analysis predicts the effect of legal rules, determines which legal rules are economically efficient, and explains the development of law and legal institutions.

**ECON 420/Introductory Econometrics** 3 cr.

(3 class hours)  
(spring)

*Prerequisites:* ECON 200, 201, 231

An examination of single-equation and simultaneous-equations regression models used to measure and quantify theoretical economic models. Empirical studies include both time series and cross-section data. Computer applications are integrated.

**ECON 425/Applied Econometrics and Forecasting** 3 cr.

(3 class hours)

(occasionally) *Prerequisites:* ECON 200, 201, 231

Forecasting methods using various econometric techniques and time-series methodologies are studied. Single-equation estimations are emphasized. Computer applications are integrated.

**ECON 476/Honors Independent Study** 3 cr.**ECON 477/Honors Independent Study** 6 cr.

*Prerequisites:* ECON 200, 201, permission of coordinator or instructor

Independent research with a theoretical and/or empirical approach to economic analysis.

**ECON 493/Senior Thesis in Economics** 3 cr.

(3 class hours)  
(spring, and by arrangement)

*Prerequisite:* Senior standing, Economics major

Independent research under faculty supervision. Students must have a topic approved by their mentor (faculty adviser) prior to registration for this course. This course is the capstone course and research course for economics. The student will complete a formal research paper and present it in front of the faculty members and students.

**ECON 494, 496/Senior Honors Thesis in Economics I and II** 3, 3 cr.

(fall/spring)

*Prerequisites:* Senior standing and acceptance in economics honors program

Independent research under faculty supervision. Students must have a topic approved by their mentor (faculty adviser) prior to registration for this course. This course is the capstone research course in economics, and substitutes for ECON 493. The student will complete a formal research paper and present it in front of the faculty members and students.

**ECON 497/Selected Topics in Economics** 1–6 cr.

(3 class hours)  
(periodically)

*Prerequisites:* ECON 200, 201, and permission of instructor  
One or more specialized topics of current and/or continuing interest which have not been offered in the general program will be presented in this format. These topics may include resource economics, income distribution, regional economics,

urban economics, econometrics, state and local finance, and/or other economic issues. Course content will vary. Therefore, students may take the course more than once, up to a maximum of six credits.

**ECON 499/Independent Study in Economics** 1–6 cr.

*Prerequisites:* ECON 200, 201, and permission of the assistant dean

Student must have a minimum grade point average of 2.5. An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.

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## Finance

### (Bachelor of Science—Business Administration with specialization in Finance)

*Faculty:* Beierlein, Mayo, Patrick

The study of finance provides the student with the ability to analyze the allocation of financial resources within a corporation, individual, or governmental setting; to appreciate the ramifications of financial decisions; to analyze sources of funding; and to allocate these sources of funds. Students studying finance go on to work in banks, financial institutions, brokerage houses, major corporations, and the government. Students are also prepared to continue their education at the graduate level.

### Requirements for the Specialization

Fifty-seven credits in the major include 33 credits in “core” courses: BUSN 100, 217, ACCT 260, 261, ECON 231 (ECON 200 and 201 are general education), MGMT 310, 439, and 490, MKTG 340, INFO 327, and BFIN 300; 12 credits in BFIN 310, 320, 330, and 495; six credits in finance options; and six credits in 300- and 400-level business courses.

### Program Entrance, Retention, and Exit Standards

Every major program at The College has set standards for allowing students to remain in that program, to transfer within The College from one program to another, and to graduate from a program. The following are the standards for finance. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these “critical content courses”: BFIN 300/Financial Management (C) and one of the following:
  - BFIN 310/Introductions to Investments and Financial Analysis (C)
  - BFIN 320/Working Capital Management (C)
  - BFIN 330/Capital Budgeting (C)
- Transfer into the program from another program within The College is based upon the following performance standards in these “foundation courses”: BFIN 300/Financial Management (C) and one of the following:
  - BFIN 310/Introductions to Investments and Financial Analysis (B)

BFIN 320/Working Capital Management (B)

BFIN 330/Capital Budgeting (B)

- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C– in the following courses: Same as Retention Standard

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

### Recommended Sequence of Courses

#### Freshman Year

BUSN	099/School of Business Seminar	0	F
IDSC	151/Athens to New York	3	S
STAT	215/Statistical Inference	3	S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
RHET	101/Rhetoric I	3	F
	Arts (GE)	3	F/S
BUSN	100/Computer Fundamentals	3	F/S
	Science (GE)	8	F/S
PSYC	101/General Psychology	3	F
RHET	102/Rhetoric II	3	S
	<b>Total for year</b>	<b>32</b>	

#### Sophomore Year

ACCT	260/Accounting Principles I	3	F
ECON	200/Principles of Economics: Micro	3	F
BUSN	217/Legal Environment of Business	3	F/S
	Literature (GE)	3	F/S
	Philosophy/Religion (GE)	3	F/S
ACCT	261/Accounting Principles II	3	S
ECON	201/Principles of Economics: Macro	3	S
ECON	231/Applied Econ. Statistics	3	S
IDSC	252/Society, Ethics, and Technology	3	F/S
BFIN	300/Financial Management	3	S
	<b>Total for year</b>	<b>30</b>	

#### Junior Year

MGMT	310/Management of Organizational Behavior	3	F
MKTG	340/Marketing Principles	3	F
INFO	327/Information Systems	3	F/S
BFIN	330/Capital Budgeting	3	S
	Business Options		
	(300- or 400-level courses)	3	F/S
	History (GE)	3	F/S
	Electives (non-business)	9	F/S
	Electives (free)	3	F/S
	<b>Total for year</b>	<b>30</b>	

#### Senior Year

BFIN	310/Intro. to Investments and Financial Analysis	3	F
BFIN	320/Working Capital Management	3	F

MGMT	439/Operations Management	3	F/S
MGMT	490/Strategic Management	3	F
BFIN	495/Senior Thesis in Finance	3	S
	Finance Options	6	F/S
	Business Options		
	(300- or 400-level courses)	3	F/S
	Electives (one non-business; three free)	4	S
	<b>Total for year</b>	<b>28</b>	

#### Finance Options

BFIN	340/International Finance		
BFIN	350/Commercial Banking		
BFIN	410/Portfolio Management and Derivative Securities		
BFIN	430/Corporate Valuation		
BFIN	497/Selected Topics in Finance		

**BFIN 300/Financial Management** **3 cr.**  
(3 class hours)  
(fall/spring)

*Prerequisites:* ACCT 260 or ACCT 263, ECON 200 or 201, STAT 215 (or equivalent)

A general study of financial management to include time value of money, working capital management, capital budgeting, financial planning, and control.

**BFIN 310/Introduction to Investments and Financial Analysis** **3 cr.**  
(3 class hours)  
(fall/spring)

*Prerequisite:* BFIN 300

The fundamentals of investing in stocks, mutual funds, derivatives, and other marketable securities. Securities markets, mechanics of trading, techniques of analysis, diversification, and valuation of assets are included.

**BFIN 320/Working Capital Management** **3 cr.**  
(3 class hours)  
(fall/spring)

*Prerequisite:* BFIN 300

Management of short-term assets and liabilities, financial statement analysis, planning, budgeting, and bankruptcy. Extensive use of problems and cases.

**BFIN 330/Capital Budgeting** **3 cr.**  
(3 class hours)  
(fall/spring)

*Prerequisite:* BFIN 300

Management of long-term assets and liabilities under condition of uncertainty, cost of capital, and mergers. Extensive use of problems and cases.

**BFIN 340/International Finance** **3 cr.**  
(3 class hours)  
(fall)

*Prerequisite:* BFIN 300

A global approach to financial management. Topics include: financial structure in global markets; managing exchange rate risks and hedging; international capital budgeting; international arbitrage and parity.

**BFIN 350/Commercial Banking** **3 cr.**  
(3 class hours)  
(spring)

*Prerequisite:* BFIN 300

Analyzes the commercial banking industry. Topics include balance sheet structure, liquidity, capital adequacy, risk, lending practices, and investment policies.

**BFIN 410/Portfolio Management and Derivative Securities** 3 cr.  
(3 class hours)  
(fall)

*Prerequisite:* BFIN 310

Continuation of BFIN 310 with emphasis on security valuation under uncertainty, efficient financial markets, options, commodity and financial futures, portfolio construction, and planning.

**BFIN 430/Corporate Valuation** 3 cr.  
(3 class hours)  
(fall)

*Prerequisite:* BFIN 300

Valuation of closely held corporations using discounted cash flow and comparative company methods. Analysis of financial statements and adjustments to balance sheets and income statements.

**BFIN 495/Senior Thesis in Finance** 3 cr.  
(fall/spring)

*Prerequisite:* Senior standing, Finance major

Independent research under faculty supervision. Topic agreed upon by student and sponsoring faculty member. This course is the capstone and research course for the finance specialization. The student will complete a formal, bound research paper.

**BFIN 497/Selected Topics in Finance** 3 cr.  
(occasionally)

*Prerequisite:* BFIN 300

*Note:* Each time this course is offered, the specific topic will be announced.

An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled business courses. (Course context will vary; course may be repeated for credit up to a maximum of six credits.)

**BFIN 499/Independent Study in Finance** 1–6 cr.

*Prerequisite:* Permission of instructor

Student must have a minimum grade point average of 2.5. An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.

200 and 201 are in general education), MGMT 310, 439, 490, MKTG 340, INFO 327, and BFIN 300; a second course in finance, management, and marketing; MGMT 432; and nine credits of general business options.

### Program Entrance, Retention, and Exit Standards

Every major program at The College has set standards for allowing students to remain in that program, to transfer within The College from one program to another, and to graduate from a program. The following are the standards for general business. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these “critical content courses”: STAT 215/Statistical Inference (C); ECON 200/Principles of Economics: Micro (C); ACCT 260/Accounting Principles I (C)
- Transfer into the program from another program within The College is based upon the following performance standards in these “foundation courses”: STAT 215/Statistical Inference (C); ECON 200/Principles of Economics: Micro (C); ACCT 260/Accounting Principles I (C)
- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C– in the following courses: Same as Retention Standard

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

### Recommended Sequence of Courses

#### Freshman Year

BUSN	099/School of Business Seminar	0	F
IDSC	151/Athens to New York	3	S
STAT	215/Statistical Inference	3	S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
RHET	101/Rhetoric I	3	F
	Arts (GE)	3	F/S
BUSN	100/Computer Fundamentals	3	F/S
	Science (GE)	8	F/S
PSYC	101/General Psychology	3	F
RHET	102/Rhetoric II	3	S
	<b>Total for year</b>	<b>32</b>	

#### Sophomore Year

ACCT	260/Accounting Principles I	3	F
ECON	200/Principles of Economics: Micro	3	F
BUSN	217/Legal Environment of Business	3	F/S
	Literature (GE)	3	F/S
	Philosophy/Religion (GE)	3	F/S

## General Business

### (Bachelor of Science—Business Administration with specialization in General Business)

*Faculty:* Duffy

The general business specialization presents a broad overview of business. Rather than specializing in one particular area, the student takes advanced professional courses in a variety of business areas. This is an appropriate specialization for students choosing to be generalists as well as for those planning to enter a graduate business school or law school. The number of electives in the program and the flexibility of the degree requirements make it easier for a student to complete minors or pursue a variety of interests inside or outside the School of Business.

### Requirements for the Specialization

Fifty-four credits in the major include 33 credits in “core” courses: BUSN 100, 217, ACCT 260, 261, ECON 231 (ECON

ACCT	261/Accounting Principles II	3	S
ECON	201/Principles of Economics: Macro	3	S
ECON	231/Applied Econ. Statistics	3	S
IDSC	252/Society, Ethics, and Technology	3	F/S
	Electives (free)	3	F/S
	<b>Total for year</b>	<b>30</b>	

**Junior Year**

BFIN	300/Financial Management	3	F
MGMT	310/Management of Organizational Behavior	3	F
MKTG	340/Marketing Principles	3	F
INFO	327/Information Systems	3	F/S
	History (GE)	3	F/S
	Electives (free)	6	F/S
	Second Finance Course*	3	S
	Second Management Course*	3	S
	Second Marketing Course*	3	S
	<b>Total for year</b>	<b>30</b>	

**Senior Year**

MGMT	432/Communications for Business	3	F
MGMT	490/Strategic Management	3	S
MGMT	439/Operations Management	3	F/S
	General Business Options	9	F/S
	Electives (non-business)	10	F/S
	<b>Total for year</b>	<b>28</b>	

\* Must be courses with BFIN, MGMT, or MKTG prefix.

**General Business Options**

All 300- and 400-level business and economics courses (except BUSN 498).

All economics courses that require ECON 200 or 201 as prerequisites.

**BUSN 099/School of Business Seminar** 0 cr.  
(1 class hour)  
(fall)

To acquaint first-year students with the rigors of academic life and to have them understand the importance of cultural diversity. Each section, depending upon the student's area of concentration, will explore careers in the functional areas of business.

**BUSN 100/Computer Fundamentals** 3 cr.  
(3 class hours)  
(fall/spring)

Impact of computers on work and society, fundamentals of a computer system, microcomputer concepts and usage, operating systems, graphical user interface, electronic communication, and applications using a spreadsheet program.

**BUSN 217/Legal Environment of Business** 3 cr.  
(3 class hours)  
(fall/spring)

An examination of the legal environment and of the individual's rights and responsibilities in his or her various roles in a free society. Particular emphasis will be placed on common law contracts as they relate to the individual's relationships within the business community.

**BUSN 218/Microcomputer Software Applications for Business** 3 cr.  
(3 class hours)  
(fall/spring)

*Prerequisite:* Basic microcomputer skills

Introduces students to a multitasking, Windows-based environment and provides familiarity in working with various software used in business applications including word processing, spreadsheets, database, presentation graphics, and desktop publishing.

**BUSN 219/Legal Environment in Accountancy** 3 cr.  
(3 class hours)  
(fall)

An examination of the legal environment, with particular emphasis placed on common law contracts and the law of sales as they relate to the individual's relationships within the business community. Both real and personal property law are also covered. The role of the accountant within a business organization is examined and professional and ethical obligations are stressed. Current ethical problems and controversies are also discussed.

**BUSN 223/Law for Business Organizations and Accountancy** 3 cr.  
(3 class hours)  
(spring)

*Prerequisite:* BUSN 219

Topics covered include commercial paper; secured transactions; bankruptcy; and agency, partnership, and corporate laws as they relate to the accounting profession. The role of ethics in the business environment is an underlying theme throughout the course.

**BUSN 244/Perspectives on International Business** 3 cr.  
(3 class hours)  
(fall)

A survey course that examines contemporary topics and concepts of international trade and investment and the environment in which international business operates.

**BUSN 322/Topics in Business Law** 3 cr.  
(3 class hours)  
(fall, spring)

*Prerequisite:* BUSN 217 or BUSN 219

A second business law course. Topics covered include property law; the Uniform Commercial Code; and agency, corporate, and partnership law. (Cannot be taken if BUSN 223 was taken.)

**BUSN 325/Employment Law** 3 cr.  
(3 class hours)  
(spring)

*Prerequisite:* BUSN 217 or 219

A study of the various federal and state laws and regulations affecting employment relationships in a rapidly changing economy. Equal opportunity, age discrimination, and disability discrimination are points of focus.

**BUSN 475/Estate and Retirement Planning** 3 cr.  
(3 class hours)  
(occasionally)

*Prerequisite:* BUSN 217 or 219

Both the financial and non-financial fundamentals of estate and retirement planning are considered. Wills, probate, trusts, gifts, forms of ownership, and taxes are discussed as tools to intelligent estate and retirement planning.

**BUSN 498/Internship in Business** 1-6 cr.  
(fall/spring)

*Prerequisite:* Junior or senior standing

An opportunity for students to integrate theory with field experience in business under the instruction and supervision

of a business person in consultation with a faculty coordinator. Graded P/U only.

**BUSN 499/Independent Study in Business** 1–6 cr.  
(3 class hours)

*Prerequisite:* Permission of instructor and division head. Student must have a minimum grade point average of 2.5. An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.

## Information Systems Management

(Bachelor of Science—Business Administration with specialization in Information Systems Management)

*Faculty:* Braender, Letcher, J. Liu, Wallace

Information is an organizational resource shared among various functional areas. The specialization in information systems management prepares students to manage such information, to act as liaison between functional areas of business and information technology, and to design, develop, and maintain information systems. Students completing this program enter positions as software engineers, software analysts, project managers, network administrators, database specialists, and Web page developers. As part of the college experience, students are required to participate in two practica and are encouraged to take an internship.

### Requirements for the Specialization

Fifty-seven credits in business foundation and concentration courses. An information systems management core of 15 credits including INFO 337, INFO 347, INFO 357, INFO 367, and INFO 437. Nine credits of options can be chosen from computer science, mathematics, business, or psychology.

### Program Entrance, Retention, and Exit Standards

Every major program at The College has set standards for allowing students to remain in that program, to transfer within The College from one program to another, and to graduate from a program. The following are the standards for information systems. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these “critical content courses”: BUSN 100/Computer Fundamentals (B); INFO 327/Information Systems (B–); RHET 101/Rhetoric I (B–)
- Transfer into the program from another program within The College is based upon the following performance standards in these “foundation courses”: RHET 101/Rhetoric I (B–); STAT 215/Statistical Inference (C+); BUSN 100/Computer Fundamentals (B)

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed

in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

### Recommended Sequence of Courses

#### Freshman Year

BUSN	099/School of Business Seminar	0	F
IDSC	151/Athens to New York	3	S
STAT	215/Statistical Inference	3	S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
RHET	101/Rhetoric I	3	F
	Arts (GE)	3	F/S
BUSN	100/Computer Fundamentals	3	F/S
	Science (GE)	8	F/S
PSYC	101/General Psychology	3	F
RHET	102/Rhetoric II	3	S
<b>Total for year</b>		<b>32</b>	

#### Sophomore Year

(for Information Systems Management only)

INFO	327/Information Systems	3	F
ACCT	260/Accounting Principles I	3	F
ECON	200/Principles of Economics: Micro	3	F
BUSN	217/Legal Environment of Business	3	F
	Philosophy/Religion (GE)	3	F/S
ACCT	261/Accounting Principles II	3	S
ECON	201/Principles of Economics: Macro	3	S
ECON	231/Applied Economic Statistics	3	S
IDSC	252/Society, Ethics, and Technology	3	S
	Electives (non-business)	3	F/S
INFO	110/Information Management	0.5	S
	Practicum I		
<b>Total for year</b>		<b>30.5</b>	

#### Junior Year

MGMT	310/Management of Organizational Behavior	3	F
MKTG	340/Marketing Principles	3	F/S
BFIN	300/Financial Management	3	F/S
INFO	337/Database Concepts for Business	3	F
INFO	347/Information Resource Management	3	S
INFO	367/Software Engineering	3	S
	Literature (GE)	3	F
	History (GE)	3	F/S
INFO	357/Communication Technology	3	S
	Electives (non-business)	3	F/S
INFO	210/Information Management	0.5	F/S
	Practicum II		

*Additional Requirement: Competency in computer programming.*

**Total for year** 30.5

#### Senior Year

MGMT	490/Strategic Management	3	S
MGMT	439/Operations Management	3	F/S
INFO	437/Managing Information Technology	3	S
	Electives (four non-business; five free)	9	F/S
BISM	Options	9	F/S
<b>Total for year</b>		<b>27</b>	

Note: Students will be advised to focus their non-business electives and options in one of the following areas. By doing so, students gain a multidisciplinary background, which is needed in today's organizations.

#### Options from Computer Science

- CMSC 210/Discrete Structures  
 CMSC 215/Computer Science I  
 CMSC 220/Computational Problem Solving  
 CMSC 230/Implementation and Analysis of Abstract Data Types  
 CMSC 320/Computer Logic and Design  
 CMSC 330/Operating Systems  
 CMSC 340/Programming in the Large  
 CMSC 380/Artificial Intelligence

#### Options from Mathematics

- MATH 205/Linear Algebra I  
 MATH 220/Describe Math for Computer Applications  
 MATH 314/Introduction to Quality Control and Reliability  
 MATH 315/Linear Algebra II  
 MATH 317/Linear Programming  
 MATH 318/Introduction to Occupations Research and Decision Theory

#### Options from Business

- MGMT 315/Principles of Training and Development  
 INFO 220/Interactive Web Page Design and Development  
 INFO 320/Scripting Languages for Web Page Development  
 INFO 325/Programming for Business Applications  
 INFO 497/Selected Topics  
 MGMT 432/Communication for Business  
 MGMT 450/Organizational Design

#### Options from Psychology

- PSYC 265/Psychology in Business and Industry  
 PSYC 314/Cognitive Psychology  
 PSYC 365/Consumer Psychology

#### INFO 110/Information Management Practicum I .5 cr.

(3 class hours equivalent)  
(fall/spring)

*Prerequisite:* Enrollment in the information systems management specialty

Students will join a project team led by an ISM faculty member. Each team will be responsible for tutoring students, faculty or staff in an introductory information systems management topic.

#### INFO 210/Information Management Practicum II .5 cr.

(3 class hours equivalent)  
(fall/spring)

*Prerequisite:* INFO 110

Students will join a project team led by an ISM faculty member. Each team will be responsible for developing tutorials or cases and their solutions for an introductory information systems management topic.

#### INFO 220/Interactive Web Page Design and Development 3 cr.

(3 class hours)  
(fall)

*Prerequisite:* BUSN 100, CMSC 210, CMSC 215, CMSC 220 or TSNG 221

Designed to introduce students to the process of designing and developing Web pages, this course covers basic through

advanced HTML skills. Students will learn how to create Web pages using HTML and add hyperlinks, graphics, tables, frames, and forms to these pages. Design considerations, such as the proper use of white space, and Cascading Style Sheets to control positioning and bind data to a Web page, are also included.

#### INFO 320/Scripting Languages for Web Page Development 3 cr.

(3 class hours)  
(spring)

*Prerequisite:* INFO 220

This course provides a guide to TCNJ students in developing Web applications using a scripting language. An example of such a language is JavaScript. Students will learn how to integrate fundamental programming structures into code used for Web applications. Examples of Web applications include managing client-side responses to Web visitors, input data validation on retail order forms, creation and use of objects and functions, animation, and animation with cascading style sheets. Concepts of object-orientation including objects, properties, methods, and events and the JavaScript Object Model are an integral part of this course.

#### INFO 325/Programming for Business Applications 3 cr.

(3 class hours)

(occasionally)

*Prerequisite:* BUSN 100

This course provides students with an introduction to a modern business computer language. Application programs will be written by the student and run on the campus computer system. An example of such a language is Visual Basic.

#### INFO 327/Information Systems 3 cr.

(3 class hours)

(fall/spring)

*Prerequisite:* BUSN 100, CMSC 210 or IDSC 105

A study of information systems in business environments including database organization and management, transaction processing, office automation, decision support systems, and approaches in system development.

#### INFO 328/Business Information Systems 3 cr.

(3 class hours)

(fall)

*Prerequisites:* BUSN 100 or equivalent, ACCT 264

Designed to provide the accounting major with fundamental concepts of business information systems with particular attention directed at building skills and knowledge to prepare them to be users, managers, and developers of information systems. It includes an understanding of emerging technologies in information systems. This course is a foundation course for subsequent required courses.

#### INFO 337/Database Management for Business 3 cr.

(3 class hours)

(fall)

*Prerequisite:* INFO 327

This course covers the database development process, data modeling, enhanced E-R models, business rules, logical database design, the relational model, SQL, Advanced SQL, and the client/server database environment. Additional discussions include database administration and object-oriented data modeling. Students design, develop, and implement an integrated database application using a relational database such as ORACLE.

**INFO 347/Information Resource Management** 3 cr.  
(3 class hours)  
(spring)

*Prerequisite:* INFO 327

This course introduces students to information systems on an international level and provides a comprehensive overview of the field of computer user support. Students will be introduced to the spectrum of services provided to computer users and receive hands-on work experience at the TCNJ Help Desk and Repair Facility while being supervised by personnel in the Information Technology Department. In addition, students will be exposed to the interpersonal, communications, and problem-solving skills required in information systems positions.

**INFO 357/Communication Technology** 3 cr.  
(3 class hours)  
(fall/spring)

*Prerequisite:* INFO 327

This course is an overview of the broad field of data and telecommunications, including voice, data, message, and image communication.

**INFO 367/Software Engineering** 3 cr.  
(3 class hours)  
(spring)

*Prerequisites:* INFO 327 and CMSC 215, CMSC 220, INFO 325 or equivalent

The study of software engineering as an application of tools, methods, and disciplines to produce and maintain an automated solution to a real-world problem. Software engineering emphasizes the identification of a problem, a computer to execute a software product, and an environment (composed of people, equipment, computer, documentation, and so forth) in which the software product exists.

**INFO 437/Managing Information Technology** 3 cr.  
(3 class hours)  
(fall)

*Prerequisites:* INFO 327 and Senior standing

Covers principles and concepts of information management at the operational, tactical, and strategic levels. Includes but is not limited to CIO leadership responsibilities, information planning, re-engineering, legal and professional issues, economics, and strategic impact of information systems on organizations.

**INFO 497/Selected Topics in Information Systems Management** 3 cr.  
(3 class hours)  
(periodically)

An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled information systems management classes. (Course may be repeated for credit up to a maximum of six credits.)

relate to international trade and investment are integrated with selected courses offered outside the School of Business. It is designed to provide students with a strong background in international business and an appreciation for diversity of cultures and business environments. A minimum of nine credit hours of foreign languages is required but additional study of a language is recommended.

All students specializing in international business should take advantage of one of the following experiences:

- Study abroad for up to two semesters. Arrangements to study at a university/college in a foreign country can be made through The College's Office of International Studies.
- Take a course that requires an overseas tour. The School of Business offers a four-week study tour to Europe in the summer and a two-week study tour to Central America over the winter break.
- Complete an internship in an approved organization. Internships for credit in area organizations can be arranged through The College.

The school offers a concentration in international business as well as a minor and a certificate.

### Requirements for the Specialization

Every student must take at least nine credits of a foreign language. In addition to the business courses that are taken by all students in the School of Business, students concentrating in international business must take the following:

ECON 340/International Economics (3 cr.); BFIN 340/International Finance (3 cr.); MGMT 413/International Human Resource Management (3 cr.); MKTG 443/International Marketing (3 cr.); MGMT 444/International Management (3 cr.); INBU 495/Seminar in International Business (3 cr.); and six additional credits of international business options.

To meet the history requirement of general education, students are strongly encouraged to take one of the following courses in history: HIST 231/20th-Century World History; HIST 232/Society and Politics of Modern Europe; HIST 241/Germany in the 20th Century; HIST 242/Politics and Religion in the Middle East; or HIST 251/Chinese Civilization.

To meet the philosophy/religion requirement of general education, students are strongly encouraged to take the following course in religion: RELG 210/World Religions. Students are strongly encouraged to take either POLS 150/Comparative Politics or POLS 230/International Relations as a general elective.

### Program Entrance, Retention, and Exit Standards

Every major program at The College has set standards for allowing students to remain in that program, to transfer within The College from one program to another, and to graduate from a program. The following are the standards for international business. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these "critical content courses": MKTG 443/International Marketing (C); BFIN 340/International Finance (C); ECON 340/International Economics (C)
- Transfer into the program from another program within The College is based upon the following per-

## International Business

(Bachelor of Science—Business Administration with specialization in International Business)

*Faculty:* Beierlein, Leven, Neves, Quinton, Sanyal

The international business specialization is an interdisciplinary program in which the various business disciplines that

formance standards in these “foundation courses”:  
 ECON 201/Principles of Economics: Macro (B-);  
 RHET 102/Rhetoric II (B-); MATH 125/Calculus for  
 Business and the Social Sciences (C) or MATH  
 127/Calculus I (C)

- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C– in the following courses: Same as Retention Standard

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

### The Minor in International Business

This 18-credit program requires at least nine credits from the following School of Business courses: ECON 340/International Economics, BFIN 340/International Finance, MKTG 443/International Marketing, and MGMT 444/International Management. At least three credits must be a foreign language beyond the 101 level. Other courses which have a foreign/international component offered throughout The College may be taken to fulfill the non-business course requirements.

### The Certificate in International Business

This 15-credit program requires at least six credits from the following School of Business courses: ECON 340/International Economics, BFIN 340/International Finance, MKTG 443/International Marketing, and MGMT 444/International Management. Foreign language is optional and can be taken to meet the non-business requirements as long as the language courses are beyond the 101 level. Courses that have a foreign/international component offered throughout The College may be taken to fulfill the non-business course requirements.

### Recommended Sequence of Courses

#### Freshman Year

BUSN	099/School of Business Seminar	0	F
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
RHET	101/Rhetoric I	3	F
	Natural Sciences (GE)	4	F
IDSC	151/Athens to New York	3	S
STAT	215/Statistical Inference	3	S
	Natural Sciences (GE)	4	S
BUSN	100/Computer Fundamentals	3	F
RHET	102/Rhetoric II	3	S
	Foreign Language (same language)	6	F/S
<b>Total for year</b>		<b>32</b>	

#### Sophomore Year

ACCT	260/Accounting Principles I	3	F
ECON	200/Principles of Economics: Micro	3	F
ECON	231/Applied Econ. Statistics	3	S
	Foreign Language III (same lang.)	3	F

BUSN	217/Legal Env. of Business	3	S
IDSC	252/Society, Ethics, and Technology	3	F
ECON	201/Principles of Economics: Macro	3	S
ACCT	261/Accounting Principles II	3	S
BFIN	300/Financial Management	3	S
PSYC	101/General Psychology	3	F
<b>Total for year</b>		<b>30</b>	

#### Junior Year

MGMT	310/Mgmt. of Organizational Behavior	3	F
MKTG	340/Marketing Principles	3	F
BFIN	340/International Finance	3	F
	International Business Option	3	S
	Religion/Philosophy	3	F
ECON	340/International Economics	3	S
MGMT	444/International Management	3	S
INFO	327/Information Systems	3	S
MGMT	439/Operations Management	3	S
	Literature	3	S
<b>Total for year</b>		<b>30</b>	

#### Senior Year

MKTG	443/International Marketing	3	F
MGMT	413/International HR Management	3	F
	International Business Option	3	F/S
	History/Arts	6	F/S
MGMT	490/Strategic Management	3	S
INBU	495/Senior Seminar in International Bus.	3	S
	Elective (3 free; 1 non-business)	4	F/S
	Electives (free)	3	F
<b>Total for year</b>		<b>28</b>	

#### International Business Options

ECON	335/Economic Development
ECON	345/Comparative Economic Systems
MKTG	348/Supply Chain Management
INBU	354/International Business Study Tour
INBU	497/Selected Topics in International Business
INBU	499/Independent Study in International Business

#### INBU 354/International Business Study Tour 3 cr.

(Generally offered during winter semester break and summer session)

An experiential course on international business and culture that combines classroom instruction with travel to business and cultural sites in foreign countries. Course requires an additional fee to cover the travel portion.

#### INBU 495/Senior Seminar in International Business 3 cr.

(3 class hours)

(spring)

*Prerequisites:* BFIN 340, MKTG 443, senior IB major status

This capstone course for international business students focuses on analyzing the existing and future business opportunities for a particular region of the world. The course integrates materials from economics, finance, management, marketing, and politics.

#### INBU 497/Selected Topics in International Business 3 cr.

*Note:* Each time this course is offered, the specific topic will be announced.

(occasionally)

An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled international business courses. (Course content will vary; course may be repeated for credit up to a maximum of six credits.)

**INBU 499/Independent Study in International Business** 1–6 cr.  
(fall, spring, summer)

*Prerequisites:* Permission of instructor and assistant dean  
Student must have a minimum grade point average of 2.5.  
An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.

**Management**

**(Bachelor of Science—Business Administration with specialization in Management)**

*Faculty:* Butler, Hofmann, Lieb, Neves, Sanyal, Vincelette

The management specialization prepares students for careers in managing organizational resources in profit and non-profit organizations and graduate study. The task of the manager is to coordinate the activities of people and resources to accomplish organizational objectives. The manager must perform a variety of roles for the organization to achieve its goals: planner, leader, motivator, innovator, and problem-handler. Since the manager is focused on people and processes, the management program is designed to provide its students with a solid grounding in people skills, communication skills, and organizational skills. The program fosters attitudes that will help students succeed in all types of organizations: a future-oriented outlook, rational decision-making, teamwork, individual responsibility, and the value of diversity. A minor in management is offered to business students in other specializations as well as to other college majors. Both a minor and a certificate program in human resource management are offered to those students desiring a more in-depth study in the field of human resource management. There is a student professional organization, a chapter of the Society for Human Resource Management (SHRM).

**Requirements for the Specialization**

Fifty-four credits in the major include 33 credits in “core” courses: BUSN 100, 217, ACCT 260, 261, ECON 231 (ECON 200 and 201 are in general education), MGMT 310, 439, 490, MKTG 340, INFO 327, and BFIN 300; 12 credits in MGMT 313, 338, 450 and 451; and nine credits of management options.

**Program Entrance, Retention, and Exit Standards**

Every major program at The College has set standards for allowing students to remain in that program, to transfer within The College from one program to another, and to graduate from a program. The following are the standards for management. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these “critical content courses”: STAT 215/Statistical Inference (C); ECON 200/Principles of Economics: Micro (C); ACCT 260/Accounting Principles I (C)
- Transfer into the program from another program within The College is based upon the following per-

formance standards in these “foundation courses”: STAT 215/Statistical Inference (C); ECON 200/Principles of Economics: Micro (C); ACCT 260/Accounting Principles I (C)

- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C– in the following courses: Same as Retention Standard

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

**Recommended Sequence of Courses**

**Freshman Year**

BUSN	099/School of Business Seminar	0	F
IDSC	151/Athens to New York	3	S
STAT	215/Statistical Inference	3	S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
RHET	101/Rhetoric I	3	F
BUSN	100/Computer Fundamentals	3	F/S
	Science (GE)	8	F/S
PSYC	101/General Psychology	3	F
RHET	102/Rhetoric II	3	S
ECON	200/Principles of Economics: Micro	3	S
	<b>Total for year</b>	<b>32</b>	

**Sophomore Year**

ACCT	260/Accounting Principles I	3	F
BUSN	217/Legal Environment of Business	3	F/S
	Literature (GE)	3	F/S
	Philosophy/Religion (GE)	3	F/S
ACCT	261/Accounting Principles II	3	S
ECON	201/Principles of Economics: Macro	3	F
ECON	231/Applied Econ. Statistics	3	S
IDSC	252/Society, Ethics, and Technology	3	F/S
MGMT	310/Management of Org. Behavior	3	S
	Electives (free)	3	F/S
	<b>Total for year</b>	<b>30</b>	

**Junior Year**

BFIN	300/Financial Management	3	F
INFO	327/Information Systems	3	F/S
MGMT	313/Human Resource Management	3	S
MKTG	340/Marketing Principles	3	F
MGMT	439/Operations Management	3	F/S
	History (GE)	3	F/S
	Art (GE)	3	F/S
	Electives (three non-business; three free)	6	F/S
	Management Option	3	S
	<b>Total for year</b>	<b>30</b>	

**Senior Year**

MGMT 338/Employee and Labor Relations	3	F
MGMT 450/Organizational Design	3	F
MGMT 451/Seminar in Decision Making	3	S
MGMT 490/Strategic Management	3	F/S
Management Options	6	F/S
Electives (3 free, 7 non-business)	10	F/S
<b>Total for year</b>	<b>28</b>	

**Management Options**

Any 300- or 400-level management course

BUSN 325/Employment Law

PSYC 367/Organizational Psychology

**Minor in Management**

A minor in management offers students in other business specializations as well as students in other majors and professional programs the opportunity to combine their major with general preparation in management. See your major adviser for advice about how a management minor might complement your program, and then consult with a management faculty member for help in course selection. The management minor is available to any student at The College of New Jersey and requires the completion of 18 credits from the courses listed below. Non-business majors may be required to take additional credits for the minor in order to meet the prerequisite requirements.

**Required Courses (9 credits)**

MGMT 310/Management of Organizational Behavior

MGMT 313/Human Resource Management

MGMT 450/Organizational Design

**Elective Courses (9 credits)**

MGMT 311/Small Business Management

MGMT 339/Principles of Quality Management

MGMT 439/Operations Management

MGMT 444/International Management

MGMT 445/Business Ethics and Corporate Social Responsibility

MGMT 451/Seminar in Decision Making

MGMT 497/Selected Topics in Management

PSYC 367/Organizational Psychology

Only one course may be taken from the following: MGMT 338, MGMT 350, MGMT 360, MGMT 413, BUSN 325.

**Minor in Human Resource Management**

The human resource minor is available to any student in The College of New Jersey and requires the completion of 18 credits from the courses listed below. Credits earned from selected topics or an independent study course may also qualify toward the minor, pending approval by the program coordinator. (Non-business majors may be required to take additional credits for the minor to account for prerequisites.)

**Required:**

MGMT 310/Management of Organizational Behavior *and*  
MGMT 313/Human Resource Management

or

PSYC 265/Psychology of Business and Industry *and*

PSYC 366/Personnel Selection and Placement

**Select 12 credits from the following list:**

ECON 315/Labor Economics

BUSN 325/Employment Law

MGMT 338/Employee and Labor Relations

MGMT 350/Principles of Training and Development

MGMT 360/Compensation Management

MGMT 413/International Human Resource Management

PSYC 443/Tests and Measurements

**Human Resource Management Certificate**

The certificate program is available to any student. This 15-credit program has the same requirements as the minor, except for nine credits of options to be selected from the above list of courses.

**MGMT 310/Management of Organizational Behavior 3 cr.**

(3 class hours)

(fall and spring)

*Prerequisites:* PSYC 101, ECON 200, and STAT 215 or equivalent

Introduction to organizational behavior, development, and theory; interpersonal communication; concepts of motivation and leadership; philosophy, principles, and values in organization; and development of critical managerial skills at the individual, interpersonal, and group levels.

**MGMT 311/Entrepreneurship/Small Business Management 3 cr.**

(3 class hours)

(spring)

*Prerequisite:* MGMT 310

Opportunities and problems of small business in the U.S.

Emphasizes aspects of management unique to small firms.

Examines entrepreneurship and management of a wide variety of small businesses.

**MGMT 313/Human Resource Management 3 cr.**

(3 class hours)

(spring)

*Prerequisite:* MGMT 310

An overview of the management of human resources in organizations with emphasis on personnel law, job analysis, recruitment and selection, performance appraisal, discipline, compensation, and health and safety.

**MGMT 338/Employee and Labor Relations 3 cr.**

(3 class hours)

(fall)

*Prerequisite:* MGMT 310

Focuses on human resource management in the unionized workplace with emphasis on labor law, collective bargaining, contract administration, grievance resolution, and the role of labor unions.

**MGMT 339/Principles of Quality Management 3 cr.**

(3 class hours)

(occasionally)

*Prerequisites:* MGMT 310, STAT 215

The most up-to-date theories and practices of quality management are explained, and the principles of quality assurance are introduced. Total quality management and statistical process control are presented with a managerial rather than technical emphasis. Students work on a quality project and get familiar with simple software in this area.

- MGMT 350/Principles of Training and Development** 3 cr.  
(3 class hours)  
(fall)  
*Prerequisite:* MGMT 310  
An orientation to the field of training in the corporate world. Emphasis on role of training, needs analysis, designing training programs, evaluating training results, and examining special training problems.
- MGMT 360/Compensation Management** 3 cr.  
(3 class hours)  
(spring)  
*Prerequisite:* MGMT 310  
The course focuses on designing and managing total compensation systems, covering compensation objectives, policies, and techniques. Topics embrace major forms of direct and indirect compensation, including base pay, fringe benefits, merit pay, and other incentives tied to individuals, teams, and business units.
- MGMT 413/International Human Resource Management** 3 cr.  
(3 class hours)  
(fall)  
*Prerequisite:* MGMT 310  
The course examines the impact that globalization of business is having upon a firm's human resource management and industrial relations practices with emphasis on organizing human resource activities effectively and as a source of competitive advantage.
- MGMT 432/Communication for Business** 3 cr.  
(3 class hours)  
(fall and spring)  
*Prerequisite:* MGMT 310  
Application of writing and speaking to the communication requirements of business: their roles, techniques, and types, with exercises in the formulation of some business communication products.
- MGMT 435/Women in Management** 3 cr.  
(3 class hours)  
(occasionally)  
*Prerequisite:* MGMT 310  
An examination of the special concerns and problems of women in administration in business, industry, government, education, and health within the framework of the management process.
- MGMT 439/Operations Management** 3 cr.  
(3 class hours)  
(fall and spring)  
*Prerequisites:* MGMT 310, ECON 231  
An overview of operations decisions in manufacturing and service firms. Topics include operations strategy, quality management, management of technology and innovations, inventory control, and project management. Computer exercises are required.
- MGMT 444/International Management** 3 cr.  
(spring)  
*Prerequisite:* MGMT 310  
Examines the environment and nature of international trade and investment; organizing and managing international operations; the role of culture and politics; and multinational enterprises.
- MGMT 445/Business Ethics and Corporate Social Responsibility** 3 cr.  
(3 class hours)  
(occasionally)  
*Prerequisite:* MGMT 310  
A study of the impact of business on society and of developing guidelines for managing this impact. Emphasizes current issues in business/society relationships.
- MGMT 450/Organizational Design** 3 cr.  
(3 class hours)  
(fall)  
*Prerequisite:* MGMT 310  
Is bureaucracy good or bad? Are organic organizations better than mechanistic organizations? Form follows function, and thus an organization's design must be appropriate to its environment and its purpose. This course examines organizational designs and processes in their internal and external contexts, and shows the student how to design an organization to operate efficiently in its unique situation.
- MGMT 451/Seminar in Decision Making** 3 cr.  
(3 class hours)  
(spring)  
*Prerequisites:* MGMT 310 and senior standing  
Students will become familiar with a variety of qualitative and quantitative decision-making theories and skills that will enable them to make better decisions in both their organizational and personal lives. Topics include group and individual decision-making techniques; intuition; creativity; and the impacts of bias, gender, and culture. Individual research projects with written and oral presentations are utilized.
- MGMT 490/Strategic Management** 3 cr.  
(3 class hours)  
(fall and spring)  
*Prerequisites:* Senior standing, School of Business major, BFIN 300, MGMT 310, MKTG 340, INFO 327  
The course integrates what the student has learned from various business disciplines and applies this integrative thinking to the firm's actions and outcomes. It illustrates how planning, implementation, and adaptation are necessary components of strategic management under conditions of rapid change and unpredictability. Technology, innovation, globalization, and linkages between organizational behavior and firm strategy are stressed. The course emphasizes current business practices taught through case analysis, research, writing, and presentations.
- MGMT 497/Selected Topics in Management** 3 cr.  
(occasionally)  
*Prerequisite:* MGMT 310  
*Note:* Each time this course is offered, the specific topic will be announced.  
An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled management courses. (Course content will vary; course may be repeated for credit up to a maximum of six credits.)
- MGMT 499/Independent Study in Management** 1–6 cr.  
*Prerequisites:* Permission of instructor and assistant dean  
Student must have a minimum grade point average of 2.5.  
An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.

## Marketing

(Bachelor of Science—Business Administration with specialization in Marketing—BAMA)

*Faculty:* McCarty, Pelham, Prenskey, Quinton, Tucci

Marketing relates business strategy decisions to the environment in which companies operate. Strategy decisions consider product introduction; extensions of product line and deletions; distribution channels for products; market-oriented pricing; and promotion including personal selling and advertising. Besides major social and economic influence on strategy, the nature of market demand and competitive activity are carefully examined in terms of their influence on strategy choice. A minor in marketing is offered to any student interested in combining their major with a background in marketing. There is a student professional organization, a chapter of the American Marketing Association.

### Requirements for the Specialization

Fifty-four credits in the major include 33 credits in “core” courses: BUSN 100, 217, ACCT 260, 261, ECON 231 (ECON 200 and 201 are in general education), MGMT 310, 439, 490, MKTG 340, INFO 327, and BFIN 300; 12 credits in MKTG 347, 348, 442, and 447; and nine credits in marketing options.

### Program Entrance, Retention, and Exit Standards

Every major program at The College has set standards for allowing students to remain in that program, to transfer within The College from one program to another, and to graduate from a program. The following are the standards for marketing. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these “critical content courses”: MKTG 340/Marketing Principles (C); MKTG 347/Analysis of Consumer Behavior (C); MKTG 348/Supply Chain Management (C)
- Transfer into the program from another program within The College is based upon the following performance standards in these “foundation courses”: RHET 102/Rhetoric II (C+); STAT 215/Statistical Inference (C+); ECON 200/Principles of Economics: Micro (C+)
- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C– in the following courses: MKTG 442/Marketing Research; MKTG 447/Marketing Management Seminar

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

## Recommended Sequence of Courses

### Freshman Year

BUSN	099/School of Business Seminar	0	F
IDSC	151/Athens to New York	3	S
STAT	215/Statistical Inference	3	S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
RHET	101/Rhetoric I	3	F
BUSN	100/Computer Fundamentals	3	F/S
	Science (GE)	8	F/S
PSYC	101/General Psychology	3	F
RHET	102/Rhetoric II	3	S
ECON	200/Principles of Economics: Micro	3	S
<b>Total for year</b>			<b>32</b>

### Sophomore Year

ACCT	260/Accounting Principles I	3	F
BUSN	217/Legal Environment of Business	3	F/S
	Literature (GE)	3	F/S
	Philosophy/Religion (GE)	3	F/S
ACCT	261/Accounting Principles II	3	S
ECON	201/Principles of Economics: Macro	3	F
ECON	231/Applied Econ. Statistics	3	F/S
IDSC	252/Society, Ethics, and Technology	3	F/S
MKTG	340/Marketing Principles	3	S
	Electives (free)	3	F/S
<b>Total for year</b>			<b>30</b>

### Junior Year

BFIN	300/Financial Management	3	F
INFO	327/Information Systems	3	F/S
MGMT	310/Management of Org. Behavior	3	F
MKTG	347/Analysis of Consumer Behavior	3	F/S
MKTG	348/Supply Chain Management	3	F/S
MKTG	442/Marketing Research	3	F/S
	Art (GE)	3	F/S
	History (GE)	3	F/S
	Electives (three non-business)	3	F/S
	Marketing Option	3	S
<b>Total for year</b>			<b>30</b>

### Senior Year

MKTG	447/Marketing Management Seminar	3	S
MGMT	439/Operations Management	3	F
MGMT	490/Strategic Management	3	S
	Marketing Options	6	F/S
	Electives (seven non-business; six free)	13	F/S
<b>Total for year</b>			<b>28</b>

### Marketing Options

MKTG	341/Retail Management
MKTG	345/Sales and Sales Management
MKTG	441/Advertising
MKTG	443/International Marketing
MKTG	497/Selected Topics in Marketing

### Minor in Marketing

A minor offers students in other majors and professional programs the opportunity to combine their major with general preparation in business and marketing. Students in the sciences completing a marketing minor might also consider

taking NURS 200/Pharmacological Interventions and a Pharmaceutical Internship as preparation for careers in the pharmaceutical industry. See your major adviser for advice about how a marketing minor might complement your program, and then consult a marketing faculty member for help in course selection. The marketing minor is available to any student at TCNJ and requires the completion of 18 credits from the courses listed below.

**Required:**

PSYC 101/General Psychology	3
ECON 200/Principles of Economics: Micro	3
MKTG 340/Marketing Principles	3
MKTG 347/Consumer Behavior	3

Select six (6) credits from the following: MKTG 341, MKTG 345, MKTG 348, MKTG 441, MKTG 442, MKTG 443, MKTG 447, and MKTG 497.

**MKTG 340/Marketing Principles** 3 cr.  
(3 class hours)  
(fall, spring)

*Prerequisites:* PSYC 101, ECON 200

An introduction to the marketing discipline that explores the alternatives available to marketers in designing, implementing, and controlling market programs. Students are exposed to various perspectives of environmental analysis that are then combined with appropriate marketing tools in order to develop an effective marketing plan.

**MKTG 341/Retail Management** 3 cr.  
(3 class hours)  
(fall)

*Prerequisite:* MKTG 340

Explores all of the various forms of both product and service retailing. The basic elements of retail strategy formation are presented including location, store vs. non-store environments, merchandising, buying, promotion, services, human resources, and financial management.

**MKTG 345/Sales and Sales Management** 3 cr.  
(3 class hours)  
(spring)

*Prerequisite:* MKTG 340

An introduction to personal selling and the management of sales organizations including the preparation of sales presentations, the techniques of effective selling, development, budgeting, compensating, and evaluating the sales force.

**MKTG 347/Analysis of Consumer Behavior** 3 cr.  
(3 class hours)  
(fall, spring)

*Prerequisite:* PSYC 101 or SOCL 101

Students investigate consumers' purchase activities and the activities used by marketers and public policy actors to influence consumers' purchase processes. Discussion of both the pleasures and the dark side of the consumer behavior of many different types of consumers—women and men of all ages and economic, social, cultural, and ethnic backgrounds.

**MKTG 348/Supply Chain Management** 3 cr.  
(3 class hours)  
(fall/spring)

*Prerequisite:* MKTG 340

Supply chain management examines functional (Plan, Buy, Make, Move, and Sell) integration beyond the boundaries of the firm, including those performed by its customers, suppli-

ers, and intermediaries. The supply chain is an end-to-end process running from suppliers to customers that is linked by operational strategies and information technologies. This course provides a strategic and tactical framework for analyzing the entire supply chain in a global context that encompasses all firms, activities, and functions necessary to bring a product or service from the point of origin to the point of consumption.

**MKTG 441/Advertising** 3 cr.  
(3 class hours)  
(fall/spring)

*Prerequisite:* MKTG 340

Management of the advertising function; introduction to the creative elements of an advertisement, including copy, layout, media choice; advertising's role in a marketing plan; and measuring advertising effectiveness.

**MKTG 442/Marketing Research** 3 cr.  
(3 class hours)  
(fall/spring)

*Prerequisites:* MKTG 340, STAT 215 (or equivalent)

Methods and techniques used in marketing problem analysis including problem definition, hypothesis formulation, sampling techniques, questionnaire preparation, field surveys, data tabulation, and research results presentation.

**MKTG 443/International Marketing** 3 cr.  
(3 class hours)  
(fall)

*Prerequisite:* MKTG 340

Examines all of the adjustments necessary to develop an effective marketing strategy for application in multinational or global markets.

**MKTG 447/Marketing Management Seminar** 3 cr.  
(3 class hours)  
(spring)

*Prerequisites:* MKTG 347, 348, 442, BFIN 300 and MGMT

310; Senior standing, Marketing major

Procedures for planning, implementing, and evaluating marketing strategy. Useful quantitative analyses and information from the behavioral sciences are presented. (Capstone course for marketing specialization.)

**MKTG 497/Selected Topics in Marketing** 3 cr.  
(3 class hours)  
(occasionally)

*Note:* Each time this course is offered, the specific topic will be announced.

*Prerequisite:* Consent of instructor

An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled marketing courses. Topics include new product development and planning, direct marketing, advertising research, and e-commerce.

**MKTG 499/Independent Study in Marketing** 1–6 cr.  
*Prerequisites:* Permission of instructor and assistant dean.

Student must have a minimum grade point average of 2.5.

An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.