

# Jennings A. Jones College of Business

**David J. Urban, Dean**

**David A. Foote, Associate Dean**

**Kim Sokoya, Associate Dean for Graduate Business and Executive Education**

**Lara Daniel, Assistant Dean for Assessment**

**Nancy M. Bragg, Assistant to the Dean**

**Carolyn Tumbleson, Development Director**

**Kelly Prince, Event Coordinator**

**Gretchen R. Leming, Manager, Advising Center**

**Amber K. Bollinger, Academic Advisor**

**Paula T. Calahan, Academic Advisor**

**Abby L. Davis, Academic Advisor**

**Amie L. Donahue, Academic Advisor**

**Kerri M. French-Nelson, Academic Advisor**

**Jillian A. Jacobson, Academic Advisor**

**Brandie L. Nelson, Academic Advisor**

**Kayli Skorupka, Academic Advisor**

**Travis L. Tipton, Academic Advisor**

**Meredith Young, Academic Advisor**

**Emily A. Yttri, Academic Advisor**

**Teena F. Young, Coordinator, Undergraduate Services**

The Jennings A. Jones College of Business seeks to provide the intellectual foundation for students' lifelong learning and success. Drawing students extensively from the regional population with an increasing emphasis on national and international diversity, the Jones College utilizes traditional and technology-based pedagogies to create a positive teaching/learning environment. In addition to a sustaining emphasis on quality teaching and learning through classroom research, student professional organizations, and advisory activity, the faculty of Jones College also contributes to business, professional, and civic affairs through public service and intellectual pursuits.

The mission of the Jennings A. Jones College of Business is to

- foster student success in a large business school with a small school feeling; created by caring, professional faculty interacting with students as individuals, in relatively small classes; through proactive student organizations; and in a broad range of other settings, with students' needs constantly of prime consideration;
- capitalize on its extensive alumni network-80 percent of Jones College graduates live in Middle Tennessee-to provide career opportunities to its students;
- cultivate a global understanding and perspective among students that enables them to succeed in the international business community;
- build the base of knowledge about business-related theory and practice through basic/discovery scholarship; integration/application scholarship; and teaching/learning scholarship; and
- participate in impactful service activities that better the University, the broader profession, and the greater community.

Jones College will produce graduates from its bachelor's, master's, doctoral, and executive/continuing education program who are well prepared for challenges and advancements in their chosen careers.

## Undergraduate Admission

### Pre-Business Admission

Students who plan to major in Jones College are designated "pre-business" in the departments of their majors until they have met the following requirements and have been fully admitted. Majoring in business is a two-step process: (1) admission to MTSU (Admissions and Registration), and (2) completion of the following requirements:

- Complete a minimum of 30 semester hours of degree credits (excluding learning support).
- Complete all learning support course requirements.
- Achieve at least a 2.25 inclusive GPA on all attempted college-level coursework.
- Complete ACTG 2110, BIA 2610, ECON 2410, and ECON 2420 with a passing grade and a minimum 2.25 GPA across the four courses.

### Full Admission

After completing pre-business requirements, students planning to major in business must complete the Jones College application for admission, available at the advising office in Business and Aerospace Building N233.

Jones College majors who have attained junior status (60 or more semester hours completed) may register for the following courses prior to full admission: BCED 3510, BLAW 3400, BUS 3000, FIN 3010, INFS 3100, MGMT 3610, MKT 3820, and BIA 3620. *Registration in these courses does not guarantee admission to the Jones College.* Jones College majors may not register for other upper-division business courses until they have been fully admitted to the Jones College.

### Nonbusiness Majors in Upper-Level Courses

Students from other colleges at MTSU may enroll in 3000-4000 level Jones College courses under the following conditions:

1. They have attained junior status.
2. They have obtained permission from the Jones College office of the dean.
3. They have met course-specific prerequisites.
4. They have an inclusive GPA of 2.25.

### Graduation Requirements

1. Students majoring in business must attain a 2.00 GPA in their major courses and in all Jones College courses to graduate. Jones College courses include those with the prefixes ACTG, BIA, BUAD, BLAW, BCED, BUS, ECON, FIN, INFS, MGMT, and MKT.
2. Students majoring in business must be admitted to Jones College at least one semester prior to their graduation date.
3. Jones College majors must complete a business minor with a minimum 2.00 GPA.
  - a. All business majors (except those majoring in Business Administration) have the courses for a Business Administration minor incorporated into the program of study. Those who opt for an elective business minor must take additional courses which may exceed 120 hours for graduation.
  - b. Business Administration majors have the courses for an Economics and Finance minor incorporated into the program of study by selecting an upper-division ECON and upper-division FIN elective. Those who opt for an elective business minor must take additional courses which may exceed 120 hours for graduation.
  - c. All business core courses required must be completed regardless of minor selected.

- d. Students may not major and minor in the same program.
4. Students choosing minors in the Jones College must attain a minimum 2.00 GPA in their selected business minors to meet graduation requirements.

These admission standards have been established by the Jones College faculty and administration.

## Degree Requirements

The Jennings A. Jones College of Business offers undergraduate programs leading to the Bachelor of Business Administration (B.B.A.) and the Bachelor of Science (B.S.) degrees. Each program includes courses for a specific minor. Specified minors cannot be omitted, but additional minors outside the Jennings A. Jones College of Business may be elected. The same courses may not be used to meet degree requirements in more than one major or minor. B.B.A. degrees are accredited by AACSB International, the Association to Advance Collegiate Schools of Business. Degree programs are offered in

- Accounting (B.B.A.)
- Business Administration (B.B.A.)
- Business Education (B.S.)
- Economics (B.B.A.)  
Concentration in Labor Relations
- Economics (B.S.)
- Entrepreneurship (B.B.A.)
- Finance (B.B.A.)  
Concentrations in Business Finance, Financial Institution Management, Insurance, and Real Estate
- Information Systems (B.B.A.)
- Management (B.B.A.)
- Marketing (B.B.A.)

The Jones College does not currently offer an online business degree.

## Bachelor of Business Administration (B.B.A.) Degree

Each candidate for a Bachelor of Business Administration (B.B.A.) degree must meet the following:

1. the Undergraduate Degree Requirements;
2. the General Education requirements;
3. the following business courses:
  - ACTG 2110 - Principles of Accounting I, ACTG 2120 - Principles of Accounting II, 6 hours
  - ECON 2410 - Principles of Economics, Macroeconomics, ECON 2420 - Principles of Economics, Microeconomics, 6 hours
  - BIA 2610 - Statistical Methods, 3 hours
  - BLAW 3400 - Legal Environment of Business, 3 hours\*
  - BCED 3510 - Business Communication or other approved writing intensive course, 3 hours
  - BUS 3000 Dale Carnegie Communications and Human Relations Seminar, 3 hours\*
  - FIN 3010 - Business Finance, 3 hours\*
  - INFS 3100 - Principles of Management Information Systems, 3 hours\*
  - MGMT 3610 - Principles of Management, 3 hours\*
  - MKT 3820 - Principles of Marketing, 3 hours\*
  - BIA 3620 - Introduction to Business Analytics, 3 hours
  - BUAD 4980 - Strategic Management, 3 hours
4. a major consisting of a minimum of 24 semester hours of courses as specified by each college department;
5. a minimum of 50 percent of required business hours must be taken at MTSU;

6. a minimum of 50 percent upper-division hours in the major and 3 upper-division hours in the minor must be taken at MTSU;
7. Strategic Management, BUAD 4980, must be taken at MTSU during the last semester of coursework (students will not be permitted to enroll until they complete courses marked with an asterisk [\*] in item 3 above);
8. two separate majors in business may not be completed simultaneously.

## **Bachelor of Science (B.S.) Degree**

Each candidate for a Bachelor of Science (B.S.) degree must meet the following:

1. the Undergraduate Degree Requirements;
2. the General Education Requirements;
3. the specific requirements for the B.S. degrees as listed under departmental sections of the catalog for the following programs:
  - a. Business Education major includes a minor in Secondary Education leading to licensure to teach business subjects;
  - b. Business Education major with a required minor in the Jones College for students not seeking licensure to teach business subjects. The courses for a Business Administration minor are incorporated into the program of study. Those who opt for an elective business minor must take additional courses which may exceed 120 hours for graduation.
  - c. Economics major requires a minor.

## **Second Bachelor's Degree**

Students seeking a second bachelor's degree should review Second Bachelor's Degree in this catalog (Academic Policies and Procedures).

All students seeking a second bachelor's degree in business should

- obtain program approval and upper-division forms from the Jones College Academic Advising Center;
- meet the degree requirements shown on the upper-division form for the specific major and catalog year selected;
- complete MATH 1630 for a second degree in Accounting.

Equivalent courses completed at other institutions will not be required for the second bachelor's degree in business. At least 50 percent of the total business hours and 50 percent of the required major hours required for a second degree must be taken at MTSU.

## **Prerequisites**

All students must complete or be enrolled in all lower-division requirements before enrolling in upper-division business courses. Courses may have additional prerequisites; see the course descriptions in this catalog.

## **Transfer Credit**

Middle Tennessee State University accepts all transfer college credit from institutions of higher learning. After transcripts from other institutions are evaluated, applicants are notified by email to review the transfer evaluation online. The transfer evaluation is available to the applicant identifying how transfer courses were equated to MTSU courses.

Applicants should meet with an advisor in the Jones College for assistance in identifying which courses apply toward a business degree and to determine if prerequisite courses and grade point average requirements have been met for full admission into the college. Some transfer credits may not meet specific course requirements.

Students from other State of Tennessee institutions following Tennessee Transfer Pathway are encouraged to seek advice from a Jones College advisor as early as possible to assure a smooth transfer and application of credits earned.

The Jones College permits a lower-division transfer course to satisfy a specific upper-division business course requirement after a student successfully passes an MTSU comprehensive examination on the course under consideration.

Approval to take a comprehensive exam is granted by the department chair. The decision is based on a review of the educational background of the student to assess the probability that the student has gained enough knowledge from a similar course or courses to be likely to pass the exam. A proficiency level of 70 percent or higher must be attained to pass such an exam. A copy of the exam results will be retained in the department office. When a student passes such an exam, the department chair will recommend a course substitution using the lower-division transfer course or courses to meet an upper-division course requirement.

Students may attempt the test two times provided at least four months have passed since the last test was attempted. Comprehensive exams are available for the following courses:

- BLAW 3400 - Legal Environment of Business, 3 hours
- BCED 3510 - Business Communication, 3 hours
- BCED 4510 - Business Report Writing, 3 hours
- BLAW 3400 - Legal Environment of Business, 3 hours
- ECON 3210 - The Financial System and the Economy, 3 hours
- FIN 3010 - Business Finance, 3 hours
- INFS 3100 - Principles of Management Information Systems, 3 hours
- MGMT 3610 - Principles of Management, 3 hours
- MGMT 3620 - Supply Chain Operations, 3 hours
- MKT 3820 - Principles of Marketing, 3 hours
- Other courses at the discretion of the department chair.

## Programs

The Jennings and Rebecca Jones Business and Economic Research Center is an integral part of the Jennings A. Jones College of Business. The center coordinates research studies for the college; publishes the journal *Tennessee's Business* and newsletters *Mid-State Economic Indicators* and *Global Commerce*, monographs, and conference papers; acts as a repository of business and economic data; and assists faculty, students, and the broader community with research needs.

In addition to the Business Economics Research Center (BERC), the college also supports or houses the following centers, projects, and endowments:

- Stock Market Game
- Tennessee Small Business Development Center
- Tommy T. Martin Chair of Insurance
- Jack O. Weatherford Chair of Finance
- Economic Education Center
- Jennings A. Jones Chair of Excellence in Free Enterprise
- Jennings and Rebecca Jones Chair of Excellence in Urban and Regional Planning

- Wright Travel Endowed Chair in Entrepreneurship
- Leadership Middle Tennessee

Jones College business and accounting programs are accredited by AACSB International, the Association to Advance Collegiate Schools of Business.

**Following are the college departments with a listing of programs offered.**

## **Business**

### **BUS 1000 - Introduction to Jones College 1 credit hour**

Prerequisite: Major or academic focus in the Jones College of Business. Provides tools for professional development and exploration of business majors and careers.

### **BUS 3000 - Dale Carnegie Communications and Human Relations Seminar 3 credit hours**

Prerequisites: Junior standing and major in the Jones College of Business. Uses the proven content and design of a Dale Carnegie seminar which includes lecture, in-class activities, case studies, reflective exercises, and role-play experiences. Helps students develop self confidence and leadership ability, strengthen ability to relate to and motivate others, enhance ability to communicate effectively, reduce stress, and present a positive attitude.

# Accounting

## Jeannie J. Harrington, Interim Chair

**Abernathy, Bahmanziari, Benson, Bradley, Burton, Clark, Daniel, Davis, Foote, Honaker, Johns, Koski, Leggett, Salter, Scarlata, Thomas, Wall, Ward, Wermert, Williams**

The vision of the Department of Accounting is to be a premier center for excellence in the fields of accounting and business law that provides quality education at the undergraduate and graduate levels; to perform basic, applied, and pedagogical research; and to serve our community, state, region, and nation. To reach our vision, the mission of the Department of Accounting is to prepare students technically, professionally, and ethically for success in local, state, regional, and national accounting careers in business and government/nonprofit organizations or to pursue graduate education. Fulfilling this mission requires that faculty members maintain continuous intellectual growth, keep abreast of current developments in accounting education, and provide service to the profession.

The program provides a combination of specialized training for entry into all fields of accounting. Successful completion of this program results in the Bachelor of Business Administration degree. Graduates may be eligible to sit for the CPA (Certified Public Accountant) examination in Tennessee by completing 150 semester hours.

Students graduating with accounting degrees from MTSU have been quite successful in pursuing careers with CPA firms, large corporations, emerging companies, government entities, consulting firms, and a variety of other companies and institutions. The Accounting degree programs also assist students in pursuing professional certifications, such as the CPA (Certified Public Accountant), CMA (Certified Management Accountant), CIA (Certified Internal Auditor), and CISA (Certified Information Systems Auditor).

## Honors College

The Department of Accounting periodically offers the following Honors courses:

- ACTG 2110
- ACTG 2120
- ACTG 2125
- BLAW 3400

## Graduate Study

Requirements for the Master of Accountancy (M.Acc.) degree and a list of the courses offered for graduate credit are published in the Graduate Catalog.

# Accounting Minor

## Department of Accounting

An Accounting minor consists of 15 approved accounting hours. 2.00 GPA is required in the Accounting minor.

Students in the Jones College of Business may not use ACTG 3000 as part of the minor. Credit is not allowed in an Accounting minor for (a) both ACTG 3000 and ACTG 2110, ACTG 2120, or ACTG 2125; nor for (b) both ACTG 3310 and ACTG 3020. *NOTE: Accounting minors are encouraged to take ACTG 2125; however, ACTG 2120 will be accepted.*

An elective business minor may be chosen, but additional minor(s) require total hours for graduation to exceed 120.

## Required Courses (9 hours)

- ACTG 3110 - Intermediate Accounting I **3 credit hours**
- ACTG upper division **6 credit hours**

## Electives (6 hours)

- 6 hours of approved ACTG courses



# Accounting, B.B.A.

## Department of Accounting

615-898-2558

Jeannie Harrington, program coordinator

Jeannie.Harrington@mtsu.edu

In addition to meeting the Jennings A. Jones College of Business requirements, an Accounting major consists of 24 semester hours of accounting and requires a minimum of 2.00 GPA. At least 50 percent of the required major hours must be taken in residence at MTSU. Majors must earn a C (2.00) or better in all accounting courses.

The program below includes a Business Administration minor. An alternative business minor may be chosen, but it may require total hours for graduation to exceed 120.

**NOTE: Students are allowed a maximum of three attempts (including grades of W) in each upper-level accounting course in the major.**

## Academic Map

Following is a printable, suggested four-year schedule of courses:

### Accounting, B.B.A., Academic Map

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business **Core**.

### Major Requirements (24 hours)

- ACTG 3110 - Intermediate Accounting I **3 credit hours**
- ACTG 3120 - Intermediate Accounting II **3 credit hours**
- ACTG 3310 - Cost Accounting **3 credit hours**
- ACTG 4510 - Accounting Systems **3 credit hours**
- ACTG 4550 - Introduction to Federal Income Tax **3 credit hours**
- ACTG 4620 - External Auditing I **3 credit hours** OR
- ACTG 4640 - Internal Auditing **3 credit hours**

- ACTG 4650 - Financial Accounting Standards **3 credit hours**
- ACTG elective **3 credit hours** \*

**NOTE:**

*\*Any upper-division accounting course can be used for the ACTG elective except ACTG 3000, ACTG 3020, and ACTG 4420.*

**Auxiliary Courses (9 hours)**

- BLAW 3430 - Commercial Law **3 credit hours**
- INFS 2200 - Introduction to Microcomputing **3 credit hours**
- Business elective **3 credit hours**

**Electives (7 hours)**

**Total hours in program: 120**

**Curriculum: Accounting**

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.**

**Freshman**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** \* (Soc/Beh Sci)
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Elective **1 credit hour**

**Subtotal: 30 Hours**

**Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2125 - Principles of Accounting II for Accounting Majors **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*

- INFS 2200 - Introduction to Microcomputing **3 credit hours**
- Elective **3 credit hours**  
**Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

### **Junior**

- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- BCED 3510 - Business Communication **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- ACTG 3110 - Intermediate Accounting I **3 credit hours** §
- ACTG 3120 - Intermediate Accounting II **3 credit hours** §
- ACTG 3310 - Cost Accounting **3 credit hours** §
- ACTG 4510 - Accounting Systems **3 credit hours** §

**Subtotal: 30 Hours**

### **Senior**

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BLAW 3430 - Commercial Law **3 credit hours** §
- MKT 3820 - Principles of Marketing **3 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours** §
- ACTG 4550 - Introduction to Federal Income Tax **3 credit hours** §
- ACTG 4650 - Financial Accounting Standards **3 credit hours** §
- Elective **3 credit hours**
- ACTG elective **3 credit hours** §
- Business elective **3 credit hours**
- ACTG 4620 - External Auditing I **3 credit hours** § OR
- ACTG 4640 - Internal Auditing **3 credit hours** §

**Subtotal: 30 Hours**

### **NOTE:**

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.*

*§Admission required*

# Accounting/Information Systems Combined Minor

## Department of Accounting

## Department of Computer Information Systems

A student may obtain a combined Accounting/Information Systems minor consisting of 18 semester hours. This is an excellent minor for students pursuing majors outside the Jennings A. Jones College of Business. A 2.00 GPA is required in the Accounting/Information Systems minor, and 3 hours must be taken at the upper-division level at MTSU. This minor is not available to Accounting or Information Systems students.

## Interdisciplinary Minors

Interdisciplinary minors require the student to complete a minimum of 15 to 21 hours from a list of specific courses. Unless otherwise noted, a student may take no more than 6 hours of courses from a single department until he or she surpasses the required minimum number of hours necessary for completing the minor. Exceptions to this rule may be found within the discussions of several of the minors. In most cases, a student is also limited to just 3 hours of credit toward the minor in the same department or discipline in which he or she is taking a major. Except for the Paralegal Studies minor, no course may be counted both for major and minor credit. Students must fulfill all departmental prerequisites for any course within an interdisciplinary minor. In some cases, advisors may approve course substitutions within these program requirements.

## Required Courses (12 hours)

- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**  
OR
- ACTG 2110 - Principles of Accounting I **3 credit hours** AND
- ACTG 2120 - Principles of Accounting II **3 credit hours** OR
- ACTG 2125 - Principles of Accounting II for Accounting Majors **3 credit hours**
- INFS 2200 - Introduction to Microcomputing **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- INFS 3800 - Project Management and System Development **3 credit hours**

## Electives (6 hours)

- 6 hours of upper-division accounting electives not to include both ACTG 3310 and ACTG 3020

# **Business Law Minor**

## **Department of Accounting**

A minor in Business Law consists of 15 semester hours. The minor must include at least 9 upper-division hours taken in residence at MTSU. A 2.00 GPA is required in the Business Law minor.

## **Required (6 hours)**

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BLAW 3430 - Commercial Law **3 credit hours**

## **Electives (9 hours)**

- 9 hours of business law electives

## Accounting

### **ACTG 2110 - Principles of Accounting I**

#### **3 credit hours**

Prerequisites: A college-level math course; ENGL 1010; sophomore standing. Financial accounting for proprietorships and partnerships with emphasis on the accounting cycle for service and merchandising organizations. Additional topics include accounting for receivables; inventories; property, plant, and equipment; and current liabilities. (Not open to students with credit in ACTG 3000.)

### **ACTG 2120 - Principles of Accounting II**

#### **3 credit hours**

Prerequisite: ACTG 2110. A continuation of financial accounting concepts with emphasis on debt and equity structures, the statement of cash flows, and ratio analysis. Managerial accounting topics include job, standard- and activity-based costing, cost/volume/profit (CVP) analysis, and budgeting. (Not open to students with credit in ACTG 2125 or ACTG 3000.) [Same as TBR Community Colleges ACCT 1020.]

### **ACTG 2125 - Principles of Accounting II for Accounting Majors**

#### **3 credit hours**

Prerequisite: ACTG 2110 with a minimum grade of C. Reporting for corporations with emphasis on issues relating to debt and equity, the Statement of Cash Flows, reporting for manufacturing companies, and other issues related to the profession of accounting. (Not open to students with credit in ACTG 2120.)

### **ACTG 3000 - Survey of Accounting for General Business**

#### **3 credit hours**

Prerequisites: A college-level math course; ENGL 1010; sophomore standing. Accounting cycle given minor emphasis; financial statement analysis and managerial uses of accounting given major emphasis. May be used for general business minors or M.B.A. candidates who have had no previous accounting courses. (Not open to Accounting majors and students with credit in ACTG 2110 and ACTG 2120.)

### **ACTG 3020 - Managerial Accounting**

#### **3 credit hours**

Prerequisites: ACTG 2120 or ACTG 3000; junior standing; admission into the College of Business. Analysis of costs of products and services, recognition of quantitative techniques relating to

management objectives, overview of master budgeting, and planning and control techniques. Designed for nonaccounting majors. (Not open to students with credit in ACTG 3310 or Accounting majors.)

### **ACTG 3110 - Intermediate Accounting I**

#### **3 credit hours**

Prerequisites: ACTG 2110 with minimum grade of C; ACTG 2125 or ACTG 3000 with minimum grade of C; MATH 1630; GPA of at least 2.00; junior standing; admission into the College of Business; passing grade on departmental admission exam. Introduction to professional accounting standards and financial statement preparation. Review of the accounting cycle. Extensive coverage of time value of money concepts and accounting for and reporting of current assets; current liabilities; and property, plant, and equipment.

### **ACTG 3120 - Intermediate Accounting II**

#### **3 credit hours**

Prerequisite: ACTG 3110 with minimum grade of C and admission into the College of Business. Continuation of Intermediate Accounting I with professional accounting standards and financial statement preparation. Extensive coverage of accounting for and reporting of investments, long-term liabilities, owners' equity and related issues, revenue recognition, accounting changes and errors, and cash flows.

### **ACTG 3310 - Cost Accounting**

#### **3 credit hours**

Prerequisites: ACTG 2125 or ACTG 3000 with minimum grade of C; MATH 1630; INFS 2200; junior standing; admission into the College of Business. Determine costs of products or services, apply quantitative concepts relating to management objectives, prepare master budgets, and perform various techniques for planning and controlling in a business environment.

### **ACTG 4310 - Advanced Cost Accounting**

#### **3 credit hours**

Prerequisites: ACTG 3310 with minimum grade of C; BIA 2610; admission into the College of Business. In-depth analysis of costs; quantitative concepts relating to management objectives, control, and planning. Cost analysis and management accounting practices and problems using a variety of problem sets, statistical techniques, case studies, computer applications, and other materials.

**ACTG 4420 - Accounting Internship****3 credit hours**

Prerequisites: Senior standing or consent of advisor; a plan of activities with the associated firm prior to registration; admission into the College of Business. Active employment with an accounting firm, governmental agency, or business firm for accounting field work; credit given for experience and research upon completion of acceptable work and formal report. (Not counted as part of 24-hour Accounting major requirements.) Pass/Fail.

**ACTG 4510 - Accounting Systems****3 credit hours**

Prerequisites: ACTG 2125 or ACTG 3000 with minimum grade of C; INFS 2200; junior standing; admission into the College of Business. An introduction to accounting information systems in a variety of technological environments. Emphasis on business process modeling, accounting cycle controls, and database design and implementation.

**ACTG 4530 - Individual Income Tax****3 credit hours**

Prerequisites: ACTG 2125 or ACTG 3000 with minimum grade of C; junior standing; admission into the College of Business. Addressed to a determination of taxable income for individuals; federal income tax returns and research methods.

**ACTG 4550 - Introduction to Federal Income Tax****3 credit hours**

Prerequisite: ACTG 3110 with minimum grade of C or consent of instructor and admission into the College of Business. Federal income tax concepts applicable to business entities (C corporations, S corporations, partnerships, limited liability companies, and sole proprietorships) and individuals. Emphasizes the role taxes play in business and investment decisions.

**ACTG 4610 - Governmental Accounting and Reporting****3 credit hours**

Prerequisites: ACTG 3120 with minimum grade of C and admission into the College of Business. State and local government accounting principles and procedures; classifications of accounts for budgetary and financial reporting; accounting for revenues and expenditures or expenses; reporting for funds and the governmental entity; and auditing the governmental entity.

**ACTG 4620 - External Auditing I****3 credit hours**

Prerequisites: ACTG 3120 and ACTG 4510 with minimum grade of C. Applications of theory and principles of external auditing. Includes audit planning, risk assessment, evaluations of internal controls and evidence, substantive audit procedures applied to business processes, and preparation of audit reports. (Recommended for CPA exam candidates.)

**ACTG 4640 - Internal Auditing****3 credit hours**

Prerequisites: ACTG 3120 and ACTG 4510 with a minimum grade of C; BIA 3620; and admission to the College of Business. Application of internal auditing concepts. Includes gathering and analyzing company data, assessing risk, applying professional and ethical standards, performing statistical sampling, and preparing internal audit reports. (Recommended for CIA exam candidates.)

**ACTG 4650 - Financial Accounting Standards****3 credit hours**

Prerequisite: ACTG 3120 with minimum grade of C and admission to the College of Business. Analysis of propositions, axioms, theorems, controversial accounting concepts, and authoritative statements and research on accounting principles.

**ACTG 4680 - Forensic Accountancy and Fraud Auditing****3 credit hours**

Prerequisite: ACTG 4620 or ACTG 4640 with minimum grade of C or approval of department chair and admission into the College of Business. The practice of forensic accounting, i.e., nontraditional investigative aspects of accountancy (e.g., litigation support, business interruptions, etc.); emphasis on fraud prevention and the detection of fraudulent intent to obtain improper individual or group gains.

**ACTG 4840 - Study Abroad****3 credit hours**

Prerequisites: ACTG 3110 and ACTG 3310 with a C or better; junior standing; admission into the Jones College of Business. A short-term international business education experience designed to expose the student to the economic, political, cultural, and social environments of a foreign country(ies). Emphasis on the international state/status of the subject matter pertinent to the accounting discipline.

**ACTG 4980 - Independent Study in Accounting  
1 to 3 credit hours**

Prerequisites: Senior standing; 3.00 overall GPA; consent of department chair; and admission into the College of Business. Accounting research or project in contemporary problem areas under direct faculty supervision. Aggregate credits allowable toward a degree may not exceed 3 hours under 4980 courses.

## **Business Law**

**BLAW 3400 - Legal Environment of Business  
3 credit hours**

Prerequisite: Junior standing. Legal rights and potential liabilities of business persons. Presentation of the dynamic nature of law in responding to the changing social, ethical, political, regulatory, and international environment. Includes the development and nature of the legal system; business crimes; the law of torts and product liability; constitutional limitations on regulatory powers; legislative, judicial, and administrative control of business activity through the laws of business organizations, securities regulations, antitrust laws, employment laws, labor and safety laws, and consumer protection.

**BLAW 3430 - Commercial Law  
3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. Legal rights and potential liabilities of business persons. Includes basic law of contracts; UCC; sales; commercial paper; secured transactions and credit; bankruptcy; personal property and bailments; real property; and wills, trusts, and estates.

**BLAW 3460 - Insurance Law  
3 credit hours**

Prerequisite: Junior standing and admission into the College of Business. Risks covered by the insurance contract, their selection and control; making, constructing, and enforcing the contract; negotiation and settlement of claims; misconduct of agents. Government regulation of the insurance industry. Emphasis on current principles, policies, procedures, and practices in insurance.

**BLAW 4470 - Real Property Law for Commerce  
and Agriculture  
3 credit hours**

(Same as ABAS 3140 and FIN 4470.) Prerequisite: Junior standing. Legal rights and limitations of ownership of property, estates, titles, methods of transferring titles, abstract of titles, mortgages, leases, easements, restrictions on the use of property, real estate development, application of contract law to real property, and the role of real estate in the administration of estates. Emphasis on specific application to agricultural businesses and farms.

**BLAW 4490 - Industrial Relations Legislation  
3 credit hours**

(Same as MGMT 4490 and ECON 4490.) Prerequisite: Junior standing and admission into the College of Business. Economic background and effects of government regulation of labor relations; emphasis on a detailed examination of the National Labor Relations Act as amended or expanded by the Labor Management Relations Act, the Labor Management Reporting and Disclosures Act, and Title 7 of the Civil Rights Act.

**BLAW 4500 - Employment Discrimination Law  
3 credit hours**

(Same as MGMT 4500.) Prerequisites: Junior standing; admission into the College of Business. A detailed examination of the legal rights and responsibilities of employers and employees with respect to fair employment practices; emphasis on significant statutes, administrative regulations, and judicial decisions forming the body of antidiscrimination law.

**BLAW 4990 - Independent Study  
1 to 3 credit hours**

Prerequisites: Senior standing; approval of department chair; and admission into the College of Business. Individual research and analysis of contemporary problems and issues in a concentrated area of study under the guidance of an approved faculty member.



# Computer Information Systems

## Charles H. Apigian, Chair

**Aggarwal, N. Brooks, S. Brooks, C. Clark, J. Clark, Freeman, Gambill, Greer, Harris, Holmes, Jih, Jones, Korzaan, Lee, Murtaza, Paul, Seipel, Shotwell**

Information Systems is where business and technology meet. This ever-growing field attracts graduates who thrive in a team environment and want to utilize their expertise to develop even newer technologies to maximize business productivity. The mission of the Department of Computer Information Systems is to provide programs to prepare students to solve business problems through the use of computer information systems, computer tools, and techniques; to prepare students in the management of computer information systems; to provide foundation courses to students in other fields; to encourage intellectual contributions that advance the state of knowledge in the application of information technology and quantitative methods to the solution of business problems, and to promote the involvement of department members in service activities.

The Computer Information Systems program is designed to prepare the student to assume information systems/technology responsibilities in any organization. Exposure to a broad range of business functions coupled with learned information systems concepts and skills will serve the student well in positions such as computer programmer, database designer/administrator, data communications manager/specialist, project manager, systems analyst, information systems manager, and numerous other positions.

At least 50 percent of the required major hours must be taken in residence at MTSU for a major in Information Systems and 6 hours for a minor. All information Systems majors have a built-in minor in Business Administration. Students may select a different minor but more than 120 semester hours may be required.

## Graduate Study

Requirements for the Master of Science in Information Systems and for the Master of Business Administration degrees and a list of the courses offered for graduate credit are published in the Graduate Catalog.

# Accounting/Information Systems Combined Minor

## Department of Accounting

## Department of Computer Information Systems

A student may obtain a combined Accounting/Information Systems minor consisting of 18 semester hours. This is an excellent minor for students pursuing majors outside the Jennings A. Jones College of Business. A 2.00 GPA is required in the Accounting/Information Systems minor, and 3 hours at the upper-division level must be taken at MTSU. This minor is not available to Accounting or Information Systems students.

## Interdisciplinary Minors

Interdisciplinary minors require the student to complete a minimum of 15 to 21 hours from a list of specific courses. Unless otherwise noted, a student may take no more than 6 hours of courses from a single department until he or she surpasses the required minimum number of hours necessary for completing the minor. Exceptions to this rule may be found within the discussions of several of the minors. In most cases, a student is also limited to just 3 hours of credit toward the minor in the same department or discipline in which he or she is taking a major. Except for the Paralegal Studies minor, no course may be counted both for major and minor credit. Students must fulfill all departmental prerequisites for any course within an interdisciplinary minor. In some cases, advisors may approve course substitutions within these program requirements.

## Required Courses (12 hours)

- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**  
OR
- ACTG 2110 - Principles of Accounting I **3 credit hours** AND
- ACTG 2120 - Principles of Accounting II **3 credit hours** OR
- ACTG 2125 - Principles of Accounting II for Accounting Majors **3 credit hours**
- INFS 2200 - Introduction to Microcomputing **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- INFS 3800 - Project Management and System Development **3 credit hours**

## Electives (6 hours)

- 6 hours of upper-division accounting electives not to include both ACTG 3310 and ACTG 3020

# Information Systems Minor

## Department of Computer Information Systems

A minor in Information Systems consists of 15 semester hours of coursework in information systems, 9 hours of which must be taken at MTSU (3 of those must be upper division). A 2.00 GPA is required in the Information Systems minor.

## Required Courses (6 hours)

- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- INFS upper-division elective **3 credit hours**

## Electives (9 hours)

- Requires 9 hours of approved information systems electives

# Information Systems, B.B.A.

Department of Computer Information Systems  
615-898-2362

Charles Apigian, program coordinator  
Charles.Apigian@mtsu.edu

In addition to meeting the Jennings A. Jones College of Business requirements, an Information Systems major consists of 30 hours of information systems courses. Majors must earn an overall minimum GPA of 2.00 in their required information systems courses.

The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

**Information Systems, B.B.A., Academic Map**

## Degree Requirements

### General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 or 1810 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business Core.

### Major Requirements (30 hours)

- INFS 2400 - Web Development **3 credit hours**
- INFS 2600 - Introduction to Software Development and Programming **3 credit hours**
- INFS 3200 - Business Application Development **3 credit hours**
- INFS 3400 - Object Oriented Programming with C#.NET **3 credit hours**
- INFS 3800 - Project Management and System Development **3 credit hours**
- INFS 4790 - Database Design and Development **3 credit hours**
- INFS 4900 - Business Data Communications **3 credit hours**
- INFS 4950 - Advanced Web-Enabled Application Development **3 credit hours**

### Electives (6 hours)

- INFS 3450 - Mobile Application Development **3 credit hours**
- INFS 3500 - Knowledge Management Systems **3 credit hours**
- INFS 3990 - Independent Study in Information Systems **1 to 3 credit hours** OR
- INFS 4990 - Independent Study in Information Systems **1 to 3 credit hours**
- INFS 4300 - Security Assurance for Information Systems Audit **3 credit hours**
- INFS 4310 - Introduction to Digital Forensics **3 credit hours**
- INFS 4420 - Information Systems Internship **3 credit hours**
- INFS 4740 - Information Resource Management **3 credit hours**
- INFS 4830 - Database Programming **3 credit hours**
- INFS 4840 - Study Abroad **3 credit hours**

### **Auxiliary Requirements (6 hours)**

- BIA 4010 - Business Analytics and Visualization **3 credit hours**
- Business elective **3 credit hours**

### **Electives (4 hours)**

**Total hours in program: 120**

## **Curriculum: Information Systems**

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.**

### **Freshman**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- Electives **4 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

**Subtotal: 30 Hours**

### **Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*

- ACTG 2120 - Principles of Accounting II **3 credit hours**
  - ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
  - INFS 2400 - Web Development **3 credit hours**
  - INFS 2600 - Introduction to Software Development and Programming **3 credit hours**
  - BIA 2610 - Statistical Methods **3 credit hours** \*
- Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
  - HIST 2020 - Survey of United States History II **3 credit hours** OR
  - HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 hours**

### Junior

- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- INFS 3200 - Business Application Development **3 credit hours** §
- INFS 3400 - Object Oriented Programming with C#.NET **3 credit hours** §
- INFS 3800 - Project Management and System Development **3 credit hours** §
- Business elective **3 credit hours**

**Subtotal: 30 Hours**

### Senior

- BCED 3510 - Business Communication **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- INFS 4790 - Database Design and Development **3 credit hours** §
- INFS 4900 - Business Data Communications **3 credit hours** §
- INFS 4950 - Advanced Web-Enabled Application Development **3 credit hours** §
- INFS electives **6 credit hours** §
- BIA 4010 - Business Analytics and Visualization **3 credit hours** §
- BUAD 4980 - Strategic Management **3 credit hours** §

**Subtotal: 30 Hours**

### NOTE:

*\*A 2.25 GPA in these courses and a 2.25 overall GPA is required for admission to the Jones College of Business.  
§Admission required*

## Business Intelligence and Analytics

### **BIA 2610 - Statistical Methods**

#### **3 credit hours**

Prerequisite: MATH 1630 or MATH 1810. The application of collecting, summarizing, and analyzing data to make business decisions. Topics include measures of central tendency, variation, probability theory, point and interval estimation, correlation and regression. Computer applications emphasized.

### **BIA 3620 - Introduction to Business Analytics**

#### **3 credit hours**

Prerequisites: BIA 2610 or equivalent, junior standing. Corequisite: BIA 3621. Introduction to the concepts and application of data analytics in business. Spreadsheet software and associated analytic tools will be utilized to visualize, model, and analyze business data using a hands-on-approach.

### **BIA 3621 - Introduction to Business Analytics Lab**

#### **0 credit hours**

Prerequisite: BIA 2610; corequisite: BIA 3620.

### **BIA 4010 - Business Analytics and Visualization**

#### **3 credit hours**

Prerequisite: BIA 3620/BIA 3621 or an equivalent course. Development and application of industry-level analytic tools to visualize, model, and analyze business data. Opportunity to develop skills for self-service business analytics via hands-on approach.

## Information Systems

### **INFS 1000 - Introduction to Computers and Related Topics**

#### **3 credit hours**

An overview of the workings of a computer including hardware, software, and applications. Provides hands-on experience with various software packages. (Not open to business majors.)

### **INFS 1010 - Social Networking and Collaborative Technologies**

#### **3 credit hours**

Recent trends in social networking technologies, focusing on such popular applications as Facebook and LinkedIn. Covers modern developments in collaborative enabling technologies, including blogs, wikis, and groupware; technologies to facilitate personal, academic, and professional growth; and privacy, security, and ethical issues surrounding the

use of social networking and collaborative technologies.

### **INFS 2200 - Introduction to Microcomputing**

#### **3 credit hours**

Microcomputer applications and the microcomputer environment. (Not open to CIS majors.)

### **INFS 2400 - Web Development**

#### **3 credit hours**

Web development using HTML, XHTML, CSS, JavaScript, and multimedia Web content. Covers planning, design, development, and publishing of a Web site.

### **INFS 2600 - Introduction to Software Development and Programming**

#### **3 credit hours**

Programming logic and concepts using the .NET programming environment. Includes program design, data types, data structures, flow control, arrays, error control, graphical user-interfaces, and file processing as applied in the context of business information systems problem solving.

### **INFS 3100 - Principles of Management Information Systems**

#### **3 credit hours**

Prerequisite: Junior standing. The role of information technology in organizations.

### **INFS 3200 - Business Application Development**

#### **3 credit hours**

Prerequisites: Foundation knowledge of microcomputer applications; junior standing; admission into the College of Business. An applications-oriented course; extensive laboratory work and development of projects.

### **INFS 3400 - Object Oriented Programming with C#.NET**

#### **3 credit hours**

Prerequisites: INFS 2600 or equivalent; admission to the College of Business. Introduction to object-oriented programming methods. Topics include objects and classes, encapsulation, inheritance and polymorphism, exceptions, graphical user-interfaces and event handling, streams and files, and deployment. Emphasis on practical applications of object-oriented concepts in a business context.

**INFS 3450 - Mobile Application Development****3 credit hours**

Prerequisite: INFS 2400 or permission of instructor; admission into the College of Business. Topics include mobile programming technologies, design of the mobile interface, and mobile platforms as well as business aspects of mobile applications.

**INFS 3500 - Knowledge Management Systems****3 credit hours**

Prerequisite: Admission into the College of Business. Analysis, design, and implementation of knowledge management systems in organizations. Addresses the facilitating and enabling role of information management and communication technologies. Technologies covered include neural network, software agent, workflow management, integrated communication network, expert systems, content management, Web portal, and search mechanisms. Hands-on projects to reinforce understanding of theoretical frameworks.

**INFS 3700 - Systems Analysis and Design****3 credit hours**

Prerequisites: 6 hours of information systems; junior standing; admission into the College of Business. Applied system analysis and design (concepts and techniques) including problem definition, feasibility analysis, various modeling methods, hardware and software selection, documentation, physical design, and auditing procedures. Appropriate automated technologies used.

**INFS 3800 - Project Management and System Development****3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. Explores the roles and environments of project management, the product life cycle, and techniques for work planning, control, and evaluation. Covers developing a project plan, resource management, project scope and quality, budgeting, and managing project risk

**INFS 3990 - Independent Study in Information Systems****1 to 3 credit hours**

Prerequisites: Junior standing, permission of department, and admission into the College of Business. Assigned research or projects in contemporary problem areas in the information systems discipline under direct faculty supervision.

Aggregate credits allowable toward a degree may not exceed 3 hours under 3990 courses.

**INFS 4300 - Security Assurance for Information Systems Audit****3 credit hours**

Prerequisite: Admission into the College of Business. An in-depth look at developing, implementing, monitoring, and auditing an information system's security. Managerial concepts for security of operating systems, administering security, and legal/ethical/policy issues examined as well as a hands-on approach to implementing operating systems security techniques. Explores the advancement in security detection and implementation, problem-solving techniques, and the role and importance of the information systems auditor.

**INFS 4310 - Introduction to Digital Forensics****3 credit hours**

Prerequisite: Admission into the College of Business. Introduces digital forensic tools and procedures and their major purpose and use. Topics include the foundational process and legal aspects of computer forensics, steganography, and how to identify and use specialized forensic software.

**INFS 4420 - Information Systems Internship****3 credit hours**

Prerequisites: Admission into the College of Business; junior standing; consent of advisor; and a plan of activities with the associated firm prior to registration. Active employment with a governmental agency or business firm for information systems/accounting fieldwork; credit given for experience and research upon completion of acceptable work and formal report. Aggregate credits allowable toward a degree in information systems may not exceed 3 hours under 4420 courses.

**INFS 4740 - Information Resource Management****3 credit hours**

Prerequisites: 6 hours of information systems; junior standing; admission into the College of Business. Information technologies utilizing computers as a competitive tool in a global environment.

**INFS 4790 - Database Design and Development****3 credit hours**

Prerequisites: INFS 3200; junior standing; and admission into the College of Business. Fundamental concepts: conventional data systems, integrated



management information systems, database structure systems, data integration, complex file structure, online access systems. Emphasis on total integrated information systems database and database management languages.

**INFS 4830 - Database Programming**  
**3 credit hours**

Prerequisites: INFS 4790 or consent of instructor and admission into the College of Business. Operational database design and implementation. Development of the interfaces that enable end users to query the database contents and transform data into information. Requires each student to participate fully in a group project.

**INFS 4840 - Study Abroad**  
**3 credit hours**

Prerequisite: Admission into the College of Business. Exposes the student to the economic, political, cultural, and social environments of a foreign country(ies). Emphasis on international state/status of the subject matter pertinent to information and knowledge management.

**INFS 4900 - Business Data Communications**  
**3 credit hours**

Prerequisites: 6 hours of information systems; junior standing; admission into the College of Business. Practical explanation of data communications technologies and basic applications for business. Includes projects to develop a prototype network in a lab environment for hands-on experience.

**INFS 4950 - Advanced Web-Enabled Application Development**  
**3 credit hours**

Prerequisites: INFS 2400, INFS 3400, INFS 3800, and admission into the College of Business. Server-side Web programming techniques and multitier application development. Includes accessing databases and XML documents, creating and processing Web forms, methods of Web form validation, maintaining session state, Web application security, and configuration and deployment.

**INFS 4980 - Information Systems Project**  
**3 credit hours**

Prerequisites: Admission into the College of Business, senior standing, and 12 hours of information systems credit including INFS 3200 and INFS 3800. Systems Development Life Cycle (SDLC) design and implementation. Appropriate automated technologies used throughout the course.

**INFS 4990 - Independent Study in Information Systems**  
**1 to 3 credit hours**

Prerequisites: Senior standing, consent of department chair, and admission into the College of Business. Assigned research or projects in contemporary problem areas in the information systems discipline under direct faculty supervision. Aggregate credits allowable toward a degree may not exceed 3 hours under 4990 courses.

# Economics and Finance

## Keith Gamble, Chair

**Baum, Beauchamp, Deme, Eff, Fayissa, Fowler, Graddy, Homaifar, Klein, Lee, Michello, Nagel, Owens, Penn, Rennhoff, Rhodes, Roach, Salter, Sarver, Seagraves, Zhao, E. Zietz, J. Zietz**

The mission of the Department of Economics and Finance is to teach students the foundations of economics and finance theory and methodology with a global perspective on markets and the institutional environment.

The department offers programs which lead to the B.B.A. degree with majors in either Economics or Finance through the Jones College of Business and to the B.S. degree with a major in Economics through the College of Liberal Arts.

The Economics major program studies how society allocates scarce resources and comprises two parts- microeconomics and macroeconomics. Microeconomics studies individual firms and consumers and models the decisions they make in various types of markets and other institutional settings. Macroeconomics examines national income, growth, unemployment, and prices that result from the interaction of microeconomic agents. Economics majors may select a concentration in Labor Relations.

The Finance major program focuses on the financial sectors of modern economies. Students are provided analytical foundations and an introduction to financial processes and institutions. Finance majors may select a concentration in Business Finance, Financial Institution Management, Insurance, or Real Estate.

Students majoring in Economics and Finance are well prepared for careers in the private business sector, for public government service, and for graduate studies in business and law.

Minors are offered in Economics, Industrial Relations, Economics/Finance, Finance, Real Estate, Insurance, and Real Estate/Insurance.

The department houses the Weatherford Chair of Finance and the Martin Chair of Insurance. Holders of the two chairs are charged with promoting study leading to careers in financial institution management and insurance, respectively.

## Graduate Study

The Master of Arts and Ph.D. degrees are offered in Economics. The Master of Science degree is offered in Finance. Degree requirements and a list of the courses offered for graduate credit may be found in the Graduate Catalog.

# Economics (Nonbusiness), B.S.

## Department of Economics and Finance

Students desiring a more flexible program than outlined in the B.B.A. degree in Economics may elect to pursue a B.S. degree in Economics. Candidates for this degree are not required to complete the Jennings A. Jones College of Business requirements, but they must meet the specific B.S. degree requirements listed in this catalog (Academic Policies and Procedures). Any student electing the B.S. alternative should consult directly with the department chair to develop an acceptable degree program. This degree is offered through the **College of Liberal Arts** and is not considered a degree in business administration. A maximum of 25 percent of courses for a B.S. degree in Economics can be taken in business courses. Students must complete at least one minor.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

### Economics (Nonbusiness), B.S., Academic Map

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### Major Requirements (27 hours)

- ECON 3210 - The Financial System and the Economy **3 credit hours**
- ECON 3510 - Intermediate Macroeconomic Theory **3 credit hours**
- ECON 4440 - International Economics **3 credit hours**
- ECON 3520 - Intermediate Microeconomic Theory **3 credit hours**
- Upper-division ECON electives **6 credit hours**
- ECON electives **9 credit hours**

### Auxiliary Courses (12 hours)

- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours**
- ECON 4620 - Econometrics and Forecasting **3 credit hours**
- MATH 1810 - Applied Calculus I **3 credit hours** OR
- MATH 1910 - Calculus I **4 credit hours**
- MATH 1530 - Applied Statistics **3 credit hours** OR
- BIA 2610 - Statistical Methods **3 credit hours**

## Electives (40 hours)

- Nonbusiness electives **10 credit hours**
- Upper-division electives **21 credit hours**
- Electives **9 credit hours**

**Total hours in program: 120**

## Curriculum: Economics (Nonbusiness)

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

### Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci)
- Nonbusiness elective(s) **4 credit hours**
- MATH 1810 - Applied Calculus I **3 credit hours** OR
- MATH 1910 - Calculus I **4 credit hours**

**Subtotal: 30 Hours**

### Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Nonbusiness elective **3 credit hours**
- Elective **3 credit hours**
- MATH 1530 - Applied Statistics **3 credit hours** OR
- BIA 2610 - Statistical Methods **3 credit hours**
- **Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

## **Junior**

- ECON 3210 - The Financial System and the Economy **3 credit hours**
- ECON 3510 - Intermediate Macroeconomic Theory **3 credit hours**
- ECON 3520 - Intermediate Microeconomic Theory **3 credit hours**
- Electives **6 credit hours**
- Upper-division electives **9 credit hours**
- Nonbusiness elective **3 credit hours**
- ECON elective **3 credit hours**

**Subtotal: 30 Hours**

## **Senior**

- ECON 4620 - Econometrics and Forecasting **3 credit hours**
- ECON 4440 - International Economics **3 credit hours**
- ECON upper-division electives **6 credit hours**
- ECON electives **6 credit hours**
- Upper-division electives **12 credit hours \***

**Subtotal: 30 Hours**

## **NOTE:**

*\*Student must complete 42 hours of upper-division courses.*

## **Economics Minor**

### **Department of Economics and Finance**

A minor in Economics requires a minimum of 15 semester hours. A 2.00 GPA is required in the Economics minor.

### **Required Courses (6 hours)**

- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours**
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours**

### **Electives (9 hours)**

- at least 9 hours of upper-division courses in economics, including 3 hours at MTSU

# Economics, B.B.A.

Department of Economics and Finance  
615-898-2527  
Charles Baum, program coordinator  
Charles.Baum@mtsu.edu

A major in Economics leading to the B.B.A. degree requires 50 percent of the major hours to be completed in residence at MTSU. The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

Economics majors are encouraged to enroll in Honors sections of 2410 and 2420.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

### Economics, B.B.A., Academic Map

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business **Core**.

### Major Requirements (27 hours)

- ECON 3510 - Intermediate Macroeconomic Theory **3 credit hours**
- ECON 3520 - Intermediate Microeconomic Theory **3 credit hours**
- ECON 4440 - International Economics **3 credit hours**
- ECON 4620 - Econometrics and Forecasting **3 credit hours (Core course)**
- ECON upper-division electives **15 credit hours**

### Auxiliary Courses (6 hours)

- MATH 1810 - Applied Calculus I **3 credit hours** OR
- MATH 1910 - Calculus I **4 credit hours**
- Business elective **3 credit hours**

## Electives (7 hours)

**Total hours in program: 120**

## Curriculum: Economics

Curricular listings include General Education requirements in Communication, History, Humanities, and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

### Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Natural Sciences (2 prefixes) **8 credit hours**
- Elective **1 credit hour**
- MATH 1810 - Applied Calculus I **3 credit hours** OR
- MATH 1910 - Calculus I **4 credit hours**

**Subtotal: 30 Hours**

### Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- Elective **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- **Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

### Junior

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**



- MGMT 3610 - Principles of Management **3 credit hours**
- ECON 3510 - Intermediate Macroeconomic Theory **3 credit hours** §
- ECON 3520 - Intermediate Microeconomic Theory **3 credit hours** §
- FIN 3010 - Business Finance **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- ECON upper-division elective **3 credit hours** §
- MKT 3820 - Principles of Marketing **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

### **Senior**

- Elective **3 credit hours**
- Business electives **6 credit hours**
- ECON upper-division electives **12 credit hours** §
- ECON 4440 - International Economics **3 credit hours** §
- ECON 4620 - Econometrics and Forecasting **3 credit hours** §
- BUAD 4980 - Strategic Management **3 credit hours** §

**Subtotal: 30 Hours**

### **NOTE:**

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.*

*§Admission required*

# Economics, Labor Relations Concentration, B.B.A.

Department of Economics and Finance  
615-898-2527  
Charles Baum, program coordinator  
Charles.Baum@mtsu.edu

A major in Economics with a concentration in Labor Relations leading to the B.B.A. degree requires 50 percent of the required major hours to be completed in residence at MTSU. The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

Economics majors are encouraged to enroll in Honors sections of 2410 and 2420.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

**Economics, Labor Relations Concentration, B.B.A., Academic Map**

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (36 hours)

All students must complete the College of Business **Core**.

### Labor Relations Concentration (27 hours)

- ECON 3510 - Intermediate Macroeconomic Theory **3 credit hours**
- ECON 3520 - Intermediate Microeconomic Theory **3 credit hours**
- ECON 4440 - International Economics **3 credit hours**
- ECON 4620 - Econometrics and Forecasting **3 credit hours**
- ECON upper-division electives **6 credit hours**  
**Choose 9 hours from the following:**
- ECON 4390 - Employee Benefits **3 credit hours**
- ECON 4420 - Labor and Human Resource Economics **3 credit hours**
- ECON 4490 - Industrial Relations Legislation **3 credit hours**
- ECON 4510 - Unions and Collective Bargaining **3 credit hours**

## Auxiliary Courses (9 hours)

- MATH 1810 - Applied Calculus I **3 credit hours** OR
- MATH 1910 - Calculus I **4 credit hours**

## Electives (7 hours)

**Total hours in program: 120**

## Curriculum: Economics, Labor Relations

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

### Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Natural Sciences (2 prefixes) **8 credit hours**
- Elective **1 credit hour**
- MATH 1810 - Applied Calculus I **3 credit hours** OR
- MATH 1910 - Calculus I **4 credit hours**

**Subtotal: 30 Hours**

### Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- **Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

## Junior

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- ECON 3510 - Intermediate Macroeconomic Theory **3 credit hours** §
- ECON 3520 - Intermediate Microeconomic Theory **3 credit hours** §
- FIN 3010 - Business Finance **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- ECON upper-division elective **3 credit hours** §
- MKT 3820 - Principles of Marketing **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

## Senior

- Elective **3 credit hours**
- Business elective **6 credit hours**
- ECON upper-division electives **12 credit hours** §
- ECON 4440 - International Economics **3 credit hours** §
- ECON 4620 - Econometrics and Forecasting **3 credit hours** §
- BUAD 4980 - Strategic Management **3 credit hours** §

**Subtotal: 30 Hours**

## NOTE:

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.*

*§Admission required*

## **Economics/Finance Minor**

### **Department of Economics and Finance**

A minor in the combined areas of economics and finance requires 15 hours. This minor is not available to students majoring in the B.B.A. in Economics, the B.B.A. in Finance, or the B.S. in Economics. A 2.00 GPA is required in the Economics/Finance minor and 3 hours at the upper-division level must be taken at MTSU. Both FIN 3000 and FIN 3010 may not be chosen.

### **Required Courses (6 hours)**

- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours**
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours**

### **Electives (9 hours)**

- Upper-division finance course **3 credit hours**
- Upper-division finance course **3 credit hours**
- Upper-division ECON course **3 credit hours**

## **Finance Minor**

### **Department of Economics and Finance**

A minor in Finance consists of a minimum of 15 semester hours. A 2.00 GPA is required in the Finance minor.

### **Required Course (3 hours)**

- FIN 3000 - Principles of Financial Management **3 credit hours** OR
- FIN 3010 - Business Finance **3 credit hours**

### **Electives (12 hours)**

- at least 12 upper-division hours in finance, including 3 hours at MTSU

# Finance, Business Finance Concentration, B.B.A.

Department of Economics and Finance  
615-898-5117  
Sean Salter, program coordinator  
Sean.Salter@mtsu.edu

In addition to meeting the Jennings A. Jones College of Business requirements, a major in Finance with a Business Finance concentration consists of 27 semester hours of finance courses and requires a minimum 2.00 GPA. At least 50 percent of the required major hours must be taken in residence at MTSU.

The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120

## Academic Map

Following is a printable, suggested four-year schedule of courses:

**Finance, Business Finance, B.B.A., Academic Map**

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630, 1810, or 1910 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business **Core**.

### Business Finance Concentration (27 hours)

- FIN 3810 - Investments **3 credit hours**
  - FIN 3910 - Computer Applications in Finance **3 credit hours**
  - FIN 3950 - Intermediate Financial Management **3 credit hours**
  - FIN 4110 - Managerial Finance **3 credit hours**
  - Upper-division FIN elective **3 credit hours**
  - FIN 4800 - Microfinance **3 credit hours** OR
  - FIN 4860 - International Financial Management **3 credit hours** OR
  - FIN 4910 - Options, Futures, and Other Derivatives **3 credit hours**
  - FIN electives\* **9 credit hours**
- NOTE: \*Any finance course can be used for the FIN electives except FIN 2010.

## Auxiliary Courses (6 hours)

- ACTG 3020 - Managerial Accounting **3 credit hours**
- Business elective **3 credit hours**

## Electives (7 hours)

**Total hours in program: 120**

## Curriculum: Finance, Business Finance

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

### Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (MATH) OR
- MATH 1910 - Calculus I **4 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Natural Sciences (2 prefixes) **8 credit hours**
- Electives **4 credit hours**

**Subtotal: 30 Hours**

### Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- **Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**



## Junior

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BCED 3510 - Business Communication **3 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- FIN 3810 - Investments **3 credit hours** §
- FIN 3910 - Computer Applications in Finance **3 credit hours** §
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

## Senior

- ACTG 3020 - Managerial Accounting **3 credit hours** §
- FIN 3950 - Intermediate Financial Management **3 credit hours** §
- FIN 4110 - Managerial Finance **3 credit hours** §
- FIN electives **9 credit hours** §
- Business elective **3 credit hours**
- Upper-division FIN elective **3 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours** §
- FIN 4860 - International Financial Management **3 credit hours** § OR
- FIN 4800 - Microfinance **3 credit hours** § OR
- FIN 4910 - Options, Futures, and Other Derivatives **3 credit hours**

**Subtotal: 30 Hours**

## NOTE:

\* A 2.25 GPA in these courses is required for admission to the Jones College of Business.

§ Admission required.

# Finance, Financial Institution Management Concentration, B.B.A.

Department of Economics and Finance  
615-898-2520

In addition to meeting the **Jennings A. Jones College of Business** requirements, a major in Finance with a Financial Institution Management concentration consists of 27 semester hours of finance and requires a minimum of 2.00 GPA. At least 50 percent of the required major hours must be taken in residence at MTSU.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

**Finance, Financial Institution Management, B.B.A., Academic Map**

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630, 1810, or 1910 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business **Core**.

### Financial Institution Management Concentration (27 hours)

- FIN 3610 - General Insurance **3 credit hours**
- FIN 3810 - Investments **3 credit hours**
- FIN 3910 - Computer Applications in Finance **3 credit hours**
- FIN 4260 - Financial Markets and Institutions **3 credit hours**
- FIN 4360 - Management of Financial Institutions **3 credit hours**
- FIN 4440 - Real Estate Finance **3 credit hours**
- FIN 4810 - Portfolio Theory and Management **3 credit hours**
- FIN 4800 - Microfinance **3 credit hours** OR
- FIN 4860 - International Financial Management **3 credit hours** OR
- FIN 4910 - Options, Futures, and Other Derivatives **3 credit hours**
- FIN elective **3 credit hours**

## **Auxiliary Courses (6 hours)**

- ACTG 3020 - Managerial Accounting **3 credit hours**
- Business elective **3 credit hours**

## **Electives (7 hours)**

**Total hours in program: 120**

## **Curriculum: Finance, Financial Institution Management**

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.**

### **Freshman**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math) OR
- MATH 1910 - Calculus I **4 credit hours**
- Elective(s) **4 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*

**Subtotal: 30 Hours**

### **Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- **Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

## Junior

- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- BCED 3510 - Business Communication **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- FIN 3610 - General Insurance **3 credit hours** §
- FIN 3810 - Investments **3 credit hours** §
- FIN 3910 - Computer Applications in Finance **3 credit hours** §
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

## Senior

- MKT 3820 - Principles of Marketing **3 credit hours**
- ACTG 3020 - Managerial Accounting **3 credit hours** §
- FIN 4260 - Financial Markets and Institutions **3 credit hours** §
- FIN 4360 - Management of Financial Institutions **3 credit hours** §
- FIN 4440 - Real Estate Finance **3 credit hours** §
- FIN 4810 - Portfolio Theory and Management **3 credit hours** §
- FIN elective **3 credit hours** §
- Business elective **3 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours** §
- FIN 4860 - International Financial Management **3 credit hours** § OR
- FIN 4800 - Microfinance **3 credit hours** § OR
- FIN 4910 - Options, Futures, and Other Derivatives **3 credit hours** §

**Subtotal: 30 Hours**

## NOTE:

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.*

*§Admission required*

# Finance, Insurance Concentration, B.B.A.

Department of Economics and Finance  
615-898-2520

In addition to meeting the **Jennings A. Jones College of Business** requirements, a major in Finance with an Insurance concentration consists of 27 semester hours of finance and requires a minimum of 2.00 GPA. At least 50 percent of the required major hours must be taken in residence at MTSU.

The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

**Finance, Insurance, B.B.A., Academic Map**

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630, 1810, or 1910 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business **Core**.

### Insurance Concentration (27 hours)

- FIN 3610 - General Insurance **3 credit hours**
- FIN 3910 - Computer Applications in Finance **3 credit hours**
- FIN 4110 - Managerial Finance **3 credit hours**
- FIN 4750 - Risk Management **3 credit hours**
- **Choose 6 credit hours from the following:**
- FIN 3660 - Life Insurance and Health Insurance **3 credit hours** OR
- FIN 3710 - Property and Casualty Insurance **3 credit hours** OR
- FIN 4710 - Insurance in Estate Planning **3 credit hours** OR
- FIN 4730 - Insurance Company Operations **3 credit hours**
- INS elective **3 credit hours**
- FIN electives **6 credit hours**

## **Auxiliary Courses (6 hours)**

- Business electives **6 credit hours**

## **Electives (7 hours)**

**Total hours in program: 120**

## **Curriculum: Finance, Insurance Concentration**

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.**

### **Freshman**

- ENGL 1010 - Expository Writing **3 credit hours**
- ENGL 1020 - Research and Argumentative Writing **3 credit hours**
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math) OR
- MATH 1910 - Calculus I **4 credit hours** (Math)
- Elective(s) **4 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*

**Subtotal: 30 Hours**

### **Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
  - ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
  - HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
  - Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
  - Social/Behavioral Sciences **3 credit hours**
  - Elective **3 credit hours**
  - ACTG 2110 - Principles of Accounting I **3 credit hours** \*
  - ACTG 2120 - Principles of Accounting II **3 credit hours**
  - BIA 2610 - Statistical Methods **3 credit hours** \*
- Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
  - HIST 2020 - Survey of United States History II **3 credit hours** OR
  - HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

## Junior

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- BCED 3510 - Business Communication **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- FIN 3610 - General Insurance **3 credit hours** §
- FIN 3910 - Computer Applications in Finance **3 credit hours** §
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

## Senior

- FIN 4110 - Managerial Finance **3 credit hours** §
- FIN 4750 - Risk Management **3 credit hours** §
- FIN elective **6 credit hours** §
- FIN Insurance elective **3 credit hours** §
- Business elective **6 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours** §

**6 credit hours from:**

- FIN 3660 - Life Insurance and Health Insurance **3 credit hours**
- FIN 3710 - Property and Casualty Insurance **3 credit hours**
- FIN 4710 - Insurance in Estate Planning **3 credit hours**
- FIN 4730 - Insurance Company Operations **3 credit hours**

### NOTE:

*Students pursuing the CLU should take FIN 3660 and FIN 4710, and students pursuing the CPCU should take FIN 3710 and FIN 4730.*

**Subtotal: 30 Hours**

### NOTE:

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.*

*§Admission required*

# Finance, Real Estate Concentration, B.B.A.

Department of Economics and Finance  
615-898-5750  
Philip Seagraves, program coordinator  
Philip.Seagraves@mtsu.edu

In addition to meeting the Jennings A. Jones College of Business requirements, a major in Finance with a Real Estate concentration consists of 27 semester hours of finance and requires a minimum 2.00 GPA. At least 50 percent of the required major hours must be taken in residence at MTSU.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

**Finance, Real Estate, B.B.A., Academic Map**

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities, and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630, 1810, or 1910 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business **Core**.

### Real Estate Concentration (27 hours)

- FIN 3030 - Principles of Real Estate **3 credit hours**
- FIN 3810 - Investments **3 credit hours**
- FIN 3910 - Computer Applications in Finance **3 credit hours**
- FIN 4430 - Real Property Valuation **3 credit hours**
- FIN 4440 - Real Estate Finance **3 credit hours**
- FIN 4550 - Real Estate Investment Analysis **3 credit hours**
- FIN 4470 - Real Property Law for Commerce and Agriculture **3 credit hours** OR
- FIN 4710 - Insurance in Estate Planning **3 credit hours**
- FIN electives **6 credit hours**



## **Auxiliary Courses (6 hours)**

- ECON 4500 - Urban and Regional Economics **3 credit hours**
- Business elective **3 credit hours**

## **Electives (7 hours)**

**Total hours in program: 120**

## **Curriculum: Finance, Real Estate**

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.**

### **Freshman**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math) OR
- MATH 1910 - Calculus I **4 credit hours** (Math)
- Electives **4 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*

**Subtotal: 30 Hours**

### **Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- **Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

## Junior

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- BCED 3510 - Business Communication **3 credit hours**
- FIN 3030 - Principles of Real Estate **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- FIN 3910 - Computer Applications in Finance **3 credit hours** §
- Business elective **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

## Senior

- BUAD 4980 - Strategic Management **3 credit hours** §
- ECON 4500 - Urban and Regional Economics **3 credit hours** §
- FIN 3810 - Investments **3 credit hours**
- FIN 4430 - Real Property Valuation **3 credit hours** §
- FIN 4440 - Real Estate Finance **3 credit hours** §
- FIN 4550 - Real Estate Investment Analysis **3 credit hours** §
- FIN electives **6 credit hours** §
- MKT 3820 - Principles of Marketing **3 credit hours**
- FIN 4710 - Insurance in Estate Planning **3 credit hours** § OR
- FIN 4470 - Real Property Law for Commerce and Agriculture **3 credit hours** §

**Subtotal: 30 Hours**

## NOTE:

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.*

*§Admission required*

## **Industrial Relations Minor**

### **Department of Economics and Finance**

A minor in Industrial Relations requires 15 hours and includes 3 upper-division hours taken at MTSU. A 2.00 GPA is required in the Industrial Relations minor.

### **Required Courses (9 hours)**

- ECON 4420 - Labor and Human Resource Economics **3 credit hours**
- ECON 4510 - Unions and Collective Bargaining **3 credit hours**
- MGMT 3810 - Human Resources Management **3 credit hours**

### **Electives (6 hours)**

- ECON 4390 - Employee Benefits **3 credit hours** OR
- ECON 4490 - Industrial Relations Legislation **3 credit hours**
- MGMT 4660 - Compensation Systems **3 credit hours** OR
- MGMT 4690 - Problems in Human Resources Management **3 credit hours**

# **Insurance Minor**

## **Department of Economics and Finance**

A minor in Insurance consists of 15 hours and includes 3 upper-division hours at MTSU. A 2.00 GPA is required in the Insurance minor.

## **Required Course (3 hours)**

- FIN 3610 - General Insurance **3 credit hours**

## **Electives (12 hours)**

- 12 hours of coursework in insurance approved in advance by the minor advisor

# Real Estate Minor

## Department of Economics and Finance

A minor in Real Estate consists of 15 hours and includes 3 upper-division hours at MTSU. A 2.00 GPA is required in the Real Estate minor.

## Required Courses (9 hours)

- FIN 3030 - Principles of Real Estate **3 credit hours**
- FIN 3000 - Principles of Financial Management **3 credit hours** OR
- FIN 3010 - Business Finance **3 credit hours**
- BLAW 4470 - Real Property Law for Commerce and Agriculture **3 credit hours**

## Electives (6 hours)

- 6 hours of coursework in real estate approved in advance by the minor advisor

## **Real Estate/Insurance Minor**

### **Department of Economics and Finance**

A composite minor in Real Estate/Insurance consists of 18 hours and includes 3 upper-division hours at MTSU. A 2.00 GPA is required in the Real Estate/Insurance minor. This minor is not available to Finance majors with concentrations in Insurance or Real Estate.

## **Interdisciplinary Minors**

Interdisciplinary minors require the student to complete a minimum of 15 to 21 hours from a list of specific courses. Unless otherwise noted, a student may take no more than 6 hours of courses from a single department until he or she surpasses the required minimum number of hours necessary for completing the minor. Exceptions to this rule may be found within the discussions of several of the minors. In most cases, a student is also limited to just 3 hours of credit toward the minor in the same department or discipline in which he or she is taking a major. Except for the Paralegal Studies minor, no course may be counted both for major and minor credit. Students must fulfill all departmental prerequisites for any course within an interdisciplinary minor. In some cases, advisors may approve course substitutions within these program requirements.

## **Required Courses (12 hours)**

- FIN 3030 - Principles of Real Estate **3 credit hours**
- FIN 3610 - General Insurance **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- FIN 4470 - Real Property Law for Commerce and Agriculture **3 credit hours** OR
- BLAW 4470 - Real Property Law for Commerce and Agriculture **3 credit hours**

## **Electives (6 hours)**

- 3 hours of coursework in insurance approved in advance by the minor advisor
- 3 hours of coursework in real estate approved in advance by the minor advisor

## **Economics**

### **ECON 2410 - Principles of Economics, Macroeconomics 3 credit hours**

As an aid to understanding modern economic society: economic concepts of national income and its fluctuations, inflation, unemployment, role of the banking system, monetary and fiscal policies, and international topics.

### **ECON 2420 - Principles of Economics, Microeconomics 3 credit hours**

As an aid to understanding modern economic society: economic concepts of consumer and firm behavior; the pricing of goods, services, and productive factors; international topics; and an overview of the American economy.

### **ECON 3210 - The Financial System and the Economy 3 credit hours**

Prerequisites: ECON 2410; junior standing. Basic introduction to the functions of financial institutions and markets in the conduct of domestic and international economic transactions. Within financial market context, focus on special role that money plays as an asset and a determinant of the price level, the cause of inflation and inflation's effects on interest rates and borrowing costs, and the influence of Federal Reserve actions (monetary policy) on money and interest rates.

### **ECON 3430 - Public Finance 3 credit hours**

(Same as FIN 3430.) Prerequisites: ECON 2410, ECON 2420; junior standing; admission into the College of Business. Economic foundations of federal tax and expenditure policies. Current issues in federal budget policy. Policy applications illustrating key concepts such as public goods, externalities, income distribution, tax incidence, tax equity, and allocative efficiency. Intergovernmental fiscal relations.

### **ECON 3510 - Intermediate Macroeconomic Theory 3 credit hours**

Prerequisites: ECON 2410; junior standing; admission into the College of Business. Analysis of national income, employment, and price levels. Monetary and fiscal policies; international economic relations.

### **ECON 3520 - Intermediate Microeconomic Theory 3 credit hours**

Prerequisites: ECON 2410; ECON 2420; admission into the College of Business. Second semester of microeconomic theory following ECON 2420. Topics include consumer choice, the labor supply model, the life cycle model, choice under uncertainty, production and supply, the cost of production, perfect competition, monopoly, monopolistic competition, oligopoly, game theory, and the human capital model.

### **ECON 3970 - Cooperative Education 3 credit hours**

(Same as FIN 3970.) Prerequisites: Junior standing and admission into the College of Business. Cooperative Education experiences provide students with opportunities for on-the-job training in conjunction with on-campus academics. These courses do not satisfy major or minor requirements. Interested students should contact the Career Development Center. Students will be selected for participation, and opportunities may be limited.

### **ECON 3980 - Cooperative Education 3 credit hours**

(Same as FIN 3980 .) Prerequisites: Junior standing and admission into the College of Business. Cooperative Education experiences provide students with opportunities for on-the-job training in conjunction with on-campus academics. These courses do not satisfy major or minor requirements. Interested students should contact the MTSU Cooperative Education Office. Students will be selected for participation, and opportunities may be limited.

### **ECON 4100 - Law and Economics 3 credit hours**

Prerequisite: Admission into the College of Business; junior standing preferred. Applies microeconomic theory to the analysis of legal rules and institutions. Examines the economics tools lawyers and experts use in analyzing antitrust issues. Topics include intellectual property rights, measuring compensatory damages in liability cases, current legal issues such as tort reform, the role of economics in bargaining and settlement, and antitrust law topics such as mergers and price-fixing.

### **ECON 4260 - Financial Markets and Institutions 3 credit hours**

(Same as FIN 4260.) Prerequisites: FIN 3010 with a minimum grade of C (2.00) and admission into the College of Business. Examines the structure and

functioning of our monetary-financial system. Emphasis on the institutional process of financial intermediation in the financial marketplace and the role that specific institutions and instruments play.

**ECON 4310 - Problems in Government Finance  
3 credit hours**

(Same as FIN 4310). Prerequisites: ECON 2410, ECON 2420, and admission into the College of Business. Current issues in taxation, theory of income taxation, consumption taxes, property and wealth taxes. Advanced treatment of tax incidence, tax efficiency, income distribution, fiscal federalism, and state and local budget issues.

**ECON 4390 - Employee Benefits  
3 credit hours**

(Same as FIN 4390.) Prerequisites: Junior standing and admission into the College of Business. Includes descriptive review and taxation, legislative, and administrative dimensions of the major components of employee benefit plans such as retirement systems, deferred compensation plans, health insurance, death benefits, disability benefits, paid and unpaid time off. Technical analysis and problem solving emphasized to develop applied skills. Social insurance and international benefits integrated.

**ECON 4400 - Economics of Antitrust and Regulation  
3 credit hours**

Prerequisites: ECON 2420; junior standing; admission into the College of Business. Economic analysis of the antitrust laws and their enforcement: price-fixing, collusion, mergers, monopolization, and vertical arrangements. Economics theories of regulation/deregulation applied to actual regulatory policies: natural monopoly; price and entry regulation; health, safety, and environmental regulation; and intellectual property. Includes historical development as well as current applications.

**ECON 4420 - Labor and Human Resource Economics  
3 credit hours**

Prerequisites: ECON 2410 or ECON 2420; junior standing; and admission into the College of Business. Current issues and theories, returns to training and education (human capital), earnings differences; union impacts and government regulation of labor relations and labor markets; human resource information system modeling, including applied PC or

mainframe data analysis and integration of Internet information sources.

**ECON 4440 - International Economics  
3 credit hours**

Prerequisites: ECON 2410, ECON 2420; junior standing; admission into the College of Business. Differences between domestic trade and international trade, foundations of international trade, economic effects of free trade and restricted trade; mechanisms of international payments and structure of balance of payments; history and contemporary issues of trade policies and world monetary systems.

**ECON 4470 - Economic Development of the Third World  
3 credit hours**

Prerequisites: ECON 2410, ECON 2420; junior standing; and admission into the College of Business. Conditions and problems of the less-developed countries; causes, processes, and consequences of economic development; introduction to basic growth models, development theories, and strategies for development. Economic as well as noneconomic factors studied.

**ECON 4480 - State and Local Economies  
3 credit hours**

Prerequisites: Admission into the College of Business and junior standing preferred. Analysis of state and local economies in the United States. Topics include local economic development; data sources for the analysis of local economies; comparing local economies; employment and the labor force; income and earnings; population and housing; identifying driving industries; impact analysis; cluster analysis; underemployment; local workforces; human capital; location, infrastructure, and natural resources; regional development policy; recruiting; tax incentives; technology and green policy; and examining short-term and long-term policy issues.

**ECON 4490 - Industrial Relations Legislation  
3 credit hours**

(Same as BLAW 4490 and MGMT 4490.) Prerequisites: Admission into the College of Business and junior standing. Economic background and effects of government regulation of labor relations; emphasis on a detailed examination of the National Labor Relations Act as amended or expanded by the Labor Management Relations Act, the Labor Management Reporting and Disclosures Act, and Title 7 of the Civil Rights Act.



**ECON 4500 - Urban and Regional Economics**  
**3 credit hours**

Prerequisites: ECON 2410, ECON 2420, and admission into the College of Business. Economic problems of urban communities, including problems resulting from population shifts to suburbia; urban planning; land utilization; revenue structures; urban renewal; transportation; problems of minority and poverty groups.

**ECON 4510 - Unions and Collective Bargaining**  
**3 credit hours**

(Same as MGMT 4510.) Prerequisites: Junior standing and admission into the College of Business. The collective bargaining process: its evolution in the public and private sectors and its contemporary legal environment; compensation, institutional and administrative issues; strikes and impasse resolution procedures.

**ECON 4570 - Managerial Economics**  
**3 credit hours**

Prerequisites: ECON 2420; MATH 1630 or MATH 1810 or MATH 1910; junior standing; and admission into the College of Business. Familiarity with time value of money, spreadsheet, and regression analysis helpful. Microeconomic theories in depth; emphasizes practical applications in economic decisions. Topics cover fundamental economic concepts, theory of demand, theory of production, theory of cost, optimization, forecasting, game strategy in oligopolistic rivalry, long-term investment, and regression analysis.

**ECON 4600 - Environmental and Natural Resource Economics**  
**3 credit hours**

Prerequisites: Admission into the College of Business and junior standing preferred. Problems of environmental quality and natural resource scarcity from an economic perspective. Topics include interaction between the environment and the economy, benefits and costs of environmental regulation, use of incentives to achieve least-cost pollution control, international environmental issues such as global warming, the role of natural resources in the U.S. economy, problems associated with natural resource scarcity and depletion, and problems related to consumption of renewable resources.

**ECON 4620 - Econometrics and Forecasting**  
**3 credit hours**

Prerequisites: ECON 2410, ECON 2420; MATH 1810

or MATH 1910; junior standing, and admission into the College of Business. The application of statistical methods to economic problems; covers statistical inference, regression analysis in economics and finance, and an introduction to econometrics. Emphasis on applications to actual economic data and includes use of econometric software.

**ECON 4650 - Comparative Economic Systems**  
**3 credit hours**

Prerequisite: Admission into the College of Business. Compares economic institutions and performance among nations; presents the historical and cultural context of economic evolution in selected nations; and examines the relationship between institutional arrangements and outcomes such as prosperity, liberty, and equality.

**ECON 4660 - History of Economic Thought**  
**3 credit hours**

Prerequisites: ECON 2410, ECON 2420; junior standing; and admission into the College of Business. Background of modern economic thought; ancient economic thought; the main current of developing economic analysis through feudalism, mercantilism, and the physiocrats; Adam Smith and the classical economists; rebels and the neoclassical economists; twentieth-century contributions.

**ECON 4680 - Health Economics**  
**3 credit hours**

Prerequisites: ECON 2420; junior standing preferred. Introduces the application of economic models to health and the health care industry. Topics include individual health behaviors, demand for health care, health insurance and other institutions in health care markets, the role of government in health care, and health care reform. Empirical results and policy applications discussed.

**ECON 4700 - Sports Economics**  
**3 credit hours**

Prerequisite: Admission into the College of Business; junior standing preferred. Economic theories in the areas of public finance, labor markets, game theory, industrial organization, and price theory studied within the context of sports. Examines common misperceptions about sports-related statistical data and relates it to issues in the broader economy. Topics include benefits and costs of financing sports arenas, structure and competitiveness of sports leagues, antitrust exemptions, effects of title IX regulations, labor bargaining and negotiations, wage

and price determination. Explores issues in collegiate sports such as potential for crowding out other college programs (the prisoner's dilemma).

**ECON 4720 - Economic Issues in the Music Industry**

**3 credit hours**

Prerequisites: ECON 2420; admission into the College of Business; and junior standing. Economic analysis of issues arising in the recorded music industry largely in response to Internet availability of music formats. Topics include structure, conduct, and performance of the industry; optimal copyright policy; the economics of digital piracy; superstars and variety; payola; economics of two-sided markets; policy analysis; and evaluation of effects on social welfare.

**ECON 4800 - Experimental and Behavioral Economics**

**3 credit hours**

Prerequisites: ECON 2410 and ECON 2420; admission into the College of Business; junior standing preferred. Concepts in behavioral economics and current research methods in experimental economics. Focuses on common behavioral tendencies not well integrated into standard neoclassical economic theory. Topics include other regarding preferences, risk aversion, sunk cost fallacies, endowment effects, and common biases and errors in judgment and decision making. Explores current experimental research methods for identifying and quantifying such effects.

**ECON 4890 - Internship in Economics**

**1 to 3 credit hours**

Prerequisites: Junior standing; admission into the College of Business; and recommendation of advisor. Supervised work experience in cooperating business firms or governmental agencies together with specialized academic study relating to the work experience. Pass/Fail.

**ECON 4990 - Independent Study in Economics**

**1 to 3 credit hours**

Prerequisites: Junior standing and admission into the College of Business. Problems for intensive study are chosen in joint consultation between student and instructor.

## Finance

**FIN 2010 - Personal Financial Planning**

**3 credit hours**

Includes budgeting and saving techniques, tax planning, insurance principles, consumer credit, housing, investment alternatives, and retirement and estate issues. This course may not be used as a Finance elective for the Business Finance, Financial Institutions Management, Insurance, or Real Estate concentration.

**FIN 3000 - Principles of Financial Management**

**3 credit hours**

Will not substitute for FIN 3010. An overview of the fundamental concepts and tools for financial decision making within a business firm. (Not open to business majors.)

**FIN 3010 - Business Finance**

**3 credit hours**

Prerequisite: Junior standing. Theory of corporate finance, emphasizing wealth creation, valuation, risk, capital budgeting, and cost of capital.

**FIN 3030 - Principles of Real Estate**

**3 credit hours**

Real estate practices and procedures, basic principles of real property ownership utilization and transfer, mortgage financing, brokerage, management, valuation, subdividing, and legislation.

**FIN 3040 - Finance for Entrepreneurs**

**3 credit hours**

Prerequisites: ENTR 2900; junior standing. Focuses on financial theory, skills, and applications specifically useful to entrepreneurs, including cash budgeting, working capital management, sources of financing, financial forecasting and planning, and harvesting.

**FIN 3090 - Financial Planning**

**3 credit hours**

Prerequisite: FIN 3010 with a minimum grade of C (2.00); junior standing; admission into the College of Business. Financial and estate planning with a focus on issues and applications relevant to professional financial and estate planners. Topics include the role of the planner, the planning process, insurance planning, estate planning, retirement planning, tax planning, cash management, credit management, and comprehensive financial and estate plans.

**FIN 3430 - Public Finance****3 credit hours**

(Same as ECON 3430.) Prerequisites: ECON 2410, ECON 2420; junior standing; and admission into the College of Business. Economic foundations of federal tax and expenditure policies. Current issues in federal budget policy. Policy applications illustrating key concepts such as public goods, externalities, income distribution, tax incidence, tax equity, and allocative efficiency. Intergovernmental fiscal relations.

**FIN 3610 - General Insurance****3 credit hours**

Prerequisites: Junior standing and admission into the College of Business. The principles of risk and risk bearing; insurance carriers; survey of principles of life, health and accident, fire, marine, and automobile insurance policies; government regulation of insurance.

**FIN 3660 - Life Insurance and Health Insurance****3 credit hours**

Prerequisites: Junior standing and admission into the College of Business. Problems of purchaser and seller; critical investigation of life and health insurance with emphasis on social and economic aspects.

**FIN 3710 - Property and Casualty Insurance****3 credit hours**

Prerequisites: Junior standing and admission into the College of Business. Scope and fundamentals of property and liability insurance; analysis of contracts, rating, underwriting, insurers, and loss of adjustment requirements and procedures.

**FIN 3810 - Investments****3 credit hours**

Prerequisites: FIN 3010 and admission into the College of Business. Introductory survey course focusing on investment markets and instruments. Emphasis on security characteristics, analysis, and valuation.

**FIN 3910 - Computer Applications in Finance****3 credit hours**

Prerequisites: FIN 3000 or FIN 3010 and admission into the College of Business. Employing a computer in economics and financial decision making. Covers spreadsheets, object-relational database management systems, and data warehousing.

**FIN 3950 - Intermediate Financial Management****3 credit hours**

Prerequisites: FIN 3010 with a minimum grade of C (2.00) and admission into the College of Business. Reviews and extends the basics of risk, valuation, and the creation of wealth. Explores capital budgeting, capital structure, and their interactions.

**FIN 3970 - Cooperative Education****3 credit hours**

(Same as ECON 3970.) Prerequisites: Junior standing and admission into the College of Business. Cooperative Education experiences provide students with opportunities for on-the-job training in conjunction with on-campus academics. These courses will not satisfy major or minor requirements. Interested students should contact the Career Development Center. Students will be selected for participation and opportunities may be limited.

**FIN 4020 - Treasury Management****3 credit hours**

Prerequisites: Junior standing; admission to the Jones College; FIN 3010. Introduces students to the concepts and topics necessary to fulfill the primary treasury functions of a business firm. Applies concepts and topics to a variety of business situations and trends.

**FIN 4110 - Managerial Finance****3 credit hours**

Prerequisites: FIN 3010, FIN 3910, and FIN 3950 with a minimum grade of C (2.00); and admission into the College of Business. A case course emphasizing the financial aspects of management. Topics include financial statement analysis, working capital management, capital budgeting, and cost of capital.

**FIN 4260 - Financial Markets and Institutions****3 credit hours**

(Same as ECON 4260.) Prerequisites: FIN 3010 with minimum grade of C (2.00) and admission into the Jones College of Business. Examines the structure and functioning of our monetary-financial system. Emphasis on the institutional process of financial intermediation in the financial marketplace and the role that specific institutions and instruments play.

**FIN 4310 - Problems in Government Finance****3 credit hours**

(Same as ECON 4310). Prerequisites: ECON 2410, ECON 2420, and admission into the College of Business. Current issues in taxation, theory of income

taxation, consumption taxes, property and wealth taxes. Advanced treatment of tax incidence, tax efficiency, income distribution, fiscal federalism, and state and local budget issues.

**FIN 4360 - Management of Financial Institutions**  
**3 credit hours**

Prerequisites: ECON 3210 with a minimum grade of C (2.0) and admission into the College of Business. Development of fundamental concepts and principles of sound institution management. Includes the financial environment, strategy, performance measures, asset/liability management topics, within an overall decision framework.

**FIN 4390 - Employee Benefits**  
**3 credit hours**

(Same as ECON 4390.) Prerequisites: Junior standing and admission into the College of Business. Includes descriptive review and taxation, legislative, and administrative dimensions of the major components of employee benefit plans such as retirement systems, deferred compensation plans, health insurance, death benefits, disability benefits, paid and unpaid time off. Technical analysis and problem solving emphasized to develop applied skills. Social insurance and international benefits integrated.

**FIN 4430 - Real Property Valuation**  
**3 credit hours**

Prerequisites: FIN 3030; junior standing; admission into the College of Business; and FIN 3010 strongly recommended. Theory and methods of real property valuation. Employs qualitative and quantitative analysis to appraise residential and income-producing properties. Emphasizes comparable sales, cost-depreciation, and income capitalization.

**FIN 4440 - Real Estate Finance**  
**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business; FIN 3030 and FIN 3010 strongly recommended. Financial analysis applied to various types of real property. Includes underwriting, sources of funds, portfolio problems, and government programs. Emphasizes analysis of money and mortgage markets and modern creative financing.

**FIN 4470 - Real Property Law for Commerce and Agriculture**  
**3 credit hours**

(Same as ABAS 3140 and BLAW 4470.) Prerequisite: Junior standing. Legal rights and limitations of

ownership of property, estates, titles, methods of transferring titles, abstract of titles, mortgages, leases, easements, restrictions on the use of property, real estate development, application of contract law to real property, and the role of real estate in the administration of estates. Emphasis on specific application to agricultural businesses and farms.

**FIN 4510 - Real Estate Brokerage and Management**  
**3 credit hours**

Prerequisites: FIN 3030; junior standing; and admission into the College of Business. Management principles and techniques for the successful real estate brokerage firm. Topics emphasized are organizing, planning, management, marketing, and advertising techniques.

**FIN 4550 - Real Estate Investment Analysis**  
**3 credit hours**

Prerequisites: FIN 3030, FIN 3010; junior standing; admission into the College of Business. Analysis of real estate projects and markets. Emphasizes market research, taxes, financing techniques, and discounted cash flow analysis. Requires computer-assisted investment tools and case analysis.

**FIN 4590 - Independent Study in Real Estate**  
**1 to 3 credit hours**

Prerequisites: Junior standing and admission into the College of Business. Current analysis of issues in the field of real estate with concentration on major problems and policies in managing real estate and other related resources.

**FIN 4710 - Insurance in Estate Planning**  
**3 credit hours**

Prerequisites: FIN 3610 and admission into the College of Business. Insurance as it may relate to estate planning examined in detail. Focus on estate planning principles including the problems of estate liquidity, taxation, governmental regulation, and costs involved in handling estates. Also included are ownership provisions and beneficiary designations, settlement options, and trusts.

**FIN 4730 - Insurance Company Operations**  
**3 credit hours**

Prerequisites: FIN 3610 and admission into the College of Business. Insurance marketing, underwriting, reinsurance, rate making, claims adjusting, loss control activities, and other functions and activities.

**FIN 4750 - Risk Management****3 credit hours**

Prerequisites: FIN 3610 and admission into the College of Business. Analysis of major sources of liability loss exposures and the insurance coverages designed to meet those exposures. Noninsurance techniques such as loss control and risk transfer also discussed.

**FIN 4790 - Independent Study in Insurance****3 credit hours**

Prerequisite: Admission into the College of Business. Application of various insurance coverages to fulfillment of personal, business, and social needs. Special problems chosen or assigned in areas of the student's interest in joint consultation between student and instructor.

**FIN 4800 - Microfinance****3 credit hours**

Prerequisites: FIN 3010 and admission into the College of Business. For senior Finance major/minors or M.B.A. students. Explores and analyzes the key issues associated with microfinance and wealth creation. Topics include introduction to microfinance, credit methodology, microfinance institutions, client impact studies, effective interest rates, performance measurement of management, strategic issues in microfinance I: sustainability, challenges in microfinance, other microfinance product and offerings-social businesses and delinquency management.

**FIN 4810 - Portfolio Theory and Management****3 credit hours**

Prerequisites: Senior standing; FIN 3810; and admission into the College of Business. Rigorous development of investment theory from its origins to current extensions and alternatives. Emphasis on investor rationality, efficient portfolio selection, capital asset pricing and options valuation models, and market efficiency.

**FIN 4860 - International Financial Management****3 credit hours**

Prerequisites: Senior standing; admission into the College of Business; and FIN 3010 with a minimum grade of C (2.00). International capital markets, exchange rate exposure, risk management, and other multinational finance issues. Essential not only for United States exporters, but also for those facing competition from abroad.

**FIN 4890 - Internship in Finance****1 to 3 credit hours**

Prerequisites: Junior status; admission into the College of Business; and recommendation of advisor. Supervised work experience in cooperating business firms or government agencies together with specialized academic study relating to the work experience. Pass/Fail.

**FIN 4900 - TVA Investment Challenge****3 credit hours**

Prerequisites: FIN 3010, FIN 3810, and admission into the College of Business. Theories and concepts related to investing, security analysis and portfolio management in the management of a real portfolio of stocks. Topics include TVA investment guidelines, portfolio management strategies, stock selection, investment gurus, individual investment styles, data sources and Internet sites, stock screening techniques, and portfolio rebalancing.

**FIN 4910 - Options, Futures, and Other Derivatives****3 credit hours**

Prerequisites: FIN 3010 or equivalent and admission into the College of Business. Valuation and hedging of options, forward contracts, futures contracts, swaps, and other derivatives. Examines fundamental tools commonly used for pricing and hedging and options and futures contracts. For undergraduate and graduate students with little mathematics beyond algebra.

**FIN 4920 - Business Decisions Using an Intelligence System****3 credit hours****FIN 4950 - Finance Competition and Challenge****1 to 3 credit hours**

Prerequisites: Junior standing and permission of department. Students engage in projects related to local, regional, and/or national competitions in finance.

**FIN 4990 - Independent Study in Finance****1 to 3 credit hours**

Prerequisites: Junior standing and admission to the College of Business. Problems for intensive study are chosen in joint consultation between student and instructor.

# Management

## Jill Austin, Chair

**Avon, Arik, Bullington, Clark, Dunne, Geho, Gilbert, Kethley, Kudlats, Lester, Li, McDowell, Morrell, Montgomery, Mpoyi, Mullane, Nelson, Raffo, Shanine, Singer, Sokoya, Tang, E. Thomas, J. Thomas, Weaver, Welborn, Williams, Wilson, Yue**

The mission of the Department of Management is

### **PACE:**

- **Prepare students** - Engage students through a variety of methodologies such as in-class group projects, cases, and experiential learning opportunities; implement continuous curriculum improvement; provide students individualized mentoring; connect students with guest speakers and practitioners
- **Accelerate careers** - Improve student career readiness through strengthening job search skills; connect students with job opportunities; track student career success
- **Connect with business** - Build relationships with business and community organizations; provide consulting service; deliver outstanding executive education
- **Expand knowledge** - Publish in peer-reviewed journals and practitioner publications; mentor and collaborate with colleagues; present research at academic conferences and in the classroom.

Students may choose from three majors: Management, Entrepreneurship, and Business Administration. These programs of study lead to a Bachelor of Business Administration degree. The majors offer the skills necessary for a wide range of business careers in management and general administration and also provide the basic undergraduate preparation necessary for admission to and satisfactory performance in graduate study in business.

The major in Management offers preparation for specialized careers in human resources management, operations management, and general administrative careers in business, government, industry, and non-profit organizations. Management electives are listed in the introductory paragraph of the Major in Management section. Typical career titles in human resources management include training/development manager, human resources recruiter, employee relations specialist, industrial/labor relations specialist, employee selection manager, employee benefits administrator, and compensation specialist. Typical career titles in operations management include production scheduler, quality control analyst, capacity planning analyst, operations systems analyst, inventory control specialist, materials manager, logistics manager, and quality assurance manager.

The major in Business Administration offers preparation for general business careers for students who do not wish to choose a specific area of study in business.

The major in Entrepreneurship offers students preparation for successful venture creation and implementation and provides opportunities for them to acquire the necessary operational knowledge to start a new enterprise and to study business communication, marketing, finance, management, economics, accounting, and information systems from an entrepreneurial perspective.

Minor programs of study within the department include Entrepreneurship, Management, and Not-For-Profit Management. The department also participates in the interdisciplinary minors in Business Administration and Leadership Studies. A course may not be used to satisfy both major and minor requirements.

## Graduate Study

Requirements for the Master of Business Administration degree and a list of the courses offered for graduate credit are published in the Graduate Catalog.

# Business Administration Minor

**Department of Management**

**Jill Austin, Advisor**

The minor in Business Administration provides students with an overview of business. Business disciplines represented by the required courses in the minor include accounting, business law, computer information systems, finance, management, and marketing. The minor is designed for students who need a general knowledge of business as a foundation for work in their disciplines of study. A 2.00 GPA is required, and 3 hours at the upper-division level must be taken at MTSU.

## Required Courses (18 hours)

- INFS 2200 - Introduction to Microcomputing **3 credit hours** OR
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**  
OR
- ACTG 2110 - Principles of Accounting I **3 credit hours** AND
- ACTG 2120 - Principles of Accounting II **3 credit hours** OR
- ACTG 2125 - Principles of Accounting II for Accounting Majors **3 credit hours**
- FIN 3000 - Principles of Financial Management **3 credit hours** OR
- FIN 3010 - Business Finance **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours** OR
- BLAW 3430 - Commercial Law **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**

# **Business Administration, B.B.A.**

**Department of Management**  
**615-898-2736**  
**Jill Austin, program coordinator**  
**Jill.Austin@mtsu.edu**

A major in Business Administration consists of 24 semester hours (50 percent taken at MTSU).

The program below includes an Economics and Finance minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

## **Academic Map**

Following is a printable, suggested four-year schedule of courses:

**Business Administration, B.B.A., Academic Map**

## **Degree Requirements**

### **General Education (41 hours)**

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or /fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 or 1810 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### **College of Business Core (39 hours)**

All students must complete the College of Business Core.

### **Major Requirements (24 hours)**

#### **Financial Analysis (3 hours)**

**Select 3 hours:**

- ACTG 3020 - Managerial Accounting **3 credit hours**
- ACTG 3110 - Intermediate Accounting I **3 credit hours**
- ACTG 3310 - Cost Accounting **3 credit hours**

#### **Management (6 hours)**

**Select 3 hours:**

- MGMT 3630 - Organization Theory **3 credit hours**
- MGMT 3810 - Human Resources Management **3 credit hours**
- MGMT 4680 - Organization Behavior **3 credit hours**



**Select 3 hours:**

- MGMT 3640 - Introduction to Management Science **3 credit hours**
- MGMT 3705 - Continuous Improvement **3 credit hours**
- MGMT 3710 - Management of Quality **3 credit hours**
- MGMT 3715 - International Sourcing **3 credit hours**
- MGMT 3720 - Supply Chain Distribution **3 credit hours**
- MGMT 3725 - Lean Project Management Principles **3 credit hours**
- MGMT 3730 - Management of Innovation **3 credit hours**
- MGMT 3750 - Advanced Supply Chain Strategies **3 credit hours**
- MGMT 4700 - Problems in Supply Chain Operations **3 credit hours**

**Marketing (6 hours)**

- Upper-division MKT electives (except MKT 4990) **6 credit hours**

**Business Environment (9 hours)**

**Select 3 hours:**

- BLAW 3430 - Commercial Law **3 credit hours**
- BLAW 3460 - Insurance Law **3 credit hours**
- BLAW 4470 - Real Property Law for Commerce and Agriculture **3 credit hours**
- BLAW 4490 - Industrial Relations Legislation **3 credit hours**
- BLAW 4500 - Employment Discrimination Law **3 credit hours**

**Select 3 hours:**

- MGMT 4710 - International Business **3 credit hours**
- MKT 4710 - International Business **3 credit hours**
- ECON 4440 - International Economics **3 credit hours**

**Select 3 hours:**

- MKT 3930 - Marketing Research **3 credit hours**
- MGMT 3890 - Managerial Decision Making **3 credit hours**

**Auxiliary Courses (9 hours)**

- ECON upper-division course **3 credit hours**
- FIN upper-division course **3 credit hours**
- Business elective **3 credit hours**

**Electives (7 hours)**

**Total hours in program: 120**

# Curriculum: Business Administration

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

## Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Elective(s) **4 credit hours**

**Subtotal: 30 Hours**

## Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- Elective **3 credit hours**  
**Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

## Junior

- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MGMT 3620 - Supply Chain Operations **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- Business elective **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**

- ACTG 3020 - Managerial Accounting **3 credit hours** § OR
- ACTG 3110 - Intermediate Accounting I **3 credit hours** § OR
- ACTG 3310 - Cost Accounting **3 credit hours** §
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

## Senior

### Select 3 hours:

- MGMT 3640 - Introduction to Management Science **3 credit hours** § OR
- MGMT 3705 - Continuous Improvement **3 credit hours** § OR
- MGMT 3710 - Management of Quality **3 credit hours** § OR
- MGMT 3715 - International Sourcing **3 credit hours** § OR
- MGMT 3720 - Supply Chain Distribution **3 credit hours** § OR
- MGMT 3725 - Lean Project Management Principles **3 credit hours** § OR
- MGMT 3730 - Management of Innovation **3 credit hours** § OR
- MGMT 3750 - Advanced Supply Chain Strategies **3 credit hours** § OR
- MGMT 4700 - Problems in Supply Chain Operations **3 credit hours** §

### Select 3 hours:

- MGMT 3630 - Organization Theory **3 credit hours** § OR
- MGMT 3810 - Human Resources Management **3 credit hours** § OR
- MGMT 4680 - Organization Behavior **3 credit hours** §

### Select 3 hours:

- MKT 3930 - Marketing Research **3 credit hours** § OR
- MGMT 3890 - Managerial Decision Making **3 credit hours** §

### Select 3 hours:

- BLAW 3430 - Commercial Law **3 credit hours** § OR
- BLAW 3460 - Insurance Law **3 credit hours** § OR
- BLAW 4470 - Real Property Law for Commerce and Agriculture **3 credit hours** OR
- BLAW 4490 - Industrial Relations Legislation **3 credit hours** § OR
- BLAW 4500 - Employment Discrimination Law **3 credit hours** §
- FIN upper division elective **3 credit hours** § OR
- Upper-division business elective for alternate business minor **3 credit hours** §
- MGMT 4710 - International Business **3 credit hours** § OR
- MKT 4710 - International Business **3 credit hours** § OR
- ECON 4440 - International Economics **3 credit hours** §
- ECON upper-division elective **3 credit hours** § OR
- Upper-division business elective for alternate business minor **3 credit hours** §
- BUAD 4980 - Strategic Management **3 credit hours** §
- MKT upper-division electives **6 credit hours** §

**Subtotal: 30 Hours**

**NOTE:**

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.*

*§Admission required*

# Entrepreneurship Minor

**Department of Management**

**Jill Austin, Advisor**

The Entrepreneurship minor requires 15 hours and focuses on special competencies needed for planning, organizing, and operating a new venture or small business. A 2.00 GPA is required. Nine (9) hours must be taken at MTSU, 3 of which must be upper-division.

## Required Courses (15 hours)

- ENTR 2900 - Entrepreneurship **3 credit hours**
- FIN 3040 - Finance for Entrepreneurs **3 credit hours**
- MKT 3200 - Marketing for Entrepreneurs **3 credit hours**
- Approved elective or an additional ENTR course **3 credit hours**
- ENTR 4920 - Small Business Management **3 credit hours** OR
- MGMT 4920 - Small Business Management **3 credit hours**

# Entrepreneurship, B.B.A.

Department of Management

615-898-2736

Bill McDowell, program coordinator

William.McDowell@mtsu.edu

The major in Entrepreneurship offers preparation to students for successful venture creation and implementation and provides them opportunities to acquire the necessary operational knowledge to start a new enterprise and to study business communication, marketing, finance, management, economics, accounting, and information systems from an entrepreneurial perspective. The curriculum is flexible-students may tailor the program to fit specific needs while acquiring the business background necessary for pursuing entrepreneurial goals. Successful business professionals contribute to the program and an advisory board of recognized entrepreneurial leaders mentors students. Specialized courses, an internship, and interaction with acknowledged business leaders are intended to provide the impetus to start and operate a successful business.

A major in Entrepreneurship consists of 30 hours, 50 percent of which must be taken in residence at MTSU.

The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

### Entrepreneurship, B.B.A., Academic Map

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 or 1810 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business Core.

### Major Requirements (30 hours)

- ENTR 2900 - Entrepreneurship **3 credit hours**
- ENTR 3600 - Innovation Acceleration **3 credit hours**
- ENTR 3650 - New Venture Creation **3 credit hours**
- ENTR 4620 - Business Plan Development **3 credit hours**
- FIN 3040 - Finance for Entrepreneurs **3 credit hours**

- MKT 3200 - Marketing for Entrepreneurs **3 credit hours**
- MGMT 4950 - Management Internship **3 credit hours**
- ENTR/MGMT/MKT elective **3 credit hours**
- ENTR 4920 - Small Business Management **3 credit hours** OR
- MGMT 4920 - Small Business Management **3 credit hours**
- ENTR 4100 - Family Business **3 credit hours**
- MGMT 3730 - Management of Innovation **3 credit hours** OR
- ENTR 4255 - Social Entrepreneurship **3 credit hours**
- MGMT/ENTR/MKT UD elective **3 credit hours**

### **Auxiliary Courses (10 hours)**

- Business elective **3 credit hours**
- Electives **7 credit hours**

**Total hours in program: 120**

## **Curriculum: Entrepreneurship**

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.**

### **Freshman**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci)
- ENTR 2900 - Entrepreneurship **3 credit hours**
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** OR
- MATH 1810 - Applied Calculus I **3 credit hours**
- Natural Sciences (2 rubrics) **8 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Elective **1 credit hour**

**Subtotal: 30 Hours**

### **Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- ACTG 2110 - Principles of Accounting I **3 credit hours**
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours**
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours**

- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**  
**Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

### **Junior**

- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MGMT 3620 - Supply Chain Operations **3 credit hours**
- MKT 3200 - Marketing for Entrepreneurs **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- Business elective **3 credit hours**
- ENTR 3600 - Innovation Acceleration **3 credit hours** OR
- MGMT 3600 - Innovation Acceleration **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**
- ENTR 4100 - Family Business **3 credit hours** OR
- ENTR 4255 - Social Entrepreneurship **3 credit hours** OR
- MGMT 3730 - Management of Innovation **3 credit hours** OR
- MGMT/ENTR/MKT UD elective **3 credit hours**

**Subtotal: 30 Hours**

### **Senior**

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours**
- ENTR 3650 - New Venture Creation **3 credit hours**
- ENTR 4620 - Business Plan Development **3 credit hours**
- ENTR 4920 - Small Business Management **3 credit hours**
- FIN 3040 - Finance for Entrepreneurs **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 4950 - Management Internship **3 credit hours**
- Elective **3 credit hours**
- MGMT/ENTR/MKT elective **3 credit hours**

**Subtotal: 30 Hours**



# Leadership Studies Minor

## Department of Management

Deana Raffo, Advisor

The minor in Leadership Studies requires 15 hours and is designed to foster leadership development through a curriculum that includes the study of leadership theories, organizational communication, group dynamics, personal development, and community-based learning. A 2.00 GPA is required. Three hours at the upper-division level must be taken at MTSU.

## Interdisciplinary Minors

Interdisciplinary minors require the student to complete a minimum of 15 to 21 hours from a list of specific courses. Unless otherwise noted, a student may take no more than 6 hours of courses from a single department until he or she surpasses the required minimum number of hours necessary for completing the minor. Exceptions to this rule may be found within the discussions of several of the minors. In most cases, a student is also limited to just 3 hours of credit toward the minor in the same department or discipline in which he or she is taking a major. Except for the Paralegal Studies minor, no course may be counted both for major and minor credit. Students must fulfill all departmental prerequisites for any course within an interdisciplinary minor. In some cases, advisors may approve course substitutions within these program requirements.

## Required Courses (6 hours)

- LEAD 3010 - Leadership Theories and Practices **3 credit hours**
- LEAD 4001 - Seminar in Leadership Studies **1 credit hour**
- EXL 3020 - Leadership Studies Practicum **1 to 3 credit hours (2 credit hours required)**

## Electives (9 hours)

At least one course must be chosen from each of the three competency areas:

### Leadership and Communication

- COMM 3220 - Small Group Communication **3 credit hours**
- ORCO 3240 - Introduction to Organizational Communication **3 credit hours**
- ORCO 3500 - Strategic Communication in Organizations **3 credit hours**
- ORCO 3245 - Women, Leadership, and Communication **3 credit hours**

### Leadership and Organizations/Groups

- MGMT 3610 - Principles of Management **3 credit hours**
- PS 3250 - Public Administration **3 credit hours**
- PSY 4360 - Organizational Psychology **3 credit hours**
- PSY 4380 - Group Dynamics **3 credit hours**
- SOC 3950 - Social Organizations and Institutions **3 credit hours**

## **Leadership and Personal Development**

- **MGMT 3890 - Managerial Decision Making 3 credit hours**
- **MGMT 3940 - Business Ethics 3 credit hours**
- **MGMT 4680 - Organization Behavior 3 credit hours**
- **PHIL 3150 - Ethics 3 credit hours**
- **PSY 4390 - Persuasion 3 credit hours**
- **UH 4010 - MTSU Institute of Leadership Excellence 3 credit hours OR**
- **UNIV 4010 - MTSU Institute of Leadership Excellence 3 credit hours**
- **LEAD 4125 - Leadership Development for Women 3 credit hours OR**
- **MGMT 4125 - Leadership Development for Women 3 credit hours**

# **Management Minor**

## **Department of Management**

A minor in Management consists of 15 hours. Transfer students minoring in Management are required to complete a minimum of 6 hours of coursework in management at Middle Tennessee State University. A 2.00 GPA is required.

## **Required Courses (6 hours)**

- MGMT 3610 - Principles of Management **3 credit hours** \*
- MGMT 3620 - Supply Chain Operations **3 credit hours**

## **Electives (9 hours)**

- 9 hours of upper-division management courses approved by the department coordinator

# Management, B.B.A.

**Department of Management**  
**615-898-2736**  
**Jill Austin, program coordinator**  
**Jill.Austin@mtsu.edu**

A major in Management consists of 27 hours of management courses. All Management majors must have 50 percent of the required management courses in residence at Middle Tennessee State University.

Students interested in careers in human resources management are encouraged to choose their management electives from the following list: MGMT 4490, MGMT 4500, MGMT 4510, MGMT 4620, MGMT 4640, MGMT 4650, MGMT 4660, MGMT 4690, MGMT 4830, MGMT 4950, MGMT 4990.

Students interested in careers in production/operations management are encouraged to choose their management electives from the following list: MGMT 3710, MGMT 3730, MGMT 3750, MGMT 4700, MGMT 4950, MGMT 4990.

The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

### Management, B.B.A., Academic Map

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 or 1810 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (39 hours)

All students must complete the College of Business Core.

### Major Requirements (27 hours)

- MGMT 3640 - Introduction to Management Science **3 credit hours**
- MGMT 3810 - Human Resources Management **3 credit hours**
- MGMT 3940 - Business Ethics **3 credit hours**
- MGMT 4680 - Organization Behavior **3 credit hours**
- MGMT 4710 - International Business **3 credit hours**
- MGMT upper-division electives **12 credit hours**

## Auxiliary Courses (13 hours)

- MGMT 1500 - First-Year Seminar **1 credit hour** OR
- Non-business elective **1 credit hour**
- ACTG 3020 - Managerial Accounting **3 credit hours** OR
- FIN 4110 - Managerial Finance **3 credit hours**
- Electives **6 credit hours**
- Business elective **3 credit hours**

**Total hours in program: 120**

## Curriculum: Management

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

### Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Elective **3 credit hours**
- MGMT 1500 - First-Year Seminar **1 credit hour** OR
- Elective **1 credit hour**

**Subtotal: 30 Hours**

### Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- Elective **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*

**Choose 6 hours from:**

- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

**Junior**

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MGMT 3620 - Supply Chain Operations **3 credit hours**
- MGMT 3810 - Human Resources Management **3 credit hours** §
- MKT 3820 - Principles of Marketing **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- MGMT 3940 - Business Ethics **3 credit hours** §
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

**Senior**

- MGMT 3640 - Introduction to Management Science **3 credit hours** §
- MGMT 4680 - Organization Behavior **3 credit hours** §
- MGMT 4710 - International Business **3 credit hours** §
- MGMT upper-division electives **12 credit hours** §
- Business elective **3 credit hours**
- ACTG 3020 - Managerial Accounting **3 credit hours** § OR
- FIN 4110 - Managerial Finance **3 credit hours** §
- BUAD 4980 - Strategic Management **3 credit hours** §

**Subtotal: 30 Hours**

# Not-for-Profit Management Minor

## Department of Management

Open to all majors at the University, the Not-for-Profit Management minor consists of 15 hours and offers fundamental business knowledge and skills important to advancement and success in the Not-for-Profit sector. A 2.00 GPA is required, and three hours must be upper-division taken at MTSU.

## Required Courses (9 hours)

- MGMT 3610 - Principles of Management **3 credit hours**
- MGMT 4000 - Not-for-Profit Management **3 credit hours**
- MGMT 4030 - Not-for-Profit Strategic Decision Making and Program Evaluation **3 credit hours**

## Electives (6 hours)

### Financial (3 hours)

- ACTG 2110 - Principles of Accounting I **3 credit hours** (Business core)
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours** (Non-Accounting majors)
- FIN 3000 - Principles of Financial Management **3 credit hours** (Non-business major)
- FIN 3010 - Business Finance **3 credit hours** (Business core)

### Leadership (3 hours)

- LEAD 3010 - Leadership Theories and Practices **3 credit hours**
- MGMT 4200 - Leadership in Organizations **3 credit hours**

## Business Administration

### **BUAD 4000 - Senior Seminar**

#### **3 credit hours**

Prerequisites: Senior standing; admission to the College of Business; open to Management, Marketing, or Business Administration majors. (Cannot be substituted for MGMT, MKT, or BUAD courses in these majors or minors.) Designed to facilitate the transition from college to career and enhance the student's personal marketing skills in the job search. Two segments focus on management and marketing skills for the professional environment.

### **BUAD 4950 - Business Administration Internship**

#### **3 credit hours**

Prerequisites: Senior standing; overall GPA of 2.50; and admission to the College of Business. Student affiliated with an organization on a part-time basis to develop knowledge and experience in the practical application of business theory to actual business problems in a non-classroom situation. Can only be taken one time.

### **BUAD 4980 - Strategic Management**

#### **3 credit hours**

Prerequisites: Admission into the College of Business; must be taken after completion of the business requirements and in the semester in which the student graduates. Development of top management perspective with emphasis on policy and strategy formulation and evaluation through the demonstration of competence in handling multifunctional business problems. Transfer credit not allowed; must be taken in residence.

## Entrepreneurship

### **ENTR 2900 - Entrepreneurship**

#### **3 credit hours**

Prerequisite: BCED 1400 recommended. The mechanics and operational skills needed for organizing and operating an enterprise.

### **ENTR 3600 - Innovation Acceleration**

#### **3 credit hours**

(Same as MGMT 3600.) Focuses on innovation and entrepreneurial endeavors in corporate environments as well as in new ventures. Specific attention is given to the creative process, innovative thinking, sources of opportunity, design-thinking, team-based

innovation, commercialization, intellectual property, and innovation plans in the entrepreneurial setting.

### **ENTR 3650 - New Venture Creation**

#### **3 credit hours**

Prerequisites: ENTR 2900 or MGMT 3610; junior standing; admission to the College of Business. Examines the process of new venture formation. Topics include recognizing and testing opportunity, developing the business concept, analyzing risks, and financing the new venture.

### **ENTR 4100 - Family Business**

#### **3 credit hours**

Prerequisite: MGMT 3610 or permission of instructor. Analysis of issues unique to family enterprises. Issues can include governance, succession, family dynamics, trust, and conflict among others.

### **ENTR 4255 - Social Entrepreneurship**

#### **3 credit hours**

An overview of social entrepreneurs who have the purpose of producing a social benefit through a variety of organizational structures including non-profit, for-profit, and hybrid business models. Focuses on the challenges associated with responding to these social needs, including organizational mission, funding, operational execution, and sustainability.

### **ENTR 4620 - Business Plan Development**

#### **3 credit hours**

Prerequisites: ENTR 2900; ENTR 3650; junior standing; admission into the College of Business. Development of a comprehensive business plan detailing all facets of a proposed venture with an emphasis on using the plan for loan acquisition and venture implementation.

### **ENTR 4920 - Small Business Management**

#### **3 credit hours**

(Same as MGMT 4920.) Prerequisites: MGMT 3610 and admission to the College of Business. Analysis of problems and considerations involved in planning, organizing, and operating small businesses and entrepreneurial ventures. Emphasis on environmental issues, growth strategies, process management activities, and human resource management.



## Leadership Studies

### **LEAD 3000 - Leadership Tools and Self-Assessment**

#### **4 credit hours**

Introduces leadership theory and practice using self-assessments and current leadership books. Students develop a practical understanding of the value of good leadership for successful team development and completion of quality work. Self-assessments will help identify students' approach to leadership and provide guidance for best practices. (One week intensive.)

### **LEAD 3010 - Leadership Theories and Practices**

#### **3 credit hours**

Examines prominent leadership theories, approaches, and research.

### **LEAD 3245 - Women, Leadership, and Communication**

#### **3 credit hours**

(Same as ORCO 3245.) Communication behaviors and issues unique to women in leadership positions. Students exposed to various activities and discussions designed to develop critical-thinking skills, broaden perspectives, adapt decision-making skills to the professional environment, and create professional relationships.

### **LEAD 4001 - Seminar in Leadership Studies**

#### **1 credit hour**

Prerequisite: Junior standing. Independent study aimed at the creation of a leadership portfolio. Pass/Fail.

### **LEAD 4125 - Leadership Development for Women**

#### **3 credit hours**

(Same as MGMT 4125.) Prerequisite: Junior or senior standing. Examines women and leadership with an emphasis on personal development. Critically analyzes the challenges, constraints, and opportunities that women face in exercising leadership. Includes an examination of women's diverse leadership styles through an experiential learning project with a community partner.

## Management

### **MGMT 1500 - First-Year Seminar**

#### **1 credit hour**

Only for students with fewer than 30 hours or first-semester transfer students. Designed as an elective

for first-year declared management majors and others interested in the management major. Introduces course requirements for a major in management, options for management electives, diverse subfields, and career options.

### **MGMT 3600 - Innovation Acceleration**

#### **3 credit hours**

(Same as ENTR 3600.) Focuses on innovation and entrepreneurial endeavors in corporate environments as well as in new ventures. Specific attention is given to the creative process, innovative thinking, sources of opportunity, design-thinking, team-based innovation, commercialization, intellectual property, and innovation plans in the entrepreneurial setting.

### **MGMT 3610 - Principles of Management**

#### **3 credit hours**

Prerequisite: Junior standing. Concepts of the management functions of planning, organizing, and controlling with an emphasis on behavioral science concepts as applied to managing people in organizations.

### **MGMT 3620 - Supply Chain Operations**

#### **3 credit hours**

Prerequisite: Junior standing. Focuses on the integration between supply chain operations strategies/decisions and their impact on other business functions in an organization. Examines operations management concepts using a global supply chain perspective. Covers topics such as inventory management, lean/just in time, project management, and supply-demand matching. Overarching goal of using supply chain operations strategies to develop a business competitive advantage reinforced. This is a writing-intensive course.

### **MGMT 3630 - Organization Theory**

#### **3 credit hours**

Prerequisites: MGMT 3610; admission to the College of Business. The organization as a system. Emphasis on the external environment, performance measurement, structure (including contingency theory of organization design), bureaucracy, and the impact of behavioral aspects on organization theory.

### **MGMT 3640 - Introduction to Management Science**

#### **3 credit hours**

Prerequisites: BIA 2610; junior standing; and admission to the College of Business. Introduction to optimization techniques used in business decision

making, including mathematical programming, linear and integer modeling, network modeling and queuing theory. NOTE: Should take with or have completed MGMT 3620.

**MGMT 3705 - Continuous Improvement**  
**3 credit hours**

Prerequisites: Admission to Jones College of Business; junior standing. Applies Baldrige Performance Excellence criteria and DMAIC (define, measure, analyze, improve, and control) methodology to business process improvement efforts. Examines how continuous improvement projects follow a structured sequence using DMAIC. Emphasis on established critical thinking models to drive continuous improvement.

**MGMT 3710 - Management of Quality**  
**3 credit hours**

Prerequisite: Admission into the College of Business. Introduction to design, operation, and control of quality systems; implementation approaches including behavioral and technical issues; strategic importance; quality improvement tools and their use; supplier certification; awards and recognition. NOTE: Should take with or have completed MGMT 3620.

**MGMT 3715 - International Sourcing**  
**3 credit hours**

Prerequisites: Admission to the Jones College of Business; junior standing. Theory and practice of developing and managing international supply chains. Emphasis on the unique aspects of international supply chains as contrasted with domestic supply.

**MGMT 3720 - Supply Chain Distribution**  
**3 credit hours**

Prerequisites: MGMT 3620, junior standing, and admission to the Jones College of Business. Focuses on concepts and techniques required to manage the distribution function in a contemporary supply chain. Emphasis on the role of distribution within a supply chain and best practices leading to efficient operational performance.

**MGMT 3725 - Lean Project Management Principles**  
**3 credit hours**

Prerequisites: Admission to Jones College of Business; junior standing. Theory and practice of managing projects for services, products, or events. Emphasis on application of lean concepts to project management.

**MGMT 3730 - Management of Innovation**  
**3 credit hours**

Prerequisite: Admission to the College of Business. Examines the management of the process of forecasting, acquiring, and integrating emerging technologies into the firm's products/services and processes. Particular emphasis given to rapid prototyping (e.g., 3D printing) technologies for products and services, learning from failure, and idea generation/screening. Course structure may vary.

**MGMT 3750 - Advanced Supply Chain Strategies**  
**3 credit hours**

(Same as MKT 3750.) Prerequisites: MGMT 3620; admission to the College of Business. Design, operations, and control of global and local supply chains; implementation approaches including behavioral and technical issues; implementation approaches including behavioral (especially cross-functional) and technical issues; implementation of Plan-Source-Make-Deliver-Return model for supply chains. NOTE: Should take with or have completed MGMT 3620.

**MGMT 3810 - Human Resources Management**  
**3 credit hours**

Prerequisites: Junior standing and admission to the College of Business. The organization, functions, and administration of a human resources management department, including selection, training, placement, promotion, appraisal, pay incentives, and laws affecting the human resource function.

**MGMT 3890 - Managerial Decision Making**  
**3 credit hours**

Prerequisites: MGMT 3610 and admission to the College of Business. Investigates the decision-making processes of business professionals to gain an understanding of how decisions are made. Emphasis on creative problem solving, critical thinking, problem formulation, and decision analysis.

**MGMT 3940 - Business Ethics**  
**3 credit hours**

Prerequisites: Junior standing and admission to the College of Business. The impact of individual values and ethics on business operations, including management of the organization and marketing of goods and services. Topics include legal and ethical aspects of dealing with the environment, consumers, employees, and the general community.

**MGMT 3970 - Cooperative Education****1 to 3 credit hours**

Prerequisites: Junior standing and admission to the College of Business. Provides students with the opportunities for full-time on-the-job training in conjunction with on-campus academic experiences. Students will participate in professional growth seminars. Departmental and MTSU Career Development Center requirements must be completed to receive credit. These courses (1) may not be used to satisfy the major or the minor requirements and (2) may not be taken concurrently with BUAD 4980.

**MGMT 4000 - Not-for-Profit Management****3 credit hours**

Prerequisites: MGMT 3610; junior or senior standing; and admission to the College of Business. Explores management theories and practices that impact effective management of organizations in the not-for-profit sector.

**MGMT 4030 - Not-for-Profit Strategic Decision Making and Program Evaluation****3 credit hours**

Prerequisites: MGMT 3610; junior or senior standing. Focuses on essential management functions of short- and long-term strategic decision making and performance evaluation of not-for-profit organizations.

**MGMT 4125 - Leadership Development for Women****3 credit hours**

(Same as LEAD 4125.) Prerequisite: Junior or senior standing. Examines women and leadership with an emphasis on personal development. Critically analyzes the challenges, constraints, and opportunities that women face in exercising leadership. Includes an examination of women's diverse leadership styles through an experiential learning project with a community partner.

**MGMT 4200 - Leadership in Organizations****3 credit hours**

Prerequisites: Junior standing; MGMT 3610 or permission of department; and admission to the College of Business. Importance of leadership in organizations. Examines major theories and concepts relative to leadership in formal organizations. Emphasis on practical application of leadership knowledge in the leadership role.

**MGMT 4490 - Industrial Relations Legislation****3 credit hours**

(Same as BLAW 4490 and ECON 4490.) Prerequisites: Junior standing and admission to the College of Business. Economic background and effects of government regulation of labor relations; emphasis on a detailed examination of the National Labor Relations Act as amended or expanded by the Labor Management Relations Act, the Labor Management Reporting and Disclosures Act, and Title 7 of the Civil Rights Act.

**MGMT 4500 - Employment Discrimination Law****3 credit hours**

(Same as BLAW 4500.) Prerequisites: Junior standing and admission to the College of Business. A detailed examination of the legal rights and responsibilities of employers and employees with respect to fair employment practices; emphasis on significant statutes, administrative regulations, and judicial decisions forming the body of antidiscrimination law.

**MGMT 4510 - Unions and Collective Bargaining****3 credit hours**

(Same as ECON 4510.) Prerequisites: Junior standing; admission to the College of Business. The decision-making processes in the industrial relations system and their impact upon the American economy. Particular emphasis on collective bargaining, contract administration, and impasse procedures both in the public and private sectors.

**MGMT 4620 - International Human Resource Management****3 credit hours**

Prerequisites: MGMT 3810; admission to the College of Business. International human resource functions including compensation, labor relations, training, selection, and performance appraisal; impact of culture on IHRM activities.

**MGMT 4640 - Human Resources Planning and Staffing****3 credit hours**

Prerequisites: MGMT 3610; MGMT 3810; admission to the College of Business. Basic concepts, principles, and practices involved in the acquisition of human resources: identifying employment needs, forecasting human resource requirements, recruiting employees internally and externally, and selecting qualified candidates and matching them with appropriate jobs.

**MGMT 4650 - Human Resource Development  
3 credit hours**

Prerequisites: MGMT 3610; MGMT 3810; and admission to the College of Business. The role of human resource development in organizations including needs analysis; design, development, and implementation of programs in training and development; career development; management development; and executive development.

**MGMT 4660 - Compensation Systems  
3 credit hours**

Prerequisites: MGMT 3610; MGMT 3810; admission to the College of Business. Formal organization compensation systems. Emphasis on the design, implementation, and administration of compensation systems utilizing wage theory, applicable analytical tools, research results from the behavioral sciences, and evaluations of actual practices currently utilized in the private and public sectors.

**MGMT 4680 - Organization Behavior  
3 credit hours**

Prerequisites: MGMT 3610 and admission to the College of Business. Human behavior in organizations. Emphasis on motivation, leadership, communication, group processes, and methods for managing change. Understanding human behavior allows student to learn better employee utilization strategies resulting in a more effective and efficient organization.

**MGMT 4690 - Problems in Human Resources Management  
3 credit hours**

Prerequisites: MGMT 3610; MGMT 3810; and admission to the College of Business. Contemporary problems and issues in personnel and industrial relations in industry, using research findings as a basis for more constructive action in government-labor-industry relations.

**MGMT 4700 - Problems in Supply Chain Operations  
3 credit hours**

Prerequisite: Admission to the College of Business. Current issues in managing modern supply chain operations such as supply chain strategy, capacity management, facilities location, and inventory management systems. Addresses special topics related to the Supply Chain Model: Plan-Source-Make-Deliver-Return. Topics covered and course structure vary.

**MGMT 4710 - International Business  
3 credit hours**

(Same as MKT 4710 .) Prerequisites: MGMT 3610; MKT 3820; admission to the College of Business. International organizational structures and managerial processes. Cultural, political, economic, and legal environments of global marketing. World market patterns and international trade theory.

**MGMT 4730 - Global Comparative Management  
3 credit hours**

Prerequisites: MGMT 3610 and admission to the College of Business. Cross-cultural dimensions of management theories and the applicability of these theories in a multicultural and multinational environment. Topics include cross-cultural communications, motivation, leadership, and decision making. The role of MNCs in economic development and their relationship with host countries also examined.

**MGMT 4810 - Integrated Logistics Management  
3 credit hours**

(Same as MKT 4810.) Prerequisite: Admission to the College of Business. The coordination and optimization issues faced by firms in managing the inbound and outbound logistics activities of the firm in order to minimize costs and provide high levels of customer service. Logistics activities covered include transportation management, warehousing, order fulfillment, inventory management, and network design.

**MGMT 4820 - Management Research  
3 credit hours**

Prerequisites: BIA 2610; MGMT 3610; and admission to the College of Business. Scientific concepts, methodology, and procedures in designing and conducting research for management decision making.

**MGMT 4830 - Performance Appraisal  
3 credit hours**

Prerequisites: MGMT 3610; MGMT 3810; and admission to the College of Business. Theoretical and practical issues related to HRM performance appraisal in organizations. Emphasis on job analysis, measurement of performance, judgmental measures of performance, rating biases, cognitive components in rating, feedback process, performance appraisal training, perceived fairness and accuracy, and legal issues.

**MGMT 4840 - Study Abroad****3 credit hours**

(Same as MKT 4840.) Prerequisites: Junior/senior standing; admission to the College of Business. A short-term international business education experience designed to expose the student to the economic, political, cultural, and social environments of a foreign country(ies). Emphasis on the international state/status of the subject matter pertinent to management and marketing.

**MGMT 4920 - Small Business Management****3 credit hours**

(Same as ENTR 4920.) Prerequisites: MGMT 3610 and admission to the College of Business. Analysis of problems and considerations involved in planning, organizing, and operating small businesses and entrepreneurial ventures. Emphasis on environmental issues, growth strategies, process management activities, and human resource management.

**MGMT 4950 - Management Internship****3 credit hours**

Prerequisites: Management or entrepreneurship major with senior standing; an overall grade point average of at least 2.50; and admission to the College of Business. Student is affiliated with an organization on a part-time basis to develop knowledge and experience in the practical application of management theory to actual business problems in a non-classroom situation. This course can only be taken one time, and those taking it may not take MGMT 4990.

**MGMT 4990 - Independent Study****1 to 3 credit hours**

Prerequisites: Senior standing; approval of department chair; and admission to the College of Business. Individual research and analysis of contemporary problems and issues in a concentrated area of study under the guidance of an approved faculty member. This course can only be taken one time, and those taking it may not take MGMT 4950.

# Marketing

## Vince Smith, Interim Chair

**Balachandran, Beauchamp, Blair, Buckner, Clark, Edmondson, Festervand, Graeff, Hemby-Grubb, Henderson, Kemp, Kempf, Lewis, Matthews, Phillips, Roberts, Rollins, Roy, Srivastava, Ward, Warren, White**

The mission of the Department of Marketing is to educate students through a blend of cultural knowledge, economic literacy, communication skills, basic business tools, and specialized knowledge to help them assume roles as consumers, workers, and citizens. Program offerings provide a quality business education with appropriate background for professional administrative office careers. Specialized instruction in business education and marketing education offers preparation for secondary teaching and corporate training. Baccalaureate programs provide a foundation for graduate study.

The Marketing Department offers undergraduate majors in Business Education and Marketing. The Business Education major leads to the Bachelor of Science degree while the major in Marketing leads to the Bachelor of Business Administration degree. The department is a state-approved Office Education Center and provides courses and workshops required of public school business and office education teachers.

Minor programs are offered in Business Communication, Corporate Communication, and Marketing.

## Graduate Study

The Marketing Departments offers a Master of Business Education degree. Requirements and a list of the courses offered for graduate credit are published in the Graduate Catalog.

# **Business Communication Minor**

## **Department of Marketing**

A minor in Business Communication consists of 15 hours. Nine hours must be taken at MTSU, of which 3 hours must be upper-division. A 2.00 GPA is required in the Business Communication minor.

## **Required Courses (9 hours)**

- BCED 3510 - Business Communication **3 credit hours**
- BCED 4510 - Business Report Writing **3 credit hours**
- BCED 4660 - Corporate Communication **3 credit hours**

## **Electives (6 hours)**

- BCED 2320 - Document Production **3 credit hours**
- BCED 2330 - Word Processing Concepts **3 credit hours**
- BCED 4670 - International Business Communication **3 credit hours**
- BCED 4850 - Digital Communication for Business **3 credit hours**
- BCED 4900 - Dimensions in Professional Development **3 credit hours**

# **Business Education, Non-teaching (Training and Development), B.S.**

**Department of Marketing**

**615-898-2902**

**Robert Blair, program coordinator**

**Robert.Blair@mtsu.edu**

Students who seek to graduate without meeting licensure requirements are not required to take the courses for the Secondary Education minor and should complete the requirements below.

The non-teaching Training and Development option requires 50 percent of the major hours in residence at MTSU.

The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

## **Academic Map**

Following is a printable, suggested four-year schedule of courses:

**Business Education, Non-teaching (Training and Development), B.S., Academic Map**

## **Degree Requirements**

### **General Education (41 hours)**

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 or 1810 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### **College of Business Core (36 hours)**

All students must complete the College of Business **Core**.

### **Major Requirements (30 hours)**

- BCED 1400 - Introduction to Business **3 credit hours**
- BCED 2330 - Word Processing Concepts **3 credit hours**
- BCED 3010 - Office Management **3 credit hours**
- BCED 4200 - Problems in Business and Marketing Education and Entrepreneurship **1 to 3 credit hours (3 credit hours required)**
- BCED 4410 - Virtual Business Presentations **3 credit hours**
- BCED 4510 - Business Report Writing **3 credit hours**
- BCED 4660 - Corporate Communication **3 credit hours**
- BCED 4810 - Internship Program **3 credit hours** BCED upper-division elective **3 credit hours**



- BCED electives **3 credit hours**
- BCED upper-division elective 3 credit hours

### **Auxiliary Courses (13 hours)**

- Non-business electives **13 credit hours**

**Total hours in program: 120**

## **Curriculum: Business Education, Non-teaching (Training and Development)**

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

### **Freshman**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** \* (Soc/Beh Sci)
- BCED 1400 - Introduction to Business **3 credit hours**
- BCED 2330 - Word Processing Concepts **3 credit hours**
- Natural Sciences (2 prefixes) **8 credit hours**
- Nonbusiness elective **1 credit hour**

**Subtotal: 30 Hours**

### **Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **6 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- BIA 2610 - Statistical Methods **3 credit hours** \*

**Choose 6 hours from:**

- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

**Junior**

- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- BCED 3010 - Office Management **3 credit hours** §
- BCED 3510 - Business Communication **3 credit hours**
- BCED 4510 - Business Report Writing **3 credit hours** §
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- Nonbusiness elective **3 credit hours**

**Subtotal: 30 Hours**

**Senior**

- BCED 4810 - Internship Program **3 credit hours** § OR
- BCED upper-division elective § **3 credit hours**
- BCED 4200 - Problems in Business and Marketing Education and Entrepreneurship **1 to 3 credit hours** § (**3 credit hours required**)
- BCED 4410 - Virtual Business Presentations **3 credit hours** §
- BCED 4660 - Corporate Communication **3 credit hours** §
- Nonbusiness electives **9 credit hours**
- BCED UD elective **3 credit hours**
- BCED elective **3 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours** §

**Subtotal: 30 Hours**

**NOTE:**

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.  
§Admission required*

# Business Education, Non-teaching, B.S.

Department of Marketing

615-898-2902

Robert Blair, program coordinator

Robert.Blair@mtsu.edu

Students who seek to graduate without meeting licensure requirements are not required to take the courses for the Secondary Education minor and should complete the requirements below.

The non-teaching option requires 50 percent of the major hours in residence at MTSU.

The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

**Business Education, Non-teaching, B.S., Academic Map**

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 or 1810 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (36 hours)

All students must complete the College of Business **Core**.

### Major Requirements (30 hours)

- BCED 1400 - Introduction to Business **3 credit hours**
- BCED 2320 - Document Production **3 credit hours**
- BCED 2330 - Word Processing Concepts **3 credit hours**
- BCED 2340 - Microcomputer Word Processing Applications **3 credit hours**
- BCED 3010 - Office Management **3 credit hours**
- BCED 4510 - Business Report Writing **3 credit hours**
- BCED 4810 - Internship Program **3 credit hours** OR
- Upper-division elective **3 credit hours**

- BCED 4240 - Materials and Methods in Basic Business **3 credit hours** OR
- Upper-division elective **3 credit hours**
- BCED upper-division electives **6 credit hours**

### **Auxiliary Courses (13 hours)**

- Non-business electives **13 credit hours**

**Total hours in program: 120**

## **Curriculum: Business Education, Non-teaching**

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.**

### **Freshman**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)
- BCED 1400 - Introduction to Business **3 credit hours**
- BCED 2320 - Document Production **3 credit hours**
- Natural Sciences (2 prefixes) **8 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Nonbusiness elective **1 credit hour**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)

**Subtotal: 30 Hours**

### **Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** \* (Soc/Beh Sci)
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- BIA 2610 - Statistical Methods **3 credit hours** \*
- BCED 2330 - Word Processing Concepts **3 credit hours**
- BCED 2340 - Microcomputer Word Processing Applications **3 credit hours**

**Choose 6 hours from:**

- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

**Junior**

- Humanities and/or Fine Arts **6 credit hours**
- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- BCED 3510 - Business Communication **3 credit hours**
- BCED 4510 - Business Report Writing **3 credit hours** §
- BLAW 3400 - Legal Environment of Business **3 credit hours**

**Subtotal: 30 Hours**

**Senior**

- BCED 4810 - Internship Program **3 credit hours** § OR
- BCED upper-division elective§ **3 credit hours**
- BCED 4240 - Materials and Methods in Basic Business **3 credit hours** § OR
- BCED upper-division elective§ **3 credit hours**
- BCED 3010 - Office Management **3 credit hours**
- BCED electives **6 credit hours**
- Nonbusiness electives **6 credit hours**
- Nonbusiness upper-division electives **6 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours** §

**Subtotal: 30 Hours**

**NOTE:**

*\*A 2.25 GPA is required in these courses for admission to the Jones College of Business.  
§Admission required*

# Business Education, Teaching Licensure, B.S.

## Department of Marketing

615-898-2902

Robert Blair, program coordinator

Robert.Blair@mtsu.edu

Business Education majors receive preparation for teaching business subjects in junior and senior high schools, technology centers, and community colleges. The Business Education major who is licensed to teach will have a minor in Secondary Education, and will be licensed to teach all business courses as outlined under the section below titled **Teacher Licensure Requirements**.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

### Business Education, Teaching Licensure, B.S., Academic Map

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 or 1810 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (27 hours)

All students must complete the College of Business **Core**.

### Major Requirements (27 hours)

- BCED 1400 - Introduction to Business **3 credit hours**
- BCED 2320 - Document Production **3 credit hours**
- BCED 2330 - Word Processing Concepts **3 credit hours**
- BCED 2340 - Microcomputer Word Processing Applications **3 credit hours**
- BCED 4240 - Materials and Methods in Basic Business **3 credit hours**
- BCED 4250 - Innovations and Problems in Administrative Business Services and Technology **3 credit hours**
- BCED 4340 - Integrated Administrative Technology **3 credit hours**
- BCED 4710 - History and Foundations of Business and Marketing Education **3 credit hours**
- BCED 4510 - Business Report Writing **3 credit hours**

## Secondary Education Minor (24 hours)

See Secondary Education Minor for further information.

## Auxiliary Course (1 hour)

**Total hours in program: 120**

## Curriculum: Business Education, Teacher Licensure

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

### Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)
- BCED 1400 - Introduction to Business **3 credit hours**
- BCED 2320 - Document Production **3 credit hours**
- Social/Behavioral Science **3 credit hours**
- Natural Sciences (2 prefixes) **8 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)

**Subtotal: 32 Hours**

### Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
  - ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
  - HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
  - BCED 2330 - Word Processing Concepts **3 credit hours**
  - ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** \* (Soc/Beh Sci)
  - ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
  - YOED 2500 - Planning and Assessment **3 credit hours**
  - ACTG 2110 - Principles of Accounting I **3 credit hours** \*
  - ACTG 2120 - Principles of Accounting II **3 credit hours**
  - BIA 2610 - Statistical Methods **3 credit hours** \*
- Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
  - HIST 2020 - Survey of United States History II **3 credit hours** OR
  - HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

## Junior

- Humanities and/or Fine Arts **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- BCED 2340 - Microcomputer Word Processing Applications **3 credit hours**
- BCED 3510 - Business Communication **3 credit hours**
- BCED 4250 - Innovations and Problems in Administrative Business Services and Technology **3 credit hours §**
- BCED 4340 - Integrated Administrative Technology **3 credit hours §**
- BCED 4510 - Business Report Writing **3 credit hours §**
- MKT 3820 - Principles of Marketing **3 credit hours**
- YOED 3000 - Classroom Management **3 credit hours**

**Subtotal: 30 Hours**

## Senior

- FIN 3010 - Business Finance **3 credit hours**
- YOED 4020 - Residency I: Grades K-12 **6 credit hours**
- YOED 4400 - Residency II **12 credit hours**
- BCED 4240 - Materials and Methods in Basic Business **3 credit hours §**
- BCED 4710 - History and Foundations of Business and Marketing Education **3 credit hours §**
- Elective **1 credit hour**

**Subtotal: 28 Hours**

## NOTE:

*\*A 2.25 GPA is required in these courses for admission to the Jones College of Business.  
§Admission required*

## Teacher Licensure Requirements

### Business Education

Business Education majors will be licensed to teach all courses in the business and business technology areas. Students must take specialty Praxis exams required for each endorsement area.

### Business/Business Technology

By completing the Business Education major as outlined, one is automatically licensed to teach the following courses: Accounting I and II; Administrative Management Systems; American Business/Legal Systems; Automated Accounting; Business Economics; Computer Productivity Applications; Database Design/Management; Desktop Publishing; Document Creation Design; Electronic Commerce/Web Page Design; Financial Planning; Information Management Systems; Interactive Multimedia Design; International Business/Marketing; Internet Navigation Communication Systems; Keyboarding; Keyboarding Applications; Management; Networking Essentials; Personal Computing; Principles of Business; Programming; Programming Applications; Spreadsheet Applications.



## **Marketing Certification**

Business Education majors can be licensed to teach marketing education by completing the marketing education Praxis examination.

### **NOTE:**

*Licensure requirements are subject to change by action of the State Board of Education; those graduating should consult a business education advisor. Secondary education courses are changing to meet new state standards. Students should consult their advisors before registering for secondary education courses.*

*Students who have not had keyboarding in secondary school must take BCED 1310.*

## **Corporate Communication Minor**

A minor in Corporate Communication consists of 15 hours. Nine hours must be taken at MTSU. A 2.00 GPA is required in the Corporate Communication.

### **Required Courses (9 hours)**

- BCED 3510 - Business Communication **3 credit hours**
- BCED 4660 - Corporate Communication **3 credit hours**
- BCED 4850 - Digital Communication for Business **3 credit hours**

### **Electives (6 hours)**

- PSY 2210 - Psychology of Social Behavior **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- ORCO 3500 - Strategic Communication in Organizations **3 credit hours**
- ORCO 3650 - Conflict and Organizations **3 credit hours**

# **Marketing Minor**

## **Department of Marketing**

A minor in Marketing consists of 15 hours. A 2.00 GPA is required. Transfer students minoring in Marketing must complete a minimum of 9 of the 15 hours of coursework in marketing at Middle Tennessee State University.

## **Required Course (3 hours)**

- MKT 3820 - Principles of Marketing **3 credit hours**

## **Electives (12 hours)**

- 12 hours of upper-division marketing courses (except MKT 3010 and MKT 4950)

# Marketing, B.B.A.

Department of Marketing

615-904-8564

Don Roy, program coordinator

Don.Roy@mtsu.edu

A major in Marketing consists of 27 hours of marketing courses. All Marketing majors must have 50 percent of the required hours of marketing courses in residence at Middle Tennessee State University. Students interested in careers in sales are encouraged to choose their marketing electives from the following list: MKT 3855, MKT 4800, MKT 4850, MKT 3950, MKT 4950. Students interested in careers in retailing are encouraged to choose their marketing electives from the following list: MKT 3830, MKT 3900, MKT 3920, MKT 3960, MKT 4950. Students interested in careers in promotion are encouraged to choose their marketing electives from the following list: MKT 3855, MKT 3865, MKT 3900, MKT 3920, MKT 4170, MKT 4950. Students interested in careers in business-to-business marketing are encouraged to choose their marketing electives from the following list: MKT 3860, MKT 3870, MKT 3950, MKT 3960, MKT 4810, and MKT 4950.

The program below includes a Business Administration minor. An alternate business minor may be chosen, but it may require total hours for graduation to exceed 120.

## Academic Map

Following is a printable, suggested four-year schedule of courses:

### Marketing, B.B.A., Academic Map

## Degree Requirements

### General Education (41 hours)

**General Education** requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

The following General Education courses are required for this major:

- MATH 1630 or 1810 (Math)
- ECON 2410 (Soc/Beh Sci and core course)

### College of Business Core (36 hours)

All students must complete the College of Business **Core**.

### Major Requirements (27 hours)

- MKT 3825 - Measuring Marketing Performance **3 credit hours**
- MKT 3840 - Professional Selling **3 credit hours**
- MKT 3850 - Promotion **3 credit hours**
- MKT 3910 - Consumer Behavior **3 credit hours**
- MKT 3930 - Marketing Research **3 credit hours**
- MKT 4890 - Marketing Management **3 credit hours (core course)**

- MGMT 4710 - International Business **3 credit hours** OR
- MKT 4710 - International Business **3 credit hours**
- MKT upper-division electives **6 credit hours**

### **Auxiliary Courses (16 hours)**

- MKT 3010 - Professional Preparation in Marketing **3 credit hours**
- Business electives **6 credit hours**
- Electives **7 credit hours**

**Total hours in program: 120**

### **Curriculum: Marketing**

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.**

#### **Freshman**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 prefixes) **8 credit hours**
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Elective(s) **4 credit hours**

**Subtotal: 30 Hours**

#### **Sophomore**

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Humanities and/or Fine Arts (2 prefixes) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- Elective **3 credit hours**

**Choose 6 hours from:**

- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

**Subtotal: 30 Hours**

**Junior**

- BUS 3000 - Dale Carnegie Communications and Human Relations Seminar **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- FIN 3010 - Business Finance **3 credit hours**
- MKT 3010 - Professional Preparation in Marketing **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- MKT 3825 - Measuring Marketing Performance **3 credit hours** §
- MKT 3910 - Consumer Behavior **3 credit hours** §
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BIA 3621 - Introduction to Business Analytics Lab **0 credit hours**

**Subtotal: 30 Hours**

**Senior**

- MKT 3840 - Professional Selling **3 credit hours** §
- MKT 3850 - Promotion **3 credit hours** §
- MKT 3930 - Marketing Research **3 credit hours** §
- MKT 4710 - International Business **3 credit hours** §
- MKT 4890 - Marketing Management **3 credit hours** §
- MKT upper-division electives **6 credit hours** §
- Business electives **6 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours**

**Subtotal: 30 Hours**

**NOTE:**

*\*A 2.25 GPA in these courses is required for admission to the Jones College of Business.*

*§Admission required*

# Office Management Minor

## Department of Marketing

A minor in Office Management consists of 15 hours. Nine (9) hours must be taken at MTSU, 3 of which must be upper-division. A 2.00 GPA is required in the Office Management minor.

## Required Courses (9 hours)

- BCED 3010 - Office Management **3 credit hours**
- BCED 3510 - Business Communication **3 credit hours**
- BCED 4640 - Issues and Trends in Office Management **3 credit hours**

## Electives (6 hours)

- BCED 1310 - Keyboarding **3 credit hours** OR
- BCED 2320 - Document Production **3 credit hours**
- BCED 2330 - Word Processing Concepts **3 credit hours**
- BCED 4350 - Records Management **3 credit hours**
- BCED 4510 - Business Report Writing **3 credit hours**
- BCED 4660 - Corporate Communication **3 credit hours**
- BCED 4670 - International Business Communication **3 credit hours**
- BCED 4810 - Internship Program **3 credit hours**
- BCED 4900 - Dimensions in Professional Development **3 credit hours**

## **Business Communication and Education**

### **BCED 1310 - Keyboarding**

#### **3 credit hours**

Development of manipulative ability; information essential to effective use of a computer keyboard; rapid and controlled application of ability and information to communication problems involving personal correspondence and simple business materials.

### **BCED 1400 - Introduction to Business**

#### **3 credit hours**

Survey of business economic units of our society; the problems of business such as ownership, social responsibility, physical factors, personnel, marketing, and managerial controls. Includes exploration and analysis of business careers.

### **BCED 1555 - Writing for Business**

#### **3 credit hours**

Prerequisite/corequisite: ENGL 1010. Provides students with technical skills necessary to prepare business letters, memos, reports, emails, text messages, and resumes.

### **BCED 2010 - Career Decision Making**

#### **1 credit hour**

Skills in and knowledge of the career decision-making process; aspects of career development theories; how interests, skills, and values relate to career choices; and information about how educational options and career clusters are organized.

### **BCED 2020 - Job Search Communication**

#### **1 credit hour**

Skills needed to efficiently and effectively search for a job, create professional resumes and career materials, use social media for job search purposes, and job interviewing skills.

### **BCED 2030 - Workplace Etiquette and Protocol**

#### **1 credit hour**

Provides students with workplace etiquette skills needed during the job-search process and throughout their careers. Topics will include nonverbal and interpersonal communication skills, table manners, protocol, and other career-related skills.

### **BCED 2320 - Document Production**

#### **3 credit hours**

(BCED 1310 recommended.) Extension and refinement of fundamental manipulative abilities and keyboarding knowledges; development of production capacity through the completion of increasingly involved problems.

### **BCED 2330 - Word Processing Concepts**

#### **3 credit hours**

(BCED 2320 recommended.) Familiarization with word processing equipment, implications, and applications in business operations.

### **BCED 2340 - Microcomputer Word Processing Applications**

#### **3 credit hours**

Prerequisite: BCED 2330. Advanced word processing and computer applications, including formatting and preparation of lengthy documents such as company newsletters and databases.

### **BCED 3010 - Office Management**

#### **3 credit hours**

Prerequisites: Admission into the College of Business; junior standing. Office organization and functions; layout and equipment; selection, training, and supervision of personnel; office automation; planning, organizing, and controlling office services; cost reduction; work simplification.

### **BCED 3510 - Business Communication**

#### **3 credit hours**

Prerequisite: Junior standing. (Keyboarding skills helpful.) A review of the theory and processes in oral and written business communication. Emphasis on the extensive functions of written and electronic communications.

### **BCED 4200 - Problems in Business and Marketing Education and Entrepreneurship**

#### **1 to 3 credit hours**

Prerequisites: Admission into the College of Business; junior standing; consent of department chair. Individual research, reading analysis, or projects in contemporary problems and issues in a concentrated area of study under the direction of a faculty member. This course may be taken only twice.

### **BCED 4240 - Materials and Methods in Basic Business**

#### **3 credit hours**

Prerequisites: Admission into the College of Business;



junior standing. Analysis of objectives, materials, research, and appropriate instructional strategies for developing teaching strategies and delivery systems in basic business courses such as introduction to business, economics, business communication systems, American business/legal systems, business management, and marketing.

**BCED 4250 - Innovations and Problems in Administrative Business Services and Technology**

**3 credit hours**

Prerequisites: Admission into the College of Business; junior standing. (BCED 2330 recommended.) Instructional strategies in office technology including objectives, testing, audio-visuals, course content, basic programming, and standards.

**BCED 4300 - Professional Meeting, Event, Exhibition, and Convention (MEEC) Management**

**3 credit hours**

Introduces students to the meetings, events, exhibitions, and conventions (MEEC) industry. Explores the core issues of the MEEC industry from the fundamentals to the contemporary trends.

**BCED 4340 - Integrated Administrative Technology**

**3 credit hours**

Prerequisites: BCED 2330; junior standing; admission into the College of Business. Development of necessary skills for administrators of word processing centers. Word processing feasibility, development, and implementation for business using a total information processing concept. Students have the opportunity to develop a thorough knowledge and refine skills using a variety of software applications.

**BCED 4350 - Records Management**

**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. Equipment and systems used for information storage, transmission, and retrieval. Filing, microfilming, tape processing and storage system design, form usage, and other information management functions in the office included.

**BCED 4400 - Tools of the MEEC Industry (Meeting, Event, Exhibition, and Convention [MEEC] Management)**

**3 credit hours**

Prerequisite: BCED 4300. Introduces students to the

tools used in the meetings, events, exhibition, and conventions [MEEC] industry. Explores the core issues involved in the selection of tools (from terminology and vendor references to the Green Movement) for use in meetings, events, exhibitions, and conventions.

**BCED 4410 - Virtual Business Presentations**

**3 credit hours**

Prerequisite: Junior standing. Skills needed to develop and deliver rich virtual business presentations via the Web, video, and teleconference. Emphasis on the hands-on, practical techniques for planning, designing, and delivering engaging, interactive, participative, and impactful virtual business presentations.

**BCED 4510 - Business Report Writing**

**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. (BCED 3510 recommended.) Nature, general function, and present need of reports in industry. Recognizing, organizing, and investigating problems preparatory to writing reports and construction and writing of distinctive business and technical reports.

**BCED 4570 - Meeting, Event, Exhibition, and Convention (MEEC) Practicum**

**3 credit hours**

Completion of all minor required courses (including LSTS 3530 and BCED 4300). Provides students with practical work experience in the Meeting, Event, Exhibition, and Convention industry.

**BCED 4640 - Issues and Trends in Office Management**

**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. (BCED 3010 recommended.) Significant research of emerging problems in office management: group dynamics, workplace issues, ethics and diversity information processing, and problem solving.

**BCED 4660 - Corporate Communication**

**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. (BCED 3510 recommended.) Research and analysis of case studies of significant research; case studies in business communication; communication policies, principles, and procedures from the executive's viewpoint.

**BCED 4670 - International Business Communication**

**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. Provides students with a theoretical and practical framework for understanding and conducting effective international business communication. Emphasis on the analysis and development of international business communication processes.

**BCED 4710 - History and Foundations of Business and Marketing Education**

**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. Developments, aims, principles, and present status of business education; organization and evaluation of the business education curriculum; administration and supervision of business education.

**BCED 4810 - Internship Program**

**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. A supervised program of related work experience. Provides experiential opportunities for the application of the theoretical concepts learned.

**BCED 4850 - Digital Communication for Business**

**3 credit hours**

Prerequisites: BCED 3510; admission into the College of Business. Offers skills needed to create digital communication for business with emphasis on the writing process, digital tools, planning, design, collaborating, copyright and fair use, and technical aspects of digital writing.

**BCED 4900 - Dimensions in Professional Development**

**3 credit hours**

Prerequisites: Junior standing; admission into the College of Business. Emphasis on job acquisition process, time management, effective listening skills, oral and nonverbal communication competencies, dictation management, and assumption of professional responsibility for participative management activities.

## **Marketing**

**MKT 3010 - Professional Preparation in Marketing**

**3 credit hours**

Prerequisite: Admission to the Jones College of

Business; junior standing. Open to Marketing majors. Facilitates the transition from college to career. Includes ideas for resume content development while still in college and enhances the student's personal marketing skills in the job search. Presented from a marketing perspective, focusing on personal marketing skills for the professional environment.

**MKT 3200 - Marketing for Entrepreneurs**

**3 credit hours**

Prerequisite: ENTR 2900. Applied study of marketing skills necessary to create a new business venture. Students will gain experience completing various marketing tasks that are important to new business startups.

**MKT 3750 - Supply Chain Management**

**3 credit hours**

(Same as MGMT 3750.) Prerequisites: MGMT 3620 and admission to the College of Business. Design, operations, and control of materials management systems; implementation approaches including behavioral and technical issues; strategic role in independent and dependent demand environments; software systems; customer-supplier relationships. NOTE: Should take with or have completed MGMT 3620.

**MKT 3820 - Principles of Marketing**

**3 credit hours**

Prerequisite: Junior standing. Survey of the functions, processes, and institutions involved in the distribution of consumer and industrial goods and services. Decision making in marketing management introduced.

**MKT 3825 - Measuring Marketing Performance**

**3 credit hours**

Prerequisites: MATH 1630 or MATH 1810; MKT 3820; BIA 2610 or MATH 1530; admission to the College of Business. A survey of the metrics most commonly used to measure marketing performance with special emphasis given to marketing mix metrics, market share metrics, and customer lifetime value.

**MKT 3830 - Retailing**

**3 credit hours**

Prerequisites: MKT 3820; admission into the College of Business. Development and present status of the retailing structure with special consideration given to the fundamentals of store organization, operation, current distribution problems, research techniques, and possible innovations.

**MKT 3840 - Professional Selling****3 credit hours**

Prerequisites: MKT 3820; admission to the College of Business. Principles, problems, and role of personal selling in the business environment. Buying motives, persuasion techniques, and steps of selling process are considered as they relate to different types of sales activities and products.

**MKT 3850 - Promotion****3 credit hours**

Prerequisites: MKT 3820; admission to the College of Business. Psychological, sociological, legal, and marketing environments of promotion; the promotion mix consisting of advertising, publicity, personal selling, and sales promotion; and the development of promotion objectives, strategies, and plans.

**MKT 3855 - Product Management****3 credit hours**

Prerequisites: MKT 3820; BIA 2610; ACTG 2110, ACTG 2120; admission into the College of Business. Issues pertaining to marketing of products. Examines topics of interest to product managers including product life cycle, sales forecasting, new products, product positioning, and brand management.

**MKT 3860 - Purchasing****3 credit hours**

Prerequisites: MKT 3820 or approval of instructor, and admission into the College of Business. Purchasing management of materials and equipment in industry and government. Includes the optimum of quality, price, source, quantity, and time.

**MKT 3865 - Sports Marketing****3 credit hours**

Prerequisites: MKT 3820 and admission into the College of Business. Survey of issues pertaining to the marketing of sports products and entities. Focuses on the application of strategic marketing planning to the sports industry.

**MKT 3870 - Principles of Transportation****3 credit hours**

Prerequisites: MKT 3820 and admission into the College of Business. Transportation development in the United States and internationally. A historical, economic, and regulatory perspective.

**MKT 3900 - Social Media Marketing and E-Commerce****3 credit hours**

Prerequisites: MKT 3820; admission into the College of Business. Direct marketing and its strategic use in the development of an integrated marketing communications plan. Topics include traditional direct marketing techniques such as direct mail, broadcast and print media, and telemarketing; Web-based marketing; and technology's impact on direct marketing communications techniques.

**MKT 3910 - Consumer Behavior****3 credit hours**

Prerequisites: MKT 3820; admission into the College of Business. Buyer behavior as an influence in marketing decisions; special attention given to the processes of motivation, perception, attitude, learning, and interaction.

**MKT 3920 - Entertainment Marketing****3 credit hours**

Prerequisites: MKT 3820; admission to College of Business. Discussion of interrelated marketing issues dealing with the entertainment industry. Develops and relates the marketing mix for industry issues with regard to personality management, merchandising tie-ins, sports marketing/issues, and film/television distribution.

**MKT 3930 - Marketing Research****3 credit hours**

Prerequisites: MKT 3820; admission into the College of Business. Modern research methods and their application in gathering information for marketing decisions. Special emphasis given to the implementation of marketing surveys and experiments.

**MKT 3950 - Business-to-Business Marketing****3 credit hours**

Prerequisites: MKT 3820; admission into the College of Business. Survey of managerial decisions involved in the business-to-business marketing of goods and services.

**MKT 3960 - Marketing Channels Management****3 credit hours**

Prerequisites: MKT 3820; admission into the College of Business. Interrelationships and interdependencies among the various institutions and agencies composing marketing channels. Emphasis on analysis of alternative strategies of different channel

members for optimum efficiency within a given distribution system.

**MKT 4170 - Applied Promotional Strategy**  
**3 credit hours**

Prerequisites: MKT 3850; admission into the College of Business. Integrative nature of the elements of the promotional mix in the successful communication with the consumer of a firm's products and services.

**MKT 4510 - International Marketing**  
**3 credit hours**

Prerequisite: MKT 3820. Helps students understand and assess global market opportunities, development of market strategies in the international marketplace, and techniques of entering the international market. Examines cultural, social, economic, political, legal, and geographic elements. Particular focus on the role of the marketing mix elements in an international application.

**MKT 4710 - International Business**  
**3 credit hours**

(Same as MGMT 4710.) Prerequisites: MGMT 3610; MKT 3820; admission into the College of Business. International organizational structures and managerial processes. Cultural, political, economic, and legal environments of global marketing. World market patterns and international trade theory.

**MKT 4800 - Sales Management**  
**3 credit hours**

Prerequisites: MKT 3820; MKT 3840; admission into the College of Business. Management functions as applied to field sales force. Includes sales organization structures, selection and training of sales personnel, sales compensation, supervision and stimulation of the sales force, and evaluation of sales performance.

**MKT 4810 - Integrated Logistics Management**  
**3 credit hours**

(Same as MGMT 4810.) Prerequisite: Admission into the College of Business. The coordination and optimization issues faced by firms in managing the inbound and outbound logistics activities of the firm in order to minimize costs and provide high levels of customer service. Logistics activities covered include transportation management, warehousing, order fulfillment, inventory management, and network design.

**MKT 4840 - Study Abroad**  
**3 credit hours**

(Same as MGMT 4840.) Prerequisites: Junior/senior standing and admission into the College of Business. A short-term international business education experience designed to expose the student to the economic, political, cultural, and social environments of a foreign country(ies). Emphasis on the international state/status of the subject matter pertinent to management and marketing.

**MKT 4850 - Advanced Selling**  
**3 credit hours**

Prerequisites: MKT 3820; MKT 3840; admission into the College of Business. The sales function as it relates to business-to-business selling and strategic relationship development. Topics include relational selling, account management, negotiation, team selling, handling conflict and ethical dilemmas, and selling to buying committees. Learning through interactive lecture, role-playing, and sales force automation software.

**MKT 4870 - Services Marketing**  
**3 credit hours**

Prerequisites: MKT 3820 and admission into the College of Business. The role and scope of marketing in service entities, including impact, issues, and domestic and global trends.

**MKT 4880 - Applied Marketing Research**  
**3 credit hours**

Prerequisites: MKT 3930 and admission into the College of Business. Applies marketing research concepts and tools learned in the introductory marketing research class to "real-life" marketing problems. Emphasis on planning and implementing research activities as well as oral and written presentation of results and conclusions based on marketing research.

**MKT 4890 - Marketing Management**  
**3 credit hours**

Prerequisites: Senior standing; Marketing major; MKT 3910; MKT 3930; 6 additional semester hours of marketing courses; admission into the College of Business. Marketing strategy, marketing policies, production planning, pricing, promotion, and service from the marketing manager's point of view. Case analysis and marketing simulation emphasized.

**MKT 4950 - Marketing Internship****1 to 3 credit hours**

Prerequisites: Marketing or Entrepreneurship major; senior standing; an overall grade point average of 2.50; admission into the College of Business. Student is affiliated with an organization on a part-time basis to develop knowledge and experience in the practical application of marketing principles to actual business problems in a non-classroom situation. Can be applied toward the student's degree requirements only upon approval of the department chair. This course can only be taken one time.

**MKT 4990 - Independent Study****1 to 3 credit hours**

Prerequisites: Senior standing; approval of department chair; admission into the College of Business. Individual research and analysis of contemporary problems and issues in a concentrated area under the guidance of an approved faculty member. This course can only be taken one time.

