

# Jones College of Business

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*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;
- **participate in impactful service** activities that better the University, the broader profession, and the greater community; and
- **produce graduates** from its bachelor's, master's, doctoral, and executive/continuing education programs who are well prepared for challenges and advancements in their chosen careers.

Jones College will produce graduates from its bachelor's, master's, doctoral, and executive/continuing education programs 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 N216.

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, MGMT 3620, 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.

*\*when BCED is the approved writing intensive course*

### 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 2.00.

### 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, ENTR, 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.)
- Commerce (B.S.)
- Economics (B.B.A.)
- Economics (B.S.)
- Entrepreneurship (B.B.A.)
- Finance (B.B.A.)
  - Real Estate concentration
- Information Systems (B.B.A.)
- Management and Leadership (B.B.A.)
  - Human Resource Management concentration
- Marketing (B.B.A.)
  - Digital Marketing concentration
  - Professional Selling concentration
- Risk Management and Insurance
- Supply Chain

## **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\*
  - BUS 3000 The Dale Carnegie Course, 3 hours\*
  - FIN 3010 - Principles of Corporate 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 writing intensive course approved for the student's major. Students should consult with their advisors for a list of approved writing intensive courses.
5. a major consisting of a minimum of 24 semester hours of courses as specified by each college department;
6. a minimum of 50 percent of required business hours must be taken at MTSU;
7. a minimum of 50 percent upper-division hours in the major and 3 upper-division hours in the minor must be taken at MTSU;
8. 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);

9. 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 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 and a minimum of 15 hours of upper-level accounting courses in residence 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.

**NOTE:** *The Bachelor of Science in Commerce is not eligible for a second degree.*

## **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

- BLAW 3400 - Legal Environment of Business, 3 hours
- ECON 3210 - The Financial System and the Economy, 3 hours
- FIN 3010 - Principles of Corporate 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.

The Political Economy Research Institute (PERI) is a cross-disciplinary entity involving both the Jennings A. Jones College of Business and the University Honors College. The PERI engages undergraduate and graduate students with faculty in research that furthers the understanding of business and economic principles, as well as their impact on regional, national, and international public policy issue and the wellbeing of society. In doing so, the PERI facilitates research, analysis, and teaching of principles of public choice, economics, and management as applied to government, business, and not-for-profit organizations. The PERI recognizes the achievements of Nobel Laureate James Buchanan, an MTSU graduate who built an international reputation as an economist and whose family funded the prestigious Buchanan Scholarship program at MTSU.

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

- Tennessee Small Business Development Center
- Tommy T. Martin Chair of Insurance
- Jack O. Weatherford Chair of Finance
- Tennessee Council on Economic and Free Enterprise Education
- Jennings A. Jones Chair of Excellence in Free Enterprise
- Jennings and Rebecca Jones Chair of Excellence in Urban and Regional Planning
- Joey A. Jacobs Chair of Excellence in Accounting
- Mel Adams State Farm Agent Professional Sales Lab
- John A. "Jack" Spann III Risk Management Lab
- I'm in! Accounting Success Lab
- Pam Wright Chair of Entrepreneurship

## Center for Professional Selling

The objectives for the Center for Professional Selling are

- growth of the Professional Sales academic program;
- increased business community support;
- innovation in sales education; and
- building of awareness of the Professional Sales program.

Jones College business and accounting programs are accredited by AACSB International.

**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 - The Dale Carnegie Course**

**3 credit hours** Prerequisites: Junior standing and major in the Jones College of Business. Uses the proven content and design of The Dale Carnegie Course<sup>(R)</sup>, which includes lecture, in-class activities, reflective exercises, and interactive experiences. Helps students develop self confidence and leadership ability; strengthen ability to relate to and to motivate others; enhance ability to communicate

effectively, reduce stress, and present a positive attitude. A Dale Carnegie<sup>(R)</sup> certificate of completion is a requirement for earning a passing grade (D- or better [0.67 or higher]). May not be audited. Must be taken for a grade.

### **BUS 4000 - Senior Seminar in Commerce**

**1 credit hour** Prerequisites: Must be taken in the final semester of the B.S. in Commerce program. A capstone course involving creative, critical, ethical, and logical problem solving in business context; synthesis of knowledge of major business disciplines; relationships between internal and external business factors; communication as it relates to the business environment; and professionalism. Restricted to B.S. in Commerce majors only.

# Accounting

## Kim Honaker, Interim Chair

**Bahmanziari, Benson, Bradley, Daniel, Davis, Decker, Garven, Harrington, Johns, Kelton, Koski, Salter, Scarlata, Vagner, Ward, Wermert, Williams, Womack**

The vision of the Department of Accounting is to be the premier center for excellence in the fields of accounting and business law in the middle Tennessee region. To reach our vision, the mission of the Department of Accounting is to prepare students technically, ethically, and professionally for successful careers in accounting through affordable programs at the undergraduate and graduate levels. We cultivate a student-centric learning environment where faculty interact with students as individuals through innovative and effective pedagogy and produce research and perform service that engages and positively impacts the University, the accounting profession, and the broader community.

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. With an additional 30 hours beyond the B.B.A., graduates would be eligible to be licensed as a CPA (Certified Public Accountant) in Tennessee. We recommend students consider earning these 30 hours in our flexible Master of Accountancy degree program that develops students' decision-making and communication skills.

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 additional professional certifications such as the CMA (Certified Management Accountant), CIA (Certified Internal Auditor), and CFE (Certified Fraud Examiner).

## Honors College

The Department of Accounting periodically offers the following Honors courses:

- ACTG 2110
- ACTG 2120
- 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

## 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.

Accounting  
615-898-2558

Kim Honaker, interim chair  
Kim.Honaker@mtsu.edu

In addition to meeting the Jennings A. Jones College of Business requirements, an Accounting major consists of 27 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 receiving a D, F, or W in an upper-level accounting course at MTSU must repeat that course at MTSU. Students are allowed a maximum of three attempts (including grades of W) per course in ACTG 3100, ACTG 3110, and ACTG 3120.**

## Pathway Exam

To ensure that students have the foundational knowledge needed to succeed when enrolling in their first upper-division financial accounting course, students are required to take the Intermediate Accounting Pathway Exam (Pathway Exam). This exam measures students' financial accounting knowledge at the principles level and directs them to the appropriate upper-division course. AACSB has recognized the Department's Intermediate Readiness Initiative, which includes the Pathway Exam, as a best practice among accredited accounting programs.

## Academic Map

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

**Accounting, B.B.A., Academic Map**

## Degree Requirements

General Education	41 hours
College of Business Core	42 hours*
Major Requirements	27 hours
Auxiliary Courses	9 hours
Business Elective	3 hours
Electives	0-4 hours
<b>TOTAL</b>	<b>120-122 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If courses for this program are also used to fulfill General Education requirements, the program of study may be completed in 120 hours.*

### 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 courses required by the major meet General Education requirements:**

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

## **College of Business Core (42 hours)**

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA. Students majoring or minoring in Accounting should take ACTG 2125 (not ACTG 2120) as part of the College of Business Core.

## **Major Requirements (27 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 4110 - Advanced Financial 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**
- ACTG UD electives **6 credit hours** \*

## **NOTE:**

*\*Any upper-division accounting course can be used for the ACTG elective except ACTG 3000, ACTG 3100, ACTG 3020, and ACTG 4420. Only students who place into ACTG 3100 through the department Pathway Exam may count it as an accounting elective.*

## **Auxiliary Courses (9 hours)**

- BLAW 3430 - Commercial Law **3 credit hours**
- INFS 2200 - Introduction to Microcomputing **3 credit hours**
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours**

## **Business Elective (3 hours)**

## **Electives (0-4 hours)**

# 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 - World Literatures **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**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**
- HIST 2040 - Survey African American History I **3 credit hours**
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 30 Hours**

## Junior

- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **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**
- FIN 3010 - Principles of Corporate 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 4110 - Advanced Financial Accounting **3 credit hours** §
- ACTG 4550 - Introduction to Federal Income Tax **3 credit hours** §
- ACTG 4620 - External Auditing I **3 credit hours** §
- ACTG UD electives **6 credit hours** §
- Business elective **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 Law Minor**

### **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 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.) [Same as TBR Community Colleges ACCT 1010.]

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

**3 credit hours** Prerequisite: ACTG 2110. NOTE: Students majoring in accounting or considering an accounting major/minor should take ACTG 2125. 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 2120 will substitute for ACTG 2125.)

### **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 3100 - Financial Accounting Application and Analysis**

**3 credit hours** Prerequisites: ACTG 2110 and ACTG 2125 (ACTG 2120 will substitute for ACTG 2125) or ACTG 3000 with a minimum grade of C; GPA of at least 2.00; junior standing; admission to the College of Business. Application of the accounting cycle, financial statements, time value of money, and preparation for the profession. Not open to students with credit in ACTG 3110.

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

**3 credit hours** Prerequisites: ACTG 2110 and ACTG 2125 (ACTG 2120 will substitute for ACTG 2125) or ACTG 3000 with minimum grade of C; GPA of at least 2.00; junior standing; admission into the College of Business; minimum grade on departmental pathway exam or ACTG 3100 with a minimum grade of C. Introduces 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; investments; property, plant, and equipment; and revenue recognition.

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

**3 credit hours** Prerequisites: ACTG 3110 and ACTG 4510 with minimum grade of C; 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 current and long-term liabilities, owners' equity and related issues, accounting changes and errors, and cash flows.

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

**3 credit hours** Prerequisites: ACTG 2120 or ACTG 2125 with minimum grade of C; 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 4110 - Advanced Financial Accounting**

**3 credit hours** Prerequisite: ACTG 3120 with a minimum grade of C. Extensive coverage of consolidated financial statement preparation. Financial accounting topics including advanced partnerships, interim financial reporting, segment reporting, and foreign currency issues.

**ACTG 4310 - Accounting for Decision Making**

**3 credit hours** Prerequisites: ACTG 3310 with minimum grade of C; BIA 2610 or MATH 1530; 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: Junior 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 27-hour Accounting major requirements.) Pass/Fail.

**ACTG 4510 - Accounting Systems**

**3 credit hours** Prerequisites: ACTG 2120 or ACTG 2125 or ACTG 3000 with minimum grade of C; INFS 2200 or CSCI 1150; 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 2120 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; 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 - Financial Reporting for Governmental and Not-for-Profit Entities**

**3 credit hours** Prerequisites: ACTG 3110 with minimum grade of C; admission into the College of Business. Accounting principles for state and local governments and not-for-profit entities; financial statement preparation and analysis for government and not-for-profit entities, including specialized industries such as healthcare, education, and utilities; and federal government accounting.

**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 3110 and ACTG 4510 with a minimum grade of C; 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 4510 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 AGBS 3140 and FIN 4470.) Prerequisite: Junior standing; admission into the College of Business. 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; 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; 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.

# Economics and Finance

## Stuart Fowler, Chair

**Baum, Deme, Eff, Fayissa, Fowler, Gamble, Gamino, Homaifar, Jansen, Ji, Kattih, King, Michello, Nagel, Piano, Rennhoff, Roach, Salter, Sarver, Seagraves, Shirley, Smith, Sprick-Schuster, Stark, Suwanprasert, Wood, Zhao, 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.

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 Real Estate.

The B.S. in Commerce provides students with a broad exposure to commerce and business and allows students to focus their studies in multiple areas of specific interest within the broader business context. The program is housed in the Department of Economics and Finance and administered by the dean of the Jones College of Business.

Admission to the B.S. in Commerce requires approval of the dean of the Jones College of Business; admission is based in part on the student having experience that qualifies for prior learning assessment and/or military education credit.

The Risk Management and Insurance program offers preparation for identifying and analyzing various sources of risks that jeopardize our futures. Students are shown how to implement financial protection with emphasis on insurance solutions. Career positions for graduates include risk analysts, risk managers, underwriters, claims professionals, agents, brokers, risk consultants, employee benefit specialists, safety professionals, and more. 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, Economics/Finance, Finance, Financial Planning, Real Estate, and Risk Management and 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.

# Commerce, B.S.

## Economics and Finance

615-898-5117

Sean Salter, program coordinator

Sean.Salter@mtsu.edu

The Bachelor of Science in Commerce follows the University's general requirements for baccalaureate degrees and requires a minimum 2.00 inclusive GPA. Appropriate prior learning assessment credit and/or military education credit may count for a maximum of 24 semester hours toward the degree.

This includes a built-in Business Administration minor; however, a minor is not required for this major. Another 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:

### Commerce, B.S., Academic Map

## Degree Requirements

<b>General Education</b>	<b>41 hours</b>
<b>Common Body of Knowledge</b>	<b>31 hours*</b>
<b>Business Electives</b>	<b>24 hours</b>
<b>Electives</b>	<b>24-27 hours</b>
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

### 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 course required by the program meets General Education requirements:**

- ECON 2410 or ECON 2420 (Soc/Beh Sci)

### Commerce Common Body of Knowledge (31 hours)

All students must complete the Commerce Common Body of Knowledge (CBK) which requires 31 hours.

- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 4000 - Senior Seminar in Commerce **1 credit hour (must be taken last semester)**
- FIN 3010 - Principles of Corporate 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**
- BIA 3620 - Introduction to Business Analytics **3 credit hours**

- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** OR
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours (may be counted in General Education)**

### **Statistics (3 hours)**

- BIA 2610 - Statistical Methods **3 credit hours** OR
- MATH 1530 - Applied Statistics **3 credit hours** OR
- Equivalent **3 credit hours**

### **Communication for Commerce (3 hours)**

- BCED 3510 - Business Communication **3 credit hours** OR
- BUS 3000 - The Dale Carnegie Course **3 credit hours** OR
- MGMT 3620 - Supply Chain Operations **3 credit hours**

### **Business Electives (24 hours)**

All students must complete 24 semester hours of business elective courses (chosen from courses with ACTG, BCED, BIA, BLAW, BUS, ECON, ENTR, FIN, INFS, LEAD, MGMT, or MKT prefixes). At least 18 of these 24 semester hours must be upper-division hours. A student may not count more than 6 semester hours from any one academic discipline, and a student may not count more than 12 semester hours from any one academic department.

### **General Electives (24 hours)**

All students must complete 24 semester hours of general elective courses, which may include business and/or non-business courses. PRST 3010 may be used to satisfy 3 of the required 24 semester hours.

## **Curriculum: Commerce**

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

### **Freshman Fall**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- Mathematics (Math) **3 credit hours**
- Natural Sciences **4 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**

**Subtotal: 16 Hours**

## **Freshman Spring**

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences **4 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**

**Subtotal: 16 Hours**

## **Sophomore Fall**

- 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 - World Literatures **3 credit hours** (Hum/FA)
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**
  
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** OR
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours**
  
- Humanities and/or Fine Arts **3 credit hours**
- Elective **3 credit hours**

**Subtotal: 15 Hours**

## **Sophomore Spring**

- BIA 2610 - Statistical Methods **3 credit hours** OR
- MATH 1530 - Applied Statistics **3 credit hours** OR
- Equivalent statistics course **3 credit hours**
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**
  
- Electives **6 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

**Subtotal: 15 Hours**

## **Junior Fall**

- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
  
- BIA 3620 - Introduction to Business Analytics **3 credit hours** AND
- BCED 3510 - Business Communication **3 credit hours** OR
- BUS 3000 - The Dale Carnegie Course **3 credit hours** OR
- MGMT 3620 - Supply Chain Operations **3 credit hours**

**Subtotal: 15 Hours**

## **Junior Spring**

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- Business electives **6 credit hours**

**Subtotal: 15 Hours**

## **Senior Fall**

- PRST 3010 - Prior Learning Assessment **3 credit hours** OR
- Elective **3 credit hours**
  
- Elective **3 credit hours**
- Upper-division business electives **9 credit hours**

**Subtotal: 15 Hours**

## **Senior Spring**

- BUS 4000 - Senior Seminar in Commerce **1 credit hour**
- Elective **3 credit hours**
- Upper-division business electives **9 credit hours**

**Subtotal: 13 Hours**

# Economics (Nonbusiness), B.S.

## Economics and Finance

615-898-2383

Stuart J. Fowler, program coordinator

Stuart.Fowler@mtsu.edu

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
Major Requirements	27 hours
Auxiliary Courses	18 hours*
Minor	15-18 hours
Electives	16-25 hours
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

### 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 courses required by the program meet General Education requirements:**

- 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 3520 - Intermediate Microeconomic Theory **3 credit hours**
- ECON 4440 - International Economics **3 credit hours**
- Upper-division ECON electives **6 credit hours**
- ECON electives **9 credit hours**

## **Auxiliary Courses (18 hours)**

- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours (may be counted in General Education)**
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours**
- ECON 4620 - Econometrics and Forecasting **3 credit hours**
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)**
  
- 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**

## **Minor (15-18 hours)**

## **Electives (16-25 hours)**

## **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 **3 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 - World Literatures **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**
- Minor course **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**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**
- HIST 2040 - Survey African American History I **3 credit hours**
- HIST 2050 - Survey African American History II **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**
- Minor courses **9 credit hours**
- Upper-division electives **6 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**

### **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.

## Economics and Finance

615-898-2383

Stuart J. Fowler, program coordinator

Stuart.Fowler@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
College of Business Core	42 hours*
Major Requirements	27 hours**
Auxiliary Courses	6 hours*
Business Electives	6 hours
Electives	1-7 hours
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

*\*\*Includes ECON 4620 which is also a core course.*

### 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 courses required by the program meet General Education requirements:**

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

### College of Business Core (42 hours)

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA.

## 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 electives **6 credit hours**
- ECON upper-division electives **9 credit hours**

## Auxiliary Courses (6 hours)

- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)**
- MATH 1810 - Applied Calculus I **3 credit hours** OR
- MATH 1910 - Calculus I **4 credit hours**

## Business Electives (6 hours)

## Electives (1-7 hours)

## 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 - World Literatures **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**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**
- HIST 2040 - Survey African American History I **3 credit hours**
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 30 Hours**

**Junior**

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **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 - Principles of Corporate Finance **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- ECON elective **3 credit hours** §
- MKT 3820 - Principles of Marketing **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **3 credit hours**

**Subtotal: 30 Hours**

**Senior**

- Elective **3 credit hours**
- Business electives **6 credit hours**
- ECON elective **3 credit hours**
- ECON upper-division electives **9 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**

### **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)**

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

## **Finance Minor**

### **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 - Survey of Finance **3 credit hours** OR
- FIN 3010 - Principles of Corporate Finance **3 credit hours**

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

- at least 9 upper-division hours in finance, including 3 hours at MTSU

# Finance, B.B.A.

**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 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.

Students pursuing a major in Finance with no concentration may choose to focus their studies in corporate finance, investments, or financial institutions.

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, B.B.A., Academic Map**

## Degree Requirements

<b>General Education</b>	<b>41 hours</b>
<b>College of Business Core</b>	<b>42 hours*</b>
<b>Major Requirements</b>	<b>27 hours</b>
<b>Auxiliary Courses</b>	<b>6-7 hours*</b>
<b>Business Elective</b>	<b>3 hours</b>
<b>Electives</b>	<b>1-7 hours</b>
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

### 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 courses required by the program meet General Education requirements:**

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

### College of Business Core (42 hours)

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA.

## Major Requirements (27 hours)

- FIN 3810 - Investments **3 credit hours**
- FIN 3110 - Financial Modeling **3 credit hours**
- FIN 3950 - Corporate Finance **3 credit hours**
- FIN 4110 - Cases in Finance **3 credit hours**
- Upper-division FIN electives **12 credit hours**
- FIN elective **3 credit hours**

## Auxiliary Courses (6-7 hours)

- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)** OR
- MATH 1910 - Calculus I **4 credit hours (may be counted in General Education)**
  
- FIN 4015 - Financial Statement Analysis **3 credit hours**

## Business Elective (3 hours)

## Electives (1-7 hours)

## Curriculum: 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 - World Literatures **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**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**
- HIST 2040 - Survey African American History I **3 credit hours**
- HIST 2050 - Survey African American History II **3 credit hours**

## Subtotal: 30 Hours

## Junior

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **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 - Principles of Corporate Finance **3 credit hours**
- FIN 3110 - Financial Modeling **3 credit hours** §
- FIN 3810 - Investments **3 credit hours** §
- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- Business elective **3 credit hours**

## Subtotal: 30 Hours

## Senior

- FIN 3950 - Corporate Finance **3 credit hours** §
- FIN 4015 - Financial Statement Analysis **3 credit hours** §
- FIN 4110 - Cases in Finance **3 credit hours** §
- FIN 4780 - Behavioral Economics and Finance **3 credit hours** §
- FIN elective **3 credit hours** §
- Upper-division FIN electives **12 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.

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

## 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
College of Business Core	42 hours*
Real Estate Concentration	27 hours
Auxiliary Course	3-4 hours*
Business Electives	6 hours
Electives	1-7 hours
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

### 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 courses required by the program meet General Education requirements:**

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

### College of Business Core (42 hours)

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA. ECON 2410 is included in the core and will also satisfy 3 hours from the Social/Behavioral General Education requirement.

## **Real Estate Concentration (27 hours)**

- FIN 3030 - Principles of Real Estate **3 credit hours**
- FIN 3110 - Financial Modeling **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 4510 - Real Estate Brokerage and Management **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
- ECON 4500 - Urban and Regional Economics **3 credit hours**
  
- FIN elective **3 credit hours**

## **Auxiliary Courses (3-4 hours)**

- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)** OR
- MATH 1910 - Calculus I **4 credit hours (may be counted in General Education)**

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

## **Electives (1-7 hours)**

## **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 - World Literatures **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**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**
- HIST 2040 - Survey African American History I **3 credit hours**
- HIST 2050 - Survey African American History II **3 credit hours**

## Subtotal: 30 Hours

## Junior

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- FIN 3030 - Principles of Real Estate **3 credit hours** §
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- FIN 3110 - Financial Modeling **3 credit hours** §
- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- Business electives **6 credit hours**

## Subtotal: 30 Hours

## Senior

- BUAD 4980 - Strategic Management **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 4510 - Real Estate Brokerage and Management **3 credit hours** §
- FIN 4550 - Real Estate Investment Analysis **3 credit hours** §
- FIN 4780 - Behavioral Economics and Finance **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- FIN elective **3 credit hours** §

- ECON 4500 - Urban and Regional Economics **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*

## **Financial Planning Minor**

### **Economics and Finance**

A minor in Financial Planning consists of a minimum of 18 semester hours. A 2.00 GPA is required in the Financial Planning minor.

### **Required Courses (18 hours)**

- FIN 2010 - Personal Financial Planning **3 credit hours**
- FIN 3050 - Principles of Risk Management and Insurance **3 credit hours**
- FIN 3090 - Financial Planning **3 credit hours**
- FIN 3110 - Financial Modeling **3 credit hours**
- FIN 3810 - Investments **3 credit hours**
- FIN 4710 - Estate Planning **3 credit hours**

## **Real Estate Minor**

### **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 (12 hours)**

- FIN 3030 - Principles of Real Estate **3 credit hours**
- FIN 4440 - Real Estate Finance **3 credit hours**
  
- FIN 3000 - Survey of Finance **3 credit hours** OR
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
  
- FIN 4510 - Real Estate Brokerage and Management **3 credit hours** OR
- FIN 4550 - Real Estate Investment Analysis **3 credit hours**

### **Elective (3 hours)**

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

# Risk Management and Insurance Minor

## Economics and Finance

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

## Required Course (9 hours)

- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours**
- FIN 3050 - Principles of Risk Management and Insurance **3 credit hours**
- FIN 4730 - Insurance Company Operations **3 credit hours**

## Electives (6 hours)

Choose 6 credit hours from the following:

- BLAW 3460 - Insurance Law **3 credit hours** OR
- CCM 4010 - Concrete and Construction Law **3 credit hours**
  
- FIN 3660 - Life Insurance and Health Insurance **3 credit hours**
- FIN 3750 - Commercial Insurance **3 credit hours**
- FIN 4390 - Employee Benefits **3 credit hours**
- FIN 4750 - Enterprise Risk Management **3 credit hours**
- FIN 4850 - International Insurance Markets **3 credit hours**
- FIN 4880 - Internship in Risk Management or Insurance **3 credit hours**
- Other coursework in risk management or insurance approved in advance by the minor advisor **3 to 6 credit hours**

# Risk Management and Insurance, B.B.A.

## Economics and Finance

Dave Wood, chairholder, Martin Chair of Insurance

Dave.Wood@mtsu.edu

615-898-2813

In addition to meeting the **Jennings A. Jones College of Business** requirements, a major in Risk Management and Insurance consists of 24 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:

**Risk Management and Insurance, B.B.A., Academic Map**

## Degree Requirements

<b>General Education</b>	<b>41 hours</b>
<b>College of Business Core</b>	<b>42 hours*</b>
<b>Major Requirements</b>	<b>24 hours</b>
<b>Auxiliary Course</b>	<b>3 hours*</b>
<b>Business Electives</b>	<b>9 hours</b>
<b>Electives</b>	<b>1-7 hours</b>
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

### 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 courses required by the program meet General Education requirements:**

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

### College of Business Core (42 hours)

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA.

### Major Requirements (24 hours)

- FIN 3050 - Principles of Risk Management and Insurance **3 credit hours**
- FIN 3110 - Financial Modeling **3 credit hours**
- FIN 3750 - Commercial Insurance **3 credit hours**
- FIN 4730 - Insurance Company Operations **3 credit hours**
- FIN 4750 - Enterprise Risk Management **3 credit hours**

### **Choose 9 hours from the following:**

- FIN 3030 - Principles of Real Estate **3 credit hours**
- FIN 3090 - Financial Planning **3 credit hours**
- FIN 3660 - Life Insurance and Health Insurance **3 credit hours**
- FIN 3810 - Investments **3 credit hours**
- FIN 3950 - Corporate Finance **3 credit hours**
- FIN 4390 - Employee Benefits **3 credit hours**
- FIN 4790 - Independent Study in Insurance **3 credit hours**
- FIN 4850 - International Insurance Markets **3 credit hours**
- FIN 4880 - Internship in Risk Management or Insurance **3 credit hours**
- BLAW 3460 - Insurance Law **3 credit hours**
- MKT 3840 - Professional Selling **3 credit hours**

### **Auxiliary Course (3 hours)**

- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)** OR
- MATH 1910 - Calculus I **4 credit hours (may be counted in General Education)**

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

### **Electives (1-7 hours)**

## **Curriculum: Risk Management and Insurance**

**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)
  
- 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 - World Literatures **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**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**
- HIST 2040 - Survey African American History I **3 credit hours**
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 30 Hours**

## Junior

- BLAW 3400 - Legal Environment of Business **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 3050 - Principles of Risk Management and Insurance **3 credit hours** §
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- FIN 3750 - Commercial Insurance **3 credit hours** §
- FIN 3110 - Financial Modeling **3 credit hours** §
- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **3 credit hours**

**Subtotal: 30 Hours**

## Senior

- FIN 4730 - Insurance Company Operations **3 credit hours** §
- FIN 4750 - Enterprise Risk Management **3 credit hours** §
- Business electives **9 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- BUAD 4980 - Strategic Management **3 credit hours** §

**9 credit hours from:**

- FIN 3030 - Principles of Real Estate **3 credit hours**
- FIN 3090 - Financial Planning **3 credit hours**
- FIN 3660 - Life Insurance and Health Insurance **3 credit hours**
- FIN 3750 - Commercial Insurance **3 credit hours**
- FIN 3810 - Investments **3 credit hours**
- FIN 3950 - Corporate Finance **3 credit hours**
- FIN 4390 - Employee Benefits **3 credit hours**
- FIN 4710 - Estate Planning **3 credit hours**
- FIN 4730 - Insurance Company Operations **3 credit hours**
- FIN 4790 - Independent Study in Insurance **3 credit hours**
- FIN 4850 - International Insurance Markets **3 credit hours**
- FIN 4880 - Internship in Risk Management or Insurance **3 credit hours**

**NOTE:**

*Students pursuing the CLU should take FIN 3660 and FIN 4710, and students pursuing the CPCU should take FIN 3750 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*

## Economics

### **ECON 2110 - Personal Financial Planning**

**3 credit hours** (Same as FIN 2010.) Includes budgeting and saving techniques, tax planning, insurance principles, consumer credit, housing, investment alternatives, and retirement and estate issues.

### **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 3099 - Special Topics in Economics**

**3 credit hours** Prerequisites: ECON 2410 and ECON 2420; or permission of instructor. An in-depth study of a special topic in economics. Interested students should contact the instructor for specifics.

### **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. *Note: For Economics B.S. and B.B.A. majors only.*

### **ECON 3520 - Intermediate Microeconomic Theory**

**3 credit hours** Prerequisites: ECON 2410, ECON 2420; junior or senior standing; 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. For Economics B.B.A. and B.S. students only.

### **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); junior standing; 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 and ECON 2420; junior standing; 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 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 and ECON 2420; junior standing; 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 4780 - Behavioral Economics and Finance**

**3 credit hours** (Same as FIN 4780.) Prerequisites: ECON 2410, ECON 2420 and FIN 3010; junior standing; admission into the College of Business. Concepts in behavioral economics and finance. 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 applications of these concepts in finance and other areas of business.

**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 4950 - Economics Competition and Challenge**

**1 to 3 credit hours** Prerequisite: Permission of department. Students engage in projects related to local, regional, and/or national competitions in economics.

**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** (Same as ECON 2110.) Includes budgeting and saving techniques, tax planning, insurance principles, consumer credit, housing, investment alternatives, and retirement and estate issues.

**FIN 3000 - Survey of Finance**

**3 credit hours** Prerequisite: Junior standing. 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 - Principles of Corporate 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** Prerequisite: Junior standing; admission into the College of Business. Real estate practices and procedures, basic principles of real property ownership utilization and transfer, mortgage financing, brokerage, management, valuation, subdividing, and legislation.

**FIN 3040 - Entrepreneurial Financial Management**

**3 credit hours** (Same as ENTR 3040.) Prerequisites: ENTR 2900; junior standing; admission into the College of Business. Focuses on tools, processes, systems, and practices used by entrepreneurs to manage resources. Specific focus on cash budgeting, working capital management, sources of capital, and financial analysis/forecasting for the small business/startup

**FIN 3050 - Principles of Risk Management and Insurance**

**3 credit hours** Prerequisite: Junior or senior standing; admission into the College of Business. An introductory study of the risk management process and the importance of insurance as a method of handling risk; insurance carriers; regulation of the insurance industry; home and auto insurance; life and health insurance; workers compensation and employee benefits.

**FIN 3090 - Financial Planning**

**3 credit hours** Prerequisites: FIN 2010, FIN 3000, or FIN 3010; 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 3099 - Special Topics in Finance**

**3 credit hours** Prerequisite: FIN 3000 or FIN 3010 or permission of instructor. An in-depth study of a special topic in finance. Interested students should contact the instructor for specifics.

**FIN 3110 - Financial Modeling**

**3 credit hours** Prerequisites: FIN 2010, FIN 3000, or FIN 3010; admission into the College of Business. Modeling financial problems in a spreadsheet and using financial models to assist in decision making.

**FIN 3120 - Financial Data Analysis**

**3 credit hours** Prerequisites: FIN 3010; admission into the Jones College of Business; Finance majors only. Introduces students to the use of programming to answer empirical questions within finance. Students will progress through hypothesis generation, to opening data, cleaning data, preparing the data for analysis, and creating models and visualizations to

provide actionable insights. Focuses on empirically understanding foundational theories within finance.

### **FIN 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.

### **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 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 3750 - Commercial Insurance**

**3 credit hours** Prerequisite: FIN 3050; admission into the College of Business. Examines the concepts and coverages of commercial property and liability insurance. Primary emphasis on loss exposures faced by typical organizations and the corresponding types of insurance for covering those loss exposures. Additional emphasis placed on commercial liability insurance.

### **FIN 3810 - Investments**

**3 credit hours** Prerequisites: FIN 2010, FIN 3000, or FIN 3010; junior standing; admission into the College of Business. Introductory survey course focusing on investment markets and instruments. Emphasis on security characteristics, analysis, and valuation.

### **FIN 3950 - Corporate Finance**

**3 credit hours** Prerequisites: FIN 3010 with a minimum grade of C (2.00); junior standing; 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 4015 - Financial Statement Analysis**

**3 credit hours** Prerequisites: FIN 3950; admission into the College of Business. Impact of management decisions, strategies, and policies on the firm's financial statements. Focuses on how to interpret financial statements, analyze cash flows, and how to quantitatively and qualitatively value a firm's performance.

### **FIN 4100 - Advanced Financial Data Analysis and Applications**

**3 credit hours** Prerequisite: FIN 3120 or DATA 3500. Focuses on developing advanced financial data analysis skills, including financial data gathering, momentum and value factor investing, portfolio creation, and conveying complex financial data in an easily understood format.

### **FIN 4110 - Cases in Finance**

**3 credit hours** Prerequisites: FIN 3010 with minimum grade of C, FIN 3110, FIN 3810, and FIN 3950; 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; junior standing; 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 and ECON 2420; junior standing; 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 4390 - Employee Benefits**

**3 credit hours** 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; FIN 3000 or FIN 3010. 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 AGBS 3140 and BLAW 4470.) Prerequisite: Junior standing; admission into the College of Business. 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; FIN 3000 or FIN 3010; 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 3000 or 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 - Estate Planning**

**3 credit hours** Prerequisites: FIN 3050; junior standing; 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 3050; junior standing; 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 - Enterprise Risk Management**

**3 credit hours** Prerequisites: FIN 3050; junior standing; and admission into the College of Business. A capstone course for Risk Management and Insurance majors. Students implement concepts learned in other courses to develop a broad framework for identifying, assessing, controlling, and financing the ever-increasing portfolio of risks threatening the organization's business model and strategic plan.

**FIN 4780 - Behavioral Economics and Finance**

**3 credit hours** (Same as ECON 4780.) Prerequisites: ECON 2410, ECON 2420 and FIN 3010; junior standing; admission into the College of Business. Concepts in behavioral economics and finance. 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 applications of these concepts in finance and other areas of business.

**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 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 4850 - International Insurance Markets**

**3 credit hours** Prerequisite: FIN 3050; admission to the Jones College of Business. International business concepts with emphasis on the insurance industry. Transfer of risk to ultimate risk bearers abroad. Students required to hold (or acquire) a valid US passport and participate in a one- to two-week visit to a foreign country during the course.

**FIN 4860 - International Financial Management**

**3 credit hours** Prerequisites: Senior standing; admission into the College of Business; and FIN 3010. 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 4880 - Internship in Risk Management or Insurance**

**3 credit hours** Prerequisites: Junior status; admission into College of Business; and recommendation of advisor. Supervised work experience in an approved insurance

agency/brokerage, insurance company, or risk management department of a business entity or government agency. Pass/Fail.

**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 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; junior standing; 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 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.

# Information Systems and Analytics

## Timothy Greer, Chair

**Aggarwal, Billings, N. Brooks, S. Brooks, C. Clark, J. Clark, Erskine, Gambill, Greer, Harris, Jih, Korzaan, Lange, Lee, Lyle, Miller, Morris, Seipel, Zaza**

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 Information Systems and Analytics 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 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.

## Business Analytics Minor

### Information Systems and Analytics

A minor in Business Analytics consists of 15 semester hours of coursework in business intelligence and analytics, 9 hours of which must be taken at MTSU (3 of those must be upper division). A 2.00 GPA is required in the Business Analytics minor.

## Required Course (3 hours)

- INFS 2600 - Introduction to Software Development and Programming **3 credit hours**

## Electives (12 hours)

### Approved BIA Electives (9 hours)

- BIA 3470 - Python for Business Applications **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- BIA 4010 - Business Analytics and Visualization **3 credit hours**
- BIA 4100 - Location Analytics **3 credit hours**

## **Approved INFS Electives (3 hours)**

- INFS 2200 - Introduction to Microcomputing **3 credit hours**
- INFS 2400 - Web Development **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- INFS 3200 - Business Application Development **3 credit hours**
- INFS 3400 - Object Oriented Programming with C#.NET **3 credit hours**
- INFS 3470 - Python for Business Applications **3 credit hours**
- INFS 3800 - Information Systems Analysis and Design **3 credit hours**
- INFS 4100 - Location Analytics **3 credit hours**
- INFS 4300 - Security Assurance for Information Systems Audit **3 credit hours**
- INFS 4310 - Introduction to Digital Forensics **3 credit hours**
- INFS 4790 - Database Design and Development **3 credit hours**
- INFS 3900 - Business Data Communications **3 credit hours**

## **Information Systems Minor**

### **Information Systems and Analytics**

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 2600 - Introduction to Software Development and Programming **3 credit hours**
- INFS upper-division elective (3000 or 4000 level from the list below) **3 credit hours**

## **Electives (9 hours)**

- INFS 2200 - Introduction to Microcomputing **3 credit hours**
- INFS 2400 - Web Development **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- INFS 3200 - Business Application Development **3 credit hours**
- INFS 3400 - Object Oriented Programming with C#.NET **3 credit hours**
- INFS 3470 - Python for Business Applications **3 credit hours**
- INFS 3800 - Information Systems Analysis and Design **3 credit hours**
- INFS 3900 - Business Data Communications **3 credit hours**
- INFS 4100 - Location Analytics **3 credit hours**
- INFS 4300 - Security Assurance for Information Systems Audit **3 credit hours**
- INFS 4310 - Introduction to Digital Forensics **3 credit hours**

# Information Systems, B.B.A.

## Information Systems and Analytics

Tim Greer, program coordinator

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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

<b>General Education</b>	<b>41 hours</b>
<b>College of Business Core</b>	<b>42 hours*</b>
<b>Major Requirements</b>	<b>30 hours</b>
<b>Auxiliary Courses</b>	<b>6 hours*</b>
<b>Business Elective</b>	<b>3 hours</b>
<b>Electives</b>	<b>1-4 hours</b>
<b>TOTAL</b>	<b>120-122 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If courses for this program are also used to fulfill General Education requirements, the program of study may be completed in 120 hours.*

### 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 courses required by the program meet General Education requirements:**

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

### College of Business Core (42 hours)

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA.

### Major Requirements (30 hours)

- INFS 2400 - Web Development **3 credit hours**
- INFS 2600 - Introduction to Software Development and Programming **3 credit hours**
- INFS 3400 - Object Oriented Programming with C#.NET **3 credit hours**
- INFS 3800 - Information Systems Analysis and Design **3 credit hours**

- INFS 4300 - Security Assurance for Information Systems Audit **3 credit hours**
- INFS 4790 - Database Design and Development **3 credit hours**
- INFS 3900 - Business Data Communications **3 credit hours**
- INFS 4950 - Advanced Web-Enabled Application Development **3 credit hours**

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

- Electives may be chosen from INFS 3000/4000 level or BIA 3000/4000 level courses **6 credit hours**

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

- BIA 4010 - Business Analytics and Visualization **3 credit hours**
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)**

### **Business Elective (3 hours)**

### **Electives (1-4 hours)**

## **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 - World Literatures **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**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**
- HIST 2040 - Survey African American History I **3 credit hours**
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 30 hours**

## Junior

- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- INFS 3400 - Object Oriented Programming with C#.NET **3 credit hours** §
- INFS 3800 - Information Systems Analysis and Design **3 credit hours** §
- Business elective **3 credit hours**
- INFS 4300 - Security Assurance for Information Systems Audit **3 credit hours** §

**Subtotal: 30 Hours**

## Senior

- 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 3900 - 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** §
- MGMT 3620 - Supply Chain Operations **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 1500 - Introduction to Data Science**

**3 credit hours** (Same as DATA 1500.) Introduces basic principles and tools as well as its general mindset in data science. Concepts on how to solve a problem with data include business and data understanding, data collection and integration, exploratory data analysis, predictive modeling, descriptive modeling, data product creation, evaluation, and effective communication.

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

**3 credit hours** 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 3470 - Python for Business Applications**

**3 credit hours** (Same as INFS 3470.) Introduces Python, a popular, general purpose programming and scripting language well suited to a wide range of business problems. Topics include basics of programming-variables, strings, lists, functions, writing scripts that automate tedious tasks, parsing and interpreting data, interacting with APIs, and building web scrapers. Emphasis on practical applications in a business context.

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

**3 credit hours** Prerequisites: BIA 2610 or MATH 1530, junior standing. Introduces the concepts and application of data analytics in business. Spreadsheet software and associated analytic tools utilized to visualize, model, and analyze business data using a hands-on-approach.

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

**3 credit hours** Prerequisite: BIA 3620 or an equivalent course; junior or senior standing; and admission into College of Business. 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.

### **BIA 4100 - Location Analytics**

**3 credit hours** (Same as INFS 4100.) Prerequisites: BIA 2610 or MATH 1530; admission into the College of Business. Provides an information systems perspective to identifying and solving geospatial

business problems. Explores how business can make strategic and operational decisions based on geospatial data. Students work through several practical cases to solve common geospatial problems encountered in the corporate environment.

## 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 1300 - Introduction to Cybersecurity**

**3 credit hours** Provides a broad overview of cybersecurity, including Internet security, malware, vulnerability analysis, cybersecurity ethics, privacy, policies/procedures, and mitigation strategies for potential cyber threats. Assists students in understanding and applying this knowledge in their everyday lives.

### **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. Focuses on information systems within organizations. Addresses how information technology (IT) supports business operations and management. Topics include strategic uses of IT, business intelligence, databases, decision support, artificial intelligence, e-business, systems development, IT infrastructure, security emerging trends and inherent social, ethical, and legal considerations. Excel spreadsheet design and data analysis for decision making key components.

### **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 3300 - Cybersecurity Management Fundamentals**

**3 credit hours** Prerequisite: INFS 2600 or equivalent. A comprehensive study of the principles and practices of computer system security including operating system security, network security, software security, and web security. Common threats and vulnerabilities taught, along with basic principles and techniques when designing a secure system.

### **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 - Web Application Development**

**3 credit hours** Prerequisites: INFS 2400, INFS 2600, and ISA major or permission of instructor; admission into the College of Business. Focuses on designing and developing Web-based applications. Topics may include JavaScript, PHP, MySQL, and other emerging web development technologies.

### **INFS 3470 - Python for Business Applications**

**3 credit hours** (Same as BIA 3470.) Introduces Python, a popular, general purpose programming and scripting language well suited to a wide range of business problems. Topics include basics of programming-variables, strings, lists, functions, writing scripts that automate tedious tasks, parsing and interpreting data, interacting with APIs, and building web scrapers. Emphasis on practical applications in a business context.

### **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 - Information Systems Analysis and Design**

**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 3900 - 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 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 4100 - Location Analytics**

**3 credit hours** (Same as BIA 4100.) Prerequisite: BIA 2610 or MATH 1530; admission into College of Business. Provides an information systems perspective to identifying and solving geospatial business problems. Explores how business can make strategic and operational decisions based on geospatial data. Students work through several practical cases to solve common geospatial problems encountered in the corporate environment.

**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** Prerequisites: Admission into the College of Business and ISA major. 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 4350 - Cloud Infrastructure and Security**

**3 credit hours** Prerequisite: INFS 3900. Focuses on cloud computing deployment and service models, virtualization, providers, threats to cloud computing, management of cloud security and access management, and approaches to cloud storage, performance, and automation.

**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 Technology Management**

**3 credit hours** Prerequisites: Junior standing; admission into the College of Business. Explores various technologies and how they impact the business environment. Topics include cloud computing, the Internet of Things, and Service Oriented Architectures. Covers current topics by engaging students in case-based lectures and assignments.

**INFS 4790 - Database Design and Development**

**3 credit hours** Prerequisites: INFS 2600, ISA major, 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 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 4950 - Advanced Web-Enabled Application Development**

**3 credit hours** Prerequisites: INFS 2400, INFS 3400, INFS 3800, ISA major, 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.

# Management

## Deana Raffo, Chair

**Aaron, Abston, Amarasuriya, Arik, Bast, Clark, Foote, Geho, George, Gilbert, Gupton, Kethley, Manix, Moake, Montgomery, Morgan, Morrell, Mpoyi, Mullane, Nelson, Raffo, Shanine, Smith, Sokoya, Tarpey, Thomas, Turner, Welborn, Williams, Wilson, Yue**

The Department of Management offers career-focused majors that emphasize learning by doing, skills-based knowledge, and employer and alumni engagement.

The mission of the Department of Management is to

- **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 the following programs: Management and Leadership, Management and Leadership-Human Resource Management Concentration, Supply Chain Management, Business Innovation and 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 and Leadership offers students an expertise in leadership in several areas including leading change/innovation, leading teams, developing a global mindset, and decision making/problem solving. Additionally, students will build knowledge and skills in the areas of human resource management, business ethics, and evaluating/managing performance indicators. Students may work in careers in human resource management and in general leadership or administrative careers in business, government, industry, and nonprofit organizations. The focus of the management and leadership major is developing leaders who can be effective innovators in today's fast-paced organizational environments. Students will build leadership skills through practical experiences and high-impact learning practices such as applied learning and experiential learning. Typical job titles in management include team leader, manager, director, branch manager, program manager, project manager, and account executive. The major in Management with a Human Resource Management concentration offers students the opportunity to learn about talent acquisition management, training and development, compensation management, and strategic innovation in human resource management (in addition to the knowledge and skills listed for the management major-business ethics, evaluating/managing performance indicators, and leadership). Students who complete the human resource management concentration will be eligible to take the SHRM (Society for Human Resource Management) certification exam in their senior year. Typical career titles in human resource management include the following: training/development manager, talent acquisition manager, human resources recruiter, industrial/labor relations specialist, employee selection manager, employee benefits administrator, compensation analyst, and diversity manager.

The major in Supply Chain Management offers students the opportunity to learn the management of the chain of activities for planning, sourcing, making, delivering, and returning goods. Supply chain management strategies help students learn how to coordinate processes from raw materials to final products/services, maximize customer value, and build in economies in the supply chain. Job opportunities are available in sourcing/procurement, manufacturing, continuous improvement, and inventory planning. Typical career titles in supply chain management are logistics coordinator/manager, procurement specialist, demand planner, supply chain analyst, quality manager, warehouse operations manager, sourcing manager, materials manager, and Lean Six Sigma specialist.

The major in Business Administration is designed for the student who is interested in a business career but who does not prefer a field of study in a specialized business area. The program includes areas of study in management, marketing, economics, finance, and business law; these are topics that are especially beneficial for students with

small business ownership career plans and for students who want to have administrative careers in financial organizations. Typical career positions for students who choose Business Administration as a major include owners of small businesses, administrative employees in banks/financial institutions, retail managers, and sales representatives.

The major in Business Innovation and Entrepreneurship offers preparation to individuals for successful venture creation and implementation and provides opportunities for students to (1) acquire the necessary operational entrepreneurial knowledge to start a new enterprise; (2) study the success and failure factors involved in being an entrepreneur; (3) develop a comprehensive business plan for loan acquisition and venture implementation; (4) gain an awareness of the skills and knowledge needed to be a successful entrepreneur; and (5) study marketing, management, communication, economics, finance, accounting, and information systems from an entrepreneurial perspective. Small businesses are a major factor in the health of the American economy, making up the majority of all businesses and providing employment for almost half of the nation's labor force. Additionally, students who want to work in entrepreneurial areas in large businesses will find the program of study of value. The curriculum is flexible, allowing students to tailor the program to fit their specific needs while acquiring the business background needed to pursue entrepreneurial goals. Specialized courses, an applied experience/internship, and interaction with knowledgeable business leaders will provide students with the experiences needed to be successful in small business ownership and innovative managerial work.

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

## **Graduate Study**

Requirements for the Master of Business Administration degree and the Master of Science in Management degree with concentrations in Supply Chain Management and Organizational Leadership and a list of the courses offered for graduate credit are published in the Graduate Catalog.

# Business Administration Minor

## 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 - Survey of Finance **3 credit hours** OR
- FIN 3010 - Principles of Corporate 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

Deana Raffo, program coordinator  
Deana.Raffo@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.

## Accelerated Bachelors/Masters (ABM) Program

High achieving students majoring in Business Administration who intend to pursue a master's degree in Business Administration may apply to participate in the Accelerated Bachelors/Masters (ABM) pathway. The pathway allows undergraduate students an opportunity to complete select requirements for both the bachelor's and master's degrees simultaneously. Upon successful completion of the ABM Pathway, students must submit an application (including application fee) to the graduate program. Additional application requirements will be waived, and the student will be admitted to the program automatically. For more information about the ABM pathway, see the Graduate Catalog.

## 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
College of Business Core	42 hours*
Major Requirements	24 hours
Auxiliary Courses	9 hours*
Business Elective	3 hours
Electives	1-7 hours
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

### 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 courses required by the program meet General Education requirements:**

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

### College of Business Core (42 hours)

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA.

## **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 3810 - Human Resource Management **3 credit hours**
- MGMT 4200 - Leadership in Organizations **3 credit hours**
- MGMT 4680 - Organization Behavior **3 credit hours**

**Select 3 hours:**

- MGMT 3640 - Managing Key Performance Indicators **3 credit hours**
- MGMT 3705 - Continuous Improvement/Problem Solving **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 - International Supply Chain Management **3 credit hours**
- MGMT 4700 - Applications in Supply Chain Management **3 credit hours**

### **Marketing (6 hours)**

- Upper-division MKT electives (except MKT 3010 and 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 4510 - International Marketing **3 credit hours**
- ECON 4440 - International Economics **3 credit hours**

**Select 3 hours:**

- MKT 3825 - Marketing Analytics **3 credit hours**
- MKT 3930 - Marketing Research **3 credit hours**
- MGMT 3890 - Managerial Decision Making **3 credit hours**
- MGMT 3940 - Ethical Leadership in Business **3 credit hours**

### **Auxiliary Courses (9 hours)**

- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)**
  
- ECON upper-division course **3 credit hours**
- FIN upper-division course **3 credit hours**

### **Business Elective (3 hours)**

### **Electives (1-7 hours)**

## **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 Fall**

- ENGL 1010 - Expository 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)
  
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- Elective **1 credit hour**
- Natural Sciences **4 credit hours**

### **Subtotal: 14 Hours**

### **Freshman Spring**

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

### **Subtotal: 16 Hours**

## **Sophomore Fall**

- 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 - World Literatures **3 credit hours** (Hum/FA)
  
- Humanities and/or Fine Arts **3 credit hours**
- Elective **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 Hours**

## **Sophomore Spring**

- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 hours**

## **Junior Fall**

- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**

**Subtotal: 15 Hours**

## Junior Spring

- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3620 - Supply Chain Operations **3 credit hours**
- Business elective **3 credit hours**
- BIA 3620 - Introduction to Business Analytics **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** §

**Subtotal: 15 Hours**

## Senior Fall

- MGMT 3640 - Managing Key Performance Indicators **3 credit hours** § OR
- MGMT 3705 - Continuous Improvement/Problem Solving **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 - International Supply Chain Management **3 credit hours** § OR
- MGMT 4700 - Applications in Supply Chain Management **3 credit hours** §
  
- MKT 3825 - Marketing Analytics **3 credit hours** § OR
- MKT 3930 - Marketing Research **3 credit hours** § OR
- MGMT 3890 - Managerial Decision Making **3 credit hours** § OR
- MGMT 3940 - Ethical Leadership in Business **3 credit hours** §
  
- MGMT 4710 - International Business **3 credit hours** § OR
- MKT 4510 - International Marketing **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** §
  
- FIN upper-division elective **3 credit hours** § OR
- Upper-division business elective for alternate business minor **3 credit hours** §

**Subtotal: 15 Hours**

## Senior Spring

- MGMT 3810 - Human Resource Management **3 credit hours** § OR
- MGMT 4200 - Leadership in Organizations **3 credit hours** § OR
- MGMT 4680 - Organization Behavior **3 credit 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** §
  
- MKT UD electives **6 hours**
- BUAD 4980 - Strategic Management **3 credit hours**

**Subtotal: 15 Hours**

### NOTE:

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

# Business Innovation and Entrepreneurship, B.B.A.

Management  
615-898-5770

Joshua Aaron, program coordinator  
Joshua.Aaron@mtsu.edu

The major in Business Innovation and 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 Business Innovation and 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:

### Business Innovation and Entrepreneurship, B.B.A., Academic Map

## Degree Requirements

General Education	41 hours
College of Business Core	42 hours*
Major Requirements	30 hours
Auxiliary Course	3 hours*
Business Course	3 hours
Electives	1-7 hours
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

### 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 courses required by the program meet General Education requirements:**

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

### College of Business Core (42 hours)

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA.

## **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 - Entrepreneurial Financial Management **3 credit hours**
- MKT 3200 - Marketing for Entrepreneurs **3 credit hours**
- ENTR 4950 - Entrepreneurship Applied Experience **3 credit hours (3 credit hours required)**
- 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** OR
- MGMT 3730 - Management of Innovation **3 credit hours** OR
- ENTR 4255 - Social Entrepreneurship **3 credit hours**

## **Auxiliary Course (3 hours)**

- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)**

## **Business Elective (3 hours)**

## **Electives (1-7 hours)**

## **Curriculum: Business Innovation and Entrepreneurship**

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

### **Freshman Fall**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** OR
- MATH 1810 - Applied Calculus I **3 credit hours**
  
- Natural Sciences **4 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Elective **1 credit hour**

**Subtotal: 14 Hours**

## Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci)
- Natural Sciences **4 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENTR 2900 - Entrepreneurship **3 credit hours**

**Subtotal: 16 Hours**

## Sophomore Fall

- 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 - World Literatures **3 credit hours** (Hum/FA)
  
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Humanities and/or Fine Arts **3 credit hours**
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 Hours**

## Sophomore Spring

- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**
  
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- Elective **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**

**Subtotal: 15 Hours**

## Junior Fall

- MGMT 3610 - Principles of Management **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

**Subtotal: 15 Hours**

### **Junior Spring**

- ENTR 4100 - Family Business **3 credit hours** § OR
- ENTR 4255 - Social Entrepreneurship **3 credit hours** § OR
- MGMT 3730 - Management of Innovation **3 credit hours** §
- MKT 3200 - Marketing for Entrepreneurs **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- MGMT 3620 - Supply Chain Operations **3 credit hours**
- FIN 3010 - Principles of Corporate Finance **3 credit hours**

**Subtotal: 15 Hours**

### **Senior Fall**

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- ENTR 3650 - New Venture Creation **3 credit hours** §
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- ENTR 4950 - Entrepreneurship Applied Experience **3 credit hours** §
- ENTR 3040 - Entrepreneurial Financial Management **3 credit hours** § OR
- FIN 3040 - Entrepreneurial Financial Management **3 credit hours** §

**Subtotal: 15 Hours**

### **Senior Spring**

- ENTR 4920 - Small Business Management **3 credit hours** § OR
- MGMT 4920 - Small Business Management **3 credit hours** §
- ENTR 4620 - Business Plan Development **3 credit hours** §
- BUAD 4980 - Strategic Management **3 credit hours** §
- ENTR/MGMT/MKT elective§ **3 credit hours**
- Elective **3 credit hours**

**Subtotal: 15 Hours**

### **NOTE:**

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

# Entrepreneurship Minor

## Management

**Josh Aaron, 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**
- MKT 3200 - Marketing for Entrepreneurs **3 credit hours**
- Approved elective or an additional ENTR course **3 credit hours**
  
- ENTR 3040 - Entrepreneurial Financial Management **3 credit hours** OR
- FIN 3040 - Entrepreneurial Financial Management **3 credit hours**
  
- ENTR 4920 - Small Business Management **3 credit hours** OR
- MGMT 4920 - Small Business Management **3 credit hours**

# Leadership Minor

## Management

**Deanna Raffo, Advisor**

The Leadership minor requires 15 hours. A 2.00 GPA is required. Three hours at the upper-division level must be taken at MTSU.

## Required (9 hours)

- LEAD 3010 - Leadership Skills and Development **3 credit hours**
- MGMT 3940 - Ethical Leadership in Business **3 credit hours**
  
- MGMT 4200 - Leadership in Organizations **3 credit hours** OR
- UH 4010 - MTSU Institute of Leadership Excellence **3 credit hours** OR
- UNIV 4010 - MTSU Institute of Leadership Excellence **3 credit hours**

## Elective (6 hours)

Choose two:

- MGMT 3610 - Principles of Management **3 credit hours**
- MGMT 3800 - Managing Change and Conflict in Organizations **3 credit hours**
- MGMT 3850 - Building and Leading High Impact Teams **3 credit hours**
- MGMT 3890 - Managerial Decision Making **3 credit hours**
- MGMT 4250 - Diversity and Inclusion in Leadership **3 credit hours**
- MGMT 4680 - Organization Behavior **3 credit hours**

# Management and Leadership, B.B.A.

**Management**  
**615-494-8672**

**Leigh Anne Clark, program coordinator**  
**la.clark@mtsu.edu**

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

Students interested in careers in management and leadership will complete a core of classes in leadership skills, human resources management, organization behavior, managing key performance indicators, and ethical leadership as a foundation for the major. Students may choose from among a list of electives to gain skills in the areas of leading change/innovation, leading organizations/teams, global mindset, and decision making/problem solving.

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.

## Accelerated Bachelors/Masters (ABM) Program

High achieving students majoring in Management and Leadership who intend to pursue a master's degree in Management (M.S.) or Business Administration (M.B.A.) may apply to participate in the Accelerated Bachelors/Masters (ABM) pathway. The pathway allows undergraduate students an opportunity to complete select requirements for both the bachelor's and master's degrees simultaneously. Upon successful completion of the ABM pathway, students must submit an application (including application fee) to the graduate program. Additional application requirements will be waived, and the student will be admitted to the program automatically. For more information about the ABM pathway, see the Graduate Catalog.

## Academic Map

Following is a printable, suggested four-year schedule of courses:  
**Management and Leadership, B.B.A., Academic Map**

## Degree Requirements

<b>General Education</b>	<b>41 hours</b>
<b>College of Business Core</b>	<b>42 hours*</b>
<b>Major Requirements</b>	<b>27 hours</b>
<b>Auxiliary Courses</b>	<b>6 hours*</b>
<b>Business Elective</b>	<b>3 hours</b>
<b>Electives</b>	<b>1-7 hours</b>
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

## **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 courses required by the program meet General Education requirements:**

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

## **College of Business Core (42 hours)**

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA.

## **Major Requirements (27 hours)**

- LEAD 3010 - Leadership Skills and Development **3 credit hours**
- MGMT 3640 - Managing Key Performance Indicators **3 credit hours**
- MGMT 3810 - Human Resource Management **3 credit hours**
- MGMT 3940 - Ethical Leadership in Business **3 credit hours**
- MGMT 4680 - Organization Behavior **3 credit hours**

## **Management and Leadership Required Electives (12 hours)**

Choose one from each area.

### **Leading Change/Innovation (3 hours)**

- ENTR 3650 - New Venture Creation **3 credit hours**
- MGMT 3600 - Innovation Acceleration **3 credit hours**
- MGMT 3730 - Management of Innovation **3 credit hours**
- MGMT 3800 - Managing Change and Conflict in Organizations **3 credit hours**

### **Leading Orgs/Teams (3 hours)**

- MGMT 3850 - Building and Leading High Impact Teams **3 credit hours**
- MGMT 4200 - Leadership in Organizations **3 credit hours**
- MGMT 4250 - Diversity and Inclusion in Leadership **3 credit hours**

### **Global Mindset (3 hours)**

- MGMT 4710 - International Business **3 credit hours**
- MGMT 4730 - Global Comparative Management **3 credit hours**
- MGMT 4840 - Study Abroad **3 credit hours**

### **Decision Making/Problem Solving (3 hours)**

- MGMT 3705 - Continuous Improvement/Problem Solving **3 credit hours**
- MGMT 3890 - Managerial Decision Making **3 credit hours**
- MGMT 4640 - Talent Acquisition and Management **3 credit hours**

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

- BUAD 4000 - College to Career **3 credit hours** OR
- MGMT 4950 - Management Applied Experience **1 to 3 credit hours (3 credit hours required)**
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)**

### **Business Elective (3 hours)**

### **Electives (0-6 hours)**

## **Curriculum: Management and Leadership**

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

### **Freshman Fall**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- Natural Sciences **4 credit hours**
- Elective **1 credit hour**
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)

### **Subtotal: 14 Hours**

### **Freshman Spring**

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences **4 credit hours**
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Elective **3 credit hours**

### **Subtotal: 16 Hours**

### **Sophomore Fall**

- 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 - World Literatures **3 credit hours** (Hum/FA)

- Humanities and/or Fine Arts **3 credit hours**
- Elective **3 credit hours**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 Hours**

### **Sophomore Spring**

- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 Hours**

### **Junior Fall**

- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**

**Subtotal: 15 Hours**

### **Junior Spring**

- BLAW 3400 - Legal Environment of Business **3 credit hours**
- LEAD 3010 - Leadership Skills and Development **3 credit hours**
- MGMT 3640 - Managing Key Performance Indicators **3 credit hours** §
- MGMT 3810 - Human Resource Management **3 credit hours** §
- MGMT 3940 - Ethical Leadership in Business **3 credit hours** §

**Subtotal: 15 Hours**

## Senior Fall

- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- MGMT 3620 - Supply Chain Operations **3 credit hours**
- Leading Change/Innovation elective **3 credit hours** §
- Global Mindset elective **3 credit hours** §
- Decision Making/Problem Solving elective **3 credit hours** §

**Subtotal: 15 Hours**

## Senior Spring

- BUAD 4000 - College to Career **3 credit hours** OR §
- MGMT 4950 - Management Applied Experience **1 to 3 credit hours (3 credit hours required)** §
  
- MGMT 4680 - Organization Behavior **3 credit hours** §
- BUAD 4980 - Strategic Management **3 credit hours** §
- Leading Orgs/Teams **3 credit hours** §
- Business elective **3 credit hours**

**Subtotal: 15 Hours**

## NOTE:

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

# Management and Leadership, Human Resource Management Concentration, B.B.A.

## Management

615-898-2342

Kristie Abston, program coordinator

Kristie.Abston@mtsu.edu

A major in Management and Leadership with a concentration in Human Resource Management consists of 27 hours of management courses. All Management and Leadership majors must have 50 percent of the required management and leadership courses in residence at Middle Tennessee State University.

This concentration provides students with HRM-focused knowledge and skills in the areas identified by the profession as most critical, such as compensation and benefits, diversity and inclusion, employee and labor relations, employment law, human resource information systems (HRIS) and measurement of HR, planning and talent management, recruitment and selection, and training and development.

## Accelerated Bachelors/Masters (ABM) Program

High achieving students majoring in Management with a Human Resource Management concentration who intend to pursue a master's degree in Management (M.S.) or Business Administration (M.B.A.) may apply to participate in the Accelerated Bachelors/Masters (ABM) pathway. The pathway allows undergraduate students an opportunity to complete select requirements for both the bachelor's and master's degrees simultaneously. Upon successful completion of the ABM pathway, students must submit an application (including application fee) to the graduate program. Additional application requirements will be waived, and the student will be admitted to the program automatically. For more information about the ABM pathway, see the Graduate Catalog.

## Academic Map

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

**Management and Leadership, Human Resource Management Concentration, B.B.A., Academic Map**

## Degree Requirements

<b>General Education</b>	<b>41 hours</b>
<b>College of Business Core</b>	<b>42 hours*</b>
<b>Major Requirements</b>	<b>27 hours</b>
<b>Auxiliary Courses</b>	<b>6 hours*</b>
<b>Business Elective</b>	<b>3 hours</b>
<b>Electives</b>	<b>1-7 hours</b>
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

## 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 courses required by the program meet General Education requirements:**

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

## **College of Business Core (42 hours)**

All students must complete the College of Business **Core** which requires 42 hours with a 2.00 GPA.

## **Major Requirements (27 hours)**

### **Management and Leadership Major Core (15 hours)**

- LEAD 3010 - Leadership Skills and Development **3 credit hours**
- MGMT 3640 - Managing Key Performance Indicators **3 credit hours**
- MGMT 3810 - Human Resource Management **3 credit hours**
- MGMT 3940 - Ethical Leadership in Business **3 credit hours**
- MGMT 4680 - Organization Behavior **3 credit hours**

### **Human Resource Management (12 hours)**

- MGMT 4640 - Talent Acquisition and Management **3 credit hours**
- MGMT 4650 - Training and Development **3 credit hours**
- MGMT 4660 - Compensation Management **3 credit hours**
- MGMT 4690 - Strategic Innovations in Human Resource Management **3 credit hours**

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

- MGMT 4950 - Management Applied Experience **1 to 3 credit hours (3 credit hours required)** OR
- BUAD 4000 - College to Career **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**

## **Business Elective (3 hours)**

## **Electives (1-7 hours)**

## **Curriculum: Management and Leadership, Human Resource Management**

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

### **Freshman Fall**

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci) \*
- Natural Sciences **4 credit hours**
- Elective **1 credit hour**

- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** OR
- MATH 1810 - Applied Calculus I **3 credit hours**

**Subtotal: 14 hours**

### **Freshman Spring**

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

**Subtotal: 16 hours**

### **Sophomore Fall**

- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- Humanities and/or Fine Arts **3 credit hours**
- Elective **3 credit hours**
  
- 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 - World Literatures **3 credit hours** (Hum/FA)
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 hours**

### **Sophomore Spring**

- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 hours**

## Junior Fall

- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MGMT 3810 - Human Resource Management **3 credit hours** §
- MKT 3820 - Principles of Marketing **3 credit hours**

**Subtotal: 15 hours**

## Junior Spring

- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- LEAD 3010 - Leadership Skills and Development **3 credit hours**
- MGMT 4640 - Talent Acquisition and Management **3 credit hours** §

**Subtotal: 15 hours**

## Senior Fall

- MGMT 3620 - Supply Chain Operations **3 credit hours**
- MGMT 3940 - Ethical Leadership in Business **3 credit hours** §
- MGMT 4650 - Training and Development **3 credit hours** §
- MGMT 4660 - Compensation Management **3 credit hours** §
- Business elective **3 credit hours**

**Subtotal: 15 hours**

## Senior Spring

- BUAD 4980 - Strategic Management **3 credit hours** §
- MGMT 3640 - Managing Key Performance Indicators **3 credit hours** §
- MGMT 4680 - Organization Behavior **3 credit hours** §
- MGMT 4690 - Strategic Innovations in Human Resource Management **3 credit hours** §
  
- BUAD 4000 - College to Career **3 credit hours** OR §
- MGMT 4950 - Management Applied Experience **1 to 3 credit hours** §

**Subtotal: 15 hours**

## NOTE:

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

## **Management Minor**

### **Management**

**Deana Raffo, Advisor**

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

# Not-for-Profit Management Minor

## Management

**Deana Raffo, Advisor**

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** OR
- MGMT 3640 - Managing Key Performance Indicators **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 - Survey of Finance **3 credit hours** (Non-business major)
- FIN 3010 - Principles of Corporate Finance **3 credit hours** (Business core)

### Leadership (3 hours)

- LEAD 3010 - Leadership Skills and Development **3 credit hours**
- MGMT 4200 - Leadership in Organizations **3 credit hours**

# Supply Chain Management, B.B.A.

Management

615-898-5312

Richard Tarpey, program coordinator

Richard.Tarpey@mtsu.edu

A major in Supply Chain 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.

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.

## Accelerated Bachelors/Masters (ABM) Program

High achieving students majoring in Supply Chain Management who intend to pursue a master's degree in Management (M.S.) or Business Administration (M.B.A.) may apply to participate in the Accelerated Bachelors/Masters (ABM) pathway. The pathway allows undergraduate students an opportunity to complete select requirements for both the bachelor's and master's degrees simultaneously. Upon successful completion of the ABM pathway, students must submit an application (including application fee) to the graduate program. Additional application requirements will be waived, and the student will be admitted to the program automatically. For more information about the ABM pathway, see the Graduate Catalog.

## Academic Map

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

**Supply Chain Management, B.B.A., Academic Map**

## Degree Requirements

General Education	41 hours
College of Business Core	42 hours*
Major Requirements	27 hours
Auxiliary Courses	6 hours*
Business Elective	3 hours
Electives	1-7 hours
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

### 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 courses required by the program meet General Education requirements:

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

### College of Business Core (42 hours)

All students must complete the College of Business **Core** which requires 42 hours with a 2.000 GPA.

### Major Requirements (27 hours)

- MGMT 3640 - Managing Key Performance Indicators **3 credit hours**
- MGMT 3715 - International Sourcing **3 credit hours**

- MGMT 3705 - Continuous Improvement/Problem Solving **3 credit hours**
- MGMT 3750 - International Supply Chain Management **3 credit hours**
- MGMT 3800 - Managing Change and Conflict in Organizations **3 credit hours** OR
- MGMT 3810 - Human Resource Management **3 credit hours** OR
- MGMT 3940 - Ethical Leadership in Business **3 credit hours**

### **Supply Chain Management Electives (12 hours)**

- MGMT 3750 - International Supply Chain Management **3 credit hours**

### **Choose 9 hours from the following:**

- 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 4700 - Applications in Supply Chain Management **3 credit hours**

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

- ACTG 3020 - Managerial Accounting **3 credit hours** OR
- BIA 4010 - Business Analytics and Visualization **3 credit hours**
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)**

### **Business Elective (3 hours)**

### **Electives (1-7 hours)**

## Curriculum: Management, Supply Chain Management

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

### Freshman Fall

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** \* (Soc/Beh Sci)
- Natural Sciences **4 credit hours**
- Elective **1 credit hour**

**Subtotal: 14 Hours**

### Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

**Subtotal: 16 Hours**

### Sophomore Fall

- 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 - World Literatures **3 credit hours** (Hum/FA)
- 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**
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- Humanities and/or Fine Arts **3 credit hours**
- Elective **3 credit hours**

**Subtotal: 15 Hours**

## **Sophomore Spring**

- 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**
  
- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours** \*
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

**Subtotal: 15 Hours**

## **Junior Fall**

- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- FIN 3010 - Principles of Corporate Finance **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**

**Subtotal: 15 Hours**

## **Junior Spring**

- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- MGMT 3640 - Managing Key Performance Indicators **3 credit hours** §
- MGMT 3750 - International Supply Chain Management **3 credit hours** §

**Subtotal: 15 Hours**

## **Senior Fall**

- MGMT 3705 - Continuous Improvement/Problem Solving **3 credit hours** §
- MGMT 3715 - International Sourcing **3 credit hours** §
- MGMT or ENTR UD **3 credit hours**
- MGMT UD elective **3 credit hours**\*\*
  
- MGMT 3800 - Managing Change and Conflict in Organizations **3 credit hours** § OR
- MGMT 3810 - Human Resource Management **3 credit hours** § OR
- MGMT 3940 - Ethical Leadership in Business **3 credit hours** §

**Subtotal: 15 Hours**

## Senior Spring

- ACTG 3020 - Managerial Accounting **3 credit hours** § OR
- BIA 4010 - Business Analytics and Visualization **3 credit hours** §
  
- BUAD 4980 - Strategic Management **3 credit hours** §
- MGMT UD electives§\*\* **6 credit hours**
- Business elective **3 credit hours**

**Subtotal: 15 Hours**

### **NOTE:**

*\*2.25 GPA in these courses for admission to Jones College of Business*

*\*\*Select from MGMT 3720, MGMT 3725, MGMT 3730, or MGMT 4700*

*§Admission to Jones College of Business required*

## Business Administration

### **BUAD 4000 - College to Career**

#### **3 credit hours**

Prerequisites: Senior standing; admission to the College of Business. Cannot be substituted for required MGMT, ENTR, or BUAD courses in these majors or minors. Self assessment of personal attributes and exploration of work options and job search skills and strategies. Topics focus on self-leadership including workplace etiquette and ethics, work relationships, career development, stress management, work-life balance, and other areas of life after college. Students can earn a professional development certificate in this course.

### **BUAD 4950 - Business Administration Applied Experience**

**1 to 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.

### **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** Theories and practices of starting and operating an entrepreneurial business. Topics include idea generation, opportunity recognition, feasibility analysis, business plan development, competitor analysis, new venture team building, start-up marketing, and growth strategies.

### **ENTR 3040 - Entrepreneurial Financial Management**

**3 credit hours** (Same as FIN 3040.) Prerequisites: ENTR 2900; admission to the College of Business; junior standing. Focuses on tools, processes, systems, and practices used by entrepreneurs to

manage resources. Specific focus on cash budgeting, working capital management, sources of capital, and financial analysis/forecasting for the small business/startup.

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

**3 credit hours** (Same as MGMT 3600.) Prerequisite: Admission to the College of Business; junior standing. 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: ENTR 2900 or MGMT 3610; junior standing; admission into the College of Business; 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** Prerequisite: Admission to College of Business. 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 or FIN 3040 or ENTR 3040 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.

**ENTR 4950 - Entrepreneurship Applied Experience****3 credit hours** Prerequisites: Business Innovation and Entrepreneurship major or Entrepreneurship minor; senior standing; overall grade point average of at least 2.50; admission into the College of Business. Student affiliated with an organization on a part-time basis to develop knowledge and experience in the practical application of theory to actual business problems in a non-classroom situation. Can be taken only one time.**Leadership Studies****LEAD 2000 - Introduction to Leadership Studies****3 credit hours** Introduces the basic concepts of contemporary leadership with a focus on emergent leadership in informal settings. Assists students with leadership identity development while applying concepts of relational and ethical processes in a diverse society.**LEAD 3000 - Leadership Tools and Self-Assessment****4 credit hours** Prerequisite: Junior standing. 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 Skills and Development****3 credit hours** Prerequisites: Junior standing; admission into the College of Business. Focuses on individual leadership development. Emphasis on leadership practices and skill development.**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: Admission to the College of Business; 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.) Prerequisite: Admission to the College of Business; junior standing. 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 3640 - Managing Key Performance Indicators**

**3 credit hours** Prerequisites: BIA 2610 or MATH 1530; junior standing; and admission to the College of Business. Focuses on development and use of common Key Performance Indicators (KPIs) as a method to monitor and manage business performance. Spreadsheet software will be utilized to analyze, summarize, and present management metrics. Management metrics covered includes financial, customer, employee, and operational and supply chain perspectives.

**MGMT 3705 - Continuous Improvement/Problem Solving**

**3 credit hours** Prerequisites: Admission to Jones College of Business; junior standing. Applies Baldrige Performance Excellence criteria and Lean Six Sigma DMAIC (define, measure, analyze, improve, and control) methodology to business process improvements. Examines how continuous improvement projects follow a structured sequence using DMAIC. Emphasis on established critical thinking models to drive continuous improvement and guide specific problem-solving efforts.

**MGMT 3715 - International Sourcing**

**3 credit hours** Prerequisites: Admission to the Jones College of Business; junior standing. Benchmark practices of developing and managing international supply chains. Choosing, developing, evaluating, and managing a mixed portfolio of domestic and international procurement including such considerations as political, economic, legal, ethical, cultural, and communication issues associated with a global supply chain. Industry trends in global sourcing locations, approaches, and technologies for both product and service supply chains.

**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: Junior level; MGMT 3620; and admission to the Jones College of Business. Technologies for products and services, learning from failure, idea generation/screening, management structures that promote innovation, as well as cost justification of new technologies. Examines the management of the process of forecasting, acquiring, and integrating emerging technologies into the firm's products/services and processes. Typical innovation areas include rapid prototyping/small lot production, last mile delivery, distribution, safety and productivity, entertainment/training, and medical. Course structure may vary.

**MGMT 3750 - International Supply Chain Management**

**3 credit hours** Prerequisites: Junior standing; admission to the College of Business. Design, operations, and control of global and local supply chains; implementation approaches including behavioral (especially cross-functional) and technical issues and the Plan-Source-Make-Deliver-Return model for supply chains.

**MGMT 3800 - Managing Change and Conflict in Organizations**

**3 credit hours** Prerequisites: Junior standing; admission to the Jones College of Business. Examines contemporary thought on managerial roles in identifying, fostering, and implementing change in complex environments. Study of current developments in leading groups through change and managing conflict in organizations by use of competencies related to negotiation and mediation.

**MGMT 3810 - Human Resource Management**

**3 credit hours** Prerequisites: Junior standing and admission to the College of Business. An introduction to the management of human resources, including strategic human resource management, diversity and inclusion, employment law, talent acquisition and management, compensation, training and development, employee and labor relations, performance management, and health/safety/security.

**MGMT 3850 - Building and Leading High Impact Teams**

**3 credit hours** Prerequisite: MGMT 3610; admission to the Jones College of Business. Designed for students to learn how to build teams, improve teamwork and collaboration in those teams, and effectively lead those teams to accomplish organizational goals and enhance performance.

**MGMT 3890 - Managerial Decision Making**

**3 credit hours** Prerequisites: MGMT 3610; admission to the College of Business; junior standing. 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 - Ethical Leadership in Business**

**3 credit hours** Prerequisites: Junior standing and admission to the College of Business. Focuses on individual actions required of ethical organization members and how a leader can use organizational factors to lead an ethical organization. Goal is to sharpen skills in areas including values alignment, ethical decision making, creating an ethical organizational culture, developing a strategic approach to social responsibility, and leading with empathy by considering different perspectives of right/wrong and the impact business decisions have on various stakeholders through the lens of current events.

**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. Topics include nonprofit management as

a profession, governing boards, leading nonprofit staff, volunteer management, nonprofit marketing issues, nonprofit financial issues, and social purpose nonprofits.

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

**3 credit hours** Prerequisites: MGMT 3610; junior or senior standing; admission into the College of Business. Focuses on essential management functions of short- and long-term strategic decision-making and performance evaluation of not-for-profit organizations. Topics include accountability and performance measurement, collective impact, long-term planning, grant writing, collaborations and partnerships, and fundraising.

**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; admission to the College of Business. Explores the entire leadership process through comprehensive considerations of key leader, follower, and contextual factors. Topics include individual leader traits and behaviors, the leader-follower relationship, leaders' roles in shaping organizational culture, and ethical leadership. Encourages students to be reflective of their current leadership capabilities and of opportunities for growth.

**MGMT 4250 - Diversity and Inclusion in Leadership**

**3 credit hours** Prerequisites: MGMT 3610; junior or senior standing; acceptance into the College of Business. The impact of differences as the catalyst for effective leadership in teams and organizations. Offers preparation for students to lead and work within diverse teams and global organizations more effectively.

**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 4600 - Strategies for Collaboration in Diverse Organizations**

**4 credit hours** (Same as SOC 4600.) Prerequisites: Junior standing; SOC 3300 and MGMT 3800. Case studies and application discussions of the impact of diversity in the workplace, particularly related to organizational change and conflict/negotiation.

**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 - Talent Acquisition and Management**

**3 credit hours** Prerequisites: MGMT 3610; MGMT 3810; admission to the College of Business. An applied approach to developing the competencies required for the strategic acquisition and management of talent, including job analysis and job design, workforce planning and forecasting, internal and external recruitment, selection, onboarding, socialization, retention, and separation of employment.

**MGMT 4650 - Training and Development**

**3 credit hours** Prerequisites: MGMT 3610; MGMT 3810; and admission to the College of Business. An applied approach to developing the competencies used to ensure that employees at all levels of an organization have the knowledge, skills and abilities, and other characteristics (KSAOs) necessary to meet the organization's current and future job requirements. Includes learning theories; instructional design models; needs analysis for the effective design, development, implementation, and evaluation of programs; use of technology for training; change management; career planning and management; strategic performance management, and organizational development.

**MGMT 4660 - Compensation Management**

**3 credit hours** Prerequisites: MGMT 3610; MGMT 3810; admission to the College of Business. An applied approach to developing the competencies used to ensure that organizations can establish and manage effective compensation and benefits systems that support strategic objectives while also motivating and rewarding employees fairly and equitably. Includes motivation and reward theories, analytical tools and metrics, performance management, current trends in research and industry, and requirements for legal compliance.

**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 - Strategic Innovations in Human Resource Management**

**3 credit hours** Prerequisites: MGMT 3610; MGMT 3810; MGMT 4640; and admission to the College of Business. Engages a data-driven approach using key metrics from across the functional areas of HRM and technology to address contemporary topics such as diversity and inclusion, alternative working arrangements, and other strategic innovations. Utilizes technology to simulate realistic decision-making scenarios. Comprehensive review of HRM functional areas helps students prepare for certification exams administered by international professional associations such as SHRM-CP.

**MGMT 4700 - Applications in Supply Chain Management**

**3 credit hours** Prerequisite: MGMT 3620; admission to the College of Business; junior standing. Current issues in managing modern supply chain operations such as group purchasing organizations, health care supply chains, automotive supply chains, small business supply chains, supply chain risks, and sustainable supply chains. Topics covered and course structure vary.

**MGMT 4710 - International Business**

**3 credit hours** Prerequisites: MGMT 3610; admission to the College of Business. Cultural, political, legal, and economic differences among countries. Global and regional institutions that facilitate international trade and investments. Interface between governments and multinational enterprises. International organizational structures and strategies. Management of functional operations in global markets.

**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** 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 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 or FIN 3040 or ENTR 3040 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 Applied Experience**

**1 to 3 credit hours** Prerequisites: Management or Business Administration major; senior standing; overall grade point average of at least 2.50; 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 theory to actual business problems in a non-classroom situation.

**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

# Marketing

## Robert B. Blair, Chair

**Clark, Coats, Edmondson, Hemby-Grubb, Henderson, Kempf, Matthews, Peasley, Phillips, Rancati, Roberts, Roy, Srivastava, Ward, and White**

The mission of the Department of Marketing is to

1. inspire students to succeed in tomorrow's workforce by preparing them with relevant marketing and business education knowledge, skills, and attitudes.
2. connect students with businesses, professional organizations, and educational institutions through internships, networking, experiential learning, and development.
3. contribute to the working knowledge of the marketing and business education professions through theoretical and applied research.
4. support the business and educational communities at all levels-local, state, national, and international-through collaboration, leadership, and service.

The Marketing Department offers an undergraduate major in Marketing. The Marketing major leads to the Bachelor of Business Administration (B.B.A.) degree and offers concentrations in Digital Marketing and Professional Selling. A minor program is offered in Marketing, and a Professional Selling certificate is available.

## **Marketing Minor**

### **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. Students seeking to complete this minor should contact the Jones College of Business Advising Center to submit the application form.

### **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, MKT 3200, and MKT 4950)

# Marketing, B.B.A.

Marketing

615-898-2902

Robert B. Blair, program coordinator

Robert.Blair@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 general marketing strategy focus should take MKT 3825, MKT 3855, MKT 4510, or MKT 4870. Other MKT electives (choose three) should be selected from MKT 3830, MKT 3840, MKT 3850, MKT 3855, MKT 3950, MKT 4870, or MKT 4950 (only with department approval).

Students interested in a sports, entertainment, and event promotion focus area should take MKT 3850, MKT 3865, MKT 3920, or MKT 4170. Other MKT electives should be selected from MKT 3865, MKT 3900, MKT 3920, MKT 4510, MKT 4640, MKT 4800, or MKT 4950 (only with department approval).

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
College of Business Core	39 hours* **
Major Requirements	27 hours
Auxiliary Courses	9 hours*
Business Elective	3 hours
Electives	1-7 hours
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

*\*\*Includes MKT 4890 which also satisfies 3 credit hours in the major*

### 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 courses required by the program meet General Education requirements:

- MATH 1630 or MATH 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** which requires 39 hours with a 2.000 GPA.

### **Major Requirements (27 hours)**

- MKT 3910 - Consumer Behavior **3 credit hours**
- MKT 3930 - Marketing Research **3 credit hours**
- MKT 4890 - Marketing Management **3 credit hours**
- MKT upper-division electives **18 credit hours**

### **Auxiliary Courses (9 hours)**

- BCED 3510 - Business Communication **3 credit hours**
- MKT 3010 - Professional Preparation in Marketing **3 credit hours**
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)**

### **Business Elective (3 hours)**

### **Electives (1-7 hours)**

## **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 - World Literatures **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**
- HIST 2020 - Survey of United States History II **3 credit hours**
- HIST 2030 - Tennessee History **3 credit hours**
- HIST 2040 - Survey African American History I **3 credit hours**
- HIST 2050 - Survey African American History II **3 credit hours**

## **Subtotal: 30 Hours**

## **Junior**

- BUS 3000 - The Dale Carnegie Course **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 - Principles of Corporate Finance **3 credit hours**
- MKT 3010 - Professional Preparation in Marketing **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- MKT 3910 - Consumer Behavior **3 credit hours** §
- MKT 3930 - Marketing Research **3 credit hours** §
- BIA 3620 - Introduction to Business Analytics **3 credit hours**

## **Subtotal: 30 Hours**

## **Senior**

- BCED 3510 - Business Communication **3 credit hours**
- MKT 4890 - Marketing Management **3 credit hours** §
- MKT upper-division electives **18 credit hours** §
- Business 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*

# Marketing, Digital Marketing Concentration, B.B.A.

Marketing

615-494-8992

Michael Peasley, program coordinator

Michael.Peasley@mtsu.edu

A major in Marketing with a concentration in Digital Marketing offers preparation for students interested in digital marketing analytics, social media, or website design careers to gain the necessary marketing skills they need to be successful.

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, Digital Marketing Concentration, B.B.A., Academic Map**

## Degree Requirements

General Education	41 hours
College of Business Core	39 hours* **
Major Requirements	27 hours
Auxiliary Courses	9 hours*
Business Elective	3 hours
Electives	1-7 hours
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

*\*\*Includes MKT 4890 which also satisfies 3 credit hours in the major.*

### 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 courses required by the program meet General Education requirements:**

- MATH 1630 or MATH 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** which requires 39 hours with a 2.000 GPA.

## **Major Requirements (27 hours)**

### **Marketing Core (9 hours)**

- MKT 3910 - Consumer Behavior **3 credit hours**
- MKT 3930 - Marketing Research **3 credit hours**
- MKT 4890 - Marketing Management **3 credit hours**

### **Digital Marketing Concentration (18 hours)**

- MKT 3825 - Marketing Analytics **3 credit hours**
- MKT 3850 - Digital Marketing and Promotion **3 credit hours**
- MKT 3900 - Social Media Marketing **3 credit hours**
- MKT 4170 - Advanced Digital Marketing **3 credit hours**

### **Choose 6 hours from the following:**

- MKT 3830 - Retailing and E-Commerce **3 credit hours**
- MKT 3840 - Professional Selling **3 credit hours**
- MKT 3855 - Product Management **3 credit hours**
- MKT 3865 - Sports Marketing **3 credit hours**
- MKT 4510 - International Marketing **3 credit hours**
- MKT 4870 - Services Marketing **3 credit hours**
- MKT 4950 - Marketing Internship **1 to 3 credit hours**
- INFS 2400 - Web Development **3 credit hours**
  
- MKT 3920 - Entertainment Marketing **3 credit hours** OR
- MKT 4640 - Entertainment Branding **3 credit hours**

### **Auxiliary Courses (9 hours)**

- BCED 3510 - Business Communication **3 credit hours**
- MKT 3010 - Professional Preparation in Marketing **3 credit hours**
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)**

### **Business Elective (3 hours)**

### **Electives (1-7 hours)**

## Curriculum: Marketing, Digital Marketing

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

### Freshman Fall

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci)\*
- Natural Sciences **4 credit hours**
- Elective **1 credit hour**
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)

**Subtotal: 14 Hours**

### Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Elective **3 credit hours**
- Natural Sciences **4 credit hours**

**Subtotal: 16 Hours**

### Sophomore Fall

- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- BIA 2610 - Statistical Methods **3 credit hours** \*
- Humanities and/or Fine Arts **3 credit hours**
  
- 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 - World Literatures **3 credit hours** (Hum/FA)
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 Hours**

## **Sophomore Spring**

- ACTG 2120 - Principles of Accounting II **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 Hours**

## **Junior Fall**

- BIA 3620 - Introduction to Business Analytics **3 credit hours**
- BLAW 3400 - Legal Environment of Business **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3010 - Professional Preparation in Marketing **3 credit hours** §
- MKT 3820 - Principles of Marketing **3 credit hours**

**Subtotal: 15 Hours**

## **Junior Spring**

- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- MKT 3850 - Digital Marketing and Promotion **3 credit hours** §
- MKT 3930 - Marketing Research **3 credit hours** §

**Subtotal: 15 Hours**

## **Senior Fall**

- BCED 3510 - Business Communication **3 credit hours**
- Business elective **3 credit hours**
- MKT 4170 - Advanced Digital Marketing **3 credit hours** §
- MKT 4890 - Marketing Management **3 credit hours** §

- MKT 3830 - Retailing and E-Commerce **3 credit hours** § OR
  - MKT 3840 - Professional Selling **3 credit hours** § OR
  - MKT 3865 - Sports Marketing **3 credit hours** § OR
  - MKT 3855 - Product Management **3 credit hours** § OR
  - MKT 4510 - International Marketing **3 credit hours** § OR
  - MKT 4870 - Services Marketing **3 credit hours** § OR
  - MKT 4950 - Marketing Internship **1 to 3 credit hours** § OR
  - INFS 2400 - Web Development **3 credit hours**
- 
- MKT 4640 - Entertainment Branding **3 credit hours** § OR
  - MKT 3920 - Entertainment Marketing **3 credit hours** §

**Subtotal: 15 Hours**

### **Senior Spring**

- BUAD 4980 - Strategic Management **3 credit hours** §
  - MKT 3825 - Marketing Analytics **3 credit hours** §
  - MKT 3900 - Social Media Marketing **3 credit hours** §
  - MKT 3910 - Consumer Behavior **3 credit hours** §
- 
- MKT 3830 - Retailing and E-Commerce **3 credit hours** § OR
  - MKT 3840 - Professional Selling **3 credit hours** § OR
  - MKT 3855 - Product Management **3 credit hours** § OR
  - MKT 3865 - Sports Marketing **3 credit hours** § OR
  - MKT 4510 - International Marketing **3 credit hours** § OR
  - MKT 4870 - Services Marketing **3 credit hours** § OR
  - MKT 4950 - Marketing Internship **1 to 3 credit hours** § OR
  - INFS 2400 - Web Development **3 credit hours**
- 
- MKT 4640 - Entertainment Branding **3 credit hours** § OR
  - MKT 3920 - Entertainment Marketing **3 credit hours** § §

**Subtotal: 15 Hours**

### **NOTE:**

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

# Marketing, Professional Selling Concentration, B.B.A.

Marketing

615-904-8505

Thom Coats, program coordinator

Thom.Coats@mtsu.edu

A major in Marketing with a concentration in Professional Selling offers preparation for careers with strong income potential, variety, flexibility, and career growth and development. Courses assist students in developing the skills in the areas of excellent oral and written communication, relationship development, self-confidence, and critical thinking and problem solving. These critical skills are transferable across all industries. Jobs in this career area include sales representatives, account managers, and sales managers in all industries. In addition to the classes required for the Marketing major, students complete courses in sales and choose two additional Marketing electives that support career goals.

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, Professional Selling Concentration, B.B.A., Academic Map

## Degree Requirements

<b>General Education</b>	<b>41 hours</b>
<b>College of Business Core</b>	<b>39 hours* **</b>
<b>Major Requirements</b>	<b>27 hours</b>
<b>Auxiliary Courses</b>	<b>9 hours*</b>
<b>Business Elective</b>	<b>3 hours</b>
<b>Electives</b>	<b>1-7 hours</b>
<b>TOTAL</b>	<b>120 hours</b>

*\*This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

*\*\*Includes MKT 4890 which also satisfies 3 credit hours in the major.*

### 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 courses required by the program meet General Education requirements:**

- MATH 1630 or MATH 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** which requires 39 hours with a 2.000 GPA.

## **Major Requirements (27 hours)**

### **Marketing Core (9 hours)**

- MKT 3910 - Consumer Behavior **3 credit hours**
- MKT 3930 - Marketing Research **3 credit hours**
- MKT 4890 - Marketing Management **3 credit hours** (capstone)

### **Professional Selling Concentration (18 hours)**

- MKT 3840 - Professional Selling **3 credit hours**
- MKT 3950 - Business-to-Business Marketing **3 credit hours**
- MKT 4800 - Sales Management **3 credit hours**
- MKT 4850 - Advanced Selling **3 credit hours**

### **Choose 6 hours from the following:**

- MKT 3825 - Marketing Analytics **3 credit hours**
- MKT 3855 - Product Management **3 credit hours**
- MKT 3900 - Social Media Marketing **3 credit hours**
- MKT 4510 - International Marketing **3 credit hours**
- MKT 4870 - Services Marketing **3 credit hours**
- MKT 4950 - Marketing Internship **1 to 3 credit hours**
  
- FIN 3030 - Principles of Real Estate **3 credit hours** OR
- FIN 3050 - Principles of Risk Management and Insurance **3 credit hours**

### **Auxiliary Courses (9 hours)**

- BCED 3510 - Business Communication **3 credit hours**
- MKT 3010 - Professional Preparation in Marketing **3 credit hours**
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours (may be counted in General Education)** OR
- MATH 1810 - Applied Calculus I **3 credit hours (may be counted in General Education)**

### **Business Elective (3 hours)**

### **Electives (1-7 hours)**

## Curriculum: Marketing, Professional Selling

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

### Freshman Fall

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ECON 2410 - Principles of Economics, Macroeconomics **3 credit hours** (Soc/Beh Sci)\*
- Natural Sciences **4 credit hours**
- Elective **1 credit hour**
  
- MATH 1630 - College Mathematics for Managerial, Social, and Life Sciences **3 credit hours** (Math) OR
- MATH 1810 - Applied Calculus I **3 credit hours** (Math)

**Subtotal: 14 Hours**

### Freshman Spring

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- ECON 2420 - Principles of Economics, Microeconomics **3 credit hours** \*
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

**Subtotal: 16 Hours**

### Sophomore Fall

- 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 - World Literatures **3 credit hours** (Hum/FA)
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**
  
- ACTG 2110 - Principles of Accounting I **3 credit hours** \*
- Humanities and/or Fine Arts **3 credit hours**
- Elective **3 credit hours**

**Subtotal: 15 Hours**

## **Sophomore Spring**

- ACTG 2120 - Principles of Accounting II **3 credit hours**
- BIA 2610 - Statistical Methods **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
  
- 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** OR
- HIST 2040 - Survey African American History I **3 credit hours** OR
- HIST 2050 - Survey African American History II **3 credit hours**

**Subtotal: 15 Hours**

## **Junior Fall**

- BLAW 3400 - Legal Environment of Business **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**
- BIA 3620 - Introduction to Business Analytics **3 credit hours**

**Subtotal: 15 Hours**

## **Junior Spring**

- BUS 3000 - The Dale Carnegie Course **3 credit hours**
- FIN 3010 - Principles of Corporate Finance **3 credit hours**
- MKT 3010 - Professional Preparation in Marketing **3 credit hours** §
- MKT 3840 - Professional Selling **3 credit hours** §
- MKT 3930 - Marketing Research **3 credit hours** §

**Subtotal: 15 Hours**

## **Senior Fall**

- MKT 3910 - Consumer Behavior **3 credit hours** §
- MKT 3950 - Business-to-Business Marketing **3 credit hours** §
- MKT 4850 - Advanced Selling **3 credit hours** §
- MKT 4890 - Marketing Management **3 credit hours** §
- Business elective **3 credit hours**

**Subtotal: 15 Hours**

### **Senior Spring**

- BCED 3510 - Business Communication **3 credit hours**
- MKT 4800 - Sales Management **3 credit hours** §
- BUAD 4980 - Strategic Management **3 credit hours** §
- MKT upper-division electives **6 credit hours**

**Subtotal: 15 Hours**

### **NOTE:**

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

*§Admission required*

# Professional Selling Certificate

## Marketing

The Professional Selling Certificate requires 12 hours. Students seeking to complete this certificate should contact the Jones College of Business Advising Center to submit the application form or email Thom Coats for more information.

## Required (6 hours)

- MKT 3840 - Professional Selling **3 credit hours**
- MKT 4850 - Advanced Selling **3 credit hours**

## Electives (6 hours)

Choose two from the following:

- MKT 3950 - Business-to-Business Marketing **3 credit hours**
- MKT 4800 - Sales Management **3 credit hours**
- OR one MKT-approved elective from the following: MKT 3825, MKT 3830, MKT 3850, MKT 3855, MKT 3900, MKT 3910, MKT 4510, or MKT 4870

## Business Communication and Education

### **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 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 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 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.

## 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** Prerequisites: ENTR 2900; admission into College of Business; junior standing. 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 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 - Marketing Analytics**

**3 credit hours** Prerequisite: MKT 3820; junior standing; 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 and E-Commerce**

**3 credit hours** Prerequisites: MKT 3820; admission into the College of Business; junior standing. Provides an overview of the strategies involved in retailing. Covers critical retail determinants that consist of management of merchandise assortments, merchandise planning systems, buying strategies, pricing strategies, financial strategies, technological strategies, and store management. Special emphasis provided to digital and omnichannel retailing strategies. Consumer issues explored including customer buyer behavior, customer service requirements, and the retail communications mix.

### **MKT 3840 - Professional Selling**

**3 credit hours** Prerequisites: MKT 3820; admission to the College of Business; junior standing. 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 - Digital Marketing and Promotion**

**3 credit hours** Prerequisites: MKT 3820; admission to the College of Business; junior standing. 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; MATH 1530 or PSY 3020 or BIA 2610; admission into the

College of Business; junior standing. 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** Prerequisite: MKT 3820; junior standing 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 or LSTS 3010; admission into the College of Business; junior standing. 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 3900 - Social Media Marketing**

**3 credit hours** Prerequisites: MKT 3820; admission into the College of Business; junior standing. Discover how to leverage the power of social media to impact an organization at various levels. Focuses on crafting quality content to execute a successful marketing strategy. Gain real-world experience in identifying an audience, content development, increasing user engagement, follower acquisition, social media advertising, influencer marketing, social media analytics, and measuring the return on investment (ROI).

#### **MKT 3910 - Consumer Behavior**

**3 credit hours** Prerequisites: MKT 3820; admission into the College of Business; junior standing. 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; junior standing. 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; BIA 2610 or MATH 1530 or permission of instructor; junior standing and 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 qualitative research techniques.

#### **MKT 3950 - Business-to-Business Marketing**

**3 credit hours** Prerequisites: MKT 3820; admission into the College of Business; junior standing. Survey of managerial decisions involved in the business-to-business marketing of goods and services.

#### **MKT 4170 - Advanced Digital Marketing**

**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; admission to the Jones College of Business; junior standing. 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 4640 - Entertainment Branding**

**3 credit hours** (Same as RIM 4640.) Prerequisites: MKT 3820 or permission of instructor; admission to the College of Business. Provides students with an in-depth understanding of the role and importance of branding in the entertainment industry including the development of branding objectives consistent with both produce and overall marketing objectives. Students will learn how to align a brand with consumers and partners which will be demonstrated through the development of marketing plan relating to an approved entertainment product of their choosing.

#### **MKT 4800 - Sales Management**

**3 credit hours** Prerequisites: MKT 3820; admission into the College of Business; junior standing. 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 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 marketing.

#### **MKT 4850 - Advanced Selling**

**3 credit hours** Prerequisites: MKT 3840; admission into the College of Business; junior standing. 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; admission into the College of Business; junior standing. The role and scope of marketing in service entities, including impact, issues, and domestic and global trends.

#### **MKT 4890 - Marketing Management**

**3 credit hours** Prerequisites: Senior standing; Marketing major; MKT 3010 and 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.