

BUSINESS MANAGEMENT

Molinaro 344 • 262-595-2280 • Keyword: *Business*

Degrees Offered:

Bachelor of Science, Master of Business Administration (see graduate degree section of this catalog).

Majors:

Business Management, Management Information Systems.

Professors:

Chalasanani, Ph.D.; Ebeid, Ph.D.; Hawk, Ph.D.; Norton, Ph.D.; Rajan, Ph.D.; Wang, Ph.D.; Wright, Ph.D.

Associate Professors:

Baldwin, Ph.D.; Crooker, Ph.D.; Fok, Ph.D.; Folker, Ph.D.; Gee, Ph.D.; Manion, Ph.D.; Zameeruddin, C.P.A., L.L.M., J.D.; Zheng, Ph.D.

Assistant Professors:

Dhumal, Ph.D.; Knight, Ph.D.; Kuruvilla, Ph.D.; Li, Ph.D.;

Senior Lecturer:

Holmberg-Wright, Ed.D.

Lecturers:

Cholak, M.B.A., J.D., C.P.A.; Gillespie, M.B.A.; Determan, M.S., C.P.A.

Professional Accreditations or Memberships:

The bachelor of science in business management and management information systems, and the master of business administration programs are accredited by AACSB International – the Association to Advance Collegiate Schools of Business. Fewer than 5 percent of business programs globally and less than 30 percent in the United States meet the rigorous standards of quality set by AACSB International.

Career Possibilities:

Career opportunities include information systems analyst, computer programmer, project manager, product manager, market research analyst, accountant, cost analyst, financial analyst, recruiter, training specialist, and personnel generalist.

Business Honors:

Students who major in business management or management information systems and who maintain a GPA of 3.5 or greater in all upper-level business management course work and an overall GPA of 3.0 or better will be graduated with honors.

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International. Beta Gamma Sigma faculty members invite qualified business students for membership based on academic excellence.

Department of Business Overview

Faculty members in the Business Department are dedicated to providing students with quality instruction relevant to situations encountered in the changing world of business. Students can major in business management or management information systems (MIS). Students who major in business management will pursue a concentration in accounting, finance, general business, human resource management, or marketing. Both majors develop business skills through exposure to accounting, finance, marketing, personnel administration, organizational behavior, MIS, and production management. Communication skills, quantitative techniques, leadership, teamwork, and computer technology are stressed throughout the curricula. In addition, students explore ethical considerations of business decisions and gain an understanding of multinational and multicultural aspects relevant to today's business world. Many students apply their class knowledge through internships or through community projects sponsored by the Ralph Jaeschke Solutions for Economic Growth (SEG) Center. The department also offers minors in business management and management information systems, as well as certificates in entrepreneurship, project management and sales.

Solutions for Economic Growth (SEG) Center

The Ralph Jaeschke Solutions for Economic Growth (SEG) Center is a partnership between business and computer science faculty, students, and local businesses. Students in the SEG Center apply and develop their skills by working on real-world business projects in the community. Projects include business plan development, marketing research, promotions plan development, the analysis of production processes, cost evaluation, inventory planning, recruitment and retention of employees, web page design, network planning, and software development. Students working in the SEG Center have access to a modern computer lab and project meeting rooms.

Preparation for Graduate School

Undergraduate study in business management or management information systems provides excellent preparation for further graduate work in business as well as graduate study in a variety of areas including computer sciences, economics, hospital administration, industrial relations, law, and urban planning.

Business Management Careers

Students majoring in business management are prepared for a variety of business careers. All students receive a foundation in the various functional areas of business. These students also select a particular area of business as a concentration; focusing their study in accounting, finance, human resource management, marketing, or general business.

Declaring a Major in Business Management or Management Information Systems

Students must submit a formal application to the Advising and Career Center (Wyllie Hall 107) or the Business Department Office (Molinaro Hall 344). Students will be classified as a declared major, and will be notified of this by letter from the department. Majors will be assigned a faculty adviser from the Business Department.

Transfer students who have an interest in pursuing a business degree should meet with the School of Business and Technology (SBT) academic adviser (Molinaro Hall 355) as early as possible to go over the transfer course evaluation and prerequisites.

Graduation and Course Requirements for the Business Management Major (64-76 credits)

The business management curriculum at UW-Parkside is rigorous and extensive. It is imperative that students acquire a solid foundation of preparatory courses before commitment to a business management major. Students who are planning to enter the undergraduate program in business management are encouraged to declare their major early, so they may be assigned an appropriate faculty adviser.

Graduation Requirements

- Completion of 120 credits including general university requirements. A minimum of 57 credits of the total 120 credits required to graduate must be in areas other than business and upper-level economics. Speech 105, Math 112, English 201, 202 or 204, Economics 120 and 121 may count in this amount. Re-consideration of this policy will be given to students who enter UW-Parkside with advanced standing (e.g. foreign language, placement into college or advanced English or math classes, etc.).
- Completion of requirements of the Business Department as outlined below. Students must meet all requirements for the major in effect at the time of admission into the business management or MIS major.
- Students must obtain a grade of C or better in each of the courses under "Fundamental Preparation Courses" and "Business Preparation Courses" as listed in the section on course requirements.
- An overall GPA of 2.00 or higher and a 2.50 GPA or higher in the upper-level business courses (including any transfer courses).

Course Requirements

The following requirements for a degree in business management are in addition to the university general education requirements.

A. Fundamental Preparation Courses (16 cr)

Note: A minimum grade of C or better is required in each course below. C- is not acceptable.

ECON 120	Principles of Microeconomics	3 cr
ECON 121	Principles of Macroeconomics.....	3 cr
MATH 112	College Algebra II	4 cr
COMM 105	Public Speaking	3 cr

Advanced Writing (3 cr) – select one from:

ENGL 201	Advanced Composition	3 cr
ENGL 202	Technical Writing	3 cr
ENGL 204	Writing for Business and Industry	3 cr

B. Business Preparation Courses (15 cr)

Note: A minimum grade of C or better is required in each course below. C- is not acceptable.

ACCT 201	Financial Accounting	3 cr
ACCT 202	Managerial Accounting	3 cr
BUS 272	Legal Environment of Business.....	3 cr
QM 210	Business Statistics I.....	3 cr
QM 310	Business Statistics II.....	3 cr

Requirements to take 300-400 level business courses:

Completion of 54 credits,

Minimum overall GPA of 2.00 (calculated with and without transfer grades),

Be within 12 or fewer credits of completing general education requirements, AND

Complete with a C or better (C-minus is not acceptable) the following courses: ACCT 201, BUS 272, COMM 105, ECON 120, ECON 121, MATH 112, QM 210.

C. Business Foundation Core (18-21 cr)

QM 319	Operations Management	3 cr
MIS 320	Management Information Systems	3 cr
FIN 330	Managerial Finance	3 cr
MGT 349	Organizational Behavior.....	3 cr
MKT 350	Marketing Principles	3 cr
BUS 495	Strategic Management	3 cr
HRM 343	Human Resource Management*.....	3 cr

* HRM 343 is a requirement for concentrations in general business and human resource management. It is not a requirement for accounting, finance, and marketing.

D. Professional Areas of Study

Business management students must choose from among five concentrations for their advanced area of study. Students may choose more than one concentration. Advanced course work in the professional area should be taken after the student has completed most of the business foundation core courses. However, due to the sequence of course offerings, students may wish to begin advanced work in their professional areas

prior to completing the entire core program. Students are encouraged to check with their faculty adviser on the scheduling of advanced course work.

Accounting (24 cr)

Required courses: ACCT 301, 302, 305, 306, 400, 403, 404, and BUS 372.

Finance (15 cr)

Required courses: FIN 335, 336, 431

Choose two courses from: FIN 435, 437, ACCT 301.

General Business (15 cr)

In addition to the business foundation core courses, 15 additional credits from 300- or 400-level business courses, with no more than two courses or 6 credits in any business area. The combined credits for BUS 494 Internship and BUS 499 Independent Study across all business disciplines cannot exceed 6 credits.

Human Resource Management (15 cr)

Required course: HRM 343

Choose two courses from: HRM 441, 442, or 444.

Choose two elective courses from: BUS 453, 454, HRM 490, 494, 499, MGT 446, 447, PMGT 342, COMM 303, 385, 485, ECON 380, POLS 315, PSYC 330, SOCA 371, 374.

Students who choose to take HRM 441, 442, and 444 may count one of them as an elective. (Non-business electives may not be used toward the general business concentration.)

Marketing (18 cr)

Required courses: MKT 354, 355, 358, 452 and 455;

Choose one course from MKT 356, MKT 457, MKT 458, MKT 459, MKT 490, BUS 453, BUS 454.

Requirements for the Management Information Systems Major (73 credits)

The MIS major integrates a study of information technology (IT) with a study of business. To understand how a business works, MIS students take courses in marketing, finance, accounting, management, and production. MIS students also take IT courses such as website development, database management, programming, network administration, and systems analysis and design.

Management Information Systems Career Possibilities

Career opportunities include information systems analyst, business analyst, computer programmer, network administrator, database administrator, website developer, and project manager.

Information Technology Practice Center:

Students in the MIS major have an opportunity to participate in the Information Technology Practice Center (ITPC). The ITPC, a specialty center within the SEG Center, is a partnership between UW-Parkside faculty, students, and IT professionals from industry. Students in the ITPC develop IT solutions for businesses and not-for-profit clients. Students have access to a state-of-the-art lab and meeting rooms designed to support the projects.

Course Requirements

The following requirements for a degree in MIS are in addition to the university general education requirements.

A. Fundamental Preparation Courses (16 cr)

Note: A minimum grade of C or better is required in each of the courses below. C- is not acceptable.

ECON 120	Principles of Microeconomics.....	3 cr
ECON 121	Principles of Macroeconomics.....	3 cr
MATH 112	College Algebra II	4 cr
COMM 105	Public Speaking	3 cr

Advanced Writing (3 cr) – select one from:

ENGL 201	Advanced Composition	3 cr
ENGL 202	Technical Writing	3 cr
ENGL 204	Writing for Business and Industry	3 cr

B. Business Preparation Courses (15 cr)

Note: A minimum grade of C or better is required in each of the courses below. C- is not acceptable.

ACCT 201	Financial Accounting	3 cr
ACCT 202	Managerial Accounting.....	3 cr
BUS 272	Legal Environment of Business.....	3 cr
QM 210	Business Statistics I.....	3 cr
QM 310	Business Statistics II.....	3 cr

Requirements to take 300-400 level business courses:

Completion of 54 credits,

Minimum overall GPA of 2.00 (calculated with and without transfer grades),

Be within 12 or fewer credits of completing general education requirements, AND

Complete with a C or better (C-minus is not acceptable) the following courses: ACCT 201, BUS 272, COMM 105, ECON 120, ECON 121, MATH 112, QM 210.

C. Business Foundation Core (15 cr)

QM 319	Operations Management.....	3 cr
FIN 330	Managerial Finance	3 cr
MGT 349	Organizational Behavior.....	3 cr
MKT 350	Marketing Principles	3 cr
BUS 495	Strategic Management	3 cr

D. MIS Foundation Core (21 cr)

MIS 220	Information Technology Foundations. .	3 cr
MIS 221	Business Programming	3 cr
MIS 322	Business Programming II.....	3 cr
MIS 327	Business Data Communication.....	3 cr

MIS 328	Database Management Systems.....	3 cr
MIS 425	System Analysis and Design.....	3 cr
MIS 428	IS Planning and Project Management...	3 cr

E. MIS Electives (6 cr)

Choose one or two courses from: MIS 422, MIS 424, MIS 426, MIS 429, PGMT 341, PGMT 441.

Choose no more than one course from: MIS 494, CSCI 322, CSCI 340, CSCI 375, CSCI 478.

Transfer Policies

Transfer students may fulfill some of the requirements for the business management or the management information systems major at UW-Parkside by substituting courses taken elsewhere (check with the SBT academic adviser - Molinaro Hall 355). However, all students must complete at UW-Parkside at least 50 percent of the total business credits required for the bachelor of science degree in business management or management information systems. The total business credits include the business preparation courses, the business foundation core courses, and the concentration courses. No more than 50 percent of the required credits for a concentration may be transferred. Only courses with a grade of C or better will be accepted (C-minus is not acceptable).

Only junior/senior level courses in business from regionally accredited four-year colleges or universities are eligible to be transferred for any 300 - 400 level course in business. Students should work with the SBT academic adviser. Any such transfer credit should be approved by the associate dean.

Requirements for the Business Management Minor (31 credits)

The minor consists of 21 credits in business courses and 10 credits in non-business fundamental preparation courses. For students who are planning on pursuing a M.B.A. at UW-Parkside completion of the business minor can fulfill the M.B.A. foundation courses.

To declare a minor in business, students must submit an application to the Advising and Career Center (Wyllie Hall 107) or the Business Department office (Molinaro Hall 344).

A. Fundamental Preparation Courses (10 cr)

MATH 112	College Algebra II	4 cr
ECON 120	Principles of Microeconomics	3 cr
ECON 121	Principles of Macroeconomics.....	3 cr

B. Business Preparation Courses (6 cr)

ACCT 201	Financial Accounting	3 cr
QM 210	Business Statistics I.....	3 cr

C. Business Foundation Core Courses (15 cr)

FIN 330	Managerial Finance	3 cr
MKT 350	Marketing Principles	3 cr
MGT 349	Organizational Behavior.....	3 cr
MIS 320	Management Information Systems	3 cr

And select 1 course from the following:

HRM 343	Human Resource Management.....	3 cr
QM 319*	Operations Management.....	3 cr

* Students who are taking the business minor to fulfill the foundation requirements for UW Parkside's M.B.A. program must take QM 319.

To graduate with a business management minor, a student must:

- A. Complete the required program of courses outlined above.
- B. Complete with a C or better (C-minus is not acceptable) all of the fundamental preparation and business preparation courses.
- C. Earn a minimum overall GPA of 2.00 (including any transfer credits) and a minimum GPA of 2.50 in the business foundation core.

Requirements for the Management Information Systems Minor (15-16 credits)

The MIS minor consists of a sequence of courses that impart fundamental knowledge and skills in the MIS field. Although not as in-depth as the MIS major, the MIS minor should provide a useful complement to many majors.

The MIS minor requires 15-16 credits divided into the following categories: business requirement, programming requirement, and MIS requirements.

To declare a minor in MIS, students must submit an application to the Advising and Career Center (Wyllie Hall 107) or the Business Department office (Molinaro Hall 344).

A. Business Requirement. Select one of the following (3 cr)

BUS 100	Introduction to Business.....	3 cr
ACCT 201	Financial Accounting	3 cr

B. Programming Requirement. Select one of the following (3-4 cr)

MIS 221	Business Programming	3 cr
CSCI 241	Computer Science I.....	3 cr
BIOS 480	Bioinformatics	4 cr

C. MIS Requirements (9 cr)

MIS 327	Business Data Communications.....	3 cr
MIS 328	Database Management Systems.....	3 cr
MIS 425	Systems Analysis and Design.....	3 cr

To graduate with a MIS minor, a student must:

- A. Complete the required program of courses outlined above.
- B. Earn a minimum overall GPA of 2.00 (including any transfer credits) and a minimum GPA of 2.50 in the courses outlined above.

Requirements for the Entrepreneurship Certificate (12 credits)

The certificate program in entrepreneurship offers students interested in owning or managing a small business or new venture both practical and theoretical training in the process of a business start-up, including self-assessment, opportunity recognition, feasibility assessment, creating a values-based business, writing a business plan, learning to manage and lead the growing new venture, and hands-on experience with existing new ventures. The certificate is designed for students who have already started a business as well as those who are interested in starting one in the future. The certificate program in entrepreneurship helps students to develop tools and understanding that will help them be successful whether in their own new ventures, working in their family's business, or working for an entrepreneurial firm. The truly distinctive feature of this program is the focus on socially responsible entrepreneurship and community-based-learning.

It is available to undergraduate business and non-business majors as well as non-degree seeking students and consists of the following courses (cumulative GPA of 2.00 required):

Certificate in entrepreneurship required courses (12 credits):

ENTR 250	Entrepreneurial Principles	3 cr
ENTR 350	Entrepreneurial Leadership	3 cr
ENTR 400	Entrepreneurial Strategy	3 cr
ENTR 450	Entrepreneurial Projects.....	3 cr

Requirements for the Project Management Certificate (12 credits)

The Business Department offers an online certificate in project management that is available to undergraduate business and non-business majors as well as non-degree seeking students. To be eligible for this certificate program, the student must meet **at least one** of the following requirements:

- Junior or senior standing at UW-Parkside or another college/university
- An undergraduate degree
- Five years of business experience, preferably at mid-level management or above or at an entrepreneurial firm
- Associate degree and two years of business experience, preferably at mid-level management or above or at an entrepreneurial firm

The certificate consists of the following courses (cumulative GPA of 2.00 required):

PMGT 341	Basics of Project Management.....	3 cr
PMGT 342	Essential Personal Skills for Project Management	3 cr
PMGT 441	Advanced Project Management Tools and Techniques.....	3 cr
PMGT 442	Project Management Simulation.....	3 cr

Requirements for the Sales Certificate (12 credits)

The Business Department offers a certificate in sales that is available to undergraduate business and non-business majors as well as non-degree seeking students. This certificate program is accredited by the University Sales Education Foundation (USEF). To be eligible for this certificate program, the student must meet **at least one** of the following requirements:

- Junior or senior standing at UW-Parkside or another college/university
- An undergraduate degree
- Five years of business experience, preferably at mid-level management or above or at an entrepreneurial firm
- Associate degree and two years of business experience, preferably at mid-level management or above or at an entrepreneurial firm

The certificate consists of the following courses (cumulative GPA of 2.00 required):

MKT 350	Marketing Principles	3 cr
MKT 467	Selling of Financial Services.....	3 cr
MKT 458	Personal Selling.....	3 cr
MKT 469	Advanced Personal Selling	3 cr

Non-Business Students

Non-business students may enroll in any 100- or 200-level business course if they meet the individual course prerequisites. To enroll in 300- or 400-level business courses, students must have junior or senior standing (completed a minimum of 54 credits), meet the course prerequisites, and have a minimum overall GPA of 2.00 (calculated with and without transfer grades). Students will need to get a permission number from the course instructor in order to register for an upper-level business course.

Independent Study Guidelines

The purpose of independent study is to provide qualified students an opportunity to conduct directed research on a business topic or issue of interest to the student. Such research is done under the supervision of a faculty member, but will be primarily student planned and conducted. Independent studies are intended to provide an opportunity for the student to enhance their academic experience; they are not intended to substitute for existing courses.

Requirements:

Students must have at least junior status (54 credits) and must have completed at least 50 percent of the upper-level business foundation core curriculum.

Independent study projects may range from 1 to 3 credits.

Grades received for independent study will count toward the computation of the major and the overall GPA.

A student can apply a maximum of 6 independent study credits toward graduation requirements. The combined

credits for internships and independent studies across all business disciplines cannot exceed 6 credits. Other rules may apply to specific concentrations. Please refer to the course catalog for further information.

The student and the supervising faculty member must agree, in writing, on the nature of the project, the parameters, and the timeframe.

The student must submit the Permit to Register for Independent Study, with all required signatures, in accordance with UW-Parkside policies.

In general, a student cannot receive Independent Study credit for work that is essentially the same as an existing course.

Internship Guidelines

Internships provide opportunities for Business Management & MIS majors to apply classroom knowledge in a work setting. Internships are offered for credit in all concentration areas at the 400 level, and may be paid or unpaid. A student who wishes to complete an internship must provide a description of the work or project to be completed on the employer's letterhead. An agreement must be signed by the student, the faculty supervisor, the department chair, and the site supervisor. Internships are graded as either C (credit) or NC (no credit). In order to receive credit, the student must (i) complete the appropriate number of work hours, (ii) provide a written performance evaluation from the internship supervisor, and (iii) complete one or more items of the following documentation (as determined by the faculty supervisor): regular status reports on the work performed, summary paper on internship experience, and/or other written documents prepared by the student related to the internship.

Requirements:

Internships can range from 1-3 credits, with 50 hours of internship work required for every 1 credit.

Students must have at least junior status (completion of 54 credit hours) and must have satisfactorily completed at least one upper-division business foundation core course in the area. There may be specific requirements in certain areas; please check the catalog for specific 494 courses.

Students must complete the Permission to Register for Internship form, along with supporting documentation and all relevant signatures, as per UW-Parkside policies.

Students must normally complete the work during the semester in which the credit is taken. If the work runs beyond the semester for which the student is registered, a grade of Incomplete may be assigned pending completion of the work during the following semester.

The internship supervisor must complete and submit the 'internship evaluation' form from the department.

A maximum of six internship credits may be counted toward graduation requirements. The combined credits for internships and independent studies across all business disciplines cannot exceed 6 credits. Other specific rules may apply to other concentrations. Please refer to the course catalog for further information.

Business Department Policies and Procedures

1. All students must have a minimum overall GPA of 2.00 (calculated with and without transfer grades), have junior status (54 credits), and must have satisfactorily completed the pre-business curriculum to enroll in any 300- or 400-level business course.
2. All students must have completed the stated prerequisites to enroll in any business course. Both the instructor and department chair must approve any deviation from this policy.
3. Students with a business major who have not completed a course at UW-Parkside for 12 consecutive months will be dropped as a major. Once dropped, a student must reapply for major status and will be required to follow all requirements in effect at the time of re-admittance.
4. All students must complete their degree program within 10 years of completing their first 300-level business course.
5. Students are required to have a minimum overall GPA of 2.00 to be accepted as a business management or management information systems major.
6. All students are required to meet with their adviser prior to registration each semester.
7. The final responsibility in selection of courses and the fulfillment of all graduation requirements rests with the student.
8. Students who feel that exceptional circumstances beyond their control justify an exception to any policy or procedure of the Business Department may submit a formal appeal to the Undergraduate Committee of the department. Appeal procedures are available in the Business Department office (Molinaro Hall 344).

Courses in Business

ACCOUNTING (ACCT)

201 Financial Accounting 3 cr

Prereq: MATH 111, Microsoft Excel knowledge. Freq: Fall, Spring.
An introduction to financial accounting emphasizing basic concepts and procedures in accumulating, measuring, and communicating financial information. Includes preparation, analysis, and interpretation of financial statements.

202 Managerial Accounting 3 cr

Prereq: ACCT 201, QM 210, ECON 120, Microsoft Excel knowledge. Freq: Fall, Spring.
Identifies relevant accounting and financial information for managerial decisions. Analyzes product costing, pricing, capital budgeting, profit planning, performance reporting, and variance analysis.

204 Accounting for Non-Business Majors 3 cr

Prereq: Completion math comp or equivalent. Freq: Occasionally.
Emphasizes understanding and use of accounting information in making decisions. Covers financial planning and budgets, analysis of financial statements, analysis and control of costs, profit and productivity analyses. Not available to business majors for credit.

- 301 Intermediate Accounting I..... 3 cr**
Prereq: ACCT 201, FIN 330 or concurrent registration. Freq: Fall.
 Study of income statement and balance sheet with in-depth study of accounting for assets, liabilities, and owners' equity.
- 302 Intermediate Accounting II..... 3 cr**
Prereq: ACCT 301. Freq: Spring.
 Study of accounting for pensions, leases, income taxes, changing prices, as well as the statement of cash flows, revenue recognition, and accounting changes and error analysis.
- 305 Individual Taxation..... 3 cr**
Prereq: ACCT 201. Freq: Fall.
 Examination of the U.S. federal income tax law pertaining to individuals, including business and investment activities.
- 306 Business Taxation..... 3 cr**
Prereq: ACCT 305. Freq: Spring.
 Examination of the U.S. federal income tax law pertaining to corporations, partnerships, estates, and trusts.
- 400 Advanced Accounting..... 3 cr**
Prereq: ACCT 302. Freq: Fall.
 Application of accounting principles and procedures to business combinations, foreign operations and transactions, governmental and nonprofit organizations, and partnerships.
- 401 Accounting Theory..... 3 cr**
Prereq: ACCT 302. Freq: Occasionally.
 History and development of accounting theory; in-depth analysis of selected contemporary issues and formulation of accounting theory as related to generally accepted accounting principles.
- 402 Accounting Systems..... 3 cr**
Prereq: ACCT 301, MIS 320. Freq: Occasionally.
 Planning, design and examination of both manual and computer-based accounting information systems, with particular emphasis on internal control requirements.
- 403 Advanced Cost Accounting 3 cr**
Prereq: ACCT 202. Freq: Fall.
 Cost information for management planning and control. Capital budgeting, project appraisal, marketing cost effectiveness, segment reporting, transfer pricing, measuring divisional performance, and profit analysis.
- 404 Auditing..... 3 cr**
Prereq: ACCT 302, MIS 320. Freq: Spring.
 Study of auditing of financial statements and internal control. Emphases include AICPA standards, audit reports, audit evidence including sampling, EDP auditing, professional ethics, and accountant's legal liability.
- 405 Volunteer Income Tax Assistance (VITA)..... 1 cr**
Prereq: ACCT 305. Freq: Spring.
 VITA is a volunteer program administered by the Internal Revenue Service. Students will prepare income tax returns and provide other tax assistance for low-income, elderly, and other individuals requiring income tax assistance at public sites in the Racine and Kenosha area. Credit/no-credit grading basis.
- 490 Special Topics in Accounting1-3 cr**
Prereq: Dependent on subject matter. Freq: Occasionally.
 Selected topics in accounting. Subject varies; see current course schedule.

- 494 Internship in Accounting1-3 cr**
Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval. Freq: Fall, Spring, Summer.
 Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.
- 499 Independent Study in Accounting1-3 cr**
Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval. Freq: Fall, Spring, Summer.
 Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of accounting under the supervision of a faculty member. Six hours credit maximum.

BUSINESS (BUS)

- 100 Introduction to Business 3 cr**
Prereq: None. Freq: Fall, Spring.
 An introduction to the role of business in modern society; the functional areas of the business enterprises. Not open to juniors and seniors majoring in business.
- 272 Legal Environment of Business..... 3 cr**
Prereq: None. Freq: Fall, Spring.
 The legal and ethical environment in which business operates, with emphasis on government regulation.
- 290 Special Topics in Business Management.....1-3 cr**
Prereq: None. Freq: Occasionally.
 Selected topics in business management. Subject varies; see current course schedule.
- 372 Business Law 3 cr**
Prereq: BUS 272. Freq: Spring.
 A study of the substantive areas of law relating to business including contracts, the Uniform Commercial Code, and business organizations.
- 453 Retail Management..... 3 cr**
Prereq: MGT 349, MKT 350. Freq: Fall (odd years).
 Management practices specific to the retail industry relative to environment, strategy, location, customers, merchandise management (supply chain, pricing, IMC), store design, human resources, information systems, and laws and ethics.
- 454 Service Management..... 3 cr**
Prereq: MGT 349, MKT 350. Freq: Fall (even years).
 The design (processes, technology, and location) and management (customer service, capacity, and demand queues) of service businesses. Quantitative tools included.
- 471 International Business..... 3 cr**
Prereq: ECON 121, MKT 350, MGT 349. Freq: Occasionally.
 Global challenges and potential solutions for businesses and other organizations with international operations will be explored. All functional areas will be considered, including general management, marketing, and human resources.
- 490 Special Topics in Business Management.....1-3 cr**
Prereq: Dependent on subject matter. Freq: Occasionally.
 Selected topics in business management. Subject varies; see current course schedule.
- 494 Internship in Business.....1-3 cr**
Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval. Freq: Fall, Spring, Summer.
 Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

495 Strategic Management 3 cr

*Prereq: Senior standing; FIN 330, MKT 350, MGT 349.
Freq: Fall, Spring.*

The capstone course focuses on strategic management as a critical function and responsibility of general managers. Individual and group case analyses and presentations provide experience in the ability to manage the process by which an organization continuously formulates, implements, and evaluates its strategic options. Encompasses all functional areas of an organization including marketing, finance, accounting, human resources, and management information systems. Critical skills will be developed in analyzing organizations, their competitive environments, and strategic alternatives.

499 Independent Study in Business Management1-3 cr

*Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.
Freq: Fall, Spring, Summer.*

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of business under the supervision of a faculty member. Six hours credit maximum.

ENTREPRENEURSHIP (ENTR)**250 Entrepreneurial Principles..... 3 cr**

Prereq: Sophomore standing; BUS 100 or other business course or concurrent registration. Freq: Fall.

Covers the principles and key concepts of entrepreneurship, focusing on self-assessment, opportunity recognition, innovation and creativity, and the various functions involved in starting a venture.

350 Entrepreneurial Leadership..... 3 cr

Prereq: Sophomore standing; BUS 100 or other business course; ENTR 250 or concurrent registration. Freq: Yearly.

Covers the theory and application of leadership principles to entrepreneurship, integrating a community-based service-learning project, guest speaker presentations, and on-site visits to new ventures and regional resource centers.

400 Entrepreneurial Strategy 3 cr

Prereq: ENTR 250. Freq: Yearly.

A "Capstone course" that requires creating a business plan. The course is functionally integrative, using case studies that incorporate the many functions involved in new ventures.

450 Entrepreneurial Projects..... 3 cr

Prereq: ENTR 250. Freq: Yearly.

Applied project working with owners and managers of small businesses and non-profit organizations under faculty supervision through Solutions for Economic Growth (SEG) Center. All projects will employ the project management protocols developed through SEG.

FINANCE (FIN)**234 Personal Financial Planning..... 3 cr**

Prereq: Computational skills req or equivalent. Freq: Fall, Spring.

Analysis of economic factors and personal decisions that affect the individual's financial well-being; topics include financial planning, money management, investments, consumer borrowing, insurance, and retirement and estate planning. Course cannot be used as a finance or general business concentration elective.

330 Managerial Finance 3 cr

Prereq: ACCT 201, QM 210 or MATH 309, ECON 121.

Freq: Fall, Spring.

Introduction to concepts and practices of managerial finance, time value of money, bond and stock valuation, financial statements, capital budgeting, and cost of capital.

335 Investments 3 cr

Prereq: QM 310, FIN 330. Freq: Fall.

Introduction to securities markets and various investment instruments; topics include organization and operation of global securities markets, risk and return analysis, asset allocation, and efficient markets.

336 Management of Financial Institutions 3 cr

Prereq: QM 310, FIN 330 or concurrent registration. Freq: Spring.

Examines the structure and operation of financial institutions including commercial banks, thrifts, credit unions, insurance companies, security firms and investment banks, finance companies, mutual funds, and pension funds. Covers the techniques used to analyze and manage risks of financial institutions.

431 Advanced Managerial Finance 3 cr

Prereq: QM 310, FIN 330. Freq: Fall.

In-depth analysis of topics in managerial finance, lease financing, capital structure and valuation, dividend policy, business expansion and contraction, and international finance.

435 Security Analysis and Portfolio Management..... 3 cr

Prereq: FIN 335. Freq: Spring.

An advanced course in investments with an emphasis on developing skills for appraising the value of equities and fixed-income securities; a comprehensive financial markets trading simulation provides experience in the theory and practice of securities trading and portfolio management.

437 International Financial Management 3 cr

Prereq: FIN 330. Freq: Spring.

Acquaints students with the role of financial management in a multinational corporation context. Introduces concepts of foreign exchange rates, foreign exchange risk, hedging, and long-term aspects of multinational financial management.

490 Special Topics in Finance1-3 cr

Prereq: Dependent on subject matter. Freq: Occasionally.

Selected topics in finance. Subject varies; see current course schedule.

494 Internship in Finance1-3 cr

*Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.
Freq: Fall, Spring, Summer.*

Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

499 Independent Study in Finance.....1-3 cr

*Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.
Freq: Fall, Spring, Summer.*

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of finance under the supervision of a faculty member. Six hours credit maximum.

HUMAN RESOURCE MANAGEMENT (HRM)**343 Human Resource Management 3 cr**

Prereq: Junior or senior standing. Freq: Fall, Spring.

Covers the major functions of a human resource management system; acquiring, developing, rewarding, and maintaining employees; emphasis on effective, ethical, and legal HR practices.

441 Staffing Organizations 3 cr

Prereq: HRM 343, QM 210. Freq: Spring.

Advanced course on planning for, recruiting, selecting and retaining an organization's labor force, in the context of the staffing environment (e.g., laws and regulations) and using necessary tools (e.g., statistical measurement). SEG or CBL project component expected.

442 Improving Employee Performance..... 3 cr*Prereq: HRM 343, MGT 349. Freq: Fall*

Advanced course on managing employees to maximize job performance, including employee training and development, and performance management. A systems approach to design, implementation, and evaluation will be applied to the processes. SEG or CBL project component expected.

444 Compensation and Benefits 3 cr*Prereq: HRM 343. Freq: Fall.*

Administration of direct and indirect compensation systems. Policies, procedures, and legislation relating to individual, group, and organizational base pay and incentives. Design, financing, and administration of benefit plans.

490 Special Topics in Human Resource Management1-3 cr*Prereq: Dependent on subject matter. Freq: Occasionally.*

Selected topics in human resource management. Subject varies; see current course schedule.

494 Internship in Human Resource Management1-3 cr*Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.**Freq: Fall, Spring, Summer.*

Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

499 Independent Study in Human Resource Management1-3 cr*Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.**Freq: Fall, Spring, Summer.*

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of human resource management under the supervision of a faculty member. Six hours credit maximum.

MANAGEMENT (MGT)**349 Organizational Behavior 3 cr***Prereq: Junior or senior standing. Freq: Fall, Spring.*

An introduction to individual and group behavior in organizations and to organizational theory. Topics include motivation, communication, stress, leadership decision-making, organizational processes and structures, and interactions between organizations and external environments.

446 Global Issues in Management..... 3 cr*Prereq: ECON 121. Freq: Spring.*

Study of cross-cultural approaches and strategies to effectively manage workers in and from different countries and regions of the world. The course entails in-depth study of global management skills, the impact of advancing technology, complex workplace changes, economic transformations, different cultural contexts, the world economy, and global marketplace.

447 Management Techniques..... 3 cr*Prereq: MGT 349. Freq: Occasionally.*

Development of the fundamental skills essential to effective management. Role-playing, experiential exercises, case analysis and applied projects provide opportunity for practice and application in areas including time management, problem solving, communication, influence, motivation, rewards, delegation, and conflict resolution.

490 Special Topics in Management1-3 cr*Prereq: Dependent on subject matter. Freq: Occasionally.*

Selected topics in management. Subject varies; see current course schedule.

494 Internship in Management1-3 cr*Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.**Freq: Fall, Spring, Summer.*

Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

499 Independent Study in Management.....1-3 cr*Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.**Freq: Fall, Spring, Summer.*

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of management under the supervision of a faculty member. Six hours credit maximum.

MANAGEMENT INFORMATION SYSTEMS (MIS)**220 Information Technology Foundations..... 3 cr***Prereq: Math 111. Freq: Spring.*

Basic foundations in computer software, hardware, business applications, projects, and careers. Introduces project management and web page development including markup languages and style sheets.

221 Business Programming I 3 cr*Prereq: Math 111. Freq: Fall, Spring.*

Conceptual and practice-oriented approach to define a business problem, design and test solution logic, implement and code the logic through sound structured programming techniques to develop programs that are robust and easy to maintain.

290 Special Topics in Management Information Systems1-3 cr*Prereq: Dependent on subject matter. Freq: Occasionally.*

Selected topics in management information systems; subject matter varies.

320 Management Information Systems..... 3 cr*Prereq: ACCT 201. Freq: Fall, Spring.*

Use of the computer as a problem-solving tool, as part of data processing systems, management information systems, and decision support systems; information systems planning and development; overview of database management, networking and web technologies; project management. This course may be offered online.

322 Business Programming II 3 cr*Prereq: MIS 221. Freq: Fall.*

Introduction to object-oriented programming; covers the basics of creating classes, encapsulation, constructors, error handling, polymorphism, and inheritance; writing programs using classes and relational databases. This course may be offered online.

327 Business Data Communications 3 cr*Prereq: None. Freq: Fall.*

Fundamental principles of data communications, analysis and design of computer communication networks ranging from LAN to global networks, state-of-the-art communication technology, network monitoring and management. This course may be offered online.

328 Database Management Systems..... 3 cr*Prereq: MIS 221. Freq: Fall.*

Data modeling techniques including object-oriented modeling, database systems concepts, and use of structured query language for information processing, client/server architecture, distributed databases. This course may be offered online.

- 422 Internet Programming 3 cr**
Prereq: MIS 220, 322. Freq: Occasionally.
 Introduction to web-based application development using object-oriented programming languages: database connectivity, graphical user interfaces, event-driven software, and the development of server-side programs. This course may be offered online.
- 424 Advanced Business Data Communications 3 cr**
Prereq: MIS 327. Freq: Occasionally.
 Fundamentals of transmission protocols and network services; setting up and configuring network protocols, routing, security, and networking services such as name resolution and dynamic addressing; lab exercises and case studies. This course may be offered online.
- 425 System Analysis and Design 3 cr**
Prereq: MIS 322, MIS 328. Freq: Spring.
 System development using the life cycle, rapid application development, prototyping, software acquisition, structured and object-oriented techniques and project management. This course may be offered online.
- 426 Field Project 3 cr**
Prereq: Instructor consent. Freq: Occasionally.
 Planning, analysis, development of solution for an organization; hands-on experience with executing all phases, including project management and documentation, of an actual project sponsored by an organization.
- 428 IS Planning and Project Management..... 3 cr**
Prereq: MIS 425 or concurrent registration. Freq: Spring.
 Management of Information Technology (IT), the Information Systems (IS) department, and IS projects from the perspective of IT management, the chief information officer, and upper management. This course may be offered online.
- 429 e-Business 3 cr**
Prereq: Junior or senior standing. Freq: Occasionally.
 Overview of e-business including technologies, business-to-consumer (B2C) models, products and services; advertising; shopping cart systems; business-to-business (B2B) models; technologies and XML; strategy, e-business global issues. software agents, and societal implications of e-business. This course may be offered online.
- 490 Special Topics in Management Information Systems1-3 cr**
Prereq: Dependent on subject matter. Freq: Occasionally.
 Selected topics in management information systems. Subject varies; see current course schedule.
- 494 Internship in Management Information Systems.....1-3 cr**
Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval. Freq: Fall, Spring, Summer.
 Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.
- 499 Independent Study in Management Information Systems1-3 cr**
Prereq: As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval. Freq: Fall, Spring, Summer.
 Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of management information systems under the supervision of a faculty member. Six hours credit maximum.

MARKETING (MKT)

- 350 Marketing Principles 3 cr**
Prereq: ECON 120. Freq: Fall, Spring.
 An introduction to the general marketing process, which is involved in the distribution and exchange of goods and services. Product, pricing, promotion, distribution, and buyer behavior variables are surveyed within the context of market planning.
- 354 Marketing Research 3 cr**
Prereq: MKT 350, QM 310. Freq: Spring.
 Study of scientific procedures applicable to marketing research. Methodological considerations include defining information needs, determining research design, collecting/analyzing data, and report preparation. Case studies.
- 355 Buyer Behavior..... 3 cr**
Prereq: MKT 350. Freq: Fall.
 Theoretical and applied research and concepts in the buying decision processes in households, businesses, nonprofit and government organizations as these relate to development, implementation, and assessments of marketing strategies. Covers contributions from social and behavioral sciences as well as marketing.
- 356 International Marketing..... 3 cr**
Prereq: MKT 350. Freq: Spring (even years).
 Managing the marketing function in the global context will be studied, including increasingly competitive international market dynamics and environmental factors.
- 357 Multi-Cultural Marketing..... 3 cr**
Prereq: MKT 350. Freq: Spring. (Meets diversity Requirement.)
 This course will review recent research and best practices related to marketing to various ethnic and sexual orientation groups, examining both the largest "traditional" ethnic segments (Asian-American, African-American, and Hispanic-American) as well as the LGBTQ market and "multi-cultural market" in general to prepare students for marketing challenges in an increasingly dynamic market with rapidly changing tastes.
- 358 Promotions Management 3 cr**
Prereq: MKT 350. Freq: Spring.
 Analysis of the management of the firm's promotional mix; study of techniques and strategies in the use of advertising, personal selling, sales promotion, and public relations.
- 452 Product Management 3 cr**
Prereq: MKT 350. Freq: Fall.
 A systematic approach to product planning, product development, and product management over time; examination of appropriate strategies for product review and monitoring via case analysis.
- 455 Marketing Management 3 cr**
Prereq: MKT 350, MKT 355, and MKT 354 or consent of instructor. Freq: Spring and Summer.
 Marketing strategies and the strategic planning process in practical business situations. Case studies, or projects, and/or live problems of area organizations are conducted through the Solutions for Economic Growth (SEG) Center.
- 458 Personal Selling 3 cr**
Prereq: MKT 350. Freq: Fall.
 Designed to gain an understanding of personal selling as a major function within the marketing and promotional mix of a firm. The course utilizes videotaped analysis of student-sales role plays to develop selling skills.
- 467 Selling of Financial Services 3 cr**
Prereq: MKT 458. Freq: Spring.
 Focuses on how financial institutions design and market their services and products through the personal selling function.

- 469 Advanced Personal Selling..... 3 cr**
Prereq: MKT 458. Freq: Spring.
 Examines concepts of strategic account management, customer relationship management, consultative selling, and customer problem diagnosis in a variety of situations.
- 490 Special Topics in Marketing1-3 cr**
Prereq: Dependent on subject matter. Freq: Occasionally.
 Selected topics in marketing. Subject varies; see current course schedule.
- 494 Internship in Marketing.....1-3 cr**
Prereq: MKT 350, MKT 355, and MKT 354; and consent of instructor and department chair approval. Freq: Occasionally.
 Encourages students to apply theories learned in marketing courses to on-the-job learning situations. Student will work with an employer organization under a direct supervisor with faculty oversight. Grade is based on reported satisfaction of direct supervisor with work deliverables. Credit/no-credit grading basis.
- 499 Independent Study in Marketing.....1-3 cr**
Prereq: MKT 350, MKT 355, and MKT 354; and consent of instructor and department chair approval. Freq: Occasionally.
 Designed to provide qualified students with an opportunity to conduct a research project in an appropriate area of marketing, under the supervision of a faculty member.

PROJECT MANAGEMENT (PMGT)

- 341 Basics of Project Management 3 cr**
Prereq: None. Freq: Yearly.
 This course covers Project Management Body of Knowledge (PMBok) specified by Project Management Institute (PMI) in detail. Project management topics include lifecycle, processes, integration, scope, time, cost, human resources, communication, risk and procurement.
- 342 Essential Personal Skills for Project Management 3 cr**
Prereq: None. Freq: Yearly.
 Provides students with a background in personal skills essential for effective project management, including general intelligence, emotional intelligence, groups and teams, project leadership, stress, ethics, and communication.
- 441 Advanced Project Management Tools and Techniques 3 cr**
Prereq: PMGT 341. Freq: Yearly.
 Covers advanced tools and technologies of project management, including Microsoft Project and Microsoft Excel, Work Breakdown Structure (WBS), budgeting a project, scheduling a project using PERT/CPM, allocating scarce resources, critical chain and critical path, resource leveling, monitoring the project costs, evaluating and terminating a project.
- 442 Project Management Simulation..... 3 cr**
Prereq: PMGT 341, 342. Freq: Yearly
 Topics include project scheduling, risk analysis, earned value, and teamwork. Students apply project management skills to a simulated or live project, develop project justification and project plan, and execute the project plan and track performance.

REAL ESTATE (RLST)

- 380 Real Estate Principles..... 3 cr**
Prereq: Junior or senior standing. Freq: Occasionally.
 Provides students with an understanding of real estate markets and service providers working within these markets; exposes students to the informational requirements of real estate transactions and the elements of real estate contracts.
- 381 Real Estate Law 3 cr**
Prereq: RLST 380. Freq: Occasionally.
 Focuses on real estate law covering disputes that often arise in a real estate transaction as well as the questions raised in the day-to-day operations of a real estate broker's office, including in-depth analysis of real estate contracts.
- 382 Real Estate Valuation and Investment 3 cr**
Prereq: Junior or senior standing. Freq: Occasionally.
 Introduces students to the tools used by real estate investors, lenders, brokers, developers, and appraisers to evaluate the income producing potential of various real estate investments.

STATISTICS AND QUANTITATIVE METHODS (QM)

- 210 Business Statistics I 3 cr**
Prereq: MATH 112. Freq: Fall, Spring.
 Introduction to descriptive statistical analysis; probability and expectation; discrete and continuous probability models; sampling distributions; hypothesis testing and estimation. Emphasis is on a conceptual understanding of statistical analysis and its application to and interpretation for business problems.
- 310 Business Statistics II 3 cr**
Prereq: QM 210, MATH 112. Freq: Fall, Spring.
 Advanced inferential techniques including analysis of variance; simple and multiple linear correlation and regression techniques; Bayesian decision analysis; time-series analysis; non-parametric techniques; use of computer analysis for applied business problems.
- 319 Operations Management 3 cr**
Prereq: QM 210, MATH 112. Freq: Fall, Spring.
 Role of the operations function in an organization; strategy and competitiveness, supply chain management, forecasting and inventory control, total quality management, statistical quality control, lean manufacturing, scheduling, project management, and application of these principles in manufacturing and service organizations.
- 490 Special Topics in Statistics and Quantitative Methods1-3 cr**
Prereq: Dependent on subject matter. Freq: Occasionally.
 Selected topics in statistics and quantitative methods. Subject varies; see current course schedule.