Business Department Overview

The Business Department is in the College of Business, Economics, and Computing. Faculty members in the Business Department are dedicated to providing students with quality instruction relevant to situations encountered in the changing world of business. All students in the Business Department develop business skills in the primary functional areas of business through exposure to accounting, finance, marketing, organizational behavior, MIS, production management, and strategic planning. 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, global management, and management information systems, as well as certificates in business fundamentals, entrepreneurship, project management, retail management, and sales.

Program Level Outcomes

Business students build knowledge and skills in a variety of areas. However, the following learning goals are emphasized and accessed throughout the business curriculum:

1. Students can recognize the ethical implications in a business situation and choose and defend an appropriate resolution.
2. The students can write effectively about a business problem or issue.
3. The students can make an effective oral presentation on a business problem or issue.
4. Each student is knowledgeable in project management principles and is able to apply these principles to a practical situation.
5. Students will be able to articulate important diversity issues – including, but not limited to, race, ethnicity, culture, gender, age, socio-economic status and political/religious/sexual orientation – in business management.
6. Students will be able to effectively use computer technology to support a business decision.
Solutions for Economic Growth (SEG) Center

The Ralph Jaeschke Solutions for Economic Growth (SEG) Center is a partnership between business, economics, 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, strategic planning, cost evaluation, inventory planning, recruitment and retention of employees, web page design, network planning, security 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 any of the business department majors provides excellent preparation for graduate work in programs like an MBA, MS in Accounting (accounting major) or law school.

Business Honors

Students who major in any of the business department majors and who maintain a GPA of 3.5 or higher in all upper-level business course work and an overall GPA of 3.0 or better will graduate with business 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.

Students majoring in Marketing with an overall GPA of 3.25 may also apply for Alpha Mu Alpha, the honor society of the American Marketing Association provided that they are members of the American Marketing Association and the Universities collegiate chapter.

Declaring a Major

Students must submit a plan declaration form to the Business Department Office or the Advising and Career Center. Students accepted into a business department major will be classified as a declared major and will be notified of this declaration by the department via UW-Parkside e-mail. Majors will be assigned a faculty advisor from the Business Department. Transfer students who have an interest in pursuing a degree with a business related major should meet with the College of Business, Economics, and Computing (CBEC) academic advisor as early as possible to go over the transfer course evaluation and prerequisites.

Common Requirements and Policies for Business Department Majors

The business curricula is rigorous and extensive. It is imperative that students acquire a solid foundation of preparatory courses. All Business Department majors share many common requirements and policies. Students should be familiar with the common policies as well as the specific requirements of their chosen major.

Business Department Graduation Requirements

All business students are subject to the following graduation requirements.

A. 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. Reconsideration 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.).

B. Completion of requirements of the business department and individual majors. Students must meet all requirements for the major in effect at the time of admission into the specific program.

C. Students must obtain a grade of C or better in each of the “Fundamental Preparation Courses” and “Business Preparation Courses” as listed in the section on course requirements.

D. An overall degree GPA of 2.00 or higher (including any transfer courses).

E. An overall GPA of 2.5 in 300/400 level business foundation, major and concentration courses (including any transfer courses).

Transfer Policies

Transfer students may fulfill some of the requirements for the business department majors at UW-Parkside by transferring appropriate courses taken elsewhere (check with the CBEC academic advisor). However, all students must complete at UW-Parkside at least 50 percent of the total business department credits required for the bachelor of science degree with majors in accounting, business management, management information systems or marketing. The total business department credits include the business preparation courses, the business foundation core courses, and the major courses. No more than 50 percent of the required credits for a major may be transferred. Only courses with a grade of C or better will be accepted (C-minus is not acceptable) to fulfill a major requirement. 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 CBEC academic advisor and any such transfer credit should be approved by the associate dean.

Common Fundamental, Preparation, and Core Course Requirements for all Business Majors (49 credits)

Business students should declare a major, and concentration if applicable, as soon as possible to stay on track toward graduation.

The following common requirements for all degrees in the Business Department are in addition to the university general education requirements.
1. **Fundamental Preparation Courses (16 credits)**
   
   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
   - SPCH 105  Public Speaking......................................3 cr

   **Advanced Writing**
   
   Choose one:
   
   - ENGL 201  Advanced Composition.............................3 cr
   - ENGL 202  Technical Writing...................................3 cr
   - ENGL 204  Writing for Business and Industry.............3 cr

   **Approved transfer classes worth fewer credits than the equivalent class can reduce the 16 credit requirement (example – Math 112 transfers in with 3 credits, reducing credits in this area to 15 cr)**

2. **Business Preparation Courses (15 credits)**
   
   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

   **Approved transfer classes worth fewer credits than the equivalent class can reduce the 15 credit requirement**

3. **Business Foundation Core Courses (18 credits)**
   
   - 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

   A minimum grade of C or better is required in each fundamental and preparation course (C-minus is not acceptable).

   Students must acquire an overall average GPA of 2.5 in 300/400 level foundation, major and concentration courses.

   Approved transfer classes worth fewer credits than the equivalent class can reduce the credit requirement.

**Prerequisites for 300-400 level business courses:**

- Major declared and accepted,
- Completion of a minimum of 54 credits (junior standing),
- Minimum overall GPA of 2.00 (calculated with and without transfer grades),
- Be within 12 or fewer credits of completing general education requirements,
- Complete the following courses with a C or better (C-minus is not acceptable): ACCT 201, BUS 272, SPCH 105, ECON 120, ECON 121, MATH 112, QM 210.

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**Requirements for the Accounting Major (73 credits)**

The accounting major is designed for business students who wish to prepare, analyze and verify financial documents. The accounting-specific courses provide students with a solid knowledge base and the strong quantitative skills necessary for a successful career in the accounting profession. UW-Parkside students who complete the current accounting major are well prepared to successfully pass the Uniform Certified Public Accountant Exam.

There are three main fields of accounting: public, private, and governmental. Each of these fields requires that the student learn precise skills in order to be successful; and these skills are continually emphasized through both course material and internships/externships taught by UW-Parkside faculty.

**Learning Goals**

In addition to the business learning goals, the department has defined the following learning goals for accounting majors.

1. Students will be able to prepare corporate financial statements and analyze corporate annual reports.
2. Students will be able to understand, apply, and communicate theory, methodology, and solutions of cost concepts, cost systems, and cost behavior for product pricing, performance evaluation, and other managerial decisions.
3. Students will be able to develop and implement an audit plan and create audit reports related to internal auditing, governmental auditing, and operational auditing.
4. Students will be able to prepare tax returns for individuals, “C” corporations, “S” corporations, and partnerships.
5. Students will be able to analyze cases and develop solutions that require applying principles from the Uniform Commercial Codes, the law of contracts, other areas of law, and professional ethical guidelines.

**A. Common Fundamental, Preparation, and Core Courses (49 credits)**

Details of this common requirement are listed earlier in this section.

1. **Fundamental Preparation Courses (16 credits)**
2. **Business Preparation Courses (15 credits)**
3. **Business Foundation Core (18 credits)**

**B. Accounting Courses (24 credits)**

Students should declare the Accounting major as soon as possible to stay on track toward graduation. The Accounting program at UW-Parkside includes fundamental and business preparation courses (31 credits), upper-level foundation core courses (18 credits), and accounting major courses (24 credits).

**Required Major Courses (24 credits):**

- ACCT 301 Intermediate Accounting I.........................3 cr
- ACCT 302 Intermediate Accounting II........................3 cr
- ACCT 305 Individual Taxation..................................3 cr
- ACCT 306 Business Taxation....................................3 cr
- ACCT 400 Advanced Accounting...............................3 cr
- ACCT 403 Advanced Cost Accounting..........................3 cr
- ACCT 404 Auditing..................................................3 cr
- BUS 372 Business Law.............................................3 cr
- ACCT 405 Volunteer Income Tax Assistance (optional)..........................1 cr
Requirements for the Business Management Major (64-67 Credits)

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 must also select a particular area of business as a concentration, focusing their study in finance, human resource management, or general business. 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 advisor on the scheduling of advanced course work.

The Business Management major includes fundamental and business preparation courses (31 credits), upper-level foundation core courses (18 credits), and concentration courses (15-18 credits) as defined below.

A. Common Fundamental, Preparation, and Core Courses (49 credits)

Details of this common requirement are listed earlier in this section.

1. Fundamental Preparation Courses (16 credits)
2. Business Preparation Courses (15 credits)
3. Business Foundation Core Courses (18 credits)

B. Business Management Courses by Concentration (15-18 credits)

Choose one concentration:

1. Requirements for the Finance Concentration (18 credits)

Career possibilities include financial analyst, financial planner, banking professional, investment analyst, portfolio analyst, stockbroker, corporate buyer, cost estimator, budget analyst.

a. Required Courses (9 credits)
   - FIN 335 Investments ..................3 cr
   - FIN 336 Management of Financial Institutions ..................3 cr
   - FIN 431 Advanced Managerial Finance ......3 cr

b. Elective Courses (6 credits)
   Choose two:
   - FIN 435 Security Analysis and Portfolio Management ............3 cr
   - FIN 437 International Financial Management ....................3 cr
   - ACCT 301 Intermediate Accounting I ..................3 cr

2. Requirements for the General Business Concentration (18 credits)

Career possibilities include business administration, corporate communications, sales, retail management, logistics and materials management, hospitality management.

   a. Required Course (3 credits)
      - HRM 343 Human Resource Management ....3 cr
   b. Elective Courses (6 credits)
      Choose two:
      - HRM 441 Staffing Organizations .................3 cr
      - HRM 442 Improving Employee Performance 3 cr
      - HRM 444 Compensation and Benefits..............3 cr
   c. Major Elective Courses (6 credits)
      Choose two:
      - HRM 490 Special Topics in Human Resource Management ............3 cr
      - HRM 494 Internship in Human Resource Management ............3 cr
      - HRM 499 Independent Study in Human Resource Management ............3 cr
      - MGT 446 Global Management ............3 cr
      - MGT 447 Management Techniques ............3 cr
      - PMGT 342 Essential Personal Skills for Project Management ............3 cr
      - RMGT 453 Retail Management ............3 cr
      - RMGT 454 Service Management ............3 cr
      - COMM 303 Organizational Communication ............3 cr
      - COMM 385 Conflict Mediation ............3 cr
      - COMM 485 Practicum in Conflict Intervention ............3 cr
      - ECON 380 The Labor Market ............3 cr
      - PSYC 330 Interviewing ............3 cr
      - SOCA 371 Occupations and Professions ............3 cr
      - SOCA 374 Women and Work ............3 cr
   * 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.)

3. Requirements for the Human Resource Management Concentration (15 credits)

Career possibilities include benefits specialist, affirmative action officer, compensation manager, corporate trainer, employment policy manager, labor relations manager, recruiter and recruiting manager.

a. Required Course (3 credits)
   - HRM 443 Human Resource Management ....3 cr

b. Elective Courses (6 credits)
   Choose two:
   - HRM 441 Staffing Organizations .................3 cr
   - HRM 442 Improving Employee Performance 3 cr
   - HRM 444 Compensation and Benefits..............3 cr

   c. Major Elective Courses (6 credits)
      Choose two:
      - HRM 490 Special Topics in Human Resource Management ............3 cr
      - HRM 494 Internship in Human Resource Management ............3 cr
      - HRM 499 Independent Study in Human Resource Management ............3 cr
      - MGT 446 Global Management ............3 cr
      - MGT 447 Management Techniques ............3 cr
      - PMGT 342 Essential Personal Skills for Project Management ............3 cr
      - RMGT 453 Retail Management ............3 cr
      - RMGT 454 Service Management ............3 cr
      - COMM 303 Organizational Communication ............3 cr
      - COMM 385 Conflict Mediation ............3 cr
      - COMM 485 Practicum in Conflict Intervention ............3 cr
      - ECON 380 The Labor Market ............3 cr
      - PSYC 330 Interviewing ............3 cr
      - SOCA 371 Occupations and Professions ............3 cr
      - SOCA 374 Women and Work ............3 cr
   * 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.)
Requirements for the Management Information Systems (MIS) Major (76 credits)

A. Common Fundamental, Preparation, and Core Courses (49 credits)

Details of this common requirement are listed earlier in this section.

1. Fundamental Preparation Courses (16 credits)
2. Business Preparation Courses (15 credits)
3. Business Foundation Core Courses (18 credits)

B. MIS Courses (27 credits)

1. Required MIS Foundation Core Courses (21 credits)
   - MIS 220 Information Technology Foundations ...3 cr
   - MIS 221 Business Programming I — Visual Basic ...3 cr
   - MIS 322 Business Programming II – C# ...3 cr
   - MIS 327 Business Data Communications ...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

2. MIS Elective Courses (6 credits)

Choose one or two courses from:

- MIS 422 Internet Programming ...3 cr
- MIS 424 Advanced Business Data Communications ...3 cr
- MIS 426 Field Project ...3 cr
- MIS 429 e-Business ...3 cr
- PMGT 341 Basics of Project Management ...3 cr
- PMGT 441 Advanced Project Management Tools and Techniques ...3 cr

Choose no more than one course from:

- MIS 494 Internship in Management Information Systems ...3 cr
- CSCI 322 Web Concepts II ...3 cr
- CSCI 340 Data Structures and Algorithm Design ...3 cr
- CSCI 375 UNIX System Administration ...3 cr
- CSCI 478 Network Security ...3 cr

Requirements for the Marketing Major (67 Credits)

Students should declare the marketing major as soon as possible to stay on track toward graduation. The marketing program at UW-Parkside includes fundamental and business preparation courses (31 credits), upper-level foundation courses (18 credits), and marketing courses (18 credits).

A. Common Fundamental, Preparation, and Core Courses (49 credits)

Details of this common requirement are listed earlier in this section.

1. Fundamental Preparation Courses (16 credits)
2. Business Preparation Courses (15 credits)
3. Business Foundation Core Courses (18 credits)

B. Marketing Courses (18 credits)

Career possibilities include account executive, advertising manager, brand manager, communication director, international buyers, market research analyst, product development director.

1. Required Courses (15 credits)
   - MKT 354 Marketing Research ...3 cr
   - MKT 355 Buyer Behavior ...3 cr
   - MKT 358 Promotions Management ...3 cr
   - MKT 452 Product Management ...3 cr
   - MKT 455 Marketing Management ...3 cr

2. Elective Course (3 credits):

Choose one:

- MKT 356 Global Marketing ...3 cr
- MKT 357 Multicultural Marketing ...3 cr
- MKT 458 Personal Selling ...3 cr
- MKT 467 Selling of Financial Services ...3 cr
- MKT 469 Advanced Personal Selling ...3 cr
- MKT 490 Special Topics in Marketing ...3 cr
- RMGT 453 Retail Management ...3 cr
- RMGT 454 Service Management ...3 cr

Requirements for the Business Management Minor (31 credits)

The business management minor includes fundamental and business preparation courses (16 credits) and upper-level foundation courses (15 credits). 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 management, students must submit a plan declaration to the Advising and Career Center or the Business Department Office.

A. Fundamental Preparation Courses (10 credits) *
   - MATH 112 College Algebra I ...4 cr
   - ECON 120 Principles of Microeconomics ...3 cr
   - ECON 121 Principles of Macroeconomics ...3 cr

B. Business Preparation Courses (6 credits) *
   - ACCT 201 Financial Accounting ...3 cr
   - QM 210 Business Statistics I ...3 cr

* Approved transfer classes that transfer with fewer than the specified credits above may reduce the total credit requirement (example – MATH 112 equivalent transfers in with 3 credits; this reduces the credits in this area to 9 credits).

C. Business Foundation Core Courses (15 credits)

- QM 319 Operations Management ...3 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
Requirements for the Global Management Minor (15 credits)
The global management minor requires five courses (15 credits). Non-business students can minor in global management but would also need to take the prerequisites courses defined for each class. To declare a minor in global management, students must submit a plan declaration to the Advising and Career Center or the Business Department office (Molinaro Hall 344).

A. Business Functional Area Foundation Course (3 credits)
Choose one:
FIN 330 Managerial Finance ..................3 cr
MKT 350 Marketing Principles ..................3 cr

B. Required Course (3 credits)
MGT 446 Global Management..................3 cr

C. Elective Courses (6 credits)*
Choose two:
FIN 437 International Financial Management....3 cr
MKT 356 Global Marketing ......................3 cr
BUS 490 Internship in Business -
An approved international business study tour..................3 cr

Additional pre-approved international business courses .3 cr

D. Additional Elective Course (3 credits)
Choose one additional elective from either the list below or courses not yet taken listed above:
ECON 308 Economic Development ..................3 cr
ECON 310 International Trade .....................3 cr
POLS 304 Theories of International Relations .....3 cr
BUS 494 Internship in Business ..................3 cr

The internship must be completed with a company or subsidiary located outside of the United States or in the international division of a company located in the United States or with a small firm engaged in international business. If the internship takes place within the United States, it must entail significant involvement in the international side of the organization’s business.

NOTE: No more than two business courses in section B and C can be double-counted for other business concentrations and majors.

Requirements for the Management Information Systems Minor (15-17 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 provides 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 a plan declaration form to the Advising and Career Center or the Business Department office (Molinaro Hall 344).

To earn the MIS minor students must have a minimum overall GPA of 2.00 (including any transfer credits) and a minimum GPA of 2.50 in the required courses.

A. Required Business Course (3 credits)
Choose one:
BUS 100 Introduction to Business.................3 cr
ACCT 201 Financial Accounting ..................3 cr

B. Required Programming Course (3-5 credits)
Choose one:
MIS 221 Business Programming I – Visual Basic.3 cr
CSCI 145 Introduction to Computer Science ......5 cr
BIOS 480 Bioinformatics Programming ...........4 cr

C. Required MIS Course (9 credits)
Required courses:
MIS 327 Business Data Communications ..........3 cr
MIS 328 Database Management Systems ..........3 cr
MIS 425 Systems Analysis and Design ..........3 cr

Requirements for the Business Fundamentals Certificate (15 credits)
The business fundamentals certificate program is open to non-business students seeking to augment their area of specialty with basic business qualifications. Upon completion of the certificate students will be able to differentiate among functional areas of the business enterprises; interpret the role of businesses in modern society; analyze of economic factors and personal decisions that affect the individual’s financial well-being; prepare, analyze and interpret financial statements; describe basic concepts in gathering, measuring, and communicating financial information; apply the principles and key concepts of entrepreneurship; illustrate entrepreneurial concepts related to opportunity recognition, innovation and creativity; apply principles and models of economic aggregates such as national income, unemployment, inflation, economic growth, and the monetary system; and discuss monetary and fiscal policy. In addition to in-person class options, all required courses are available online.

Required Courses (15 credits)
BUS 100 Intro to Business .........................3 cr
FIN 234 Personal Financial Planning ..........3 cr
ECON 121 Principles of Macroeconomics ......3 cr
OR ECON 101 The American Economy ..........3 cr
ACCT 201 Financial Accounting ..................3 cr
ENTR 250 Entrepreneurial Principles ..........3 cr

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. A minimum of a 2.0 cumulative GPA in required courses is required to earn the certificate.

**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

A minimum of a 2.0 cumulative GPA in required courses is required to earn the certificate.

**Required Courses (12 credits)**

- 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 Retail Management Certificate (12 credits)**

This certificate program offers students interested in a career in services and retail management a set of specialized courses. The retail management certificate is only available to business majors and minors.

A minimum of a 2.0 cumulative GPA in required courses is required to earn the certificate.

**A. Required Courses (6 credits)**

- RMGT 453 Retail Management .........................3 cr
- RMGT 454 Services Management .....................3 cr

**B. Additional Required Course (3 credits)**

Choose one:

- MKT 355 Buyer Behavior .................................3 cr
- HRM 343 Human Resource Management ............3 cr

**C. Elective Course (3 credits)**

Choose one:

- RMGT 490 Special Topics in Retail Management ......3 cr
- RMGT 494 Internship in Retail Management ..........3 cr
- ENTR 250 Entrepreneurial Principles ................3 cr
- MIS 429 e-Business .....................................3 cr
- MKT 357 Multicultural Marketing ..........................3 cr
- MKT 358 Promotions Management ....................3 cr
- MKT 467 Selling of Financial Services ................3 cr
- MKT 355 Buyer Behavior** ..............................3 cr
- HRM 343 Human Resource Management** ............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 Sales Education Foundation (SEF). 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

A minimum of a 2.0 cumulative GPA in required courses is required to earn the certificate.

**Required Courses (12 credits)**

- 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 Management 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 majors to apply classroom knowledge in a work setting. Internships are offered for credit 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 CR (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 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 6 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 business 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 student.

6. All students are required to meet with their advisor 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).

Course Descriptions

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 of math computational skills 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  
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 Accounting ..................................... 1-3 cr  
Prereq: Dependent on subject matter. Freq: Occasionally.  
Selected topics in accounting. Subject varies; see current course  
schedule.

494 Internship in Accounting .......................................... 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 Accounting .............................. 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 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.

271 Business Communication for International Students .......... 3 cr  
Prereq: None. Freq: Occasionally.  
Prepares international students for classes and the English speaking  
business environment.

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.

488 Simulation .............................................................. 3 cr  
Prereq: QM 210, 319. Freq: Occasionally.  
Focuses on modeling the situations that are commonly observed in  
manufacturing or service industries. Analyzes simulation results and  
how to make appropriate business decisions. Provides experience  
of using ARENA software and enhances understanding of Excel for  
simulation purposes.

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.

493 Competitive Decision Making .................................... 3 cr  
Provides experiential learning in competitive decision making via on-line  
business simulation, performance analysis, results presentations, and  
class participation. Students will make a series of inter-related decisions  
about R&D, pricing, sales forecasting, advertising and promotion,  
production planning, total quality management, human resources, and  
financial management in an integrated business environment. Focuses  
on student decision making skills in a high-growth, virtual company,  
with extensive immediate feedback, and class discussion of business  
cause and effect.

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 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 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
   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
   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 requirement 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 Finance...............................1-3 cr
   Prereq: Dependent on subject matter. Freq: Occasionally.
   Selected topics in finance. Subject varies; see current course schedule.

494 Internship 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 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. 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 Management .............. 1-3 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 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 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 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 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 Management ....................................................... 3 cr
Prereq: ECON 121. Freq: Fall.
Explores global challenges and potential solutions for businesses and other organizations with international operations. Topics include cross-cultural approaches and strategies to effectively manage workers in 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 Management ......................................... 1-3 cr
Prereq: Dependent on subject matter. Freq: Occasionally.
Selected topics in management. Subject varies; see current course schedule.

494 Internship 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 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 – Visual Basic ......................... 3 cr
Prereq: MATH 111. Freq: Fall, Spring.
Provides a 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. Uses the Visual Basic programming language to develop programs that are robust and easy to maintain.

290 Special Topics in Management Information Systems .......... 1-3 cr
Prereq: Dependent on subject matter. Freq: Occasionally.
Selected topics in MIS; 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. MIS 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 – C# ....................................... 3 cr
Prereq: MIS 221. Freq: Fall.
Explores object-oriented programming using the C# programming language. Covers the basics of creating classes, encapsulation, constructors, error handling, polymorphism, and inheritance; includes writing programs using classes and relational databases.

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
Explores web-based application development using Active Server Pages and web services, database connectivity, graphical user interfaces, event-driven software, and the development of server-side programs.

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 Systems Analysis and Design ......................................... 3 cr
Prereq: MIS 322, 328. Freq: Spring.
Examines system development using the life cycle, rapid application development, prototyping, software acquisition, structured and object-oriented techniques, and project management. Includes techniques using software packages such as Electronic Health Records.

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.
Examines information systems (IS), IS projects, and information technology (IT) from the perspective of IT management and upper management. Exposes students to common IS used in organizations.

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 Systems .... 1-3 cr
Prereq: Dependent on subject matter. Freq: Occasionally.
Selected topics in MIS. 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 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 qualified students with an opportunity to conduct research projects in an appropriate area of MIS 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 Global Marketing ......................................... 3 cr
Examines managing the marketing function in the global context, including increasingly competitive international market dynamics and environmental factors.

357 Multicultural Marketing ................................ 3 cr
Prereq: MKT 350. Freq: Occasionally. (Meets Diversity Requirement.)
Examines recent research and best practices in 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
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, 355, and 354 or consent of instructor. Freq: Spring, 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.

490 Special Topics in Marketing ............................. 1-3 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, 355, and 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, 355, and 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.
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
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
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.

RETAIL MANAGEMENT (RMGT)

453 Retail Management ..................................... 3 cr
Prereq: MGT 349, MKT 350. Freq: Fall.
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: Spring.
Design and management of service businesses. Includes processes,
technology, location, customer service, capacity and demand queues.
Quantitative tools included.

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.

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 Methods ...... 1-3 cr
Prereq: Dependent on subject matter. Freq: Occasionally.
Selected topics in statistics and quantitative methods. Subject varies;
see current course schedule.