ENT 0212  (S)  1 hr. cr.
Human Resource Issues for Entrepreneurs
This course is designed to help the students and owners of small businesses improve their human relations skills needed in running a business. The discovering of one’s management style and the development of new management skills will be covered.

ENT 0213  (S)  1 hr. cr.
Promotion
This course will introduce the entrepreneur to the complexities of advertising for smaller businesses. The entrepreneur will learn to develop the marketing goals of a business and select a marketing mix to communicate those ideas to the marketplace. Utilizing the Internet in promotional strategies will be covered.

ENT 0214  (S)  1 hr. cr.
Pricing
This course will concentrate on the pricing of products for a small business for profit and the development of pricing strategies and sales promotion techniques that will allow businesses to attract customers for the buying process. The emphasis will be on pricing strategies for goods and/or services.

ENT 0215  (S)  1 hr. cr.
Merchandise/Inventory Planning
This course will acquaint the entrepreneur with various techniques of inventory/merchandise planning and controls. It will also focus on merchandising strategies, salesmanship, location analysis and the purchasing function.

ENT 0301  (S)  3 hrs. cr.
New Business Formation
Students, as officers or employees, will be required to complete the following tasks generally inclusive with creating and managing a small business: identify a viable product/service and target market; develop an organizational structure for the company; write a business plan; maintain internal cost and accounting procedures; develop advertising and marketing strategies; and harvest the business. Prerequisite: Ent 201.

ENT 0302  (F)  3 hrs. cr.
Managing Innovation and Technology
Students work in a consulting capacity problem solving for entrepreneurial companies that may be located in a business innovation center or referred by the Small Business Development Center. Students work with problems related to marketing, financial management, managerial issues, and other business requirements in which students will combine business and consulting skills in a way that leads to innovation and sustainable growth in the small businesses. Prerequisite: Ent 201.

FINANCE & ECONOMICS
Plaster Hall 309H • 417.625.3012

Faculty  D. Smith - Head, Abrahams, Buchholz, La Near, Nichols, Rawlins

The BSBA finance and economics major course of study is designed to provide a quality comprehensive educational environment to students for the development of the critical, personal, professional and intellectual competencies necessary for success in the complex and dynamic global business world.

Bachelor of Science in Business Administration with an Emphasis in Finance and Economics

Economics Concentration
Major Code EC04

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<th>Semester Hours</th>
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<tr>
<td>General Education Requirements (p. 45)</td>
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<tr>
<td>Business Core (p. 149)</td>
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<tr>
<td>Economics</td>
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<tr>
<td>GB 101 Introduction to Personal Financial Planning</td>
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<tr>
<td>ECON 300 Money and Banking</td>
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<td>ECON 401 Managerial Economics</td>
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<td>ECON 402 Macroeconomic Analysis</td>
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<td>GB 322 Business Statistics II</td>
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<td>INTS 304 Comparative Political Economy</td>
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<tr>
<td>Upper Division Finance/Economics Electives</td>
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<td>Upper Division Business Electives</td>
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<tr>
<td>General Electives</td>
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<td>Total</td>
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Finance Concentration
Major Code EC05

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<th>Semester Hours</th>
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<td>General Education Requirements (p. 45)</td>
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<td>Business Core (p. 149)</td>
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<td>Finance</td>
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<td>GB 101 Introduction to Personal Financial Planning</td>
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<td>ECON 411 Investments</td>
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<td>ECON 450 Financial Strategy</td>
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<tr>
<td>Choose One:</td>
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<tr>
<td>ECON 420 Security Analysis</td>
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<tr>
<td>ECON 421 Portfolio Management I</td>
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<tr>
<td>Upper Division Finance/Economics Electives</td>
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<td>Upper Division Business Electives</td>
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<td>General Electives</td>
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Personal Financial Planning Concentration
Major Code EC03

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<th>Semester Hours</th>
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<td>General Education Requirements (p. 45)</td>
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<td>Business Core (p. 149)</td>
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<tr>
<td>Financial Planning</td>
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<tr>
<td>GB 101 Introduction to Personal Financial Planning</td>
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<tr>
<td>ECON 300 Money and Banking</td>
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</tbody>
</table>
ECON 320  Pension Planning ...................... 3
ECON 330  Principles of Insurance .................. 3
ECON 370  Estate Planning, ......................... 3
ECON 411  Investments, ............................ 3
ECON 420  Security Analysis ........................ 3
ECON 440  Advanced Financial Planning .......... 3
ACCT 375  Tax Accounting I ........................ 3
ACCT 408  Tax Accounting II ........................ 3
Electives ............................................. 11-12
Total ................................................ 124

*Required course in Economics (ECON 201) satisfies major requirement and three hours of General Education Requirements.

FINANCE & ECONOMICS  155

ECON 0201  (F,S,Su)  3 hrs. cr.
Principles of Economics (Macro)
A core course that explains the organization, operation and goals of the U.S. economic system with emphasis on basic principles and concepts; measurement, determination and stabilization of national income; unemployment and inflation; the role of money and monetary policy; fiscal policy; economic growth; international finance; and current economic problems. Prerequisite: MATH 030 or above.

ECON 0202  (F,S,Su)  3 hrs. cr.
Principles of Economics (Micro)
A continuation of economic principles with emphasis on the theory of price determination and income distribution, with particular attention to the nature and application of those bearing on decision making within a household, firm or industry; cost and revenue implications of various product and factor market structures; and international trade and finance. Prerequisite: MATH 030 or above.

ECON 0300  (F,S)  3 hrs. cr.
Money and Banking
The nature, need, functions, role, creation and destruction of money and credit; financial institutions and their functions with special emphasis on the commercial banking system and the Federal Reserve system; introduction to monetary theory and policy; and international aspects of money and monetary policy. Prerequisites: ECON 201 and ECON 202.

ECON 0320  (F)  3 hrs. cr.
Pension Planning
Pension Planning is the establishment, implementation and management of private retirement plans. Topics include: the history of private pension plans in the United States, the debate over defined benefit versus defined contribution plans, tax considerations in pension planning, important aspects of various types of pension plans, funding of pension plans, terminating pension plans and investment issues for pension plans. Prerequisites: ECON 201, ECON 202 and ACCT 201. Co-requisite: GB 301.

ECON 0330  (F)  3 hrs. cr.
Principles of Insurance
Survey of the fundamentals of insurance, including risk management, interpretation of policies, property insurance, liability insurance, health insurance and life insurance. Prerequisites: ECON 201 and ECON 202.

ECON 0350  (F,S,Su)  3 hrs. cr.
Financial Management
Study of the financial operating environment and financial analysis; risk and valuation; time value of money; capital budgeting; cost of capital and leverage; working capital management; and dividend policy. Prerequisites: ECON 201, ECON 202, ACCT 201 and ACCT 202.

ECON 0370  (S)  3 hrs. cr.
Estate Planning
The study of the efficient conservation and transfer of wealth, consistent with the client’s goals. The course will consider the legal, tax, financial and non-financial aspects of this process. Topics covered will include trusts, wills, probate, advanced directives, charitable giving, wealth transfers and related taxes. Prerequisites: ECON 350, ACCT 375 and GB 301.
ECON 0400 (F)  
Bank Management  
Provides an introduction to the commercial bank industry, its organization, structure and regulation. The lending and investment functions of banking are examined along with liability and capital management issues, including de novo banking and merger/acquisitions. Its' purpose is to offer an overview of commercial banks and their delivery role in the financial services industry. Prerequisites: ECON 300 and ECON 350.

ECON 0401 (F)  
Managerial Economics  
The price system and resource allocation through a system of markets and prices; price and output determination in perfect and imperfect markets; resource markets; and income determination. Prerequisites: ECON 201, ECON 202 and GB 321.

ECON 0402 (Demand)  
Macroeconomic Analysis  
National income determination with various macroeconomic models; fiscal and monetary policy; international linkages; consumption and investment; and trade-offs between inflation and unemployment. Prerequisite: ECON 300.

ECON 0411 (S)  
Investments  
Principles underlying investment analysis and policy; salient characteristics of governmental and corporate securities; policies of companies and investing institutions; relations of investment policy to money markets and business fluctuations; and security price-making forces. Prerequisite: ECON 350.

ECON 0420 (F)  
Security Analysis  
A broad introduction to basic stock selection using “fundamental” analysis whereby “over” and “under” valued stocks are to be identified. The class will construct a common stock portfolio of 10 to 25 stocks. Other topics covered will include basic schools of investment thought, diversification, quality of earnings and factors affecting equity ownership. Prerequisite: ECON 350 or permission.

ECON 0421 (F)  
Portfolio Management I  
Theories of diversification, portfolio construction and portfolio management; fundamental analysis of securities; investment goals and strategies; economic and industry analysis; decision making for the Youngman Portfolio. Prerequisite: ECON 411. Students are admitted into this class on a selective basis determined by an application and interview process.

ECON 0422 (S)  
Portfolio Management II  
Theories of diversification, portfolio construction and portfolio management; fundamental analysis of securities; economic and industry analysis; financial software competencies; derivatives; decision making for the Youngman Portfolio. Prerequisite: ECON 421. Students are admitted into this class on a selective basis determined by an application and interview process.

ECON 0440 (S)  
Advanced Financial Planning: Cases and Applications  
This course will integrate material presented in the financial planning track coursework. Students will be engaged in critical thinking and decision making regarding personal financial management topics in the context of the financial planning process. Prerequisites: ACCT 375, ECON 320 and ECON 330. Corequisites: ECON 370 and ECON 411.

ECON 0450 (S)  
Financial Strategy  
Financial planning, capital budgeting under constraints of mutal exclusive-ness and capital rationing, leverage (both operating and financial), debt finan-cing, common stock (including dividend policy), preferred stock, leasing, mergers and LBOs using a case study approach. Prerequisite: ECON 350.

ECON 0491 (Demand)  
Internship in Finance and Economics  
An internship for senior Finance/ Economics students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy regarding the number of hours of work, the number of credit hours and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA and department approval. Repeatable up to six credit hours.

ECON 0498 (Demand)  
Advanced Topics in Economics  
For upper-division students. Topics to be announced each time the course is offered. Examples of seminars offered in the past are: 498-Seminar in International Economics, 498-Seminar in Business Cycles and 498-Seminar in Public Finance.

ECON 0499 (Demand)  
Independent Study in Finance/Economics  
Individually directed readings, research and discussion in selected areas of Finance/Economics for advanced majors. Scope, depth, area of concentration and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and a minimum 3.0 GPA. Repeatable up to six credit hours.

Faculty  
D. Smith – Head, all School of Business Faculty

The BSBA general business major course of study is intended to give the broadest possible background to the graduate and to prepare the graduate for managerial positions in the public and private sectors.

Students can obtain the BSBA in general business over the Internet.

Bachelor of Science in Business Administration with an Emphasis in General Business  
Major Code GB00

Semester Hours

General Education Requirements (p. 45) 46-47* . . . . . 43-44
Business Core (p. 149) ........................................ 39
Required Courses ............................................. 12
Choose 12 hrs. from at least 4 of the following 5 areas:
Accounting:
ACCT 0309  Accounting Information Systems
ACCT 385  Cost Accounting
Finance/Economics:
ECON 300  Money and Banking
ECON 411  Investments (spring)
ECON 450  Financial Strategy