

172 / Entrepreneurship, Finance and Economics

accounting technology to a small business situation. QuickBooks for Windows will be used for the course.

Ent 207 (F) 1 hr. cr.
Accounting Procedures

A course to teach entrepreneurs accounting concepts so they will have background knowledge of the how and why of financial statement preparation as related to managing small businesses.

Ent 208 (F) 1 hr. cr.
Accounting Records

A course to acquaint entrepreneurs with the various accounting and financial records needed to successfully operate a small business.

Ent 209 (F) 1 hr. cr.
Accounting Taxation

A course to acquaint entrepreneurs with the tax consequences of the different forms of business organization and the documents necessary to get a business "legal" with authorities for "tax" purposes.

Ent 210 (S) 1 hr. cr.
The Management Process for Entrepreneurs

A course to acquaint the entrepreneur with basic theories and principles of management as they relate to an entrepreneurial and newly formed business. Using E-commerce in traditional companies will be evaluated. Small business survival by gaining the competitive edge will be stressed.

Ent 211 (S) 1 hr. cr.
Strategic Planning & Organizing

A course to help small business people develop and implement management strategies for efficiency and to learn and practice the important functions of planning and organizing a small business. Topics include the balanced scorecard concept, analytical tools, methods of managing entrepreneurial firms, and the formation of strategy for E-commerce trends and the application of this strategy.

Ent 212 (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 213 (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 214 (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 215 (S) 1 hr. cr.
Merchandise/Inventory Planning

This course will acquaint the entrepreneur with various techniques of inventory/merchandise planning and controls. It also will also focus on merchandising strategies, salesmanship, location analysis, and the purchasing function.

Ent 301 (S) 3 hr. 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. Prerequisites: Ent 201, Ent 202, Ent 203, Ent 204, Ent 205, Ent 209, or consent of the instructor.

Ent 302 (F) 3 hr. 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. Prerequisites: Ent 201, Ent 202, Ent 203, Ent 204, Ent 205, Ent 209, or consent of the instructor.



Faculty Abrahams - Head, Buchholz, La Near, Nichols, Rawlins

The B.S.B.A. finance and economics major course of study is designed to prepare graduates for careers in financial institutions, corporations, financial planning firms, government, and other public and private sector positions, as well as for graduate study.

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

Semester Hours

Economics Concentration

Core Requirements (p. 34) 51* 48

Business Core (p. 165)..... 41

Economics 15

Econ 300 Money and Banking..... 3

Econ 401 Managerial Economics 3

Econ 402 Macroeconomic Analysis..... 3

GB 322 Business Statistics II 3

IntS 304 Comparative Political Economy..... 3

Choose two: 6

Econ 330 Principles of Insurance

Econ 400 Bank Management

Econ 411 Investments

Econ 420 Security Analysis

Econ 421 Portfolio Management I

Econ 422 Portfolio Management II

Econ 450 Financial Strategy

Econ 498	Advanced Topics in Economics (Demand)	
IB 430	International Corporate Finance	
MIDS 402	Introduction to Sustainability	
Electives	14
		124

Certified in Financial Management Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 165).	41
Finance Core.	9
GB 101	Introduction to Personal Financial Planning	
Econ 300	Money and Banking	
Econ 411	Investments	
Required CFM:	12
Acct 322	Intermediate Financial and Capital Accounting.....	3
Acct 350	Financial Statement Analysis	3
Econ 401	Managerial Economics	3
Econ 450	Financial Strategy	3
Choose three:	9
Acct 312	Intermediate Accounting	
Acct 375	Tax Accounting I	
Econ 330	Principles of Insurance	
Econ 400	Bank Management	
Econ 402	Macroeconomic Analysis	
Econ 420	Security Analysis	
Econ 421	Portfolio Management I	
Econ 422	Portfolio Management II	
GB 322	Business Statistics II	
IB 430	International Corporate Finance	
MM 431	Operations Management	
Electives	5
		124

Chartered Financial Analyst Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 165).	41
Finance Core.	9
GB 101	Introduction to Personal Financial Planning.....	3
Econ 300	Money and Banking.....	3
Econ 411	Investments.....	3
Required CFA:	9
Acct 322	Intermediate Financial and Capital Accounting.....	3
Econ 401	Managerial Economics	3
Econ 450	Financial Strategy	3
Select one:	3
Econ 420	Security Analysis	
Econ 421	Portfolio Management I	
Choose two:	6
Acct 312	Intermediate Accounting	
Acct 375	Tax Accounting I	
Econ 320	Pension Planning	
Econ 400	Bank Management	
Econ 402	Macroeconomic Analysis	
Econ 420	Security Analysis	
Econ 421	Portfolio Management I	
Econ 422	Portfolio Management II	
IB 430	International Corporate Finance	
GB 322	Business Statistics II	

MM 431	Operations Management	
Electives	8
		124

Personal Financial Planning Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 165).	41
Finance Core	9
GB 101	Introduction to Personal Financial Planning.....	3
Econ 300	Money and Banking.....	3
Econ 411	Investments.....	3
Required Financial Planning:	21
Econ 320	Pension Planning	
Econ 330	Principles of Insurance	
Econ 370	Estate Planning	
Econ 420	Security Analysis	
Econ 440	Advanced Financial Planning	
Acct 375	Tax Accounting I	
Acct 408	Tax Accounting II	
Electives	5
		124

*Required course in economics (Econ 201) satisfies major requirement and three hours of Core Curriculum.

Minor in Finance/Economics

(Non-B.S.B.A. degree candidates)

Acct 201	Principles of Financial Accounting	3
Econ 201	Principles of Economics-Macro	
OR		
Econ 180	American Economic System	3
Econ 202	Principles of Economics-Micro	3
Econ 300	Money and Banking.....	3
Choose three:	9
Acct 202	Principles of Managerial Accounting	
Econ 320	Pension Planning	
Econ 330	Principles of Insurance	
Econ 350	Financial Management	
Econ 400	Bank Management	
Econ 401	Managerial Economics	
Econ 402	Macroeconomic Analysis	
Econ 411	Investments	
Econ 420	Security Analysis	
Econ 421	Portfolio Management I	
Econ 422	Portfolio Management II	
IB 430	International Corporate Finance	
Econ 450	Financial Strategy	
Total for Minor.	21

Minor in Finance/Economics

(B.S.B.A. degree candidate)

Required:		
Econ 300	Money and Banking.....	3
Econ 401	Managerial Economics	3
Econ 411	Investments.....	3
Econ 450	Financial Strategy	3
Upper level Economics/Finance Electives.....		6
Total for Minor.	18

Suggested Order of Study

**Bachelor of Science in Business Administration
Finance and Economics Emphasis**

Major Code EC01, EC02, EC03, EC04

Freshman Year

1st Semester

Course		Hours
CORE	[Eng 101 College Composition I (WI)]	3
CORE	[Math 131 Finite Math]	
OR		
CORE	[Math 130 College Algebra]	3
CORE	[Kine 103 Lifetime Wellness]	2
CORE	[International Cultural Studies]	3
MIDS 100	University Experience	3
GB 151	Introduction to Business Careers	1
GB 101	Introduction to Personal Financial Planning	3
		18

2nd Semester

CORE	[Eng 102 College Composition II (WI)]	3
CORE	[Bio 101 General Biology]	4
Acct 201	Principles of Financial Accounting	3
CORE	[Econ 201 Principles of Economics-Macro]	3
MM 237	Using Information Systems	3
		16

Sophomore Year

1st Semester

CORE	[Psy 100 or Soc 110]	3
CORE	[Art 110, Mus 110 or Th 110]	3
CORE	[Hist 110 U.S. History]	3
CORE	[Kine 101 Physical Activity]	1
Acct 202	Principles of Managerial Accounting	3
Econ 202	Principles of Economics-Micro	3
		16

2nd Semester

CORE	[Phys 100 Fundamentals of Physical Science]	5
CORE	[Comm 100 Oral Communication]	3
CORE	[Hist 120 American History]	3
GB 320	Business Communication (WI)	3
GB 321	Business Statistics I	3
		17

Junior Year

1st Semester

CORE	[PSc 120 Gov't:U.S./Sta/Loc]	3
Econ 300	Money and Banking	3
Acct 350	Financial Statement Analysis	3
Econ 350	Financial Management	3
Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)		
	(IB 310 strongly recommended)	3
		15

2nd Semester

CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
GB 301	Legal Environment of Business I	3
MM 350	Fundamentals of Organizational Management (WI)	3

Acct 322	Intermediate Financial and Capital Accounting	
OR		
Ints 304	Comparative World Civilizations	3
Econ 411	Investments	
OR		
GB 322	Business Statistics II	3
		15

Senior Year

1st Semester

CORE	[Humanities & Fine Arts Elective] (See Core Requirements, p. 34)	3
Econ 401	Managerial Economics	3
Econ 420	Security Analysis	
OR		
Econ 421	Portfolio Management I	
OR		
Advanced Finance/Economics Elective		3
Advanced Finance/Economics Elective (must be selected in consultation with faculty adviser from courses numbered 300 or above)		6
		15

2nd Semester

MM 300	Principles of Marketing	3
Econ 450	Financial Strategy	
OR		
Econ 402	Macroeconomic Analysis	3
Advanced Electives in Economics (selected in consultation with faculty adviser from courses numbered 300 or above)		5
MM 452	Strategic Management (WI)	3
GB 490	Career Portfolio Development	1
		15

For additional information contact:

Dr. Nii Adote Abrahams
Office: Plaster Hall 310F
Phone: 417.625.9536
Email: abrahams-n@mssu.edu

Course Descriptions

Econ 180 (F, S, Su) 3 hrs. cr.

The American Economic System

A core course on the goals, organization and operation of the U.S. economy and individual financial decisions within the economy. Economic topics include: scarcity and choice; the role of profits, saving, investment, and competition; the economic functions of government; limitations of the market system; other types of economic systems; and international trade. Personal finance topics include setting goals, budgeting, saving and investing, credit management, and retirement planning. Not for business majors or for those who have taken Econ 201 or 202. This course meets Area 5C of the Core Curriculum requirement.

Econ 201 (F, S, Su) 3 hrs. cr.

Principles of Economics (Macro)

A basic 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; and current economic problems. Prerequisite: Math 130 or above.

Econ 202 (F, S, Su) 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. Prerequisites: Math 130 or above and Econ 201.	3 hrs. cr.	Econ 402 (Demand) Macroeconomic Analysis National income determination with various macroeconomic models; fiscal and monetary policy; international linkages; consumption and investment; trade-offs between inflation; and unemployment. Prerequisite: Econ 300.	3 hrs. cr.
Econ 300 (F, S) 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. Prerequisite: Econ 201 and 202.	3 hrs. cr.	Econ 411 (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.	3 hrs. cr.
Econ 320 (F) 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 202, Acct 201, and Acct 202.	3 hrs. cr.	Econ 420 (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.	3 hrs. cr.
Econ 330 (F) 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 202.	3 hrs. cr.	Econ 421 (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. Prerequisites: Econ 411 and Accounting 350. Students are admitted into this class on a selective basis determined by an application and interview process.	3 hrs. cr.
Econ 350 (F, S, Su) 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 and 202, Acct 201.	3 hrs. cr.	Econ 422 (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.	3 hrs. cr.
Econ 370 (S) 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.	3 hrs. cr.	Econ 440 (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, Econ 330, Econ 370, and Econ 411.	3 hrs. cr.
Econ 400 (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 nova 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.	3 hrs. cr.	Econ 450 (S) Financial Strategy Corporate financial planning, asset valuation, cost of capital, capital budgeting under capital constraints and risk, cash flow analysis, capital structure policy, dividend policy, leasing, mergers and acquisitions, LBOs, and international finance using a case study approach. Prerequisite: Econ 350.	3 hrs. cr.
Econ 401 (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 and 202.	3 hrs. cr.	Econ 491 (F, S) 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.	1-12 hrs. cr.

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Econ 498 (Demand) 1-3 hrs. cr.

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 499 (Demand) 1-3 hrs. cr.

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.

Minor in General Business

(Non-B.S.B.A. degree candidates)

Acct 201	Principles of Financial Accounting	3
Acct 202	Principles of Managerial Accounting . . .	3
Econ 202	Principles of Economics-Micro	3
Econ 350	Financial Management	3
MM 237	Using Information Systems	3
MM 300	Principles of Marketing	3
MM 350	Fundamentals of Organizational Management (WI)	3
Total for Minor (General Business).		21



Faculty Vernon – Head, Abrahams, Blades, Block, Bradshaw, Buchholz, Buzzard, Comstock, Cossey, Cragin, Gray, Huffman, Huntington, Kleindl, La Near, Long, Marion, Moos, Nichols, Philibert, Rawlins, Robinson, D. Smith, J. Smith, Stevens

The B.S.B.A. 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 B.S.B.A. in general business over the Internet.

Bachelor of Science in Business Administration with an Emphasis in General Business

	Semester Hours
Core Requirements (p. 34) 51*	48
Business Core (p. 165)	41
General Business Emphasis:	21
Acct (selected from 309, 312, 322, 350, 375, 385)	3
Ent (selected from Acct 408, Ent 301, 302, MM 410, GB 302)	3
Econ (selected from 300, 330, 400, 401, 402, 411, 420, 421, 422, 450, IntS 304)	3
IB (selected from 400, 410, 420, 430)	3
MM (selected from 337, 352, 354, 411, 431, 441, 450, GB 361, 362, 363)	3
MM (selected from 312, 321, 340, 345, 401, 405, 412, 432, 436)	3
QUANTITATIVE (selected from Acct 422, GB 322, 405, MM 431, 470)	3
Electives	14
	124

*Required course in economics (Econ 201) satisfies major requirement and 3 hours of Core Curriculum.

Suggested Order of Study

Bachelor of Science in Business Administration General Business Emphasis

Major Code GB00

Freshman Year

1st Semester		Hours
Course		
CORE	[Eng 101 College Composition I (WI)]	3
CORE	[Math 131 Finite Math]	3
CORE	[Kine 103 Lifetime Wellness]	2
MIDS 100	University Experience	3
GB 151	Introduction to Business Careers	1
MM 237	Using Information Systems	3
		15

2nd Semester

CORE	[Eng 102 College Composition II (WI)]	3
CORE	[Comm 100 Oral Communication]	3
CORE	[Bio 101 General Biology]	4
CORE	[Psy 100 or Soc 110]	3
CORE	[Art 110, Mus 110 or Th 110]	3
		16

Sophomore Year

1st Semester		Hours
Acct 201	Principles of Financial Accounting	3
CORE	[Phys 100 Fundamentals of Physical Science]	5
CORE	[Econ 201 Principles of Economics-Micro]	3
CORE	[Hist 110 American History]	3
CORE	[Kine 101 Physical Activity]	1
		15

2nd Semester

Acct 202	Principles of Managerial Accounting	3
Econ 202	Principles of Economics-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 American History]	3
CORE	[PSc 120 Gov't: U.S./Sta/Loc]	3
		15

Junior Year

1st Semester		Hours
GB 321	Business Statistics I	3
Advanced Elective in Accounting (must be selected from Acct 309, 312, 322, 350, 375, or 385)		3
GB 301	Legal Environment of Business I	3
GB 320	Business Communication (WI)	3
MM 350	Fundamentals of Organizational Management (WI)	3
		15

2nd Semester		
Advanced Elective in Finance/Economics (must be selected from Econ 300, 330, 400, 401, 402, 411, 420, 421, 422, 450, or IntS 304)	3	
Advanced Elective in Management (must be selected from MM 337, 352, 354, 411, 431, 441, 450, GB 361, 362, or 363)	3	
MM 300 Principles of Marketing	3	
Econ 350 Financial Management I	3	
Advanced Elective in Entrepreneurship (must be selected from Acct 408, ENT 301, 302, MM 410, or GB 302)	3	
	15	

Senior Year

1st Semester		
Advanced Elective in Marketing (must be selected from MM 312, 321, 340, 345, 401, 405, 412, 432, 436)	3	
CORE [Humanities and Fine Arts] (See Core Requirements, p. 34)	3	
Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)(IB 310 strongly recommended)	3	
Electives	8	
	17	

2nd Semester		
Advanced Elective in Quantitative area (must be selected from Acct 422, GB 322, 405, MM 431, or 470)	3	
MM 452 Strategic Management (WI)	3	
GB 490 Career Portfolio Development	1	
Advanced Elective in International Business (must be selected from IB 400, 410, 420, or 430)	3	
Electives	6	
	16	

For additional information contact:

Dr. Alex Vernon
 Office: Plaster Hall 309L
 Phone: 417.625.9671
 Email: vernon-a@mssu.edu

GB 151 (F, S) 1 hr. cr.

Introduction to Business Careers

A course designed for incoming business students to introduce the opportunities within business fields. The student will be introduced to faculty and alumni from the departments of Accounting, Economics and Finance, Management, Marketing, and International Business. Information will be provided about their respective departments and major fields of study and internships and career opportunities will be discussed.

GB 301 (F, S) 3 hrs. cr.

Legal Environment of Business I

Common law principles and statutes, particularly the Uniform Commercial Code, as they relate to American business. Includes the court systems and procedures, contracts, personal property and bailments, sales and commercial paper. Special emphasis on Missouri case-law and statutes. Lectures supported by actual case decisions and case digests.

GB 302 (F, S) 3 hrs. cr.

Legal Environment of Business II

Common law principles and statutes, particularly the Uniform Commercial Code, as they relate to American business. Brief overview of criminal law and tort law, government control and regulation, secured transactions, insurance, bankruptcy, agency and employment, partnerships, corporations, real property, and estates. Prerequisite: Junior standing.

GB 312 (F) 3 hrs. cr.

Principles of Business Education

Fundamentals of business education including curriculum, trends, equipment, materials, professional organizations, and career and technical education programs. For business education majors only. (To be taken in fall prior to student teaching.)

GB 320 (F, S) 3 hrs. cr.

Business Communication (Writing Intensive)

Principles of writing effective letters, memos, and reports to solve real-world situations. Emphasis on contemporary issues and the employment process. Prerequisites: 6 hours English Composition or permission of instructor.

GB 321 (F, S) 3 hrs. cr.

Business Statistics I

Methods of collection, analysis, interpretation, and presentation of data related to business. Topics include frequency distribution, measures of central tendency and dispersion, regression and correlation analysis, probability concepts, sampling distributions, estimation procedures, and hypothesis testing. Computer statistical packages will be utilized in analysis and application of problems. Prerequisites: Math 130, 131, or higher and MM 237.

GB 322 (S) 3 hrs. cr.

Business Statistics II

Methods of statistical analysis relating to business decision-making and research in business and economics. Emphasizes sampling theory, parametric tests of hypotheses, analysis of variance, multiple regression, non-parametric tests of hypotheses, and other selected statistical techniques. Computer statistical packages (and spreadsheet packages) will be utilized in analysis of problems. Prerequisite: GB 321.

GB 361 (F, S) 1 hr. cr.

Personal Development

Identifying interests, skills and abilities in relation to prospective jobs. Establishing short term and long term career goals. Developing job search skills. Demonstrating dining etiquette. Prerequisite: 6 hours English Composition or permission of instructor.

Course Descriptions

GB 101 (F, S) 3 hrs. cr.

Introduction to Personal Financial Planning

Introduction to the concepts and tools necessary for effective management of personal financial health. Includes goal-setting, investment decisions, obtaining and using credit, insurance, and retirement planning. Also provides exposure to various business careers and to comparable decisions that business owners and managers make.

GB 110 (Demand) 3 hrs. cr.

Computer Formatting

Covers all styles of business letters, reports, memos, and tables. Some of the advanced Microsoft Word commands used are: headers and footers, find and replace, report styles, advanced table features, templates, labels, mail merge, and sort. Prerequisite: GB 105 or a good knowledge of the keyboard and familiarity with word processing.

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GB 362 (F, S) 1 hr. cr.

Career Development

Increasing verbal and nonverbal job related communication and presentation skills. Acquiring networking abilities. Exploring business etiquette and dress in order to adjust to the corporate environment and the professional image. Improving time management skills. Prerequisite: 6 hours English Composition or permission of instructor.

GB 363 (F, S) 1 hr. cr.

Interpersonal Development

Learning to work with others and exploring techniques of negotiation. Developing assertiveness and learning to resolve conflict. Developing leadership skills. Understanding how to serve customers/clients and developing sensitivity to other cultures. Discussing career related ethics (social responsibility). Prerequisite: 6 hours English Composition or permission of instructor.

GB 405 (S) 3 hrs. cr.

Statistical Quality Control

Theory and methods used in statistical quality control. Emphasizes basic statistical analysis, variables control charts, attributes control charts, interpretation of control charts, estimation of process parameters, gage capability, acceptance sampling, and service quality. Students will be encouraged to use spreadsheets to solve SPC problems. Prerequisite: GB 321 or consent of instructor.

GB 412 (Demand) 3 hrs. cr.

Implementing Business Education Programs

This course includes a study of teaching techniques and devices, organization and development of curriculum, testing and measurements, funding, special populations, integrating academics, business/education partnerships, and multicultural activities. Special emphasis is given to innovations, systems and developments in business and education. For business education majors only. (To be taken the final summer prior to student teaching.)

GB 490 (F, S) 1 hr. cr.

Career Portfolio Development

The Career Portfolio Development course is designed to have students develop hypertext portfolios. Students must prepare themselves for lifelong careers that cross over multiple jobs and duties. Electronic portfolios are becoming prevalent in business because they show individual skill and qualifications. This class will instruct students on how to organize their accomplishments in an electronic format. Prerequisite: Senior Status.

GB 491 (F, S) 1-12 hrs. cr.

Internship in General Business

An internship for senior General Business 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.

GB 498 (Demand) 1-3 hrs. cr.

Advanced Topics in General Business

Special topics in General Business. For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission. Seminar topics offered in the past include office machines, career orientation, and human relations.

GB 499 (Demand) 1-3 hrs. cr.

Independent Study in General Business

Individually directed readings, research, and discussions in selected areas of general business for advanced majors. Scope, depth, area of concentration, and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and 3.0 GPA.

INTERNATIONAL BUSINESS

Plaster Hall 309L, 417.625.9507

Faculty Abrahams - Head, Buchholz, Marion, Moos

The B.S.B.A. international business major course of study is designed to prepare the graduate for employment with multinational companies. Potential employers may be local, regional, national, or international corporations.

Bachelor of Science in Business Administration with an Emphasis in International Business

Semester Hours

International Business Emphasis

Core Requirements (p. 34) 51*	48
Business Core (p. 165)	41
Required:	3
IB 310 International Business	
Choose three:	9
IB 400 International Marketing	
IB 410 International Management	
IB 420 International Accounting	
IB 430 International Corp. Finance	
IB 460 Global Supply Chain Management	
Choose one:	3
IB 352 International Human Resources	
IntS 303 Contemporary World Civilizations	
IntS 304 Comparative Political Economy	
IntS 305 International Techno-Trends	
Required:	
Foreign Language	3
International Internship or	
International Business Field Study	3
Electives	14
	124

*IB 310 included in Core Requirements.

*Required course in economics (Econ 201) satisfies major requirement and three hours of Core Curriculum.

CGBP Concentration

(Certified Global Business Professional)

Semester Hours

Core Requirements (p. 34) 51*	48
Business Core (p. 165)	41
Required:	15
IB 310 International Business	
IB 400 International Marketing	
IB 410 International Management	
IB 430 International Corp. Finance	
IB 460 Global Supply Chain Management	
Choose one:	3
IB 352 International Human Resources	
IB 420 International Accounting	
IntS 303 Contemporary World Civilizations	
IntS 304 Comparative Political Economy	
IntS 305 International Techno-Trends	

Required:

Foreign Language.	3
IB 491 International Internship or	
IB 498 International Business Field Study	3
Electives	11
	124

*IB 310 included in Core Requirements.
 *Required course in economics (Econ 201) satisfies major requirement and three hours of Core Curriculum.

**Minor in International Business
 (Non-B.S.B.A. degree candidates)**

Prerequisites:	9
Econ 180 American Economic System	
MM 300 Principles of Marketing	
MM 350 Fundamentals of Organizational Management (WI)	

Required:	9
IB 310 International Business	
IB 400 International Marketing	
IB 410 International Management	

Choose one:	3
IB 352 International Human Resources	
IB 420 International Accounting	
IB 430 International Corporate Finance	
IB 460 Global Supply Chain Management	
IB 491* Internship in International Business	
IB 498 Special Topics in International Business	
IB 499* Independent Study in International Business	
IntS 302 World Environmental Issues	
IntS 304 Comparative Political Economy	
IntS 305 International Techno-Trends	

Foreign Language	
Other International Courses*	
Total for Minor (International Business).	21

*With the approval of the course instructor and the Department Head.

Suggested Order of Study

**Bachelor of Science in Business Administration
 International Business Emphasis**

Major Code IB00

Freshman Year

1st Semester		Hours
Course		
CORE [Eng 101 College Composition I (WI)]		3
CORE [Math 131 Finite Math]		3
CORE [PSc 120 Gov't: US/Sta/Loc]		3
CORE MIDS 100 University Experience		3
GB 151 Intro to Business Careers		1
MM 237 Using Information Systems		3
		16

2nd Semester		Hours
CORE [Eng 102 College Composition II (WI)]		3
CORE [Fine Arts (Art 110, Mus 110 or Th 110)]		3
CORE [Comm 100 Oral Communication]		3
CORE [Psy 100 or Soc 110]		3
CORE [Econ 201 Principles of Economics-Macro]		3
		15

Sophomore Year

1st Semester		Hours
Acct 201 Principles of Financial Accounting		3
CORE [Phys 100 Fundamentals of Physical Science]		5
Econ 202 Principles of Economics-Micro		3
CORE [Hist 110 American History]		3
CORE [Fine Arts & Humanities Elective]		3
		17

2nd Semester		Hours
Acct 202 Principles of Managerial Accounting		3
CORE [Bio 101 General Biology]		4
CORE [Literature (Eng 261,262, 271,272,281 or 282)]		3
CORE [Hist 120 U.S.1877-Present]		3
CORE [Kine 103 Lifetime Wellness]		2
		15

Junior Year

1st Semester		Hours
IB 310 International Business		3
GB 301 Legal Environment of Business I		3
GB 321 Business Statistics I		3
MM 300 Principles of Marketing		3
Foreign Language		3
CORE [Kine 101 Physical Activity]		1
		16

2nd Semester		Hours
GB 320 Business Communication (WI)		3
Econ 350 Financial Management		3
IB 400 International Marketing*		3
MM 350 Fundamentals of Organizational Management (WI)		3
MM 360 Supply Chain Management		3
		15

Summer - Jr. Year		Hours
IB 491 Internship in International Business		3
OR		
IB 498 Advanced Topics in International Business		3
		3

Senior Year

1st Semester		Hours
IB 430 International Corporate Finance*		3
IntS 304 Comparative Political Economy		3
Electives		6
		12

2nd Semester		Hours
IB 410 International Management*		3
MM 452 Strategic Management		3
GB 490 Career Portfolio Development		1
IB 460 Global Supply Chain Management*		3
Electives		5
		15

*Required CGBP Concentration

For additional information contact:

Chris Moos
 Office: Plaster Hall 307C
 Phone: 417.625.9703
 Email: moos-c@mssu.edu

Course Descriptions

IB 210 (F, S) 3 hrs. cr.

Global Business Literacy

Introduction to the concepts of international trade and business. The course provides an overview of international organizations and business. The course will focus on cultural differences; theories and interdependencies of international trade and economic development; and discuss the positions of proponents and opponents of International Trade development. Not for Business Majors or for those who have taken IB 310. Prerequisites: None

IB 310 (F, S) 3 hrs. cr.

International Business

Introduction to the intricacies and complexities of international trade and business. The course provides an overview of the international organizations and the effects of the foreign environment on international business. The course will focus on cultural differences; theories of international trade and economic development; international finance; marketing internationally and practical applications of starting and maintaining international business relationships. This course is the prerequisite for higher level International Business courses. Prerequisites: Econ 180 or Econ 201

IB 352 (F) 3 hrs. cr.

International Human Resource Management

The course addresses the concepts, principles and practices of organizations who have chosen to participate in international activities either as a profit-seeking business, a not-for-profit, or a governmental agency and wishes to improve the effective management of people in a global environment. The course will address the unique international issues including, but not limited to, human resource planning, recruiting, selecting, orienting, training, evaluating, and compensating employees in a legal, ethical and socially responsible manner. Prerequisite: IB 310 or instructor permission.

IB 380 (F, S) 3 hrs. cr.

International Business Cultural Exchange

An introduction to the concepts of international trade and business. Through selected readings and directed discussion students will study the nature of international business; organizations and monetary systems in the international environment; foreign environments and dynamics; and how management deals with environmental forces. This course is designed specifically for internet based learning involving student participation from various countries and cultures. Internet connection is required. Prerequisites: Junior Standing.

IB 400 (S) 3 hrs. cr.

International Marketing

This course provides students with an understanding of the principles and practices of international marketing by studies of the international marketing environment, international marketing strategies, international marketing management, and international marketing organization for international companies. Prerequisites: IB 310 and MM 300.

IB 410 (S) 3 hrs. cr.

International Management

This course will focus on the development of management skills related to international business. The students will study the international

business environment, international business strategy, international organizational structure, and international management. Management issues for small and large international companies will be examined in the areas of management of activities, building of capabilities, management across boundaries, coordination and control, and human resource management. Prerequisites: IB 310 and MM 350.

IB 420/Acct 420 (Su) 3 hrs. cr.

International Accounting

Examination of accounting operations within a multinational corporate environment. Primary emphasis is on international financial reporting and standard setting with regard to different needs within different countries, harmonization, international financial statement analysis and accounting standards and practices in selected countries. Prerequisite: IB 310 and Acct 202

IB 430 (F) 3 hrs. cr.

International Corporate Finance

This course focuses on the environment in which the international financial manager operates. Students study the risks of doing business overseas and the tools available to minimize those risks. Foreign exchange risk, political risk, foreign investments and international financing, working capital management, accounting, and control are examined within this context. Prerequisites: IB 310 and Econ 350.

IB 460 (S) 3 hrs. cr.

Global Supply Chain Management

This course will focus on the development of logistics management skills related to global supply chains. The students will study the international business environment as it relates to transportation modes and methods, trade agreements and trade zones, legal and security transportation issues, international conventions, and import and export regimes. Particular attention will be given to supply chain management as part of the firm's strategic positioning, cultural interactions and quality considerations as well as to the importance of third party logistics providers. Prerequisites: IB 310 and MM 360 or instructor permission.

IB 491 (Demand) 1-12 hrs. cr.

Internship in International Business

An internship for senior International Business 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 head approval.

IB 498 (Demand) 1-3 hrs. cr.

Advanced Topics in International Business

Special topics in international business. For upper-division students. Topics to be announced each time the course is offered.

IB 499 (Demand) 1-3 hrs. cr.

Independent Study in International Business

Individually directed readings, research, and discussion in selected areas of International Business for advanced majors. Scope, depth, area of concentration, and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: 65 hours, 3.0 GPA, and department head approval.

MANAGEMENT

Plaster Hall 309L, 417.625.9671

Faculty Vernon - Head, Bradshaw, Marion, Philibert, Stevens

Mission

Our mission is to provide students with a superior education. Faculty combine effective teaching with scholarship and professional service and strive to provide students with practical and theoretical business competencies. These competencies prepare students for leadership positions and service in a diverse, global, and competitive economy.

The B.S.B.A. management major course of study is designed to prepare the graduate for entry-level positions of responsibility in the for-profit, nonprofit, and public sectors.

Bachelor of Science in Business Administration with an Emphasis in Management

	Semester Hours
Core Requirements (p. 34) 51*	48
Business Core (p. 165)	41
Management Emphasis	18
MM 337 Management Information Systems	3
MM 352 Human Resource Management.	3
MM 431 Operations Management.	3
MM 441 Organizational Behavior	3
Select Two: (MM 354, MM 410, MM 411, MM 412, GB 405, IB 410, Acct 350)	6
Electives	17
	124

*Required course in economics (Econ 201) satisfies major requirement and three hours of Core Curriculum.

Minor in Management

(Non-B.S.B.A. degree candidates)

Choose two:	6
Acct 201 Principles of Financial Accounting	
Econ 201 Principles of Economics-Macro	
Econ 202 Principles of Economics-Micro	
GB 320 Business Communication (WI)	
GB 321 Business Statistics I	
Required:	
MM 350 Fundamentals of Organizational Management (WI)	3
Choose four:	12
MM 337 Management Information Systems	
MM 352 Human Resource Management	
MM 354 Quality Management	
MM 411 Labor and Employment Law	
MM 431 Operations Management	
MM 441 Organizational Behavior	
MM 450 Psychology of Human Resource Management	
IB 410 International Management	
Total for Minor (Management)	21

Minor in Human Resource Management

(All degree candidates)

Required:

MM 350 Fundamentals of Organizational Management (WI)	3
MM 352 Human Resource Management.	3
MM 411 Labor & Employment Law	3

Choose three:

MM 354 Quality Management	
MM 441 Organizational Behavior	
MM 450 Psychology of Human Resource Management	
MM 491 Internship in Marketing/Management	
GB 302 Legal Environment of Business II	

Total for Minor (Human Resource Management) 18

Minor in Quality Management

(All degree candidates)

Required:

Acct 201 Principles of Financial Accounting.	3
MM 350 Fundamentals of Organizational Management (WI)	3
MM 354 Quality Management	3
GB 405 Statistical Quality Control	3

Choose two:

Acct 350 Financial Statement Analysis	
GB 321 Business Statistics I	
GB 322 Business Statistics II	
MM 352 Human Resource Management	
MM 431 Operations Management	
Acct 385 Cost Accounting	

Total for Minor (Quality Management) 18

Suggested Order of Study

Bachelor of Science in Business Administration Management Emphasis

Major Code MM00

Freshman Year

1st Semester

Course		Hours
CORE	[Eng 101 College Composition I (WI)]	3
CORE	[Math 131 Finite Math]	
OR		
CORE	[Math 130 College Algebra]	3
CORE	[Kine 103 Lifetime Wellness]	2
CORE	MIDS 100 University Experience	3
GB 151	Introduction to Business Careers	1
MM 237	Using Information Systems	3
		15

2nd Semester

CORE	[Eng 102 College Composition II (WI)]	3
CORE	[Comm 100 Oral Communication]	3
CORE	[Bio 101 General Biology]	4
CORE	[Psy 100 or Soc 110]	3
CORE	[Fine Arts (Art 110, Mus 110 or Th 110)]	3
		16

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Sophomore Year

1st Semester

Acct 201	Principles of Financial Accounting	3
CORE	[Phys 100 Fundamentals of Physical Science]	5
CORE	[Econ 201 Principles of Econ-Macro]	3
CORE	[Hist 110 American History]	3
CORE	[Kine 101 Physical Activity]	1
		15

2nd Semester

Acct 202	Principles of Managerial Accounting	3
Econ 202	Principles of Economics-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 U.S. History 1877-Present]	3
CORE	[PSc 120 Gov't: U.S./Sta/Loc]	3
		15

Junior Year

1st Semester

GB 321	Business Statistics I	3
GB 301	Legal Environment of Business I	3
GB 320	Business Communication (WI)	3
MM 350	Fundamentals of Organizational Management (WI)	3
MM 337	Management Information Systems	3
		15

2nd Semester

Econ 350	Financial Management	3
MM 300	Principles of Marketing	3
MM 352	Human Resource Management	3
	Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)	3
Elective		3
		15

Senior Year

1st Semester

MM 431	Operations Management	3
MM 441	Organizational Behavior	3
CORE	[International Cultural Studies] (IB 310 strongly recommended)	3
CORE	[Humanities & Fine Arts Elective] (See Core requirements, p. 34)	3
Electives		6
		18

2nd Semester

	Advanced Elective (MM 354, 410, 411, 412, GB 405, or IB 410)	3
MM 452	Strategic Management (WI)	3
GB 490	Career Portfolio Development	1
Electives		8
		15

[Department Recommendations]

For additional information contact:

Dr. Alex Vernon
Office: Plaster Hall 309L
Phone: 417.625.9671
Email: vernon-a@mssu.edu

MANAGEMENT TECHNOLOGY

Plaster Hall 302, 417.625.9319

Bachelor of Science in Management Technology with an Emphasis in General Business

The B.S. in management technology major course of study is for students who have already received an associate degree in a technical field or other technical preparation approved by the adviser and school dean and who desire to obtain the necessary business skills to become technical supervisors or first-line managers. Students must apply for admission to the program in the first semester of the Junior Year.

General Business Emphasis

Semester Hours

Two Year Associate Degree

Core Curriculum (p. 34) 51* 48

Required Business Classes: 36

Acct 201	Principles of Financial Accounting	3
Acct 202	Principles of Managerial Accounting	3
Econ 201	Principles of Economics-Macro	3
Econ 202	Principles of Economics-Micro	3
MM 237	Using Information Systems	3
GB 301	Legal Environment of Business I	3
GB 320	Business Communication (WI)	3
GB 321	Business Statistics I	3
MM 300	Principles of Marketing	3
MM 350	Fundamentals of Organizational Management (WI)	3
Econ 350	Financial Management	3
MM 452	Strategic Management (WI)	3

Five additional courses selected from: 15

Acct 350	Financial Statement Analysis	
Acct 309	Accounting Information Systems	
Econ 401	Microeconomic Analysis	
GB 302	Legal Environment of Business II	
GB 322	Business Statistics II	
GB 405	Statistical Quality Control	
MM 337	Management Information Systems	
MM 352	Human Resource Management	
MM 354	Quality Management	
MM 405	Internet Marketing	
MM 411	Labor & Employment Law	
MM 431	Operations Management	
MM 441	Organizational Behavior	
MM 450	Psychology of Human Resource Management	

Electives (Associate degree hours) 25

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*Required course in economics satisfies major requirement and three hours of Core Curriculum.

Students who have already received an associate's degree in a technical field may have their degree and/or courses sub-

stituted for relevant degree requirements with the approval of the Dean of the Robert W. Plaster School of Business Administration.

For additional information contact:

Dr. Alex Vernon
Office: Plaster Hall 309L
Phone: 417.625.9671
Email: vernon-a@mssu.edu



Faculty Block - Head, Buzzard, Cragin, Gray, Huntington, Kleindl

Mission

The mission of the Department of Marketing at Missouri Southern State University is to provide students with a superior education. Faculty combine effective teaching with scholarship and professional service and strive to provide students with business competencies that prepare them for leadership positions in a diverse, global, and competitive economy.

The B.S.B.A. marketing major course of study is intended to prepare graduates for positions in personal selling, product and services marketing, promotions, consumer behavior, marketing and sales analysis, retailing, and supply chain logistics.

Bachelor of Science in Business Administration with an Emphasis in Marketing

	Semester Hours
Core Requirements (p. 34) 51*	48
Business Core (p. 165)	41
Marketing Emphasis	9
MM 412 Marketing Management	3
MM 432 Consumer Behavior	3
MM 470 Marketing Research	3
Choose three [optional classes]	9
MM 312 Retailing	3
MM 321 Professional Strategic Selling	3
MM 340 Principles of Transportation	3
MM 345 Business Logistics	3
MM 360 Supply Chain Management	3
MM 401 Promotional Strategy	3
MM 405 Internet Marketing	3
MM 436 Services Marketing	3
IB 400 International Marketing	3
IB 460 Global Supply Chain Management	3
Electives	17
	124

*Required course in economics satisfies major requirement and three hours of Core Curriculum.

Minor in Marketing

(Non-B.S.B.A. degree candidates)

Required:

Econ 180 American Economic System3

Choose one:3

Acct 201 Principles of Financial Accounting

GB 320 Business Communication (WI)

GB 321 Business Statistics I

MM 350 Fundamentals of Organizational Management (WI)

Required:

MM 300 Principles of Marketing3

Choose four:12

MM 312 Retailing

MM 321 Professional Strategic Selling

MM 340 Principles of Transportation

MM 345 Business Logistics

MM 401 Promotional Strategy

MM 405 Internet Marketing

MM 412 Marketing Management

MM 432 Consumer Behavior

MM 436 Service Marketing

MM 470 Marketing Research

IB 400 International Marketing

Total for Minor (Marketing)21

Minor in E-Business

(B.S.B.A. degree candidates)

Required:

CIS 315 Computer Networks I3

MM 405 Internet Marketing3

MM 498 Advanced Topics in Marketing/Management3

Choose three:9

MM 337 Management Information Systems

MM 340 Principles of Transportation

MM 345 Business Logistics

MM 401 Promotional Strategy

MM 470 Marketing Research

Acct 309 Accounting Information Systems

Total for Minor (E-Business)18

Minor in Multimedia

(B.S.B.A. degree candidates)

Required:

MM 405 Internet Marketing3

CIS 110 Programming I3

Art 101 Basic Design I3

Comm 101 Introduction to Human Communication . . .3

Choose two*:6

MM 337 Management Information Systems

MM 401 Promotional Strategy

MM 432 Consumer Behavior

Total for Minor (Multimedia)18

*Other courses may be substituted with permission of adviser.

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Minor in Transportation-Logistics

(All degree candidates)

Required:

GB 321	Business Statistics I	3
MM 300	Principles of Marketing	3
MM 340	Principles of Transportation	3
MM 345	Business Logistics	3
MM 360	Supply Chain Management	3
	Advanced Business Electives	6
Total for Minor in Transportation-Logistics		21

Minor in Arts, Entertainment, and Tourism Marketing

(All degree candidates)

Required:

Econ 201	Principles of Economics-Macro	3
GB 321	Business Statistics I	3
MM 300	Principles of Marketing	3
MM 436	Services Marketing	3
MM 432	Consumer Behavior	3
MM 470	Marketing Research	3
MM 498	Advanced Topics in Arts, Entertainment, and Tourism Marketing*	3

Total for Minor in Arts, Entertainment, and Tourism Marketing21

*Selected in consultation with and permission from the minor adviser.

2nd Semester

Acct 202	Principles of Managerial Accounting	3
Econ 202	Principles of Economics-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 American History]	3
CORE	[PSc 120 Gov't:U.S./Sta/Loc]	3
		15

Junior Year

1st Semester

GB 301	Legal Environment of Business I	3
GB 321	Business Statistics I	3
MM 300	Principles of Marketing	3
MM 350	Fundamentals of Organizational Management (WI)	3
Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration (IB 310 strongly recommended))		3
		15

2nd Semester

GB 320	Business Communication (WI)	3
MM 312	Retailing	3
MM 321	Professional Strategic Selling	
OR		
MM 405	Internet Marketing	3
Econ 350	Financial Management	3
Electives	(must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)	6
		18

Senior Year

1st Semester

MM 401	Promotional Strategy	3
OR		
MM 405	Internet Marketing	
MM 412	Marketing Management	3
CORE	[Humanities & Fine Arts Elective] (See Core Requirements p. 34)	3
Electives		6
		15

2nd Semester

MM 432	Consumer Behavior	3
MM 452	Strategic Management (WI)	3
MM 470	Marketing Research	3
GB 490	Career Portfolio Development	1
Electives		5
		15

[Department Recommendations]

For additional information contact:

Dr. Beverly Block
Office: Plaster Hall 309Q
Phone: 417.625.9603
Email: block-b@mssu.edu

Suggested Order of Study

Bachelor of Science in Business Administration

Marketing Emphasis

Major Code MM03

Freshman Year

1st Semester

Course		Hours
CORE	[Eng 101 College Composition I (WI)]	3
CORE	[Math 131 Finite Math]	
OR		
CORE	[Math 130 College Algebra]	3
CORE	[Kine 103 Lifetime Wellness]	2
MIDS 100	University Experience	3
GB 151	Introduction to Business Careers	1
MM 237	Using Information Systems	3
		15

2nd Semester

CORE	[Eng 102 College Composition II (WI)]	3
CORE	[Comm 100 Oral Communication]	3
CORE	[Bio 101 General Biology]	4
CORE	[Psy 100 or Soc 110]	3
CORE	[Art 110, Mus 110 or Th 110]	3
		16

Sophomore Year

1st Semester

Acct 201	Principles of Financial Accounting	3
CORE	[Phys 100 Fundamentals of Physical Science]	5
CORE	[Econ 201 Principles of Econ-Macro]	3
CORE	[Hist 110 U.S. History]	3
CORE	[Kine 101 Physical Activity]	1
		15

Course Descriptions

- MM 237 (F, S) 3 hrs. cr.
Using Information Systems
 Principles of information systems in the business environment. Covers components of personal and business information systems, file management, and industry standard application software packages (i.e., word processing, spreadsheet, database, presentation, and Internet browser). Includes hands-on use of microcomputers. Prerequisite: Basic knowledge of windows operating system, word processing, and spreadsheet software required or CIS 105 Introduction to Microcomputer Use.
- MM 300 (F, S) 3 hrs. cr.
Principles of Marketing
 Survey of major marketing methods, institutions, and practices. Retailing, wholesaling, distribution channels, marketing legislation, advertising, marketing research, and marketing cost are treated from the standpoint of consumers, middlemen, and manufacturers. Prerequisite: Econ 180, or Econ 201, or Econ 202.
- MM 312 (F) 3 hrs. cr.
Retailing
 Principles of successful retail management, including managing retail operations, administration and control, location analysis, merchandising, promotion, and review of the retail environment with analytic and research methods applicable to retail problems. Prerequisite: MM 300.
- MM 321 (F, S) 3 hrs. cr.
Professional Strategic Selling
 Principles, methods and techniques of effective professional strategic and consultative selling. Expertise in sales for business-to-business services and products is the focus. The course stresses practical aspects through application, simulation, role-play, and presentation. Prerequisite: MM 300.
- MM 337 (F, S) 3 hrs. cr.
Management Information Systems
 The course provides a basic understanding of data manipulation, evaluation and summarization to be used in the decision making process and familiarizes students with management information systems and common business application software. The tools used are spreadsheet and database software. Students should learn to integrate software packages to address complex business problems. Prerequisite: MM 237.
- MM 340 (S) 3 hrs. cr.
Principles of Transportation
 Principles of Transportation examines forms of transportation and institutional factors that influence transportation decisions; regulation, public policy, and other governmental variables are reviewed in detail. An introduction to physical distribution's interaction with transportation is explored. Prerequisite: MM 300.
- MM 345 (F) 3 hrs. cr.
Business Logistics
 A survey of the management of logistic functions in the firm including physical supply and distribution activities such as transportation, storage facilities, inventory control, materials handling, warehousing, financing, and organization. Prerequisite: MM 300.
- MM 350 (F, S) 3 hrs. cr.
Fundamentals of Organizational Management *(Writing Intensive)*
 A study of the fundamentals and functions of organizational management including planning, decision making, organization, leading, and controlling from individual and group behavior perspectives. Prerequisite: Junior standing, Eng 101/102 or equivalent.
- MM 352 (F, S) 3 hrs. cr.
Human Resource Management
 Principles and practices of management with emphasis on the human factors, including procurement, development, and maintenance of an effective work force. Prerequisite: MM 350 or consent of instructor.
- MM 354 (F, S) 3 hrs. cr.
Quality Management
 Quality Management (QM) is an overview of an evolving philosophy for continuous improvement of products, process, and services to enhance quality while reducing costs. It is a management/technical/cultural approach to the integration of all systems and processes of an enterprise to achieve "customer" satisfaction. Prerequisites: MM 350, GB 321, or consent of instructor.
- MM 360 (Demand) 3 hrs. cr.
Supply Chain Management
 This course presents a survey of basic supply chain management among focal organizations and their tiered business partners. Emphasis on collaboration and planning related to major functional areas required to organize the flow of products from inception through delivery to satisfy final customer needs. Information and communication technology as an enabler of supply chain management strategies is also discussed. An appreciation of how the local supply chain functions as part of a global system is explored. Prerequisite: MM 300.
- MM 401 (S) 3 hrs. cr.
Promotional Strategy
 Description of fundamental advertising and promotional principles and their application in mass marketing. Analysis of advertising media, the preparation of advertising, and formulation of campaigns. Prerequisite: MM 300.
- MM 405 (Demand) 3 hrs. cr.
Internet Marketing
 Addresses the new technological environment that marketers are facing by introducing strategic considerations related to technology and technology implementation. Explores the basics of marketing exchange utilizing the information highway, multimedia techniques, database marketing, and interactive telecommunications; also gives students hands-on experience with relevant software. Prerequisites: MM 300 and MM 237 (or equivalent).
- MM 410 (F, S) 3 hrs. cr.
Small Business Management Practicum
 A practical course in solving real problems in an actual business environment. Students provide counseling to small business firms through cases referred by the Small Business Development Center. Course may be repeated for a total of six hours of credit. Prerequisite: Second semester junior or senior standing in business administration.
- MM 411 (F, S) 3 hrs. cr.
Labor and Employment Law
 A primary emphasis on Fair Employment practices, Title VII of the Civil Rights Act and other major employer/employee legal relationship including, but not limited to, affirmative action, race, gender, age, disability, and affinity orientation discrimination. Additional topics include Fair Labor Standards Act, Immigration Reform and Control Act, worker's compensation, and privacy issues. A secondary emphasis on the Labor-

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Management Relations Act, as amended, the bargaining unit, and unfair labor practices. Prerequisite: Junior standing. Formerly GB 411.

MM 412 (F, S) 3 hrs. cr.

Marketing Management

Managerial aspects of marketing: problems involved in goal setting, planning and strategies as they apply to product policy, pricing objectives, promotional objectives, distribution policy, and marketing intelligence. Prerequisites: MM 300 and MM 350.

MM 431 (F, S) 3 hrs. cr.

Operations Management

Principles and decision analysis related to the effective utilization of the factors of production and operations in manufacturing activities for both intermittent and continuous systems. The study of operations management, analytical models and methods, facilities design, and the use of computer modeling for control systems for effective production operations. Prerequisite: GB 321.

MM 432 (F) 3 hrs. cr.

Consumer Behavior

An interdisciplinary approach to the analysis and interpretation of consumer buying habits and motives and the resultant purchase of goods and services. The purchaser's psychological, economic, and socio-cultural actions and reactions are stressed. Prerequisite: MM 300.

MM 436 (S) 3 hrs. cr.

Services Marketing

The course focuses on the knowledge needed to implement quality service and service strategies for competitive advantage within the service sector. Service quality and recovery, the linking of measurement to performance, service mapping, and cross functional treatment of issues are covered in this course. Prerequisite: MM 300.

MM 441 (F, S) 3 hrs. cr.

Organizational Behavior

A study of the organization, human behavior in organizational settings, and the interface between them. Prerequisite: MM 350, Senior standing.

MM 450 (S) 3 hrs. cr.

The Psychology of Human Resource Management

Traditional areas of human resource management/organizational psychology are addressed, including group interaction, communication, attitudes, interviewing, compensation and benefits, and the legal environment. An interdisciplinary approach will be taken. The contents will be presented using both theory and experimental methods.

MM 452 (F, S) 3 hrs. cr.

Strategic Management

(Writing Intensive)

A capstone course integrating business disciplines with formal analyses of the organization's macro and industry environment; mission and goals; and strategy formulation, implementation, and control using the case method approach. Prerequisites: Senior standing, MM 300, MM 350, and Econ 350; must be taken during the last year of university work.

MM 470 (F, S) 3 hrs. cr.

Marketing Research

The systematic gathering, recording, analyzing, and presentation of data relating to market analysis, sales analysis, consumer research, advertising research, and attitude research. Prerequisites: GB 321 and six hours of marketing.

MM 491 (F, S) 1-12 hrs. cr.

Internship in Marketing/Management

An internship for senior marketing/management 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.

MM 498 (Demand) 1-3 hrs. cr.

Advanced Topics in Marketing/Management

For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission.

MM 499 (Demand) 1-3 hrs. cr.

Independent Study in Marketing/Management

Individually directed readings, research, and discussion in selected areas of Marketing/Management 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.