
School of Business Administration

School Dean

James M. Gray
Matthews Hall 302, 417.625.9319

Degrees and Majors

Bachelor of Science in Business Administration

Accounting
Finance and Economics
General Business
International Business
Management
Marketing

Associate of Science

Accounting
General Business

Concentration

Entrepreneurship

Bachelor of Science in Education

(in cooperation with the School of Education)

Business Education as a single teaching field
Business Education as one of two teaching fields

Bachelor of Science in Management Technology

(in cooperation with the School of Technology)
General Business

Mission

The aim of all activity in the School of Business Administration is to assist students in the development of those intellectual, personal and professional attributes, which will prepare them to exercise responsibility in the complex business environment of the future. The faculty of the School of Business Administration recognizes that the pace of change in our society will quickly render vocationally oriented information and training obsolete and that the routine details and techniques of the world of work must be acquired through actual experience. The role of the School of Business Administration, therefore, is not to teach skill specific techniques or to offer training for the first job, but to provide the educational opportunity to allow students to develop familiarity with analysis, communications, leadership and interpersonal relations within the context of professional education for business administration.

Objectives

The objectives of the School of Business Administration are:

1. to maintain a relevant curriculum which will provide the necessary managerial and administrative education for the School of Business Administration graduates;
2. to prepare the School of Business Administration graduates for leadership roles by stimulating rigorous, imaginative, analytical and probing attitudes so that the graduates can express themselves competently and apply problem-solving techniques;
3. to provide a faculty committed to teaching excellence, scholarship, and community service;
4. to maintain facilities and equipment necessary to foster high quality education in the School of Business Administration;
5. to interact with the business community to identify and serve their educational needs and to provide opportunity for professional growth for our students and faculty.

Student Organizations

The Accounting Club is open to accounting students seeking information regarding the profession and association with practicing accountants. Members are encouraged to attend monthly technical meetings and social functions. Members are also encouraged to become active in one or more of the area's professional accounting organizations.

Finance Investment Club is open to all majors seeking practical experience in portfolio management. Members actively manage the fund, which consists of stocks, bonds and mutual funds. Students are encouraged to attend monthly meetings and join the National Financial Management Association.

Omicron Delta Epsilon is the honorary economics fraternity open to juniors with at least 15 hours in economics or finance, and a 3.5 GPA in economics or finance courses.

Delta Epsilon Chi is open to all majors who are interested in learning the skills of developing marketing relationships. The club

facilitates members' professional development by introducing students to leading marketers, firms engaged in marketing, field trips, and through club activities. Students learn leadership skills by participating in social and club activities.

Phi Beta Lambda is based on a set of goals, which includes the development of competent and aggressive business leadership, creation of more interest and understanding of American business enterprise and participation in worthy undertakings for the improvement of business and citizenship. PBL is open to all business and computer science students and serves as a vehicle for professionals.

Missouri Southern Business Education Association is open to all business education majors. The organization is based on a set of goals to provide students information regarding the teaching profession and to prepare them for their career. Networking opportunities are made available for members by having teachers, school administrators, state department personnel, and various other professionals speak at the monthly meetings.

Students in Free Enterprise (SIFE) is a non-profit corporation organized to promote the free enterprise system. The group participates in national competitions, finishing as high as second on two different occasions.

Society for Advancement of Management is a professional organization whose mission is to foster the interaction of students, faculty, and practicing managers in order to communicate the practice of professional management. The organization is open to all business majors, particularly management and marketing students, and offers its members a personal introduction to practicing managers in the local community.

The Society of Human Resource Management is based on a set of goals, which includes familiarizing students with human resource administration, industrial psychology, and labor relations. It is also designed to keep students up to date on new developments and to develop a nucleus of truly professional human resource for the future.

Small Business Development Center

The School of Business Administration, in conjunction with the Small Business Administration, has formed a Small Business Development Center, which encompasses the following areas:

The International Trade and Quality Center

The mission of the International Trade and Quality Center in the School of Business is to:

1. develop international consulting and other relevant services for four-state organizations and individuals who are or wish to be involved in international trade;
2. assist area organizations in their quest for continuous improvement of products, processes and services to enhance quality while reducing cost;
3. enhance the business curriculum by providing international and quality resources, internship opportunities and other appropriate assistance for faculty and students.

These objectives are met via assessment activities, research, educational programs, consulting, and serving as a clearinghouse for materials such as books, literature, tapes, and equipment.

The Southern Business and Economic Review

The Southern Business and Economic Review is published quarterly by the Small Business Development Center within the School of Business Administration. Each issue contains local economic indicators and articles of interest to local business people. The Bureau also maintains a data bank of economic statistics, which is available to local business people.

Business and Economic Lecture Series

The School of Business Administration sponsors an annual lecture series. Speakers of interest to both students and local business people appear each semester. Normally they speak both during the day and the evening. J. Peter Grace and William S. Rukeyser are two of the prominent speakers who have appeared in the series.

Management Development Institute

The School of Business Administration has established a Management Development Institute to help local businesses with their training and educational needs. The Center seeks to serve those needs by developing and/or coordinating various seminars for the local businesses.

Center for Entrepreneurship

The primary purpose of the Center for Entrepreneurship is to provide relevant and practical information concerning starting and running a small business. The Center also seeks to encourage new business start-ups by providing student consultants and faculty evaluation of business plans.

Business Core Requirements

All B.S.B.A. candidates must take the following "core" courses in addition to the courses required in their major (See course descriptions for prerequisites):

Business Administration Core Requirements

		Semester Hours
Acct 201	Prin of Accounting I	3
Acct 202	Prin of Accounting II	3
Econ 201	Prin of Economics-Macro	3
Econ 202	Prin of Economics-Micro	3
Econ 350	Financial Management	3
GB 301	Legal Environment of Business I	3
GB 320	Business Comm (WI)	3
GB 321	Business Statistics I	3
MM 237	Using Info Systems	3
MM 300	Prin of Marketing	3
MM 350	Prin of Management (WI)	3
MM 452	Strategic Mgmt (WI)	3
	Advanced Business Elective*	3
Total Business Core		39

*Must be selected in consultation with adviser from 300 or 400 level courses in School of Business Administration. May not be "double counted" as part of major requirements. Mathematics - All candidates for the B.S.B.A. degree must complete Mathematics 130 or higher (Finite Mathematics 131 recommended) as their Core Curriculum mathematics course.

Minors

(Accounting, Finance/Economics, General Business, International Business, Management, and Marketing) for non-BSBA degree candidates.

Minor in Accounting (Non-BSBA degree candidates)

Required:	
Acct 312	Intermediate Accounting I
Acct 375	Tax Accounting I
GB 301	Legal Environment of Business I
Econ 350	Financial Management
	Upper-level accounting electives

Choose one:	3
Acct 310	Cost Accounting
Acct 325	Managerial Accounting
Total for Minor (Accounting)	21

Minor in Finance/Economics (Non-BSBA degree candidates)

Acct 201	Prin of Accounting I	3
Econ 201	Prin of Economics-Macro	3
OR		
Econ 180	American Econ System	3
Econ 202	Prin of Economics-Micro	3
Econ 300	Money and Banking	3
Choose three:	9	
Acct 202	Prin of Accounting II	
Econ 330	Prin of Insurance	
Econ 350	Financial Management	
Econ 401	Microeconomic Analysis	
Econ 402	Macroeconomic Analysis	
Econ 411	Investments	
Econ 420	Security Analysis	
Econ 450	Financial Strategy	
Total for Minor (Finance/Economics)	21	

Minor in General Business (Non-BSBA degree candidates)

Acct 201	Prin of Accounting I	3
Acct 202	Prin of Accounting II	3
Econ 202	Prin of Economics-Micro*	3
Econ 350	Financial Management	3
MM 237	Using Info Systems	3
MM 300	Prin of Marketing	3
MM 350	Prin of Management (WI)	3

*Econ 201 should be taken as a core curriculum requirement.

Total for Minor (General Business) 21

Minor in International Business (Non-BSBA degree candidates)

Prerequisites:	9
Econ 180	American Economic System
MM 300	Principles of Marketing
MM 350	Principles of Management (WI)
Required:	9
IB 310	International Business
IB 400	International Marketing
IB 410	International Management
Choose one:	3
IB 420	International Accounting
IB 430	International Corporate Finance
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 Dean of School of Business Administration.

Minor in Management (Non-BSBA degree candidates) Choose two: 6

Acct 201 Prin of Accounting I
 Econ 201 Prin of Economics-Macro
 Econ 202 Prin of Economics-Micro
 GB 320 Business Comm (WI)
 GB 321 Business Statistics I
Required:
 MM 350 Prin of Management (WI) 3
Choose four: 12
 MM 337 Mgmt Information Systems
 MM 352 Human Resource Mgmt
 MM 354 Quality Mgmt
 MM 411 Labor and Employment Law
 MM 431 Operations Mgmt
 MM 441 Organizational Behavior
 MM 450 The Psy of HRM
Total for Minor (Management) 21

Minor in Marketing (Non-BSBA degree candidates) Required:

Econ 202 Prin of Economics-Micro 3
Choose one: 3
 Acct 201 Prin of Accounting I
 GB 320 Business Comm (WI)
 GB 321 Business Statistics I
 MM 350 Prin of Management (WI)
Required:
 MM 300 Prin of Marketing 3
Choose four: 12
 MM 312 Retailing
 MM 321 Salesmanship
 MM 401 Promotional Strategy
 MM 405 Internet Marketing
 MM 412 Marketing Management
 MM 432 Consumer Behavior
 MM 470 Marketing Research
Total for Minor (Marketing) 21

Minors (Accounting, E-Business, Finance/Economics, Human Resource Management, Multimedia, and Quality Management) for BSBA degree candidates.

Minor in Accounting (BSBA degree candidate) Required:
 Acct 312 Intermediate Accounting I 3
 Acct 375 Tax Accounting I 3
 Acct 310 Cost Accounting 3
 Upper-level accounting electives 9
Total for Minor (Accounting) 18

E-Business Minor (BSBA degree candidate) Required:
 CIS 315 Computer Networks I 3
 MM 380 Database Marketing 3
 MM 405 Internet Marketing 3
 MM 498 Seminar in Mktg/Mgmt 3
Choose two: 6
 MM 337 Management Info Systems
 MM 340 Principles of Transportation
 MM 407 Internet Promotion
 Acct 419 Accounting Info Systems
Total for Minor (E-Business) 18

Minor in Finance/Economics (BSBA degree candidate) Required:
 Econ 300 Money and Banking 3
 Econ 411 Investments 3
 Econ 401 Microeconomic Analysis
 OR
 Econ 402 Macroeconomic Analysis
 OR
 Econ 450 Financial Strategy 3
 Upper level Econ/Finance electives 9
Total for Minor (Finance/Economics) 18

Minor in Human Resource Management (BSBA degree candidate) Required:
 MM 350 Principles of Management 3
 MM 352 Human Resource Mgmt 3
 MM 411 Labor & Employment Law 3
Choose three: 9
 MM 354 Quality Management
 MM 441 Organizational Behavior
 MM 450 Psy of Human Res Mgmt
 MM 491 Internship in Mktng/Mgmt
 GB 302 Legal Environment of Business II
Total for Minor (Human Res Mgmt) 18

Minor in Multimedia (BSBA degree candidate) Required:
 MM 405 Internet Marketing 3
 Comp 110 Programming I 3
 Art 101 Basic Design I 3
 Comm101 Intro to Human Comm 3
Choose two:** 6
 MM 337 Mgmt Info Systems
 MM 401 Promotional Strategy
 MM 432 Consumer Behavior
Total for Minor (Multimedia) 18

**Other courses may be substituted with permission of adviser.

Minor in Quality Management (BSBA degree candidate) Required:
 Acct 201 Prin of Accounting I 3
 MM 350 Prin of Management (WI) 3
 MM 354 Quality Management 3
 GB 405 Statistical Quality Control 3
Choose two: 6
 Acct 325 Managerial Accounting
 GB 321 Business Statistics I
 GB 322 Business Statistics II
 MM 352 Human Resource Mgmt
 MM 431 Operations Management
 Acct 310 Cost Accounting
Total for Minor (QM) 18



Matthews Hall 309D, 417.625.9607
Faculty Comstock, Huffman, Roark, Shaver, D. Smith, J. Smith

The B.S.B.A. accounting major course of study is designed to prepare the student to enter any area of the accounting profession, to successfully complete the Certified Public Accountant or other professional certification examination and to enter graduate school.

Prospective accounting majors should take note of the requirements for entry into the profession. The State of Missouri requires 150 hours of college credit, including an undergraduate degree, before a candidate will be allowed to sit for the Certified Public

Accountant examination. Arkansas, Oklahoma and Kansas, along with more than 40 other states, have similar requirements. The American Institute of Certified Public Accountants requires new members to have 150 semester hours of college credit in order to join. Accounting majors desiring to meet this requirement should note the "150-hour" recommendations at the end of the B.S.B.A. suggested order of study or plan to attend graduate school (see your adviser).

The A.S. accounting program of study is designed to prepare the student for book-keeping tasks, which are a part of the accounting function. Graduates of this program usually serve in entry-level positions in accounting firms or private businesses.

A minor in accounting for both BSBA and non-BSBA degree candidates is also offered.

Associate of Science with a Concentration in Accounting

	Semester Hours
Core Requirements (p. 34)	25-26
Accounting Concentration	36
Acct 201 Prin of Accounting I	3
Acct 202 Prin of Accounting II	3
Acct 312 Intermediate Accounting I	3
Acct 322 Intermediate Accounting II	3
Acct 375 Tax Accounting I	3
GB 301 Legal Environment of Business I	3
GB 320 Business Communications (WI)	3
Econ 201 Prin of Economics-Macro	3
Econ 202 Prin of Economics-Micro	3
MM 237 Using Info Systems	3
MM 350 Prin of Management (WI)	3
Elective selected from:	3
Acct 325 Managerial Accounting	3
GB 302 Legal Environment of Business II	3
GB 321 Business Statistics I	3
Business Elective	3
Total	64-65

Bachelor of Science in Business Administration with an Emphasis in Accounting

	Semester Hours
Core Requirements (p. 33)	51
Business Core (p. 139)	39
Accounting Major	24
Acct 310 Cost Accounting	3
Acct 312 Intermediate Accounting I	3
Acct 322 Intermediate Accounting II	3
Acct 332 Intermediate Accounting III	3
Acct 375 Tax Accounting I	3
Acct 402 Advanced Accounting	3
Acct 411 Auditing	3
Upper-level Accounting Elective (must be chosen with adviser approval)	3
Internships, independent studies and VITA will not fulfill this requirement.	
Electives	10
Total	124

The following courses are recommended as electives for accounting majors. Many schools require these classes before a student may be admitted to graduate study.

GB 322 Business Statistics II	3
Math 302 Calculus for Mgmt & Social Sciences	3
MM 431 Operations Management	3

Suggested Order of Study

Bachelor of Science in Business Administration Major Code 0502 Accounting Emphasis

Freshman Year		
1st Semester		
Course		Hours
CORE	[Eng 101 Comp I]	3
CORE	[Math 131 Finite Math]	3
CORE	[PSc 120 Gov't:U.S./Sta/Loc]	3
CORE	[Bio 101 General Biology]	4
CORE	[Kine 103 Lifetime Wellness]	2
Psy 120	College Orientation	1
		16
2nd Semester		
CORE	[Eng 102 Comp II]	3
CORE	[Phys 100 Fund of Phys Sci]	5
CORE	[Comm 100 Oral Comm]	3
CORE	[Psy 100 or Soc 110]	3
CORE	[Kine 101 Physical Activity]	1
		15

Sophomore Year

1st Semester		
Acct 201	Prin of Accounting I	3
CORE	[Econ 201 Econ-Macro]	3
MM 237	Using Info Systems	3
CORE	[Fine Arts (Art 110, Mus 110 or Th 110)]	3
CORE	[Hist 110 American History]	3
		15

2nd Semester

Acct 202	Prin of Accounting II	3
Econ 202	Prin of Econ-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 American History]	3
Elective		3
		15

Junior Year

1st Semester		
Acct 312	Intermediate Accounting I	3
Acct 375	Tax Accounting I	3
GB 301	Legal Envir of Bus I	3
GB 321	Business Statistics I	3
MM 350	Prin of Management (WI)	3
		15

2nd Semester

Acct 310	Cost Accounting	3
Acct 322	Intermediate Accounting II	3
GB 320	Business Comm (WI)	3
MM 300	Prin of Marketing	3
Elective		3
		15

Senior Year

1st Semester		
Acct 332	Intermediate Accounting III	3
Acct 411	Auditing	3
Econ 350	Financial Management	3
CORE	[International Cultural Studies] (IB 420 Intern'l Acct strongly recommended)	3
CORE	[Humanities & Fine Arts Elective] (See Core Requirements, page 41)	3
Upper-level Business Elective		3
		18

2nd Semester

Acct 402	Advanced Accounting	3
Upper-level Accounting Elective (Must be selected with adviser approval. Internships, independent studies and VITA will not fulfill this requirement.)		3
MM 452	Strategic Management (WI)	3
Electives		6
		15

150-Hour Recommendations

Accounting courses that are helpful in passing the CPA examination include Tax Accounting II, Accounting Information Systems, Governmental and Nonprofit Accounting, Advanced Cost Accounting, and Advanced Auditing. Note that while the B.S.B.A. requires 24 hours of upper-

level accounting courses to graduate, Missouri law requires 27 upper-level hours to sit for the CPA examination.

Beyond additional accounting courses, the student may find it helpful to concentrate any remaining hours in a single area such as finance, computer science, communications, a foreign language, total quality management or similar pursuits.

Associate of Science

Major Code 5002

Accounting Concentration

Freshman Year

1st Semester

Acct 201	Prin of Accounting I	3
CORE	[Eng 101 Comp I]	3
CORE	[Hist 110 or Hist 120]	3
CORE	[Math 30 or higher]	3
CORE	[Kine 103 Lifetime Wellness]	2
Business Elective		3
		17

2nd Semester

Acct 202	Prin of Accounting II	3
CORE	[Psy 100 or Soc 110]	3
CORE	[Comm 100 Oral Comm]	3
CORE	[Art 110, Mus 110, Th 110, Literature or Phil 201]	3
GB 320	Business Comm (WI)	3
CORE	[Kine 101 Physical Activity]	1
		16

Sophomore Year

1st Semester

Acct 312	Intermediate Accounting I	3
Acct 375	Tax Accounting I	3
MM 237	Using Information Systems	3
CORE	[Bio 101 or Phys 100]	4-5
CORE	[Econ 201 Econ-Macro]	3
		16-17

2nd Semester

Acct 322	Intermediate Acct II	3
GB 301	Legal Environment of Bus I	3
Econ 202	Prin of Econ-Micro	3
MM 350	Prin of Management (WI)	3
Business Elective (Acct 325, GB 302, GB 321)		3
Missouri Constitution Requirement		
See pg. 35		3
		18

For additional information contact:

Dr. James Shaver

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Course Descriptions

Acct 201 (F, S) 3 hrs. cr.

Principles of Accounting I

An introduction to accounting as an information communication function that supports economic decision-making. The topics covered should help students to understand financial statements and their preparation, the accounting cycle, and basic accounting for current assets. Prerequisite or corequisite: Math 130 or 131.

Acct 202 (F, S) 3 hrs. cr.

Principles of Accounting II

Continued development of the understanding of accounting as a critical tool of business communication. Emphasis is on non-current assets, present value concepts, investments, stockholders' equity, and the statement of cash flows. Prerequisite: Acct 201

Acct 310 (S) 3 hrs. cr.

Cost Accounting

Study of accounting cost systems providing information generation for managerial planning and control. Special emphasis is placed on Quality Management as applied to industrial and service enterprises. Prerequisites: Acct 202, MM 237, GB 321.

Acct 312 (F, S) 3 hrs. cr.

Intermediate Accounting I

First of three courses that comprehensively cover financial accounting for business enterprises (with emphasis on the corporation). The course is organized in these areas: (1) environment of financial accounting and basic theory underlying financial accounting; (2) accounting process from transaction analysis to financial statements; (3) statement analysis and revenue recognition, and (4) accounting for certain assets. Prerequisites: Acct 202, MM 237 (or co-requisite).

Acct 322 (F, S) 3 hrs. cr.

Intermediate Accounting II

Second of three courses that comprehensively cover financial accounting for business enterprises (with emphasis on the corporation). Emphasizes topics in areas of: (1) accounting for assets and liabilities and (2) shareholders' equity. Prerequisite: Acct 312.

Acct 325 (F, S) 3 hrs. cr.

Managerial Accounting

Use of accounting as a tool for the process of planning, controlling and decision-making. Emphasis on where accounting data is obtained, what kind of information is needed and how it is used in the management process. This course may not be taken by the accounting major to satisfy accounting core requirements. Prerequisite: Acct 202.

Acct 332 (F, S) 3 hrs. cr.

Intermediate Accounting III

Third of three courses that comprehensively cover financial accounting concepts and standards for business enterprises (with emphasis on the corporation). Coverage includes (1) earnings per share, (2) investments, (3) income taxes, (4) post-retirement benefits, (5) leases, (6) cash flows, and (7) accounting changes and errors. Prerequisite: Acct 322.

Acct 375 (F) 3 hrs. cr.

Tax Accounting I

Procedures for reporting federal income taxes with emphasis on income and deductions for individuals. Practice in preparing federal income tax returns. Prerequisite: Acct 202 or permission/and MM 237 (or co-requisite).

Acct 402 (F, S) 3 hrs. cr.

Advanced Accounting

Application of accounting principles of business combinations, consolidated financial statements, foreign currency transactions, international accounting and the work of the International Accounting Standards Committee. Prerequisite: Acct 322.

Acct 408 (S) 3 hrs. cr.

Tax Accounting II

Procedures for reporting federal income taxes with emphasis on corporations, partnerships, estates and trusts. Practice in preparing federal income tax returns of these business entities. Prerequisite: Acct 375 or permission.

Acct 411 (F, S) 3 hrs. cr.

Auditing

Overview of the certified public accounting profession with special attention to auditing standards, professional ethics, the legal liability inherent in the attest function, the study and evaluation of internal control, the nature of evidence, the growing use of statistical sampling, and performing an audit. Prerequisite: Acct 322.

Acct 419 (F) 3 hrs. cr.

Accounting Information Systems

A comprehensive study of the objectives, uses, evaluation and design of accounting information systems. The course is for students who will soon be assuming the responsibilities of professional accountants and need to know how accounting information systems function. Prerequisites: Acct 202 and MM 237 or equivalent.

Acct 421 (F) 3 hrs. cr.

Governmental and Nonprofit Accounting

Study of accounting principles, standards and procedures that apply to governmental entities. Primary emphasis is accounting for municipalities. Provides background for studying accounting systems of colleges and universities, hospitals and other nonprofit entities. Prerequisite: Acct 322.

Acct 422 (Demand) 3 hrs. cr.

Advanced Cost Accounting

Advanced study in decision models and cost information, system choice, strategy and management control. Special emphasis on Quality Management and time related management control initiatives. Prerequisite: Acct 310.

Acct 431 (S) 3 hrs. cr.

Advanced Auditing

An integration of auditing concepts from Auditing I emphasizing specific applications of auditing principles and concepts. In addition, other specialized audit reports are examined including prospective financial statements and compilation and review engagements. Examination of internal and operational audits as well as special topics in auditing. Prerequisite: Acct 411.

Acct 491 (Demand) 1-6 hrs. cr.

Internship in Accounting

An internship for senior accounting 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, 3.00 GPA and department approval.

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

Seminar in Accounting

For upper division accounting or related majors with topics to be announced each time the course is offered. Prerequisite: Senior standing or permission.

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

Independent Study in Accounting

Individually directed readings, research and discussion in selected areas of accounting for advanced majors. Scope, depth, area of concentration and credit to be arranged upon entry into course. Offered by arrangement. Prerequisite: Permission and a minimum 3.0 GPA.

Business Education

Matthews Hall 307B, 417.625.9603

Faculty Block, Rusley

Bachelor of Science in Education (Business Major)

The B.S.E. business major course of study prepares graduates to teach business as either a single or dual field at the secondary level.

Business education majors must have a cumulative GPA of 2.75 in all course work and must maintain a cumulative GPA of 2.75 in their business courses.

Bachelor of Science in Education with Business as a Single Teaching Field (Plan B)

	Semester Hours
Core Requirements (p. 33)	51
Education courses (p. 165)	41
Business Major	42
Acct 201 Prin of Accounting I	3
Acct 202 Prin of Accounting II	3
Econ 201 Prin of Economics-Macro	3
Econ 202 Prin of Economics-Micro	3
GB 110 Computer Formatting	3
GB 301 Legal Environment of Business I	3
GB 312 Prin of Business Educ	3
GB 320 Business Comm (WI)	3
MM 237 Using Info Systems	3
MM 300 Prin of Marketing	3
MM 337 Management Information Systems	3
MM 350 Prin of Management (WI)	3
MM 405 Internet Marketing	3
	Business elective 3
Total	134

Students can graduate with 128 hours if Psy 100 and Econ 201 are taken to fulfill college core requirements.

Bachelor of Science in Education with Business as One of Two Teaching Fields (Plan A)

	Semester Hours
Core Curriculum (p. 33)	51
Education courses (p. 165)	41
Business Major	30
Acct 201 Prin of Accounting I	3
Acct 202 Prin of Accounting II	3
Econ 201 Prin of Economics-Macro	3
GB 110 Computer Formatting	3
GB 301 Legal Environment of Business I	3
GB 320 Business Comm (WI)	3
MM 237 Using Info Systems	3
MM 337 Management Information Systems	3
MM 405 Internet Marketing	3
	Business elective 3

Suggested Order of Study

Bachelor of Science

Major Code 9023

Plan B-Single Teaching Field Business Education

Freshman Year

1st Semester

Course	Hours
CORE [Eng 101 Comp I]	3
CORE [Hist 110 U.S. History]	3
CORE [Art 110, Mus 110 or Th 110]	3
CORE [Psy 100 Gen Psychology]	3
Educ 100 Into to Teacher Educ I	1
CORE [Kine 103 Lifetime Wellness]	2
	15

2nd Semester

CORE [Eng 102 Comp II]	3
CORE [PSc 120 Gov't: U.S./Sta/Loc]	3
CORE [Hist 120 or 320]	3
CORE [Math 131 Finite Math]	3
GB 110 Computer Format (GB 105)	3
Educ 302 Exceptional Child	2
	17

Sophomore Year

1st Semester

CORE [Econ 201 Econ-Macro]	3
Acct 201 Prin of Acct I (Math 131)	3
CORE [Bio 101 General Biology]	4
Educ 200 Into to Teacher Educ II	1
CORE [Literature (Eng 261, 262, 271, 272, 281, 282)]	3
CORE [Kine 101 Physical Activity]	1
Psy 310 Educational Psychology	2
	17

2nd Semester

Acct 202 Prin of Acct II (Acct 201)	3
Econ 202 Prin of Economics-Micro	3
MM 237 Using Info Systems	3
CORE [Phys 100]	5
CORE [Comm 100 or 103]	3
	17

Junior Year

1st Semester

MM 405 Internet Marketing	3
GB 301 Legal Environment of Bus I	3
Educ 321 Microteaching, Secondary	2
Educ 329 Ped Theo, Methods & Prac	4
Educ 423 Classroom Management	2
Psy 301 Adolescent Psychology	3
	17

2nd Semester

CORE [Humanities and Fine Arts]	3
	Business elective 3
GB 320 Bus Comm (WI) (Eng 102)	3
MM 300 Prin of Marketing (Econ 202)	3
Educ 422 Content Area Literacy: Secondary	2
	14

Senior Year

1st Semester

CORE	[International Cultural Stu]	3
GB 312	Prin of Business Educ	3
MM 337	Management Info System	3
MM 350	Prin of Management (WI)	3
EDUC 301	Computer Software in Educ	3
		15

2nd Semester

Professional Semester

Educ 336	Tchg Business, Secondary	2
Educ 402	Foundation of Educ	2
Educ 432	Critical Issues in Educ	2
Educ 462	Student Tchg Secondary	8
Psy 412	Measurement & Evaluation	2
		16

[Department Recommendations]
(Prerequisites)

For additional information contact:

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Finance and Economics

Matthews Hall 310G, 417.625.9716

Faculty Abrahams, La Near, Nichols,
Rawlins, J. Smith

The B.S.B.A. finance and economics major course of study is designed to prepare graduates for managerial positions in financial institutions, corporate research, forecasting, 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. 33)	51
Business Core (p. 139)	39
Economics	18
Econ 300	Money and Banking 3
Econ 401	Microeconomic Analysis 3
Econ 402	Macroeconomic Analysis 3

GB 322	Business Statistics II	3
Choose two:		6

Econ 411	Investments	
Econ 420	Security Analysis	
Econ 450	Financial Strategy	
Econ 330	Principles of Insurance	
Econ 498	Seminar in Econ	
IB 430	International Corporate Finance	

Electives	16
Total	124

Certified in Financial Management Concentration Core Requirements (p. 33)

Business Core (p. 139)	51
Finance Core	9

GB 101	Intro Personal Fin Planning	
Econ 300	Money and Banking	
Econ 411	Investments	

Required CFM:	15
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Acct 325	Managerial Accounting	3
Econ 450	Financial Strategy	3
		9

Choose three:

Acct 312	Intermediate Acct I	
Acct 322	Intermediate Acct II	
Acct 375	Tax Accounting I	
Econ 330	Principles of Insurance	
Econ 401	Microeconomic Analysis	
Econ 402	Macroeconomic Analysis	
Econ 420	Security Analysis	
MM 431	Operations Management	
IB 430	International Corporate Finance	

Electives	10
Total	124

Chartered Financial Analyst Concentration Core Requirements (p. 33)

Business Core (p. 139)	51
Finance Core	39

		9
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GB 101	Intro Personal Fin Planning	
Econ 300	Money and Banking	
Econ 411	Investments	

Required CFA:	15
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Acct 312	Intermediate Acct I	3
Econ 420	Security Analysis	3
Econ 450	Financial Strategy	3
		6

Choose two:		6
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Econ 401	Microeconomic Analysis	
Econ 402	Macroeconomic Analysis	
GB 322	Business Statistics II	
MM 431	Operations Management	
IB 430	International Corporate Finance	

Electives	10
Total	124

Suggested Order of Study

Bachelor of Science in Business Administration

Major Code 0508, 0509, 0510

Finance and Economics Emphasis

Freshman Year

1st Semester

Course	Hours
CORE	[Eng 101 Comp 1] 3
CORE	[Math 131 Finite Math]
OR	
CORE	[Math 130 College Algebra] 3
CORE	[PSc 120 Gov't:U.S./Sta/Loc] 3
CORE	[Bio 101 General Biology] 4
CORE	[Kine 103 Lifetime Wellness] 2
Psy 120	College Orientation 1
	16

2nd Semester

CORE	[Eng 102 Comp II] 3
CORE	[Phys 100 Fund of Phys Sci] 5
GB 101	Intro to Personal Fin Planning 3
CORE	[Psy 100 or Soc 110] 3
CORE	[Kine 101 Physical Activity] 1
	15

Sophomore Year

1st Semester

Acct 201	Prin of Accounting I 3
CORE	[Econ 201 Prin of Econ-Macro] 3
MM 237	Using Info Systems 3
CORE	[Fine Arts (Art 110, Mus 110 or Th 110)] 3
CORE	[Hist 110 American History] 3
	15

2nd Semester

Acct 202	Prin of Accounting II 3
Econ 202	Prin of Econ-Micro 3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)] 3
CORE	[Hist 120 American History] 3
CORE	[Comm 100 Oral Comm] 3
	15

Junior Year

1st Semester

Econ 300	Money and Banking 3
GB 321	Business Statistics I 3
GB 301	Legal Environment of Bus I 3
MM 300	Prin of Marketing 3
MM 350	Prin of Management (WI) 3
	15

2nd Semester

GB 320	Business Comm (WI) 3
Econ 350	Financial Management 3
Econ 402	Macroeconomic Analysis
OR	
Acct 325	Managerial Accounting
OR	
Acct 312	Intermediate Accounting I 3

Advanced Business Elective (must be selected in consultation with faculty adviser from courses numbered 300 or above within the School of Business Administration)	3
Electives	3
	15
Senior Year	
1st Semester	
Econ 401 Microeconomic Analysis OR	
Advanced Finance/Economics Elective (must be selected in consultation with faculty adviser from courses numbered 300 or above)	3
Econ 411 Investments	3
Advanced Elective in Econ (selected in consultation with faculty adviser from courses numbered 300 or above)	3
CORE [International Cultural Stu] (IB 310 strongly recommended)	3
CORE [Hum & Fine Arts Elective] (See Core Requirements, p. 33)	3
Elective	2
	17
2nd Semester	
Econ 402 Macroeconomic Analysis OR	
Econ 450 Financial Strategy	3
Econ 420 Security Analysis OR	
GB 322 Business Statistics II	3
Advanced Electives in Econ (selected in consultation with faculty adviser from courses numbered 300 or above)	7
MM452 Strategic Management (WI)	3
	16

For additional information contact:
 Dr. Richard Rawlins
 Office: Matthews Hall 310G
 Phone: 417.625.9716
 E-mail: rawlins-r@mail.mssc.edu

Course Descriptions

Econ 180 (F, S) 3 hrs. cr.
The American Economic System
 A core course on the goals, organization and operation of the U.S. economy. Topics include: scarcity and choice; the role of profits, saving, investment, and competition as a pricing mechanism in the allocation of resources; the economic functions of government including fiscal

and monetary policy tools used for macroeconomic stabilization; limitations of the market system; other types of economic systems; and the rationale for international trade and the effects of trade barriers. Not for business majors or for those who have taken Econ 201.

Econ 201 (F, S) 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. Prerequisites: Math 130 or above.

Econ 202 (F, S) 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. Prerequisites: Math 130 or above and Econ 201.

Econ 300 (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; international aspects of money and monetary policy. Prerequisites: Econ 201.

Econ 330 (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. Prerequisite: Econ 201 and 202.

Econ 350 (F, S) 3 hrs. cr.
Financial Management
 Study of the financial operating environment and financial analyses; 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 202, GB 321.

Econ 401 (F) 3 hrs. cr.
Microeconomic Analysis
 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.

Econ 402 (S) 3 hrs. cr.
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.

Econ 411 (F) 3 hrs. cr.
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; security price-making forces. Prerequisite: Econ 350.

Econ 420 (S) 3 hrs. cr.
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 (EMH, fundamental, and technical) diversification, quality of earnings, and factors affecting equity ownership. Prerequisites: Econ 350 or permission.

Econ 450 (S) 3 hrs. cr.
Financial Strategy
 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.

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

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

Entrepreneurship

Faculty Bradshaw, Krudwig, Robinson

A concentration in entrepreneurship is offered for all students, regardless of major, to enhance success of small business startups. This concentration prepares the students to start their own businesses. A Certificate of Entrepreneurship will be issued to students who successfully complete the fifteen entrepreneurship courses.

Requirements for a Concentration in Entrepreneurship:

	Semester Hours
Ent 201	Developing a Business Plan 1
Ent 202	Business Opportunities 1
Ent 203	Legal Aspects for Entrepreneurs 1
Ent 204	Initial Capitalization 1
Ent 205	Cash Flow Analysis 1
Ent 206	Microcomputer Applications 1
Ent 207	Accounting Procedures 1
Ent 208	Accounting Records 1
Ent 209	Accounting Taxation 1
Ent 210	The Management Process for Entrepreneurs 1
Ent 211	Strategic Planning & Organizing 1
Ent 212	Human Resource Issues For Entrepreneurs 1
Ent 213	Promotion 1
Ent 214	Pricing 1
Ent 215	Merchandise/Inventory Planning 1
	15

For additional information contact:

Karen Bradshaw

Office: Matthews Hall 107B

Phone: 417.625.9520

E-mail: bradshaw-k@mail.mssc.edu

Course Descriptions

ENT 201 (F) 1 hr. cr.

Developing a Business Plan

This course focuses on the proper techniques to use in preparing and presenting a business plan, which will provide the necessary goals and directions for creating, managing and gaining profit from a business.

ENT 202 (F) 1 hr. cr.

Business Opportunities

A course concentrating on analyzing the feasibility of starting or expanding a business venture. Topics include developing strategies for various types of existing business ventures and new startups, product positioning, the purchase of existing businesses, franchising, and determining and creating a competitive advantage for products and services.

ENT 203 (F) 1 hr. cr.

Legal Aspects for Entrepreneurs

This course will cover the formation, advantages and disadvantages of corporations, partnerships, LLCs, and sole proprietorships as different forms of legal ownership for new businesses. Topics include business licenses, business insurance, government regulations, government support systems, liability, and ethical issues.

ENT 204 (S) 1 hr. cr.

Initial Capitalization

A course to help prepare the entrepreneur for presenting their "initial capital" needs to the appropriate audience in obtaining financing for their new business.

ENT 205 (S) 1 hr. cr.

Cash Flow Analysis

A course for preparing analysis on a new or existing business in the areas of business operating cycle, quality indicators, financial ratios, permanent working capital, and cash flow analysis.

ENT 206 (S) 1 hr. cr.

Microcomputer Applications

A course to prepare the entrepreneur for applying computerized 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.

General Business

Matthews Hall 309K, 417.625.9671

Faculty Block, Bradshaw, Cragin, Gray, Johnson, Kleindl, Marion, Miller, Rawlins, Rusley, J. Smith, Tiede, Vernon

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. The A.S. degree program prepares the graduate for first line supervisory and managerial duties.

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

	Semester Hours	Hours
Core Requirements (p. 33)	51	
Business Core (p. 139)	39	
General Business Emphasis:	18	
Acct 325 Managerial Acct	3	
Econ (selected from 300, 330, 401, 402, 411, GB 322, INTS 304)	3	
MM (selected from 352, 354, 410, 411, 412, 431, 441, 450, GB 405)	3	
MM (selected from 312, 321, 401, 405, 412, 432, 470)	3	
MM 337 Management Information Systems	3	
Advanced Business Elective (must be selected with adviser consultation & approval)	3	
Electives	16	
Total	124	

Associate of Science in General Business

	Semester Hours	Hours
Core Requirements (p. 34)	25-26	
General Business Concentration	27	
Acct 201 Prin of Accounting I	3	
Acct 202 Prin of Accounting II	3	
Econ 201 Prin of Economics-Macro	3	
Econ 202 Prin of Economics-Micro	3	
GB 301 Legal Environment of Business I	3	

GB 302 Legal Environment of Business II	3
MM 237 Using Info Systems	3
MM 300 Prin of Marketing	3
MM 350 Prin of Management (WI)	3
Business Electives (must be selected with approval of faculty adviser)	12
Total	64-65

Suggested Order of Study

Bachelor of Science in Business Administration Major Code 0501 General Business Emphasis

Freshman Year		
Course		Hours
CORE [Eng 101 Comp I]		3
CORE [Math 131 Finite Math]		3
CORE [PSc 120 Gov't: U.S./Sta/Loc]		3
CORE [Bio 101 General Biology]		4
CORE [Kine 103 Lifetime Wellness]		2
Psy 120 College Orientation		1
		16

2nd Semester		
CORE [Eng 102 Comp II]		3
CORE [Phys 100 Fund of Phys Sci]		5
CORE [Comm 100 Oral Comm]		3
CORE [Psy 100 or Soc 110]		3
CORE [Kine 101 Physical Activity]		1
		15

Sophomore Year		
1st Semester		
Acct 201 Prin of Acct I		3
CORE [Econ 201 Economics-Micro]		3
MM 237 Using Info Systems		3
CORE [Fine Arts (Art 110, Mus 110 or Th 110)]		3
CORE [Hist 110 American History]		3
		15

2nd Semester		
Acct 202 Prin of Acct II		3
Econ 202 Economics-Micro		3
GB 321 Business Statistics I		3
CORE [Literature (Eng 261, 262, 271, 272, 281 or 282)]		3
CORE [Hist 120 American History]		3
		15

Junior Year		
1st Semester		
Acct 325 Managerial Acct		3
GB 301 Legal Environment of Bus I		3
GB 320 Business Comm (WI)		3
MM 300 Prin of Marketing		3
MM 350 Prin of Management (WI)		3
		15

2nd Semester		
Advanced Elective in Finance/Econ (must be selected from Econ 300, 330, 401,402,411, GB 322, or IntS 304)		3
Advanced Elective in Management (must be selected from MM 352, 354, 410, 412, 431, or 441)		3
Econ 350 Financial Management I		3
Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)		3
MM 337 Management Info Systems		3
Electives		3
		18

Senior Year		
1st Semester		
Advanced Elective in Marketing (must be selected from MM 312,321, 401,405,412,432 or 470)		3
CORE [Intl. Cultural Studies] (IB 310 Strongly recommended)		3
CORE [Humanities and Fine Arts] (See Core Requirements, p. 35)		3
Electives		6
		15

2nd Semester		
Advanced Business Elective (must be selected in consultation with faculty adviser from courses numbered 300 or above within the School of Business Administration)		3
MM 452 Strategic Management (WI)		3
Electives		9
		15

Associate of Science Major Code 5001 General Business Concentration

Freshman Year		
1st Semester		
Acct 201 Prin of Accounting I		3
CORE [Eng 101 Comp I]		3
MM 237 Using Info Systems		3
CORE [Psy 100 or Soc 110]		3
CORE [Math (30 or above)]		3
CORE [Kine 103 Lifetime Wellness]		2
		17

2nd Semester		
Acct 202 Prin of Accounting II		3
CORE [Econ 201 Economics-Macro]		3
CORE [Hist 110 or Hist 120]		3
CORE [Comm 100 Oral Comm]		3
CORE [Art 110, Mus 110, Th 110, Literature or Phil 201]		3
CORE [Kine 101 Physical Activity]		1
		16

Sophomore Year

1st Semester

Business Electives (must be selected with adviser approval)	6
GB 301 Legal Environment of Bus I	3
Econ 202 Prin of Economics-Micro	3
MM 350 Prin of Management (WI)	3
	15

2nd Semester

GB 302 Legal Environment of Bus II	3
MM 300 Prin of Marketing	3
CORE [Missouri Constitution Requirement – see pg. 37]	3
Business Electives (must be selected with adviser approval)	3
CORE [Bio 101 or Phys 100]	4-5
	16-17

[Department Recommendations]

For additional information contact:

Dr. Alex Vernon

Office: Matthews Hall 309K

Phone: 417.625.9671

E-mail: vernon-a@mail.mssc.edu

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 105 (F) 3 hrs. cr.

Computer Keyboarding

Learn or review the proper techniques for alphabet and number keys. Letter styles, proper report formats, simple tabulations, and employment communications are taught using basic Word 7.0 commands. Speed and accuracy in editing are stressed so the student will acquire a personally useful skill.

GB 110 (F, S) 3 hrs. cr.

Computer Formatting

Covers all styles of business letters, reports, memos, and tables. Some of the advanced Word 7.0 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.

GB 112 (F, S) 3 hrs. cr.

Computer Document Production

Production of all types of letters, reports, business forms, legal forms, tables, and desktop publishing using Word 7.0. Realistic, integrated office projects are used. Prerequisite: GB 110 or equivalent.

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 vocational 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 hrs. English Comp 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. Prerequisite: Math 130, 131 or higher, 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 and abilities in relation to prospective jobs and establishing short-term and long-term career goals. Developing job search skills. Demonstrating dining etiquette and increasing time management and assertiveness skills. Prerequisites: 6 hrs. English Composition or permission of instructor.

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

Career Development

Increasing verbal and nonverbal job related communication and presentation skills. Exploring business etiquette and dress in order to adjust to the corporate environment and the professional image. Discussing career related ethics. Prerequisites: 6 hrs. English Composition or permission of instructor.

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

Interpersonal Development

Learning to work with others; exploring techniques of negotiation; determining how to resolve conflict. Developing teaching/training and leadership skills. Learning to conduct and participate in meetings. Understanding how to serve customers/clients and developing sensitivity to other cultures. Prerequisites: 6 hrs. English Composition or permission of instructor.

GB 405 (Demand) 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. Prerequisites: GB 321 or consent of instructor.

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, 3.00 GPA and department approval.

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

Special 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

Matthews Hall 309L, 417.625.9507

Faculty Bradberry, Lewis, Marion, Shaver

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 large or medium/small-sized companies in the Joplin region, in Missouri, or in the U.S.

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

	Semester Hours
Core Requirements (p. 33)	51*
Business Core (p. 139)	39
International Business Emphasis:	34
IB (select three from 400, 410, 420, 430)	9
IntS (select one from 303, 304, 305)	3
Competency in Foreign Language	3
International Internship or International Business Field Study	3
Electives	16
Total	124

*IB 310 included in Core Requirements.

Suggested Order of Study

Bachelor of Science In Business Administration Major Code 0503 International Business Emphasis

Freshman Year

1st Semester

Course	Hours
CORE [Eng 101 Comp I]	3
CORE [Math 131 Finite Math]	3
CORE [PSc 120 Gov't: US/Sta/Loc]	3
CORE [Kine 103 Lifetime Wellness]	2
Psy 120 College Orientation	1
MM 237 Using Info Systems	3
	15

2nd Semester

CORE [Eng 102 Comp II]	3
CORE [Fine Arts (Art 110, Mus 110 or Th 110)]	3
CORE [Comm 100 Oral Comm]	3
CORE [Psy 100 or Soc 110]	3
CORE [Kine 101 Physical Activity]	1
CORE [Econ 201 Econ-Macro]	3
	16

Sophomore Year

1st Semester

Acct 201 Prin of Acct I	3
CORE [Phys 100 Fund of Phys Sci]	5
CORE [Econ 202 Econ-Micro]	3
CORE [Hist 110 American History]	3
CORE [Fine Arts & Humanities Elective]	3
	17

2nd Semester

Acct 202 Prin of Acct II	3
CORE [Bio 101 General Biology]	4
CORE [Literature (Eng 261,262, 271,272,281 or 282)]	3
CORE [Hist 120 U.S. 1877-Pres]	3
Elective	3
	16

Junior Year

1st Semester

IB 310 International Business	3
GB 301 Legal Environment of Bus I	3
GB 321 Business Statistics I	3
MM 350 Prin of Management (WI)	3
MM 300 Prin of Marketing	3
Foreign Language	3
	18

2nd Semester

GB 320 Business Comm (WI)	3
Econ 350 Financial Management	3
IB 400 International Marketing*	3
Foreign Language	3
Elective	3
	15

Senior Year

1st Semester

IB 430 International Corporate Fin*	3
IntS 304 Comparative Political Econ	3
Foreign Language	3
IB 420 International Accounting	3
	12

2nd Semester

IB 410 International Management*	3
MM 452 Strategic Management	3
Foreign Language	3
Foreign Language for Business	3
Senior Thesis or Internship	3
	15

* OR IB 420 International Accounting

For additional information contact:
 Mr. Terry Marion
 Office: Matthews Hall 309L
 Phone: 417.625.9507
 E-mail: marion-t@mail.mssc.edu

Course Descriptions

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. Prerequisites: Econ 180 or Econ 201.

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 (Summer) 3 hrs. cr.

International Accounting

This course examines aspects of accounting operations within a multinational corporate environment. Key topics include:

1. International financial reporting and standard setting with regard to different needs in different countries, with harmonization efforts within IASC and the EU.
2. International financial statement analysis and accounting for foreign operations.
3. Accounting standards and practices in selected countries. Prerequisites: Acct 201 and 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 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, 3.00 GPA and department approval.

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

Special 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: Permission and a minimum 3.0 GPA.

Management

Matthews Hall 309N, 417.625.9518

Faculty Block, Bradberry, Bradshaw, Cragin, Marion, Rusley, Stevens, Vernon

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. 33)	51
Business Core (p. 139)	39
Management Emphasis	18
Acct 325 Managerial Acct	3
MM 337 Management Information Systems	3
MM 352 Human Resource Mgmt	3
MM 431 Operations Mgmt	3
MM 441 Organizational Behavior	3
Select One: (MM 354, MM 410, MM 411, MM 412, GB 405)	3
Electives	16
Total	124

Suggested Order of Study

Bachelor of Science in Business Administration Major Code 0507 Management Emphasis

Freshman Year

1st Semester			Hours
Course			
CORE	[Eng 101 Comp I]	3	
CORE	[Math 131 Finite Math]	3	
CORE	[PSc 120 Gov't: U.S./Sta/Loc]	3	
CORE	[Bio 101 General Biology]	4	
CORE	[Kine 103 Lifetime Wellness]	2	
Psy 120	College Orientation	1	
		16	

2nd Semester		
CORE	[Eng 102 Comp II]	3
CORE	[Phys 100 Fund of Phys Sci]	5
CORE	[Comm 100 Oral Comm]	3
CORE	[Psy 100 or Soc 110]	3
CORE	[Kine 101 Physical Activity]	1
		15

Sophomore Year

1st Semester		
Acct 201	Prin of Acct I	3
CORE	[Econ 201 Econ-Macro]	3
MM 237	Using Info Systems	3
CORE	[Fine Arts (Art 110, Mus 110 or Th 110)]	3
CORE	[Hist 110 American History]	3
		15

2nd Semester		
Acct 202	Prin of Acct II	3
Econ 202	Prin of Econ-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 U.S. 1877 - Pres]	3
Elective		3
		15

Junior Year

1st Semester		
Acct 325	Managerial Accounting	3
GB 301	Legal Environment of Bus I	3
GB 320	Business Comm (WI)	3
MM 350	Prin of Management (WI)	3
MM 337	Mgmt Information Systems	3
		15

2nd Semester		
GB 321	Business Statistics I	3
Econ 350	Financial Management	3
MM 300	Prin of Marketing	3
MM 352	Human Resource Mgmt	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
		18

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. 33)	3
Electives		3
		15

2nd Semester		
Advanced Elective (MM 354, 410, 411, 412, or GB 405)		3
MM 452	Strategic Management (WI)	3
Electives		9
		15

[Department Recommendations]

For additional information contact:
 Dr. Bill Stevens
 Office: Matthews Hall 309N
 Phone: 417.625.9518
 E-mail: stevens-w@mail.mssc.edu

Marketing

Matthews Hall 309H, 417.625.9702

Faculty Blades, Cragin, Hochhalter,
 Johnson, Kleindl, Miller

The B.S.B.A. marketing major course of study is intended to prepare graduates for positions in retailing, sales management, promotion, research and general administration.

Bachelor of Science in Business Administration with an Emphasis in Marketing

	Semester Hours
Core Requirements (p. 33)	51
Business Core (p. 139)	39
Marketing Emphasis	10
MM 412 Marketing Management	3
MM 432 Consumer Behavior	3
MM 470 Marketing Research	3
MM 490 Career Portfolio Develop.	1
Choose Three [Optional Classes]	9
MM 312 Retailing	3
MM 321 Salesmanship	3
MM 340 Prin. of Transportation	3
MM 401 Promotional Strategy	3
MM 405 Internet Marketing	3
Electives	15
(Recommended)	
MM 410 Small Bus. Practicum	3
MM 491 Internship	3
Acct 325 Managerial Accounting	3
Total	124

Suggested Order of Study

Bachelor of Science in Business Administration Major Code 0505 Marketing Emphasis

Freshman Year

1st Semester		Hours
COURSE		
CORE	[Eng 101 Comp I]	3
CORE	[Math 131 Finite Math]	3
CORE	[PSc 120 Gov't:U.S./Sta/Loc]	3
CORE	[Bio 101 General Biology]	4
CORE	[Kine 103 Lifetime Wellness]	2
Psy 120	College Orientation	1
		16

2nd Semester

CORE	[Eng 102 Comp II]	3
CORE	[Phys 100 Fund of Phys Sci]	5
CORE	[Comm 100 Oral Comm]	3
CORE	[Psy 100 or Soc 110]	3
CORE	[Kine 101 Physical Activity]	1
		15

Sophomore Year

1st Semester		Hours
Acct 201	Prin of Acct I	3
CORE	[Econ 201 Econ-Macro]	3
MM 237	Using Info Systems	3
CORE	[Fine Arts (Art 110, Mus 110 or Th 110)]	3
CORE	[Hist 110 American History]	3
		15

2nd Semester

Acct 202	Prin of Acct II	3
Econ 202	Prin of Econ-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 American History]	3
Elective	(must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)	3
		15

Junior Year

1st Semester		Hours
GB 301	Legal Environment of Bus I	3
GB 321	Business Statistics I	3
MM 300	Prin of Marketing	3
MM 350	Prin of 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)	3
		15

2nd Semester		Hours
GB 320	Business Comm (WI)	3
MM 312	Retailing	3
MM 321	Salesmanship	3
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		Hours
MM 401	Promotional Strategy	3
OR		
MM 405	Internet Marketing	3
MM 412	Marketing Management	3
CORE	[International Cultural Studies] (IB 310 strongly recommended)	3
CORE	[Humanities & Fine Arts Elective] (See Core Requirements p. 33)	3
Electives		3
		15

2nd Semester

MM 432	Consumer Behavior	3
MM 452	Strategic Management (WI)	3
MM 470	Marketing Research	3
Electives		6
		15

[Department Recommendations]

For additional information contact:
 Dr. Holland Blades
 Office: Matthews Hall 309H
 Phone: 417.625.9702
 E-mail: blades-h@mail.mssc.edu

Management Technology

Matthews 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. 33) 51**

Required Business Classes: 36

Acct 201	Prin of Accounting I	3
Acct 202	Prin of Accounting II	3
Econ 201	Prin of Economics-Macro	3
Econ 202	Prin of Economics-Micro	3
MM 237	Using Info Systems	3
GB 301	Legal Environment of Business I	3
GB 320	Business Comm (WI)	3
GB 321	Business Statistics I	3
MM 300	Prin of Marketing	3
MM 350	Prin of Management (WI)	3
Econ 350	Financial Management	3
MM 452	Strategic Mgmt (WI)	3

**Five additional courses
selected from: 15**

Acct 325	Managerial Accounting	
Acct 419	Acctng 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 Info Systems	
MM 352	Human Resource Mgmt	
MM 354	Quality Management	
MM 405	Internet Marketing	
MM 411	Labor & Employment Law	
MM 431	Operations Management	
MM 441	Organizational Behavior	
MM 450	Psy of Human Resource Mgmt	

Electives (Associate degree hours) 22
Total Hours 124

Students who have already received an associate's degree in a technical field may have their degree and/or courses substituted for relevant degree requirements with the approval of the Dean of the School of Business Administration.

For additional information contact:
Dean of School of Business Administration
Office: Matthews Hall 302
Phone: 417.625.9319
E-mail: gray-j@mail.mssc.edu

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 COMP 105 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 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) 3 hrs. cr.

Salesmanship

Principles and methods of effective personal and industrial selling. Stresses practical aspects through actual sales presentation by the students who may be videotaped and critiqued according to basic selling principles. Prerequisite: MM 300.

MM 337 (F, S) 3 hrs. cr.

Management Information Systems

Familiarizes business students with management information systems, including proper selection of software and hardware components. Prerequisite: MM 237 or CIS 115 and 120.

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 350 (F, S) 3 hrs. cr.

Principles of Management

(Writing Intensive)

A study of the planning, organizing, leading and controlling functions of management including global, social responsibility and ethical management challenges. 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. Prerequisite: MM 350, GB 321 or consent of instructor.

MM 380 (Demand) 3 hrs. cr.

Database Marketing

This course will address database design, implementation and the use of Database Management Systems to support Electronic Business. Emphasis will be placed on using database information in a marketing context. The topics covered include: database design and implementation, data modeling, data warehousing and data mining, on-line analytical processing and database application and management. In addition, the course will give students hands on experience with relevant software. Prerequisites: Business Statistics I (or equivalent), Marketing Research (or equivalent recommended).

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 (F, S) 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, MM 237 (or equivalent).

MM 407 (Demand) 3 hrs. cr.

Internet Promotion

Principles and methods of promoting a business over the Internet. Covers marketing concepts that apply to websites, and other forms of promoting over the World Wide Web. Various methods of design are covered along with "customer friendly" approaches to website usage. Includes hands-on use of microcomputers. Prerequisites: MM 300 and MM 237.

MM 410 (F, S) 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.	3 hrs. cr.	MM 432 (Demand) 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.	3 hrs. cr.	MM 490 (F, S) 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 the 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.	1 hr. cr.
MM 411 (Demand) 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-Management Relations Act, as amended, the bargaining unit and unfair labor practices. Prerequisite: Junior standing. Formerly GB 411.	3 hrs. cr.	MM 441 (F, S) Organizational Behavior A study of the organization, human behavior in organizational settings and the interface between them. Prerequisite: MM 350, Senior standing.	3 hrs. cr.	MM 491 (F, S) 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.	1-12 hrs. cr.
MM 412 (F) 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.	3 hrs. cr.	MM 450 (Demand) 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.	3 hrs. cr.	MM 498 (Demand) Special Topics in Marketing and Management For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission.	1-3 hrs. cr.
MM 431 (F) 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.	3 hrs. cr.	MM 452 (F, S) Strategic Management (<i>Writing Intensive</i>) 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 approach method. Prerequisites: Senior standing, MM 300, MM 350, Econ 350; must be taken during the last year of college work.	3 hrs. cr.	MM 499 (Demand) Independent Study in Marketing and 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.	1-3 hrs. cr.
		MM 470 (S) 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.	3 hrs. cr.		