

For additional information contact:

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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.



FINANCE AND ECONOMICS

Matthews Hall 310E, 417.625.9716

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

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. 32) 51*	48
Business Core (p. 153)	40
Economics	21
Econ 300 Money and Banking	3
Econ 401 Microeconomic Analysis	3
Econ 402 Macroeconomic Analysis	3
GB 322 Business Statistics II	3
IntS 304 Comparative Political Economy	3
Choose two:	6
Econ 320 Pension Planning	
Econ 370 Estate Planning	
Econ 411 Investments	
Econ 420 Security Analysis	
Econ 440 Advanced Financial Planning	
Econ 450 Financial Strategy	
Econ 330 Principles of Insurance	
Econ 498 Seminar in Economics	
IB 430 International Corporate Finance	
MIDS 402 Introduction to Sustainability	
Electives	15
Total	124

Certified in Financial Management Concentration	
Core Requirements (p. 32) 51*	48
Business Core (p. 153)	40
Finance Core	9
GB 101 Introduction to Personal Financial Planning	
Econ 300 Money and Banking	
Econ 411 Investments	
Required CFM:	18
Acct 325 Managerial Accounting	3
Econ 401 Microeconomic Analysis	
OR	
Econ 402 Macroeconomic Analysis	3
Econ 450 Financial Strategy	3
Choose three:	9
Acct 312 Intermediate Accounting I	
Acct 322 Intermediate Accounting II	
Acct 375 Tax Accounting I	
Econ 320 Pension Planning	
Econ 330 Principles of Insurance	
Econ 370 Estate Planning	
Econ 401 Microeconomic Analysis	
Econ 402 Macroeconomic Analysis	
Econ 420 Security Analysis	
Econ 440 Advanced Financial Planning	
MM 431 Operations Management	
IB 430 International Corporate Finance	
Electives	9
Total	124

Chartered Financial Analyst Concentration	
Core Requirements (p. 32) 51*	48
Business Core (p. 153)	40
Finance Core	9
GB 101 Introduction to Personal Financial Planning	
Econ 300 Money and Banking	
Econ 411 Investments	
Required CFA:	18
Acct 312 Intermediate Accounting I	3
Econ 401 Microeconomic Analysis	
OR	
Econ 402 Macroeconomic Analysis	3
Econ 420 Security Analysis	3
Econ 450 Financial Strategy	3
Choose two:	6
Econ 320 Pension Planning	
Econ 370 Estate Planning	
Econ 401 Microeconomic Analysis	
Econ 402 Macroeconomic Analysis	
Econ 440 Advanced Financial Planning	
GB 322 Business Statistics II	
MM 431 Operations Management	
IB 430 International Corporate Finance	
Electives	9
Total	124

Personal Financial Planning Concentration	
Core Requirements (p.32) 51*	48
Business Core (p. 153)	40
Finance Core	9
GB 101 Introduction to Personal Financial Planning	
Econ 300 Money and Banking	
Econ 411 Investments	
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	6
Total	124

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

Minor in Finance/Economics

(Non-BSBA degree candidates)

Acct 201 Principles of Accounting I	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 Accounting II	
Econ 320 Pension Planning	
Econ 330 Principles of Insurance	

Econ 350	Financial Management	CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
Econ 370	Estate Planning	CORE	[Hist 120 American History]	3
Econ 401	Microeconomic Analysis	CORE	[Comm 100 Oral Communication]	3
Econ 402	Macroeconomic Analysis			15
Econ 411	Investments			
Econ 420	Security Analysis			
Econ 440	Advanced Financial Planning			
Econ 450	Financial Strategy			
IB 430	International Corporate Finance			
Total for Minor				21

**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 Economics/Finance Electives		9
Total for Minor		18

Junior Year

1st Semester

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

2nd Semester

GB 320	Business Communication (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

Suggested Order of Study

Bachelor of Science in Business Administration
Major Code 0508, 0509, 0510, 0511
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 Financial Planning	3
CORE	[Psy 100 or Soc 110]	3
CORE	[Kine 101 Physical Activity]	1
		15

Sophomore Year

1st Semester		
Acct 201	Principles of Accounting I	3
CORE	[Econ 201 Principles of Econ-Macro]	3
MM 237	Using Information Systems	3
CORE	[Fine Arts (Art 110, Mus 110 or Th 110)]	3
CORE	[Hist 110 American History]	3
		15
2nd Semester		
Acct 202	Principles of Accounting II	3
Econ 202	Principles of Economics-Micro	3

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 Economics	(selected in consultation with faculty adviser from courses numbered 300 or above)	3
CORE	[International Cultural Studies] (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 Economics	(selected in consultation with faculty adviser from courses numbered 300 or above)	7
MM452	Strategic Management (WI)	3
		16

For additional information contact:

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Course Descriptions

Econ 180 (F, S, Sum) 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. Prerequisite: 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; and international aspects of money and monetary policy. Prerequisite: Econ 201.

Econ 320 (F) 3 hrs. cr.
Pension Planning

Pension Planning is the establishment, implementation, and management of private retirement plans. Topics include: the history of private pension plans in the United States, the debate over defined benefit versus defined contribution plans, tax considerations in pension planning, important aspects of various types of pension plans, funding of pension plans, terminating pension plans, and investment issues for pension plans. Prerequisites: Econ 202, Acct 201, and Acct 202.

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. Prerequisites: Econ 201 and 202.

Econ 350 (F, S) 3 hrs. cr.
Financial Management

Study of the financial operating environment and financial analysis; risk and valuation; time value of money; capital budgeting; cost of capital and leverage; working capital management; and dividend policy. Prerequisites: Econ 201 and 202, Acct 202, and GB 321.

Econ 370 (S) 3 hrs. cr.
Estate Planning

The study of the efficient conservation and transfer of wealth, consistent with the client's goals. The course will consider the legal, tax, financial, and non-financial aspects of this process. Topics covered will include trusts, wills, probate, advanced directives, charitable giv-

ing, wealth transfers, and related taxes. Prerequisites: Econ 350, Acct 375, and GB 301.

Econ 401 (F) (odd years) 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 (F) (even years) 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; and 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, diversification, quality of earnings, and factors affecting equity ownership. Prerequisite: Econ 350 or permission.

Econ 440 (S) 3 hrs. cr.
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.

Econ 450 (S) 3 hrs. cr.
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.

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. 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.