

168 / Entrepreneurship, Finance and Economics

Ent 209 (F) 1 hr. cr.

Accounting Taxation

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

Ent 210 (S) 1 hr. cr.

The Management Process for Entrepreneurs

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

Ent 211 (S) 1 hr. cr.

Strategic Planning & Organizing

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

Ent 212 (S) 1 hr. cr.

Human Resource Issues for Entrepreneurs

This course is designed to help the students and owners of small businesses improve their human relations skills needed in running a business. The discovering of one's management style and the development of new management skills will be covered.

Ent 213 (S) 1 hr. cr.

Promotion

This course will introduce the entrepreneur to the complexities of advertising for smaller businesses. The entrepreneur will learn to develop the marketing goals of a business and select a marketing mix to communicate those ideas to the marketplace. Utilizing the Internet in promotional strategies will be covered.

Ent 214 (S) 1 hr. cr.

Pricing

This course will concentrate on the pricing of products for a small business for profit, and the development of pricing strategies and sales promotion techniques, that will allow businesses to attract customers for the buying process. The emphasis will be on pricing strategies for goods and/or services.

Ent 215 (S) 1 hr. cr.

Merchandise/Inventory Planning

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

Ent 301 (S) 3 hr. cr.

New Business Formation

Students, as officers or employees, will be required to complete the following tasks generally inclusive with creating, and managing a small business: identify a viable product/service and target market; develop an organizational structure for the company; write a business plan; maintain internal cost and accounting procedures; develop advertising and marketing strategies; and harvest the business. Prerequisites: Ent 201, Ent 202, Ent 203, Ent 204, Ent 205, Ent 209, or consent of the instructor.

Ent 302 (F) 3 hr. cr.

Managing Innovation and Technology

Students work in a consulting capacity problem solving for entrepreneurial companies that may be located in a business innovation center or referred by the Small Business Development Center. Students work with problems related to marketing, financial management, managerial issues, and other business requirements in which students will combine business and consulting skills in a way that leads to innovation and sustainable growth in the small businesses. Prerequisites: Ent 201, Ent 202, Ent 203, Ent 204, Ent 205, Ent 209, or consent of the instructor.

FINANCE AND ECONOMICS

Matthews Hall 310D, 417.625.9536

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

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

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

Semester Hours

Economics Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 161)	41
Economics	15
Econ 300 Money and Banking	3
Econ 401 Managerial Economics	3
Econ 402 Macroeconomic Analysis	3
GB 322 Business Statistics II	3
IntS 304 Comparative Political Economy	3
Choose two:	6
Econ 330 Principles of Insurance	
Econ 400 Bank Management	
Econ 411 Investments	
Econ 420 Security Analysis	
Econ 421 Portfolio Management I	
Econ 422 Portfolio Management II	
Econ 450 Financial Strategy	
Econ 498 Advanced Topics in Economics (Demand)	
IB 430 International Corporate Finance	
MIDS 402 Introduction to Sustainability	
Electives	14
Total	124

Certified in Financial Management Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 161)	41

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

Chartered Financial Analyst Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 161)	41
Finance Core	9
GB 101 Introduction to Personal Financial Planning	3
Econ 300 Money and Banking	3
Econ 411 Investments (Spring)	3
Required CFA:	9
Acct 322 Intermediate Financial and Capital Accounting	3
Econ 401 Managerial Economics	3
Econ 450 Financial Strategy	3
Select one:	3
Econ 420 Security Analysis	
Econ 421 Portfolio Management I	
Choose two:	6
Acct 312 Intermediate Accounting	
Acct 375 Tax Accounting I	
Econ 320 Pension Planning	
Econ 400 Bank Management	
Econ 402 Macroeconomic Analysis	
Econ 420 Security Analysis	
Econ 421 Portfolio Management I	
Econ 422 Portfolio Management II	
IB 430 International Corporate Finance	
GB 322 Business Statistics II	
MM 431 Operations Management	
Electives	8
Total	124

Personal Financial Planning Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 161)	41
Finance Core	9
GB 101 Introduction to Personal Financial Planning	3

Econ 300 Money and Banking	3
Econ 411 Investments	3
Required Financial Planning:	21
Econ 320 Pension Planning	
Econ 330 Principles of Insurance	
Econ 370 Estate Planning	
Econ 420 Security Analysis	
Econ 440 Advanced Financial Planning	
Acct 375 Tax Accounting I	
Acct 408 Tax Accounting II	
Electives	5
Total	124

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

Minor in Finance/Economics

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

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

Minor in Finance/Economics

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

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

Suggested Order of Study

Bachelor of Science in Business Administration

Finance and Economics Emphasis

Major Code 0508, 0509, 0510, 0511

Freshman Year

1st Semester

Course		Hours
CORE	[Eng 101 College Composition I (WI)]	3

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CORE	[Math 131 Finite Math]	3
CORE	[Bio 101 General Biology]	4
CORE	[Kine 103 Lifetime Wellness]	2
Psy 120	College Orientation	1
GB 101	Introduction to Personal Financial Planning	3
GB 151	Introduction to Business Careers	1
		17
2nd Semester		
CORE	[Eng 102 College Composition II (WI)]	3
CORE	[Psy 100 or Soc 110]	3
Acct 201	Principles of Financial Accounting	3
CORE	[Econ 201 Principles of Economics-Macro]	3
MM 237	Using Information Systems	3
		15

Sophomore Year

1st Semester		
CORE	[PSc 120 Gov't:U.S./Sta/Loc]	3
CORE	[Art 110, Mus 110 or Th 110]	3
CORE	[Hist 110 U.S. History]	3
CORE	[Kine 101 Physical Activity]	1
Acct 202	Principles of Managerial Accounting	3
Econ 202	Principles of Economics-Micro	3
		16

2nd Semester		
CORE	[Phys 100 Fundamentals of Physical Science]	5
CORE	[Comm 100 Oral Communication]	3
CORE	[Hist 120 American History]	3
GB 321	Business Statistics I	3
Acct 350	Financial Statement Analysis	3
		17

Junior Year

1st Semester		
Econ 300	Money and Banking	3
GB 320	Business Communication (WI)	3
CORE	[International Cultural Studies] (IB 310 strongly recommended)	3
MM 300	Principles of Marketing	3
Econ 350	Financial Management	3
		15

2nd Semester		
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
GB 301	Legal Environment of Business I	3
MM 350	Fundamentals of Organizational Management (WI)	3
Acct 322	Intermediate Financial and Capital Accounting	
OR		
Ints 304	Comparative World Civilizations	3
Econ 411	Investments	
OR		
GB 322	Business Statistics II	3
		15

Senior Year

1st Semester		
CORE	[Humanities & Fine Arts Elective] (See Core Requirements, p. 34)	3
Econ 401	Managerial Economics	3
Econ 420	Security Analysis	
OR		
Econ 421	Portfolio Management I	
OR		
Advanced Finance/Economics Elective		3

Advanced Finance/Economics Elective (must be selected in consultation with faculty adviser from courses numbered 300 or above)			6
			15
2nd Semester			
Econ 450	Financial Strategy		
OR			
Econ 402	Macroeconomic Analysis		3
Advanced Electives in Economics (selected in consultation with faculty adviser from courses numbered 300 or above)			7
MM 452	Strategic Management (WI)		3
GB 490	Career Portfolio Development		1
			14

For additional information contact:

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Course Descriptions

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

The American Economic System

A core course on the goals, organization, and operation of the U.S. economy. 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, Su) 3 hrs. cr.

Principles of Economics (Macro)

A basic course that explains the organization, operation, and goals of the U.S. economic system with emphasis on basic principles and concepts; measurement, determination, and stabilization of national income; unemployment and inflation; the role of money and monetary policy; and current economic problems. Prerequisite: Math 130 or above.

Econ 202 (F, S, Su) 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.	fi ed. 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.
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, Su)	3 hrs. cr.	
Financial Management		
Study of the financial operating environment and financial analysis; risk and valuation; time value of money; capital budgeting; cost of capital and leverage; working capital management; and dividend policy. Prerequisites: Econ 201 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 giving, wealth transfers, and related taxes. Prerequisites: Econ 350, Acct 375, and GB 301.		
Econ 400 (F)	3 hrs. cr.	
Bank Management		
Provides and introduction to the commercial bank industry, its organization, structure, and regulation. The lending and investment functions of banking are examined along with liability and capital management issues, including de nova banking and merger/acquisitions. Its' purpose is to offer and overview of commercial banks and their delivery role in the financial services industry. Prerequisites: Econ 300 and Econ 350.		
Econ 401 (F)	3 hrs. cr.	
Managerial Economics		
The price system and resource allocation through a system of markets and prices; price and output determination in perfect and imperfect markets; resource markets; and income determination. Prerequisites: Econ 201 and 202.		
Econ 402 (Demand)	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 (S)	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 (F)	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.		
Econ 421 (F)	3 hrs. cr.	
Portfolio Management I		
Theories of diversification, portfolio construction and portfolio management; fundamental analysis of securities; investment goals and strategies; economic and industry analysis; decision making for the Youngman Portfolio. Prerequisites: Econ 411 and Accounting 350. Students are admitted into this class on a selective basis determined by an application and interview process.		
Econ 422 (S)	3 hrs. cr.	
Portfolio Management II		
Theories of diversification, portfolio construction and portfolio management; fundamental analysis of securities; economic and industry analysis; financial software competencies; derivatives; decision making for the Youngman Portfolio. Prerequisite: Econ 421. Students are admitted into this class on a selective basis determined by an application and interview process.		
Econ 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.		