Robert W. Plaster School of Business Administration

Accounting
Business Education
Entrepreneurship
Finance & Economics
General Business
International Business
Management
Marketing
School Dean
John D. Groesbeck
Plaster Hall 302, 417.625.9319

Degrees and Majors
Bachelor of Science in Business Administration
- Accounting
- Finance and Economics
- General Business
- International Business
- Management
- Human Resource Management
- Marketing

Concentration
- Entrepreneurship

Bachelor of Science in Education
(in cooperation with the School of Education)
- Business Education

Minors - *(BSBA and Non-BSBA candidates)
- Accounting (Non-BSBA)
- Accounting (BSBA)
- Finance/Economics (Non-BSBA)
- Finance/Economics (BSBA)
- General Business (Non-BSBA)
- International Business (Non-BSBA)
- International Business (BSBA)
- E-Business (BSBA)
- Human Resource Management*
- Management (Non-BSBA)
- Marketing (Non-BSBA)
- Multimedia*
- Quality Management*
- Transportation-Logistics*
- Entrepreneurship (Non-BSBA)
- Entrepreneurship (BSBA)
- Arts, Entertainment & Tourism Marketing*
- International Human Resource Management*

Mission
The mission of The Robert W. Plaster School of Business Administration (SOBA) is to prepare our students to be responsible, productive professionals who serve in the global business environment. We fulfill our mission through quality programs in a student-centered learning community.

Vision
We will be recognized by the community as the leader in business education.

Core Values:
- Learning and Research
  We promote an environment that facilitates and supports learning, collaboration and communication by both faculty and students directed at scholarly activity and the application of knowledge.
- Community
  We respond to the needs of our global community by preparing responsible, productive citizens for leadership roles and by providing services that support economic development.
- Innovation
  We cultivate a spirit of entrepreneurship by developing new offerings and activities and by incorporating technological and pedagogical advances that support the learning environment.
- Social Responsibility
  We believe that faculty and students should engage in activities that foster social and ethical awareness and respond to domestic and international needs for sustainable societies.
- Continuous Improvement
  We commit to continually assess and improve our current programs and activities that support our mission, vision and core values.

Accreditation
The Robert W. Plaster School of Business Administration is accredited by the Accreditation Council for Business Schools and Programs (ACBSP). ACBSP is the leading specialized accreditation association for business education to support, celebrate and reward excellence.

Student Organizations
The Accounting Club provides accounting students information about the profession, along with the opportunity to network with practicing accountants. Members can interact through monthly meetings and various social functions and are encouraged to become active in the area’s professional accounting organizations. The club publishes an annual Resume Book that is distributed as a resource to area employers that wish to hire new accounting graduates.

The Finance and Investment Club is open to all majors who desire knowledge about financial careers and investments. Meetings allow students to network with each other and financial professionals and an annual trip allows students to gain exposure to financial markets and companies.

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.

Collegiate DECA is an international organization that engages students from a variety of educational disciplines while maintaining a strong focus on business-related areas such as marketing, management and entrepreneurship. Competitive events at the state and national levels allow students to gain recognition and develop leadership skills. Meetings provide networking opportunities with business professionals.

Phi Beta Lambda aims to develop competent and aggressive business leadership, to create more interest and understanding of American business enterprise and to improve business and citizenship through participation in worthy undertakings. PBL is open to all students.

Delta Mu Delta is an international honor society in Business Administration that exists to promote higher scholarship in training for business and to recognize and reward scholastic achievement in business subjects. To be inducted in the Lambda Gamma Chapter, students must major in business and graduate in the top 20% of their class.

Missouri Southern Business Education Association is open to all business education majors. Its primary goal is to provide students with information regarding the teaching profession and to prepare them for their careers. Meetings offer students the chance to make important contacts with public school teachers and administrators, state department personnel and other professionals who are featured as speakers.
The Society of Human Resource Management is designed to familiarize students with human resource administration, industrial psychology and labor relations. It also functions as a way to keep students up-to-date on new professional human resources developments.

The International Business Club is open to those interested in any facet of international business. Both U.S. and international students are represented. Monthly meetings give members a chance to hear guest speakers from different businesses engaged in international activities, as well as experience field trips to area businesses.

Economic Development
Small Business and Technology Development Center
The Robert W. Plaster School of Business Administration, in conjunction with the Small Business Administration, has formed a Small Business and Technology Development Center. The SBTDaC was established in April 1987 and is located in the Robert W. Plaster Free Enterprise Center. The SBTDaC provides existing and start-up for-profit small businesses in Jasper, Newton, Barton, Vernon, Cedar, Dade, Lawrence and McDonald counties with one-on-one consulting. In addition, the SBTDaC assists businesses with their training and educational needs. The Center seeks to serve those needs by developing and/or coordinating various seminars and workshops for the local businesses.

The International Trade and Quality Center
The mission of the International Trade and Quality Center in the Robert W. Plaster School of Business Administration 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.

Business and Economic Lecture Series
The Robert W. Plaster School of Business Administration sponsors an annual lecture series. Speakers of interest to both students and local business people are featured.

SBTDaC Workshops
The Robert W. Plaster School of Business Administration has established workshops to help local businesses with their educational needs. The Center seeks to serve those needs by developing and/or coordinating various seminars for the local businesses.

The Center for Entrepreneurship
The Center for Entrepreneurship provides practical and relevant information concerning the implementation and operation of a small business. Courses are offered in the areas of management methods, accounting, financing, marketing, business plans, legal aspects and business opportunities. These courses are offered online as distance learning courses. Students can earn a minor or certificate in Entrepreneurship.

Heartland Procurement Technical Assistance Center (PTAC)
Heartland PTAC’s mission is to assist viable businesses located in Southwest Missouri and the State of Kansas with potential market expansion through procurement opportunities with the government which enhances local economies.

Heartland PTAC provides businesses with government procurement counseling that can enable businesses to expand their markets by selling goods and services to the government. Heartland PTAC offers assistance with bid application forms, matching of products and/or services with appropriate buying activities, bid package review, pre-award and post-award assistance, government registrations and provides government specifications and standards and other information necessary to complete government bids. Heartland PTAC also provides a bid-matching program that electronically locates federal, state and local government bidding opportunities for any business based on the products and services that the business wants to sell to the government.

Business General Education Requirements
All BSBA candidates must take the following “core” courses in addition to the courses required in their major (see course descriptions for prerequisites):

Business Administration

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 202</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Economics-Macro</td>
<td>3</td>
</tr>
<tr>
<td>ECON 202</td>
<td>Principles of Economics-Micro</td>
<td>3</td>
</tr>
<tr>
<td>ECON 350</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>GB 301</td>
<td>Legal Environment of Business I</td>
<td>3</td>
</tr>
<tr>
<td>GB 320</td>
<td>Business Communication (WI)</td>
<td>3</td>
</tr>
<tr>
<td>GB 321</td>
<td>Business Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>IB 310**</td>
<td>International Business</td>
<td>3</td>
</tr>
<tr>
<td>MM 237</td>
<td>Using Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MM 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MM 350</td>
<td>Fundamentals of Organizational Management (WI)</td>
<td>3</td>
</tr>
<tr>
<td>MM 452</td>
<td>Strategic Management (WI)*</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Business Core ............................................. 39

*Prerequisites: Senior standing, MM 300, MM 350 and ECON 350 and should be taken during last semester of university work.
**IB 310 will satisfy Area I of the General Education requirements.

Mathematics - All candidates for the BSBA degree must complete Mathematics 130 (College Algebra) or the preferred MATH 131 (Finite Math) or higher as their General Education mathematics course.

Faculty D. Smith - Head, Agee, Comstock, Huffman, Mattix, J. Smith

Mission
The mission of the Department of Accounting at Missouri Southern State University is to help meet the needs of our society for business school graduates by providing quality accounting education. Consistent with the University’s mission, the Department of Accounting embraces an integration of liberal and professional education to enable students to develop the ability to excel in the complex work environment of business. The curriculum combines extensive accounting study with a focus on development of student competencies in the areas of professional integrity, social responsibility oral and written communications, interpersonal relationships, technology management, research experience, international business affairs and critical thinking skills.
The BSBA 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/or to enter graduate school. Majors in accounting must earn a grade of 'C' or above in all accounting courses in order to earn a BSBA.

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 may sit for the Certified Public Accountant examination. Most 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 BSBA suggested order of study or plan to attend graduate school (see your adviser).

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

**Minor in Accounting**

**BSBA degree candidate**

Minor Code AC81

<table>
<thead>
<tr>
<th>Required:</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 309 Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 312 Intermediate Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 375 Tax Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>Upper Division Accounting electives</td>
<td>9</td>
</tr>
<tr>
<td>Total for Minor (Accounting)</td>
<td>18</td>
</tr>
</tbody>
</table>

**150-Hour Recommendations**

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. Students may wish to consider a double-major in Accounting and CIS.

For additional information contact:
Dr. Dave Smith
Office: Plaster Hall 309H
Phone: 417.625.3012
Email: smith-d@mssu.edu

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**Course Descriptions**

**ACCT 0201** *(F,S,Su)* 3 hrs. cr.

**Principles of Financial Accounting**

An introduction to accounting as an information communication function that supports economic decision making. The topics covered should help students understand the development of financial statements and their interpretation. Prerequisite or co-requisite: MATH 130 or higher.

**ACCT 0202** *(F,S,Su)* 3 hrs. cr.

**Principles of 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. Prerequisite: ACCT 201.

**ACCT 0305** *(Demand)* 3 hrs. cr.

**Health Administration Finance**

Use of accounting as a tool for the process of planning, controlling and decision making, with an emphasis on healthcare management applications. Coverage includes sources of accounting data, what kind of information is needed and how it is used in the management process. Prerequisite: MATH 125 or higher.

**ACCT 0309** *(F,S)* 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 201 and 202 with a grade of 'C' or above.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
<th>Prerequisites/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 0312</td>
<td>Intermediate Accounting</td>
<td>3 hrs. cr.</td>
<td>Examination of current and emerging financial accounting theory and techniques used to measure and report financial information to investors, creditors and other external users. Emphasizes asset and income determination, preparation and interpretation of financial statements and related disclosure requirements. Prerequisites: ACCT 201 and 202 with a grade of ‘C’ or above.</td>
</tr>
<tr>
<td>ACCT 0322</td>
<td>Intermediate and Capital Accounting</td>
<td>3 hrs. cr.</td>
<td>Course that covers financial and capital accounting for business enterprises (with emphasis on the corporation). Emphasizes topics in areas of: (1) accounting for liabilities, (2) shareholders’ equity, (3) earnings per share, (4) investments, (5) income taxes and (6) the statement of cash flows. Prerequisites: ACCT 201 and 202 with a grade of ‘C’ or above.</td>
</tr>
<tr>
<td>ACCT 0325</td>
<td>Managerial Accounting</td>
<td>3 hrs. cr.</td>
<td>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 General Education Requirements. Prerequisite: ACCT 202.</td>
</tr>
<tr>
<td>ACCT 0332</td>
<td>Intermediate Accounting III</td>
<td>3 hrs. cr.</td>
<td>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.</td>
</tr>
<tr>
<td>ACCT 0341</td>
<td>Accounting Law</td>
<td>3 hrs. cr.</td>
<td>An in-depth study of legal issues of primary interest to professional accountants with particular emphasis on government regulation, consumer protection statutes, insurance, bankruptcy, agency law, equal employment opportunity laws, business organizations, real property, decedent’s estates and trusts, and environmental law and land use controls. Prerequisite: GB 301.</td>
</tr>
<tr>
<td>ACCT 0350</td>
<td>Financial Statement Analysis</td>
<td>3 hrs. cr.</td>
<td>Keys to both accounting and financial analysis. Examines the relevance of financial statement analysis to all business decisions. Priorities: (1) relevance, (2) decision inferences, and (3) practicality. Prerequisite: ACCT 202 or permission.</td>
</tr>
<tr>
<td>ACCT 0375</td>
<td>Tax Accounting I</td>
<td>3 hrs. cr.</td>
<td>Procedures for reporting federal income taxes with emphasis on income and deductions for individuals. Practice in preparing federal income tax returns. Prerequisites: ACCT 201 and 202 with a ‘C’ or above or permission.</td>
</tr>
<tr>
<td>ACCT 0385</td>
<td>Cost Accounting</td>
<td>3 hrs. cr.</td>
<td>Study of accounting cost systems providing information generation for managerial planning and control. Special emphasis is placed on both technology and Quality Management as applied to industrial and service enterprises. Prerequisites: ACCT 202 with a ‘C’ or above, GB 321.</td>
</tr>
<tr>
<td>ACCT 0402</td>
<td>Strategic Financial Accounting</td>
<td>3 hrs. cr.</td>
<td>Application of accounting principles of business combinations, consolidated financial statements, foreign currency transactions, postretirement benefits and leases. Prerequisite: ACCT 322.</td>
</tr>
<tr>
<td>ACCT 0408</td>
<td>Tax Accounting II</td>
<td>3 hrs. cr.</td>
<td>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.</td>
</tr>
<tr>
<td>ACCT 0411</td>
<td>Auditing</td>
<td>3 hrs. cr.</td>
<td>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 use of statistical sampling and performing an audit. Prerequisites: ACCT 312, ACCT 309. Prerequisite or co-requisite: ACCT 322.</td>
</tr>
<tr>
<td>ACCT 0420</td>
<td>International Accounting</td>
<td>3 hrs. cr.</td>
<td>Examination of accounting operations within a multinational corporate environment. Primary emphasis is on international financial reporting and standard setting with regard to different needs within different countries, international financial statement analysis and accounting standards and practices in selected countries. Prerequisite: ACCT 202. Cross listed as INTS 0420.</td>
</tr>
<tr>
<td>ACCT 0421</td>
<td>Governmental and Nonprofit Accounting</td>
<td>3 hrs. cr.</td>
<td>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.</td>
</tr>
<tr>
<td>ACCT 0422</td>
<td>Controllership</td>
<td>3 hrs. cr.</td>
<td>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 385.</td>
</tr>
<tr>
<td>ACCT 0431</td>
<td>Forensic and Investigative Accounting</td>
<td>3 hrs. cr.</td>
<td>An integration of concepts from auditing, emphasizing forensic and investigative accounting, as well as fraud examination. In addition, examination of internal, operational and compliance audits, as well as specialized reports. Prerequisite: ACCT 411.</td>
</tr>
<tr>
<td>ACCT 0491</td>
<td>Internship in Accounting</td>
<td>1-12 hrs. cr.</td>
<td>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, 3.0 GPA and department approval.</td>
</tr>
</tbody>
</table>
For additional information contact:
Dr. Beverly Block
Office: Plaster Hall 309Q
Phone: 417.625.9603
Email: block-b@mssu.edu
MM 340 Principles of Transportation ......................... 3
MM 354 Quality Management .......................... 3
MM 405 Internet Marketing ............................ 3
MM 312 Retailing ..................................... 3
MM 436 Service Marketing ....................... 3
MM 321 Professional Strategic Selling ................ 3
MM 345 Business Logistics .......................... 3
Or Upper Division Business Course (selected with adviser consultation and approval)

Total for Minor (Entrepreneurship) ........................ 18

Concentration in Entrepreneurship
A concentration in entrepreneurship is offered for all students, regardless of major, to enhance success of new venture start-ups. This concentration helps prepare students to start their own businesses. A Certificate of Entrepreneurship will be issued to students who successfully complete the fifteen entrepreneurship courses. Entrepreneurship courses are offered via the Internet.

Requirements for a Concentration in Entrepreneurship
Certificate Code MM86

<table>
<thead>
<tr>
<th>Semester Hours</th>
<th>Course Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT 201</td>
<td>Developing a Business Plan 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 202</td>
<td>Business Opportunities 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 203</td>
<td>Legal Aspects for Entrepreneurs 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 204</td>
<td>Initial Capitalization 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 205</td>
<td>Cash Flow Analysis 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 206</td>
<td>Microcomputer Applications 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 207</td>
<td>Accounting Procedures 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 208</td>
<td>Accounting Records 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 209</td>
<td>Accounting Taxation 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 210</td>
<td>The Management Process for Entrepreneurs 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 211</td>
<td>Strategic Planning &amp; Organizing 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 212</td>
<td>Human Resource Issues for Entrepreneurs 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 213</td>
<td>Promotion 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 214</td>
<td>Pricing 1 hr. cr.</td>
</tr>
<tr>
<td>ENT 215</td>
<td>Merchandise/Inventory Planning 1 hr. cr.</td>
</tr>
</tbody>
</table>

Total for Concentration (Entrepreneurship) ........................ 15

For additional information contact:
Karen Bradshaw
Office: Plaster Hall 107B
Phone: 417.625.9520
Email: bradshaw-k@mssu.edu

Course Descriptions

ENT 0201 (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 0202 (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 0203 (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 0204 (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 0205 (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 0206 (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 0207 (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 0208 (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 0209 (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 0210 (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 0211 (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 0212  (S)  1 hr. cr.
Human Resource Issues for Entrepreneurs
This course is designed to help the students and owners of small businesses
improve their human relations skills needed in running a business. The dis-
covering of one’s management style and the development of new manage-
ment skills will be covered.

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

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

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

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

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

Bachelor of Science in Business Administration with
an Emphasis in Finance and Economics
Economics Concentration
Major Code EC04

Semester Hours EC04
General Education Requirements (p. 45) 46-47* .... 39
Business Core (p. 149) .................................................. 39
Finance ................................................................. 18
GB 101  Introduction to Personal Financial Planning .... 3
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
Upper Division Finance/Economics Electives .......... 9
Upper Division Business Electives .......................... 6
General Electives .................................................. 8-9
Total ................................................................. 124

Finance Concentration
Major Code EC05

Semester Hours EC05
General Education Requirements (p. 45) 46-47* .... 39
Business Core (p. 149) .................................................. 39
Finance ................................................................. 18
GB 101  Introduction to Personal Financial Planning .... 3
ECON 300  Money and Banking .............................. 3
ECON 401  Managerial Economics ........................... 3
ECON 411  Investments ........................................... 3
ECON 450  Financial Strategy ................................. 3
Choose One: .......................................................... 3
ECON 420  Security Analysis .................................. 3
ECON 421  Portfolio Management I ......................... 3
Upper Division Finance/Economics Electives .......... 9
Upper Division Business Electives .......................... 6
General Electives .................................................. 8-9
Total ................................................................. 124

Personal Financial Planning Concentration
Major Code EC03

Semester Hours EC03
General Education Requirements (p. 45) 46-47* .... 39
Business Core (p. 149) .................................................. 39
Financial Planning .................................................. 30
GB 101  Introduction to Personal Financial Planning .... 3
ECON 300  Money and Banking .............................. 3
ECON 320  Pension Planning .................................... 3
ECON 330  Principles of Insurance ........................... 3
ECON 370  Estate Planning ....................................... 3
ECON 411  Investments ........................................... 3
ECON 420  Security Analysis .................................. 3
ECON 440  Advanced Financial Planning ................. 3
ACCT 375  Tax Accounting I ................................. 3
ACCT 408  Tax Accounting II ................................. 3
Electives .............................................................. 11-12
Total ................................................................. 124

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

Faculty  D. Smith  Head, Abrahams, Buchholz, La Near, Nichols, Rawlins
The BSBA finance and economics major course of study is designed to pro-
vide a quality comprehensive educational environment to students for the de-
velopment of the critical, personal, professional and intellectual competencies
necessary for success in the complex and dynamic global business world.
Course Descriptions

**ECON 0180** (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; the economic functions of government; limitations of the market system; other types of economic systems; and international trade. Personal finance topics include setting goals, budgeting, savings and investing, credit management and retirement planning. Not for business majors or for those who have taken ECON 201 or 202. Prerequisite: ACT MATH Score of 19 or higher or MATH 030 or above.

**ECON 0201** (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; fiscal policy; economic growth; international finance; and current economic problems. Prerequisite: MATH 030 or above.
ECON 0401 (F)  
Managerial Economics  
3 hrs. cr.
The price system and resource allocation through a system of markets and prices; price and output determination in perfect and imperfect markets; resource markets; and income determination. Prerequisites: ECON 201, ECON 202 and GB 321.

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

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

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

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

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

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

ECON 0450 (S)  
Financial Strategy  
3 hrs. cr.
Financial planning, capital budgeting under constraints of mutual exclusiveness and capital rationing, leverage (both operating and financial), debt financing, common stock (including dividend policy), preferred stock, leasing, mergers and LBOs using a case study approach. Prerequisite: ECON 350.

ECON 0491 (Demand)  
Internship in Finance and Economics  
1-6 hrs. cr.
An internship for senior Finance/Economics students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy regarding the number of hours of work, the number of credit hours and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA and department approval. Repeatable up to six credit hours.

ECON 0498 (Demand)  
Advanced Topics in Economics  
1-3 hrs. cr.
For upper-division students. Topics to be announced each time the course is offered. Examples of seminars offered in the past are: 498-Seminar in International Economics, 498-Seminar in Business Cycles and 498-Seminar in Public Finance.

ECON 0499 (Demand)  
Independent Study in Finance/Economics  
1-6 hrs. cr.
Individually directed readings, research and discussion in selected areas of Finance/Economics for advanced majors. Scope, depth, area of concentration and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and a minimum 3.0 GPA. Repeatable up to six credit hours.

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

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

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

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

Semester Hours

General Education Requirements (p. 45) 46-47* . . . .43-44
Business Core (p. 149) ................................................... 39
Required Courses .......................................................... 12
Choose 12 hrs. from at least 4 of the following 5 areas:

Accounting:
    ACCT 0309  Accounting Information Systems
    ACCT 385  Cost Accounting

Finance/Economics:
    ECON 300  Money and Banking
    ECON 411  Investments (spring)
    ECON 450  Financial Strategy

International Business:
    IB 400  International Marketing
    IB 410  International Management

Management:
    MM 352  Human Resource Management
    MM 431  Operations Management
    MM 441  Organizational Behavior
Marketing:
- MM 401 Integrated Marketing Communications
- MM 405 Internet Marketing
- MM 432 Consumer Behavior

Advanced Business Electives (300 level or above) ........................................ 12
Choose 12 hours from courses with the following prefixes:
- ACCT, ECON, ENT, GB, IB, MM

Electives ........................................................... 17-18

Total .............................................................. 124

*Required course in economics (ECON 201) satisfies major requirement and 3 hours of General Education Requirements.

Minor in General Business
(Non-BSBA degree candidates)

Minor Code GB80

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GB 0100</td>
<td>(Demand) Introduction to Personal Finance</td>
<td>2 hrs. cr.</td>
</tr>
<tr>
<td>GB 0110</td>
<td>(Demand) Computer Formatting</td>
<td>3 hrs. cr.</td>
</tr>
<tr>
<td>GB 0101</td>
<td>(F,S,Su) Introduction to Personal Financial Planning</td>
<td>3 hrs. cr.</td>
</tr>
<tr>
<td>GB 0298</td>
<td>(Demand) Topics in General Business</td>
<td>1-8 hrs. cr.</td>
</tr>
<tr>
<td>GB 0301</td>
<td>(F,S) Legal Environment of Business I</td>
<td>3 hrs. cr.</td>
</tr>
<tr>
<td>GB 0302</td>
<td>(F) Legal Environment of Business II</td>
<td>3 hrs. cr.</td>
</tr>
<tr>
<td>GB 0320</td>
<td>(F,S,Su) Business Communication (Writing Intensive)</td>
<td>3 hrs. cr.</td>
</tr>
<tr>
<td>GB 0321</td>
<td>(F,S,Su) Business Statistics I</td>
<td>3 hrs. cr.</td>
</tr>
<tr>
<td>GB 0322</td>
<td>(S) Business Statistics II</td>
<td>3 hrs. cr.</td>
</tr>
<tr>
<td>GB 0361</td>
<td>(Demand) Personal Development</td>
<td>1 hr. cr.</td>
</tr>
</tbody>
</table>

For additional information contact:
Dr. Dave Smith
Office: Plaster Hall 309H
Phone: 417.625.3012
Email: smith-d@mssu.edu

Course Descriptions

GB 0100 (Demand) Introduction to Personal Finance
Introduction to the concepts and tools necessary for effective management of personal financial health. Includes goal-setting, budgeting, obtaining and using credit, sound consumer purchasing strategy, insurance, investment decisions and retirement planning.

GB 0101 (F,S,Su) 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 0110 (Demand) Computer Formatting
Covers all styles of business letters, reports, memos and tables. Some of the advanced Microsoft Word commands used are: headers and footers, find and replace, report styles, advanced table features, templates, labels, mail merge and sort. For business education majors only.
GB 0362  (Demand)  1 hr. cr.  
Career Development
Increasing verbal and nonverbal job related communication and presentation skills. Acquiring networking abilities. Exploring business etiquette and dress in order to adjust to the corporate environment and the professional image. Improving time management skills. Prerequisite: 6 hours English Composition or permission of instructor.

GB 0363  (Demand)  1 hr. cr.  
Interpersonal Development
Learning to work with others and exploring techniques of negotiation. Developing assertiveness and learning to resolve conflict. Developing leadership skills. Understanding how to serve customers/clients and developing sensitivity to other cultures. Prerequisite: 6 hours English Composition or permission of instructor.

GB 0405  (S)  3 hrs. cr.  
Statistical Quality Control
Theory and methods used in statistical quality control. Emphasizes basic statistical analysis, variables control charts, attributes control charts, interpretation of control charts, estimation of process parameters, gage capability, acceptance sampling and service quality. Students will be encouraged to use spreadsheets to solve SPC problems. Prerequisite: GB 321 or consent of instructor.

GB 0412  (Su)  3 hrs. cr.  
Implementing Business Education Programs
This course includes a study of teaching techniques and devices organization and development of curriculum, testing and measurements, funding, special populations, integrating academics, business/education partnerships and multicultural activities. Special emphasis is given to innovations, systems and developments in business and education. For business education majors only. (To be taken the summer prior to student teaching.)

GB 0491  (Demand)  1-6 hrs. cr.  
Internship in General Business
An internship for senior General Business students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy regarding the number of hours of work, the number of credit hours and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA and department approval. Repeatable up to six credit hours.

GB 0498  (Demand)  1-3 hrs. cr.  
Advanced Topics in General Business
Special topics in General Business. For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission. Seminar topics offered in the past include office machines, career orientation and human relations.

GB 0499  (Demand)  1-6 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. Repeatable up to six credit hours.
Minor in International Business
(Non-BSBA degree candidates)

Minor Code IB80

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester Hours</th>
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<tbody>
<tr>
<td>IB 310</td>
<td>International Business</td>
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<tr>
<td>IB 410</td>
<td>International Management</td>
<td>3</td>
</tr>
<tr>
<td>IB 352</td>
<td>International Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>IB 420</td>
<td>International Accounting</td>
<td>3</td>
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<tr>
<td>IB 300</td>
<td>Principles of Marketing</td>
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<tr>
<td>MM 300</td>
<td>Fundamentals of Organizational Management (WI)</td>
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Required: 9

Choose one: 3

Total for Minor (International Business): 21

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

Minor in International Business
(BSBA degree candidates)

Minor Code IB80

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester Hours</th>
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<tbody>
<tr>
<td>IB 310</td>
<td>International Business</td>
<td>3</td>
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<tr>
<td>IB 410</td>
<td>International Management</td>
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<tr>
<td>IB 400</td>
<td>International Marketing</td>
<td>3</td>
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<tr>
<td>IB 420</td>
<td>International Accounting</td>
<td>3</td>
</tr>
<tr>
<td>IB 352</td>
<td>International Human Resource Management</td>
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<tr>
<td>INTS 303</td>
<td>Contemporary World Civilizations</td>
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<tr>
<td>INTS 304</td>
<td>Comparative Political Economy</td>
<td>3</td>
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<tr>
<td>IB 491*</td>
<td>Internship in International Business</td>
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<tr>
<td>IB 498*</td>
<td>International Business Field Study</td>
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</table>

Choose one: 3

Total for Minor (International Business): 21

*With the approval of the course instructor and the Department Head.
IB 0420  (Su)  
International Accounting  
3 hrs. cr.
Examination of accounting operations within a multinational corporate environment. Primary emphasis is on international financial reporting and standard setting with regard to different needs within different countries, harmonization, international financial statement analysis and accounting standards and practices in selected countries. Prerequisites: IB 310 and ACCT 202. Cross listed as ACCT 0420.

IB 0430  (F)  
International Corporate Finance  
3 hrs. cr.
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 0460  (S)  
Global Supply Chain Management  
3 hrs. cr.
This course will focus on the development of logistics management skills related to global supply chains. The students will study the international business environment as it relates to transportation modes and methods, trade agreements and trade zones, legal and security transportation issues, international conventions and import and export regimes. Particular attention will be given to supply chain management as part of the firm’s strategic positioning, cultural interactions and quality considerations as well as to the importance of third party logistics providers. Prerequisites: IB 310 and IB 400.

IB 0491  (Demand)  
Internship in International Business  
1-6 hrs. cr.
An internship for senior International Business students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy regarding the number of hours of work, the number of credit hours and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA and department head approval. Repeatable up to six credit hours.

IB 0498  (Demand)  
Advanced Topics in International Business  
1-3 hrs. cr.
Special topics in international business. For upper-division students. Topics to be announced each time the course is offered.

IB 0499  (Demand)  
Independent Study in International Business  
1-6 hrs. cr.
Individually directed readings, research and discussion in selected areas of International Business for advanced majors. Scope, depth, area of concentration and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: 65 hours, 3.0 GPA and department head approval. Repeatable up to six credit hours.

Faculty  
Moos - Head, Agee, Cragin, Dawson, Douglas, Marion, Myers, Philibert, Schmidt, Vernon, Yantis

Mission  
The mission of the Department of Management at Missouri Southern State University is to provide students with a superior education. Faculty combine effective teaching with scholarship and professional service and strive to provide students with practical and theoretical business competencies. These competencies prepare students for leadership positions and service in a diverse, global and competitive economy. Consistent with the university’s mission, the Department of Management embraces an integration of liberal and professional education to enable students to develop the ability to excel in the complex work environment of business. The curriculum combines extensive management study with a focus on development of student competencies in the areas of professional integrity, social responsibility oral and written communication, interpersonal relationships, technology management, research experience, international business affairs and critical thinking skills.

The BSBA 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  
Major Code MM00

<table>
<thead>
<tr>
<th>General Education Requirements (p. 45)</th>
<th>46-47*</th>
<th>. . . . . . . . 43-44</th>
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<tbody>
<tr>
<td>Business Core (p. 149)</td>
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<tr>
<td>Management Emphasis</td>
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<td>MM 337 Management Information Systems</td>
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<td>MM 352 Human Resource Management</td>
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<td>MM 431 Operations Management</td>
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<td>MM 441 Organizational Behavior</td>
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<td>MM 354, MM 411, MM 412, GB 405, IB 410, ACCT 350</td>
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<td>Electives</td>
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*Required course in economics (ECON 201) satisfies major requirement and three hours of General Education Requirements.

Bachelor of Science in Business Administration with an Emphasis in Human Resource Management  
Major Code MM04

<table>
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<tr>
<td>Human Resource Management Emphasis</td>
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<td>MM 352 Human Resource Management</td>
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<tr>
<td>MM 411 Labor and Employment Law</td>
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<td>MM 441 Organizational Behavior</td>
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<td>MM 445 Compensation and Benefits</td>
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<tr>
<td>MM 447 Employee Training and Development</td>
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</table>
Select Two: (MM 337, MM 354, MM 431, MM 450, MM 491, GB 302, IB 352, IB 410) ........... 6

Electives .............................................................................. 20-21

Total .............................................................................. 124

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

**Minor in Management**

(Non-BSBA degree candidates)

Minor Code MM82

Choose two ........................................................................ 6

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<td>ECON 201</td>
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<td>GB 320</td>
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<td>GB 321</td>
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Choose four ........................................................................ 12

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<td>IB 410</td>
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Total for Minor (Management) ........................................... 21

**Minor in Human Resource Management**

(All degree candidates)

Minor Code MM81

Required ........................................................................ 15

<table>
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<td>MM 0352</td>
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Choose two ........................................................................ 6

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<td>MM 0491</td>
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Total for Minor (Human Resource Management) .............. 18

**Minor in Quality Management**

(All degree candidates)

Minor Code MM85

Required ........................................................................ 12

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Choose two ........................................................................ 6

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<tr>
<td>MM 431</td>
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<td>ACCT 365</td>
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Total for Minor (Quality Management) ............................. 18

**Minor in International Human Resource Management**

(All degree candidates)

Minor Code MM91

Required ........................................................................ 15

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<th>Course</th>
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<td>MM 441</td>
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Choose two ........................................................................ 6

<table>
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<td>MM 447</td>
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<td>MM 450</td>
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</table>

Total for Minor (International Human Resource Management) .... 21

For additional information contact:

Dr. Chris Moos
Office: Plaster Hall 309L
Phone: 417.625.9703
Email: moos-c@mssu.edu

**Faculty**

Moos - Head, Cragin, Dawson, Douglas, Dunlop, Myers, Schmidt, Yantis

**Mission**

The mission of the Department of Marketing at Missouri Southern State University is to provide students with a superior education. Faculty combine effective teaching with scholarship and professional service and strive to provide students with practical and theoretical business competencies. These competencies prepare students for leadership positions and service in a diverse, global and competitive economy. Consistent with the university's mission, the Department of Marketing embraces an integration of liberal and professional education to enable students to develop the ability to excel in the complex work environment of business. The curriculum combines extensive marketing study with a focus on development of student competencies in the areas of professional integrity, social responsibility oral and written communications, interpersonal relationships, technology management, research experience, international business affairs and critical thinking skills.
The BSBA marketing major course of study is intended to prepare graduates for positions in personal selling, product and services marketing, promotions, consumer behavior, marketing and sales analysis, retailing and supply chain logistics.

### Bachelor of Science in Business Administration with an Emphasis in Marketing

**Major Code** MM03

**Semester Hours**

<table>
<thead>
<tr>
<th>Required</th>
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<tbody>
<tr>
<td>General Education Requirements (p. 45) 46-47* ................................</td>
<td>43-44</td>
</tr>
<tr>
<td>Business Core (p. 149) ........................................................................</td>
<td>39</td>
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<tr>
<td>Marketing Emphasis ............................................................................</td>
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<tr>
<td>MM 412 Marketing Strategy ..................................................................</td>
<td>3</td>
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<tr>
<td>MM 432 Consumer Behavior ...................................................................</td>
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<tr>
<td>MM 470 Marketing Research ..................................................................</td>
<td>3</td>
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<tr>
<td>Choose three [optional classes] ......................................................</td>
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<tr>
<td>MM 312 Retailing ..................................................................................</td>
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<tr>
<td>MM 321 Professional Sales &amp; Sales Mgmt ............................................</td>
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<tr>
<td>MM 340 Principles of Transportation ...............................................</td>
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<tr>
<td>MM 345 Business Logistics ..................................................................</td>
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<tr>
<td>MM 360 Supply Chain Management .....................................................</td>
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<tr>
<td>MM 401 Integrated Marketing Communications ....................................</td>
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<tr>
<td>MM 405 Internet Marketing ..................................................................</td>
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<tr>
<td>MM 436 Services Marketing ..................................................................</td>
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<tr>
<td>IB 400 International Marketing ......................................................</td>
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<tr>
<td>IB 460 Global Supply Chain Management ...........................................</td>
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<td>Electives .............................................................................................</td>
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*Required course in economics satisfies major requirement and three hours of General Education Requirements.

### Minor in Marketing

**Minor Code** MM83

**Semester Hours**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>MM 300 Principles of Marketing ....................................................</td>
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<tr>
<td>MM 432 Consumer Behavior ..................................................................</td>
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<tr>
<td>Choose one: .......................................................................................</td>
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</tr>
<tr>
<td>ACCT 201 Principles of Financial Accounting ...................................</td>
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<tr>
<td>ECON 180 American Economic System .................................................</td>
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<tr>
<td>GB 320 Business Communication (WI) ....................................................</td>
<td></td>
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<tr>
<td>GB 321 Business Statistics I ..................................................................</td>
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</tr>
<tr>
<td>MM 350 Fundamentals of Organizational Management (WI) ........................</td>
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<tr>
<td>Choose four ..........................................................................................</td>
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<tr>
<td>MM 312 Retailing ..................................................................................</td>
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<td>MM 321 Professional Sales &amp; Sales Mgmt ............................................</td>
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<tr>
<td>MM 340 Principles of Transportation ...............................................</td>
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<td>MM 345 Business Logistics ..................................................................</td>
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<tr>
<td>MM 401 Integrated Marketing Communications ....................................</td>
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</tr>
<tr>
<td>MM 405 Internet Marketing ..................................................................</td>
<td></td>
</tr>
<tr>
<td>MM 412 Marketing Strategy ..................................................................</td>
<td></td>
</tr>
<tr>
<td>MM 436 Service Marketing ..................................................................</td>
<td></td>
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<tr>
<td>MM 470 Marketing Research ..................................................................</td>
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<td>IB 400 International Marketing ......................................................</td>
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### Minor in E-Business

**Minor Code** MM80

**Semester Hours**

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<tbody>
<tr>
<td>CIS 315 Computer Networks I ..................................................................</td>
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<tr>
<td>MM 405 Internet Marketing ..................................................................</td>
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<tr>
<td>MM 498 Advanced Topics in Marketing/Management ..................................</td>
<td>3</td>
</tr>
<tr>
<td>Choose three: ......................................................................................</td>
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<tr>
<td>MM 337 Management Information Systems ............................................</td>
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<tr>
<td>MM 340 Principles of Transportation ...............................................</td>
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<tr>
<td>MM 345 Business Logistics ..................................................................</td>
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<tr>
<td>MM 401 Integrated Marketing Communications ....................................</td>
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<tr>
<td>MM 470 Marketing Research ..................................................................</td>
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<tr>
<td>ACCT 309 Accounting Information Systems .........................................</td>
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<tr>
<td>Total for Minor (E-Business) ................................................................</td>
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</table>

*Other courses may be substituted with permission of adviser.

### Minor in Multimedia

**Minor Code** MM84

**Semester Hours**

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<thead>
<tr>
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<tbody>
<tr>
<td>CIS 315 Computer Networks I ..................................................................</td>
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<tr>
<td>MM 405 Internet Marketing ..................................................................</td>
<td>3</td>
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<tr>
<td>MM 337 Management Information Systems ............................................</td>
<td>3</td>
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<tr>
<td>MM 401 Integrated Marketing Communications ....................................</td>
<td></td>
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<tr>
<td>MM 432 Consumer Behavior ..................................................................</td>
<td></td>
</tr>
<tr>
<td>Choose two: .........................................................................................</td>
<td>6</td>
</tr>
<tr>
<td>MM 337 Management Information Systems ............................................</td>
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<td>MM 401 Integrated Marketing Communications ....................................</td>
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<td>MM 432 Consumer Behavior ..................................................................</td>
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<tr>
<td>Total for Minor (Multimedia) ................................................................</td>
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*Other courses may be substituted with permission of adviser.

### Minor in Transportation-Logistics

**Minor Code** MM87

**Semester Hours**

<table>
<thead>
<tr>
<th>Required</th>
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<tbody>
<tr>
<td>GB 320 Business Statistics I ..................................................................</td>
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<tr>
<td>MM 300 Principles of Marketing ....................................................</td>
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<tr>
<td>MM 340 Principles of Transportation ...............................................</td>
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<tr>
<td>MM 345 Business Logistics ..................................................................</td>
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<tr>
<td>MM 360 Supply Chain Management .....................................................</td>
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<tr>
<td>Advanced Business Electives ..................................................................</td>
<td>6</td>
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<tr>
<td>Total for Minor in Transportation-Logistics ......................................</td>
<td>21</td>
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</table>
Minor in Arts, Entertainment and Tourism Marketing
(All degree candidates)
Minor Code MM90

Required:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>ECON 201</td>
<td>Principles of Economics-Macro.</td>
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<tr>
<td>GB 321</td>
<td>Business Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>MM 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MM 436</td>
<td>Services Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MM 432</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MM 470</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MM 498</td>
<td>Advanced Topics in Arts, Entertainment and Tourism Marketing*</td>
<td>3</td>
</tr>
</tbody>
</table>

Total for Minor in Arts, Entertainment and Tourism Marketing . . . . . 21

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

For additional information contact:
Dr. Chris Moos
Office: Plaster Hall 309L
Phone: 417.625.9703
Email: moos-c@mssu.edu

Course Descriptions

MM 0237  (F,S)  3 hrs. cr.
Using Information Systems
Principles of information systems in the business environment. This course provides a basic understanding of data manipulation, evaluation and summarization to be used in the decision-making process. Includes file management skills, Internet skills and the use of Microsoft Office 2010 programs. Prerequisite: Basic knowledge of windows operating system or CIS 105 Introduction to Microcomputer Use.

MM 0300  (F,S,Su)  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: Junior standing.

MM 0312  (F,Su-Odd)  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 0321  (F,S)  3 hrs. cr.
Professional Sales and Sales Management
Covers the principles, methods and techniques of effective professional strategic and consultative selling, as well as the management of a professional sales staff. Prerequisite: MM 300.

MM 0337  (F,S)  3 hrs. cr.
Management Information Systems
The course is designed to examine the use of information systems to support the management and business activities of an organization. The topics include: the fundamentals of hardware and software, database management, data communications, transaction processing information systems, decision support systems, information reporting systems, office automation, networks, tapping the Internet, expert systems, problem analysis, system analysis and design, and current and future management information system trends.

MM 0340  (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 0345  (F,S)  3 hrs. cr.
Business Logistics
A survey of the management of logistic functions in the firm, including physical supply and distribution activities such as transportation, storage facilities, inventory control, materials handling, warehousing, financing and organization. Prerequisite: MM 300.

MM 0350  (F,S,Su)  3 hrs. cr.
Fundamentals of Organizational Management
(Writing Intensive)
A study of the fundamentals and functions of organizational management including planning, decision making, organization, leading, and controlling from individual and group behavior perspectives. Prerequisites: Junior standing and ENG 101/102 or equivalent. Cross-listed as HS 350.

MM 0352  (F,S,Demand)  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 0354  (F,S,Su)  3 hrs. cr.
Quality Management
Quality Management (QM) is an overview of an evolving philosophy for continuous improvement of products, processes and services to enhance quality while reducing costs. It is a management/technical/cultural approach to the integration of all systems and processes of an enterprise to achieve “customer” satisfaction. Prerequisites: MM 350, GB 321 or consent of instructor.

MM 0360  (F)  3 hrs. cr.
Supply Chain Management
This course presents a survey of basic supply chain management among focal organizations and their tiered business partners. Emphasis on collaboration and planning related to major functional areas required to organize the flow of products from inception through delivery to satisfy final customer needs. Information and communication technology as an enabler of supply chain management strategies is also discussed. An appreciation of how the local supply chain functions as part of a global system is explored. Prerequisite: MM 300.
MM 0401 (S,Su-Even) 3 hrs. cr.
Integrated Marketing Communications
This course examines the planning, development and execution of integrated marketing communications programs with a focus on the promotional aspects of the marketing mix. Both traditional and online applications of marketing strategies are studied as they pertain to achieving an organization’s goals and objectives. The analysis of advertising media, the preparation of advertising programs and the formulation of campaigns are included in the course. Prerequisite: MM300.

MM 0405 (F,S,Su) 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 telecommunication; also gives students hands-on experience with relevant software. Prerequisites: MM 300 and MM 237 (or equivalent).

MM 0411 (F) 3 hrs. cr.
Employment Law
A primary emphasis on Fair Employment practices, Title VII of the Civil Rights Act and other major employer/employee legal relationships 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.

MM 0412 (F,S,Su-Demand) 3 hrs. cr.
Marketing Strategy
Strategic aspects of marketing: problems involved in environmental scanning, goal setting, planning and strategies as they apply to product and service policy, financial objectives, promotional objectives, distribution policy and marketing intelligence. Prerequisites: Senior standing, MM 432, MM 470, MM 350, and ECON 350.

MM 0431 (F,S,Su) 3 hrs. cr.
Operations Management
Principles and decision analysis related to the effective utilization of the factors of production and operations in manufacturing activities for both intermittent and continuous systems. The study of operations management, analytical models and methods, facilities design and the use of computer modeling for control systems for effective production operations. Prerequisite: GB 321.

MM 0432 (F,S,Su-Demand) 3 hrs. cr.
Consumer Behavior
An interdisciplinary approach to the analysis and interpretation of consumer buying habits and motives and the resulting purchase of goods and services. The purchaser’s psychological, economic and socio-cultural actions and reactions are stressed. Prerequisite: MM 300.

MM 0436 (S) 3 hrs. cr.
Services Marketing
The course focuses on the knowledge needed to implement quality service and service strategies for competitive advantage within the service sector. Service quality and recovery, the linking of measurement to performance, service mapping and cross functional treatment of issues are covered in this course. Prerequisite: MM300.

MM 0441 (Demand) 3 hrs. cr.
Organizational Behavior
The purpose of this course is to introduce the student to the study of individual and group behavior within an organization. Current and emerging theoretical and practical knowledge for understanding topics such as motivation, leadership, managerial decision making, group processes and conflict resolution. Prerequisite: MM 350.

MM 0445 (Demand) 3 hrs. cr.
Compensation and Benefits Management
This course studies principles and practices of compensation and benefit management with an emphasis on strategic analysis, as well as current human resource theory and practices. The course examines the field of compensation and benefits by addressing both intrinsic and extrinsic issues, as well as the basis for compensation, compensation systems, benefits, executive compensation, and the international implications of the global economy. Prerequisites: MM 350 and GB321 or consent of the instructor.

MM 0447 (Demand) 3 hrs. cr.
Employee Training and Development
An examination of current practices and research in the area of employee training and development to include needs analysis, instructional design and the evaluation of training in organizations. Additional course topics include the strategic role of training, learning management, knowledge management, as well as employee and career development. Prerequisite: MM 350.

MM 0450 (S) 3 hrs. cr.
The Psychology of Human Resource Management
Traditional areas of human resource management/organizational psychology are addressed, including group interaction, communication, retention, interviewing, diversity, conflict management and legal issues. An interdisciplinary approach will be taken. The contents will be presented using both theory and experimental methods.

MM 0452 (F,S,Su) 3 hrs. cr.
Strategic Management (Writing Intensive)
A capstone course integrating business disciplines with formal analyses of the organization’s macro and industry environment; mission and goals; and strategy formulation, implementation and control using computer simulation and/or the case method approach. Prerequisites: Senior standing, MM 300, MM 350 and ECON 350; should be taken during the last semester of university work.

MM 0470 (F,S) 3 hrs. cr.
Marketing Research
The systematic gathering, recording, analyzing and presentation of data relating to market analysis, sales analysis, consumer research, advertising research and attitude research. Prerequisites: GB 321 and six hours of marketing.

MM 0491 (Demand) 1-6 hrs. cr.
Internship in Marketing/Management
An internship for senior marketing/management students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy regarding the number of hours of work, the number of credit hours and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA and department approval. Repeatable up to six credit hours.
MM 0498 (Demand)  1-3 hrs. cr.
Advanced Topics in Marketing/Management
For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission.

MM 0499 (Demand)  1-6 hrs. cr.
Independent Study in Marketing/Management
Individually directed readings, research and discussion in selected areas of Marketing/Management for advanced majors. Scope, depth, area of concentration and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and a minimum 3.0 GPA. Repeatable up to six credit hours.