

COURSE DESCRIPTIONS FOR UNDERGRADUATE PROGRAMS

Accounting Major Course Descriptions

ACCT 2101 PRINCIPLES OF ACCOUNTING I. (3 CREDITS)

In this course, students begin to develop accounting skills for solving business problems, individually and collaboratively. Some of the problems include evaluating business projects and process changes, predicting and reporting operating results, and managing business risks. The course concentrates on planning, decision making, and communicating operating results in traditional and e-business settings. Students interpret the meaning and characterize the implications of computations for a variety of business products, distribution channels and constraints, and then communicate viewpoints and recommendations to stakeholders using database, spreadsheet, and word processing skills.

Prerequisite none.

ACCT 2102 PRINCIPLES OF ACCOUNTING II (3 CREDITS)

In this course, students continue developing accounting skills for solving business problems, individually and collaboratively. Students analyze information needed for financing and investing decisions and communicate alternatives and recommendations to stakeholders using spreadsheet and word processing software skills. Students evaluate operating outcomes using financial and non-financial performance measures appropriate in traditional and e-business environments.

Prerequisite Acct 2101, minimum grade of C.

ACCT 4020 PROFESSIONAL ACCOUNTING AND REPORTING (1 CREDIT)

This course will introduce students to the accounting profession, the institutional, legal and regulatory framework of accounting, the role of various professional accounting associations and institutes, the traditions, expectations and ethical demands of the profession, and the availability of diverse career options.

Prerequisite: B average or higher in Acct 2101 and 2102 or equivalent. Requires a 2.5 GPA and 45 semester hours.

ACCT 4030 TRANSACTION ANALYSIS (1 CREDIT)

The course is a tightly focused, intense course emphasizing (1) transaction analysis, (2) basic journal entries of the accounting process, including accruals, adjusting entries, and closing entries, (3) T-account analysis, (4) the basics of major accounting issues like inventory flow methods, depreciation methods, and utilization of allowance accounts, (5) the structure and logic of the four basic financial statements, and (6) some commonly-used ratios related to profitability, liquidity and solvency evaluations.

Prerequisite: B average or higher in Acct 2101 and 2102 or equivalent. Requires a 2.5 GPA and 45 semester hours.

ACCT 4110 FINANCIAL ACCOUNTING AND REPORTING (4 CREDITS)

This course exposes students to the real-world challenges of financial reporting. Class time is primarily devoted to discussions of broad accounting concepts and issues rather than display and instruction of specific accounting rules. Exposure to and practice with the rules are primarily achieved in technical lab sessions outside of class time. The overall goal of the course is to give students exposure to the critical conceptual elements they need to make professional accounting judgements.

Prerequisite: Acct 4210, Acct 4020 and Acct 4030

ACCT 4210 COST/MANAGERIAL ACCOUNTING. (3 CREDITS)

Students study what information managers need to plan, monitor and improve their critical processes, products and services. Emphasizing e-business environments, this course highlights the application of information technologies to tasks such as measuring costs to produce, market and deliver products and services, planning via budgets and cost-volume-profit analysis, implementing activity-based-management systems, and measuring and evaluating performance in traditional and e-business settings. Students interpret and characterize implications of computations and communicate recommendations to stakeholders using databases, spreadsheet, and word processing skills.

Prerequisite: B average or higher in Acct 2101 and 2102 or equivalent for Accounting majors; FI 4000 for Finance majors.

ACCT 4310 ACCOUNTING INFORMATION SYSTEMS. (3 CREDITS)

This course develops skills required by accountants as users, managers, designers, and evaluators of information systems in e-business environments. The skills include choosing, extracting, and analyzing information to solve business problems, modeling technology-enabled business processes, developing information systems, and designing and evaluating internal controls in e-business environments.

Prerequisites: CIS 2010, Acct 4210

ACCT 4389 DIRECTED READINGS IN ACCOUNTING. (1-3 CREDITS)

Prerequisite: Acct 2101 and Acct 2102, minimum grade of "C" in each, consent of instructor.

ACCT 4391 FIELD STUDY IN ACCOUNTING. (3 CREDITS, MAY BE REPEATED ONCE)

The field study is a supervised, employer-site learning experience. In this experience, students have the opportunity to apply accounting skills in a professional setting. Students must consult with the instructor or with the Undergraduate Program Coordinator before registering to determine whether their employment or internship experiences will qualify for credit.

Prerequisite: Acct 4110, Acct 4210; 3.0 GPA, consent of instructor.

ACCT 4410 INTRODUCTION TO FINANCIAL STATEMENT ANALYSIS (3 CREDITS)

This course introduces students to financial statement analysis. Students will learn how to apply general purpose financial statements and related data to derive estimates and make inferences useful in business decisions.

Prerequisite: Acct 4110.

ACCT 4510 INTRODUCTION TO FEDERAL INCOME TAXATION (3 CREDITS)

This course introduces students to the federal tax concepts applicable to sole proprietorships, partnerships, corporations, estates, and trusts. Emphasis is placed on differences between tax and financial accounting concepts. In addition, students are exposed to accounting periods and methods, deferred compensation, tax planning, ethical practices, and tax research.

Prerequisite: Senior standing or graduate status.

ACCT 4610 INTRODUCTION TO ASSURANCE SERVICES (AUDITING) (3 CREDITS)

This course develops students' knowledge of auditing, attest and assurance services in traditional and e-business environments. Topics include the role of such services in society, evidence relevance and

reliability, materiality, risk and control, information integrity and methods of verification.

Prerequisite: Acct 4110 (C or better); co requisite: Acct 4310.

Actuarial Science Major Course Descriptions

AS 4140 MATHEMATICAL FOUNDATIONS OF ACTUARIAL SCIENCE (3 CREDITS)

This course covers 1) uni-variate probability distributions, including binomial, negative binomial, geometric, hypergeometric, Poisson, uniform, exponential, chi-square, beta, Pareto, lognormal, gamma, Weibull, and normal; 2) multivariate joint distributions, conditional and marginal distributions; 3) moments and moment generating function, 4) transform of variables, 5) order statistics, and 6) central limit theorem. The purpose of this course of reading is to develop knowledge of the fundamental probability tools for quantitatively assessing risk. The application of these tools to problems encountered in actuarial science is emphasized. A thorough command of probability topics and the supporting calculus is assumed

Prerequisite: AS 4130. Requires a 2.5 GPA and 45 semester hours.

AS 4230 THEORY OF INTEREST (3 CREDITS)

Topics include measurement of interest, accumulation and discount, forces of interest and discount, equations of value, annuities, perpetuities, amortization and sinking funds, yield rates, bonds and securities, depreciation, depletion, and capitalized costs.

Prerequisite: Math 2215. Requires a 2.5 GPA and 45 semester hours.

AS 4260 MICROECONOMIC FOUNDATIONS OF ACTUARIAL SCIENCE (3 CREDITS)

This course covers the applications of interest theory and calculus to intermediate microeconomics in an actuarial context.

Prerequisite: Econ 2106 and concurrent registration in AS 4230. Requires a 2.5 GPA and 45 semester hours

AS 4320 INTRODUCTION TO STOCHASTIC ACTUARIAL MODELS (3 CREDITS)

This course covers the application of basic stochastic models in an actuarial setting. Topics include review of frequency severity models, introduction to compound distributions, stochastic models, and simulation techniques.

Prerequisite: AS 4130. Requires a 2.5 GPA and 45 semester hours.

AS 4340 LIFE CONTINGENCIES I (3 CREDITS)

This course is an introduction to life contingencies as applied in actuarial practice. Topics include present value random variables for contingent annuities and insurance, their distributions and actuarial present values, equivalence principle, and other principles for determining premiums.

Prerequisite: AS 4130, 4230. Requires a 2.5 GPA and 45 semester hours.

AS 4350 LIFE CONTINGENCIES II (3 CREDITS)

This course is a continuation of the study of life contingencies. Topics include insurance and annuity reserves, characterization of discrete and continuous multiple decrement models in insurance and employee benefits, and multiple life models.

Prerequisite: AS 4340. Requires a 2.5 GPA and 45 semester hours.

AS 4389 DIRECTED READINGS IN ACTUARIAL SCIENCE (1 to 3 CREDITS)

Prerequisite: consent of instructor.

AS 4510 DERIVATIVE VALUATION (3 CREDITS)

This course introduces quantitative methods for pricing financial derivatives, treating in detail the program of valuation by "no-arbitrage." Institutional features of derivative markets are covered along with theory and application. The discrete-time binomial pricing model is studied in depth. An introduction to the elements of stochastic calculus (Brownian Motion, and Ito's formula) then enables students to work with the mainstream continuous-time models of Black-Scholes-Merton and others. These methods are applied to price and hedge standard securities such as stock options, interest rate caps, swaps, swaptions, and commodity futures. Students will see application to insurance and actuarial science. The course will cover Society of Actuaries required reading.

Prerequisites: Math 2212 or Fi 4000 or permissions of instructor.

Business Administration Course Descriptions

BUSA 2106 LEGAL ENVIRONMENT OF BUSINESS (3 CREDITS)

This course provides the business student with a study of the interrelationship of law, ethics, and business. The course also covers government regulation of business activities and the legal environment within which business must operate.

Prerequisite: none.

BUSA 3000 GLOBALIZATION AND BUSINESS PRACTICE (3 CREDITS)

This course examines worldwide integration of economic, political, technological, cultural, and social facets to explore the impact of globalization on organizations and individuals worldwide. Students develop a worldview of the global marketplace. They learn how to incorporate their knowledge and understanding of global markets through the simultaneous consideration of all business functions. Analytical frameworks such as SWOT are used to conduct firm and industry analyses. Special consideration is given to key issues in e-business that affect trends in international business.

Prerequisite: Requires a 2.5 GPA and 45 semester hours.

BUSA 4980 STRATEGIC MANAGEMENT (3 CREDITS)

This is a capstone course in the B.B.A. program and is required of all seniors. The course integrates subject matter from the business core courses and other disciplines. This course focuses on integrated approaches to medium and long-term organizational challenges in a dynamic environment. Students develop skills in, and appreciation of, the role of all managers in the formulation and implementation of organizational strategies. A computer simulation involving teams of students from different functional backgrounds is a major part of the instructional design. Warning: B.B.A students who violate any of the prerequisites for BusA4980 are subject to disenrollment by the college regardless of performance or time lapse and will be

allowed a tuition refund in accordance with the university's refund schedule.

Prerequisites: Bcom 3950 or Engl 3130, BusA 2106, Busa 3000, FI 3300, MGS 3100, MGS 3400, MK 3010: completion of four upper level major courses. Requires a 2.5 GPA and 45 semester hours.

BUSA 4990 COMPREHENSIVE EXIT EXAM (0 CREDIT)

This non-credit course will administer the RCB exit exam for Undergraduate students. The class meets one time for three hours. This course is required for graduation in the semester of graduation for all Robinson College of Business majors. Corerequisite: Enrollment in BUSA 4980. Transient students are not eligible for nor required to take this class.

Business Communication Course Descriptions

BCOM 3950 BUSINESS COMMUNICATION AND PROFESSIONAL DEVELOPMENT (3 CREDITS)

This course enables students to develop the communication skills necessary to thrive in a professional setting and to create a personal career management strategy. Upon completing this course, students will be able to transition confidently and effectively from college to the workplace, graduate school or professional school. Students will be able to communicate in a proficient, influential manner in a variety of business situations. They will also learn how to develop and apply successful communication strategies to inform, persuade, and motivate others. Students will be able to write concise business documents and deliver high-quality oral presentations. Through a combination of course and lab work, students will develop the materials necessary to launch a productive self-directed internship and job search. In addition, class members will develop long-term personal career management strategies including an understanding of graduate and professional school options. Topics will include aspects of interpersonal communication, nonverbal communication, interview preparation, resume writing and job search correspondence, as well as the influence of culture, ethics, and technology.

Prerequisites: Eng 1101, Engl 1102. Requires a 2.5 GSU GPA.

Computer Information Systems Major Course Descriptions

CIS 1010 USING TECHNOLOGY FOR PERSONAL EFFECTIVENESS AND COLLABORATION (3 CREDITS)

This course introduces principles for designing a technology environment to enable personal effectiveness and collaboration. Techniques for specifying requirements, identifying alternatives, and making decisions will be demonstrated by evaluating currently available technologies.

Prerequisite: none.

CIS 2010 INTRODUCTION TO COMPUTER-BASED INFORMATION SYSTEMS (3 CREDITS)

This course provides an introduction to computer and information systems concepts, including hardware, software, databases, data communications, and business applications. The student is introduced to methods of determining user requirements and developing application systems using databases and fourth generation languages.

Prerequisite: none.

CIS 3001 MANAGING IT PROJECTS (3 CREDITS)

This course examines the defining characteristics of IT projects, especially involving the development of software intensive systems, and introduces the student to a variety of project management techniques that can be applied in an IT project context. This course provides an introduction to the disciplined approaches to IT project management. While IT projects are similar in some ways to other types of projects, they pose unique challenges for the managers and organizations that undertake them. This course will give students an understanding of the most common processes, tools, techniques, and theories that are necessary to manage IT projects. Managing IT projects that follow both plan driven traditional development methods as well as agile methods will be covered.

Prerequisites: None.

CIS 3210 END USER APPLICATIONS PROGRAMMING (3 CREDITS)

This course provides an introduction to the assisting of end users of computer systems in developing their own special purpose applications. The emphasis in the course is on acquiring programming skills in one fourth generation language and one interactive third generation language. These skills are required in order to develop the technical capability to assist end users. Topics covered include end user computing versus traditional systems development; Rapid Application Development; Prototyping; Fundamentals of the Paradox Application Language (PAL); Fundamentals of the Visual Basic Programming Language.

Prerequisite: CIS 2010. Requires a 2.5 GPA and 45 semester hours.

CIS 3215 INTERMEDIATE VISUAL PROGRAMMING (3 CREDITS)

This course builds upon the skills and knowledge developed in CIS 3210. Emphasis is placed upon development in a visual environment. Major topics include object oriented concepts, database linkages, graphics, and developing applications for the Internet. User interface design, code optimization and help file creation are covered. Students use state-of-the-art development tools and design methods to implement applications that run on a standalone PC, a network, and the Internet.

Prerequisite: CIS 3210. Requires a 2.5 GPA and 45 semester hours.

CIS 3260 INTRODUCTION TO OBJECT-ORIENTED PROGRAMMING IN C++ (3 CREDITS)

This course introduces the object-oriented approach to problem solving, program design, coding, and testing using the C++ programming language. Emphasis is placed upon developing software from reusable components. Topics covered include object oriented analysis and design, encapsulation, inheritance, and polymorphism

Prerequisite: CIS 3215. Requires a 2.5 GPA and 45 semester hours.

CIS 3270 INTERNET PROGRAMMING WITH JAVA (3 CREDITS)

This course builds upon the student's foundation of programming principles through the introduction of an Internet programming language such as JAVA. Major areas covered include operating system dependent versus operating system independent Internet applications. Focus is on object oriented

programming as it relates to the Internet, as well as on best coding practices associated with the Internet programming language. Students implement a basic applet and develop a working prototype of an Internet program.

Prerequisite: CIS 3260. Requires a 2.5 GPA and 45 semester hours.

CIS 3300 SYSTEMS ANALYSIS (3 CREDITS)

This course provides an introduction to the analysis and logical design of computer based information systems. Emphasis is placed upon the development of requirements specifications that serve the business needs of the organization and provide the necessary base for subsequent systems development. Both data oriented and process oriented approaches are covered.

Prerequisite: CIS 2010 or permission of instructor. Requires a 2.5 GPA and 45 semester hours.

CIS 3310 SYSTEMS DESIGN (3 CREDITS)

This course builds upon the skills and knowledge developed in CIS 3300. Emphasis is placed upon the design and development of information systems, including the software and databases that are needed to support the business needs of the organization. Object oriented design and the transition to object oriented programming are covered. These methods are discussed in the context of managing a systems development project, including issues such as project estimation and project management techniques, software quality assurance, and configuration management.

Prerequisite: CIS 3300 and CIS 3270 or CIS 3215, Bcom 3950. Requires a 2.5 GPA and 45 semester hours.

CIS 3320 TELECOMMUNICATIONS FOR BUSINESS (3 CREDITS)

This course introduces the subject of computer networks and the use of computer networks in business applications. Topics covered include client server networks, network hardware and software, distributed computing, key issues in network management, and the fundamentals of data communications.

Prerequisite: CIS 2010. Requires a 2.5 GPA and 45 semester hours.

CIS 3730 DATABASE MANAGEMENT SYSTEMS (3 CREDITS)

This course provides an introduction to the management of database systems. Major emphasis is placed on understanding the various database management functions and providing database support for the organization. Topics include types of data models and database management systems, data definition and manipulation, administration of database systems, and the management of databases, including database security, error recovery, concurrency control, and distributed database systems.

Prerequisite: CIS 2010. Requires a 2.5 GPA and 45 semester hours.

CIS 4320 ADVANCES IN NETWORKING (3 CREDITS)

This course builds upon the skills and knowledge developed in CIS 3320. Emphasis is placed on the high-speed computer and telecommunications networks. The course includes both wire line and wireless technologies for designing, implementing, managing, and using broadband networks. Major topics include communications media, switching, and networking requirements of broadband networks, design of broadband networks, regulatory and management issues, and application of broadband networks.

Prerequisite: CIS 3320. Requires a 2.5 GPA and 45 semester hours.

CIS 4420 KNOWLEDGE SYSTEMS (3 CREDITS)

This course covers the development and use of knowledge intensive systems in business applications. Techniques to support knowledge intensive business processes and exploit the vast amount of data available, especially in the Internet age, are explored. Students are exposed to several knowledge base development environments for the construction of knowledge intensive applications. Several knowledge intensive systems are studied for insight into their motivation, construction, and use.

Prerequisite: CIS 3260. Requires a 2.5 GPA and 45 semester hours.

CIS 4620 MANAGEMENT OF INFORMATION SERVICES (3 CREDITS)

This course addresses the many management issues unique to the information services function within organizations. Coverage includes information systems planning, Managing the information system infrastructure, justifying the information technology investments, the costing of services and networks, evaluating information system performance, alter native information system delivery modes, managing distributed and end-user computing project and operations management, systems security, and the management of information system professionals.

Prerequisite: None. Requires a 2.5 GPA and 45 semester hours.

CIS 4680 INTRODUCTION TO INFORMATION SECURITY AND PRIVACY (3 CREDITS)

This course is designed to develop knowledge and skills for security of information and information systems within organizations. It focuses on concepts and methods associated with security across several systems platforms, including internal and internet facing networks. The course overviews critical infrastructure concepts as well as techniques for assessing risk associated with accidental and intentional breaches of security. It introduces the associated issues of ethical uses of information and privacy considerations.

Prerequisites: CIS 2010 or instructor consent. Requires a 2.5 GPA and 45 semester hours.

CIS 4850 SOFTWARE DEVELOPMENT ENVIRONMENTS (3 CREDITS)

This course provides an opportunity for the student to gain experience with one of several widely used software development platforms. A “software development platform” typically includes a programming language, a database system, and an operating system. The specific platform covered will vary from semester to semester as will the associated course prerequisites.

Prerequisite: varies depending on topic. Requires a 2.5 GPA and 45 semester hours.

CIS 4970 FIELD STUDY IN COMPUTER INFORMATION SYSTEMS (3 CREDITS)

This course is designed to provide the senior level student an opportunity to assist with the planning and implementation of computing technologies in an approved on campus site. Students may perform information systems trainer/ consultant and/or end-user support duties. Students will meet periodically with a mentoring instructor to discuss problems and issues relevant to the area of implementing computer information systems. Compensation may or may not be granted for the internship/practicum.

Prerequisite: Senior class standing. Requires a 2.5 GPA and 45 semester hours.

CIS 4980 System Development Projects (3 credits)

This course provides the student with an opportunity to apply the knowledge and skills acquired in the core courses to larger and more complex problems and to gain experience in working as part of a team. This course is available only to BBA CIS majors at Georgia State University. It may require students to meet with clients during normal business hours. It includes laboratory sessions in which these techniques

are applied to practical situations, including examples from industrial and biomedical image processing.

Prerequisite: Math 1070, MGS 3100, FI 3300, MGS 3400, MK 3010; all required CIS 3000 level courses. Requires a 2.5 GPA and 45 semester hours.

Economics Major Course Descriptions

ECON 2100 THE GLOBAL ECONOMY (3 CREDITS)

Not available for credit in the major; may be used as a non-major elective, depending on degree. The world's economies have become much more integrated over time. This course is designed to introduce students to basic facts about the operation of the world economy, with particular focus on current issues confronting economies of various countries. The course will discuss the role of international organizations such as the World Bank and the International Monetary Fund, and will focus on major problems facing policy makers, such as global income inequality, financial crises, environmental challenges, the transition to a market economy, and the design of the European Monetary Union.

ECON 2105 PRINCIPLES OF MACROECONOMICS (3 CREDITS)

This course analyzes the overall performance of economic systems including output and employment levels, inflation, economic growth, international finance, and the effects of monetary and fiscal policies.

Prerequisite: Math 1101 or Math 1111.

ECON 2106 PRINCIPLES OF MICROECONOMICS (3 CREDITS)

This course is a systematic study of the functions of markets and prices in the production and distribution of goods and includes economic analysis of international trade, public finance, labor markets, monopoly, and poverty.

Prerequisite: Math 1101 or Math 1111.

ECON 3000 ECONOMICS FOR LIFE (3 CREDITS)

Not available for credit in the major; may be used as a non-major elective depending on degree. Individuals have to make a multitude of economic and financial decisions, such as what type and amount of insurance to purchase, how much to save and how to invest it, whether to rent or own, how much to spend on housing, what kind of mortgage to take out, whether to marry, and how to budget the household's income. This course provides an understanding of the issues surrounding these decisions and presents practical advice on how to make good decisions on these issues.

ECON 3900 MACROECONOMICS (3 CREDITS)

This course applies the tools of aggregate economic analysis to the problems of the performance of the economy. The course links the theories and data to understand the causes of macroeconomic fluctuations in production, employment, inflation, and international economic relations; particular emphasis is placed on macroeconomic policy issues.

Prerequisite: Econ 2105

ECON 3910 MICROECONOMICS (3 CREDITS)

This course develops models of the behaviour of individual economic units, including consumers, workers, investors, and business firms, and explains how and why these units make economic decisions.

Economic behavior in various types of market environments is analyzed. The implications of this behavior for the allocation of resources and for public policy are discussed.

Prerequisite: Econ 2106.

ECON 4080 HISTORY OF ECONOMIC THOUGHT (3 CREDITS)

An historical presentation of the economic doctrines of the physiocratic, classical, neoclassical, historical, Keynesian, and other schools of thought.

Prerequisite: consent of instructor.

ECON 4210 HEALTH ECONOMICS (3 CREDITS)

This course analyzes resource allocation issues in the health care sector of the U.S. and other economies. The demand, production, cost, and financing of health care services are examined using a variety of conceptual and empirical models. The economic evaluation of alternative health care programs is also discussed.

Prerequisite: Econ 2106 or equivalent.

ECON 4220 ENVIRONMENTAL ECONOMICS AND POLICY (3 CREDITS)

This course is designed to introduce the student to a broad range of contemporary environmental problems and the design of appropriate policy responses. Environmental concerns such as declining urban air quality, water, pollution, tropical rain forest destruction, and global warming are covered (topics vary according to the instructor). The role of economic development and the political and social forces determining environmental quality are explored. The effectiveness of past and present environmental policies and regulations are evaluated and contrasted with newer, more flexible approaches to improving environmental policy. This course is designed for students majoring in all disciplines who have interests in public policy as it relates to managing the environment.

Prerequisite: Econ 2106 or permission of instructor.

ECON 4230 EXPERIMENTAL ECONOMICS (3 CREDITS)

This introduction to experimental economics builds upon the scientific method and the testing of economic theories via laboratory experiments. Students will gain an understanding of the extent to which basic economic theories predict actual human behavior. The relevance and impact of similar experiments and related analyses on important debates surrounding public policy issues will be examined, which include privatization, market regulation, and environmental regulation.

Prerequisite: Econ 2106 or equivalent.

ECON 4300 ECONOMICS OF CITIES (3 CREDITS)

This course provides an introduction to the ways that economics can be used to understand cities. The primary emphasis in the first half of the course is on the spatial organization of economic activity. Why are cities located where they are, what economic functions do they perform, and, within cities, how can we understand what goes on where, and who lives where? The tools that we develop as we deal with these questions will be essential in the second half of the course, in which we will take an economic approach to a number of policy issues that are loosely termed “urban problems” in the popular press.

Prerequisite: Econ 2106

ECON 4350 ECONOMICS OF POVERTY AND PUBLIC POLICY (3 CREDITS)

This course applies basic economic concepts to the study of poverty in the United States. There are three main topics: (1) measuring the extent of poverty in the United States, (2) explaining the causes of poverty,

and (3) evaluating actual and potential private sector or government responses to the problem. Within this framework, topics that will be discussed include poverty and inequality, economics of the family, racial/gender discrimination and segregation, neighbourhood effects, history of welfare, the incentive structure of the current and proposed welfare plans, and welfare reform.

ECON 4400 PUBLIC SECTOR ECONOMICS (3 CREDITS)

Various government expenditure programs, such as education and social security, and revenue sources, such as income taxes and property taxes, are then described and analyzed in light of the criteria. The course also includes a discussion of how group or collective choices are made within society, how environmental policies affect the level of pollution, and the importance of public debt.

Prerequisite: Expenditure and tax policies of governments, as well as views regarding the purpose of government and criteria for evaluating government actions.

ECON 4450 LAW AND ECONOMICS (3 CREDITS)

This course provides an introduction to the economic analysis of legal issues and explores the relationship of legal institutions and laws to economic efficiency and social goals, such as justice. Topics are chosen from among the following: property rights, externalities and environmental control, administrative processes, crime, contracts and liability (e. g. product liability and medical malpractice), public utility and antitrust regulations, individual rights and discrimination.

Prerequisite: Econ 2106.

ECON 4470 INDUSTRIAL ORGANIZATION, REGULATION, AND ANTITRUST ECONOMICS (3 CREDITS)

The course covers the theory of government regulatory and antitrust policies and their effects on the competitive performance of the economy and the behavior of individual firms and industries. Specific topics include an economic and some legal analysis of mergers, price discrimination, predatory strategies, tying contracts, resale price maintenance, cost benefit studies, product and worker safety, the environment, and deregulation issues in telecommunications, transportation, and other industries, with special emphasis on modern landmark cases and the role of economics in affecting public policy.

Prerequisite: Econ 2106.

ECON 4500 MONEY AND CREDIT (3 CREDITS)

A study of the role of money, credit, interest rates, and the balance of payments in determining the rate of production and employment in a nation's economy; emphasis is placed on monetary policies of the Federal Reserve System and their interaction with other elements of policy and with international economic currents.

Prerequisite: Econ 2105.

ECON 4600 ECONOMIC DEVELOPMENT (3 CREDITS)

This Course Descriptions 369 course analyzes the issues underlying vast differences in development among the nations of the world. Economic growth, subject to appropriate restraints on environmental degradation, is seen as a major instrument for improving the development of nations and the welfare of their people. The course employs elements of theories of growth, international trade and finance, industrial organization, money, as well as micro and macroeconomics to analyze causes of and prescribe cures for, underdevelopment.

Prerequisite: Econ 2105 and Econ 2106.

ECON 4680 AFRICAN ECONOMIC HISTORY (3 CREDITS)

The course involves an intensive study of the development of African economies, with an emphasis on the changing structure, institutional patterns and performance of the system.

ECON 4700 ECONOMICS OF THE INTERNET (3 CREDITS)

This course presents a broad overview of economics and the Internet, covering both macro and microeconomic topics. We begin by describing the role of innovation and technology in economic growth, including growth models and a comparison of the industrial and information revolutions. Within this framework, we discuss the emergence of the Internet as a foundation for the information economy. The macroeconomic section includes both domestic and international topics: measuring economic activity, electronic commerce, monetary policy, and international integration. We then explore how the Internet is changing industries and market structures, from production and cost structures to market pricing.

Prerequisites: Econ 2105 and Econ 2106.

ECON 4750 INTRODUCTION TO GAME THEORY (3 CREDITS)

This course introduces the basics of game theory to undergraduate students in various disciplines. It focuses on fundamentals of game theory including basic concepts and techniques, various ways of describing and solving games, and various applications in economics, political science, and business. It will help students sharpen their understanding of strategic behavior in different situations involving many individuals.

ECON 4800 INTERNATIONAL TRADE (3 CREDITS)

An examination of theories of trade and empirical verification, trade and welfare, tariff and no tariff barriers to trade, common markets, and the relationship between growth and trade.

Prerequisite: Econ 2106.

ECON 4810 INTERNATIONAL FINANCE (3 CREDITS)

A study of the foreign exchange market, the balance of payments, and exchange rate systems, with particular emphasis on the current international monetary system, the international macroeconomic model, and policies for internal and external balance.

Prerequisite: Econ 2105

ECON 4930 MATHEMATICAL ECONOMICS (3 CREDITS)

This course provides an introduction to mathematical techniques that are frequently used in economic analysis. Topics covered include differential and integral calculus and matrix algebra. Emphasis is placed on the applications of mathematics to topics in economic theory.

Prerequisites: Econ 2105 and Econ 2106, and Math 2211 or Math 1220.

ECON 4950 ECONOMETRICS AND APPLICATIONS (3 CREDITS)

An introduction to the regression model, its assumptions, limitations, and application to problems in business and economics.

Prerequisites: Econ 2105 and Econ 2106, and DSc 3100 or Math 1070.

ECON 4960 ECONOMICS OF WORK AND PAY (3 CREDITS)

This course applies economic theory to the analysis of markets. Topics examined include wage determination, employment and labor force growth, education and training, occupational attainment, unemployment, and the impact of discrimination, unions, and government policy on the functioning of labor markets.

Prerequisite: 2106.

ECON 4999 SENIOR CAPSTONE IN ECONOMIC POLICY (3 CREDITS)

This course serves as an integrative capstone course for the economics major and should normally be taken during the student's last two semesters of study. Basic tools and methods of economics are used to understand and analyze a variety of contemporary economic problems and policy issues. The course will be organized by research modules that cover at least four of the following six broad economics topics: business policy analysis; economic history and thought; social policy and human resources; international economics and globalization; government fiscal, environmental and urban policies; and behavioural economics.

Prerequisites: ECON 3900, ECON 3910 and two 4000 level ECON courses or permission of the instructor.

Finance Major Course Descriptions**FI 3010 CONSUMER FINANCE (3 CREDIT)**

This course may not be counted for degree credit by students seeking the B.B.A. degree. This is a survey course in consumer and personal finance. Topics include goal setting, budgeting, purchasing, and insurance/investment analysis. The course is "practical" as opposed to "theoretical" in content and is presented from the consumer's point of view. The purpose of the course is to allow students to learn to apply finance decision techniques to everyday life.

Prerequisites: None. Requires a 2.5 GPA and 45 semester hours.

FI 3300 CORPORATION FINANCE (3 CREDIT)

B.B.A. students may not register for this course until Econ 2105, Econ 2106, and Acct 2102 are passed with degree credit.

This is an introductory course in the financial management of non financial corporations and the role of interest rates and capital markets in the economy. Topics include the structure and analysis of financial statements, time value of money calculations (using financial calculators), stock and bond valuation, financial forecasting, valuation of income producing physical assets, determination of the cost of capital and the profitability of proposed investments in fixed assets, risk return tradeoffs that must be considered in using financial leverage, and methods used in obtaining funds from the various capital markets. This course is taught mainly through lectures and class discussions of textual materials and problems.

Prerequisites: Acct 2101, Acct 2102, Econ 2106. Requires a 2.5 GPA and 45 semester hours.

FI 4000 FUNDAMENTALS OF VALUATION (3 CREDITS)

This course develops core competencies that all finance majors should possess. Topics include foreign exchange markets, interest rate risk, term structure theory, introductory option pricing, future markets, valuation, and modern portfolio theory. Quantitative methods examined in conjunction with each topic.

Prerequisites: FI 3300, Math 1070. Bcom 3950. Requires a 2.5 GPA

FI 4020 FINANCIAL ANALYSIS AND INTRODUCTION TO LOAN STRUCTURING (3 CREDITS)

Students intensively examine financial statements and business characteristics to learn the information content of financial statements. Applications focus on how they can be used to identify the pattern of funds need for a business and the best financing vehicle to meet that need. The primary tools of analysis are financial statement construction, cash flow statements, financial ratios, common sized statements, cash budgets, Performa statements, sustainable growth rates, and cost volume profit analysis. Students evaluate the needs of a variety of companies that differ with respect to type, industry, profitability, growth, seasonality, cyclicity, and degree of distress. The primary teaching method is case analysis, and a significant course objective is development of communication skills.

Prerequisites: FI 3300. Requires a 2.5 GPA and 45 semester hours.

FI 4040 FOUNDATIONS IN INTERNATIONAL FINANCE (3 CREDITS)

This course exposes students to foreign exchange risk and develops their understanding of institutional realities encountered by the financial manager in a global economic environment. Activities of currency arbitrage, hedging, and speculation are examined in light of exchange rate regimes, Eurocurrency markets, the balance of payments, mechanics of foreign exchange conditions in international finance, and international trade activities.

Prerequisites: FI 4000. Requires a 2.5 GPA and 45 semester hours.

FI 4200 INTRODUCTION TO DERIVATIVE MARKETS. (3 CREDITS)

This course introduces students to derivative instruments, which are contracts whose values derive from prices of underlying assets and goods such as equities, currencies, debt, and commodities. The main focus is on the valuation and application of the principal derivative building blocks including futures and forward contracts, options, and swaps. Coverage is given to the market structure and to how these products are specifically used by corporations and financial institutions for controlling financial market risks. The course keeps abreast of global developments and new product innovations.

Prerequisites: FI 4000. Requires a 2.5 GPA and 45 semester hours.

FI 4240 GLOBAL PORTFOLIO MANAGEMENT (3 CREDITS)

Using FI 4000 as a base, this course explores the practical aspects of investment evaluation and portfolio management in a global framework. The focus is on market microstructure, framework, bond equity portfolio management, and overall asset allocation. Practical aspects of portfolio management are introduced through lectures and class discussions of journal articles and of cases.

Prerequisite: FI 4000. Requires a 2.5 GPA and 45 semester hours.

FI 4300 ADVANCED CORPORATE FINANCE (3 CREDITS)

This course develops a framework for analyzing corporate investment and financial decisions facing financial managers and introduces students to the tools to make such decisions. Students are introduced to the central issues in capital structure and dividend policy decisions and the interaction between financing and investment decisions. Techniques are introduced for evaluating strategic investments in technology, mergers and acquisitions, corporate restructurings and research and development. They also form the basis for the valuation of firms in traditional and new technology industries and security offerings such as initial public offerings. A variety of pedagogical vehicles are used including problem solving, case studies, lectures, and group projects.

Prerequisite: FI 4000. Requires a 2.5 GPA and 45 semester hours.

FI 4320 CASES AND READINGS IN CORPORATE FINANCE (3 CREDITS)

This course focuses on financial policymaking and practical applications of the topics covered in FI 4300 through case analyses, complementary contemporary readings, and problem solving. The course also provides an opportunity for the study of additional topics of special current significance. These additional topics include the joint impact of financing and investment decisions on firm value, and some or all of the following: capital raising, corporate control, risk management, international capital budgeting and financing, project finance, reorganizations, and advanced equity valuation. These additional topics are also covered in the same applications oriented style.

Prerequisite: FI 4000. Requires a 2.5 GPA and 45 semester hours.

FI 4391 FIELD STUDIES IN FINANCE (3 CREDITS)

The field study is a supervised, business site learning experience that provides students the opportunity to learn and apply finance skills in a professional setting. Participating students are expected to perform business related tasks for a designated number of hours each week, to attend educational lectures and seminars, and to submit assignments, projects and term papers. Participating students will be selected through a competitive review.

May be taken more than once, but only three credits may be applied toward major requirements.

Prerequisite; FI 4000 and consent of instructor. Requires a 2.5 GPA and 45 semester hours.

FI 4400 FINANCIAL MANAGEMENT OF FINANCIAL SERVICES FIRMS (3 CREDITS)

This course examines the major financial management issues confronting depository financial service firms (commercial banks and bank holding companies, savings organizations, credit unions). Specific topics include the economics of intermediation; forces affecting change; legal/regulatory influences; profitability analysis; and management of various risk areas such as interest rate risk, liquidity risk, and capital management. One area not covered is loan analysis since the topic is treated in great depth in Finance.

Prerequisite: FI 4000. Requires a 2.5 GPA and 45 semester hours.

FI 4420 THE FINANCIAL SYSTEM (3 CREDITS)

This is a macro finance course, focusing on the broad issue of funds flows through the entire economy. The objective is to provide students with an understanding of the characteristics of the major financial markets and financial instruments, the identity and nature of the major players in those markets, the forces influencing how funds flow through the worldwide system, and the role of interest rates in the process. While the course does address the role of the Federal Reserve in the financial system, monetary theory and policy are not covered.

Prerequisite: FI 4000. Requires a 2.5 GPA and 45 semester hours.

Hospitality Administration Course Descriptions

HADM 3010 PERSPECTIVES IN THE HOSPITALITY INDUSTRY (3 CREDITS)

This course provides an overview of the historical evolution and development of the modern lodging, food service, travel and tourism, and other hospitality-related industries. Current situation and future trends of the hospitality enterprise system are examined in relation to career opportunities.

Prerequisite: None. Requires a 2.5 GSU GPA. and 45 semester hours.

HADM 3310 HOTEL MANAGEMENT (3 CREDITS)

This course is designed to present an overview of the basic components of hotel operations; a historical view of the development of the hotel industry; and understanding of the functions of front and back of the house hotel operations; classifications of hotel products/services; and future trends in hotel development and operations.

Prerequisite: None. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3350 MEETING AND TRADE SHOW MANAGEMENT (3 CREDITS)

This is a survey course in meetings and trade show management which provides students with a broad overview of the basic structure of large meetings and trade show management. Subject matter includes the role of the corporate, association, and independent meeting planner. The course also includes an examination of trade show purposes, types of facilities, budgeting, contracting, scheduling, and organization structures. Industry trends, issues, and employment opportunities within the disciplines of meetings and trade shows are also covered.

Prerequisite: None. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3401 PRINCIPLES OF FOOD PRODUCTION (2 CREDITS)

Students must concurrently enroll in HAdm 3402, Food Production Lab. This is the lecture component of the introductory course in quantity food production. The principles of commercial and institutional food production, emphasizing the terminology, utensils, equipment, fundamental culinary procedures, sanitation and safety standards, standardized recipes, and recipe costing are covered.

Prerequisite: None. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3402 FOOD PRODUCTION LAB (1 CREDIT)

Food Production Lab. Students must concurrently enroll in HAdm 3401 (2) lecture section. This is a hands-on-food preparation lab where students will interact with and demonstrate the principles of quantity food production in a food production facility. Classes meet once a week for 14 weeks. Lab fee applies.

Co-requisite: HAdm 3401. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3410 ADVANCED FOOD SERVICE MANAGEMENT AND PRODUCTION (3 CREDITS)

This course applies banquet and catering management skills along with cooking fundamentals in producing high quality events. Students will demonstrate knowledge and management skills in menu planning, costing, sourcing, storage, staffing, training, service and presentation while maintaining quality and contemporary appeal. The course is recommended for students with career plans in restaurant and catering management or for students with entrepreneurial plans for restaurant or catering company ownership.

Prerequisites: Hadm 3401/3402.

HADM 3420 RESTAURANT AND FOOD SERVICE MANAGEMENT (3 CREDITS)

This course covers the history, organization, and development of modern food service concepts: industry demographics, impact of restaurants' location, menu design, business entities, franchising, service delivery systems, equipment selection, facility layout, and career demands. The food service industry includes not only commercial table service restaurants and fast food operations, but all public and private operations offering food service to a constituency that includes retail, contract feeding, military, education, health care, transportation, and recreation areas.

Prerequisite: None. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3490 PRIVATE CLUB MANAGEMENT (3 CREDITS)

This course explores the operation and management of private city, country, and athletic clubs. Topics include the general manager concept, organizational structure of clubs, board of directors, membership requirements, equity and nonequity clubs, tax-exempt clubs and nontax-exempt clubs, duties and responsibilities of department heads in private clubs, governmental regulations, the future of clubs, and the relationship of private clubs to the hospitality industry.

Prerequisite: None. CSP: 1, 2, 6. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3500 BEVERAGE MANAGEMENT (3 CREDITS)

The management of the purchasing, merchandising, control, pricing, cellar management and inventory control of wine is covered. Emphasis is given to management elements of wine purchasing and retail sales with a restaurant or hotel operations. Responsible alcohol consumption, legal liability and moral obligations pertaining to the sale and consumption of alcoholic beverages are covered. The course is designed to develop an appreciation of viticulture and oenology and instill a deeper knowledge of wines to pair with food. Wines are introduced in their historical context and viniculture and viticulture are explained. The course covers the world's twelve major grapes varieties country by country.

Prerequisite: Students must be 21 years of age. Authorization of age is provided prior to registration. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3600 EXPOS, FAIRS, AND ENTERTAINMENT MANAGEMENT (3 CREDITS)

This course is a survey course in expositions, fairs and entertainment management which provides students with a broad overview of the basic structure of expositions, fairs, and entertainment organizations. Subject matter includes expositions, fairs and entertainment purposes; types of facilities; management; organization; current industry trends/issues; and employment opportunities with special emphasis given to overall event management.

Prerequisite: None. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3720 HOSPITALITY LAW (3 CREDITS)

This course examines federal, state and local laws applicable to the operation of food and lodging enterprises. The student also studies innkeeper-guest relationship and liability issues impacting ownership, management, and employees. Bailment, agency, and contracts are presented in the context of hospitality enterprises.

Prerequisites: None. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3750 HOSPITALITY HUMAN RESOURCES MANAGEMENT (3 CREDITS)

This course investigates the study of organizational behavior, selection and placement of personnel, role of supervision, performance appraisal, wage and salary administration, employee motivation, communication and training as they pertain to the establishment of an effective employee relations program in hospitality businesses.

Prerequisite: None. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3760 HOSPITALITY SERVICE MARKETING (3 CREDITS)

This course provides an introduction to service marketing and its application to the hospitality industry, including the application of basic marketing concepts and research methods. The course will also cover the design and delivery of a marketing plan for a hospitality business.

Prerequisite: Mk 3010 or consent of instructor. Bcom 3950. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 3800 HOSPITALITY QUALITY MANAGEMENT (3 CREDITS)

An examination of the issues and strategies of hospitality service where service is defined as, "a useful activity that does not produce a tangible product" but produces results for customers and, in some cases, actually changes customers; The concept of service and linkages to the functional areas of marketing, operations and human resources of hospitality businesses will be discussed. Different strategies for planning and implementing effective customer service will be covered including Six Sigma and utilizing Malcolm Baldrige Quality for Excellence criteria in a variety of hospitality settings including hotels, restaurants, foodservice operations, convention/meeting facilities, venues and clubs.

Prerequisite: None. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 4100 COST CONTROLS AND HOSPITALITY FINANCIAL ANALYSIS (3 CREDITS)

Internal systems for monitoring revenues and expenses, ratio analysis, break-even, and closing point are presented as additional financial tools for the owner-manager. Other topics include labor costs analysis and scheduling techniques; the menu as a cost control and marketing tool; sales mix analysis; pricing theories and methodology; food and beverage purchasing; and inventory systems. The course also covers the Uniform System of Accounts for Restaurants and Small Hotels and Motels, financial reporting for operational analysis, and proforma development.

Prerequisite: Fi 3300, HAdm 3401 and HAdm 3402 or consent of instructor. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 4200 VENUE MANAGEMENT (3 CREDITS)

This course will focus on the principles and practices of facility and venue management. The course will provide an overview of managing a variety of venues including arenas, amphitheaters, auditoriums/theaters, convention centers, stadiums and special event facilities. Ownership and governance of facilities will be discussed including current funding approaches used in building and operating different types of venues. The major functional areas will be discussed in detail.

Prerequisite: None CSP: 1,2,6. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 4300 AVIATION MANAGEMENT (3 CREDITS)

This course is designed to provide students with a foundation of information on airline management and airport management in what collectively will be referred to as "aviation management." The course will cover aviation history, laws and regulations impacting airlines and airports, security issues, technology including yield management principles applied to airline fares and career opportunities in this industry. Domestic and international airlines and airports will be covered.

Prerequisite: None. CSP: 1,2,6. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 4389 DIRECTED READINGS IN HOSPITALITY ADMINISTRATION (3 CREDITS)

Prerequisite: Consent of instructor.

HADM 4400 AIRLINE MANAGEMENT AND MARKETING (3 CREDITS)

This course focuses on airline business and marketing strategies as tied to airline operations. Key airline functional areas such as airline forecasting, pricing, scheduling, fleet planning, human and labor relations and financing will be included. The interaction between airline operations, business planning and marketing strategies is explored. International aviation will be explored as it relates to airline business and marketing plans.

Prerequisite: None. Corequisite: Hadm 4300. CSP: 1,2,6. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 4450 AIRPORT OPERATIONS AND MANAGEMENT (3 CREDITS)

This course provides an overview of operations, management, planning and design of airports. It is designed to provide students with high-level familiarity with major parts of an airport. It also provides a context for understanding and expressing issues related to airports. Emphasis will be placed on understanding the management, operations and planning of an airport and economic constraints under which the industry operates.

Prerequisite: None Corequisite: Hadm 4300. CSP: 1.2.6. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 4600 HOSPITALITY STUDY ABROAD (3 CREDITS)

This course explores hospitality operations in European countries including hotels, restaurants, convention center, spas and resorts, casino operations and producers such as wineries and breweries. The focus of the course, held in conjunction with the European Hospitality Study Abroad trip, is a comparative analysis of this industry including economic impact, organizational structure, market segmentation, human resource issues, service management and sustainable practices. Students will visit a variety of hospitality operations including time with management teams to discuss the specific operational details of the business. Comparative analyses will be involved between the European countries visited as well as with the hospitality industry in the United States.

Prerequisites: None. Requires a 2.5 GSU GPA and 45 semester hours. CSP: Word, PowerPoint.

HADM 4800 STRATEGIC HOSPITALITY MANAGEMENT SEMINAR (3 CREDITS)

The course satisfies critical thinking through writing requirements. This course involves the integration and application of interdisciplinary management concepts, theories, and practices to hospitality enterprises. The course integrates academic and practical experiences in the analysis of current economic, political, and social issues impacting the formulation, implementation, and sustainment of strategic

business plans in the hospitality industry. Analysis of the environments, opportunities and strategies peculiar to managing the strategy function in the hospitality industry will be covered.

Prerequisite: completion of 12 semester hours in required HAdm courses and all junior business core courses. Requires a 2.5 GSU GPA and 45 semester hours

HADM 4900 WORK STUDY IN HOSPITALITY (3 CREDITS)

All hospitality majors, upon completion of 400 units of hospitality work experience and upon completion of the work-study portfolio, must register for HAdm 4900. This course carries no hours credit, and there are no tuition fees involved. Grading is Satisfactory/Unsatisfactory based on successful completion of the work-hour requirement and the portfolio which details work experiences and involves the students' self-critique of their skills and knowledge in preparation for a career in the hospitality industry.

Prerequisite: none. Requires a 2.5 GSU GPA and 45 semester hours.

HADM 4990 HOSPITALITY MANAGEMENT PRACTICUM (3 CREDITS)

This course is designed to provide hospitality students an opportunity to gain management experience in the industry work environment prior to graduation. This course also provides structured and controlled training programs where students are given limited management authority and responsibility. Application must be made and approved a minimum of one term in advance of internship.

Prerequisite: Approval of school director. Requires a 2.5 GSU GPA and 45 semester hours.

International Business Course Descriptions

IB 3090 INTRODUCTION TO INTERNATIONAL BUSINESS (3 CREDITS)

The course is divided into three major parts. Part I covers the various dimensions of the international business field, including brief coverage of the major theories of international trade and investment. Part II deals with the environment in which international business operates, the financial variables including balance of payments, exchange rates, and capital markets along with the cultural, legal, political, and economic institutions with which international business firms may come into contact.

Part III concentrates on the operational aspects of international business, the firm specific variables including marketing, finance, management, and accounting and attempts to integrate the environmental with the firm specific variables into a meaningful conceptual framework.

Prerequisite: Busa 3000, Econ 2105, and Econ 2106. Requires a 2.5 GPA and 45 semester hours.

IB 4020 INTERNATIONAL TRADE MANAGEMENT (3 CREDITS)

This course covers basic international trade management. This includes the functions and responsibilities of export and import managers who are directly involved with planning and implementing international company policies designed to expand export/import activities. A secondary objective is to examine the public policy aspects of exporting and importing.

Prerequisite: BUSA 3000. Requires a 2.5 GPA and 45 semester hours.

IB 4410 STUDY ABROAD: ANALYSIS OF REGIONAL INTERNATIONAL BUSINESS

PRACTICES (3 TO 6 CREDITS)

This course involves an analysis of the different factors affecting the practice of business in different regions of the world. Historical background, current internal reforms and trends in open market economies, and the prevailing business climate in the country of focus are examined. An in country experience is a required segment of the course. This course may be repeated for different world regions.

Prerequisite: IB 3090 or consent of instructor. Requires a 2.5 GPA and 45 semester hours.

Managerial Science Course Descriptions

MGS 3100 BUSINESS ANALYSIS (3 CREDITS)

This course provides a frame of reference for using models in support of decision making in an enterprise, then introduces some of the most commonly useful modeling approaches and principles. Topics covered include model components, simulation, optimization, time series and causal forecasting, decision analysis, Monte Carlo simulation, and quality management. The course emphasizes hands-on application of the techniques using commonly available software, and demonstrates the value of these approaches in a wide variety of functional settings.

Prerequisite: Math 1070. Requires a 2.5 GPA and 45 semester hours. This course

MGS 3400 MANAGING PEOPLE IN ORGANIZATIONS (3 CREDITS)

This course provides an overview of management in organizations. Students will be introduced to fundamental organizational concepts such as organizational systems, organization design and structure, and the decision making process. In addition, students will be introduced to the study of human behavior in organizations. The organizational behavior topics emphasized include team building, communication, leadership, motivation, ethics and social responsibility. The focus of the course is to examine, from a managerial perspective, the effect of individual, group, and organizational variables on organizational performance.

Prerequisite: none. Requires a 2.5 GPA and 45 semester hours.

MGS 4000 MANAGERIAL DECISION MAKING (3 CREDITS)

This course focuses on how managers, individually and in groups, make decisions. It covers the major descriptive and normative models of managerial problem diagnosis and alternative generation. By comprehending how managers solve problems, students are prepared to build computer-based support tools. Cases and mini-examples are used to apply the concepts and methods to real world problems.

Prerequisite: Math 1070. Requires a 2.5 GPA and 45 semester hours. Bcom 3950.

MGS 4020 INTRODUCTION TO BUSINESS INTELLIGENCE (3 CREDITS)

This course focuses on the features, uses, and design strategies for IT-enabled managerial decision support. Model-based, and knowledge-based application for business intelligence and corporate decision making are emphasized. Implementation issues in the context of emerging business environments are also addressed. Application areas include financial analysis, marketing research, and project management.

Prerequisite: MGS 3100. Requires a 2.5 GPA and 45 semester hours.

MGS 4110 ANALYSIS OF BUSINESS DATA (3 CREDITS)

The aim of this course is to provide the student with the background to run a statistical project from the data collection stage through analysis and interpretation of the results. The course is divided into three major parts. The first part of the course discusses data collection methods including the various common sampling designs and questionnaire development. In the second part, students are introduced to the high-level statistical package SAS to provide them with the power to perform data analysis. In the third part, the students will use the procedures from SAS to analyze and interpret the data.

Prerequisite: Math 1070 or consent of instructor. Requires a 2.5 GPA and 45 semester hours.

MGS 4120 OPTIMAL RESOURCE ALLOCATION (3 CREDITS)

This course focuses on optimization modeling and sensitivity analysis to help managers craft well formed, well justified decisions. Students design optimization models for realistic cases, implement them using spreadsheets, and write the results in the form of a nontechnical recommendation to management backed up by clearly organized technical appendices.

Prerequisite: MGS 3100. Requires a 2.5 GPA and 45 semester hours.

MGS 4140 BUSINESS MODELING (3 CREDITS)

This course covers the development, implementation, and utilization of business models for managerial decision making. Various techniques for analytical modeling, such as forecasting, optimization, simulation, decision analysis, and classification, are discussed. Students gain mastery in developing complex financial models implemented in decision support systems that covers applications in strategic, planning, financial management, operations/project management, and marketing research. These topics are covered in the context of the emerging information technology architecture.

Prerequisite: MGS 3100. Requires a 2.5 GPA and 45 semester hours.

MGS 4300 MANAGING HUMAN RESOURCES (3 CREDITS)

This course provides a survey of the field of human resource management. Topics covered include strategic human resource management, recruitment, selection, legal basis of human resource management, performance evaluation, training and development, compensation, and labor relations.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4320 LEGAL ENVIRONMENT OF HUMAN RESOURCE MANAGEMENT (3 CREDITS)

This course examines the legal environment that directly impacts the human resource functions of organizations. Federal, state, and local legislation and important court and administrative decisions are highlighted, especially recent developments, for their impact upon managerial decision making.

Prerequisite: MGS 4300 or consent of instructor. Requires a 2.5 GPA and 45 semester hours.

MGS 4360 HUMAN RESOURCE SELECTION (3 CREDITS)

This course focuses on the selection process in organizations. Topics covered include job analysis, measurement, equal employment opportunity laws, applications, interviews, psychological tests, and performance appraisal. Theory and research underlying selection principles are reviewed, and practical application is emphasized.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4385 EMPLOYEE BENEFIT PLANS (3 CREDITS)

This course examines the characteristics and design of employee benefit plans, including group insurance, pensions, and profit sharing. These plans are evaluated in terms of their cost and effectiveness. Consideration is given to employee communications, taxation, collective bargaining, social insurance systems, and international benefit programs.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4389 DIRECTED READING IN MANAGERIAL SCIENCE (1 TO 3 CREDITS)

Prerequisites: MGS 3400 or consent of instructor.

MGS 4390 COMPENSATION (3 CREDITS)

Compensation plans are designed and implemented to provide fair remuneration for services received. This course discusses the major environmental influences on compensation practices and shows how those influences as well as organizational and employee influences are translated into the development of equitable pay systems within organizations. The course also examines how the external environment affects the types of benefits employers choose to provide for their employees.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4395 HRM FIELD STUDY (3 CREDITS)

This course allows students nearing completion of their undergraduate program in human resources the opportunity to work with other students to complete a management consulting project assigned by a local corporation. Students apply skills learned in previous courses and expand their knowledge of concepts and practices in the field by working with business sponsors and local practitioners. Students make written and oral reports to management on assigned research findings and recommendations for action.

Prerequisites: MGS 3400, MGS 4300, and either MGS 4360 or MGS 4390; plus consent of instructor. Requires a 2.5 GPA and 45 semester hours.

MGS 4420 BECOMING A LEADER (3 CREDITS)

Students critically evaluate the definition and meaning of leadership, developing their own interpretations and definitions of leadership after learning how others have interpreted and defined it. They also analyze their own leadership strengths and limitations and engage in activities to improve their leadership skills.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4430 NEGOTIATION (3 CREDITS)

This course is designed to help students become better negotiators by understanding and practicing the negotiation strategies and tactics appropriate for different situations. The course focuses primarily on negotiation planning, distributive negotiation, and integrative negotiation. The course is a general treatment of negotiation that is useful to students from a broad range of majors.

Prerequisite: MGS 3400 or 45 semester hours.

MGS 4440 WORKING IN TEAMS (3 CREDITS)

This course provides a structured approach to better understand how teamwork contributes to organizations, the conditions that make interactions between people and groups highly effective, and how to best put this effectiveness to work. Topics include work teams as a vehicle to improving organizational performance, designing a team based organization, team organizational models, work team

implementation issues, training and developing teams, team building programs, and leadership in a team based organization.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4470 ORGANIZATIONAL COMMUNICATION (3 CREDITS)

This course provides an understanding of the importance of communication within organizations and knowledge of the nature of the communications process. It promotes the ability to analyze and deal with communications potentials and problems as part of the organizing process.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4500 ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT (3 CREDITS)

The purpose of this course is to acquaint the student with the personal qualities of successful entrepreneurs, to provide the student with information required in order to establish a new business venture, and to present the unique management problems which face entrepreneurs in starting and operating new ventures. The course provides the student with an opportunity to research the idea of starting or taking over a business.

Prerequisites: MGS 3400, FI 3300, MK 3010. Requires a 2.5 GPA and 45 semester hours.

MGS 4550 MANAGING A FAMILY BUSINESS (3 CREDITS)

Management principles and practices are examined within the context of a family owned business. The class has two distinct purposes: to increase the students' understanding and effectiveness as members of family firms and to heighten self-awareness regarding roles and career opportunities within family firms.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4560 SMALL BUSINESS MANAGEMENT (3 CREDITS)

This course provides students with an opportunity to learn how to manage a newly organized or acquired small business. The course begins with the start up phase of the business, and students are shown how to develop the business and make a profit. The mission, objectives, goals, and strategies are set for an actual small business. Staffing decisions, from hiring operative employees to the board of directors, are made. Major emphasis is placed on the design, integration, and operation of the production, marketing, and finance departments of the business to create a high quality product or service.

Prerequisites: FI 3300, MGS 3400, MK 3010; or consent of instructor. Requires a 2.5 GPA and 45 semester hours.

MGS 4590 ENTREPRENEURSHIP FIELD STUDY (3 CREDITS)

Entrepreneurship field study immerses students in the planning and execution of entrepreneurial activities in a small existing or start up business. Activities involve new business formation, new product planning and introduction, organization direction setting and control, management of growth, or turnaround. While students are under the general supervision of the faculty, they are expected to display responsible independent action and to interact frequently with a business founder, owner, or chief executive. The course may be repeated once for credit.

Prerequisite: consent of instructor. Requires a 2.5 GPA and 45 semester hours.

MGS 4610 CORPORATE SOCIAL RESPONSIBILITY (3 CREDITS)

This course is centred upon the theory and application of Corporate Social Responsibility. The concept of the triple bottom line, i.e. planet, people and profits is examined for a variety of global corporations. These “three P’s” re enforce the notion of stakeholder issues taking precedence over shareholder concerns. We examine the interrelationships among business, government and society and develop a frame work of corporate sustainability and opportunity balanced with corporate awareness and responsibility.

Prerequisite: MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4700 OPERATIONS MANAGEMENT (3 CREDITS)

This course provides an introduction to the concepts underlying production and operations management. Such topics as inventory control, supply chain management, quality control, work measurement, and production methods, are covered. The topics covered are integrated using a systems approach to the operations of an organization.

Prerequisites: MGS 3400, MGS 3100. Requires a 2.5 GPA and 45 semester hours.

MGS 4730 PROJECT MANAGEMENT (3 CREDITS)

This course addresses the structured process for managing projects. The emphasis in the course is on defining, planning, and controlling projects to successfully complete them within quality specifications, on schedule, and within budget. Project management software is used in the course. Other topics include project organization, roles of the project manager and team members, and project leadership.

Prerequisites: Math 1070, MGS 3400. Requires a 2.5 GPA and 45 semester hours.

MGS 4740 OPERATION STRATEGY (3 CREDITS)

This course addressed the development and implementation of production/operations strategy and the integration of this strategy with the corporate/business strategies and with those of other functional areas. Topics include planning and implementation of operations strategies, organizational design for operations, and productivity improvement.

Prerequisites: MGS 3100, MGS 4700. Requires a 2.5 GPA and 45 semester hours.

MGS 4760 TOTAL QUALITY MANAGEMENT (3 CREDITS)

The course emphasizes the strategic importance of quality, the management of quality, problem solving tools for quality assurance, and statistical process control methods. In addition, this course provides the business student with a set of skills for achieving and maintaining quality assurance and process or service control. Cases and problem solving exercises reinforce the basic concepts and principles of Quality Management.

Prerequisite: MGS 3100. Requires a 2.5 GPA and 45 semester hours.

MGS 4770 SERVICE OPERATIONS MANAGEMENT (3 CREDITS)

This course focuses on the analysis of service sector performance and methods designed to improve service operations from a competitiveness standpoint. The topics covered are cross functional in nature including operations, marketing, human resource management, information technology and entrepreneurship and are presented as an integrated system approach to the service organization.

Prerequisite: MGS 4700. Requires a 2.5 GPA and 45 semester hours.

MGS 4860 MANAGEMENT STUDIES ABROAD (3 CREDITS)

Emphasizing a collaborative rather than competitive learning environment, this course examines the interrelatedness of economic, political, legal, social, and cultural factors on cross cultural management

issues. Concepts of human behavior, motivation, strategy, and labor/management relations are linked to practice in different national settings. An extensive international onsite program is an integral part of this program. Interviews are conducted at a broad range of organizations and industries. Objectives include cultivating a global mindset and developing a richer understanding of international business challenges relating to management. Company visits showcase evolving corporate profiles in the global marketplace.

Prerequisites: MGS 3400, consent of instructor. Requires a 2.5 GPA and 45 semester hours.

Marketing Major Course Descriptions

MK 3010 BASIC MARKETING (3 CREDITS)

As the marketplace continues to adopt more electronic tools to facilitate business processes and expand to the international arena, the discipline of marketing is emerging as more important than ever in helping organizations better assure their ongoing viability. This course provides an overview of marketing as a management process. Upon its successful completion, students will gain the ability to make better business decisions by understanding how to assess the marketing environment, design and conduct marketing research, and determine what elements are most important to customers as they make purchasing decisions. Topics covered include the use of marketing tools to develop and manage actual products and services, how to maximize prices on those products and services, how to distribute products and services, how to maximize prices on those products and services, and how to promote them. Finally, discussions will take place on how to compile the marketing information and decisions in a strategic plan that helps guide organizations' offerings to commercial success.

Prerequisite: Econ 2106. Requires a 2.5 GPA and 45 semester hours. B.B.A. students may not register for this course until Econ 2105, Econ 2106, and Acct 2102 are passed with degree credit.

MK 4100 BUYER BEHAVIOR (3 CREDITS)

Basic concepts and research results from marketing and the social sciences are examined with the goal of enabling marketers to better understand customers and meet their needs. The decision process of buyers, factors affecting purchasing decisions, and customer satisfaction are major conceptual areas of the course. Implications for marketing strategies (e.g., market segmentation, product design, and promotion) are discussed.

Prerequisite: MK 3010. Requires a 2.5 GPA and 45 semester hours.

MK 4200 MARKETING RESEARCH (3 CREDITS)

This course helps students make effective and efficient use of market information. Organizational issues, problem formulation, secondary data sources, survey sampling, measurement principles, questionnaire design, interviewing, basic data analysis, research ethics, new technologies, and international aspects are all introduced.

Prerequisite: MK 3010, MGS 3100. Requires a 2.5 GPA and 45 semester hours.

MK 4300 ADVERTISING (3 CREDITS)

This course examines advertising as a business, as a marketing tool, as a creative process, and as a hybrid discipline which draws from both the arts and the sciences. The course is taught from a social as well as a managerial orientation. From a social perspective, emphasis is placed on the history of advertising, as well as current social, ethical, and legal issues. From a managerial perspective, students learn about the advertising process, including such topics as diagnostic evaluative research, concept development, creative and media strategy, and global issues.

Prerequisite: MK 3010. Requires a 2.5 GPA and 45 semester hours.

MK 4310 ADVERTISING CAMPAIGNS (3 CREDITS)

This course is designed to train students in the planning, execution, and evaluation of advertising strategies. Students apply decision criteria to every stage in the advertising process: analysis of industries, competitors, consumers, and products; market segmentation; objective setting; budget allocation; product positioning; development of creative strategy and tactics; media planning; and advertising evaluation. Through the use of an extensive campaign project, students learn firsthand the challenges of creating effective advertising programs.

Prerequisite: MK 4300. Requires a 2.5 GPA and 45 semester hours.

MK 4330 PRINCIPLES OF SELLING (3 CREDITS)

Bcom 3950. Basic principles and techniques of professional selling are studied with an emphasis on practical applications to sales situations in a variety of markets. The influences on selling effectiveness of economic and psychological relationships, buying motives, and product performance in both industrial and consumer goods/services markets are examined.

Prerequisite: MK 3010. Requires a 2.5 GPA and 45 semester hours.

MK 4340 SALES MANAGEMENT (3 CREDITS)

This course examines the sales management function in contemporary business organizations. Emphasis is placed on the formulation, implementation, and evaluation of a strategic sales program. Specific topics addressed include ethical and legal issues in sales management, selection and recruiting, territory design, quotas, organizing the sales force, compensation, motivation, leadership and coaching, and evaluation of salesperson performance. The course also emphasizes a mix of conceptual and applied information to provide a balanced view of sales management. The strategic nature of sales management decisions is another major topic.

Prerequisite: MK 3010. Requires a 2.5 GPA and 45 semester hours. Bcom 3950.

MK 4400 DISTRIBUTION MANAGEMENT (3 CREDITS)

Distribution management deals with the management of those activities involved in making goods and services available for businesses and consumers. In this course, students develop understanding of how various institutions in the marketing channel perform these functions cost effectively to meet changing customer expectations. Emphasis is placed on the functions associated with the flow of inventories and related information or logistics aspects of distribution including marketing channels, customer service, order management and information systems, transportation management, inventory management, and warehousing. Toward the end of the course, students learn how to integrate these functions into a total distribution/ logistics system from a supply chain perspective.

Prerequisite: MK 3010. Bcom 3950. Requires a 2.5 GPA and 45 semester hours.

MK 4420 RETAILING (3 CREDITS)

This course introduces the student to the basic principles of retailing, the diversity and dynamism of the retail industry, and tools for improving productivity.

The course is designed to strike a balance between academic credibility and the basic, trade oriented needs of the job seeking student. It presents practical methods and procedures within a conceptual, theoretical framework. Hands-on projects and case applications are used to achieve this purpose.

Prerequisite: MK 3010. Bcom 3950. Requires a 2.5 GPA and 45 semester hours

MK 4510 BUSINESS TO BUSINESS MARKETING (3 CREDITS)

This course focuses on strategy development for marketers whose customers include other businesses, the government, and institutions. It explores the buying behavior of organizations as customers and ways to segment the organizational market. In addition, the course highlights how the product development process for such customers differs from the processes used for consumer products and services. Other topics include channels of distribution strategy including electronic issues, supply chain management, price bidding, and new trends in personal selling and sales management.

Prerequisite: MK 3010. Bcom 3950. Requires a 2.5 GPA and 45 semester hours.

MK 4600 INTERNATIONAL MARKETING (3 CREDITS)

This course aims to broaden students' appreciation of world markets and to provide knowledge and skills needed for recognizing, evaluating, and managing the international function. Through lectures, cases, and hands-on projects, students are introduced to the economic, socio cultural, financial, and legal political factors affecting international marketing and to the problems and opportunities associated with doing business on a global scale.

Prerequisite: MK 3010. Bcom 3950. Requires a 2.5 GPA and 45 semester hours.

MK 4620 PRODUCT MANAGEMENT (3 CREDITS)

The objective of this course is to familiarize students with applications of relatively recent new product planning techniques. The course will emphasize the use of market research data and marketing models for new product development and management. The main topics to be covered in this course are idea generation, concept evaluation, optimal product design, test marketing, product positioning, market segmentation, market share estimation, product packaging, advertising testing, pricing, brand name selection, brand equity, and global product planning.

Prerequisite: MK 3010. Bcom 3950. Requires a 2.5 GPA and 45 semester hours.

MK 4900 MARKETING PROBLEMS (3 CREDITS)

This is the capstone course focusing on the application of concepts from all courses in the marketing major. It provides students with hands on experience with marketing decision making. About half of the course covers discussion of students' analysis of comprehensive cases of marketing problems faced by real organizations. Students prepare case recommendations which are the focus of discussion. The rest of the course covers presentation/discussion of a project where student teams gain experience with several marketing tools while helping local businesses develop marketing solutions. Students prepare a written report and multimedia presentation for each of the four project assignments and make presentations to the class and their client company.

Prerequisite: completion of 12 semester hours in marketing Requires a 2.5 GPA and 45 semester hours. courses including MK 3010, MK 4100, and MK 4200. Prerequisites are strictly enforced.

Real Estate Course Descriptions

RE 3010 REAL ESTATE PRINCIPLES (3 CREDITS)

This course is a prerequisite to all senior courses in real estate. It introduces the student to the nature of real estate and the principles of real estate analysis and utilization. Subjects include the real estate commodity and real property; the legal instruments involved in real property transactions; market analysis and the determinants of real estate values; the appraisal process and valuation techniques; investment and financial analysis; public aspects of real estate planning and land utilization; and technological impacts such as the Internet.

Prerequisite: None. Requires a 2.5 GPA and 45 semester hours.

RE 4050 REAL ESTATE DEVELOPMENT (3 CREDITS)

This course covers the real estate development process focusing on the physical/design dimension. It examines building economy through review of design, construction, and analysis procedures such as the site suitability analysis, cost engineering, and life cycle-costing. The course considers the impact of technology and virtual economic arrangements on the form and design of physical structures and the function of changing technical and economic activities on space needs. Traditional and technical databases and resources such as the Internet are incorporated.

Prerequisite: RE 3010. Requires a 2.5 GPA and 45 semester hours.

RE 4100 RESIDENTIAL PROPERTY VALUATION (3 CREDITS)

This course covers the theory and techniques of appraising residential real estate by examining the principles of appraising, the appraisal process, and standards of performance. Elements of the Freddie Mac and Fannie Mae Uniform Residential Appraisal Report will be treated. The residential sales comparison, cost, and gross income capitalization approaches to valuing residential properties are presented. Methods of collecting and analyzing primary and secondary data from a variety of sources such as the internet are presented and used in preparing a demonstration appraisal report. The student is prepared to challenge beginning professional designation examinations.

Prerequisite: RE 3010. Requires a 2.5 GPA and 45 semester hours.

RE 4150 REAL ESTATE FINANCE AND MORTGAGE BANKING (3 CREDITS)

Principles and methods of financing real estate, sources of funds, types and contents of financing instruments, and the role of various financing institutions, both private and governmental, are covered in this course. The latest electronic technology is incorporated wherever possible.

Requires a 2.5 GPA and 45 semester hours.

RE 4160 INVESTMENT PROPERTY ANALYSIS AND APPRAISAL (3 CREDITS)

In this course students apply investment principles and analytical techniques to decisions about real property. Emphasis is on the estimation of revenues, expenses, and risk/return relationships in investment valuation of real property, including yield rates and capitalization rates used in valuation as well as discounted cash flows. The effects of financing, income taxes, and entity selection upon investment performance are also considered. Students practice investment analysis using electronic technology.

Prerequisite: RE 3010, RE 4150, Bcom 3950, Mgs 3100, Requires a 2.5 GPA and 45 semester hours.

RE 4389 DIRECTED READINGS IN REAL ESTATE (1 TO 3 CREDITS)

Prerequisites: RE 3010, consent of instructor.

RE 4410 INCOME PROPERTY VALUATION (3 CREDITS)

The focus of this course is on the market valuation of income producing real estate stressing the market, cost, and income approaches to value. Of importance is the evolving relevance of real estate valuation information to corporate financial reporting and the needs and functions of corporate and investment fiduciaries. Both normative and actual models of valuation are presented and contrasted. Sources of appraisal error and bias are also examined.

Prerequisite: Re 4150 or RE 4160 or Consent of instructor. Requires a 2.5 GPA and 45 semester hours.

RE 4700 REAL ESTATE ANALYSIS (3 CREDITS)

This course focuses on the application of concepts learned in the courses in the real estate major. Students may analyze comprehensive cases, work on integrated projects, and study current issues in the real estate industry. Assignments will provide experience in critical thinking and problem solving using both mathematical analysis and writing with the support of appropriate technology. This course is the second designated Critical Thinking through Writing (CTW) course for students pursuing a BBA degree in Real Estate.

Prerequisites: RE 3010, RE 4050, RE 4150, RE 4160, Bcom 3950, BUSA 3000. Requires a 2.5 GPA and 45 semester hours.

RE 4800 APPLIED REAL ESTATE MARKET ANALYSIS (3 CREDITS)

In this course students examine the processes used to analyze supply and demand in the real estate market. The course focuses on using research methodologies to define the scope of analysis; identify data needs; collect information from various sources, including on-line resources; and interpret the results. Applications to different property types are discussed. Current market trends are also examined.

Prerequisites: RE 3010, Econ 2105, Econ 2106. CSP: 1, 2. Requires a 2.5 GPA and 45 semester hours.

RE 4810 MANAGEMENT OF REAL ESTATE ASSETS (3 CREDITS)

This course provides the basic knowledge and skills in the area of management of real property. Factors affecting cash flows are examined as well as the impact of human behavior on the acquisition, holding, and disposition of properties. Topics may include property management, planning/control and marketing techniques, electronic database management and analysis, real estate brokerage and asset management techniques, negotiation, and e-commerce aspects of real estate asset management.

Prerequisite: RE 3010. CSP: 1, 7. Requires a 2.5 GPA and 45 semester hours.

RE 4950 URBAN DEVELOPMENT REGULATIONS (3 CREDITS)

This course is concerned with the governmental constraints applied to the physical growth and development of urban areas. The course materials trace the development of the rules, regulations, enabling acts, codes, ordinances, administrative practices, and related procedures as they apply to the growth, development, and redevelopment of cities, suburbs, and countryside.

Prerequisite: RE 3010. CSP: 1, 7. Requires a 2.5 GPA and 45 semester hours.

Risk Management and Insurance Course Descriptions

RMI 3500 INTRODUCTION TO RISK MANAGEMENT AND INSURANCE (3 CREDITS)

The primary focus of this introductory course is on evaluating life, health, retirement, property, and liability exposures to loss and analyzing the methods for managing these risks. Risk management and insurance techniques for dealing with potential losses to individuals and organizations are emphasized. This course is suggested as an elective for all majors.

Prerequisite: none. Requires a 2.5 GPA and 45 semester hours.

RMI 3750 RISK MODELING (3 CREDITS)

This course introduces students to the principles of probability theory and risk simulation analysis. Specific topics covered include probability theory; descriptive statistics and graphical representations of data; probability distribution functions including binomial, Poisson, Normal and other functions; sampling distributions and the Central Limit Theorem; estimation and goodness-of-fit tests; and static and dynamic Monte Carlo simulation models. Spreadsheet simulation exercises are used extensively to illustrate the concepts. The applications are drawn from a variety of areas where risk analysis has become important including finance, insurance, corporate risk management and personal financial planning.

Prerequisite: MATH 1113. Requires a 2.5 GPA and 45 semester hours.

RMI 4010 LIFE INSURANCE (3 CREDITS)

This course covers the nature and importance of life and health risks and the functions and uses of individual life and health insurance in treating these risks. From both the individual and the business viewpoints, techniques for evaluating life insurance, health insurance, and annuities are covered, including a review of the legal aspects of these contracts. This course is suggested as an elective for all majors.

Prerequisite: RMI 3500. Requires a 2.5 GPA and 45 semester hours.

RMI 4020 PROPERTY AND LIABILITY INSURANCE (3 CREDITS)

This course examines the major types of property and liability insurance. The structure, scope, and limitations of commercial property and liability contracts are analyzed. Coverage principles and concepts are emphasized. This course is suggested as an elective for all majors.

Prerequisite: RMI 3500. Requires a 2.5 GPA and 45 semester hours.

RMI 4150 THEORY OF RISK (3 CREDITS)

This course will cover the microeconomic theory of decision making for risk-averse individuals and for corporations. The course also provides an introduction to models of adverse selection and moral hazard so students will understand the basics of risk sharing contracts in the presence of various information environments.

Prerequisite: Math 1113; RMI 3750. Requires a 2.5 GPA and 45 semester hours.

RMI 4300 RISK MANAGEMENT (3 CREDITS)

This course examines the risk management process, the identification and evaluation of loss exposures, the analysis of the various risk control and financing techniques available to manage the exposures, decision making under conditions of uncertainty, and control mechanisms to monitor the results of the risk management program. Case studies, computer simulation, and work to reinforce the risk management concepts covered in the course are required. This course is suggested as an elective for all majors, especially accounting, finance, and management.

Prerequisite: RMI 3500. Bcom 3950. Requires a 2.5 GPA and 45 semester hours.

RMI 4350 ENTERPRISE RISK MANAGEMENT (3 CREDITS)

This course satisfies critical thinking through writing requirements. This course introduces strategies that firms employ to enhance corporate value through their risk management function. The tools and concepts are relevant for both financial and non-financial institutions. The course focuses on risk management decisions from a corporate finance perspective rather than on the speculative use of financial derivative contracts or on the valuation of derivatives and insurance contracts.

Prerequisite: Math 2211, Rmi 3750, Bcom 3950. Requires a 2.5 GPA and 45 semester hours.

RMI 4389 DIRECTED READINGS IN RISK MANAGEMENT AND INSURANCE (1 TO 3 CREDITS)

Prerequisite: one RMI course, consent of instructor.

RMI 4391 RISK MANAGEMENT AND INSURANCE FIELD STUDY (1 TO 3 CREDITS)

This course is designed to provide the senior-level undergraduate student with an opportunity to apply the business skills learned at the Robison College of Business (RCB) in an approved site off or on campus. The course immerses students in the planning and execution of complex activities involved in both large and small businesses.

Prerequisite: Department approval. Requires a 3.0 GPA or or greater and 45 semester hours.

RMI 4530 EMPLOYEE BENEFIT PLANS (3 CREDITS)

This course examines the characteristics and design of employee benefit plans, including group insurance, pensions, and profit sharing. These plans are evaluated in terms of their cost and effectiveness. Consideration is given to employee communications, taxation, collective bargaining, social insurance systems, and international benefit programs.

Prerequisite: Mgs 3400. Requires a 2.5 GPA and 45 semester hours.

RMI 4700 INSURANCE OPERATIONS (3 CREDITS)

This course is designed to study the key operational activities of insurance organizations. It specifically covers marketing and distributions systems, underwriting, principles of ratemaking, reinsurance, and financial analysis. These functional areas are studied in the context of regulatory and public policy issues. Students analyze the operational and financial aspects of an insurance company.

Prerequisite: RMI 3500, RMI 4010, RMI 4020; Bcom 3950, or consent of instructor. Requires a 2.5 GPA and 45 semester hours.

RMI 4980 PROBLEMS IN RISK MANAGEMENT AND INSURANCE (3 CREDITS)

The principal focus of this capstone course for the RMI major is the study of current problems and issues in risk management and insurance.

Prerequisite: a minimum of four RMI courses including RMI 3500, 4010, and 4020, or consent of instructor. Requires a 2.5 GPA and 45 semester hours.
