

# BUSINESS

Department website (<https://www.uwp.edu/learn/departments/business/>)

## Professional Accreditations or Memberships:

The bachelor of science, with majors in accounting, business management, management information systems and marketing, is accredited by AACSB International – the Association to Advance Collegiate Schools of Business. Fewer than 5 percent of business programs globally and less than 30 percent in the United States meet the rigorous standards of quality set by AACSB International.

## Career Possibilities:

Career opportunities depend on the chosen program of study, and include accountant, supply chain specialist, data analyst, sales and marketing representatives, information systems analyst, human resource specialist, computer programmer, project manager, product manager, market research analyst, cost analyst, financial analyst, logistics coordinator, recruiter, training specialist, entrepreneur, and personnel generalist. Examples for career opportunities in accounting include certified public accountant, staff accountant, tax specialist, auditor, and accounting manager. Some specific career opportunities for a major in management information systems include information systems analyst, business analyst, computer programmer, network administrator, database administrator, website developer, and project manager. The marketing major is designed for students who wish to pursue a career in the areas of advertising, promotions, marketing, sales, research or public relations with career opportunities including account executive, advertising manager, brand manager, communication director, corporate trainer, creative director, event planner, fund-raising coordinator, international sales representative, market researcher, political campaign managers, promotions manager, public relations specialist, and several more.

## Business Department Overview

The Business Department is in the College of Business, Economics, and Computing. Faculty members in the Business Department are dedicated to providing students with quality instruction relevant to situations encountered in the changing world of business. All students in the Business Department develop business skills in the primary functional areas of business through exposure to accounting, finance, supply chain and logistics management, marketing, organizational behavior, MIS, operations management, and strategic planning. Communication skills, quantitative techniques, leadership, teamwork, and computer technology are stressed throughout the curricula. In addition, students explore ethical considerations of business decisions and gain an understanding of multinational and multicultural aspects relevant to today's business world. Many students apply their class knowledge through internships or through community projects sponsored by the Ralph Jaeschke Solutions for Economic Growth (SEG) Center. The department also offers minors in business management, global management, and management information systems, as well as certificates in business fundamentals, project management, and sales. Students preferring the flexibility and convenience of a business degree earned entirely online may choose to complete the 67 credit completion program in business management with a general business concentration. Students wanting to pursue this option should declare the online degree completion in business management.

## Program Level Outcomes

Business students build knowledge and skills in a variety of areas. However, the following learning goals are emphasized and assessed throughout the business curriculum:

1. Students can recognize the ethical implications in a business situation and choose and defend an appropriate resolution.
2. The students can write effectively about a business problem or issue.
3. The students can make an effective oral presentation on a business problem or issue.
4. Each student is knowledgeable in project management principles and is able to apply these principles to a practical situation.
5. Students will be able to articulate important diversity issues – including, but not limited to, race, ethnicity, culture, gender, age, socio-economic status and political/religious/sexual orientation – in business management.
6. Students will be able to effectively use computer technology to support a business decision.

## Solutions for Economic Growth (SEG) Center

The Ralph Jaeschke Solutions for Economic Growth (SEG) Center is a partnership between business, economics, and computer science faculty, students, and local businesses. Students in the SEG Center apply and develop their skills by working on real-world business projects in the community. Projects include business plan development, supply chain and logistics problems, marketing research, promotions plan development, the analysis of production processes, strategic planning, cost evaluation, inventory planning, recruitment and retention of employees, web page design, network planning, security planning, and software development. Students working in the SEG Center have access to a modern computer lab and project meeting rooms.

## Preparation for Graduate School

Undergraduate study in any of the business department majors provides excellent preparation for graduate work in programs including an MBA, MS in accounting (accounting major) or law school.

## Business Honors

Students who major in any of the business department majors and who maintain a GPA of 3.5 or higher in all upper-level business course work and an overall GPA of 3.0 or better will graduate with business honors.

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International. Beta Gamma Sigma faculty members invite qualified business students for membership based on academic excellence.

Students majoring in marketing with an overall GPA of 3.25 may also apply for Alpha Mu Alpha, the honor society of the American Marketing Association provided that they are members of the American Marketing Association and the Universities collegiate chapter.

## Declaring a Major

Students must submit a plan declaration form to the Business Department office or the Advising and Career Center. Students accepted into a business department major will be classified as a declared major and will be notified of this declaration by the department via UW-Parkside

e-mail. Majors will be assigned an advisor from the Business Department. Transfer students who have an interest in pursuing a degree with a business related major should meet with the College of Business, Economics, and Computing (CBEC) academic advisor as early as possible to go over the transfer course evaluation and prerequisites.

## Common Requirements and Policies for Business Department Majors

The business curricula is rigorous and extensive. It is imperative that students acquire a solid foundation of preparatory courses. All Business Department majors share many common requirements and policies. Students should be familiar with the common policies as well as the specific requirements of their chosen major.

## Business Department Graduation Requirements

All business students are subject to the following graduation requirements.

1. Completion of 120 credits including general university requirements. A minimum of 57 credits of the total 120 credits required to graduate must be in areas other than business and upper-level economics. COMM 105 Public Speaking for the 21st Century, ENGL 201 Advanced Composition, ENGL 202 Technical Writing or ENGL 204 Writing for Business and Industry, ECON 120 Principles of Microeconomics and ECON 121 Principles of Macroeconomics may count in this amount. Reconsideration of this policy will be given to students who enter UW-Parkside with advanced standing (e.g. foreign language, placement into college or advanced English or math classes, etc.).
2. Completion of requirements of the business department and individual major(s). Students must meet all requirements for the major in effect at the time of admission into the specific program.
3. Students must obtain a grade of C or better in each of the "Fundamental Preparation Courses" and "Business Preparation Courses" as listed in the section on course requirements.
4. An overall degree GPA of 2.00 or higher (including any transfer courses).
5. An overall GPA of 2.5 in 300/400 level business foundation, major and concentration courses (including any transfer courses).

## Transfer Policies

Transfer students may fulfill some of the requirements for the business department majors at UW-Parkside by transferring appropriate courses taken elsewhere (check with the CBEC academic advisor). However, all students must complete at UW-Parkside at least 50 percent of the total business department credits required for the bachelor of science degree with majors in accounting, business management, management information systems or marketing. The total business department credits include the business preparation courses, the business foundation core courses, and the major courses. No more than 50 percent of the required credits for a major may be transferred. Only courses with a grade of C or better will be accepted (C-minus is not acceptable) to fulfill a major requirement. Only junior/senior level courses in business from regionally accredited four-year colleges or universities are eligible to be transferred for any 300 - 400 level course in business. Students should work with the CBEC academic advisor and any such transfer credit should be approved by the associate dean.

## Non-Business Students

Non-business students may enroll in any 100- or 200-level business course if they meet the individual course prerequisites. To enroll in 300- or 400-level business courses, students must have at least 54 credits earned, meet the course prerequisites, and have a minimum overall GPA of 2.00 (calculated with and without transfer grades). Students will need to get a permission number from the course instructor in order to register for an upper-level business course.

## Independent Study Guidelines

The purpose of independent study is to provide qualified students an opportunity to conduct directed research on a Business Management topic or issue of interest to the student. Such research is done under the supervision of a faculty member, but will be primarily student planned and conducted. Independent studies are intended to provide an opportunity for the student to enhance their academic experience; they are not intended to substitute for existing courses.

### Requirements

Students must have at least 54 credits earned and must have completed at least 50 percent of the upper-level business foundation core curriculum.

Independent study projects may range from 1 to 3 credits. Grades received for independent study will count toward the computation of the major and the overall GPA.

A student can apply a maximum of 6 independent study credits toward graduation requirements. The combined credits for internships and independent studies across all business disciplines cannot exceed 6 credits. Other rules may apply to specific concentrations. Please refer to the course catalog for further information.

The student and the supervising faculty member must agree, in writing, on the nature of the project, the parameters, and the timeframe.

The student must submit the Permit to Register for Independent Study, with all required signatures, in accordance with UW-Parkside policies.

In general, a student cannot receive independent study credit for work that is essentially the same as an existing course.

## Internship Guidelines

Internships provide opportunities for Business majors to apply classroom knowledge in a work setting. Internships are offered for credit and may be paid or unpaid. A student who wishes to complete an internship must provide a description of the work or project to be completed on the employer's letterhead. An agreement must be signed by the student, the faculty supervisor, the department chair, and the site supervisor. Internships are graded as either CR (credit) or NC (no credit). In order to receive credit, the student must:

1. complete the appropriate number of work hours,
2. provide a written performance evaluation from the internship supervisor, and
3. complete one or more items of the following documentation (as determined by the faculty supervisor):
  - a. regular status reports on the work performed,
  - b. summary paper on internship experience, and/or

- c. other written documents prepared by the student related to the internship.

## Requirements

Internships can range from 1-3 credits, with 50 hours of internship work required for every 1 credit. Students must have at least 54 credit hours earned and must have satisfactorily completed at least one upper-division business foundation core course in the area. There may be specific requirements in certain areas; please check the catalog for specific 494 courses.

Students must complete the Permission to Register for Internship form, along with supporting documentation and all relevant signatures, as per UW-Parkside policies.

Students must normally complete the work during the semester in which the credit is taken. If the work runs beyond the semester for which the student is registered, a grade of Incomplete may be assigned pending completion of the work during the following semester.

The internship supervisor must complete and submit the 'internship evaluation' form from the department.

A maximum of 6 internship credits may be counted toward graduation requirements. The combined credits for internships and independent studies across all business disciplines cannot exceed 6 credits. Other specific rules may apply to other concentrations. Please refer to the course catalog for further information.

## Business Department Policies and Procedures

1. All business students must have a minimum overall GPA of 2.00 (calculated with and without transfer grades), have at least 54 credits earned, and must have satisfactorily completed the pre-business curriculum to enroll in any 300- or 400-level business course.
2. All students must have completed the stated prerequisites to enroll in any business course. Both the instructor and department chair must approve any deviation from this policy.
3. Students with a business major who have not completed a course at UW-Parkside for 12 consecutive months will be dropped as a major. Once dropped, a student must reapply for major status and will be required to follow all requirements in effect at the time of readmittance.
4. All students must complete their degree program within 10 years of completing their first 300-level business course
5. Students are required to have a minimum overall GPA of 2.00 to be accepted as a business student.
6. All students are required to meet with their advisor prior to registration each semester.
7. The final responsibility in selection of courses and the fulfillment of all graduation requirements rests with the student.
8. Students who feel that exceptional circumstances beyond their control justify an exception to any policy or procedure of the Business Department may submit a formal appeal to the Undergraduate Committee of the department. Appeal procedures are available in the Business Department office (Molinaro Hall 344).

## Programs Offered

- Accounting Major (BS) (<https://catalog.uwp.edu/programs/business/accounting-major/>)

- Business Management Major (BS) (<https://catalog.uwp.edu/programs/business/business-management-major/>)
- Management Information Systems (MIS) Major (BS) (<https://catalog.uwp.edu/programs/business/management-information-systems-major/>)
- Marketing Major (BS) (<https://catalog.uwp.edu/programs/business/marketing-major/>)
- Business Management Minor (<https://catalog.uwp.edu/programs/business/business-management-minor/>)
- Management Information Systems Minor (<https://catalog.uwp.edu/programs/business/management-information-systems-minor/>)
- Project Management Certificate (<https://catalog.uwp.edu/programs/business/project-management-certificate/>)
- Sales Certificate (<https://catalog.uwp.edu/programs/business/sales-certificate/>)
- Supply Chain Management, Logistics, and Analytics Certificate (<https://catalog.uwp.edu/programs/business/supply-chain-management-logistics-analytics-certificate/>)

## Business Management Major Concentrations

- Finance
- General Business
- Human Resource Management

## Courses in Accounting

### ACCT 201 | Financial Accounting | 3 cr

Introduces financial accounting emphasizing basic concepts and procedures in accumulating, measuring, and communicating financial information. Includes preparation, analysis and interpretation of financial statements.

**Prerequisites:** MATH 104 or MATH 111.

**Offered:** Fall, Spring, Summer.

### ACCT 202 | Managerial Accounting | 3 cr

Identifies relevant accounting and financial information for managerial decisions. Analyzes product costing, pricing, capital budgeting, profit planning, performance reporting and variance analysis.

**Prerequisites:** ACCT 201, ECON 120, QM 210, Microsoft Excel knowledge.

**Offered:** Fall, Spring.

### ACCT 301 | Intermediate Accounting I | 3 cr

Examines income statements and balance sheets with in-depth study of accounting for assets, liabilities, and owners' equity.

**Prerequisites:** ACCT 201, FIN 330 or concurrent registration; completion of 54 credits; business major/minor.

**Offered:** Fall, Spring.

### ACCT 302 | Intermediate Accounting II | 3 cr

Covers accounting for pensions, leases, income taxes, changing prices, as well as the statement of cash flows, revenue recognition, and accounting changes and error analysis.

**Prerequisites:** ACCT 301.

**Offered:** Spring.

### ACCT 305 | Individual Taxation | 3 cr

Examination of the U.S. federal income tax law pertaining to individuals, including business and investment activities.

**Prerequisites:** ACCT 201; completion of a minimum of 54 credits, business major/minor.

**Offered:** Fall.

**ACCT 306 | Business Taxation | 3 cr**

Examines the U.S. federal income tax law pertaining to corporations, partnerships, estates and trusts.

**Prerequisites:** ACCT 305; business major/minor.

**Offered:** Spring.

**ACCT 400 | Advanced Accounting | 3 cr**

Applies accounting principles and procedures to business combinations, foreign operations and transactions, governmental and nonprofit organizations and partnerships.

**Prerequisites:** ACCT 302; business major/minor.

**Offered:** Fall.

**ACCT 402 | Accounting Information Systems | 3 cr**

Covers fundamental concepts and practical applications of designing AIS in modern business environments, including data collection, processing, internal controls, and emerging technologies.

**Prerequisites:** ACCT 301 and MIS 320.

**Offered:** Spring.

**ACCT 403 | Advanced Cost Accounting | 3 cr**

Examines cost information for management planning and control. Includes capital budgeting, project appraisal, marketing cost effectiveness, segment reporting, transfer pricing, measuring divisional performance and profit analysis.

**Prerequisites:** ACCT 202; completion of a minimum of 54 credits, business major/minor.

**Offered:** Fall.

**ACCT 404 | Auditing | 3 cr**

Delves into auditing of financial statements and internal control. Emphasizes AICPA standards, audit reports, audit evidence including sampling, EDP auditing, professional ethics, and accountant's legal liability.

**Prerequisites:** ACCT 301, business major/minor.

**Offered:** Fall, Spring.

**ACCT 405 | Volunteer Income Tax Assistance (VITA) | 1 cr**

Provides opportunity to participate in VITA, a volunteer program administered by the Internal Revenue Service. Includes preparing income tax returns and provides other tax assistance for low income, elderly, and other individuals requiring income tax assistance at public sites in the Racine and Kenosha area. Credit/No Credit grading basis.

**Prerequisites:** ACCT 305, business major/minor.

**Offered:** Occasionally.

**ACCT 490 | Special Topics in Accounting | 1-3 cr**

Selected topics in accounting. Subject varies; see current course schedule.

**Prerequisites:** Dependent on subject matter; junior standing, business major or minor.

**Offered:** Occasionally.

**ACCT 494 | Internship | 1-3 cr**

Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair.

**Offered:** Fall, Spring, Summer.

**ACCT 499 | Independent Study | 1-3 cr**

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of accounting under the supervision of a faculty member. Six hours credit maximum.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair.

**Offered:** Fall, Spring, Summer.

## Courses in Business

**BUS 100 | Introduction to Business | 3 cr**

Introduces the role of business in modern society including the functional areas of the business enterprises. Not open to juniors and seniors majoring in business.

**Prerequisites:** None.

**Offered:** Fall, Spring, Summer.

**Meets:** Social & Behavioral Science: BUS

**BUS 201 | Experiencing Business | 3 cr**

Provides experiences in local business environments including marketing, finance and manufacturing operations to explore career opportunities. Requires field trips. Community-based learning designation.

**Prerequisites:** Not recommended for first semester freshman.

**Offered:** Fall, Spring.

**Meets:** Social & Behavioral Science: BUS, Community Based Learning

**BUS 271 | Business Communication for International Students | 3 cr**

Prepares international students for classes and the English speaking business environment.

**Prerequisites:** None.

**Offered:** Occasionally.

**BUS 272 | Legal Environment of Business | 3 cr**

Explores the legal and ethical environment in which business operates, with emphasis on government regulation.

**Prerequisites:** None.

**Offered:** Fall, Spring.

**BUS 290 | Special Topics in Business | 1-3 cr**

Selected topics in business management. Subject varies; see current course schedule.

**Prerequisites:** None.

**Offered:** Occasionally.

**BUS 357 | Entrepreneurship Principles and Leadership | 3 cr**

Covers the theory and application of entrepreneurship and leadership principles through integrating a community-based service-learning project, guest speaker presentations, and on-site visits to new ventures and regional resource centers.

**Prerequisites:** Completion of a minimum of 54 credits.

**Offered:** Spring.

**BUS 372 | Business Law | 3 cr**

Covers substantive areas of law relating to business including contracts, the Uniform Commercial Code and business organizations.

**Prerequisites:** BUS 272; completion of a minimum of 54 credits; business major/minor.

**Offered:** Spring.

**BUS 427 | Introduction to Supply Chain Management | 3 cr**

Covers basic terminologies, concepts and tools that are involved in managing supply chain operations. Emphasizes qualitative and quantitative tools and techniques used in managerial decision making.

**Prerequisites:** QM 210.

**Offered:** Fall, Spring.



**BUS 432 | Services Management | 3 cr**

Examines design and management of service businesses. Includes processes, technology, location, customer service, capacity and demand queues, as well as quantitative tools.

**Prerequisites:** MGT 349 and MKT 350.

**Offered:** Spring.

**BUS 465 | Demand Supply Analytics: Distribution, Procurement, and Inventory Models | 3 cr**

Introduces supply chain analytics and the analytical model with a strategic perspective using simulated data and real-world scenarios. Covers demand forecasting, inventory and logistics planning, and supply-demand integration for various products.

**Prerequisites:** None.

**Offered:** Fall.

**BUS 466 | Global Negotiations and Supplier Relations | 3 cr**

Covers skills in developing and maintaining relationships with suppliers and negotiating contracts and growth. Explores global intercultural communication and international negotiation. Examines techniques, methodologies, and theory related to each of these areas.

**Prerequisites:** None.

**Offered:** Spring.

**BUS 467 | Managing Pricing, Risks and Finances in Supply Chains | 3 cr**

Illustrates the cross-functional attributes of supply chains providing pragmatic and strategic perspectives of real-world supply chains. Covers payment cycles and options, pricing strategies, and the impact of supply chain decisions on financial statements. Explores building resilient supply chains through risk analysis.

**Prerequisites:** None.

**Offered:** Spring.

**BUS 490 | Special Topics in Business: | 1-3 cr**

Selected topics in business management. Subject varies; see current course schedule. May repeat with different topic.

**Prerequisites:** Dependent on subject matter.

**Offered:** Occasionally.

**BUS 493 | Competitive Decision Making | 3 cr**

Provides experiential learning competitive decision making via online business simulation, performance analysis, results presentations, and class participation. Students will make a series of inter-related decisions about R&D, pricing, sales forecasting, advertising and promotion, production planning, total quality management, human resources, and financial management in an integrated business environment. Focuses on student decision making skills in a high-growth, virtual company, with extensive immediate feedback, and class discussion of business cause and effect.

**Prerequisites:** MKT 350.

**Offered:** Occasionally.

**BUS 494 | Internship in Business | 1-3 cr**

Provides actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector. Credit/no-credit grading basis.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair.

**Offered:** Fall, Spring, Summer.

**BUS 495 | Capstone in Strategic Management | 3 cr**

Focuses on strategic management as a critical function and responsibility of general managers. Encompasses all functional areas of an organization including marketing, finance, accounting, human resources, and management information systems. Develops critical skills in analyzing organizations, their competitive environments, and strategic alternatives.

**Prerequisites:** Senior standing; FIN 330, MGT 349, MKT 350; business major/minor.

**Offered:** Fall, Spring, Summer.

**BUS 499 | Independent Study in Business | 1-3 cr**

Provides an opportunity to conduct research projects in an appropriate area of business. May be repeated for a maximum of six credits.

**Prerequisites:** As identified in guidelines and policies in the Business Department; consent instructor, department chair.

**Offered:** Fall, Spring, Summer.

## Courses in Finance

**FIN 134 | Personal Financial Planning | 3 cr**

Prepares students to make their own financial decisions. Includes determining individual financial goals, cash management, investments, home mortgages, credit, taxation, and employee benefits such as health insurance and tax advantaged 401(k) and Roth 401(k) retirement plans. Does not count toward elective requirements for finance or general business concentrations.

**Prerequisites:** None.

**Offered:** Occasionally.

**Meets:** Social & Behavioral Science: BUS

**FIN 222 | Discrimination in Banking | 3 cr**

Explores mortgage lending discrimination by banks and lenders and how this contributes to ethnic disparities in home ownership.

**Prerequisites:** None.

**Offered:** Yearly.

**Meets:** Ethnic Diversity

**FIN 290 | Special Topics in Finance | 1-3 cr**

Selected topics in finance. Subject varies; see current course schedule.

**Prerequisites:** None.

**Offered:** Occasionally.

**FIN 330 | Managerial Finance | 3 cr**

Introduces concepts and practices of managerial finance, time value of money, bond and stock valuation, financial statements, capital budgeting and cost of capital.

**Prerequisites:** ACCT 201, ECON 121; QM 210 or MATH 309; completion of a minimum of 54 credits; business major/minor.

**Offered:** Fall, Spring.

**FIN 335 | Investments | 3 cr**

Introduces securities markets and various investment instruments. Includes the organization and operation of global security markets, risk and return analysis, asset allocation, and efficient markets.

**Prerequisites:** FIN 330, QM 310.

**Offered:** Fall.

**FIN 336 | Management of Financial Institutions | 3 cr**

Examines the structure and operation of financial institutions including commercial banks, thrifts, credit unions, insurance companies, security firms and investment banks, finance companies, mutual funds, and pension funds. Covers the techniques used to analyze and manage risks of financial institutions.

**Prerequisites:** QM 310, FIN 330 or concurrent registration.

**Offered:** Spring.

**FIN 431 | Advanced Managerial Finance | 3 cr**

In-depth analysis of topics in managerial finance, lease financing, capital structure and valuation, dividend policy, business expansion and contraction, and international finance.

**Prerequisites:** FIN 330, QM 310.

**Offered:** Fall.

**FIN 435 | Security Analysis and Portfolio Management | 3 cr**

Emphasizes developing skills for appraising the value of equities and fixed-income securities; includes a comprehensive financial markets trading simulation providing experience in the theory and practice of securities trading and portfolio management.

**Prerequisites:** FIN 335; business major/minor.

**Offered:** Spring.

**FIN 437 | International Financial Management | 3 cr**

Investigates the role of financial management in a multinational corporation context. Introduces concepts of foreign exchange rates, foreign exchange risk, hedging, and long term aspects of multinational financial management.

**Prerequisites:** FIN 330; business major/minor.

**Offered:** Spring.

**FIN 490 | Special Topics in Finance | 1-3 cr**

Selected topics in finance. Subject varies; see current course schedule. Junior standing, business major or minor.

**Prerequisites:** Varies with topic.

**Offered:** Occasionally.

**FIN 494 | Internship | 1-3 cr**

Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.

**Offered:** Fall, Spring, Summer.

**FIN 499 | Independent Study | 1-3 cr**

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of finance under the supervision of a faculty member. Maximum of six credits.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.

**Offered:** Fall, Spring, Summer.

## Courses in Human Resource Management

**HRM 343 | Human Resource Management | 3 cr**

Covers the major functions of a human resource management system: acquiring, developing, rewarding, and maintaining employees; emphasizes effective, ethical, and legal HR practices. Community-based learning designation.

**Prerequisites:** Completion of a minimum of 54 credits.

**Offered:** Fall, Spring.

**Meets:** Community Based Learning

**HRM 441 | Strategic Staffing | 3 cr**

Examines the process of recruiting, selecting, and retaining an organization's labor force. Focuses on the context of the staffing environment (e.g., laws and regulations), effective strategies for workforce staffing, and tools for efficiency (e.g., statistical measurements and HR applications). Community-based learning designation.

**Prerequisites:** HRM 343; knowledge of statistics and organizational behavior recommended.

**Offered:** Spring.

**Meets:** Community Based Learning

**HRM 442 | Training and Performance Management | 3 cr**

Examines managing employees to maximize job performance, including employee training and development as well as performance management. Applies a systems approach to design, implementation, and evaluation of the processes. SEG or CBL project component expected. Community-based learning designation.

**Prerequisites:** HRM 343, MGT 349.

**Offered:** Fall.

**Meets:** Community Based Learning

**HRM 444 | Compensation and Benefits | 3 cr**

Examines administration of direct and indirect compensation systems including policies, procedures, and legislation relating to individual, group, and organizational base pay and incentives. Addresses design, financing, and administration of benefit plans. Community-based learning designation.

**Prerequisites:** HRM 343.

**Offered:** Fall.

**Meets:** Community Based Learning

**HRM 445 | Diversity and Inclusion in Organizations | 3 cr**

Explores the application and implication of diversity to management activities. Includes issues related to discrimination, affirmative action, career development, socialization, and social change policies. Highlights historical, psychological, sociological, legal, and managerial viewpoints.

**Prerequisites:** HRM 343.

**Offered:** Spring.

**HRM 490 | Special Topics in Human Resource Management | 1-3 cr**

Selected topics in human resource management. Subject varies; see current course schedule.

**Prerequisites:** Dependent on subject matter; junior standing, business major or minor.

**Offered:** Occasionally.

**HRM 494 | Internship | 1-3 cr**

Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.

**Offered:** Fall, Spring, Summer.

**HRM 499 | Independent Study | 1-3 cr**

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of human resource management under the supervision of a faculty member. Six hours credit maximum.

**Prerequisites:** Consent of instructor and department chair.

**Offered:** Fall, Spring, Summer.

## Courses in Management

### **MGT 349 | Organizational Behavior | 3 cr**

Introduces individual and group behavior in organizations and to organizational theory. Includes motivation, communication, stress, leadership decision-making, organizational processes and structures, and interactions between organizations and external environments.

**Prerequisites:** Completion of a minimum of 54 credits.

**Offered:** Fall, Spring.

### **MGT 446 | Global Management | 3 cr**

Explores global challenges and potential solutions for businesses and other organizations with international operations such as cross-cultural approaches and strategies to effectively manage workers in different countries and regions of the world. Includes in-depth study of global management skills, the impact of advancing technology, complex workplace changes, economic transformations, different cultural contexts, the world economy, and global marketplace.

**Prerequisites:** Completion of a minimum of 54 credits.

**Offered:** Fall.

### **MGT 490 | Special Topics in Management | 1-3 cr**

Selected topics in management. Subject varies; see current course schedule.

**Prerequisites:** Dependent on subject.

**Offered:** Occasionally.

### **MGT 494 | Internship | 1-3 cr**

Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.

**Offered:** Fall, Spring, Summer.

### **MGT 499 | Independent Study | 1-3 cr**

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of management under the supervision of a faculty member. Six hours credit maximum.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.

**Offered:** Fall, Spring, Summer.

## Courses in Management Information Systems

### **MIS 215 | Data Visualization and Analytics | 3 cr**

Explores data visualization and analytics using data sets from applications ranging from social sciences and business to natural sciences and healthcare. Introduces multiple tools for data visualization and analytics.

**Prerequisites:** Sophomore standing.

**Offered:** Spring.

### **MIS 220 | Information Technology Foundations | 3 cr**

Covers foundations in computer software, hardware, business applications, projects, and careers. Introduces project management and web page development including markup languages and style sheets.

**Prerequisites:** MATH 104 or MATH 111.

**Offered:** Occasionally.

### **MIS 221 | Business Programming I | 3 cr**

Provides conceptual and practice-oriented approaches to defining a business problem, designing and testing solution logic, implementing and coding the logic through sound structured programming techniques. Uses the Python programming language to develop programs that are robust and easy to maintain.

**Prerequisites:** MATH 104 or MATH 111.

**Offered:** Spring.

**Meets:** Natural Science:MIS

### **MIS 290 | Special Topics in Management Information Systems | 3 cr**

Selected topics in management information systems. Subject matter varies.

**Prerequisites:** Dependent on subject matter.

**Offered:** Occasionally.

### **MIS 320 | Management Information Systems | 3 cr**

Examines the computer as a problem-solving tool, as part of data processing systems, MIS and decision support systems; information systems planning and development; explores database management, networking and web technologies; project management.

**Prerequisites:** ACCT 201; completion of a minimum of 54 credits; business major/minor.

**Offered:** Fall, Spring.

### **MIS 322 | Business Programming II | 3 cr**

Introduces object-oriented programming; covers the basics of creating classes, encapsulation, constructors, error handling, polymorphism, and inheritance; writing programs using classes and relational databases.

This course may be offered online.

**Prerequisites:** MIS 221.

**Offered:** Fall.

### **MIS 327 | Cloud Computing in Business | 3 cr**

Introduces fundamental principles of computer networks, hardware, facilities, and related equipment/processes used to support IT services. Covers multiple cloud computing technology platforms for business applications.

**Prerequisites:** MATH 104 or MATH 111; completion of a minimum of 60 credits; business major/minor.

**Offered:** Fall.

### **MIS 328 | Database Management Systems | 3 cr**

Investigates data modeling techniques including object-oriented modeling, database systems concepts, and use of structured query language for information processing, client/server architecture, distributed databases. Includes hands-on exercises with different database platforms.

**Prerequisites:** MIS 221; completion of a minimum of 60 credits, business major/minor.

**Offered:** Fall.

### **MIS 422 | Internet Programming | 3 cr**

Explores web-based application development using Active Server Pages and web services, database connectivity, graphical user interfaces, event-driven software, and the development of server-side programs. Not open to students with credit in CIS 626. Multi-career cross-listing: CIS 626.

**Prerequisites:** MIS 320, 322.

**Offered:** Occasionally.

**MIS 424 | Advanced Business Data Communications | 3 cr**

Explores fundamentals of transmission protocols and network services; setting up and configuring network protocols, routing, security, and networking services such as name resolution and dynamic addressing. Multi-career cross-listing: CIS 624.

**Prerequisites:** MIS 327; business major/minor.

**Offered:** Occasionally.

**MIS 425 | Systems Analysis and Design | 3 cr**

Examines agile methodologies, system development using the life cycle, rapid application development, prototyping, software acquisition, structured and object-oriented techniques and project management. Requires use of current software packages for analysis and design. Community-based learning designation. Multi-career cross-listing: CIS 625.

**Prerequisites:** MIS 328; PMGT 341 or concurrent registration; business major/minor.

**Offered:** Spring.

**Meets:** Community Based Learning

**MIS 428 | IS Planning and Project Management | 3 cr**

Examines information systems (IS), IS projects and information technology (IT) from the perspective of IT management and upper management. Exposes students to common IS used in organizations.

**Prerequisites:** MIS 425 or concurrent registration; completion of minimum 54 credits; business major/minor.

**Offered:** Occasionally.

**MIS 431 | Advanced Data Analytics | 3 cr**

Covers advanced data analytics programming techniques such as knn, neural networks, decision trees, and random forests using programming techniques in R and Python.

**Prerequisites:** MIS 215, MIS 221, QM 310.

**Offered:** Spring.

**MIS 490 | Special Topics in Management Information Systems | 1-3 cr**

Selected topics in management information systems. Subject varies; see current course schedule.

**Prerequisites:** Dependent on subject matter.

**Offered:** Occasionally.

**MIS 494 | Internship | 1-3 cr**

Designed to provide actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization in either the public or private sector under the supervision of a faculty member. Credit/no-credit grading basis.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.

**Offered:** Fall, Spring, Summer.

**MIS 499 | Independent Study | 1-3 cr**

Designed to provide qualified students with an opportunity to conduct research projects in an appropriate area of management information systems under the supervision of a faculty member. Six hours credit maximum.

**Prerequisites:** As provided in guidelines and policies available in Business Department; consent of instructor; department chair approval.

**Offered:** Fall, Spring, Summer.

## Courses in Marketing and Selling

**MKT 350 | Marketing Principles | 3 cr**

Introduces the general marketing process, which is involved in the distribution and exchange of goods and services. Surveys product, pricing, promotion, distribution, and buyer behavior variables within the context of market planning.

**Prerequisites:** ECON 120; completion of a minimum of 54 credits, business major/minor.

**Offered:** Fall, Spring.

**MKT 353 | Internet Marketing | 3 cr**

Emphasizes an understanding of digital marketing, social media, internet marketing, consumer behavior, web analytics, search engine optimization, and advertising and creativity strategy.

**Prerequisites:** MKT 350.

**Offered:** Occasionally.

**MKT 354 | Marketing Research | 3 cr**

Examines scientific procedures applicable to marketing research, including methodological considerations of defining information needs, determining research design, collecting/analyzing data, and preparing reports. Community-based learning designation.

**Prerequisites:** MKT 350, QM 310; business major/minor.

**Offered:** Fall.

**Meets:** Community Based Learning

**MKT 355 | Buyer Behavior | 3 cr**

Examines theoretical and applied research and concepts in the buying decision processes in households, businesses, nonprofit and government organizations as these relate to development, implementation, and assessments of marketing strategies. Covers contributions from social and behavioral sciences as well as marketing.

**Prerequisites:** MKT 350; business major/minor.

**Offered:** Spring.

**MKT 356 | Global Marketing | 3 cr**

Examines managing the marketing function in the global context, including increasingly competitive international market dynamics and environmental factors.

**Prerequisites:** MKT 350.

**Offered:** Occasionally.

**MKT 357 | Multicultural Marketing | 3 cr**

Examines recent research and best practices in marketing to various ethnic and sexual orientation groups, examining both the largest "traditional" ethnic segments (Asian-American, African-American, and Hispanic-American) as well as the LGBTQ market and "multi-cultural market" in general to prepare students for marketing challenges in an increasingly dynamic market with rapidly changing tastes.

**Prerequisites:** MKT 350.

**Offered:** Occasionally.

**Meets:** Ethnic Diversity

**MKT 358 | Promotions Management | 3 cr**

Analyzes management of the firm's promotional mix, including techniques and strategies in the use of advertising, personal selling, sales promotion, and public relations. Community-based learning designation.

**Prerequisites:** MKT 350; completion of a minimum of 54 credits, business major/minor.

**Offered:** Spring.

**Meets:** Community Based Learning



**MKT 450 | Social Media Marketing | 3 cr**

Examines the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Covers relevant digital marketing aspects more broadly, including emerging electronic commerce and mobile marketing topics.

**Prerequisites:** MKT 350.

**Offered:** Spring.

**MKT 452 | Product Management | 3 cr**

Explores a systematic approach to product planning, product development, and product management over time; examines appropriate strategies for product review and monitoring via case analysis.

**Prerequisites:** MKT 350.

**Offered:** Occasionally.

**MKT 453 | Advanced Digital and Social Media Marketing | 3 cr**

Develops advanced skills related to social media optimization, email marketing, content marketing, data and website analytics, paid ad optimization strategies, online reputation management, and digital marketing automation.

**Prerequisites:** MKT 350.

**Offered:** Fall.

**MKT 455 | Marketing Management | 3 cr**

Examines marketing strategies and the strategic planning process in practical business situations.

**Prerequisites:** MKT 350, 354, and 355.

**Offered:** Fall.

**MKT 458 | Personal Selling | 3 cr**

Examines personal selling as a major function within the marketing and promotional mix of a firm.

**Prerequisites:** MKT 350; completion of a minimum of 54 credits, business major/minor.

**Offered:** Fall.

**MKT 467 | Selling of Financial Services | 3 cr**

Focuses on how financial institutions design and market their services and products through the personal selling function.

**Prerequisites:** MKT 458.

**Offered:** Spring.

**MKT 469 | Advanced Personal Selling | 3 cr**

Examines concepts of strategic account management, customer relationship management, consultative selling, and customer problem diagnosis in a variety of situations.

**Prerequisites:** MKT 458.

**Offered:** Spring.

**MKT 490 | Special Topics in Marketing | 1-3 cr**

Selected topics in marketing. Subject varies; see current course schedule. Prerequisite: Dependent on subject matter.

**Offered:** Occasionally.

**MKT 494 | Internship | 1-3 cr**

Encourages students to apply theories learned in Marketing courses to on-the-job learning solutions. Student will work with an employer organization under a direct supervisor with faculty oversight. Grade is based on reported satisfaction of direct supervisor with work deliverables. Credit/no-credit grading basis.

**Prerequisites:** MKT 350, MKT 354 and MKT 355; and consent of instructor and department chair approval.

**Offered:** Occasionally.

**MKT 499 | Independent Study | 1-3 cr**

Designed to provide qualified students with an opportunity to conduct a research project in an appropriate area of marketing under the supervision of a faculty member.

**Prerequisites:** MKT 350, MKT 354 and MKT 355; and consent of instructor and department chair approval.

**Offered:** Occasionally.

## Courses in Project Management

**PMGT 314X | PMP Exam Preparation | 1 cr**

Discusses tips and best practices for preparing for the PMI certification exam.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 315X | A System for Value Delivery | 1 cr**

Explores a system of value delivery and how projects operate within a system to produce value for organizations and their stakeholders. Covers recognizing value delivery components and how they work together to deliver organizational value that is aligned with the organization's strategy.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 316X | Principles of Project Management | 1 cr**

Explores project management principles as foundational guidelines for strategy, decision making, and problem solving in the context of the organization, project, deliverables, project team, stakeholders, and other factors.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 317X | Stakeholder and Team Project Performance Domains | 1 cr**

Explores the concept of project domains and team performance.

Examines team dynamics and essential personal skills necessary to achieve project outcomes.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 318X | Development Approach and Life Cycle Project Performance Domain | 1 cr**

Explores activities and functions associated with the development approach, cadence, and life cycle phases of the project.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 319X | Planning Performance Domain | 1 cr**

Explores activities and functions associated with the initial, ongoing, and evolving organization and coordination necessary to deliver project deliverables and outcomes.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 320X | Project Performance Domains | 1 cr**

Explores activities and functions associated with establishing project processes, managing physical resources, fostering a learning environment, and delivering the scope and quality of the project.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 321X | Measurement and Uncertainty Project Performance Domains | 1 cr**

Explores assessment of a project's performance and how to manage uncertainty and risk.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 322X | Tailoring | 1 cr**

Explores how projects are deliberately adapted throughout the lifecycle in order to make them more suitable for the given environment and work.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 323X | Models, Methods and Artifacts | 1 cr**

Explores how leadership, communication, motivation, change, complexity, and team development affect models, methods, and artifacts used in project management.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 324X | Agile Framework | 3 cr**

Explores tools and situational guidelines for the various agile approaches available to project managers. Examines how new project managers understand and adapt the agile approach.

**Prerequisites:** Admission to the Flexible Option Program and consent of program representative.

**Offered:** Yearly.

**PMGT 341 | Basics of Project Management | 3 cr**

Covers Project Management Body of Knowledge (PMBok) specified by Project Management Institute (PMI) in detail. Includes life cycle, processes, integration, scope, time, cost, human resources, communication, risk and procurement.

**Prerequisites:** QM 210; completion of a minimum of 54 credits.

**Offered:** Fall.

**PMGT 342 | Essential Personal Skills For Project Management | 3 cr**

Provides a background in personal skills essential for effective project management, including general intelligence; emotional intelligence; groups and teams; project leadership; stress; ethics; and communication.

**Prerequisites:** None.

**Offered:** Fall, Summer.

**PMGT 441 | Advanced Project Management Tools and Techniques | 3 cr**

Covers advanced tools and techniques of project management, including Microsoft Project, and Microsoft Excel, Work Breakdown Structure (WBS), budgeting a project, scheduling a project using PERT/CPM, allocating scarce resources, critical chain and critical path, resource leveling, monitoring the project costs, evaluating and terminating a project. Multi-career cross-listing: CIS 641.

**Prerequisites:** PMGT 341.

**Offered:** Spring.

**PMGT 442 | Project Management Simulation | 3 cr**

Includes project scheduling, risk analysis, earned value, and teamwork.

Applies project management skills to a simulated or live project, develop project justification and plan, and execute the plan and track performance. Multi-career cross-listing: CIS 642.

**Prerequisites:** PMGT 341, PMGT 342.

**Offered:** Spring.

## Courses in Quantitative Methods

**QM 110 | Applied Quantitative Analysis in Business | 3 cr**

Surveys applied business concepts that include statistics, mathematics, operations management, accounting, finance, marketing, and project management. Emphasizes using data and spreadsheets as a means for modeling business concepts.

**Prerequisites:** MATH 104 or 111.

**Offered:** Fall, Spring, Summer.

**QM 210 | Business Statistics I | 3 cr**

Introduces descriptive statistical analysis; probability and expectation; discrete and continuous probability models; sampling distributions; hypothesis testing and estimation. Emphasizes conceptual understanding of statistical analysis and its application to and interpretation for business problems.

**Prerequisites:** MATH 112 or QM 110.

**Offered:** Fall, Spring, Summer.

**QM 310 | Business Statistics II | 3 cr**

Explains advanced inferential techniques including analysis of variance; simple and multiple linear correlation and regression techniques; Bayesian decision analysis; time-series analysis; non-parametric techniques; use of computer analysis for applied business problems.

**Prerequisites:** QM 210; completion of a minimum of 54 credits, business major/minor.

**Offered:** Fall, Spring, Summer.

**QM 319 | Operations Management | 3 cr**

Examines the role of the operations function in an organization; strategy and competitiveness, supply chain management, forecasting and inventory control. total quality management, statistical quality control, lean manufacturing, scheduling, project management, and application of these principles in manufacturing and service organizations. Community-based learning designation.

**Prerequisites:** QM 210; completion of a minimum of 54 credits, business major/minor.

**Offered:** Fall, Spring, Summer.

**Meets:** Community Based Learning

**QM 490 | Special Topics in Statistics and Quantitative Methods | 1-3 cr**

Selected topics in statistics and quantitative methods. Subject varies; See Current Course Schedule.

**Prerequisites:** Dependent on subject matter; Junior standing, business major/minor.

**Offered:** Occasionally.