

BUSINESS ADMINISTRATION *College of Business and Public Administration*

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BAB	BAE	Minors	MBA

Faculty:

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UNDERGRADUATE PROGRAMS

The College of Business and Public Administration at Eastern offers excellent business programs taught by highly qualified faculty who take a personal interest in each student's progress. The College is known for these strengths:

- Business Administration degrees accredited by AACSB-International
- classes which allow participation and personal attention
- teaching by PhDs at every course level
- excellent computer systems and labs available to students
- many opportunities to engage in practical research with professors
- day and evening classes
- internship opportunities

A solid theoretical foundation balanced with practical application is critical to being successful in business. Eastern Washington University's business programs provide that balance, with emphasis on analysis, critical thinking and intellectual inquiry. An understanding of the economic, social, ethical and legal business environment—along with principles of accounting, finance, management, marketing, production and quantitative analysis, all taught from a global perspective—is part of all Eastern's business programs.

Preparation Information for Business: The College of Business and Public Administration recognizes the importance of certain basic skills for a career in business. Students planning to enter a degree program in Business Administration are encouraged to prepare through courses in written and oral communications, mathematics and computer fundamentals. These skills will be further developed through coursework in the Business Administration curriculum. All Business Administration students are encouraged to enroll in BUED 302 Business Communication to supplement their communication skills.

Transferring Business Courses from Other Institutions: Eastern Washington University has articulated agreements with all community colleges in the state of Washington and with certain community colleges in Idaho and Montana regarding the transferability of courses into four-year degree programs. Students planning on transferring from these schools are encouraged to consult with their community college counselor and with the Academic Advisors for Undergraduate Business Programs at EWU regarding transferability of courses in Business Administration.

Coursework of students transferring from other institutions of higher education is evaluated on a course-by-course basis to determine equivalence to EWU Business Administration courses. Students seeking a degree in Business Administration must complete a minimum of 50 percent of business credit hours required for the degree in residence at EWU. Additionally, students must complete a minimum of 50 percent of the required courses in the major at EWU. Students seeking a minor in Business Administration, Decision Science, International Business or Management Information Systems must complete a minimum of 12 credits in the minor at EWU.

It is the policy of the College of Business and Public Administration that students, once admitted to and pursuing a course of study at EWU in Business Administration, will take their required courses at EWU. A student wishing to take a course at another institution with the intention to transfer that course into his/her degree program at EWU must receive approval from either the Business Undergraduate Program Advisors (lower division courses) or the appropriate department chair (upper division courses).

Course Enrollment Policies: Undergraduate Business Administration courses are offered under the following prefixes:

Business Administration			
ACCT	Accounting	MGMT	Management
BUED	Business Education	MISC	Management Information Systems
DSCI	Decision Science	MKTG	Marketing
FINC	Finance	OPSM	Operations Management
HUMR	Human Resource Management	IBUS	International Business
Education			
BUED	Business Education	CTED	Career and Technical Education

Business Administration courses numbered 300 and above (with the exception of DCSI 346, MGMT 326, MISC 311 and MKTG 310) are intended for students who either:

1. are formally admitted to the BAB program **or**
2. have post-baccalaureate standing **or**
3. have formally declared majors in another degree program and are taking the course for one of the following reasons:
 - a. required for their major;
 - b. required for their minor;
 - c. fulfills a **GECR**, or International Studies requirement.

Students are also expected to satisfy course prerequisites as listed in this catalog. Students who do not meet one of the above criteria, or who have not satisfied course prerequisites, will be dropped from the course.

Required courses in the following programs of study may have prerequisites. Reference the course description section for clarification.

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION (BAB)

Admission Requirements for the College of Business and Public Administration Bachelor of Arts in Business Administration: The College of Business and Public Administration has specific requirements for formal admission into the Bachelor of Arts in Business Administration (BAB) degree program. These requirements must be met before continuation into upper division business courses. Contact the Academic Advisors for Undergraduate Business Programs for current requirements.

Grade Requirements for Graduation:

Students seeking a BAB degree must achieve:

1. a minimum grade of 2.0 in each course required for the major;
2. formal admission to the BAB program;
3. a minimum **GPA** of 2.5 for all upper division Business Administration core courses as well as required and elective courses taken to fulfill requirements for the major area.

Students seeking a minor in Business Administration, Decision Science, International Business or Management Information Systems must achieve a minimum grade of 2.0 in each course that fulfills a requirement for the minor.

Course Repeat Policy

The Undergraduate Business Program's course repeat policy limits students to three graded attempts for each requirement for their business major or minor, including all requirements listed on the business administration core and business classes required for the major or minor. If a requirement for the major or minor is not successfully completed with a minimum grade of 2.0 **on** the third graded attempt, the student will be dropped from the program.

For fulfillment of each course requirement, the business program will consider the first three times a student completes the course; further attempts of the course will not be accepted. In accordance with EWU's repeat policy, only the most recent of the (first) three completions will be accepted. Completion is defined as receiving a final grade in the course.

A student who has been denied admission to the business program or who has been dropped from the program based on application of this policy may seek admission into the program or continuation through petition to the Dean of the College of Business and Public Administration.

The policy applies to all business program core, major and minor requirements and includes graded attempts of these requirements at colleges and universities other than EWU. For the specific requirements, refer to the General Undergraduate Catalog or the Business Advising website.

It is anticipated that enforcement of the policy will not be handled automatically by the student information system but will require review of transcripts at the time of admission to the business program and/or review of transcript/graduation forms just prior to graduation. Information as to the policy and the student's obligation to understand and follow it will be included on program advising information and admission forms and in EWU catalog information.

When a student declares business administration as a degree program, the student will be informed of this policy by the business advisor. If a student applying for formal admission to the business program has completed a business program requirement a third time with a grade lower than a 2.0, the student will be informed by the business advisor that the student is not admissible and that further attempts of the course will not be considered. If a student has been formally admitted to the business program and then completes a business program requirement a third time with a grade lower than 2.0, the student will be dropped from the program and informed by the business advisor that further attempts of the course will not be considered. (Go to www.ewu.edu/businessadvising for details.)

Major Field Test (MFT) Requirement

Students are required to take the MFT as a business program graduation requirement as a graduation requirement during the last quarter of attendance in the undergraduate program. (Go to [HTTP://WWW.EWU.EDU/CBPA/MFT-ASSESSMENT](http://www.ewu.edu/cbpa/mft-assessment) for details.)

Program Location

The Bachelor of Arts in Business Administration (BAB) is offered at three locations: at Eastern's main campus in Cheney, EWU Spokane at the Riverpoint Campus and in Bellevue at Bellevue Community College. All Business Administration core courses are available at all locations.

The following majors are available

on the Cheney campus:	in Spokane:	in Bellevue:
Accounting, Professional Economics Finance Management Management Information Systems Marketing	Accounting, Professional Economics Finance Management Management Information Systems Marketing	Management

Support services, including registration and advising from both the Undergraduate Program Advisor for Business and from faculty members, is available at three locations.

Degree Requirements for Bachelor of Arts in Business Administration: all students seeking a degree in Business Administration must complete the Business Administration Core plus courses for at least one major.

Note: Students must complete a minimum of 90 credit hours of non-business courses. Up to 13.5 credits of economics and nine credits of business statistics may be included in the 90 credits of "non-business" courses.

ECONOMICS MAJOR (99 CREDITS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- be able to use supply and demand modeling to predict and/or explain some economic event;
- demonstrate their ability to use quantitative skills to analyze economic data;
- demonstrate understanding of the use of fiscal and monetary policies in addressing contemporary macroeconomic issues;
- understand and apply the Cost/Benefit Principle to a current socio-economic issue.

The Economics major is for students who want a degree in Business Administration, with additional study in the field of economics. Many students complete majors in both Economics and Finance, which expands their opportunities for employment in financial institutions and in the securities industry. The Economics major permits the student to take courses beyond the Business Administration Core in such areas as Intermediate Microeconomic Theory, Intermediate Macroeconomic Theory, Money and Banking, Labor Economics, History of Economic Thought, etc.

Courses taken for the Economics Major beyond the required Business Administration Core are not counted double toward the Marketing Major, the Finance Major, the Human Resource Management Option, the Operations Management Option or the General Business Option.

Required Business Administration Core (69 credits)

Lower Division Courses

- ACCT 251 Principles of Financial Accounting (5)
- ACCT 252 Principles of Managerial Accounting (4)
- ACCT 261 Business Law (4)
- DSCI 245 Data Analysis for Business (4)
- ECON 200 Introduction to Microeconomics (5)
- ECON 201 Introduction to Macroeconomics (5)
- ENGL 201 College Composition: Analysis, Research and Documentation (5)
- MATH 115 Mathematical Reasoning (5) or its equivalent.
- MATH 200 Finite Mathematics (5) is recommended to meet this requirement.

Upper Division Courses

- DSCI 346 Advanced Data Analysis for Business (4)
- FINC 335 Financial Management (4)
- MGMT 326 Organization Theory and Behavior (4)
- MGMT 423 Business and Society (4)
- MGMT 490 Department Senior Capstone: Administrative Policies or Small Business Administration and Policies (4)
- MISC 311 Information Technology in Business (4)
- MKTG 310 Principles of Marketing (4)
- OPSM 330 Operations Management (4)

Students are required to take the MFT as a business program requirement during the quarter the student takes the senior capstone for business.

Note: ECON 200 and 201 are considered supporting courses and may be used to fulfill GEGRs as well as requirements for the Business Administration degree. However, these courses are not counted twice toward the total of 180 credits for graduation.

Required Courses (10 credits)

- ECON 404 Intermediate Microeconomic Theory (5)
- ECON 405 Intermediate Macroeconomic Theory (5)

Electives (20 credits)

Select approved, related electives in consultation with your faculty advisor.

Required business administration core	69 credits
Required program credits	10 credits
Elective credits	20 credits
Total credits for above major	99 credits

FINANCE MAJOR (95-96 CREDITS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- understand and be able to apply the time value of money;
- be able to conduct long-term financial analysis in real-world domestic and international applications;
- be able to integrate the cost of capital (derived from risk, capital structure and market factors) into financial analyses;
- be able to conduct short-term financial analysis including cash-flow projections;
- understand how modern securities including derivatives can be used to achieve investment and risk-management objectives.

The Finance major is for those students with career objectives in the financial management of business firms, banking and other financial institutions, insurance and the securities industries. The course of study analyzes the investment needs, financial requirements and financial performance of business firms. It also is concerned with the role played by financial institutions and security markets in meeting the vital financial needs of business firms, investors and consumers.

Courses taken for the Finance Major beyond the required Business Administration Core are not counted double toward the Marketing Major, the (Business) Economics Major, the Human Resource Management Option, the Operations Management Option or the General Business Option.

Required Business Administration Core (69 credits)

Lower Division Courses

- ACCT 251 Principles of Financial Accounting (5)
- ACCT 252 Principles of Managerial Accounting (4)
- ACCT 261 Business Law (4)
- DSCI 245 Data Analysis for Business (4)
- ECON 200 Introduction to Microeconomics (5)
- ECON 201 Introduction to Macroeconomics (5)
- ENGL 201 College Composition: Analysis, Research and Documentation (5)
- MATH 115 Mathematical Reasoning (5) or its equivalent.
- MATH 200 Finite Mathematics (5) is recommended to meet this requirement.

Upper Division Courses

- DSCI 346 Advanced Data Analysis for Business (4)
- FINC 335 Financial Management (4)
- MGMT 326 Organization Theory and Behavior (4)
- MGMT 423 Business and Society (4)
- MGMT 490 Department Senior Capstone: Administrative Policies or Small Business Administration and Policies (4)
- MISC 311 Information Technology in Business (4)

MKTG 310 Principles of Marketing (4)
 OPSM 330 Operations Management (4)

Students are required to take the MFT as a business program requirement during the quarter the student takes the senior capstone for business.

Note: ECON 200 and 201 are considered supporting courses and may be used to fulfill GEGRs as well as requirements for the Business Administration degree. However, these courses are not counted twice toward the total of 180 credits for graduation.

Required Courses (22 credits)

ECON 404 Intermediate Microeconomic Theory (5)
 ECON 444 Money and Banking (5)
 FINC 431 Investments (4)
 FINC 434 Financial Derivatives (4)
 FINC 435 Capital Budgeting and Long-Term Financing (4)

Electives (4-5 credits)

Select approved, related electives in consultation with your faculty advisor.

Required business administration core	69 credits
Required program credits	22 credits
Elective credits	4-5 credits
Minimum total credits for above major	95 credits

MANAGEMENT MAJOR

Students interested in learning about management should consider the Management major. Within this major students can follow three options: General Business Option, Human Resource Management Option and Operations Management Option.

Required Business Administration Core (69 credits)

Lower Division Courses

ACCT 251 Principles of Financial Accounting (5)
 ACCT 252 Principles of Managerial Accounting (4)
 ACCT 261 Business Law (4)
 DSCI 245 Data Analysis for Business (4)
 ECON 200 Introduction to Microeconomics (5)
 ECON 201 Introduction to Macroeconomics (5)
 ENGL 201 College Composition: Analysis, Research and Documentation (5)
 MATH 115 Mathematical Reasoning (5) **or** its equivalent.
 MATH 200 Finite Mathematics (5) is recommended to meet this requirement.

Upper Division Courses

DSCI 346 Advanced Data Analysis for Business (4)
 FINC 335 Financial Management (4)
 MGMT 326 Organization Theory and Behavior (4)
 MGMT 423 Business and Society (4)
 MGMT 490 Department Senior Capstone: Administrative Policies **or** Small Business Administration and Policies (4)
 MISC 311 Information Technology in Business (4)
 MKTG 310 Principles of Marketing (4)
 OPSM 330 Operations Management (4)

Students are required to take the MFT as a business program requirement during the quarter the student takes the senior capstone for business.

Note: ECON 200 and 201 are considered supporting courses and may be used to fulfill GEGRs as well as requirements for the Business Administration degree. However, these courses are not counted twice toward the total of 180 credits for graduation.

GENERAL BUSINESS OPTION (93 CREDITS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- know the vocabulary of the business disciplines;
- know the purpose and responsibilities of each business function: accounting, finance, human resource management, operations and marketing;
- explain key business concepts in each of the business functions, such as the 4 P's of marketing, motivation theories, time-value of money and financial statements;
- gather, prepare and analyze information necessary to make rational business decisions;
- demonstrate judgment, communication skill and quantitative techniques necessary to solve typical business problems.

Students interested in learning the basic theory and principles of business that are crucial to effective organizational performance and communication across business disciplines should consider the General Business Option. The student has the opportunity to study management as applied to specific areas, including marketing, finance, operations management and management information systems.

Courses taken for the General Business Option beyond the required Business Administration Core are not counted double toward the Finance Major, the Marketing Major, the (Business) Economics Major, the Operations Management Option or the Human Resource Option.

Required Courses (8-9 credits)

BUED 302 Business Communications (4)
or ENGL 205 Introduction to Technical Communication (5)
or CMST 351 Communicative Reasoning (5)
 HUMR 328 Human Resource Management (4)

Electives (16 credits)

Select approved, related electives in consultation with your faculty advisor.

Required business administration core	69 credits
Required program credits	8-9 credits
Elective credits	16 credits
Minimum total credits for above option	93 credits

HUMAN RESOURCE MANAGEMENT OPTION (93-95 CREDITS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- be able to understand and deal with the influence of the major environmental factors that affect HRM activities;
- possess the knowledge and skills needed to effectively manage the staffing function;
- possess the knowledge and skills needed to effectively manage the compensation function;
- possess the knowledge and skills needed to conduct effective training and development activities;
- possess the knowledge and skills needed to effectively manage labor relations and employee safety and health.

The Human Resource Management option focuses on tools, techniques and methods used to maximize satisfaction for both the employer and employee. This option applies human resource management and general management theories to the actual management of the human resources of the organization. Topics covered include equal opportunities, safety and health, compensation, training and development, performance appraisal, motivation and job satisfaction and retirement.

Courses taken for the Human Resource Management Option beyond the required Business Administration Core are not counted double toward the Finance Major, the Marketing Major, the (Business) Economics Major, the Operations Management Option or the General Business Option.

Required Courses (16 credits)

HUMR 328 Human Resource Management (4)
 HUMR 427 Compensation Administration (4)
 HUMR 429 Personnel Problems (4)
 IBUS/MGMT 471 Multinational People Management (4)

Electives (8-10 credits)

Select approved, related electives in consultation with your faculty advisor.

Required business administration core	69 credits
Required program credits	16 credits
Elective credits	8-10 credits
Minimum total credits for above option	93 credits

OPERATIONS MANAGEMENT OPTION (93-95 CREDITS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- know the vocabulary of the operations management discipline;
- explain key operations management concepts such as operations strategy, planning, scheduling, processes and their relationships;
- apply operations management concepts to solve operations management problems such as related to planning, scheduling, the supply chain and quality management;
- calculate resource allocations using operations management tools and techniques and analyze performance using appropriate quantitative methods;
- assess a company's resource needs based on weekly shifts in simulated operations performance.

The Operations Management Option is for students interested in the daily management activities of an organization. It prepares students with techniques and objectives to help service oriented and/or manufacturing oriented organizations achieve their objectives. Topics that are covered include productivity measures, demand forecasting, location analysis, layout analysis, process choice, scheduling, quality management and supply chain management.

Courses taken for the Operations Management Option beyond the required Business Administration Core are not counted double toward the Finance Major, Marketing Major, the (Business) Economics Major, the Human Resource Management Option, and the General Business Option.

Required Courses (16 credits)

- DSCI 446 Business Forecasting (4)
- OPSM 425 Service and Operations Analysis (4)
- OPSM 428 Global Supply Chain Management (4)
- OPSM 441 Quality Management (4)

Electives (8-10 credits)

Select approved, related electives in consultation with your faculty advisor.

Required business administration core	69 credits
Required program credits	16 credits
Elective credits	8-10 credits
Minimum total credits for above option	93 credits

MANAGEMENT INFORMATION SYSTEMS MAJOR (97-98 CREDITS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- demonstrate effective written and oral communication skills in a business context, which usually involves non-technical departments and users;
- understand business domain knowledge, such as: accounting, finance, marketing, human resource management, logistics and supply chain, health care administration and IT management;
- acquire MIS technical skills, including programming principles, database principles, networking and data communications;
- demonstrate problem-solving abilities by applying MIS technical skills, including business application program design, business database design;
- demonstrate MIS project development skills through system analysis and design and demonstrate MIS/IT project management skills and team skills.

The major in Management Information Systems is oriented toward developing specialists who can design, implement and manage business information systems. Upon completion, the student should be able to understand both the technical aspects of these systems and the complexities of their management. Depending upon the electives chosen, the student may prepare for entry-level positions in either the technical areas of data processing or in staff support roles in the various functional areas of business.

Required Business Administration Core (69 credits)

Lower Division Courses

- ACCT 251 Principles of Financial Accounting (5)
- ACCT 252 Principles of Managerial Accounting (4)
- ACCT 261 Business Law (4)
- DSCI 245 Data Analysis for Business (4)
- ECON 200 Introduction to Microeconomics (5)
- ECON 201 Introduction to Macroeconomics (5)
- ENGL 201 College Composition: Analysis, Research and Documentation (5)
- MATH 115 Mathematical Reasoning (5) or its equivalent.
- MATH 200 Finite Mathematics (5) is recommended to meet this requirement.

Upper Division Courses

- DSCI 346 Advanced Data Analysis for Business (4)
 - FINC 335 Financial Management (4)
 - MGMT 326 Organization Theory and Behavior (4)
 - MGMT 423 Business and Society (4)
 - MGMT 490 Department Senior Capstone: Administrative Policies or Small Business Administration and Policies (4)
 - MISC 311 Information Technology in Business (4)
 - MKTG 310 Principles of Marketing (4)
 - OPSM 330 Operations Management (4)
- Students are required to take the MFT as a business program requirement during the quarter the student takes the senior capstone for business.
 Note: ECON 200 and 201 are considered supporting courses and may be used to fulfill GEGRs as well as requirements for the Business Administration degree. However, these courses are not counted twice toward the total of 180 credits for graduation.

Required Courses (20-21 credits)

- MISC 371 Business Applications Program Design (4)
or CSCD 210 Programming Principles (5)
- MISC 372 Data Communications and Networking Fundamentals (4)
- MISC 373 Business Database Application (4)
- MISC 481 Systems Analysis and Design (4)
- MISC 482 Systems Project (4)

Electives (8 credits)

Select approved, related electives in consultation with your faculty advisor.

Required business administration core	69 credits
Required program credits	20-21 credits
Elective credits	8 credits
Minimum total credits for above major	97 credits

MARKETING MAJOR (93-95 CREDITS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- analyze the impact of marketing environments on marketing strategy and performance;
- explain and apply consumer behavior principles and their implications for marketing strategy and practice;
- collect, analyze, interpret and report market data;
- apply marketing principles to segment consumer groups and develop appropriate positioning strategies;
- explain and apply the principles of managing the marketing mix as they relate to marketing planning and integrate these into a marketing plan.

The Marketing curriculum prepares students for a wide variety of occupational possibilities. Marketers are involved with such activities as product planning, pricing decisions, advertising, sales management and marketing research. Marketing practitioners act as the connecting link between the firm and its external environment; they assist management in adapting the firm to an ever-changing society.

Courses taken for the Marketing Major beyond the required Business Administration Core are not counted double toward the Finance Major, the (Business) Economics Major, the Human Resource Management Option, the Operations Management Option or the General Business Option.

Required Business Administration Core (69 credits)

Lower Division Courses

- ACCT 251 Principles of Financial Accounting (5)
- ACCT 252 Principles of Managerial Accounting (4)
- ACCT 261 Business Law (4)
- DSCI 245 Data Analysis for Business (4)
- ECON 200 Introduction to Microeconomics (5)
- ECON 201 Introduction to Macroeconomics (5)
- ENGL 201 College Composition: Analysis, Research and Documentation (5)
- MATH 115 Mathematical Reasoning (5) or its equivalent.
- MATH 200 Finite Mathematics (5) is recommended to meet this requirement.

Upper Division Courses

- DSCI 346 Advanced Data Analysis for Business (4)
 - FINC 335 Financial Management (4)
 - MGMT 326 Organization Theory and Behavior (4)
 - MGMT 423 Business and Society (4)
 - MGMT 490 Department Senior Capstone:
Administrative Policies or Small Business Administration and Policies (4)
 - MISC 311 Information Technology in Business (4)
 - MKTG 310 Principles of Marketing (4)
 - OPSM 330 Operations Management (4)
- Students are required to take the MFT as a business program requirement during the quarter the student takes the senior capstone for business.

Note: ECON 200 and 201 are considered supporting courses and may be used to fulfill GEGRs as well as requirements for the Business Administration degree. However, these courses are not counted twice toward the total of 180 credits for graduation.

Required Courses (16 credits)

- MKTG 400 Buyer Behavior (4)
- MKTG 411 Marketing Research (4)
- MKTG 412 Marketing Management (4)
- MKTG 417 Marketing Analysis (4)

Electives (8-10 credits)

Select approved, related electives in consultation with your faculty advisor.

Required business administration core	69 credits
Required program credits	16 credits
Elective credits	8-10 credits
Minimum total credits for above major	93 credits

PROFESSIONAL ACCOUNTING MAJOR (117 CREDITS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- identify ethical issues and apply personal values and professional codes of conduct to resolve ethical issues, including social responsibility and environmental reporting issues;
- develop awareness of diverse perspectives and cultures and their impact on the communication of accounting information in the international arena;
- generate, interpret and communicate accounting information for use in decision making.

The Professional Accounting major is designed to rigorously prepare students for careers in public accounting CPA firms, industry, government and not-for-profit organizations. Several professional certificates are available to professional accounting graduates who pass competitive examinations and meet certain other requirements. For example, the Certified Public Accountant certificate, Certified Management Accountant certificate or Certified Internal Auditor certificate

provide professional recognition to the accountants who successfully complete a comprehensive professional examination and meet an experience requirement.

Requirements to sit for the Uniform Certified Public Accountant Examination vary from state to state. Experience requirements for the certificate also vary from state to state. Therefore, students must obtain current information from the Board of Accountancy within the state from which they seek licensure. To contact the Washington State Board of Accountancy, write to: 210 East Union, Suite H, EP-21, Olympia, Washington 98504 or call 360.753.2585.

Required Business Administration Core (69 credits)

Lower Division Courses

- ACCT 251 Principles of Financial Accounting (5)
- ACCT 252 Principles of Managerial Accounting (4)
- ACCT 261 Business Law (4)
- DSCI 245 Data Analysis for Business (4)
- ECON 200 Introduction to Microeconomics (5)
- ECON 201 Introduction to Macroeconomics (5)
- ENGL 201 College Composition: Analysis, Research and Documentation (5)
- MATH 115 Mathematical Reasoning (5) or its equivalent.
- MATH 200 Finite Mathematics (5) is recommended to meet this requirement.

Upper Division Courses

- DSCI 346 Advanced Data Analysis for Business (4)
 - FINC 335 Financial Management (4)
 - MGMT 326 Organization Theory and Behavior (4)
 - MGMT 423 Business and Society (4)
 - MGMT 490 Department Senior Capstone: Administrative Policies or Small Business Administration and Policies (4)
 - MISC 311 Information Technology in Business (4)
 - MKTG 310 Principles of Marketing (4)
 - OPSM 330 Operations Management (4)
- Students are required to take the MFT as a business program requirement during the quarter the student takes the senior capstone for business.

Note: ECON 200 and 201 are considered supporting courses and may be used to fulfill GEERs as well as requirements for the Business Administration degree. However, these courses are not counted twice toward the total of 180 credits for graduation.

Required Courses (44 credits)

- ACCT 351 Intermediate Accounting I (4)
- ACCT 352 Intermediate Accounting II (4)
- ACCT 353 Intermediate Accounting III (4)
- ACCT 356 Cost Accounting I (4)
- ACCT 357 Cost Accounting II (4)
- ACCT 359 Accounting Systems (4)
- ACCT 450 Auditing (4)
- ACCT 451 Advanced Auditing (4)
- ACCT 452 Contemporary Accounting Theory (4)
- ACCT 454 Federal Income Tax I (4)
- ACCT 455 Federal Income Tax II (4)

Electives: Select one course from the following (4 credits)

- ACCT 358 Accounting for Non-Profit Entities (4)
- ACCT 422 Advanced Business Law (4)

Required business administration core	69 credits
Required program credits	44 credits
Elective credits	4 credits
Total credits for above major	117 credits

BACHELOR OF ARTS IN EDUCATION (BAE)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- be able to apply and integrate the state's learning goals and essential academic learning requirements in program implementation and assessment and, in addition, be able to identify the diverse needs of students and implement programs and strategies that promote student competency and success;
- be able to create and sustain safe learning environments that prepare diverse students for the workplace, advanced training and continued education;
- model personal and professional attributes and leadership skills that reflect productive life and work roles as well as implement and maintain collaborative partnerships with students, colleagues, community, business, industry and families that maximize resources and promote student self-sufficiency;
- demonstrate workplace competencies in keyboarding and digital input, information technology clusters, information systems management, information processing applications, technical communications, principles of entrepreneurship, business management, accounting & computation, economics & finance, international business and business law;
- demonstrate teaching competence in all areas listed above in Learning Goal four, including career development, work-based coordination, integration of leadership development into the curriculum and management of future business leaders of America (FBLA) activities.

Degree programs in business and marketing education are offered in conjunction with the College of Arts, Letters & Education. The College of Business and Public Administration provides courses in business administration, computer applications and career and technical education. The Department of Education provides courses in professional education and advising toward teacher certification within the state of Washington. Since these are degrees in education and not in business, the programs do not fall within the scope of the International Association for Management Education and are not accredited by that body. The Business and Marketing Education major provides background in accounting, economics, business administration, entrepreneurship and computer applications. This major satisfies the endorsement for grades 5-12. In addition, the program includes all courses and competency requirements for career and technical education certification. For career and technical education certification, business majors are required to have 2,000 hours paid and related work experience and an up-to-date Red Cross Card including CPR.

BUSINESS AND MARKETING EDUCATION/SECONDARY MAJOR (76 CREDITS)

Business Education Required Courses

- ACCT 251 Principles of Financial Accounting (5)
- ACCT 261 Business Law (4)
- ACCT 351 Intermediate Accounting I (4)
- BUED 302 Business Communication (4)
- BUED 329 Administrative Systems Management (4)
- BUED 475 Methods of Teaching Basic Business, Accounting and Marketing (4)
- BUED 476 Methods of Teaching Keyboarding and Microcomputer Applications (4)
- CTED 301 Philosophy of Vocational Education (4)
- CTED 375 Safety and Industrial Hygiene (1)
- CTED 474 Administration of Work Based Education (4)
- DSCI 245 Data Analysis for Business (4)
- ECON 200 Introduction to Microeconomics (5)
- ECON 201 Introduction to Macroeconomics (5)
- MGMT 422 Entrepreneurship (4)
- MISC 311 Information Technology in Business (4)
- MISC 370 Multimedia Production of Business Documents (4)
- MISC 372 Data Communications and Networking Fundamentals (4)
- MISC 374 Spreadsheet Modeling for Business Applications (4)
- MKTG 310 Principles of Marketing (4)

Total credits for above major	76 credits
Professional education requirements/secondary education:	46-47 credits
<i>See the Department of Education section of this catalog. Prerequisites may also apply.</i>	

Minimum total credits for above major and professional education **122 credits**

Note: completion of university competencies in computer literacy and writing and university proficiency in math required prior to taking lower division required courses.

Note: completion of university proficiency in writing required prior to taking upper division required courses.

Note: the above major takes more than 12 quarters at an average of 15 credits per quarter.

MINORS

BUSINESS ADMINISTRATION MINOR (22-24 CREDITS)

The Business Administration minor is open to all students not pursuing a Bachelor of Arts in Business Administration degree. This minor includes required courses in management and accounting and electives chosen from various fields of business administration.

Required Courses (10 credits)

- ACCT 251 Principles of Financial Accounting (5)
- MGMT 120 The World of Business (5)

Electives (12-14 credits)

Select electives from the approved list (available from the academic advisors for Undergraduate Business Programs) in consultation with your faculty advisor.

Required program credits	10 credits
Elective credits	12-14 credits
Minimum total credits for above minor	22 credits

Note: This minor is only available for students who are not pursuing a Bachelor of Arts in Business Administration degree.

DECISION SCIENCE MINOR (28-32 CREDITS)

This minor is offered to all students interested in the science of rational decision-making through the study, design and integration of complex situations and systems. This discipline focuses on managerial planning, mathematical modeling and the use of computer technology to help decision-makers choose from among a set of alternatives in light of all possible consequences. This minor is recommended for students who wish to possess problem-solving skills that can be used to make and implement decisions as efficiently and effectively as possible.

Prerequisites (8 credits)

DSCI 245 Data Analysis for Business (4) or equivalent
DSCI 346 Advanced Data Analysis for Business (4) or equivalent

Required Courses: at least five of the following: (20-24 credits)

DSCI 445 Game Theory (4)
DSCI 446 Business Forecasting (4)
DSCI 447 Design of Experiments (2)
DSCI 448 Business Simulation (4)
DSCI 449 Multivariate Data Analysis (4)
DSCI 450 Quantitative Communications (4)

Minimum total credits for above minor:

28 credits

INTERNATIONAL BUSINESS MINOR (17 CREDITS)

This minor is offered for students in the Bachelor of Arts in Business Administration (BAB) degree program. The minor in International Business will enhance the business educational experience by providing an in-depth international dimension that complements any major area of study in business. This minor is recommended for students who wish to work in organizations that are engaged in global business activities and want to be prepared to meet the challenges of ever-increasing global interdependence.

Required Courses

IBUS 470 International Business Management (4)
IBUS 471 Multinational People Management (4)
IBUS 472 International Marketing Management (4)
IBUS 474 International Financial Management (5)

Total credits for above minor

17 credits

Note: This minor is only available for students who are pursuing a Bachelor of Arts in Business Administration (BAB) degree.

MANAGEMENT INFORMATION SYSTEMS MINOR (20 CREDITS)

The minor in Management Information Systems (MIS) provides the conceptual foundation and skill preparation for working in an Information Technology (IT) intensive environment characterized by electronic communication channels based upon microcomputer operating systems along with an in-depth knowledge of productivity software products. The program also provides an understanding of the business applications of these software products and demonstrates their importance in supporting business functions.

Required Courses

MISC 311 Information Technology in Business (4)
MISC 371 Business Applications Program Design (4)
MISC 373 Business Database Applications (4)
MISC 374 Spreadsheet Modeling for Business Applications (4)
MISC 487 E-Commerce and E-Commerce System Design (4)

Minimum total credits for above minor

20 credits

Course Requirements for Teacher Certification/Add-on Endorsements

(For students who currently possess a Washington State Teaching Certificate)

BUSINESS AND MARKETING EDUCATION/ADD-ON ENDORSEMENT (58 CREDITS)

This add-on satisfies the endorsement for grades 5-12.

Required Courses (58 credits)

ACCT 251 Principles of Financial Accounting (5)
ACCT 261 Business Law (4)
ACCT 351 Intermediate Accounting I (4)
BUED 302 Business Communication (4)
BUED 329 Administrative Systems Management (4)
BUED 475 Methods of Teaching Basic Business, Accounting and Marketing (4)
BUED 476 Methods of Teaching Keyboarding and Microcomputer Applications (4)
CTED 301 Principles and Philosophy of Vocational Business Education (4)
CTED 375 Safety and Industrial Hygiene (1)
CTED 474 Administration of Work Based Education (4)
MGMT 422 Entrepreneurship (4)
MISC 370 Multimedia Production of Business Documents (4)
MISC 372 Data Communications and Networking Fundamentals (4)
MISC 374 Spreadsheet Modeling for Business Applications (4)
MKTG 310 Principles of Marketing (4)

Total credits for above add-on endorsement

58 credits

Note: In addition, career and technical education certification within business and marketing education includes a minimum of 2,000 hours of paid related work experience in business as well as student teaching in business.

GRADUATE PROGRAMS

MASTER OF BUSINESS ADMINISTRATION

Roberta Brooke, Director	EWU Spokane, 668 N. Riverpoint Spokane WA 99202-1677	509.828.1248
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STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- develop and demonstrate leadership abilities including an understanding of the importance of diversity and interpersonal relationships in an organization;
- analyze and formulate solutions to problems related to the environment in which organizations exist and function including information technology, legal, ethical, economic, social, political and global aspects;
- demonstrate the application of appropriate technical skills and or quantitative analysis techniques in organizational settings;
- demonstrate competency in both written and oral communication skills;
- understand and apply the principles of financial theory, analysis, reporting and markets to unfamiliar circumstances to create value.

The Master of Business Administration is an advanced professional degree in business administration emphasizing quantitative and qualitative skills necessary for leadership in today's organizational environment. It prepares students for management positions in business firms, government agencies and not-for-profit entities. Organizations need leaders who can work well in group situations, appreciate the value of diversity, foster creativity and innovation, create an entrepreneurial spirit and provide practical solutions to real-world problems. Managers today are faced with complex global problems and a rapidly changing business environment, so they must have an appreciation for lifelong learning. The MBA at Eastern Washington University is designed to equip graduates with required skills, knowledge and abilities to flourish in a complex organizational environment.

Accreditation

Graduate programs in business began in 1966 and the Master of Business Administration (MBA) was authorized in 1975. Both the graduate and undergraduate business programs are accredited by AACSB-International.

Admission Requirements/Preparation

To be admitted to the MBA Program, an applicant must hold a four-year baccalaureate degree in any field of specialization from an accredited college or university and meet the following requirements:

GPA of 3.0 computed from the applicant's most recent 90 quarter or 60 semester graded hours

Graduate Management Admission Test (GMAT) score of at least 450

Admission will be considered only after all of the following documents have been received from the applicant:

1. two copies of the Application for admission to a graduate program at Eastern Washington University;
2. Two copies of official transcripts for all collegiate work completed;
3. official GMAT scores (no more than five years old);
4. a \$50 MBA application fee, in addition to the \$50 graduate application fee;
5. statement of intent demonstrating a level of knowledge and intellectual maturity appropriate to the MBA.
6. Other information which may be required at the discretion of the MBA program director may include the following:
 - admissions interview;
 - a current resume;
 - references;
 - an essay demonstrating critical thinking skills.

In addition to the above requirements, international students must demonstrate English language competency by taking the Test of English as a Foreign Language (TOEFL). A minimum score of 92 Internet-based Test (TOEFL iBT) or 580 paper-based TOEFL is required to be considered for MBA Program admission. *Note:* Admission to the MBA foundation coursework requires a TOEFL of at least 71 iBT or 525 paper-based TOEFL.

All of the above materials should be sent directly to: Graduate Studies Office, 206 Showalter Hall, Cheney, WA 99004-2444.

MBA Program Admission Exception Policy

The MBA Program admission exception policy is an alternate admission process. The MBA director will forward to the MBA committee applications from students requesting an exception to the minimum admission criteria of a 3.0 application GPA and a 450 GMAT. In order to be considered for exception students must submit a letter of appeal and a current resume and must possess an index score (GPA x 200 + GMAT) of at least 1050. The committee will

review the applications during the last week of winter quarter and three weeks before the beginning of fall quarter. Admission exceptions will be recommended by majority vote. A professional degree in a different area does not guarantee admission.

Letters of appeal for admission exception should include the following information:

1. Why you want the Master of Business Administration degree?
2. Why you feel that you are capable of successfully completing this degree?
3. Anything else you feel the MBA committee should know.

Application Deadlines

Eastern admits MBA students throughout the academic year. The Graduate Studies Office accepts applications no later than 10 business days before the start of the term of intended enrollment. Applicants must make an appointment with the MBA program director before they begin the program. During that interview the applicant will be advised about program details, schedules and any foundation requirements that must be completed before starting the advanced program. Applicants will be advised by letter from the Graduate Studies Office concerning the admission decision.

Mathematics and Communications Skills Required

The MBA program requires competency on the part of the student in quantitative skills, computer skills and written and oral communication skills. Students lacking these skills are urged to acquire them before applying for admission to the program. Courses in finite mathematics, differential calculus, computer literacy and oral and written communications are stressed as necessary preparation.

Computers and Research

The courses of the MBA curriculum have been infused with the application of computer technology in managerial decision-making. In addition, MBA students may expect that the courses will require considerable research beyond assigned course texts. Eastern offers computer labs and computer access to nationwide data banks. MBA students also have access to the John F. Kennedy library on the Cheney campus and the Riverpoint Campus library system on the Riverpoint Campus in Spokane.

Academic Requirements

Students in the MBA program must maintain at least a 3.0 **GPA** at all times. Students who fall below a 3.0 **GPA** are notified by the Graduate Studies office that they are officially on probation. These graduate students will be allowed one quarter's study to restore their cumulative **GPA** to at least the 3.0 level.

The MBA Curriculum Committee of the College of Business and Public Administration may extend this probationary period by one quarter when they feel such an extension is warranted by special circumstances. Those students who are unable to restore their cumulative **GPA** to 3.0 (or above) in this additional quarter of probation will be terminated from the program.

No course grade below 2.5 may count toward the MBA degree. Only two courses in the student's program may be below a grade of 3.0.

Students who have more than two grades below 3.0 are subject to dismissal from the program and will be notified by the MBA program director.

Students who are dismissed for academic reasons may appeal to the MBA Curriculum Committee. The committee may allow students to repeat up to two courses in which they received a grade lower than 3.0. The average of the original grade and the grade earned by repeating must be 3.0 or greater. A given course can be repeated only once. If the average grade is still below 3.0, no further remedy is available and the average grade counts.

With readmission granted through appeal students must maintain these same academic standards; however, if they again fall below these standards they will be dismissed and no further appeal remedy will be available to them. Students who are not recommended for continuation must wait one year to reapply for admission to graduate studies.

Students are expected to successfully complete courses for which they register. Thus, the record of any student with more than two "W" (withdrawal) or "X" (incomplete) course grades will also be reviewed by the MBA program director, with termination from the program as a possible consequence.

Other graduate academic requirements are set forth in the opening section of the catalog under "Graduate Studies Academic Policies." Entering MBA students will be apprised of these regulations at their initial interview with the MBA program director following admission to the program.

The student has the right of appeal to the MBA Curriculum Committee on any actions taken under these grade standards and the probation process. According to university policy, the student also has the right to appeal individual grades.

In the event that a student is dismissed from the program twice as a result of these rules, readmission will not be permitted.

Advising and Special Counseling

All entering students should consult with the director of the MBA program for program information and determination of the student's interests. The director recommends a program of study compatible with each student's goals and interests and the MBA program requirements.

Reserved Classes

MBA courses at EWU are reserved exclusively for students who have been formally admitted to the MBA program or other master's degree programs and who have met all prerequisites for the courses or who have permission of the MBA program director.

Study Groups

Managers interact and so do MBA students. The MBA program makes use of group study, analysis and presentation. Students are frequently assigned to teams of three, four or five individuals. Assignments are sometimes based upon assembling a team with diverse academic and work experience backgrounds. Teams are expected to prepare and present many assignments collaboratively.

Working in a group is good reinforcement of management practice, helping to develop interpersonal skills and effectiveness in small group decision-making. Group members begin to understand and appreciate others' points of view. Study groups also reinforce the managerial technique of networking. Successful managers often draw upon resources from individuals outside the organizations they serve.

Practical Business Experience

All students who graduate from the MBA program should have some practical work experience. The majority of the students accepted into the program are working professionals and meet this requirement. For those students who enter the program lacking professional work experience, an internship should be part of the student's MBA program. Up to four (4) credits earned while in an internship may be used for MBA elective credit.

MBA PROGRAM STRUCTURE

Foundation Coursework

Students with no formal education in business administration may need to complete up to 32 credits of foundation coursework. The specific courses and the resulting required credit hours will be determined by an assessment of each student's educational background and professional experience. Graduate students in the MBA program have options when fulfilling their foundation course requirements. Students can take courses at EWU or another accredited college or university. Other course equivalents need to be approved by the MBA program director. Students must meet with the MBA program director to determine which foundation courses need to be fulfilled. Students may not register for the MBA core courses until they have fulfilled these requirements:

Foundation Knowledge (for those requiring additional business preparation)

- ACCT 261 Business Law (4)
- BADM 503 Quantitative Analysis in Business (4)
 - or DSCI 245 Data Analysis for Business (4)
 - and DSCI 346 Advanced Data Analysis for Business (4)
- BADM 505 Essentials in Accounting (4)
 - or ACCT 251 Principles of Financial Accounting (4)
 - and ACCT 252 Principles of Managerial Accounting (4)
- BADM 541 Managerial Communications (4)
 - or CMST 568 Introduction to Graduate Studies (2)
 - or ENGL 568 Technical Communication: Practice, Theory and Pedagogy (3)
 - or acceptable score on GMAT-Verbal or TOEFL
- BADM 500 Economic Analysis (4)
 - or ECON 200 Introduction to Microeconomics (5)
 - and ECON 201 Introduction to Macroeconomics (5)
- FINC 335 Financial Management (4)
- MGMT 326 Organizational Theory and Behavior (4)
- MKTG 310 Principles of Marketing (4)
- OPSM 330 Operations Management (4)

Required Core Coursework 40 credits

- BADM 515 Managerial Economics (4)
- BADM 520 Advanced Data Modeling for Business Research (4)
- BADM 530 Corporate Finance (4)
- BADM 540 Marketing Management (4)
- BADM 552 Leadership and Ethics (4)
- BADM 555 Strategic Operations (4)
- BADM 560 Decision Making and Accounting Information (4)
- BADM 570 Information Technology and the Organization (4)
- BADM 580 International Business Environments (4)
- BADM 590 MBA Capstone (4)

In addition to the above required courses all students must pass an oral examination related to one of the following options:

OPTION I—PORTFOLIO (10 CREDITS)

Students choosing this option will take BADM 603 *Final Project* (2). The student will develop an advanced praxis project in which students, following the guidelines provided by the MBA Program with the advice and editorial review of the chair of their comprehensive oral exam committee, develop a portfolio which is presented and discussed as part of the comprehensive oral exam for the MBA degree.

These students will also be required to take eight (8) credits of elective courses. Elective courses are chosen by the MBA committee in response to student demand, market needs, current changes in a rapidly evolving community and faculty interest and expertise. Students may elect to take courses from other graduate programs if these courses help them achieve their objectives and are preapproved by the MBA Director.

OPTION II—RESEARCH REPORT (8 CREDITS)

The student conducts a research project and prepares a written report under the direction of a committee of faculty teaching graduate courses. The student can earn a minimum of four and a maximum of eight credits depending upon the extent and depth of research involved. If students elect to conduct a four (4) credit research report, they will select four (4) credits of elective coursework (in consultation with their advisor) from approved elective courses as outlined under Option I.

OPTION III—THESIS (8 CREDITS)

This option allows the student to write a thesis under the direction of a committee of faculty teaching graduate courses. The student can earn a minimum of four and maximum of eight credits depending upon the extent and depth of research involved. If students elect to write a four (4) credit thesis, they will select four (4) credits of elective coursework (in consultation with their advisor) from approved elective courses as outlined under Option I.

Degree Candidacy

No more than one-half of the minimum number of credits in the advanced program may be counted toward the MBA degree before the total program is planned and the application for degree candidacy is submitted.

Major Field Test (MFT) Requirement

Students are required to take the MFT for the MBA before completing their final oral examination. For more information on the MFT, see www.ets.org. The MBA application fee covers the cost of this test fee.

Oral Examination Requirement

The comprehensive examination for MBA students selecting Option I will be conducted during the final quarter of their program. Students will make an oral presentation of their program portfolio, the terminal document as prepared in BADM 603 *Final Project* (see Option I). Students will then defend the portfolio to a three-member committee consisting of two members of the faculty of the College of Business and Public Administration and a faculty member from an area outside their discipline. The Graduate Studies Office will select this member.

Those students electing a BADM 600 *Thesis* or a BADM 601 *Research Report* will present and defend the results of their research to an oral examination committee chaired by the thesis or research project advisor, with a second member from the College of Business and Public Administration and a faculty member from an area outside their discipline. The Graduate Studies Office will select this member. These students will schedule their orals at times mutually convenient to them and the three committee members.

Course Schedules and Time Limits

MBA courses are conducted in the evenings or on the weekends at Eastern Washington University, Riverpoint. Evening classes are held one night per week from 6 to 9:40 p.m. Three-fourths of the minimum credits required for the MBA degree (at least 37 credits) must be earned in Eastern Washington University resident courses. The remaining credits may consist of approved Eastern extension credits or approved residence or extension credits from other accredited institutions, provided they meet the advisor-approved program.

The MBA program must be completed within six years after the first applicable advanced course has been undertaken. The minimum time to degree for a full-time student is one year (four quarters). Most courses are 4 credit hours. The maximum allowable load is 16 credit hours. MBA students who are employed usually carry no more than 8 credits (two courses).

Visiting Graduate Students

Visiting graduate students may enroll in MBA program courses on a space-available basis, provided they have delivered to the MBA program director documentary proof from their home institution that they are bona fide graduate students in good standing and that their home institution will accept Eastern's courses as part of their degree program. Such documentation shall be in the form of a letter signed by a home institution official and addressed to Eastern's MBA program director. In order to register and have their coursework recorded on an EWU graduate transcript, visiting graduate students must submit a graduate non-degree seeking application to the Graduate Studies Office at least 10 business days before the start of the term of intended enrollment.

Affiliated Programs**COMBINED MBA DEGREE/HEALTH SERVICES ADMINISTRATION CERTIFICATE**

For students who select Option I—Electives, a combined MBA Degree/Health Services Administration Certificate Program is available.

Students in the MBA/Health Services Administration program take, in addition to the 42 required MBA credits, the following courses:

- HSAD 500 U.S. Health Care Systems (4)
- HSAD 510 Health Law (4)
- HSAD 520 Health Reimbursement Issues (4)
- HSAD 560 Managed Care Systems (4)
- HSAD 598 Seminar in Health Services Administration (4)

Eight credits of the above coursework may be used toward the required 8 credits of electives for the MBA degree. All five courses must be completed to earn the certificate in Health Services Administration. Also see the information under Health Services Administration elsewhere in this catalog.

DUAL MBA/MPA DEGREE PROGRAM

A dual-degree program is available with the Master of Public Administration (MPA) program. This dual-degree program combines the requisite supervisory and administrative education for career advancement in either the public or private sectors and bridges the regulatory and supplier aspects of business and government relationships.

Those enrolling in the dual-degree program must be admitted through the Graduate Studies Office and by both the MBA program and the graduate program in Public Administration (MPA). The student also must have satisfied the undergraduate background (prerequisite) course requirements of both programs at the time of entry or soon thereafter.

Students interested in the specific requirements of this dual-degree program must contact either the MPA program director at 509.828.1231 or the MBA program director at 509.828.1248 to be advised in advance of consideration for admission.S

Accounting Courses

Terms offered: check with the department or EagleNET.

ACCT 251 Principles of Financial Accounting (5)
Prerequisite: sophomore standing.

Introduction to the underlying principles of financial accounting and the application of such data to financial decisions.

ACCT 252 Principles of Managerial Accounting (4)
Prerequisite: ACCT 251.

Introduces the principles and techniques of managerial accounting. Emphasizes the use of information outputs from the managerial accounting information system in making managerial decisions.

ACCT 261 Business Law (4)

Prerequisite: sophomore standing.

Law as it applies to the business world. Explores background of our system of legal process. Examines law and its social environment and its impact on business organizations and transactions.

ACCT courses numbered 351 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

ACCT 351 Intermediate Accounting I (4)

Intermediate Accounting I, II and III are sequential and cannot be taken out of order or concurrently.

Prerequisite: ACCT 251.

Financial accounting principles and practice; postulates and principles underlying the presentation and interpretation of financial statements, including: working capital, investments, plant assets, long-term liabilities, partnership formation, partnership dissolution and stockholders' equity.

ACCT 352 Intermediate Accounting II (4)

ACCT 353 Intermediate Accounting III (4)

ACCT 356 Cost Accounting I (4)

Prerequisites: completion of university computer literacy competency and completion of a math course that satisfies math proficiency (MATH 200 is highly recommended), ACCT 251, 252, DSCI 245, junior standing.

Cost determination and control: cost accounting theory and accounting for manufacturing operations. Emphasis on historic and standard costs, standard cost variance determination, budgeting and cost allocation.

ACCT 357 Cost Accounting II (4)

Prerequisite: ACCT 356.

Cost analysis and control principles and methods applied to manufacturing operations and decision making; applications of information theory to cost accounting reports and decision making; applications of information theory to cost accounting reports and decision processes.

ACCT 358 Accounting for Non-Profit Entities (4)

Prerequisite: ACCT 251.

Concepts, principles and procedures of fund accounting and accounting for not-for-profit entities. Emphasis on accounting principles and budgetary control, financial reporting and auditing for effective financial administration of governmental and other non-profit entities.

ACCT 359 Accounting Systems (4)

Prerequisites: ACCT 351, MISC 311 or permission of the instructor.

Application of concepts and techniques for the design, function, separation and evaluation of accounting systems. Focus on accounting system design and evaluation in providing timely information. Problems in accounting-system installation and revision.

ACCT 399 Directed Study (1-5)

Prerequisite: permission of the instructor, department chair and college dean.

ACCT 422 Advanced Business Law (4)

Prerequisites: ACCT 261; senior standing.

Business ethics and social responsibility; public law and regulation including securities law, antitrust law, consumer law, labor law and debtor/creditor relations.

ACCT 450 Auditing (4)

Prerequisites: ACCT 353, 356, 359.

Generally accepted auditing standards and principles; auditing objectives and methodology; ethical responsibility of the CPA in financial reporting and auditing.

ACCT 451 Advanced Auditing (4)

Prerequisite: ACCT 450.

Special topics in auditing with emphasis on EDP and statistical auditing. Auditing objectives, methodology and generally accepted auditing standards as they relate to EDP and statistical auditing. Practical audit experience through hands-on computer use on audit cases.

ACCT 452 Contemporary Accounting Theory (4)

Prerequisites: ACCT 353, 356.

Contemporary accounting issues and their theoretical implications; review of accounting literature and research studies and pronouncements of the FASB and other professional organizations.

ACCT 454 Federal Income Tax I (4)

Prerequisite: ACCT 251.

Provisions and principles of federal income tax laws affecting the determination of taxable income, tax liability and tax planning for individuals.

ACCT 455 Federal Income Tax II (4)

Prerequisite: ACCT 454.

Provisions and principles of federal income tax laws affecting the determination of taxable income and tax liability of corporations and information returns and tax planning for partnerships.

ACCT 495 Internships (1-15)

Prerequisite: permission of the instructor, department chair and college dean.

ACCT 498 Seminar (1-5)

ACCT 499 Directed Study (1-5)

Prerequisite: permission of the instructor, department chair and college dean.

Business Administration Courses

Terms offered: check with the department or EagleNET.

BADM 500 Economic Analysis (4)

Not open to those who have completed ECON 200 and ECON 201

This is an accelerated course in micro- and macroeconomic principles, including these topics: functioning of a price system, supply and demand, forms of markets, theory of factor income, market interventions by government, macroeconomic measurements, determinants of national income and output, effects of monetary and fiscal policy and long-term growth.

BADM 503 Quantitative Analysis in Business (4)

This course does not count toward the MBA degree.

Prerequisite: permission of the MBA director.

An accelerated course in descriptive and inferential statistics, including basic regression analysis, chi-square analysis and quality control methodology.

BADM 505 Essentials of Accounting (4)

This course does not count toward the MBA degree.

Prerequisite: permission of the MBA director.

An accelerated course in understanding and using accounting information and accounting information systems in a business environment; includes coverage of both financial and managerial accounting information.

BADM 509 Public Personnel Management (4)

A discussion of the development of the civil service system, public sector labor relations, affirmative action/ equal opportunity and the relationships of these factors to current techniques of personnel management and motivation. (Cross-listed PADM 509)

BADM 515 Managerial Economics (4)

This course is a study of economic theory and its specific applications to the manager's decision-making.

BADM 520 Advanced Data Modeling for Business Research (4)

Prerequisites: permission of the MBA director or admission to the MBA program.

A study of business research methodology, including basic measurement design and the application of statistical analysis in an applied practical business setting.

BADM 525 Grants-Writing and Administration (4)

Examination of the development of public sector grant programs and the distribution and fiscal management of money transfers. Topics include project development, grant applications, program planning and implementation and public policies for the improvement of intergovernmental operations. (Cross-listed PADM 525)

BADM 530 Corporate Finance (4)

Prerequisites: permission of the MBA director, or both of the following: admission to the MBA program and completion of BADM 515 and BADM 560.

This course covers an analysis of valuation issues and project analysis as well as the relationships between risk, capital structure, cost of capital and dividend policy. It examines contemporary issues and problems confronting financial managers.

BADM 533 City Government Administration (4)

An exploration of the major management issues and techniques involved in the professional management of city governments. Topics include the role of the professional city administrator, the changing face of cities, major city services issues, ethics, decision making and budget preparation. Examines both theoretical and practical aspects of city government management. (Cross-listed PADM 533)

BADM 539 Special Topics (1-5)

Some sections are graded Pass/No Credit.

Electives are designed to (1) help students enhance functional business skills by providing an in-depth study of a selected topic from a business core area and (2) expose students to a variety of environments in which business decision making skills are applied, such as international or not-for-profit organizations and/or specific industries, such as health care or service industries. The topics of specific BADM 539 courses offered each quarter are determined by a combination of student and faculty interest and availability.

BADM 540 Marketing Management (4)

Prerequisites: permission of the MBA director, or both of the following: admission to the MBA program and completion of BADM 520.

This course is a study of both the theoretical and applied aspects of the marketing process. It covers the elements of successful marketing strategies, marketing decision-making and the impact of marketing on business.

BADM 541 Managerial Communications (4)

Prerequisites: admission to the MBA program and completion of the MBA foundation or permission of the MBA director.

This course is designed to refine the student's written, oral and electronic communications skills as applied to the managerial environment within the organization.

BADM 543 Labor Relations (2)

This course covers a broad range of topics such as history of the labor movement, federal and state statutes covering this field, emergency operations planning and legislative lobbying efforts. (Cross-listed PADM 543)

BADM 545 Collective Bargaining (2)

This course addresses the process of reaching an agreement on a contract. (Cross-listed PADM 545)

BADM 552 Leadership and Ethics (4)

Prerequisites: permission of the MBA director, or both of the following: admission to the MBA program and completion of BADM 520.

This course inquires as to leaders and leadership from a perspective of ethics. It asks the student to think about principled leadership through three complex lenses: personal character, accountability and pragmatism (ethical action in an uncertain, competitive and imperfect world). Each of these lenses reflects traditions in moral philosophy and each emphasizes fundamental aspects of leaders' responsibilities. The objective of the course is an integrated understanding of the relationship between ethics and leadership achieved through study of the leader.

BADM 555 Strategic Operations (4)

Prerequisites: permission of the MBA director or all of the following: admission to the MBA program and completion of BADM 520, 530, 540.

This course is a study of business operations practice—including production technology transfer, cause-and-effect for operations problems, operations strategies and action plans—and their applications to managerial decision making.

BADM 560 Decision Making and Accounting Information (4)

Prerequisites: permission of the MBA director or admission to the MBA program.

This course focuses on the use of accounting information and accounting information systems in business decision-making.

BADM 561 Multivariate Data Analysis (4)

Multivariate data analysis refers to all statistical methods that simultaneously analyze multiple measurements on each individual or object under investigation. This course is designed to teach the concepts and principles underlying the various multivariate techniques. Data variables are manipulated using several different techniques.

BADM 562 Game Theory (4).

The mathematical study of strategy and competition applies to fields ranging from contract negotiations to viral latency. This course explores the basics by actually playing some of the games associated with the development of game theory. The lessons learned will then be applied to business contexts.

BADM 564 E-Commerce (4)

Electronic commerce includes not only selling/buying online but also much broader activities, such as organizational internal process supports, electronic collaboration among partners, distance learning and virtual communities. This course explores how the landscape of e-commerce is changing and evolving. It covers the important topics of e-commerce, including selling and marketing online; businesses trading and collaborating with other businesses; internal business process supports; legal, ethical and tax issues; web security; and e-commerce infrastructure. The course balances the strategic and technological aspects of successful e-commerce with real-world business cases. This course also introduces the latest technological developments, which will significantly impact the current and future e-commerce, such as wireless technology, radio frequency identification (RFID), global data synchronization network (GDSN) and EPC global network.

BADM 570 Information Technology and the Organization (4)

Prerequisites: permission of the MBA director or admission to the MBA program.

This course analyzes the concepts and techniques underlying the development and control of information systems within the firm. It covers the impact of emergent information technologies on strategic planning and emphasizes computer-based management information systems.

BADM 573 Entrepreneurship and Small Business Marketing (4)

Prerequisites: admission to the MBA program and completion of the MBA foundation or permission of the MBA director.

The course objective is to introduce the student to marketing techniques that are or can become quite effective for small and early-stage firms. As small firms have limited resources, leveraged techniques are necessary to maximize program effectiveness. Guerilla marketing techniques as well as large-firm partnerships are possible options. The course will cover strategies and programs. The students will be expected to develop a marketing program for an ongoing firm or their own.

BADM 574 Entrepreneurship and Small Business Finance (4)

Prerequisites: admission to the MBA Program and completion of the MBA foundation or permission of the MBA director.

This course is designed to assist students in understanding the stages of new venture development and how financing needs change with each stage. Students will learn to develop a financing plan consistent with the venture's business plan, to make appropriate financing choices and to develop strategies to harvest the business.

BADM 576 Entrepreneurship and Small Business Human Resource Management (4)

Prerequisites: admission to the MBA program and completion of the MBA foundation or permission of the MBA director.

One of the most difficult tasks of an entrepreneur is tapping all the human potential available when managing the complex needs of a new business. The purpose of this course is to create awareness of the complex nature of human resource management while enabling the student to focus on his or her own strengths to make human resource decisions with confidence. An emphasis is placed on highly relevant and practical concerns of the entrepreneur.

BADM 577 Entrepreneurship (4)

Prerequisites: permission of the MBA director or admission to the MBA program.

This course is designed to provide the student a rigorous experience in not only learning about global entrepreneurship, but also in developing a business plan for either their own existing firm or a start-up opportunity. While not a capstone course it does require the student to utilize previously learned information that can be incorporated in the business plan. Verbal and oral communication, as well as Internet based communication and searching, are of importance in this course.

BADM 580 International Business Environments (4)

Prerequisites: permission of the MBA director, or both of the following: admission to the MBA program and completion of BADM 520 (may be concurrent).

This course provides an overview of the roles of business in the global economic, political, social and other environments in which businesses operate.

BADM 590 MBA Capstone (4)

Prerequisites: permission of the MBA director or both of the following: admission to the MBA program and completion of all other core classes.

The study of administrative processes under conditions of uncertainty including integrating analyses and policy determinations at the overall management level. Includes a synthesis of the principles of administrative management from the generalist's view and integrates prior specialized instruction in the basic functions of business and management. Provides an opportunity to develop a capacity for analyzing problems on a broad company-wide basis.

BADM 596 Experimental Course (2-4)

BADM 597 Workshops (2-4)

Note: Only one workshop course for up to 3 credits may be used to fulfill graduate degree requirements.

BADM 598 Graduate Seminar (2-4)

BADM 599 Independent Study (2-4)

Prerequisite: permission of the instructor, department chair and college dean.

BADM 600 Thesis (2-8)

Prerequisite: permission of the instructor, department chair and college dean.

Independent research study under the direction of a graduate advisory committee.

BADM 601 Research Report (2-8)

Prerequisite: permission of the instructor, department chair and college dean.

Independent research resulting in a scholarly paper under the direction of the student's graduate committee chairperson.

BADM 603 Final Project (2)

Prerequisites: must be finished with or finishing all of the courses in the MBA program or permission of the MBA director.

An individual advanced praxis project in which students, following the guidelines provided by the MBA program with the advice and editorial review of the chair of their comprehensive oral exam committee, develop a portfolio which is presented and discussed as part of the comprehensive oral exam for the MBA degree.

BADM 695 Internship (2-4)

Prerequisite: permission of the instructor, department chair and college dean.

BADM 696 College Teaching Internship (2-4)

Teaching a lower-division college course under supervision of a regular faculty member. Includes course planning, arranging bibliographical and instructional aids, conferences with students, experience in classroom instruction and student course evaluation.

Business Education Courses

Terms offered: check with the department or EagleNET.

BUED 302 Business Communication (4)

Prerequisite: junior standing.

Emphasis is placed on functional writing. This course develops skills and techniques in writing business letters, office communications and business reports.

BUED 329 Administrative Systems Management (4)

Management concepts and applications for the administrative services provided a company. Course uses a behavioral approach to managing word processing, telecommunications, records and information, the environment and human resources. Largest emphasis is on managing records and information.

BUED 399 Directed Study (1-5)

Prerequisite: permission of the instructor, department chair and college dean.

BUED 475 Methods of Teaching Basic Business, Accounting and Marketing (4)

Prerequisites: EDUC 341, ACCT 252 or 351, MKTG 310. Materials, methods and techniques of teaching basic business subjects, marketing and accounting.

BUED 476 Methods of Teaching Keyboarding and Microcomputer Applications (4)

Prerequisites: EDUC 341, MISC 370, 373, 374. Materials, methods and techniques of teaching keyboarding and microcomputer applications.

BUED 499 Directed Study (1-5)

Prerequisite: permission of the instructor, department chair and college dean.

Career and Technical Education Courses

Terms offered: check with the department or EagleNET.

CTED 300 Introduction to Plan 2 Career and Technical Education (4)

Prerequisite: acceptance into the CTE Plan 2 program.

This course is an introduction to the elements of Career and Technical Education (formerly "vocational") and, specifically, business/industry route certification (Plan 2). Required for Plan 2 students, this course also includes current components of education in Washington State and the nation and their implications for Career and Technical Education.

CTED 301 Philosophy of Vocational Education (4)

Prerequisite: junior standing or permission of the instructor.

Study of the role of vocational education in the American education system at all levels including philosophy and purpose, state and federal legislative acts, alternative delivery systems and their components, certification standards and funding alternatives.

CTED 375 Safety and Industrial Hygiene (1)

Graded Pass/No Credit.

Current national and state laws concerning industrial safety, nature and causes of accidents and the maintenance of a safe work environment.

CTED 399 Directed Study (1-5)

Prerequisite: permission of the instructor, department chair and college dean.

CTED 470 Coordination Techniques (3)

Designed for instructors who plan to develop and use worksites for internships and job placement, this course will enable students to demonstrate knowledge and understanding of state laws and rules that pertain to all types of high school work-based learning experiences.

CTED 474 Administration Of Work-Based Education (4)

Prerequisite: junior standing.

Operational procedures for conducting work-based learning environments. Includes occupational analysis techniques, school-to-work partnerships and linking classroom learning to the workplace.

CTED 499 Directed Study (1-5)

Prerequisite: permission of the instructor, department chair and college dean.

Decision Science Courses

DSCI courses numbered 400 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

Terms offered: check with the department or EagleNET.

DSCI 245 Data Analysis for Business (4)

Prerequisites: completion of university computer literacy competency and completion of a math course that satisfies math proficiency (MATH 200 is highly recommended).

An introduction to decision making in the business environment using statistical and data analysis procedures. Computer software is used extensively. Both written and oral presentation skills are emphasized as a means to incorporate analysis results into the decision making process. Topical coverage includes discrete and continuous probability distributions, sampling distributions, estimation and hypothesis testing.

DSCI 346 Advanced Data Analysis for Business (4)

Prerequisite: completion of university computer literacy competency and completion of math courses that satisfies math proficiency (MATH 200 is highly recommended) and DSCI 245 or equivalent.

This course offers an in-depth study of decision making in the business environment using statistical and data analysis procedures. Statistical methods used in decision making include chi-square tests, analysis of variance, correlation, simple and multiple regression, time series analysis and forecasting. Computer software is used extensively for both analysis and presentation. Case studies are used to integrate statistical methods with problem solving and communication skills.

DSCI 399 Directed Study (1-5)

Prerequisite: permission of the instructor, department chair and college dean.

DSCI 445 Game Theory (4)

Prerequisite: DSCI 346 or equivalent.

Game theory is the mathematical study of strategy and competition as it applies to international politics, evolutionary biology, contract negotiations, military warfare, elections, viral latency, economics and many other fields. This course both empirically examines some of the games associated with the development of this field and then expands upon these experiences through the use of linear programming and probability.

DSCI 446 Business Forecasting (4)

Prerequisite: DSCI 346 or equivalent or permission of the instructor.

Integrates several forecasting models with applications to managerial techniques. Topics include regression, multiple regression, time series analysis, auto correlation, econometric models, exponential smoothing, autoregressive models, adaptive filtering, Box Jenkins methods and survey techniques. The computer is employed to develop meaningful forecasts for management.

DSCI 447 Design of Experiments (4)

Prerequisite: DSCI 346 or equivalent or permission of the instructor.

An in-depth study of quantitative business analysis techniques in a variety of organizational environments. Emphasizes the use of the computer and a discussion of quality in the organizational setting.

DSCI 448 Business Simulation (4)
Prerequisite: DSCI 346 or equivalent or permission of the instructor.

Probabilistic models in decision science, with emphasis on discrete event simulation.

DSCI 449 Multivariate Data Analysis (4)
Prerequisite: DSCI 346 or equivalent.

Multivariate data analysis methods are used in fields such as business, engineering, education, data mining and many others. This course examines the concepts and principles of the various statistical methods used in the analysis of multiple simultaneous measurements on the subjects under investigation. Software is heavily used to support the studies in this course.

DSCI 450 Quantitative Communications (4)
Prerequisite: DSCI 346 or equivalent.

Quantitative results are often communicated poorly in the media, in scientific journals, and in business. This course examines methods used in the presentation of statistical results to non-statistically oriented audiences. Data visualization, non-technical writing and presentation skills are strongly emphasized.

DSCI 499 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

Finance Courses

FINC courses numbered 300 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

Terms offered: check with the department or EagleNET.

FINC 200 Personal Finance: Philosophy and Practice (4)

[satisfies the GEGR for humanities and fine arts, list 3, philosophy and reasoning.]

Deals with the management of individual financial affairs on both a practical and a philosophical level. Covers a number of topics, such as the relationship between money and success, money and power, the meaning of poverty, the illusion of value, budgeting, tax planning, credit, real estate, major purchases, cash management, insurance, investments and retirement planning.

FINC 335 Financial Management (4)
Prerequisites: (MATH 200 or equivalent) and DSCI 245 and ACCT 251 and (either ECON 200 or ECON 201) and the university computer literacy requirement.

The application of basic theory and analytical techniques to financial decision making and in particular capital budgeting. Emphasizes the time value of money and capital budgeting. Discusses capital structure and the risk-return trade off as they relate to the cost of capital, securities valuation and capital budgeting.

FINC 399 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

FINC 431 Investments (4)
Prerequisite: FINC 335.
 Examines principles of investments valuation; objectives and risks involved; sources of relevant information. Security analysis and investment timing in a portfolio management framework.

FINC 432 Insurance and Risk (5)
Prerequisite: ECON 200 or instructor permission.
 This course examines the principles of insurance and ways of managing risk. It includes discussion of the development and forms of private and social insurance programs. (Cross-listed ECON 445)

FINC 434 Financial Derivatives (4)
Prerequisite: FINC 335
 Provides an in-depth background to various financial derivatives including futures, options, swaps, securitized securities and collateralized mortgage obligations. Discusses concepts related to the operation of financial derivatives including marketing to market and clearing corporations.

FINC 435 Capital Budgeting and Long-Term Financing (4)
Prerequisite: FINC 335.

Provides in-depth background and skill development for capital budgeting and long-term financial decision-making. Emphasis on discounted cash flow analysis using computer spreadsheets. Discusses capital structure, dividend policy, cost of capital and risk analysis. Also covers long-term financing issues of a business or corporation. Uses cases, computer simulations and other analytical techniques.

FINC 436 Short-Term Financial Management (4)
Prerequisite: FINC 335.

This course provides an in-depth background and skill development necessary to understand and analyze short-term financing issues. Topics include financial liquidity, working capital management, cash forecasting, cash budgeting and short-term investing and financing. Cases, spreadsheets and other methods will be used extensively.

FINC 441 Portfolio Management I (2)
Prerequisite: FINC 335.

This is an introductory course dealing with the management of real dollar portfolios. Students enrolled in this course will be expected to enroll in FINC 442 and FINC 443 subsequent quarters. Topics covered include modern portfolio theory, security analysis and valuation and portfolio performance evaluation. Students will also be involved in management of extant portfolios primarily as observers.

FINC 442 Portfolio Management II (2)
Prerequisite: FINC 441.

This course is a continuation of FINC 441. Students enrolled in this class will be involved in the day-to-day management of real dollar portfolios. Responsibilities will include presentation of security recommendations, portfolio rebalancing and analysis of portfolio risk. An end of quarter report will be prepared and presented.

FINC 443 Portfolio Management III (2)
Prerequisite: FINC 442.

This course is a continuation of the information covered in FINC 441 and FINC 442. Students enrolled in this class will be involved in the day-to-day management of real dollar portfolios. Responsibilities will include presentation of security recommendations, portfolio rebalancing and analysis of portfolio risk. An end of quarter report will be prepared and presented.

FINC 474 International Finance (5)
Prerequisites: ECON 200 and 201, FINC 335 or instructor permission.

The material in this course develops a general framework to analyze international financial markets, exchange rates, exchange rate derivatives and open macroeconomic economies. (Cross-listed ECON/IBUS 474)

FINC 495 Internships (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

FINC 498 Seminar (1-5)

FINC 499 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

Human Resource Management Courses

HUMR courses numbered 300 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

Terms offered: check with the department or EagleNET.

HUMR 328 Human Resource Management (4)
Prerequisite: junior standing.

Human resource management (HRM) is an ongoing process consisting of various critical functions including human resource planning, recruitment, selection, training and development, job analysis, performance appraisal, compensation and maintenance such as health and safety. These major HRM functions and their sequential interdependence are discussed and applied. Various external forces that constrain managerial decision-making are also considered including laws and regulations dealing with equal opportunity, workplace diversity and multiculturalism, especially as these impact human resource policies and practices.

HUMR 427 Compensation Administration (4)
Prerequisite: HUMR 328.

Part I consists of an analysis of the theoretical concepts, practical techniques and criteria commonly recognized in the development and control of various compensation models. Part II is the application (field study) of selected concepts, techniques and criteria considered appropriate for the solutions to local work place compensation problems.

HUMR 429 Personnel Problems (4)
Prerequisite: HUMR 328.

Analyses of selected major problems confronted in human resource management.

HUMR 495 Internships (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

HUMR 498 Seminar (1-5)

HUMR 499 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

International Business Courses

IBUS courses numbered 300 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

Terms offered: check with the department or EagleNET.

IBUS 470 International Business Management (4)
Prerequisite: junior standing.

[satisfies international studies university graduation requirement]

Analysis of the impact of international business variables on global organizations and the impact of these organization on the societies in which they operate. (Cross-listed MGMT 470)

IBUS 471 Multinational People Management (4)
Prerequisite: junior standing.

[satisfies international studies university graduation requirement]

A systems approach to multinational human resource management incorporating three interrelated subsystems: internal (the multinational company), external (the nation state) and the individual (the manager) in a cross-cultural context. (Cross-listed MGMT 471)

IBUS 472 Global Marketing Management (4)
Prerequisite: IBUS/MGMT 470 or MKTG 310.

A practical approach to understanding the implications to marketing functions that result from competing in a global marketplace. Marketing function differences and similarities are explored across national borders and cultures. (Cross-listed MKTG 472)

IBUS 474 International Finance (5)
Prerequisites: ECON 200 and 201, FINC 335 or instructor permission.

The material in this course develops a general framework to analyze international financial markets, exchange rates, exchange rate derivatives and open macroeconomic economies. (Cross-listed ECON/FINC 474)

Management Courses

MGMT courses numbered 400 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

Terms offered: check with the department or EagleNET.

MGMT 120 The World of Business (5)
Not open to upper-division business administration majors.
 Surveys the basic roles and functions performed by business firms in modern free enterprise societies.

MGMT 200 Business History in the U.S. (4)
[satisfies the GEER for social science, list 3, history.]
 Provides an overview of the historical development of business practice and thought in the United States using readings from both the time period in question and contemporary scholarly essays.

MGMT 326 Organization Theory and Behavior (4)
Prerequisite: junior standing.
 Explores the nature of human behavior in organizations as well as the structural effects of change. Application to the management of human resources is provided. A conceptual foundation is applied to practical situations throughout the course.

MGMT 399 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

MGMT 422 Entrepreneurship (4)
Prerequisite: junior standing.
 A study of entrepreneurial qualities and methods used to start and expand business ventures. Maximum flexibility is used to allow students to pursue individual interests. Marketing and accounting background helpful.

MGMT 423 Business and Society (4)
Prerequisites: MGMT 326, senior standing.
 Study of the interrelations between business and its external environment, focusing on the social, political and legal interactions. Review of critical managerial issues from historical, theoretical and ethical perspectives and their impact on organizations.

MGMT 424 Equity and Equality in the Workplace (3)
Prerequisite: ENGL 201.
 This course examines feminist theory, the law and business management theories as they apply to equality and equity in the workplace. The course is an integrated approach to business and gender issues. (Cross-listed WMST 424)

MGMT 470 International Business Management (4)
Prerequisite: junior standing.
[satisfies international studies university graduation requirement]
 Analysis of the impact of international business variables on global organizations and the impact of these organizations on the societies in which they operate. (Cross-listed IBUS 470)

MGMT 471 Multinational People Management (4)
Prerequisite: junior standing.
[satisfies international studies university graduation requirement]
 A systems approach to multinational human resource management incorporating three interrelated subsystems: internal (the multinational company), external (the nation state) and individual (the manager) in a cross-cultural context. (Cross-listed IBUS 471)

MGMT 480 Organizational Leadership (4)
Prerequisite: MGMT 326.
 This seminar examines the various leadership styles in organizations. Students investigate and develop leadership profiles of past, present and future leaders. Project teams develop a video profile and case of a specific organization.

MGMT 490 Department Senior Capstone: (4) Administrative Policies or Small Business Administration and Policy FWSU
Prerequisites: ACCT 251, 252, 261; DSCI 245, 346; ECON 200, 201; ENGL 201; FINC 335; MATH 200; MGMT 326; MISC 311; MKTG 310; OPSM 330; MGMT 423 (may be taken concurrently); Computer Literacy I and II and admission to BAB.
[satisfies senior capstone university graduation requirement]
 See your major department advisor for the appropriate section number.

MGMT 495 Internships (1-15)
Prerequisite: permission of the instructor, department chair and college dean.

MGMT 498 Seminar (1-5)

MGMT 499 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

Management Information System Courses

MISC courses numbered 370 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

Terms offered: check with the department or EagleNET.

MISC 311 Information Technology in Business (4)
Prerequisite: junior standing.
 This course provides the basic concepts of the use of information technology in business, both globally and locally, to collect, organize, distribute and present information in a business environment. Students will learn how to collect information from external sources, such as libraries and the Internet, and from internal functional areas. Productivity tools such as database, spreadsheets, wordprocessor and presentation software will then be used to consolidate, organize, synthesize and present the external and internal information to business decision makers.

MISC 370 Multimedia Production of Business Documents (4)
Prerequisites: MISC 311 or equivalent and BUED major, or permission of the instructor.

Learning advanced applications of word processing, presentation and multimedia software to design formal and technical reports and presentations, correspondence, newsletters, brochures, forms, charts and graphics. Emphasis is on problem-solving ability to convert raw data into acceptable form using the computer, the Internet and additional multimedia.

MISC 371 Business Applications Program Design (4)
Prerequisite: MISC 311 or CSCD 110 or permission of the instructor.

This course provides a thorough coverage of the program design and development process. The student will develop algorithmic solutions to a variety of business computer applications using a number of logic tools for programming and documentation. A high level programming language is used to illustrate the logic and structure of common business applications.

MISC 372 Data Communications and Networking Fundamentals (4)
Prerequisite: MISC 311 or CSCD 110 or permission of the instructor.

This course is a general introduction to current technology for local area networks (LAN), wide area networks (WAN) and the Internet.

MISC 373 Business Database Application (4)
Prerequisite: MISC 311 or CSCD 110 or permission of the instructor.

This course provides an in-depth study of theory and applications of databases. Emphasis is on the design of flexible databases to meet business information requirements. Topics include database concepts, data modeling, data dictionary, database models, database design, data integrity and managerial considerations.

MISC 374 Spreadsheet Modeling for Business Applications (4)
Prerequisite: MISC 311 or CSCD 211 or permission of the instructor.

Problem solving and data modeling of business applications utilizing spreadsheet software. Graphics, file management and proper spreadsheet organization topics are covered as well as use of macros for development of user-friendly applications.

MISC 375 Expert Systems Applications in Business (4)
Prerequisite: MISC 311 or CSCD 211 or permission of the instructor.

Introduction to expert systems design and implementation. Topics covered include the study of existing successful applications, the techniques of knowledge representation and a review of knowledge engineering methodologies and languages. Students build a model expert system using a microcomputer-based expert system software package.

MISC 399 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

MISC 481 Systems Analysis and Design (4)
Prerequisites: MISC 371 (or CSCD 350) and MISC 373 (or CSCD 327) or permission of the instructor.

This course involves the analysis and design of business systems. It includes the structure and life cycle of systems. The methodology of systems studies and the use of computer aided software engineering (CASE) tools are emphasized. Systems studies are undertaken utilizing cases and actual business systems projects.

MISC 482 Systems Project (4)
Prerequisite: MISC 481 or permission of the instructor.

This course emphasizes solving an information systems problem using project management and information systems methodologies. Students will develop a computer information system through the use of CASE tools. Interactive and prototyping approaches to system development are investigated and employed. In addition, students will acquire additional knowledge in planning, managing and presenting a systems project.

MISC 485 Advanced Database Applications Development (4)
Prerequisite: MISC 373 or permission of the instructor.

This course is a continuation of business applications of databases. The course stresses application development through fourth generation programming techniques. The course is designed to take advantage of advanced capabilities in current database management systems. Emphasis is on the design and implementation of business database applications. Topics include data modeling, database design, database implementation, report design, form design, application design, security, backup and recovery and multi-user databases.

MISC 487 E-Commerce and E-Commerce System Design (4)
Prerequisite: MISC 311 and MISC 371 or permission of the instructor.

This course explores how the landscape of e-commerce is changing and evolving. The course covers important topics of e-commerce, such as: selling and marketing online; businesses trading and collaborating with other businesses; internal business process supports; legal, ethical and tax issues; Web security and e-commerce infrastructure; and provides students with the technological skills of developing e-commerce applications.

MISC 488 Health Information Technology (4)
Prerequisite: MISC 311 or permission of the instructor.
 This course acquaints students with current and emergent issues in the area of health and medical information technology from a regional, national and international perspective. The classroom format combines lecture and case-based work with hands-on work using a variety of current electronic medical record (EMR) and ancillary systems.

MISC 495 Internships (1-15)
Prerequisite: permission of the instructor, department chair and college dean.

MISC 498 Seminar (1-5)

MISC 499 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

Marketing Courses

MKTG courses numbered 316 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

Terms offered: check with the department or EagleNET.

MKTG 310 Principles of Marketing (4)
Prerequisite: junior standing.
 An introduction to marketing. The marketing mix: product offering, supply chain management, pricing, promotion and introduction to buyer behavior.

MKTG 399 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

MKTG 400 Buyer Behavior (4)
Prerequisite: MKTG 310.
 Study of the buyer decision-making process, both consumer and industrial, for the purpose of planning and implementing successful marketing strategies. Includes an examination of both the internal psychological and external sociological factors influencing the decision-making process and how these factors relate to strategic marketing decisions such as product development, segmentation and positioning.

MKTG 411 Marketing Research (4)
Prerequisites: MKTG 310 and DSCI 346.
 A practical and theoretical approach to understanding and applying the procedures and methods used in collecting and analyzing market information for managerial decision-making. Topics include research design, data collection, sampling, questionnaire design, qualitative research methods, processing and interpreting data and presentation of findings. An applied approach provides practical application of methods studied.

MKTG 412 Marketing Management (4)
Prerequisites: MKTG 400 and 411.
 An exploration of key marketing management variables such as buyer behavior, market segmentation and product positioning, product policy, pricing, distribution, promotion and market research in the contexts of strategy development, decision making, implementation and control.

MKTG 413 Integrated Marketing Communications (4)
Prerequisite: MKTG 310.

A practical and theoretical approach to understanding communications theory and how advertising, sales promotion, public relations and direct marketing are designed and used by organizations in communicating with various publics.

MKTG 414 Retail Management (4)
Prerequisite: MKTG 310.

A study of the strategies used by retailers as critical members of a supply chain. The relationships among store organization, human resource management and the retail strategies used by various types of retail outlets are investigated. Merchandising policies (buying, selling, stock control and management), various control strategies, promotion and public relations activities are also covered.

MKTG 416 Sales Force Management (4)
Prerequisite: MKTG 412.

This course covers the concepts and theories associated with planning, organizing, evaluating, controlling and managing a professional sales force.

MKTG 417 Marketing Analysis (4)
Prerequisite: MKTG 412.

Strategical analysis of managerial marketing issues involving market trends, marketing research, product planning, distribution channels, pricing, promotion, social trends and the influence marketing strategy has on society.

MKTG 444 Applied Promotion (4)
Prerequisite: MKTG 310.

This course involves students in the research, planning, implementation and evaluation of a promotional event for a local business or organization. A variety of marketing principles are applied in a hands-on real world experience.

MKTG 472 Global Marketing Management (4)
Prerequisite: IBUS/MGMT 470 or MKTG 310.

A practical approach to understanding the implications to marketing functions that result from competing in a global marketplace. Marketing function differences and similarities are explored across national borders and cultures. (Cross-listed IBUS 472)

MKTG 481 Sports Marketing (4)
Prerequisite: MKTG 310.

Explores the essentials of effective sports marketing, such as the nature of sports products, sports consumers, sports research, sports-product development, sponsorship and licensing. Looks at the marketing of sports and sport products as well as marketing through sports.

MKTG 495 Internships (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

MKTG 498 Seminar (1-5)

MKTG 499 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

Operations Management Courses

OPSM courses numbered 300 and higher have restricted enrollment. See Business Administration "Course Enrollment Policies."

Terms offered: check with the department or EagleNET.

OPSM 330 Operations Management (4)
Prerequisites: DSCI 245, computer literacy.

An integrating study focusing upon the models and methods of production and operations management. Managerial approaches to planning, scheduling and controlling both product and service. Tools include process analysis, plant location, plant layout, capacity planning, inventory control, forecasting, materials requirements planning, PERT/CPM and quality control. Also studies computer-based operations control systems applicable to the above topics.

OPSM 425 Service and Operations Analysis (4)
Prerequisite: OPSM 330.

This is an integrative course including analysis of both service and manufacturing organizations. The course focuses on case studies and applied quantitative techniques for managing the entire operations of a firm. Decision-making is emphasized through computer simulation and interactive discussion of field and textbook case studies.

OPSM 428 Global Supply Chain Management (4)
Prerequisite: senior standing or permission of the instructor.

This course examines the actions and values responsible for continuous improvement in the design, development and management process of an organization's supply system through the use of writings and case studies which may include company visits. The objective of the course is to understand how to improve the supply system's profitability and ensure its survival as well as the profitability and survival of its customers and suppliers. Global issues and development of supplier relationships are integrated throughout the course material. Cases and field trips are included as appropriate.

OPSM 441 Quality Management (4)
Prerequisite: OPSM 330.

This course is a review and application of quality management concepts in public and private enterprises. Both qualitative and quantitative techniques are analyzed. Case studies and field trips are included as appropriate.

OPSM 495 Internships (1-5)
Prerequisite: permission of the instructor, department chair and college dean.

OPSM 498 Seminar (1-5)

OPSM 499 Directed Study (1-5)
Prerequisite: permission of the instructor, department chair and college dean.