

# SCHOOL OF BUSINESS

The Accreditation Council for Business Schools and Programs (ACBSP) is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The association embraces the virtues of teaching excellence and emphasizes to students that it is essential to learn how to learn. ACBSP offers programs, services, and an accreditation process uniquely focused on teaching excellence and student outcomes. And because they believe their success is driven by the success of their members, they align those programs and the accreditation process to meet the individual needs of each member. Albany State University is a "teaching centered" institution whose mission is to educate students to become outstanding contributors to society. The degree programs of ASU's School of Business are accredited by ACBSP as well as by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

The following business programs at Albany State University are accredited by the Accreditation Council for Business Schools and Programs:

- Accounting, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-accounting/>)
- Management, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-management/>)
- Marketing, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-marketing/>)
- Supply Chain and Logistics Management, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-supply-chain-logistics-management/>)
- Masters of Business Administration (MBA) (<http://catalog.asurams.edu/graduate/degree-programs/business/>)

## Mission and Goals

The mission of the School of Business is to prepare students for business and professional careers by providing a quality, real-world education.

- Student-first learning environment
- Applied and instructional research
- Serving the southwest and central Georgia areas
- Partnering with area business leaders

The primary goals of the department are to:

- educate students who will demonstrate the following knowledge, skills, and attitudes required for successful business/professional careers
  - competent written and oral communication
  - collaborative and productive team and professional behaviors
  - analytical problem solving
  - technological proficiency
  - global, ethical, and environmental consciousness
  - business acumen
- create a "students first" learning community for traditional, non-traditional, full-and part-time students reflecting:
  - caring and accessible faculty
  - small classrooms

- flexible delivery methods and offerings including online and technology enhanced
- experiential teaching and learning
- faculty advising and mentorship
- recruit and retain an increasingly diverse and academically qualified faculty
- partner with area employers through the School of Business Advisory Board

## Core Values

- Integrity and mutual trust,
- diversity and inclusion,
- continuous improvement,
- collegiality and
- the pursuit of excellence.

## Vision

We are the beacons in southwest Georgia for quality business education, preparing citizens for professional business leadership, promoting economic development, and providing relevant research and business expertise to the region and nation.

## Honor Societies and Clubs

Professional development is a high priority of the college, and students have multiple opportunities to learn leadership and professionalism, including becoming members and leaders of the following honor societies, clubs, and service organizations:

- Delta Mu Delta
- the Accounting Club
- Enactus
- the Marketing Club
- the Healthcare Administration Club
- the Supply Chain club

Students may also conduct research with faculty and serve the community in service-oriented projects.

- Degree information for the Associate of Science in Core Curriculum with a Business Career Tract Transfer Pathway (<http://catalog.asurams.edu/undergraduate/degree-programs/>)

## A

- Accounting, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-accounting/>)

## M

- Management, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-management/>)
- Marketing, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-marketing/>)

## S

- Supply Chain and Logistics Management, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-supply-chain-logistics-management/>)

**ACCT 2101. Accounting Principles I. (3 Credits)**

A study of the underlying theory and application of financial accounting concepts. Prerequisite: MATH 1001 or higher. Offered: Fall, Spring, Summer.

**ACCT 2102. Accounting Principles II. (3 Credits)**

A study of the underlying theory and application of managerial accounting concepts. Prerequisite: ACCT 2101 Offered: Fall, Spring, Summer.

**ACCT 3101. Intermediate Accounting I. (3 Credits)**

Financial accounting and reporting related to the development of accounting standards, financial statements, cash and receivables. Prerequisite: ACCT 2102 Offered: Fall.

**ACCT 3102. Intermediate Accounting II. (3 Credits)**

Financial accounting and reporting related to inventory, property, plant and equipment, intangibles, liabilities and stockholders' equity. Prerequisite: ACCT 3101 Offered: Spring.

**ACCT 3103. Intermediate Accounting III. (3 Credits)**

Financial accounting and reporting related to investments, leases, income taxes, pensions, accounting changes, errors, earnings per share, and financial reporting and analysis. Prerequisite: ACCT 3102 Offered: As needed.

**ACCT 4101. Cost Accounting I. (3 Credits)**

A study of cost concepts and cost flows, cost behavior and cost estimation, job order costing, process costing including new developments. Prerequisites: ACCT 2102 Offered: Spring.

**ACCT 4102. Cost Accounting II. (3 Credits)**

A study of budgeting, standard costing, cost-volume-profit analysis, performance evaluation, and variable costing including new developments. Prerequisite: ACCT 4101.

**ACCT 4111. Auditing I. (3 Credits)**

Principles and problems of auditing financial statements with emphasis on GAAS, Rules of Conduct, Code of Ethics, Internal Control and Audit Report. Prerequisites: ACCT 3101 Offered: Spring.

**ACCT 4121. Tax Accounting I. (3 Credits)**

A study of the income tax law, especially as it is applied to individuals. Includes the concepts of gross income, business and personal deductions, filing status, gains and losses, cost recovery, and tax determination. Prerequisite: ACCT 3101 Offered: Fall.

**ACCT 4142. Not-for-Profit Accounting. (3 Credits)**

Fund theory, generally accepted accounting principles, and accounting practice and reporting for hospitals, colleges and universities, and other not - for - profit entities. Prerequisites: ACCT 3101 Offered: Fall.

**ACCT 4205. Accounting Information Systems. (3 Credits)**

Principles of accounting systems investigation, design and installation. Procedures for electronic data processing, information retrieval, and application of quantitative tools in systems. Prerequisites: ACCT 3101 Offered: Fall.

**BUSA 1100. Financial Planning and Investment Management. (2 Credits)**

Provides the foundation for studying and applying personal financial planning techniques for a lifetime. Corequisite: None. Prerequisite: None. Offered: All semesters.

**BUSA 1105. Introduction to Business. (3 Credits)**

An integrative study of the functional areas of business (finance, operations, marketing, human resources, etc.) Prerequisites: READ 0099, ENGL0099, ENGL 0989 or satisfactory English scores to place into co-requisite remediation or higher; MATH 0099, MATH 0987, MATH 0989 or satisfactory math scores to place into co-requisite remediation or higher. Offered: Fall, Spring, Summer.

**BUSA 2101. Survey of Computer Applications. (3 Credits)**

An introduction to computers and computer applications at a level appropriate for basic academic and professional needs. Offered: Fall, Spring.

**BUSA 2105. Communicating in the Business Environment. (3 Credits)**

A course emphasizing both interpersonal and organizational communications; to include written and oral exercises appropriate to business practice.

**BUSA 3100. Business Internship I. (3 Credits)**

This course introduces junior or advanced sophomore business students to working environments in their aspiring professional careers with an opportunity to gain valuable insights into actual organizational and managerial practices and operations. Through such experiences students can better correlate their academic experiences with their future professional careers. Offered: Fall, Spring, Summer.

**BUSA 4100. Business Internship II. (3 Credits)**

This course provides the senior business students with supervised professional career-related work experience to acquire valuable skills and management specific knowledge and training in business or business-related organizations. Students will be required to submit portfolios of their internships directly related to their future professional careers and make presentations to business professionals for evaluations. Prerequisite: Senior Standing. Offered: Fall and Spring.

**BUSA 4105. International Business. (3 Credits)**

Contemporary problems, issues, and opportunities in international business from conceptual and practical viewpoints. Extensive use of case studies to develop the students' ability to diagnose and develop solutions to management situations facing the multinational executive. Prerequisite: ECON 2105 Offered: Fall, Spring, Summer.

**BUSA 4200. Project Management. (3 Credits)**

This course addresses the main topics of project management such as project scope, project planning, resource planning, budget analysis, risk analysis, and project control. The course also emphasizes project management tools such as Gantt charts, critical path analysis, and project management software. Prerequisite: MGMT 3106 Offered: Fall.

**FINC 3105. Foundations of Financial Management. (3 Credits)**

Techniques of financial analysis, including working capital management, capital budgeting dividend, and capital structure decisions. Prerequisite: ACCT 2102 Offered: Fall, Spring, Summer .

**LOGM 3220. Supply Chain Management. (3 Credits)**

This course explores the concept of logistics from a managerial and global perspective. Participants will study a broad range of logistical areas ranging from supply chain management to transportation and warehousing. Prerequisite: MGMT 3106 Offered: Fall, Spring.

**LOGM 3230. Transportation Security and Legal Issues. (3 Credits)**

This course explores the concept of Logistics Security from a managerial and a global perspective. Participants will study a broad range of existing Logistics Security strategies in areas such as warehousing, inland distribution, marine and port operations and global freight transportation. Prerequisite: LOGM 3220 Offered: As Needed.

**LOGM 4210. Transportation Management. (3 Credits)**

This course provides a broad overview of transportation systems primarily throughout the U.S. including how they are developed, optimized and managed. Prerequisite: LOGM 3220 Offered: Fall.

**LOGM 4220. Introduction to Global Logistics. (3 Credits)**

This capstone brings together the role of the supply chain, key strategic drivers of supply chain performance and the techniques of supply chain analysis and operations all within global context. Prerequisite: LOGM 3220 Offered: Spring.

**LOGM 4225. Warehouse Management. (3 Credits)**

Warehouses are critical components of logistics and supply chain systems. This course focuses on the design and operations of warehouses. Students will learn the main components of a modern warehouse and the different techniques used to operate and manage a warehouse efficiently. Prerequisite: LOGM 3220 Offered: Fall.

**LOGM 4230. Logistics Information Systems. (3 Credits)**

This course involves the identification, analysis and design of information systems necessary for effective operation and management of logistics systems and emphasizes how to use such systems to gain competitive advantage and to enhance profitability. Prerequisite: LOGM 3220 Offered: Fall.

**LOGM 4270. Global Supply Chain Management. (3 Credits)**

This course analyzes logistics and supply chain management from a global perspective. It integrates practical and strategic elements that are key components of international logic systems. The concepts covered in the course are illustrated with a good range of international cases. Prerequisite: LOGM 3220 Offered: Spring.

**MGMT 3105. Legal Environment of Business. (3 Credits)**

This course provides an overview of the statutory, case, and regulatory laws that impact the relationship between law and business. The course provides insight into the elements that are critical to analyzing and understanding the relationship between law and business. Offered: Fall, Spring.

**MGMT 3106. Management Science and Operations Management. (3 Credits)**

This course covers the principles, concepts, modeling, and decision making techniques for business operations management. The typical topics include issues and tasks of operations management, operations strategy, decision making and optimization, total quality management, capacity planning, facility layout, and materials planning. Prerequisite: ECON 3205 Offered: Fall, Spring, Summer.

**MGMT 4110. Organizational Behavior. (3 Credits)**

This course is designed for students to learn individual and group skills required for effective functioning in an organizational context. Topics include global competition, leadership, motivation, diversity, decision making, group dynamics, culture, organizational development, and systems. Prerequisite: MGMT 3105 or MGHC 3120 Offered: Fall, Spring, Summer.

**MGMT 4125. Human Resource Management. (3 Credits)**

Explores the process of forecasting and identifying resources in the labor market, determining staffing needs, developing budgets, and employment plans. Emphasis is on program evaluation and legal considerations, equal employment opportunity, performance appraisal, compensation management, training, and development. Prerequisite: MGMT 3105 or MGHC 3120 Offered: Spring, Summer.

**MGMT 4127. Small Business Management. (3 Credits)**

This course is about the issues and opportunities involved in starting, operating, and managing a successful small business. Prerequisite: MGMT 4110 and FINC 3105 or MGHC 4410 Offered: Fall, Spring, Summer.

**MGMT 4128. Contemporary Business Issues. (3 Credits)**

A discussion of major issues such as environmental pollution, prohibitive labor cost, loss of competitive ability, shift from manufacturing to service, business ethics, rising costs of Social Security, medical care, etc. Prerequisite: Senior Standing. Offered: Fall.

**MGMT 4199. Business Policy. (3 Credits)**

A capstone course that integrates knowledge acquired in accounting, economics, finance, operations management, information systems, management, and marketing in the formation of business strategies. Case study method is emphasized. Prerequisite: Senior Standing, BUSA 4105, ECON 3205, FINC 3105, MGMT 3105 or MGHC 3120, MGMT 3106, MGMT 4110, MKTG 3120 Offered: Fall, Spring, Summer.

**MIST 2010. Fundamentals of Computer Applications. (3 Credits)**

An introductory hands-on course designed to cover word processing, spreadsheets, database, presentations, e-mail and world wide web. Prerequisites: READ 0099, ENGL 0099, ENGL 0989 or satisfactory English scores to place into co-requisite remediation of higher; MATH 0099, MATH 0987, MATH 0989 or satisfactory math scores to place into co-requisite remediation or higher. Offered: Fall, Spring, Summer.

**MIST 2040. Communication for Management. (3 Credits)**

Applications of the principles of verbal and nonverbal communication. Management concepts of business ethics and problem analysis are integrated with communication process and theory. Prerequisites: ENGL 1101 or ENGL 1101E and ENGL 1102 Offered: Fall, Spring, Summer.

**MIST 3330. Human-Computer Interaction and Innovation. (3 Credits)**

This course is a study of development and implementation processes, tactics, and strategies based upon systems planning results. Special attention is devoted to the development of end-user support systems. Prerequisite: Sophomore Standing Offered: Fall.

**MIST 3350. Data Networks and Security Management. (3 Credits)**

An introduction to telecommunications in the business environment. Topics include telephone, data codes, protocols, network architecture, local area networks, communication media, hardware and software. Management issues and practical applications are integral parts of the course. Prerequisite: BISE 2010. Offered: Fall.

**MIST 4205. Management Information Systems. (3 Credits)**

An overview course designed to introduce students to the area of management information systems. It emphasizes concepts, components, and structures of information systems and their applications in business and managerial decision making. Prerequisite: BISE 2010 or MIST 2010. Offered: Fall, Spring, Summer.

**MIST 4206. Database Management Systems. (3 Credits)**

An introduction to database management and its system implementation techniques, this course covers the structure of database management systems, database design, Entity-Relationship modeling, normalization, relational database system development and management using an industrial leading database system such as ORACLE. Optional topics may include object-oriented databases, distributed databases, database programming, and advanced database management issues. Prerequisite: BISE 2010. Offered: Fall, Spring (Cross listed with MGMT 4206.)

**MIST 4207. Systems Analysis & Design. (3 Credits)**

Covers all major phases of a complete systems development life cycle (SDLC), business modeling techniques such as Entity-Relationship diagramming, data flow diagrams, and the use of Integrated Computer-Aided Software Engineering (I-CASE) tools to support systems development. Optional topics may include forms and report development using rapid applications development (RAD) tools, client/ server development, and web-based systems deployment. Prerequisite: MIST 4205 Offered: Fall, Spring (Cross-listed with MGMT 4207.)

**MIST 4220. Special Topics and Research in Information. (3 Credits)**

Designed to provide senior students with an opportunity to conduct research projects for publication in journals. Students will investigate new trends in Information Systems business and industry, Information Systems curricula, and Information Systems research. Prerequisite: Junior Standing Offered: Spring.

**MIST 4240. Computer Programming in Business. (3 Credits)**

This is an introductory course to computer programming using an object-oriented language; top-down design; structured programming; debugging; testing and implementation techniques. Business students will learn how to apply problem-solving skills via computer programming scenarios. Skills learned may be transferrable to other computer programming courses. Prerequisite: MIST 2010 Offered: Fall, Summer.

**MIST 4260. E-Commerce. (3 Credits)**

The course investigates the evaluation, implementation, and disadvantages of electronic-commerce systems; and introduces students to the concepts of electronic commerce. Prerequisite: Junior Standing Offered: Spring.

**MKTG 3120. Principles of Marketing. (3 Credits)**

A course designed to show the characteristics, history, and functions related to marketing. Emphasis is on product definition, promotion, distribution, and pricing. Prerequisite: ECON 2106 Offered: Fall, Spring, Summer.

**MKTG 3130. Consumer Behavior. (3 Credits)**

Study of the theories of consumer behavior with contribution from social sciences, and the implications on human consumption including decision-making factors which impact consumer purchasing patterns. Prerequisite: MKTG 3120 Offered: Spring.

**MKTG 3132. Fundamentals of Selling. (3 Credits)**

This course covers each aspect of the sales process. Attention is devoted to such sales activities as prospecting planning, product demonstrations, responding to objections, obtaining commitment, and relationship building. Each student is required to develop a sales presentation. Prerequisite: MKTG 3120 Offered: Spring.

**MKTG 3134. Marketing Research. (3 Credits)**

An introduction to methods used in market research, types of research, research design, and application of research results. Includes hands-on application of research methodology. Prerequisite: MKTG 3120 Offered: Fall.

**MKTG 3136. Promotion & Advertising. (3 Credits)**

A course intended to provide an understanding of promotion and advertising, their functions in our way of life, and their role in business. Prerequisite: MKTG 3120 Offered: Fall.

**MKTG 4140. Retail Management. (3 Credits)**

An introduction to the structure of retailing and problems associated with the management of retail stores and other channels of distribution. Prerequisite: MGMT 3120 Offered: Fall.

**MKTG 4170. Marketing Management. (3 Credits)**

Management of marketing function, management skills and strategies applicable to management of marketing functions and their interrelationships within the environment of the firm. Prerequisites: MKTG 3120 Offered: Spring.