

DEPARTMENTS OF BUSINESS ADMINISTRATION AND ACCOUNTING, BIS & MARKETING

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 departments of Business Administration and Accounting, BIS & Marketing 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:

- Degree information for the Associate of Science in Core Curriculum with a Business Career Tract Transfer Pathway (<http://catalog.asurams.edu/undergraduate/degree-programs>)
- Accounting, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-accounting>)
- Management Information Systems & Technology, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-management-information-systems-technology>)
- 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>)
- Technology Management, Bachelor of Applied Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bas-technology-management>)
- Masters of Business Administration (MBA) (<http://catalog.asurams.edu/graduate/degree-programs/business>)

Mission and Goals

The mission of the departments of Business Administration and Accounting, BIS & Marketing 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 departments 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 COB 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>)

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A

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

M

- Management Information Systems & Technology, Bachelor of Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bs-management-information-systems-technology>)
- 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>)

T

- Technology Management, Bachelor of Applied Science (<http://catalog.asurams.edu/undergraduate/professional-studies/business/bas-technology-management>)

ACCT 2100. Accounting for Non-Business Majors. (3 Credits)

An overview of the basic concepts of accounting for users of accounting information with a proper balance between conceptual understanding and procedural training. The course provides an appropriate mix between financial and managerial accounting, designed for non-business majors.

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 and 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, and 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 4106. Tax Research. (3 Credits)

A course designed to apply the concepts learned in Tax Accounting I and II. Use of library research and case analysis are used to develop a deeper understanding of income tax applications. Prerequisite: ACCT 4121 Offered: As needed.

ACCT 4107. Accounting Theory. (3 Credits)

The study of the conceptual theory underlying accounting and the development of accounting principles and the development of accounting principles within the conceptual theory. Emphasis placed on asset and equity concepts. Prerequisites: ACCT 3102 Offered: As needed.

ACCT 4108. International Accounting. (3 Credits)

A study of the international dimension of accounting as it relates to multinational corporations and the international environment. Prerequisites: ACCT 3102 Offered: As needed.

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 4112. Auditing II. (3 Credits)

A detailed study of audit procedures including audit sampling, tests of controls, and substantive tests. Prerequisites: ACCT 4111. Offered as needed.

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 4122. Tax Accounting II. (3 Credits)

A study of of the income tax law regarding the alternative minimum tax, property transactions, corporations, opartnerships, estates and trusts, and the gift and estate tax. Prerequisite: ACCT 4121 Offered as needed.

ACCT 4131. Advanced Accounting I. (3 Credits)

Financial accounting and reporting related to partnerships, branches, segmental and interim reporting. Prerequisite: ACCT 3102 Offered as needed.

ACCT 4141. Municipal Accounting. (3 Credits)

Fund theory, generally accepted accounting principles, and accounting practice and reporting for local and state governments. Prerequisite: ACCT 3101 Offered as needed.

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: Spring.

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 and Spring.

BUSA 1121. Small Business Management. (3 Credits)

This course provides an extensive coverage of topics related to small business management and entrepreneurship. Students will learn managing (operation, human resources, risk, and assets), marketing, financing and evaluation of the financial performance of small businesses. Students will also learn how to prepare a comprehensive business plan. Prerequisites: None. Corequisites:None. Offered: On demand.

BUSA 1145. International Business, Culture and Economics. (2 Credits)

This is an introductory course covering various aspects of the international business environment, including global culture and the economy, different political and legal systems around the world, the international financial system and international business management. Prerequisites: None. Corequisites: None. Offered: Fall.

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 and Spring. Pre-requisites: none.

BUSA 2106. The Environment of Business. (3 Credits)

An introduction to the legal and regulatory political, social, ethical, cultural, environmental and technological issues which form the context for business; to include an overview of the impact of demographic diversity on organizations. The emphasis will be on the legal environment. Corequisite: None. Prerequisite: None. Offered: All semesters.

BUSA 2200. Principles of Management. (3 Credits)

A study of applied management techniques and practices emphasizing planning, organizing, decision making, staffing, directing, and controlling as they pertain to solving management problems. Corequisite: None. Prerequisite: None. Offered: Fall, Spring.

BUSA 2215. Principles of Human Resources Management. (3 Credits)

The study of personnel administration as a staff function. It includes discussion of employment standards, procurement and placement, remuneration, training, safety and health, employee services and labor relations. Corequisite: None. Prerequisite: None. Offered: Fall, Spring.

BUSA 2220. Human Relations. (3 Credits)

A study of the patterns of human behavior leading to effective work relationships. The following are discussed: the influence of leadership, the organization itself, peer groups, and the social environment in which the organization exists as related to human motivation. Corequisite: None. Prerequisite: None. Offered: Every other Spring.

BUSA 2234. Logistics and Supply Chain Management. (3 Credits)

This course surveys current practices in logistics management including purchasing, transportation, warehousing and inventory control. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2235. Inventory Management. (3 Credits)

This course provides a comprehensive study of inventory control and warehousing as key functions within the supply chain. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2236. Transportation and Traffic Management. (3 Credits)

This course explores transportation and traffic management principles and techniques including truck, ship, rail, air and intermodal. Topics include selecting carriers, contracting, government regulations, tariffs, documentation, rate structures, import/export management and interstate/intrastate traffic management. Corequisite: none. Prerequisite: None. Offered: On demand.

BUSA 2237. Cost,Performance&Cust.Serv.Mgm. (3 Credits)

This course deals with managing cost and performance issues along the supply chain as they are vital to ensuring high profitability and customer satisfaction. Corequisite: None. Prerequisiste: None. Offered: On demand.

BUSA 2238. Global Statistics. (3 Credits)

This course develops a framework for and an overview of the theories, commercial dynamics, public policies, laws and the various economic, political and social factors affecting the actual operations and regulation of global trade, transportation and logistics. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2239. Purchasing and Material Management. (3 Credits)

This course includes an overview of quality assurance, quantity determination, price and cost analysis and supplier relations. The policies and procedures of purchasing management are introduced and issues of concern to today's purchasing professional are discussed. Corequisite: None. Prerequisite: None. Offered: On demand.

BUSA 2240. Principles of Marketing. (3 Credits)

Principles and methods involved in moving goods and services from producers to consumers; the marketing environment, channels of distribution, marketing functions, marketing decision-making, and the merchandising/retailing function of marketing including retail organization, merchandise management, customer services and retail control. Corequisite: None. Prerequisite: None. Offered: Fall.

BUSA 2250. Retail Management. (3 Credits)

A study of the factors involved in the management of a retailing enterprise. This includes store design and layout, structure of the retail organization, retail personnel management, buying and pricing of merchandise, customer service, store security, and basic accounting procedures. Corequisite: None. Prerequisite: READ 0099, ENGL 0989 or satisfactory English scores to place into co-requisite remediation or higher. Offered: Every other summer – odd years.

BUSA 2255. Personal Selling. (3 Credits)

Includes principles of selling with practical applications such as careers in sales, sales psychology, sales techniques and customer service. Covers concepts and techniques of making an effective sales presentation from prospecting to follow-up. Corequisite: None. Prerequisite: READ 0099, ENGL 0989 or satisfactory English scores to place into co-requisite remediation or higher. Offered: Every other summer - even years.

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 and Summer Prerequisites: None.

BUSA 4000. Internship in Business. (3 Credits)

Provides an opportunity for students to gain practical experiences while working in a business or governmental agency. Internship coordinated by a faculty member and supervised by an approved business supervisor.

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, and 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 and Summer .

FINC 4105. Investment Analysis. (3 Credits)

The principles and practices of investment in stocks, bonds, and derivatives. Includes the study of investment portfolio management. Prerequisite: FINC 3105 Offered as needed.

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 and 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: Spring.

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 and 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 and Summer.

MGMT 3207. Visual Basic Programming. (3 Credits)

This course emphasizes business applications of structured and object-oriented computer programming using Visual Basic. The course covers Visual Basic syntax and basic programming techniques that enables students to design, code, document, test and debug application programs in business. Prerequisite: BISE 2010.

MGMT 3208. Fundamentals of Web Applications. (3 Credits)

This course covers the fundamentals of web applications development by using modern programming and markup languages such as HTML, XML, ASP, Java Scripts, and Visual Basic scripts. This course is designed to bring students up to a basic level of familiarity with web applications development and programming concepts. Prerequisite: MGMT 3207.

MGMT 3405. International Business Law. (3 Credits)

This course provides a comprehensive overview of the legal requirements to engage in international business. Special emphasis is given to the legal considerations for conducting business in the developing countries, especially in Africa and the Caribbean. Interactive links to international business law Web Sites will be utilized.

MGMT 4030. Quality Management. (3 Credits)

Provides comprehensive coverage of both the theory and implementation of quality management. Course examines the principles and techniques for managing and improving organizational quality with emphases on customer focus, continuous improvement, employee involvement, and process improvement to meet/exceed expectations of multiple stakeholders.

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 and Summer.

MGMT 4111. Seminar in Organizational Theory and Behavior. (3 Credits)

This is an advanced course in organization design and structure and their impact on individual, group and organization effectiveness. Focus is on the role of authentic leadership in taking action based on the relationships of mission, power, resources, structure, meaning, existence and fulfillment. Prerequisite: MGMT 4110.

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 and Summer.

MGMT 4126. Organizational Learning. (3 Credits)

This course focuses on the knowledge and skills needed for the complex issues of tomorrow. Prerequisite: MGMT 4110.

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: Spring and 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 and Summer.

MGMT 4205. Management Information Systems. (3 Credits)

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

MGMT 4206. Database Management Systems. (3 Credits)

An introductory course to database management and its system implementation techniques. It covers the structure of database management systems, database design, Entity-Relationship modeling, normal forms, relational database theory, the structural query language (SQL), and database system development and management using an industrial leading database system such as ORACLE. Prerequisite: BISE 2010. Offered: Fall and Spring.

MGMT 4207. Systems Analysis and Design. (3 Credits)

This course covers all the major phases of a complete systems development life cycle (SDLC), business modeling techniques such as Entity-Relationship diagramming, data flow diagramming, and the use of Integrated Computer-Aided Software Engineering (I-CASE) tools to support systems development. Prerequisite: MGMT 4205. Offered: Fall and Spring.

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, and 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 and Summer.

MIST 3090. Management Information Systems Framework. (3 Credits)

An introduction into understanding the various types of computer based Information Systems, including, but not limited to, Management Information Systems, Decision Support Systems, Office Automation Systems, Expert Systems and Executive Support Systems, as well as an emphasis on how these systems relate to managing organizations for increased efficiency and competitiveness. Prerequisite: BISE 2010. Offered: As needed.

MIST 3100. Information Systems Resource Management. (3 Credits)

Management techniques involved in records creation, inventory and analysis of active/inactive records maintenance. The course also provides a broad overview of managing information system resources. The course discusses increased efficiency and competitiveness. Prerequisite: Sophomore Standing Offered: Fall.

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. Offered as needed.

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 and 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: BISE 2010 Offered: Fall and 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.

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. Prerequisites ECON 2106. Offered: Fall, Spring, and 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. Prerequisites 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 4148. Sales Management. (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 3130.

MKTG 4150. Professional Development. (3 Credits)

This course is designed to prepare students for the work world for entrepreneurial endeavors and for the success in corporate America. Areas covered include business ethics, professionalism, dining etiquette and business logistics.

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.

MKTG 4180. Marketing Information Systems. (3 Credits)

Marketing Information Systems is designed to help students gain an understanding of how and why Internet web sites are developed, how they are used to build an audience and how companies use them to generate sales and profits. Students will also learn the strategies companies use to drive traffic to a site and the role that marketing plays in developing successful websites. Prerequisite: MKTG 3120. Offered: Spring.