

ENTREPRENEURSHIP

Entrepreneurship is the key to economic growth. The Entrepreneurship minor is designed to create an innovation-focused mindset and prepares business majors to start, manage and grow their own entrepreneurial ventures. The mindset also produces entrepreneurial leaders in all aspects of business, including working in financial careers, as franchise owners, and in careers in economic development. This minor will improve your skills in developing a business plan, preparing your “elevator pitch” for attracting investors, understanding financial statements, and managing a growing workforce within your business start-up. Elective classes allow students to tailor their minor based on their interests and the needs of their new venture creation. Entrepreneurial thinking, or “intrapreneurship,” is highly valued inside established corporations that also demand innovation and creativity.

MINOR

A minor must contain 15-18 semester hours of coursework, including at least 9 hours of upper-division courses at the 3000-4000 level. Courses taken to satisfy Core IMPACTS may not be counted toward completion of the minor. Courses taken in the Field of Study may sometimes be used to fulfill minor requirements.

Required Courses*

ACCT 3800	Understanding Financial Statement	3
MNGT 4053	Human Resource Management	3
MNGT 4501	Entrepreneurship	3
ACCT 4900	Accounting Internship	3
or ECON 4900	Economics Internships	
or FINC 4900	Finance Internships	
or LSCM 4900	LSCM Internship	
or MARK 4900	Marketing Internships	
or MGIS 4900	Mgmt Info System Internships	
or MNGT 4900	Management Internship	

Elective Courses*

Select one elective chosen in consultation with WSOB faculty advisor:		3
ECON 3109	Managerial Economics	
FINC 3101	Intermediate Corporate Finance	
LSCM 3360	Business Negotiations	
LSCM 4288	Logistics	
MARK 3011	Consumer Behavior	
MARK 3233	Retail Marketing	
MARK 3455	Professional Selling	
MARK 3570	Integrated Brand Promotion	
MARK 4121	Marketing Research & Analysis	
MARK 4433	Social Media Marketing	
MNGT 4253	Staffing & Talent Development	
MNGT 4502	Applied Entrepreneurship	
MNGT 4602	Leadership	

* Grade of C or higher required in 3000-4000 level courses.

Total Hours **15**

Accounting Courses

ACCT 2101. Principles of Accounting I. 3-0-3 Units.

Examines the underlying theory and application of accounting concepts for reporting financial information to outside users. Stresses the relationship between the rules by which financial statements are prepared and the use of financial information for decision making.(F, S, M)

Prerequisites: MATH 1101 or 1111 with a “C” or better.

ACCT 2102. Principles of Accounting II. 3-0-3 Units.

Examines the underlying theory and application of managerial accounting concepts. Stresses the study of financial and non-financial information for use by internal decision makers and the role of managerial accounting in a business environment.(F, S, M)

Prerequisites: ACCT 2101 with a “C” or better.

ACCT 3100. Intermediate Accounting I. 3-0-3 Units.

Studies the concepts and standards for presentation and disclosure of general purpose financial statements in accordance with GAAP. The focus is on financial statement analysis and the theory and issues related to measurement of assets.(F)

Prerequisites: ACCT 2101, ACCT 2102, both with a “C” or better.

ACCT 3200. Intermediate Accounting II. 3-0-3 Units.

Focuses on theory and issues related to recognition and measurement of liabilities, stockholders’ equity, and other issues related to financial reporting.(S)

Prerequisites: ACCT 3100 with a “C” or better.

ACCT 3300. Tax Accounting & Reporting I. 3-0-3 Units.

Examines the federal taxation of individuals and taxation of property transactions. Tax research and ethics and responsibilities for accounting professionals are also introduced.(F)

Prerequisites: ACCT 2101, ACCT 2102, both with a “C” or better.

ACCT 3500. Forensic Accounting. 3-0-3 Units.

A study of the various techniques for preventing, detecting, investigating and resolving occupational fraud.(M)

Prerequisites: ACCT 2101 with a “C” or better.

ACCT 3600. Accounting Information Systems. 3-0-3 Units.

The course will also introduce students to computerized accounting information systems such as SAP. Other major topics covered will include internal controls, enterprise risk management, big data in accounting, forensic techniques, and auditing through an AIS. Students will learn to solve accounting problems and perform data analytics using spreadsheet, database, and visualization applications such as Excel, Access, and Power BI.(S)

Prerequisites: ACCT 2101, ACCT 2102, both with a C or better.

ACCT 3800. Understanding Financial Statement. 3-0-3 Units.

This course focuses on the understanding, interpreting, and analyzing of financial statements for corporations, local governments, and nonprofit organizations.(F, S)

Prerequisites: ACCT 2102 with a “C” or better.

ACCT 4100. Intermediate Accounting III. 3-0-3 Units.

Examines the theoretical foundation and structure of accounting as they relate to the presentation of the financial statements. Emphasis will be placed on the analysis of consolidations, statements of cash flows, deferred taxes, earnings per share, and other financial reporting considerations.(F)

Prerequisites: ACCT 3200 with a “C” or better.

ACCT 4300. Tax Accounting & Reporting II. 3-0-3 Units.

Explores the federal taxation of business entities, including C corporations, partnerships, S corporations, estates, and trusts. Analyzes the treatment of property transactions within these entities.(S)
Prerequisites: ACCT 3300 with a "C" or better.

ACCT 4400. Cost Accounting. 3-0-3 Units.

Focuses on planning, budgeting, performance measures and cost measures in the corporate environment.(S)
Prerequisites: ACCT 2101, ACCT 2102, both with a "C" or better.

ACCT 4501. Auditing. 3-0-3 Units.

Students taking this course will learn about planning, designing, performing, and completing financial statement audits. Student will also learn about the professional standards guiding the conduct of audits and the legal, regulatory, and ethical environment affecting them.(F)
Prerequisites: ACCT 3200 with a C or better.

ACCT 4700. Independent Study in Acct. 0-0-3 Units.

Supervised in-depth individual research and study of one or more current topics in Accounting in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project. (F, S, (only available with coordination with accounting faculty))
Prerequisites: ACCT 3200 with a "C" or better.

ACCT 4701. Auditing. 3-0-3 Units.

Students taking this course will learn about planning, designing, performing, and completing financial statement audits. Student will also learn about the professional standards guiding the conduct of audits and the legal, regulatory, and ethical environment affecting them.(F)
Prerequisites: ACCT 3200 with a "C" or better.

ACCT 4800. Special Topics in Accounting. 3-0-3 Units.

Examines current, relevant topics in the field of Accounting. Each special topic course will cover a new current topic.
Prerequisites: ACCT 3100 with a "C" or better.

ACCT 4900. Accounting Internship. 0-0-3 Units.

Provides students with on-site work experience in Accounting through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Accounting internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator.

Prerequisites: ACCT 3100, plus an additional 3 credit hours of upper division ACCT, and 3 credit hours of any upper division business course, all with a "C" or better.

Business Administration Courses**BUSA 2106. The Environment of Business. 3-0-3 Units.**

Introduces the political, social, legal, ethical, environmental, and technological issues that affect or are affected by business decisions. Topics include stakeholder analysis, social responsibility, ethics, globalization, business-government relations, and fair trade. (F, S, and Mountain Campus (Fall))

BUSA 2201. Fundamentals of Computer Appli. 3-0-3 Units.

Assures a basic level of computer applications literacy to include spreadsheet, database, word processing, and presentation software. (F, S, M, and Mountain Campus (S))
Prerequisites: MATH 1101 or higher.

BUSA 2850. Business Statistics. 3-0-3 Units.

Emphasizes applications of statistics in business. Topics include methods of presenting data, numerical measures and correlation, probability theory and probability distributions, sampling distributions, estimation, hypothesis testing, and linear regression. Microsoft Excel is an integral part of the course and is used in all aforementioned topics. (F, S, M) Prerequisite: BUSA 2201

BUSA 3055. Quantitative Analysis Bus Prob. 3-0-3 Units.

Develops analytical skills for business decision making using Microsoft Excel. Topics include time-series forecasting, profit models, optimization, simulation and decision analysis. Excel is used in all of the aforementioned topics extensively.(S)
Prerequisites: ACCT 2102, BUSA 2201, BUSA 2850, and ECON 2106, all with a "C" or better.

BUSA 3060. Business Law. 3-0-3 Units.

Covers the source of law and courts, and introduces tort law along with the historical, economic, political and ethical considerations in business and the impact of regulatory and administrative law on business. Topics include property law, contracts, and environmental issues.(F, S)
Prerequisites: BUSA 2106, ECON 2105, ECON 2106, all with a "C" or better.

BUSA 3070. Business Ethics. 3-0-3 Units.

Defines ethics, explores models of personal ethics, and reviews ethics in a variety of professional fields. In addition the course examines the relationship between business ethics and corporate social responsibility. Topics include corporate governance, trust and honesty in business, the role of ethics in managerial decision-making and behavior, the ethical use of information, and international ethics.(F, S)
Prerequisites: BUSA 2106, ECON 2105, ECON 2106, all with a "C" or better.

BUSA 3301. Business Communications. 3-0-3 Units.

This course is designed to prepare students to write and speak in a variety of business settings; to communicate effectively with business audiences by addressing strategic issues such as crisis communication, management of communication programs in a social media environment; communication skills with new technologies; and building key strategic and interpersonal relationships in business. The course also emphasizes basic skills in report writing and researching for sources, as well as writing effective business memos.(F, S, M)
Prerequisites: BUSA 2106, COMM 1110, and ENGL 1102, all with a "C" or better.

BUSA 3351. International Business. 3-0-3 Units.

This course provides a broad overview of international business and trade, and the impact of the international business environment on management decisions. Topics of the course include international business basics such as trade, barriers to trade, and the relationship between international business and international relations; effects of international business decisions of culture, political, legal, and economic forces; effects of government intervention and the role of social and economic aid organizations.(F, S, M)
Prerequisites: BUSA 2106, ECON 2105, ECON 2106, all with a "C" or better.

BUSA 3531. Data Cleaning & Visualization. 3-0-3 Units.

The course introduces skills for cleaning and restructuring data suitable for visualization using Excel functions and Power Query; for analyzing the data using Pivot Table and Power Pivot; and for visualizing the data using Power BI. A Windows PC is required.(F,S, M)
Prerequisites: ACCT 2102, BUSA 2850, and ECON 2106, all with a C or better.

BUSA 3532. Bus Analytics/Data Mining. 3-0-3 Units.

The course introduces students to business analytics and data mining. Topics include introduction to business analytics, data visualization, data transformation, cluster analysis, association analysis, decision trees, logistics regression, neural network and model performance evaluation. (F)

Prerequisites: BUSA 2850 and BUSA 3531, both with a "C" or better.

BUSA 3701. Prof Development Seminar. 1-0-1 Unit.

This class is designed to aid students in transitioning from the academic world to a professional business work environment. It will provide students with experience in applying for jobs, interviewing, networking, and business etiquette as well as expose them to other relevant and timely topics for advancing in the business world.(F, S)

Prerequisites: BUSA 3301 with a "C" or better.

BUSA 4900. Business Internships. 0-0-3 Units.

Provides students with on-site work experience in Business through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Business internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator. (F, S) Prerequisite (s): 9 credit hours of upper division in ACCT, BUSA, MARK, MGIS, MNGT, or OPMT of which 3 credit hours must be in BUSA; and all with a "C" or better.

Economics Courses**ECON 2105. Principles of Macroeconomics. 3-0-3 Units.**

Describes and analyzes macroeconomic principles. Topics covered include the scope and method of economics, national income/output analysis, employment/ unemployment, inflation, fiscal policy, monetary policy, and international finance.(F, S)

Prerequisites: MATH 1101 or 1111 with a grade of "C" or better.

ECON 2106. Principles of Microeconomics. 3-0-3 Units.

Describes and analyzes microeconomic principles. Topics covered include demand and supply theory, output and price determination, market structure, income distribution, government regulation of business, labor organizations, and international trade.(F, S)

Prerequisites: MATH 1101 or 1111 with a grade of "C" or better.

ECON 3109. Managerial Economics. 3-0-3 Units.

Economics is frequently described as the science of decision-making under scarcity (at any given time we want more things than we can obtain, given available resources) and this is a good description of the subject of this course. Students will apply economic tools and basic statistics to solve managerial problems faced by entrepreneurs, managers and government regulators. Typical topics include demand analysis and estimation, consumer theory, cost functions, market structures and other microeconomics subject. (S) Co-requisite: FINC 3056.

Prerequisites: ECON 2105, ECON 2106, both with a "C" or better.

ECON 3110. International Trade. 3-0-3 Units.

An introduction to international trade, with a focus on comparative advantage and gains from trade. Covers conventional trade models, trade policy with a focus on tariffs and quotas, measurement of a nation's balance of payments, foreign exchange rate determination, and operation of the international monetary system, and global organizations such as the World Trade Organization (WTO) and trade agreements such as the North American Free Trade Agreement (NAFTA).(M)

Prerequisites: ECON 2105 (concurrent), ECON 2106 with a "C" or better.

ECON 3112. Money and Banking. 3-0-3 Units.

Presents a comprehensive upper-level course in financial institutions, financial markets, bank management, and money and banking. This introduction to the operation of the US financial system describes the US financial institutions, instruments and markets; explains how the financial system interacts with the rest of the economy; and considers how the system changes through time.(F)

Prerequisites: FINC 3056 with a "C" or better.

ECON 4101. Applied Econometrics. 3-0-3 Units.

Standard econometric techniques are applied to various topics in economics. Techniques include models for cross-section data, such as limited dependent variable models, selectivity techniques, count data models, and models for panel data. Students will conduct statistical analyses and model evaluation.(S)

Prerequisites: Statistics (one of the following: BUSA 2050, BUSA 2850, BUSA 3050, MATH 1401, or MATH 2200, all with a "C" or better.

ECON 4700. Independent Study Economics. 0-0-3 Units.

Supervised, in-depth individual research and study of one or more current topics in economics in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project. Only available with coordination with economic faculty.

Prerequisites: ECON 2105, ECON 2106, and FINC 3056, all with a "C" or better.

ECON 4800. Special Topics in Economics. 3-0-3 Units.

Examines current, relevant topics in field of Economics. Each special topics course will cover a new current topic. Co-requisite: FINC 3056

ECON 4900. Economics Internships. 0-0-3 Units.

Provides students with on-site work experience in economics through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the economic internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator.(F,S)

Prerequisites: FINC 3056 (Grade "B" or Better), plus an additional 3 credit hours of upper division FINC or ECON, and 3 credit hours of any upper division business course, all with a "C" or better.

Finance Courses**FINC 3056. Principles of Finance. 3-0-3 Units.**

Introduces students to financial management. Topics include the structure and analysis of financial statements, cash flow, time value of money, investment valuation, capital budgeting, long and short term financial decision making. (F, S) Co-requisite: BUSA 2850.

Prerequisites: ACCT 2102, COMM 1110, ECON 2105, ECON 2106, ENGL 1102, all with a "C" or better.

FINC 3101. Intermediate Corporate Finance. 3-0-3 Units.

The course introduces students to financial management. Topics include the structure and analysis of financial statements, cash flow, financial forecasting, determination of the cost of capital and the profitability of proposed investments in fixed assets, portfolio theory, and risk return tradeoffs that must be considered in using financial leverage.(F)

Prerequisites: BUSA 2850 and FINC 3056, both with a "C" or better.

FINC 3201. Investments. 3-0-3 Units.

Introduces financial assets and markets. Topics include an overview of security types, the role of risk in asset pricing, the capital asset pricing model, the efficient markets hypothesis, portfolio theory, characteristics of mutual funds in retirement accounts, stock options, future contracts, and valuation models for stocks and fixed income securities.(F)
Prerequisites: BUSA 2850 and FINC 3056, both with a "C" or better.

FINC 4112. Real Estate Finance. 3-0-3 Units.

Application of theoretical aspects of financial economics to explain real estate financial institutions and markets. Financial and economic methods are applied to residential and commercial real estate. Special topics include real estate in a portfolio, agency problems, and the influence of the legal environment.(F)
Prerequisites: BUSA 2850 and FINC 3056, both with a "C" or better.

FINC 4301. Risk Management. 3-0-3 Units.

The types, payoff and pricing of derivative securities and contracts and their application in managing financial risks faced by corporations. Topics include options, forwards, futures and swaps; managing foreign currency risk, interest rate risk, stock price risk, and commodity price risk; and risk management techniques.(S)
Prerequisites: FINC 3201 with a "C" or better.

FINC 4700. Independent Study Finance. 0-0-3 Units.

Supervised, in-depth individual research and study of one or more current topics in finance in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project. Only available with coordination with Finance faculty.(F, S)
Prerequisites: FINC 3056 with a "C" or better.

FINC 4701. Finance Case Studies. 3-0-3 Units.

Empirical case studies in corporate finance. The modern theories of capital structure, dividend policy, corporate control, investment banking, and capital budgeting, emerging areas of research such as market microstructures, venture capital financing, and comparative international corporate finance.(S)
Prerequisites: ECON 3112, FINC 3101 and FINC 3201, all with a "C" or better.

FINC 4800. Special Topics in Finance. 3-0-3 Units.

Examines current, relevant topics in field of Finance. Each special topics course will cover a new current topic.
Prerequisites: FINC 3056 with a "C" or better.

FINC 4900. Finance Internships. 0-0-3 Units.

Provides students with on-site work experience in finance through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the finance internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator.(F,S)
Prerequisites: FINC 3056 (Grade "B" or Better), plus an additional 3 credit hours of upper division FINC, and 3 credit hours of any upper division business course, all with a "C" or better.

Logistics Supply Chain Mngt Courses**LSCM 3251. Principles of Supply Chain Mng. 3-0-3 Units.**

Introduces students to an organization's resources and processes in its efforts to create products or services. The set of resources planned and managed includes the work force, equipment, materials and information. Topics include coverage of operations strategy and managing change, product design, process selection and planning, and controlling the supply chain.(F, S)
Prerequisites: BUSA 2850, COMM 1110, ENGL 1102, all with a "C" or better.

LSCM 3252. Strategic Supply Management. 3-0-3 Units.

This course reviews the major theories and concepts underlying upstream supply chain tiers and processes, and how they strategically contribute to the movement of goods, services, and finances through the organization's overall supply chain management function, including how this contributes to overall organizational competitive advantage in the marketplace.(F)
Prerequisites: FINC 3056, LSCM 3251, MNGT 3051, MARK 3010, all with a C or better.

LSCM 3360. Business Negotiations. 3-0-3 Units.

Students will develop the negotiation skills needed to produce more creative and satisfying agreements and avoid the worst kind of compromises. The class will focus on using theory and negotiation simulation exercises as the primary pedagogical tool.(S)
Prerequisites: BUSA 3301 with a C or better.

LSCM 4253. Integrated Material/Supply Chn. 3-0-3 Units.

Examines the technology, tools, and practices of modern integrated materials sourcing and logistics. Topics include distribution requirements planning, continuous replenishment, just-in-time, and efficient replenishment.(S)
Prerequisites: LSCM 3251 with a "C" or better.

LSCM 4288. Logistics. 3-0-3 Units.

Examines the fundamental elements of channel systems and various institutions that utilize such systems. Distribution models that describe different industries will be investigated. These models will include ways to assess the legal environment and how price is impacted by channel relationships.(F)
Prerequisites: LSCM 3251 with a "C" or better.

LSCM 4503. Quality Management Systems. 3-0-3 Units.

Examines the continuous quality management and improvement philosophy. Topics include strategic management, quality assessment, teams, the role of leadership, lean manufacturing, tools for improving, quality processes, techniques for charting attribute and variable data, Statistical Process Control, Six-Sigma, and lean manufacturing. (Occasionally)
Prerequisites: MNGT 3051 and LSCM 3251, both with a "C" or better.

LSCM 4700. Independent Study LSCM. 0-0-3 Units.

Supervised, in-depth individual research and study of one or more current topics in Logistics and Supply Chain Management in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project. Only available with coordination with Logistics faculty. (F, S) Available with coordination with Logistics faculty.
Prerequisites: LSCM 3251 with a "C" or better.

LSCM 4800. Special Topics LSCM. 3-0-3 Units.

Examines current, relevant topics in the field of Logistics and Supply Chain Management. Each special topics course will cover a new current topic.

Prerequisites: LSCM 3251 with a "C" or better.

LSCM 4900. LSCM Internship. 0-0-3 Units.

Provides students with on-site work experience in Logistics and Supply Chain Management through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Operations Management internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator.(F,S)

Prerequisites: LSCM 3251 (Grade of "B" or Better), plus an additional 3 credit hours of upper division MNGT or LSCM, and 3 credit hours of any upper division business course, all with a "C" or better.

Management Courses**MNGT 3051. Principles of Management. 3-0-3 Units.**

Introduces the basic concepts and processes of management including the study of the legal, social, and political environment with an emphasis on the behavioral perspectives in organizations.(F, S)

Prerequisites: BUSA 2106, COMM 1110, ECON 2105, ENGL 1102, all with a "C" or better.

MNGT 4053. Human Resource Management. 3-0-3 Units.

Presents theory and policy to perform the human resource function in modern organizations. Topics include EEO law and regulations, selection, recruitment, performance appraisal, compensation, training, and labor relations.(F, S)

Prerequisites: MNGT 3051 with a "C" or better.

MNGT 4253. Staffing & Talent Development. 3-0-3 Units.

Staffing & Talent Acquisition will explain the process by which organizations forecast employment needs, recruit potential employees, select high potential candidates from applicant pools, assess job performance levels, give feedback, train and develop existing employees, and deal with voluntary and involuntary turnover. Students will complete semester-long projects that include various technologies and tools used by HR professionals in the staffing process. Students will also be expected to synthesize, evaluate, and suggest improvements for activities/projects completed during the course.(F)

Prerequisites: MNGT 3051 with a "C" or better.

MNGT 4380. Project Management. 3-0-3 Units.

Covers the fundamental concepts and applied techniques for organizing, planning, and controlling projects. Topics are divided in two categories: behavioral and technical. Behavioral aspects include organizational structure, organizational culture, leadership, teams, and negotiation. Technical aspects include project selection, estimating times/costs, WBS, network computation, PERT/CPM, resource allocation, time reduction, and progress/performance control. Computer software (Excel and MS Project) is introduced to provide hands-on practical training on technical skills. Examples are drawn from a variety of industries including construction and information systems.(F, S)

Prerequisites: MNGT 3051 and LSCM 3251, both with a "C" or better.

MNGT 4501. Entrepreneurship. 3-0-3 Units.

Explores the increasing importance of entrepreneurial activity and the steps necessary in starting a new business venture. Topics include the entrepreneurial personality; recognizing and testing business opportunities; developing the business concept; analyzing risk; and financing the new venture. Students design and present a business plan for a new venture.(F)

Prerequisites: MNGT 3051, MARK 3010 and FINC 3056, all with a "C" or better.

MNGT 4502. Applied Entrepreneurship. 3-0-3 Units.

Provides faculty-led learning at the Dalton Innovation Accelerator regarding entrepreneurship and operating a small business, with the possibility of interning with nascent entrepreneurs. Coursework may be completed independently. Assignments may involve value propositions, marketing plans, product or service pricing, using social media and websites for advertising, promotion, and facilitating B2C or B2B transactions. Any course meetings will be held off campus in Downtown Dalton at the Landmark Building at 100 N. Hamilton Street, Suite 200.

Prerequisites: MNGT 3051 and MARK 3010.

MNGT 4602. Leadership. 3-0-3 Units.

Focuses on managerial leadership through a broad survey of theory, research and practice of leadership in formal organizations. The topic of leadership effectiveness is at the core of this class.(S)

Prerequisites: MNGT 3051 with a "C" or better.

MNGT 4700. Independent Study Management. 0-0-3 Units.

Supervised, in-depth individual research and study of one or more current topics in Management in conjunction with an associated major project. Student will be required to prepare a formal report and presentation of the topic research and project. Only available with coordination with Management faculty.

Prerequisites: MNGT 3051 and an additional 3 credit hours from 3000 or 4000 level courses from the Wright School of Business, all with a "C" or better.

MNGT 4701. Strategic Management. 3-0-3 Units.

Represents the capstone course in business. Presents theory and practice of strategic decision making within organizations in a case method format. Topics include environmental analysis, organizational direction, strategy formulation and implementation, strategic control, strategic management theory, research and concepts, environmental influences on business, and secondary research methodology. Students will be required to prepare and deliver an oral team analysis of a publicly-traded company, its industry, and its strategy. Must be taken at DSC in the student's final semester.(F, S)

Prerequisites: MNGT 3051, MARK 3010, FINC 3056, LSCM 3251, BUSA 3701, all with a "C" or better.

MNGT 4800. Special Topics in Management. 3-0-3 Units.

Examines current, relevant topics in the field of management. Each special topics course will cover a new current topic.

Prerequisites: MNGT 3051 with a "C" or better, and an additional 3 credit hours of upper division MNGT or LSCM from the Wright School of Business, all with a "C" or better.

MNGT 4900. Management Internship. 0-0-3 Units.

Provides students with on-site work experience in Management through a coordinated academic internship with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Management Systems internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator.(F,S)

Prerequisites: MNGT 3051 (Grade of "B or Better"), plus an additional 3 credit hours of upper division MNGT or LSCM, and 3 credit hours of any upper division business course, all with a "C" or better.

Marketing Systems Courses**MARK 3010. Principles of Marketing. 3-0-3 Units.**

Provides a general survey of the field of marketing covering marketing channels, functions, methods and institutions.(F, S)

Prerequisites: BUSA 2106, BUSA 2201, COMM 1110, and ECON 2106, all with a "C" or better.

MARK 3011. Consumer Behavior. 3-0-3 Units.

Examines the fundamental activities and motives impacting consumer choice, use and disposal of products. Emphasis on end users rather than business customers. Topics include internal and external factors that influence consumer choice, marketing strategies that influence consumer choice, group dynamics and the organizational buying process, and global consumption trends.(S)

Prerequisites: MARK 3010 with a "C" or better.

MARK 3233. Retail Marketing. 3-0-3 Units.

Explores store location, layout, organizational aspects, credit policies and control systems as they apply to retail operations. Investigates the application of these topics as they relate to online marketing strategies and tactics will be investigated as well.(S)

Prerequisites: MARK 3010 with a "C" or better.

MARK 3455. Professional Selling. 3-0-3 Units.

Examination of the complex process involving buyers and sellers of products and services. Concentration on developing the sales skills required for creating effective exchanges and managing long-term relationships.(M)

Prerequisites: MARK 3010 with a "C" or better.

MARK 3570. Integrated Brand Promotion. 3-0-3 Units.

Focuses on understanding the role of the promotional element of the marketing mix. Topics include the various promotional tools, advertising strategy, creative strategy, the pros and cons of various media options, regulatory constraints and global considerations affecting a firm's effort toward effective marketing communication.(F)

Prerequisites: MARK 3010 with a "C" or better.

MARK 4121. Marketing Research & Analysis. 3-0-3 Units.

Focuses on the systematic approach to the application of research techniques and procedures for assessing markets. Topics include research design, questionnaire construction, data sources and collection, data analysis, data interpretation and reporting.(F)

Prerequisites: BUSA 2850, BUSA 3050, or MATH 2200 and MARK 3010, all with a "C" or better.

MARK 4433. Social Media Marketing. 3-0-3 Units.

This course examines the changing role of social media in the promotional marketing mix, the role of the consumer in social media, online communities and how social media is impacting both marketing and consumer lifestyles.(F)

Prerequisites: MARK 3010 with a "C" or better.

MARK 4700. Independent Study Marketing. 0-0-3 Units.

Supervised, in-depth individual research and study of one or more current topics in marketing in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project. Only available with coordination with Marketing faculty.

Prerequisites: MARK 3010 with a "C" or better.

MARK 4701. Marketing Strategy. 3-0-3 Units.

Integrates marketing principles in the context of the decision making exercises related to customers, products, pricing, promotions, distribution and the laws regarding each of these topics.(S)

Prerequisites: MARK 3010 with a "C" or better.

MARK 4800. Special Topics in Marketing. 3-0-3 Units.

Examines current, relevant topics in the field of marketing. Each special topics course will cover a new topic.

Prerequisites: MARK 3010 with a "C" or better.

MARK 4900. Marketing Internships. 0-0-3-6 Units.

Provides students with on-site work experience in Marketing through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Marketing internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator.(F, S)

Prerequisites: MARK 3010 (Grade "B" or Better), plus an additional 3 credit hours of upper division MARK, and 3 credit hours of any upper division business course, all with a "C" or better.