

## Department of Business Administration

<http://www.ncat.edu/~buaddept/>

**Paul G. Simmonds, Chairperson**

### OBJECTIVES

The objectives of the Business Administration Department are to provide fundamental knowledge concerning the field of business administration by emphasizing the tools essential for problem solving and decision-making and to develop competencies necessary for accomplishing managerial goals.

### DEGREES OFFERED

Finance – Bachelor of Science

Management – Bachelor of Science

Management (Management Information Systems) – Bachelor of Science

Marketing – Bachelor of Science

### CERTIFICATE IN ENTREPRENEURSHIP

The Department of Business Administration administers the Certificate in Entrepreneurship that offers a unique learning experience for students who aspire to start their own businesses or to secure employment with an entrepreneurial company. Course work provides theoretical, experiential, and practical information about starting, operating, and managing entrepreneurial firms. Students will explore the entrepreneurial career option, examine the entrepreneurial process from the idea stage through business operations to harvest, discuss corporate intrapreneurship, examine the skills-set needed for entrepreneurial success, and develop and present a business plan. Opportunity to apply the knowledge and skills is provided to students through the Entrepreneurial Internship Program.

The Certificate in Entrepreneurship is available to students in all university majors. The Certificate is awarded during Commencement. Interested students are required to complete 18 semester hours from the following:

Six (6) to nine (9) credit hours from BUAD 425, BUAD 460, and BUAD 499; six (6) to nine (9) credit hours of electives selected by each department; and 6 additional credit hours of business courses (BUAD 422 and BUAD 430) required for non-business majors.

### GENERAL PROGRAM REQUIREMENTS

Students majoring in programs in the Department of Business Administration must complete a minimum of 124 hours consistent with the curriculum guide for the area of study selected. Business Administration majors must earn a minimum grade of "C" in ENGL 100, 101, MATH 111, 112, BUAD 520 and BUED 360.

### DEPARTMENTAL REQUIREMENTS

Students in the Department of Business Administration must select a major program track in Finance, Management, or Marketing. **Students majoring in Management may elect a program concentration in Management Information Systems.** All students must earn a minimum grade of "C" in the 10 (30 hours) courses identified as major program requirements in the applicable University *Bulletin* for the selected major program track.

### CAREER OPPORTUNITIES

Students earning a degree in Finance, Management or Marketing will acquire the technical preparation and competencies for challenging management careers in public, private, and entrepreneurial activities and for competitiveness in prestigious graduate and professional programs.

### CURRICULUM GUIDE FOR BUSINESS ADMINISTRATION

The following courses provide a background and basic knowledge for business necessary before selecting a major program track:

FRESHMAN YEAR			
<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
ENGL 100	3	ENGL 101	3

Social Science Elective <sup>1</sup>	3	Social Science Elective <sup>1</sup>	3
Natural Science Elective <sup>2</sup>	3-4	Natural Science Elective <sup>2</sup>	3-4
MATH 111*	4	MATH 112*	4
BUAD 220	<u>3</u>	PHED Electives	<u>3</u>
	16-17		16-17

\* Students in the School of Business and Economics may use MATH 131 and 132 to satisfy MATH 111 and 112 providing that a grade of "C" or better is earned.

### SOPHOMORE YEAR

First Semester	Credit	Second Semester	Credit
ECON 200	3	ECON 201	3
Humanities Elective <sup>3</sup>	3	Humanities Elective <sup>3</sup>	3
ECON 305	3	ECON 310	3
ACCT 221	3	ACCT 222	3
SPCH 250	3	BUAD 341	<u>3</u>
PSYC 320	<u>3</u>		15
	18		

<sup>1</sup> Recommended Courses: HIST 100, 101, 201, 202, 204, 205, 215, 216; 310, 311; POLI 200, 210, 220; SOCI 100.

<sup>2</sup> Recommended Courses: BIOL 100; CHEM 100 and 110; PHYS 101, 110; EASC 201 (formerly Plant Science 201) (Plant Science 110 CANNOT be used as a Natural Science elective in the School of Business and Economics.)

<sup>3</sup> Recommended Courses: ENGL 200, 201, 203, 333; MUSI 216, 220, 221; and other courses from Art, Music and/or Literature; Foreign Languages. MUSI 300 and 301 are not accepted as humanities electives.

### REQUIRED MAJOR COURSES FOR FINANCE

BUAD 453	BUAD 551	ACCT 441
BUAD 455	BUAD 553	ACCT 442
BUAD 462	BUAD 556	ECON 415
BUAD 550		

### CURRICULUM GUIDE FOR FINANCE

#### JUNIOR YEAR

First Semester	Credit	Second Semester	Credit
BUAD 481	3	BUAD 482	3
BUAD 422	3	BUED 360	3
BUAD 453	3	BUAD 455	3
ACCT 441	3	ACCT 442	3
ECON 415	<u>3</u>	BUAD 550	<u>3</u>
	15		15

#### SENIOR YEAR

First Semester	Credit	Second Semester	Credit
BUAD 430	3	BUAD 462	3
BUAD 461	3	BUAD 520	3
BUAD 551	3	BUAD 556	3
BUAD 553	3	Finance Elective <sup>4</sup>	3
Non-business Elective	<u>3</u>	Non-business Elective	<u>3</u>
	15		15

Total Credit Hours: 125-127

<sup>4</sup> Select courses from the following: BUAD 440, 464, 465, and 552; ECON 410, 420, and 505, additional courses in Accounting or Computer Science (200 level or above) in consultation with advisor.

### REQUIRED MAJOR COURSES FOR MANAGEMENT

ACCT 446	BUAD 453	BUAD 522
BUAD 422	BUAD 481	BUAD 524
BUAD 426	BUAD 482	BUAD 526
BUAD 430		

**CURRICULUM GUIDE FOR MANAGEMENT  
JUNIOR YEAR**

<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
BUAD 481	3	BUAD 482	3
BUAD 422	3	BUED 360	3
BUAD 453	3	BUAD 426	3
ECON 415	3	BUAD 430	3
ACCT 446	<u>3</u>	BUAD 526	<u>3</u>
	15		15

**SENIOR YEAR**

<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
BUAD 461	3	BUAD 462	3
BUAD 522	3	BUAD 520	3
BUAD 524	3	Management Elective <sup>5</sup>	3
Management Electives <sup>5</sup>	3	Non-business Electives	<u>6</u>
Non-business Elective	<u>3</u>		15
	15		

Total Credit Hours: 125-127

<sup>5</sup>Select six hours from the following: BUAD 425; 432; 440; 448; 537; or 599.

**REQUIRED MAJOR COURSES FOR MANAGEMENT (MIS CONCENTRATION)**

ACCT 446	BUAD 481	BUAD 640
BUAD 422	BUAD 500	BUED 342
BUAD 448	BUAD 520	COMP 280
BUAD 449		

**CURRICULUM GUIDE FOR MANAGEMENT (MIS CONCENTRATION)  
FRESHMAN YEAR**

<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
ENGL 100	3	ENGL 101	3
Natural Science Elective <sup>1</sup>	3	Natural Science Elective <sup>1</sup>	3
Social Science Elective <sup>2</sup>	3	BUAD 220	3
Math 123	3	MATH 131	4
GEEN 102	2	GEEN 165	<u>4</u>
PHED Elective	<u>2</u>		17
	16		

**SOPHOMORE YEAR**

<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
ECON 200	3	ECON 201	3
BUAD 341	3	BUED 342	3
ECON 305	3	ECON 310	3
ACCT 221	3	ACCT 222	3
MATH 132	<u>4</u>	SPCH 250	3
	16	PSYC 320	<u>3</u>
			18

<sup>1</sup> Recommended Courses: PHYS 101; EASC 201; PHYS 110 (co-requisite is Phys 111)

<sup>2</sup> Recommended Courses: HIST 100, 101, 201, 202, 204, 205, 215, 216

<sup>3</sup> Recommended Courses: PHED 105, 107, 113, 114, 115

#### JUNIOR YEAR

<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
ACCT 446	3	BUAD 422	3
BUAD 453	3	BUAD 448	3
COMP 280	3	BUED 360	3
BUAD 481	3	BUAD 482	3
Humanities Elective <sup>4</sup>	3	Humanities Elective <sup>4</sup>	3
Non-business Elective <sup>5</sup>	<u>1</u>	Non-business Elective <sup>5</sup>	<u>1</u>
	16		16

#### SENIOR YEAR

<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
BUAD 461	3	BUAD 640	3
BUAD 430	3	MIS Elective <sup>6</sup>	3
BUAD 449	3	BUAD 520	3
BUAD 500	3	BUAD 462	<u>3</u>
Non-business Elective <sup>5</sup>	<u>3</u>		12
	15		

Total credit hours: 126

<sup>4</sup> Recommended Courses: ENGL 202, 203, 333; MUSI 220, 221; FOLA

<sup>5</sup> Recommended Courses: SPCH 116, 117; BUED 301; PHED 105, 107, 113, 114

<sup>6</sup> Recommended Courses: ACCT 562; MATH 223; BUED 400; COMP 363, 695; BUAD 620

#### REQUIRED MAJOR COURSES FOR MARKETING

ACCT 446	BUAD 438	BUAD 538
BUAD 422	BUAD 481	BUAD 639
BUAD 430	BUAD 537	ECON 310
BUAD 432		

#### CURRICULUM GUIDE FOR MARKETING

##### JUNIOR YEAR

<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
BUAD 481	3	BUAD 432	3
BUAD 430	3	BUAD 482	3
BUAD 422	3	BUAD 537	3
BUAD 453	3	BUED 360	3
ACCT 446	<u>3</u>	ECON 415	<u>3</u>
	15		15

##### SENIOR YEAR

<i>First Semester</i>	<i>Credit</i>	<i>Second Semester</i>	<i>Credit</i>
BUAD 438	3	BUAD 520	3
BUAD 461	3	BUAD 462	3
BUAD 538	3	BUAD 639	3
Marketing Elective <sup>6</sup>	3	Marketing Elective <sup>6</sup>	3
Non-business Elective	<u>3</u>	Non-business Elective	<u>3</u>
	15		15

Total Credit Hours: 125-127

<sup>6</sup> Select six credit hours from the following: BUAD 425; 426; 433, 435; 440; 526; BUED 400; PSYC 420; or TRAN 440.

## COURSE DESCRIPTIONS IN BUSINESS ADMINISTRATION

### **BUAD 220. Business Environment** **Credit 3(3-0)**

The purpose of this course is to provide an understanding of the evolution of American business and an appreciation of the growing responsibilities facing both the company and its leaders. This course also covers business functions, the nature and problems of establishing a business enterprise, elementary mathematical problems and computer concepts for business. **(F;S;SS)**

### **BUAD 341. Introduction to Management Information Systems** **Credit 3(3-0)**

This course is an introduction to Management Information Systems (MIS) and its uses and impact on organizations. Primary emphasis is on enhancement of managerial decision making through analysis, development, design, and management of information systems. This course also includes an introduction to business software. Prerequisite: Sophomore standing. **(F;S;SS)**

### **BUAD 422. Management Concepts** **Credit 3(3-0)**

This course covers an analysis of the basic managerial processes at the administrative, staff, and operational levels of a firm with consideration given to business ethics and social responsibility in both domestic and international environments. Appropriate attention is given to the role of organization theory as it applies to achieving managerial objectives through available tools for obtaining desired results. Prerequisite: Junior standing. **(F;S;SS)**

### **BUAD 425. Entrepreneurship** **Credit 3(3-0)**

This course examines the unique aspects of small businesses. Attention will be given to competitive strategy, regulatory environment, and sources of financing. The role of the small business within the macro economy is also explored. Prerequisite: Junior standing. **(F;S)**

### **BUAD 426. Organizational Behavior** **Credit 3(3-0)**

Introduction of behavioral concepts of concern to management. Emphasis is placed upon the analysis of interpersonal relations, communication practices, and moral factors relative to their effect upon productivity, organizational effectiveness, and personnel systems. Prerequisite: BUAD 422. **(F;S)**

### **BUAD 430. Marketing Concepts** **Credit 3(3-0)**

This course provides an introduction to marketing activities of organization and individuals. It focuses on formulating viable market objectives, assessing opportunities, evaluating ethical issues, and developing a marketing strategy. The course also emphasizes a global orientation and the development of problem solving skills. Prerequisite: Junior standing. **(F;S;SS)**

### **BUAD 432. Consumer Behavior** **Credit 3(3-0)**

This course develops the knowledge of the behavioral content of marketing in consumer, industrial, and international fields. Examines the applicable theory, research findings, and concepts that are provided by psychology, sociology, anthropology, and marketing. The course stresses the conceptual models of buyer behavior based upon sources of influence: individual, group, cultural environment. Prerequisite: BUAD 430. **(F;S;SS)**

### **BUAD 433. Retailing** **Credit 3(3-0)**

This course emphasizes retail store management. Attention is given to store location, layout, personnel, organization, buying, inventory, sales promotion, customer services and operating expenses. Prerequisite: BUAD 430. **(F)**

### **BUAD 435. Selling and Sales Management** **Credit 3(3-0)**

This course focuses on the functions and skills surrounding the personal selling effort. The emphasis is on developing skills essential to persuasive communication in a buyer-seller context. The course also addresses topics such as sales recruiting, selecting, compensating, and evaluating sales personnel. Prerequisites: BUAD 430. **(F;S)**

### **BUAD 438. Marketing Communications** **Credit 3(3-0)**

This course acquaints students with the fundamentals of the marketing communications activities of the firm. All marketing mix variables are treated as marketing communications variables. Distinction is made between promotion and communications. Attention is also given to the usage of advertising communications appeals and marketing communications strategies in designing advertising and marketing communications programs. Prerequisite: BUAD 432. **(F;S)**

### **BUAD 440. Business Information Systems** **Credit 3(3-0)**

This course involves the evaluation of information systems. It includes: (1) problem recognition; (2) system analysis (feasibility study), which involves collecting, organizing, and evaluating facts about a system and the environment in which it operates; and (3) system design, in which a general outline of the proposed solution is used to produce a detailed

design. Prerequisites: BUAD 341 or COMP 280, and junior status. **(F;S)**

#### **BUAD 448. Systems Analysis**

**Credit 3(3-0)**

This course focuses on the analysis, design, selection and construction phases of systems development, using the traditional life cycle techniques and rapid application development techniques. Such issues as the organizational structure of the Management Information Systems department and its relationship to other functional areas, productivity tools for systems analysis and design, and preparation for a career in MIS are discussed. Prerequisite: BUAD 341, BUED 342 or COMP 280. **(F;S)**

#### **BUAD 449. Advanced Programming for Business Systems**

**Credit 3(3-0)**

This course presents object oriented and procedural software engineering methodologies in data definition and measurement, abstract data type construction and use in developing screen editors, reports and other IS applications using data structures and indexed files. This course provides an understanding of algorithm development, programming, computer concepts and the design and application of data and file structures. Prerequisite: BUAD 448. **(F)**

#### **BUAD 453. Business Finance**

**Credit 3(3-0)**

This course is an introduction to the financial problems of business organizations, the finance function and its relationship to other decision-making areas in the firm, the concepts and techniques for planning and managing the acquisition and allocation of financial resources from the standpoint of internal management. Prerequisites: ACCT 222 and junior status. **(F;S;SS)**

#### **BUAD 455. Investments**

**Credit 3(3-0)**

This course analyzes the various types of corporate and public securities and examines the operation of securities markets. Prerequisite: BUAD 453. **(F;S)**

#### **BUAD 460. Special Topics in Entrepreneurship**

**Credit 3(3-0)**

Topics included in this course address selected issues in entrepreneurship, and will vary each semester. Minority entrepreneurship, corporate entrepreneurship, entrepreneurial finance, franchising, technology in small businesses, and critical success factors for new ventures are examples of some of the topical areas examined. Prerequisites: BUAD 425 or permission of instructor. **(S;SS)**

#### **BUAD 461. Legal Environment of Business**

**Credit 3(3-0)**

This course is an introduction to the legal system and environment in which business and the government operate and examines the creation of rights, liabilities, and regulations under the law as expressions of social and economic forces. Substantial coverage includes business organizations and society, administrative agencies, consumer protection, property ownership and contractual relations. Prerequisite: Junior standing. **(F;S;SS)**

#### **BUAD 462. Business Law**

**Credit 3(3-0)**

Using the background provided in Business Administration 461, topics related to the legal implications activity will be continued in this course. Coverage includes negotiable instruments, sales of goods, security and debt, bankruptcy, commercial papers and government regulation. Prerequisites: BUAD 461 and senior standing. **(F;S;SS)**

#### **BUAD 463. Commercial Law**

**Credit 3(3-0)**

In this course, the critical provisions of the Uniform Commercial Code will be examined in detail. Other topics will include anti-trust, security law, suretyship, professional liability, bulk transfers, and labor law. Prerequisites: BUAD 461 and senior standing. **(S)**

#### **BUAD 464. Risk and Insurance**

**Credit 3(3-0)**

This course is an introduction to risk management with emphasis on varied applications of insurance as a technique for treating uncertainty. Prerequisite: Junior standing. **(F)**

#### **BUAD 465. Real Estate**

**Credit 3(3-0)**

This course is a comprehensive introduction to real estate theory and practice. It is designed to enable the student to understand realty terminology and procedures. Topics include realty law, leases, types of realty ownership, income tax law, sales contracts, mortgages, estimating property value, negotiating, financing realty, closing procedures, closing costs, and deeds. This course provides background preparation for the real estate salesman's pre-licensing exam. Prerequisite: Junior standing. **(F;S)**

#### **BUAD 466. Real Estate Finance**

**Credit 3(3-0)**

Overview of real property; decision-making emphasis. Topics include present value calculations, underwriting residential and income property loans, mortgage law, kinds of mortgages, mortgage markets, and types of lenders. Prerequisite: BUAD 465, BUAD 453, or instructor consent. **(DEMAND)**

#### **BUAD 481. Management Science I**

**Credit 3(3-0)**

This course introduces the student to operations research. Basic concepts of management science will be covered,

including selected quantitative models applicable to management decisions involving production, marketing, and finance functions. Coverage will also include analytical and theoretical techniques for production and job design, location and layout, scheduling, inventory, linear programming and network models. Prerequisites: Math 112 and ECON 305, and junior standing. **(F;S;SS)**

**BUAD 482. Production Management****Credit 3(3-0)**

This course is a survey of the major production and operations functions of organizations using various productive systems. It stresses the identification of major problem areas associated with these functions (e.g., aggregate planning, scheduling, man-machine systems, inventory control) and the development of concepts and decision processes for achieving managerial solutions. It also emphasizes the application of modern quantitative techniques relevant to production management. Prerequisites: BUAD 481 and junior status. **(F;S;SS)**

**BUAD 499. Internship in Entrepreneurship****Credit 3(3-0)**

This course provides experiential learning in entrepreneurship. Students work directly with entrepreneurs and participate in activities which give them a comprehensive understanding about owning and operating a business. Prerequisite: BUAD 425. **(SS)**

**BUAD 500. Database Application Development****Credit 3(3-0)**

This course covers information systems design and implementation within a database management systems environment. Students will demonstrate their mastery of the design process acquired in earlier courses by designing and developing applications using database software to implement the logical design. Prerequisite: BUAD 448. **(F)**

**BUAD 520. Strategic Management****Credit 3(3-0)**

This is an integrative course that focuses on strategic planning, policy formulation and corporate-wide decision making. The performance objectives of this course involve analysis of complex organizations to: (1) identify major problems and opportunities; (2) establish strategic objectives; and (3) recommend implementation of plans and programs. The case method is applied to reveal the nuances of organizational issues. Projects are assigned to develop critical thinking and communication skills. Prerequisites: BUAD 422, 430, and 453; ACCT 221 and 222; Senior status. **(F;S;SS)**

**BUAD 522. Human Resource Management****Credit 3(3-0)**

This course offers an introductory overview of human management functions, including the processes or systems that are designed to recruit, select, train, develop, motivate and retain a productive workforce. The emphasis is on management and utilization of people as organizational resources to achieve organizational objectives. The course covers relevant social, cultural, political, legal and global environment developments and provides the student with both general and specialized knowledge of the field and practice of human resource management in a variety of organizational settings. Prerequisites: BUAD 422 and advanced junior status. **(F;S;SS)**

**BUAD 524. Organizational Theory****Credit 3(3-0)**

This study of organizations examines the basic managerial concepts of systems, organizational contingencies, conflict, and technology. Emphasis is placed on design, authority, structure and effectiveness. The global environment and innovation are considered. Prerequisites: BUAD 422 and senior standing. **(F;S;SS)**

**BUAD 526. International Business Management****Credit 3(3-0)**

The course is comprehensive in nature and covers all international business. Appropriate consideration is given to current topics and/or concerns in international business. Case and area studies are utilized to make the course more practical than theoretical. Projects emphasizing major issues in international business are assigned and discussed. Prerequisite: Senior standing. **(F;S)**

**BUAD 537. International Marketing****Credit 3(3-0)**

This course examines the application of marketing, management, and research, with appropriate consideration given to institutional and environmental factors associated with international marketing. Case studies are used to enhance the study of international marketing concepts. Prerequisite: BUAD 430. **(F;S)**

**BUAD 538. Marketing Research****Credit 3(3-0)**

This course covers the types of research techniques used by businesses to coordinate marketing activities with consumer demand. Emphasis is placed upon survey, observational and experimental techniques used in marketing research. Prerequisites: ECON 310 and BUAD 430. **(F;S)**

**BUAD 550. Financial Analysis****Credit 3(3-0)**

The course focuses on short-term financial analysis processes and techniques for managing current assets and liabilities. It emphasizes both practical and theoretical approaches for making optional decisions and includes consideration of appropriate policies and procedures to ensure continuity in decision-making. Prerequisite: BUAD 453. **(F;S;SS)**

**BUAD 551. Financial Management****Credit 3(3-0)**

This course concentrates on decisions involving long-term financial commitments and survival of the firm, including capital

budgeting policies and procedures, capital structure, long-term financing and cost of capital. Practical approaches and theoretical models are used to examine domestic and multinational finance. Prerequisite: BUAD 453. **(F;S)**

**BUAD 552. Commercial Bank Management**

**Credit 3(3-0)**

This course analyzes the operations of commercial banks, specifically, and other major financial institutions, generally. Emphasis is placed on management decision-making processes. Through case analysis and problems, the student is introduced to cash, loan, deposit, investment, and management problems faced daily by managers of financial institutions. Prerequisites: BUAD 453 and ECON 415. **(S)**

**BUAD 553. International Business Finance**

**Credit 3(3-0)**

This course provides a survey of fundamental issues in managing the financial operations of an international business unit. Topics include working capital management, capital budgeting, financial markets and instruments, and capital structure decisions. These issues are discussed within a framework that examines enhanced risks associated with currency fluctuations, political and regulatory differences, economics structure variations, and cultural differences. Prerequisite: BUAD 453. **(F)**

**BUAD 555. Securities Analysis and Management**

**Credit 3(3-0)**

This course extends the security analysis and portfolio management discussion introduced in the basic investments course, BUAD 455. This course of study should be especially valuable for students preparing for careers which involve (1) using or producing securities analyses and/or (2) managing securities portfolios, within financial institutions and treasury functions. Prerequisite: BUAD 455. **(DEMAND)**

**BUAD 556. Financial Markets**

**Credit 3(3-0)**

This course stresses the allocation, accumulation, and liquidity adjustment functions of financial markets. Financial tools, such as flow and funds data, portfolio theory, theories of financial structure of interest rates, and security pricing (valuation) techniques, are integrated into the course. Prerequisites: BUAD 453 and ECON 415. **(S)**

**BUAD 557. Cases in Business Finance**

**Credit 3(3-0)**

This is a senior level course designed for, but not restricted to, students who have strong career interests in corporate financial management. The course utilizes cases and readings oriented toward short-term financial management problems. The student is continuously placed in the position of the decision-maker who must support his judgments by identifying each problem succinctly, marshaling appropriate data, analyzing the data, and ultimately arguing for one of the alternatives. Prerequisites: BUAD 550 or 551 and senior standing. **(DEMAND)**

**BUAD 599. Independent Study in Business**

**Credit 3(3-0)**

Today's dynamic environment requires students to acquire both general and specific education. This course is designed to provide students the opportunity to acquire in-depth knowledge in special topics or area studies where the University does not offer a specific course. Examples include ethical issues, global area studies, culture, research skills, entrepreneurship, etc. The course will be offered on an independent study basis with topics developed between the students and the supervising faculty. Prerequisites: Advanced junior or senior standing. **(DEMAND)**

**BUAD 610. Interdisciplinary Seminar in Transportation**

**Credit 3(3-0)**

This is an interdisciplinary course on urbanism and transportation, and is designed to address current developments in urban transportation. Prerequisites: Advanced standing in business administration, business education, accounting, economics, political science, sociology, or architectural engineering, and BUAD 470. **(DEMAND)**

**BUAD 620. Telecommunications Systems Management**

**Credit 3(3-0)**

This course provides in-depth knowledge of data communications and networking requirements, including telecommunications technologies, hardware, and software. Management of telecommunication networks, cost-benefit analysis, and evaluation of connectivity options are also covered. Students learn to evaluate, select and implement different communication options within a business. Prerequisites: COMP 280, BUAD 448, and senior or graduate standing. **(S)**

**BUAD 639. Marketing Management**

**Credit 3(3-0)**

This course provides an analysis of the fundamental and emerging issues that influence decisions involved in planning and managing marketing activities to create value for customers. It combines theory and application in teaching students how to make decisions about segmentation/targeting, product, price, distribution, promotion, the marketing environment and electronic commerce. Prerequisite: BUAD 438. **(F;S;SS)**

**BUAD 640. MIS Topics**

**Credit 3(3-0)**

This course focuses on emerging information technology topics such as advances in Internet security and privacy, data mining, data warehousing, and IT infrastructure. A project will be required. Prerequisites: BUAD 449 and BUAD 500, senior or graduate standing. **(S)**

**DIRECTORY OF FACULTY**



<b>Robert J. Angell</b>	<b>Professor</b>
B.S. B.A., University of North Carolina at Chapel Hill; M.B.A., University of Virginia; D.B.A., Florida State University	
<b>Chiekwe Anyansi-Archibong</b>	<b>Professor</b>
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<b>James R. Brown, Jr.</b>	<b>Associate Professor</b>
B.S., M.S., University of Tennessee at Knoxville; Ed. D., University of Georgia	
<b>William A. Carden</b>	<b>Assistant Professor</b>
B.A., University of South Alabama; M.B.A., Memphis State University; Ph.D., University of Memphis	
<b>Kathryn E. Dobie</b>	<b>Associate Professor</b>
B.M., Wittenburg University; A.S., Dalton College; M.B.A., University of Central Arkansas; Ph.D., University of Memphis	
<b>Roger J. Gagnon</b>	<b>Associate Professor</b>
B.S., Boston University; M.B.A., Clark University; Ph.D., University of Cincinnati	
<b>Lawrence M. Glisson</b>	<b>Professor</b>
B.S., M.A., East Carolina University; M.B.A., Ph.D., The American University	
<b>Rhonda L. Hensley</b>	<b>Assistant Professor</b>
B.S., M.B.A., James Madison University; Ph.D., Virginia Commonwealth University	
<b>Robert L. Howard</b>	<b>Associate Professor</b>
B.A., Williams College; M.B.A., University of Chicago; Ph.D., Ohio State University	
<b>Alice M. Johnson</b>	<b>Assistant Professor</b>
B.A., Winston-Salem State University; M.S., Winthrop University; Ph.D., University of Kentucky	
<b>Olenda Johnson</b>	<b>Associate Professor</b>
B.S., M.B.A., Florida A&M University; Ph.D., University of Pittsburgh	
<b>Wanda F. Lester</b>	<b>Assistant Professor and Assistant Dean</b>
B.S., Florida A&M University; Ph.D., Florida State University; CPA	
<b>Mary R. Lind</b>	<b>Professor</b>
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