ACADEMIC PROGRAMS

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Undergraduate Programs

ACADEMIC PROGRAMS

BBA: Accounting

Required courses—18
ACCT321, 322, 330, 365, 456, 465

Elective major courses—9
Major Group A electives—6-9 credits
ACCT455, 467, 476; BSAD487
Major Group B electives—0-3 credits
FNCE397, 410, 474

BBA core—39
BBA cognates—6
General Education—45
General electives—7
(Must be taken outside the School of Business)
Total credits for the BBA degree—124

Minor in Accounting

Required courses—15
ACCT121, 122, 321, 322, 330

Minor electives—6
must include FNCE317 and one other accounting course
Total credits for the minor—21

ECONOMICS

The two programs in economics are devoted primarily to the study of the economic principles and institutions that affect business activity. Given the substantial business component required in the core, the BBA in Economics prepares students for master’s programs in business administration as well as entry-level work in business. In contrast, the Bachelor of Arts major in economics grounds the student more deeply in liberal arts education. It offers greater opportunities for electives and, if desired, a minor. Thus, it serves as a general preparation for graduate and professional school; it is selected frequently by pre-law and pre-med students.

Students expecting to study economics at the graduate level should consult with the economics faculty to develop necessary quantitative skills. A minor in mathematics or physics is highly recommended.

BBA: Business Economics

To satisfy the general education requirement in mathematics, the student may substitute MATH141, 142 for MATH166, 182.

Required major courses—6
ECON334, 335

Elective major courses chosen from—21
ECON275, 308, 328, 330, 367, 415, 427, 440, 454

BBA core—39
BBA cognates—6
General Education requirements—45
General electives—7
(Must be taken outside the School of Business)
Total credits for the BBA degree—124
BA: Economics

This liberal arts degree is distinct from the BBA in Business Economics. The General Education requirements for the BA degree apply. Students considering a graduate economics program should substitute MA TH141 for MA TH182. Students also should take an upper division course in political thought such as HIST400 or a similar course.

Required major courses—12
ECON225, 226, 334, 335

Elective major courses chosen from—18
ECON275, 308, 328, 330, 367, 415, 427, 440, 454

Cognate requirement—5-6
MA TH166 or 182; ST A T285

General Education requirements—57-61

General electives or minor—27-32

Total credits for the BA degree—124

Minor in Economics

Required courses—12
ECON225, 226, 334, 335

Minor electives—9
Courses at the 300 or 400 level chosen from ECON offerings

Total credits for the minor—21

FINANCE

The finance major is designed to prepare students for careers in financial management. Through a carefully coordinated sequence of courses, the program covers many of the factors that influence financial decision making and provides specific tools for analyzing and interpreting financial data. Students will acquire skills that will help them launch a career in the areas of corporate finance, investments, banking, and financial planning.

BBA: Finance

Required major courses—9
ACCT321; FNCE397, 410

Electives—18
Chosen from ACCT322; ECON328, 330, 415; FNCE330, 394, 426, 429, 474; BSAD487

BBA core—39

BBA cognates—6

General Education requirements—45

General electives—7
( Must be taken outside the School of Business)

Total credits for the BBA degree—124

Courses

(Credits)

ACCOUNTING

ACCT121, 122 (3, 3)
Fundamentals of Accounting
Emphasis upon understanding the accounting cycle and the content and preparation of financial statements. Cost and managerial concepts examined. Fall, Spring

ACCT321, 322
Intermediate Accounting
Accounting theory and problems in the classification of transactions, asset and liability valuation, income determination, and the presentation and interpretation of financial statements. Study of generally accepted accounting principles. A grade of C or higher in ACCT321 is required for admission to ACCT322. Prerequisite: ACCT122. Fall, Spring

ACCT330
Cost and Managerial Accounting
Study of cost determination, accumulation, and allocation procedures. Preparation and utilization of financial information for internal management purposes; emphasis on job order, process and standard costs systems cost-volume-profit relationship, relevant cost, budgeting, performance evaluation, and control. Prerequisite: ACCT122. Fall

ACCT365
Individual Taxation
Study of federal income taxation of individuals, of business expenses, and of property transactions. Prerequisite: ACCT122. Fall

ACCT455
Accounting for Not-for-Profit Organizations
The study of the fundamental accounting systems used by government, hospitals, schools, and other not-for-profit organizations. Topics include the budgeting process, and the analysis and interpretation of non-profit financial statements. Prerequisite: ACCT122. Fall

ACCT456
Advanced Accounting
Accounting theory and problems related to income taxes, pensions, and leases. Study of accounting for business combinations and the preparation of consolidated financial statements; foreign currency financial statements; SEC reporting. Prerequisite: ACCT322. Spring

ACCT465
Auditing
Internal and external auditing; current professional standards, ethics of the auditor with emphasis on internal control, and evidence gathering. Prerequisite: ACCT322. Fall

ACCT467
Corporate Taxation
Studies federal income taxation of corporations, partnerships, estates, and trusts. Prerequisite: ACCT365. Spring

ACCT476
Accounting Information Systems
Planning and operation of electronic data-processing systems in accounting and the use of the information generated for financial reporting and control. Prerequisites: ACCT122 and junior class standing. Spring

ACCT500
Survey of Accounting
Studies fundamental concepts of financial accounting. Topics include the accounting cycle, financial statement preparation, content and analysis of financial statements. Not available for MBA program. Fall, Spring

Courses (Credits)

See inside front cover for symbol code.
ECON225 Principles of Macroeconomics
Analysis of national income and expenditures according to current theories. Inflation, economic growth, and unemployment are examined, as well as modern banking and the money supply. Applicable toward General Education requirements in the social sciences. Fall

ECON226 Principles of Microeconomics
Explores theories currently used to explain how people choose what to consume and produce. Analysis extended to well-defined groups such as business firms; also explores the phenomenon called “the market” with its prices and the way people react to them. Algebra used extensively. Spring

ECON275 Economic Thought
The development of economic thinking from late medieval times to the present. Survey begins with the Mercantilists, extends through Adam Smith, to 20th-century thinkers such as Joan Robinson and Milton Friedman. Spring

ECON308 Economic History of the Industrialized Nations
Alt (3)
Historical approach to “What makes nations rich?” Emphasizes the rise of capitalism, industrialization, 20th-century trends, and the growth of market economies in contrast to socialist planning.

ECON328 Money and Banking
Alt (3)
Commercial banking, the operation and controls of the Federal Reserve System, money and credit in circulation, and the effect of monetary policies. Prerequisites: ECON225, 226. Spring

ECON330 Health Economics
Alt (3)
An application of economic principles to the health-care industry. Demand for and supply of health-care services are analyzed to determine their effect on cost. Examines the impact of insurance, technology, and regulation on the industry. Prerequisite: ECON226.

ECON334 Intermediate Microeconomics
Theoretical analysis of consumer behavior, individual prices, and the allocation of specific resources to particular uses in a market setting. The economic behavior of individuals and well-defined groups of people is examined, with an introduction to welfare economics. Prerequisites: ECON226, MATH141 or 182. Fall

ECON335 Intermediate Macroeconomics
Determinants of aggregate employment, income, consumption, investment, and the price level in contemporary models. Prerequisites: ECON225, 226. Spring

ECON367 Labor Economics and Relations
Alt (3)
An analysis of the labor market focusing on labor demand, supply, wage differentials, human capital, discrimination, and unions. Spring

ECON415 Introduction to Econometrics
Topics include probability sampling, hypothesis testing, regression techniques, and problems of multicollinearity, heteroscedasticity, and auto-correlation. Prerequisites: STAT285 or 340, MATH182. Fall

ECON427 Economic Development
Alt (3)
A study of the problem of poverty in the world and theories about the growth of the Less-Developed Countries (LDCs). The effects of trade and aid, alternative strategies for expansion, and challenges facing the LDCs are evaluated. Prerequisites: ECON225, 226.

ECON440 Public Finance
Alt (3)
A study of the economic effects of fiscal policy prescriptions, with particular reference to tax theory. Prerequisites: ECON225, 334. Fall

ECON454 International Economics
Alt (3)
A description and theoretical analysis of international trade, balance-of-payments accounts, the mechanisms of international economic adjustment, the theory of comparative advantage, and economic integration. Prerequisites: ECON225, 226. Spring
ECON500 (2, 2)
Survey of Economics: Micro- and Macroeconomics
An analysis of national income and expenditures according to current theories to understand how the overall economy works, as well as a study of theories currently used to explain how people choose what to consume and produce within the capitalistic system. Not available for MBA program. Fall, Spring

ECON525 (3)
Global Macroeconomic Analysis
The study of global macroeconomic issues facing firms. Within the context of competing economic theories, the course considers domestic policies, international trade and payment issues, economic growth, international institutions and the spread of regional crises, and the impact of stabilization policies on firms. Development of a spreadsheet model of an economy is required. Prerequisite: ECON225. Spring

ECON530 (3)
Operations/Managerial Economics
The use of economic theory and optimization techniques as tools of management decision making within a business firm are studied. Statistical analyses such as regression techniques will be utilized. A case study is required. While microeconomics serves as a foundation, emphasis on quantitative approaches also requires knowledge of basic calculus and statistics. Prerequisites: ECON226, BSAD475, STAT285, MATH182. Fall

FINANCE

FNCE206 (3)
Personal Finance
A comprehensive look at the management of one’s personal finances; covers budgeting, use of and cost of credit, life and property insurance, income and state taxation, housing, wills, trusts, estate planning, and savings and investments. Does not apply to a business major. Fall

FNCE317 (3)
Business Finance
A managerial approach to financial analysis, planning, and control. Management of working capital, long-term assets, and long-term financing. Prerequisites: ACCT122, MATH165. Fall, Spring

FNCE330 Alt (3)
Financial Planning
An integrative approach to financial planning incorporating time value of money, financial statements, federal taxation, risk management and insurance concepts. Emphasis will be placed on developing a framework for formulating sound financial plans. Prerequisite: FNCE317. Spring

FNCE394 Alt (3)
Futures and Options Markets
The theory of futures pricing and options pricing, and the application of the theory to develop a framework for analyzing hedging and investment decisions using futures and options. Attention to practical considerations in the use of these investments. Prerequisite: FNCE317. Fall

FNCE397 (3)
Investments
The techniques, vehicles, and strategies for implementing investment goals in light of risk-return tradeoffs. Key factors that determine the composition of the individual or institutional portfolios emphasized. Prerequisite: FNCE317. Spring

FNCE410 (3)
Corporate Financial Management
A study of more advanced topics in corporate finance and an application of previously covered topics with the use of cases. Prerequisite: FNCE317. Spring

FNCE426 Alt (3)
International Financial Management
The financial management and maintenance of international enterprises. Short- and long-term capital sources and uses. Capital budgeting in changing foreign exchange conditions. Exchange exposure coverage, taxation impacts, and global-risk diversification. Prerequisite: FNCE317. Fall

FNCE429 Alt (3)
Portfolio Theory
Theories and techniques for management of portfolios; emphasis on the portfolio manager’s role in diversification and meeting investors’ goals, and a review of empirical literature. Prerequisite: FNCE317. Spring

FNCE474 Alt (3)
Estate Planning
Introduction to the various tools of estate planning, including the purpose and use of wills, trusts, gifts, and life insurance. Stresses the role of the professional. Estate and gift tax consequences considered. Specific applications to non-profit organization development programs are made. Fall

FNCE526 (3)
International Financial Management
The financial management of international enterprises and global portfolio analysis. Short- and long-term capital sources and uses. Capital budgeting in changing foreign-exchange conditions. Exchange exposure coverage and taxation impacts. Research paper/presentation is required. Prerequisite: FNCE317. Spring

FNCE680 (3)
Investment Strategy
Study of security risk-and-return concepts, security analysis, and concepts of market efficiency. Emphasizes equity investments, bonds, options, future, and international securities. Case analyses are required. Prerequisite: FNCE317. Spring