

The School of Business Administration

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GENERAL INFORMATION

Environment • The contemporary business environment requires an education that enables a student to understand and cope with dynamic and complex global business opportunities. Leaders in business, government, and other social and economic institutions must understand global economic forces, cultural diversity, and technological changes in products and processes, while maintaining a core set of values and sound ethical practices. Responding to these contemporary business needs, the School of Business Administration offers professional programs designed to prepare students to contribute value to their organizations, to their communities, and to society as a whole.

Vision • Our vision is to strive for continuous improvement in all aspects of the learning environment in the School of Business Administration (SBA), thereby providing all students with innovative, interdisciplinary programs of study while substantively contributing to the body of business knowledge in the theoretical, as well as the practical, realms of research.

Mission • Our mission is to educate students in a learning environment conducive to excellence in meeting the complex challenges of the global marketplace. Our faculty seeks to expand the knowledge base and to integrate this cutting-edge information into the learning experiences of students. In addition, it is the mission of the SBA to extend service to our constituents in order to enhance learning, economic development, and business growth in Mississippi, the region, and the nation.

Core Values • The school's core values characterize the dedication of faculty, students, and staff who learn together and contribute to one another's development. The values of outstanding teaching, respect for others, and service to our constituents characterize the commitment to excellence that faculty and students possess in their interactions with each other and with the business community. The school recognizes the importance of scholarly and applied research and is committed to pursuing research that will solve problems faced by private and public organizations. The fundamental values of our school are:

- To provide our students with a broad-based education, encompassing a strong foundation in business as well as a full range of skills and leadership competencies.
- To place a priority on faculty intellectual contributions that develops the national reputation of our scholars.
- To incorporate up-to-date information technology in our teaching and research.

- To create an intellectual climate that values creativity and innovation and is rich in diversity, teamwork, and high ethical standards.
- To respond to our key constituents by demonstrating continuous improvement in our programs and prudent stewardship of our resources.

Professional Preparation • The School of Business Administration provides students with an opportunity to gain a broad understanding of business and to acquire special expertise in one or more of the school's areas of concentration. Comprehensive programs provide students with a strong background in banking, economics, finance, insurance and risk management, management, marketing, marketing communications, management information systems, and real estate. A balanced selection of advanced courses in the respective areas comprises major programs appropriate to the specialized interests and needs of students. Through innovation and creativity, continuous improvement of the school's programs assures graduates of preparation to meet their career challenges well into the 21st century. Individual students are empowered to choose the career path that meets both their professional and personal goals.

Academic Integrity • The School of Business Administration upholds honor and academic integrity in all of its teaching, research, and service activities. All business faculty, staff, and students are charged with the responsibility to behave with personal and professional integrity and to refrain from dishonorable conduct.

Accreditation • The School of Business Administration was initially accredited by the American Assembly of Collegiate Schools of Business in 1944. Accreditation is offered only to schools that meet the strict academic standards and program requirements prescribed by this assembly. Both the undergraduate and graduate curricula received full reaccreditation in 2001. Rather than remain content with the status quo, the school continues to evaluate and revise its programs to meet standards reflective of contemporary issues and demands.

Academic Honors • In addition to awards available to outstanding University students generally, the following scholastic honors and prizes are offered to students in the School of Business Administration. For details, see the Academic Program chapter.

OUTSTANDING MANAGEMENT INFORMATION SYSTEMS STUDENT AWARD

OUTSTANDING MANAGERIAL FINANCE STUDENT AWARD

OUTSTANDING MARKETING STUDENT AWARD

OUTSTANDING STUDENT IN BANKING AND FINANCE AWARD

OUTSTANDING STUDENT IN ECONOMICS AWARD

OUTSTANDING STUDENT IN INSURANCE AND RISK MANAGEMENT AWARD

OUTSTANDING STUDENT IN PETROLEUM LAND MANAGEMENT AWARD

OUTSTANDING STUDENT IN REAL ESTATE AWARD

OUTSTANDING MANAGEMENT STUDENT AWARD

PHIL B. HARDIN FOUNDATION MARKETING AWARD

FACILITIES

Conner Hall • Conner Hall, completed in 1961 and named in honor of Governor Martin Sennett Conner, was renovated in 1998. Conner Hall provides administrative and faculty offices for the School of Accountancy as well as multimedia classrooms and computer laboratories for both business and accountancy classes.

Holman Hall • The school is housed primarily in Holman Hall. Large classrooms and multimedia equipment are designed to facilitate the discussion method of teaching. In addition, Holman Hall contains modern computer laboratories, group study rooms, study alcoves, seminar rooms, and conference rooms.

North Hall • North Hall provides a structural connection between Conner Hall and Holman Hall as well as administrative offices, faculty offices and computer labs. North Hall also contains two state-of-the-art distance-learning classrooms, permitting interactive classes between the Oxford, Southaven, and Tupelo campuses.

The University Library • An extensive collection of books on a range of business and commerce issues, numerous business periodicals, several online databases, and many other services are available in the John Davis Williams Library.

SMALL BUSINESS DEVELOPMENT CENTER

The University of Mississippi is the lead institution in the Mississippi Small Business Development Center. The program is sponsored by the School of Business Administration in cooperation with the Small Business Administration. The Ole Miss SBDC subcenter employs business students, under faculty supervision, and individual faculty members to work with small businesses as consultants. They prepare written reports of findings for the business owner/manager and give oral presentations. This program provides a unique learning experience for students and free counseling services to participating firms.

TEACHING

Instructional Methods • The school seeks to provide excellence in teaching. Instructors use theory, analytical methods, the results of research, and many practical applications to help students understand good management practice.

Computers are used extensively throughout the curriculum, ranging from individual microcomputer use to mainframe and supercomputer systems. Multimedia presentation facilities, distance learning classrooms, videoconferencing capabilities, large and well-equipped computer labs, and an information network that is accessible from every office, classroom, and study area enable the students and faculty to work together in an environment that promotes efficient learning and personal interaction. Interactive computer simulations, presentations, and decision-making techniques are offered in numerous classes across the business curriculum.

Business and public leaders are frequently invited to the campus to address the students in classes, in professional club programs, and in the visiting speakers series. The school encourages students to participate in business internships before graduation to apply the principles they have studied during their classroom experiences.

Robert M. Hearin Distinguished Lecture Series • The Robert M. Hearin Distinguished Lecture Series was established by the Robert M. Hearin Support Foundation to provide students, faculty, and the public with access to nationally prominent scholars and business leaders. Selected from outstanding business schools and the most dynamic corporations in the nation, internationally acclaimed authors, educators, and executives share their insights on economic development and the world economy.

Sam and Mary Carter Lecture Series • The Sam and Mary Carter Lecture Series in Banking and Finance was established by Celia Carter Muths and Mary Carter Speed in 1987 in honor of their parents. The purpose of the lecture series is to bring to the University outstanding banking or finance executives to make presentations to students and faculty on current issues in the financial sector of our economy.

Otho Smith Fellows Program • The Otho Smith Fellows Program, established in the fall of 1981, is funded through a grant from the Phil B. Hardin Foundation to the School of Business Administration. The grant is in honor of the late Mr. Smith, a businessman from Meridian, Mississippi, and a former president of the Ole Miss Alumni Association. Through this program students, faculty, and the surrounding community are provided an opportunity to meet and interact with successful business executives and scholars. The purpose of these interactions is to foster understanding and appreciation concerning the role and duties of a successful business executive, to discuss significant issues within business, and to ascertain the relationship and responsibilities of business to society.

Mr. and Mrs. James E. King, Sr., Lecture Series in Business Ethics • The Mr. and Mrs. James E. King, Sr., Lecture Series in Business Ethics was established by Mr. and Mrs. Julius W. King of Laurel, Mississippi, to honor his parents' memory. Through this lecture series, students, faculty and the surrounding community have an opportunity to interact with renowned leaders who emphasize the importance of ethical standards in business and one's personal life.

FUNDED FACULTY POSITIONS

Chair of Banking • With the cooperation and support of the Mississippi Bankers Association, the School of Business Administration offers both undergraduate and graduate study designed to prepare students for careers as officers of commercial banks. Opportunities are provided for students to acquire actual working experience in Mississippi banks. The undergraduate program leads to the degree of Bachelor of Business Administration with a major in banking and finance.

Phil B. Hardin Chair of Marketing • With the cooperation and support of the Phil B. Hardin Foundation, both undergraduate and graduate curricula in marketing are being advanced at the University. The chair provides a leadership role for Mississippi in applied and academic research in marketing. The undergraduate program leads to the degree of Bachelor of Business Administration with a major field in marketing.

Michael S. Starnes Professor of Management • Mr. Starnes endowed this position to support the teaching and research activities of an established scholar who teaches courses in management and organization studies.

Morris Lewis, Jr., Lectureship • Friends and family members of Morris Lewis, Jr., have endowed a faculty position in his honor. The endowment supports the teaching and research activities of an established scholar who teaches business courses at the graduate and undergraduate levels.

Chair of Real Estate • The J. Ed Turner Chair of Real Estate was established in 1980 with partial funding by the Mississippi Real Estate Commission to meet the need of the real estate profession and related industries for highly qualified individuals with in-depth understanding of an increasingly complex industry. Because stricter standards for the training and licensing of real estate practitioners have been adopted by state governments, a corresponding need has developed for broader programs of higher education in the field. Real estate courses offered by the chair are intended to provide students with specialized training for careers in real estate brokerage, financial institutions, appraisal, corporations and various government agencies. In addition, the courses satisfy the educational requirements for a real estate license.

Chair of Free Enterprise • The P.M.B. Self, William King Self, and Henry C. Self Chair of Free Enterprise was established in 1982 by a donation to the University by the Self family of Marks, Mississippi. The purpose of the chair is twofold: to publish objective articles in nationally recognized journals to further research in the national economy and to help determine the proper role of government in the economy, and to promote the education of students, businessmen, and government officials in the principles and philosophies of the free-market system.

Tom B. Scott Professor of Financial Institutions • The Chair of Financial Institutions was established in 1982 in the School of Business Administration with the support of the members of the Mississippi Savings and Loan League. The objectives of the chair are twofold: to further research in areas associated with the financial services industry and to promote excellence in education.

Robertson Chair of Insurance • The Gwenette P. and Jack W. Robertson, Jr. Chair of Insurance was established to encourage students to achieve excellence in the insurance and risk management field. In addition to providing a high quality insurance and risk management program, the chair holder is engaged in research and scholarship applicable to the needs of the insurance industry. A close working relationship with the insurance industry provides opportunities for students and faculty to gain meaningful practical experience as well as an appreciation of the industry's ethics and standards of conduct.

The Robert M. Hearin Chairs of Business Administration • The Robert M. Hearin Chairs of Business Administration were established by the Robert M. Hearin Support Foundation. These chair holders are outstanding scholars with national reputations in a business field. The Hearin chair holders conduct significant research and teach at both the undergraduate and graduate levels.

ENTERING THE SCHOOL OF BUSINESS ADMINISTRATION

Admission • Students wishing to enter from high school must meet the same requirements as those for general admission to the University.

Transfer Students • Students transferring from an accredited college or university should contact the Dean's Office in the School of Business Administration for evaluation of their accumulated credits.

Financial Aid • All applications for financial aid should be addressed to the Director of Financial Aid, The University of Mississippi, University, Mississippi 38677. Scholarships and loans available specifically for students in the School of Business Administration, as well as general financial aid programs, are listed in the Financial Aid chapter of this catalog.

DEGREE OFFERINGS AND PLACEMENT

Baccalaureate Degree Offered in Business • Bachelor of Business Administration (B.B.A.)

Career Services • Graduates and alumni of the University are assisted with employment through an aggressive and expanding program of services provided by the Career Center. The school cooperates with the Career Center to help students locate employment suited to individual training and interests.

GENERAL DEGREE REQUIREMENTS

Credit Hours and Residence • Minimum total: 128 semester hours (132 for MIS majors). One-half of the total credit hours required for a B.B.A. degree must be outside business and accountancy. Students must complete at least one-half (50 percent) of their business and accountancy courses at The University of Mississippi, including 30 hours at the 300 level or above in business, economics, or accountancy. Not more than 4 hours may be in exercise and leisure activity courses. Business electives should be at the 300 level or above.

Credit from Other Sources • With the prior approval of the dean, credit for work done in other institutions or by correspondence and extension may be granted. Credit from community colleges is limited to one-half the total requirements for graduation in a given curriculum. Credit for correspondence courses is limited to 33 hours, and if the last credit is of this type, it may not exceed 6 hours.

Grade Requirements for a B.B.A. Degree • The overall grade-point average on all courses attempted at The University of Mississippi must be at least 2.0. In addition, on courses submitted for a degree, the 2.0 average also must be obtained (1) on courses taken in residence at the University, (2) on business, economics, and accountancy residence courses, and (3) on residence courses in the designated major field. Students who entered college in fall 1997 or after must have a 2.0 grade-point average on all college work attempted.

Maximum Load • No student may enroll for more than 18 semester hours exclusive of exercise and leisure activity courses, and basic air, military, or naval science courses unless the student has earned the privilege of taking additional work by an exceptional record of grades during the preceding semester. For each additional semester hour of work taken, the student must have a grade point average for the preceding semester two-fifths (0.4) of a grade point higher than 2.0.

Majors and Minors • Students pursuing business degrees may choose a major from the Fields of Concentration listed below. Students in most majors also may pursue a nonbusiness minor as well as a minor in another area of business. A business adviser should be consulted to determine the availability of and requirements for minors.

BACHELOR OF BUSINESS ADMINISTRATION

MAJOR FIELDS for the B.B.A. degree:

BANKING AND FINANCE, CODE 2003. Work in money and banking, business finance, and investments acquaints the student with the role and function of financial institutions and transactions in the economic system and provides the student with adequate undergraduate training for private or public employment.

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ECONOMICS, CODE 2004. The study of economics provides a foundations for many positions in business and government. These positions include research analysts, statisticians, and economists.

INSURANCE AND RISK MANAGEMENT, CODE 2005. The insurance and risk management curriculum is carefully designed to prepare students to enter the job market in such positions as commercial underwriters, claims adjusters, corporate risk analysts, independent agents, and sales representatives. After the introductory risk and insurance course, students take courses addressing the management of potential losses of property, legal suits, life, and health. The loss of property and legal suits by businesses is emphasized throughout and the corporate risk management course ties together all elements of managing these exposures. Great emphasis is placed on the summer internship courses specifically designed for insurance and risk management majors.

MANAGEMENT, CODE 2011. The curriculum is broad in nature and designed to provide professional education for management positions in private and public organizations. The program also provides a foundation for graduate study and professional development. A variety of courses is available for students to develop knowledge and skills in behavioral management, human resource management, and operations management. Alternatively, an emphasis in petroleum land management is offered.

MANAGEMENT INFORMATION SYSTEMS, CODE 2076. This unique program is designed to educate students as information system professionals. Students are provided with knowledge involving information systems technology, information concepts and processes, and organizational functions and management (which includes interpersonal and organizational behavior and analytical and statistical management).

MANAGERIAL FINANCE, CODE 2026. The curriculum provides students with exposure to financial institutions, corporate financial decision making, investment markets, and international finance. Students develop a sufficient background in finance for employment in the public or private sector.

MARKETING, CODE 2012. The marketing curriculum provides instruction in basic principles, major functions, and principal institutions of marketing. It emphasizes skills needed in advertising, retailing, sales management, marketing research, product management, distribution management, and related areas.

MARKETING COMMUNICATIONS, CODE 2053. The marketing communications curriculum allows students to combine basic principles of marketing and communications. Students will develop a foundation in both business and journalism to prepare for careers in a variety of fields, including advertising, public relations, and broadcasting.

REAL ESTATE, CODE 2027. The real estate curriculum includes instruction in principles, finance, appraisal, law, land use controls and investment analysis. The major is intended to assist students interested in real estate careers including brokerage, lending, corporate positions and government agencies. Students are prepared for examinations for state real estate broker and salesperson licenses.

BASIC CURRICULUM TABLE FOR THE B.B.A.

All students with majors in the School of Business Administration, except for those with a major in management information systems, marketing communications, and the petroleum land management emphasis in management, are required to follow the prescribed curriculum table below for the freshman and sophomore years.

Tables for the junior and senior years are given on the following pages by major subject and code number.

All business students must demonstrate computer proficiency in their first week of enrollment in MIS 241 by passing the MIS Basic Skills Competency Exam, or by successfully completing MIS 100.

Elective courses may be taken in semesters other than those in which they are listed.

FRESHMAN YEAR

Courses	Semester Hours	
	1st	2nd
English 101, 102–English Composition	3	3
Humanities–history or philosophy or modern language	3	3
Mathematics 267, 268 or 261, 262–Calculus for Business, Economics and Accountancy I, II or Unified Calculus and Analytic Geometry I, II	3	3
Laboratory science–astronomy, biology, chemistry, geology, or physics	3-4	3-4
Behavioral or social science–psychology, sociology, anthropology, or political science		3
Fine arts–art, art history, dance, music, or theater arts	3	

SOPHOMORE YEAR

Courses	Semester Hours	
	1st	2nd
Accountancy 201, 202–Introduction to Accounting Principles	3	3
Economics 202, 203–Principles of Microeconomics, Principles of Macroeconomics	3	3
English 250–Advanced Composition		3
Literature	3	
Nonbusiness elective or minor course	6	
Business 250–Legal Environment of Business		2
Management Information Systems 241	3	
Business 271–Business Communication		3
Business 230–Economic Statistics I		3

BANKING AND FINANCE, Code 2003

The banking and finance major consists of twenty-four (24) semester hours.

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Finance 303–Money and Banking	3	
Economics 307–Managerial Economics		3
Management Information Systems 309–Management Information Systems II		3
Management 391–Organizational Behavior		3
Finance 333–Monetary and Banking Policy		3
Finance 334–Investments		3
Business elective 300 or above		3
Nonbusiness elective or minor course	3	

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Finance 537–Bank Management I	3	
Nonbusiness elective or minor course	3	
Business elective 300 or above	3	
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Finance 538–Bank Management II		3
Business or nonbusiness elective 300 or above		3
Restricted elective*	6	3

*Choose from 300+ Accounting, ECON 403 or 404, or FIN 341, 355, 431, 533, 534, 561, 568, or 581.

ECONOMICS, Code 2004

The economics major consists of twenty-four (24) semester hours, including ECON 403 and ECON 404, and eighteen (18) semester hours of economics courses.

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Economics 307–Managerial Economics		3
Management Information Systems 309–Management Information Systems		3
Management 391–Organizational Behavior		3
Economics elective*		6
Nonbusiness elective or minor course	3	

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Economics 403 and 404–Intermediate Microeconomics and Intermediate Macroeconomics	3	3
Nonbusiness elective or minor course	3	
Business electives 300 or above	6	
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Economics elective*	6	6
Business or nonbusiness elective 300 or above		3

*Choose from ECON 303, 305, 308, 323, 329, 401, 406, 417, 422, 504, 505, 506, 510, 530, 540, 581, or 583.

INSURANCE AND RISK MANAGEMENT, Code 2005

The insurance and risk management major consists of twenty-four (24) semester hours.

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Economics 307–Managerial Economics		3
Finance 341–Risk and Insurance	3	
Management Information Systems 309–Management Information Systems II		3
Management 391–Organizational Behavior		3
Finance 442–Commercial Liability Insurance		3
Major field elective*		3
Nonbusiness elective or minor course		3

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Finance 342–Life and Health Insurance	3	
Finance 441–Commercial Property Insurance	3	
Major field elective*	3	3
Nonbusiness elective or minor course		3
Business elective 300 level or above	3	
Business or nonbusiness elective 300 level or above		3
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Finance 542–Corporate Risk Management		3
Business elective 300 level or above	3	

* Choose from FIN 303, 334, 351, 431, 581, 445 (3 or 6 hours), or 534.

MANAGEMENT, Code 2011

The management major consists of twenty-four (24) semester hours. Students must choose an emphasis in the management curriculum. Designated courses for the emphasis areas are available in the Undergraduate Student Services Office.

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Management 371–Principles of Management	3	
Management 383–Human Resource Management		3
Economics 307–Managerial Economics		3
Management Information Systems 309–Management Information Systems II		3
Management 391–Organizational Behavior		3
Business elective 300 or above		3
Nonbusiness elective or minor course	3	

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Management major elective	9	
Nonbusiness elective or minor course	3	
Business elective 300 or above	3	
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Management major elective		9
Business or nonbusiness elective 300 or above		3

MANAGEMENT, Code 2011

Petroleum Land Management Emphasis, Code 2028

FRESHMAN YEAR

Courses	Semester Hours	
	1st	2nd
English 101, 102–English Composition	3	3
Humanities–history or philosophy or modern language	3	3
Mathematics 267, 268 or 261, 262–Calculus for Business, Economics and Accountancy I, II or Unified Calculus and Analytic Geometry I, II	3	3
Geology 103, 221–Earth Dynamics, Mineralogy	4	4
Behavioral or social science–psychology, sociology, anthropology, or political science		3
Fine arts–art, art history, dance, music, or theater arts	3	

SOPHOMORE YEAR

Courses	Semester Hours	
	1st	2nd
Accountancy 201, 202–Principles of Accounting	3	3
Economics 202, 203–Principles of Microeconomics, Principles of Macroeconomics	3	3
English 250–Advanced Composition		3
Literature	3	
Geology 303–Structural and Tectonic Geology		3
Business 250–Legal Environment of Business		2
Management Information Systems 241	3	
Business 271–Business Communication		3
Business 230–Economic Statistics I		3

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Business Studies 301–Introduction to Petroleum Land Management	3	
Economics 307–Managerial Economics		3
Management Information Systems 309–Management Information Systems II		3
Management 391–Organizational Behavior		3
Business Studies 310–Oil and Gas Law	3	
Finance 351–Principles of Real Estate		3
Business elective 300 or above		3

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business Studies 311–Fundamentals of Oil and Gas Leasing	3	
Geology 314–Sedimentology and Stratigraphy		4
Petroleum land management emphasis elective– Geology 302, 305, 309, or Geological Engineering 490	3	
Business elective 300 or above	3	
Business or nonbusiness elective 300 level or above	3	
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Economics 303–Money and Banking		3
Accountancy 309–Cost Control		3
Finance 451–Real Estate Law		3

MANAGERIAL FINANCE, Code 2026

The managerial finance major consists of twenty-four (24) semester hours. In addition to the required courses of ACCY 301, FIN 303 or 534, FIN 334, FIN 431, FIN 581, and FIN 533, students must have an emphasis in one of three areas. The six (6) semester hours required for each emphasis area are as follows: corporate finance: FIN 561, Financial Statements and ACCY 303 or ACCY 309; investment analysis: FIN 351 and FIN 341; international finance: FIN 568; and ECON 510 or MKTG 552 or MGMT 595.

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Principles of Marketing	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Finance 303–Money and Banking or Finance 534–Managing Financial Institutions	3	
Economics 307–Managerial Economics		3
Management Information Systems 309–Management Information Systems II		3
Management 391–Organizational Behavior		3
Finance 334–Investments		3
Accountancy 301–Administrative Accounting		3
Nonbusiness elective or minor course	3	

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Finance 431–Business Finance II	3	
Managerial Finance Area Emphasis Courses	3	3
Nonbusiness elective or minor course	3	
Business elective 300 or above	3	
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Finance 581–Futures		3
Finance 533–Security Analysis and Portfolio Management	3	
Business elective 300 or above		3
Business or nonbusiness elective 300 or above		3

MARKETING, Code 2012

The marketing major consists of twenty-four (24) semester hours beyond the Principles of Marketing (MKTG 351) course and must include the following courses: MKTG 367, MKTG 525, MKTG 551, and MKTG 552, as well as any additional twelve (12) hours from the following courses: MKTG 494, MKTG 495, MKTG 496, MKTG 353, MKTG 354, MKTG 356, MKTG 358, MKTG 458, MKTG 462, MKTG 488, or MKTG 565.*

* Designated courses for the pharmaceutical sales area are available in the Undergraduate Student Services Office.

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Economics 307–Managerial Economics		3
Management Information Systems 309–Management Information Systems II	3	
Management 391–Organizational Behavior		3
Marketing 367–Consumer Behavior		3
Nonbusiness elective or minor course		3
Marketing elective		6

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Marketing 525, 551, 552	3	6
Nonbusiness elective or minor course	3	
Business elective 300 or above	3	3
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Marketing elective	3	3
Business or nonbusiness elective 300 or above	3	

MARKETING COMMUNICATIONS, Code 2053

Students with a marketing communications major must have an emphasis in either a print or broadcast area, and may focus in either advertising or public relations.

FRESHMAN YEAR

Courses	Semester Hours	
	1st	2nd
English 101, 102–English Composition	3	3
Humanities–history, philosophy, or modern language	3	3
Mathematics 267 or 261–Calculus for Business, Economics, and Accountancy I or Unified Calculus and Analytic Geometry I	3	
Mathematics 268 or 262–Calculus for Business, Economics, and Accountancy II or Unified Calculus and Analytic Geometry II		3
Laboratory Science–astronomy, biology, chemistry, geology, or physics	3-4	3-4
Journalism 101, 102	3	3

SOPHOMORE YEAR

Courses	Semester Hours	
	1st	2nd
Accountancy 201, 202—Introduction to Accounting Principles	3	3
Economics 202, 203—Principles of Microeconomics, Principles of Macroeconomics	3	3
English 250–Advanced Composition	3	
Business 250–Legal Environment of Business	2	
Management Information Systems 241		3
Business 271–Business Communications		3
Business 230–Economic Statistics I	3	
Behavioral or social science–psychology, sociology, anthropology, or political science		3
Area Emphasis Course*	3	3

*Choose from JOUR 271-News Reporting and JOUR 273-Editing By Design, or JOUR 272 and 376, Broadcast News Writing and Reporting I and Television Technology.

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Marketing 353–Intro to Advertising		3
Management Information Systems 309–Management Information Systems II		3
Management 391–Organizational Behavior	3	
Economics 307–Managerial Economics		3
Marketing 367–Consumer and Market Behavior		3
Business elective 300 or above		3
Literature	3	
Area emphasis course*		3

*Choose from JOUR 383–Advertising Layout, 390–Writing for Advertising, or 391–Public Relations

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Management 493–Management of Strategic Planning	3	
Journalism 301–History of the Mass Media	3	
Fine Arts–art, art history, dance, music, or theater arts	3	
Business Career Planning	0	
Journalism 371–Communications Law	3	
Journalism 575–Mass Media Ethics and Social Issues		3
Marketing 565–Advanced Advertising		3
Business or non-business elective 300 or above		3
Business elective 300 or above		3
Area emphasis course*	3	

* Choose from JOUR 383–Advertising Layout, 390–Writing for Advertising, or 491–Public Relations Techniques

REAL ESTATE, Code 2027

The real estate major consists of twenty-four (24) semester hours. In addition to FIN 351, FIN 353, FIN 355, FIN 553, FIN 555, FIN 534, or FIN 581, six (6) semester hours of courses will be required from the following: FIN 303, FIN 333, FIN 341, or FIN 451.

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Finance 351–Principles of Real Estate	3	
Economics 307–Managerial Economics		3
Management Information Systems 309–Management Information Systems II		3
Management 391–Organizational Behavior		3
Finance 355–Real Estate Finance and Mortgage Banking		3
Major field elective		3
Nonbusiness elective or minor course		3
Finance 353–Real Estate Valuation and Appraisal	3	

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Finance 555–Real Estate Investment Analysis	3	
FIN 534–Managing Financial Institutions or FIN 581–Futures	3	
Nonbusiness elective or minor course	3	
Business elective 300 or above	3	3
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Finance 553–Advanced Income Appraisal		3
Major field elective		3
Business or nonbusiness elective 300 or above		3

MANAGEMENT INFORMATION SYSTEMS, Code 2076

The management information systems major consists of twenty-six (26) hours. In addition to the required management information systems and computer science courses, students must enroll in nine (9) semester hours of the following courses as restricted electives: CSCI 211, CSCI 223, CSCI 259, CSCI 323, CSCI 361, TC 201, and TC 432.

FRESHMAN YEAR

Courses	Semester Hours	
	1st	2nd
English 101, 102–English Composition	3	3
Humanities–history or philosophy or modern language	3	3
Mathematics 267 or 261–Calculus for Business, Economics, and Accountancy I or Unified Calculus and Analytic Geometry I	3	
Mathematics 268 or 262–Calculus for Business, Economics, and Accountancy II or Unified Calculus and Analytic Geometry II		3
Laboratory science–astronomy, biology, chemistry, geology, or physics	3-4	3-4
Behavioral or social science–psychology, sociology, anthropology, or political science		3
Computer Science 111, 112–Computer Programming I, II	3	3

SOPHOMORE YEAR

Courses	Semester Hours	
	1st	2nd
Accountancy 201, 202–Introduction to Accounting Principles	3	3
Economics 202, 203–Principles of Microeconomics, Principles of Macroeconomics	3	3
English 250–Advanced Composition Literature	3	3
MIS 280–Business Application Programming I	3	
Business 250–Legal Environment of Business		2
MIS 241–Management Information Systems I	3	
Business 271–Business Communication		3
Business 230–Economic Statistics I		3
Restricted elective	3	

JUNIOR YEAR

Courses	Semester Hours	
	1st	2nd
Business 302–Economic Statistics II	3	
Marketing 351–Marketing Principles	3	
Finance 331–Business Finance I	3	
Management 372–Operations Management I	3	
Management Information Systems 307	3	
Economics 307–Managerial Economics		3
MIS 309–Management Information Systems II	3	
Management 391–Organizational Behavior		3
MIS 330–Business Application Programming II		3
Business elective 300 or above		3
Fine arts–art, art history, dance, music, or theater arts		3
MIS 408–Advanced Management Information Systems		3

SENIOR YEAR

Courses	Semester Hours	
	1st	2nd
Management Information Systems 409–Applications of Database Management		3
Management Information Systems 410–Decision Support Systems	3	
Management Information Systems 405–Distributed Business Information Systems		3
Restricted elective	3	3
Business elective 300 or above	3	
Business Studies 390–Business Career Planning	0	
Management 493–Management of Strategic Planning		3
Management Information Systems 495–Applied Systems Analysis & Design	3	
Management Information Systems 419–Applications of Management Information Systems		2
Business or nonbusiness elective 300 level or above	3	