

W. Frank Barton School of Business

Offices: 100 Clinton Hall

John M. Beehler, dean

Nancy A. Bereman, associate dean

James Wolff, director, graduate studies in business

School of Accountancy, (316) 978-3215—
Bill D. Jarnagin, director

Departments

Economics, (316) 978-3220—Jen-Chi Cheng,
chairperson

Finance, Real Estate, and Decision

Sciences, (316) 978-3219—Sue Abdinnour-
Helm, chairperson

Management, (316) 978-3214—James Wolff,
chairperson

Marketing and Entrepreneurship

(316) 978-3367—Dean E. Headley, chairperson

Graduate Faculty

School of Accountancy

Professors: James W. Deskins, Paul D. Harrison, Bill D.
Jarnagin (director), Phillip T. May

Associate Professors: Jeffrey J. Bryant, Linda F.
Christensen

Assistant Professors: Richard Alltizer, Steven A.
Harrast, Jeffrey J. Quirin, Michael Flores

Economics

Professors: Dong W. Cho, Philip L. Hersch, Martin M.
Perline

Associate Professors: Jen-Chi Cheng (chairperson),
James E. Clark, Maurice Pfannestiel

Assistant Professors: Kyung So Im, Jodi Messer,
William Miles

Finance, Real Estate, and Decision Sciences

Professors: Mohammad Dadashzadeh, Dwight D.
Murphey

Associate Professors: Donald G. Christensen, Sue
Abdinnour-Helm (chairperson), Richard L.B.
LeCompte

Assistant Professors: Mehmet Barut, John Conlee,
Timothy Craft, Stephen Henry, Stanley Longhofer

Management

Endowed Professor: Gerald H. Graham (R.P. Clinton
Distinguished Professor of Management, occupies
the R.P. Clinton Endowed Chair of Management)

Professor: Dharma deSilva

Associate Professors: Nancy A. Bereman (associate
dean, Barton School of Business), James A. Wolff
(director, graduate studies in business)

Assistant Professors: Sam Beldona, Edith Busija, Steve
Farmer, Timothy Pett

Marketing and Entrepreneurship

Professor: Charles L. Martin

Associate Professors: Vincentia Claycomb, Donald W.
Hackett (director, Center for Entrepreneurship),
Dean E. Headley (chairperson), Frederic B. Kraft,
Terry Noel, Stephen Porter, Robert H. Ross

The *mission* of the W. Frank Barton School of Business is to prepare individuals to be business leaders in the global entrepreneurial marketplace. In this effort, we will:

- provide quality undergraduate, graduate, and professional educational programs in business that encourage lifelong learning;
- engage in scholarly research to develop business and economic knowledge and enhance its applications; and
- practice good citizenship by serving our constituencies and the University community.

Consistent with the University's role as the Regents' urban institution, the Barton School aggressively pursues regional and national prominence for its academic and professional programs.

This mission is influenced by the location of the school in the largest economic and cultural center in the State of Kansas. As an integral part of the state's designated urban university, the faculty of the Barton School of Business are committed to programs and activities that will help sustain the contribution that this urban center makes to the economic, professional, and cultural health of the state and nation.

Within this context, the faculty of the school have adopted the following educational goals of the Barton School which are listed below under the headings of Students, Faculty, Programs. For each grouping, a preamble states the basic values of the Barton School faculty.

Students: Students are the reason for the Barton School's existence. It is the faculty's responsibility to create programs and a learning environment that ensure the ultimate success of students. We, the faculty, want our students to evaluate positively their Barton School experiences, both while enrolled in courses and afterwards.

Goals: To ensure that students completing Barton School programs possess skills that make them competitive with students from the best business programs in the region. To increase quality and quantity of students.

Faculty: Faculty are the means by which the University creates a learning environment. The quality of the faculty and the opportunities provided to faculty for continuous improvement are of paramount importance to the success of the Barton School.

Goal: To have faculty who are widely recognized for their commitment to students and scholarship.

Programs: The programs offered by the Barton School link it to its multiple constituencies. The rich

diversity of these programs reflects the University's unique metropolitan mission.

Goal: To increase the recognition of the Barton School through programs that are relevant, competitive, and up-to-date.

The school is accredited by AACSB-International, The Association to Advance Collegiate Schools of Business.

Graduate degree programs in the school lead to the Master of Business Administration (MBA), Master of Accountancy (MACC), Master of Science (MS) in business, and the Master of Arts (MA) in economics.

Master of Accountancy

The Master of Accountancy program at Wichita State University is designed to prepare qualified candidates for careers as professional accountants in public practice, industry, government, and nonprofit organizations. The program is based on strong preparation in general education courses with special emphases on communication skills, mathematics, and economics, and includes a broad exposure to the different aspects of business and management.

The School of Accountancy recognizes students need differing technical requirements to enter a diverse work environment. Starting fall 2002, two specialized concentrations are offered to complement the traditional emphasis: Accounting Information Systems (AIS) and Taxation. The AIS concentration satisfies students' need for increasing technical competence in the area of accounting systems analysis, development, and implementation. The taxation concentration focuses on advanced issues in taxation, including the area of research.

The program requires a minimum of five years of full-time collegiate study, when beginning as a freshman. Students who decide to enter the program later in their academic careers should consult with the graduate coordinator of the School of Accountancy to learn the approximate length of time it would take to earn the degree. For example, if your bachelor's degree is in accounting, then basically you would have one more year of full-time study to obtain the MACC degree.

Admission Requirements

Admission to the MACC professional curriculum is available to (1) qualified students who have not yet completed a bachelor's degree, and (2) qualified students who have completed a bachelor's degree (not necessarily in business or accounting) from an accredited college or university.

Full admission to the MACC professional curriculum, for students who have not yet completed a bachelor's degree, requires:

1. Completion of the preprofessional curriculum described below.

2. A minimum grade point average of 2.750 on all courses identified as Barton School of Business core courses.

3. A minimum grade point average of 3.000 on the following courses: ACCT 310, 320, 410, and 430.

4. A total of 1,100 points based on the formula of 200 times the overall grade point average on the last 60 hours plus the GMAT score.

Students who meet all the requirements above, except are lacking no more than 9 hours of preprofessional curriculum, may be admitted on a conditional basis. These 9 hours must be completed in the first semester following conditional admission or as soon thereafter as course scheduling permits.

Students holding a bachelor's degree in any field (not necessarily business or accounting) from a regionally accredited institution may be admitted to the School of Accountancy if they meet the minimum scholastic requirements (a total of 1,100 points based on the formula of 200 times the overall grade point average on the last 60 hours plus the GMAT score or a total of 1,050 points based on the formula of 200 times the overall GPA plus the GMAT score). They will be expected to take courses covering any portion of the preprofessional curriculum for which they have not had an equivalency as soon as practicable.

All students are required to meet with the School of Accountancy's graduate advisor prior to beginning course work.

Probationary Admission—All Students

Students who do not meet the minimum GMAT and/or grade point requirements may be admitted to probationary status by the director on the basis of sufficient evidence that they can satisfactorily complete the MACC program requirements and have the potential for a successful career in professional accounting.

Degree Requirements

Students Not Possessing a Bachelor's Degree at Time of Admission

Preprofessional Curriculum

Students pursuing the Master of Accountancy (MACC) are required to meet specified requirements for admission to the School of Accountancy. During the candidate's undergraduate work, the following requirements must be met:

1. The candidate must complete the general education requirements for Wichita State University, plus additional nonbusiness courses for 63 semester hours. Students planning to sit for the CPA exam are encouraged to take an upper-division economics course as part of the nonbusiness courses. The following courses are specifically required by the School of Accountancy and may be counted within this 63 hours:

Courses	Hrs.
ECON 201Q, Principles of Macroeconomics	3
ECON 202Q, Principles of Microeconomics	3

ECON 231, Introductory Business Statistics.....	3
ECON 232, Statistical Software Applications.....	2
COMM 111, Basic Public Speaking.....	3
ENGL210, Composition: Business, Professional, and Technical Writing.....	3
MATH 111, College Algebra.....	3
MATH 144, Business Calculus.....	3

2. The candidate must complete a minimum of 24 hours of the following Barton School of Business core requirements:

Courses	Hrs.
ACCT 210, Financial Accounting	3
ACCT 220, Managerial Accounting	3
ACCT 260, Introduction to Information Processing Systems.....	3
B LAW 431, LEGAL Environment of Business, or B LAW 435, Law of Commercial Transactions, and B LAW 436, Law of Business Associations.....	3-6
DS 350, Introduction to Production and Operations Management	3
MIS 495, Management Information Systems.....	3
FIN 340, Financial Management I.....	3
IB 333, International Business.....	3
MGMT 360, Concepts of Administration.....	3
MKT 300, Marketing.....	3

3. The candidate must complete the following courses required by the School of Accountancy.

Courses	Hrs.
Preprofessional Accounting Core	
ACCT 310, Financial Accounting and Reporting: Assets.....	3
ACCT 320, Accounting for Decision Making and Control	3
ACCT 410, Financial Accounting and Reporting: Equities	3
ACCT 430, Introduction to Federal Income Tax	3

During the semester in which the preprofessional curriculum will be completed, the candidate for the MACC must apply for admission to the Graduate School. The GMAT should be taken during, or just prior to, this semester.

A bachelor's degree will be awarded at the time of conferring the MACC degree.

Professional Curriculum

Candidates in the professional curriculum who have completed the minimum preprofessional curriculum outlined above, must complete 54 credit hours in the following courses while maintaining an overall grade point average of 3.000 or better.

Courses	Hrs.
ACCT 560, Accounting Information Systems	3
ACCT 610, Financial Accounting and Reporting: Special Entities and Complex Issues	3
ACCT 620, Accounting for Strategic Support and Performance Evaluation	3
ACCT 630, Taxation of Business Entities	3

ACCT 640, Principles of Auditing	3
Remaining Barton School of Business core requirements *	6-9
ACCT 815, Financial Accounting and Reporting: Contemporary Issues	3
ACCT 825, Management Control Systems	3
ACCT 835, Tax Research and Selected Topics	3
ACCT 840, Advanced Principles of Auditing.....	3
ACCT 860, Advanced Accounting Information Systems	3
MGMT 885, Advanced Strategic Management	3

Graduate electives outside accounting.....	9
Other graduate electives (accounting or nonaccounting) **	6

As a minimum, the candidate's program must include 30 graduate-level hours, including 15 hours of accounting courses numbered 800 or above and a total of 21 semester hours of courses numbered 800 or above—excluding any courses which represent business core knowledge. A minimum of 155 credit hours (undergraduate and graduate) is required.

* See list of courses under Preprofessional Curriculum. Core courses taken after admission to the MACC program must be graduate-level equivalent courses.

** Electives must be selected to conform with AACSB standards for master's in accounting programs. See the graduate coordinator of the School of Accountancy for assistance in making selections.

Students Possessing a Bachelor's Degree at Time of Admission

Total degree requirements for students granted admission after completion of a bachelor's degree will vary and depend upon the specific course content of the undergraduate degree program. As a minimum, the candidate's program must total 30 graduate-level credit hours beyond the bachelor's degree, including 15 semester hours of accounting courses numbered 800 or above and a total of 21 semester hours in courses numbered 800 or above**.

In general, we presume an undergraduate degree in business and an accounting major, equivalent to that offered at WSU. The following courses, or their graduate equivalents, must be included as part of the MACC degree program if not covered in the student's bachelor's degree:

Courses	Hrs.
ACCT 210, Financial Accounting	3
ACCT 220, Managerial Accounting	3
ACCT 260, Introduction to Information Processing Systems	3
ACCT 310, Financial Accounting and Reporting: Assets	3
ACCT 320, Accounting for Decision Making and Control	3
ACCT 410, Financial Accounting and Reporting: Equities	3
ACCT 430, Introduction to Federal Income Tax	3
ACCT 560, Accounting Information Systems	3

ACCT 610, Financial Accounting and Reporting: Special Entities and Complex Issues	3
ACCT 620, Accounting for Strategic Support and Performance Evaluation	3
ACCT 630, Taxation of Business Entities	3
ACCT 640, Principles of Auditing	3
B LAW 431, LEGAL Environment of Business, or B LAW 435, Law of Commercial Transactions, and B LAW 436, Law of Business Associations.....	3-6
DS 350, Introduction to Production and Operations Management.....	3
MIS 495, Management Information Systems.....	3
ECON 201Q, Principles of Macro-Economics	3
ECON 202Q, Principles of Micro-Economics	3
ECON 231, Introductory Business Statistics	3
FIN 340, Financial Management I.....	3
MGMT 360, Management and Organizational Behavior.....	3
IB 333, International Business.....	3
MGMT 681, Strategic Management	3
MKT 300, Marketing.....	3
MATH 111, College Algebra	3
MATH 144, Business Calculus	3

The following graduate-level course work must be completed:

<i>Courses</i>	<i>Hrs.</i>
ACCT 815, Financial Accounting and Reporting: Contemporary Issues	3
ACCT 825, Management Control Systems	3
ACCT 835, Tax Research and Selected Topics	3
ACCT 840, Advanced Principles of Auditing.....	3
ACCT 860, Advanced Accounting Information Systems	3
Graduate electives outside accounting.....	9
Other graduate electives (accounting or nonaccounting)	6

Concentrations in Master of Accountancy Degree Program Accounting Information Systems

Students electing a concentration in accounting information systems (AIS) must take the following courses:

<i>Courses</i>	<i>Hrs.</i>
Accounting core courses (815, 825, 835, 840, 860) 15	
ACCT 660, E-Business: Security and Technology ..3	
One 600- or 800-level MIS course selected with consent of graduate advisor	3
Graduate electives, including 6 hours outside of accounting	9

Taxation

Students electing a concentration in taxation must take the following courses*:

<i>Courses</i>	<i>Hrs.</i>
Accounting core courses* (815, 825, 835, 840, 860) 15	
ACCT 830, Taxation of Business Entities— Advanced Topics	3

ACCT 831, Taxation of Estates and Gifts	3
Graduate electives, all outside of accounting	9

* Students may substitute one tax class (either ACCT 630 or 892) for either ACCT 815, 825, 840, or 860 with consent of the School of Accountancy.

Taxation concentration courses:	
<i>Courses</i>	<i>Hrs.</i>
ACCT 830, Taxation of Business Entities— Advanced Topics	3
ACCT 831, Taxation of Estates and Trusts	3
<i>Plus:</i>	
Graduate electives outside accounting.....	9

Master of Business Administration

The Barton School of Business offers the Master of Business Administration (MBA) through faculty in the accounting; economics; finance, real estate, and decision sciences; management; and marketing and entrepreneurship departments, as well as in other colleges of the University. The MBA program is designed to prepare men and women for responsible positions of professional leadership in business, government, health-related organizations, and other institutions. The program concentrates on general management, with particular attention given to developing within the student an understanding of the organization as an integrated system. Areas of concentration are available for those students wishing to focus their elective course work in a specialized area. Concentration areas currently available are finance, marketing, entrepreneurship, operations management, international business, and health care administration. Others are under consideration and may be added in due course.

The total hours required of students and the level at which they begin participation in the MBA program depend on their academic preparation. The total number of hours required for completion of an MBA ranges from 36 to 48.

Most of the courses that can be taken for graduate credit and almost all of those on the 800 level are offered in the evening.

Admission Requirements

Admission to the MBA program is granted to students who show high promise of success in post-graduate business study and who hold bachelor's degrees from regionally accredited institutions.

Previous academic training in business is not required for admission to the MBA program. Students may have backgrounds in such diverse fields as engineering, liberal arts, education, and health related areas. The specific content of a student's previous education is less important than the evidence that the student has sound scholarship, strong personal motivation, and the ability to develop skills necessary to assume positions of leadership.

Various criteria are considered in granting admission with special attention given to the applicants'

grade point averages on academic work completed and to their scores on the Graduate Management Admission Test (GMAT) taken within the last six years. At minimum, applicants must have 1,050 points based on the formula: 200 times a student's overall grade point average, plus the GMAT score; or 1,100 points based on 200 times the grade point average on the last 60 hours of graduate and undergraduate work completed, plus the GMAT score. Final admission is based on evaluation of qualifications and space available in the program. These admission criteria are under review and subject to change. Contact the Barton School's Graduate Studies in Business office for criteria for the upcoming semester.

Students who do not meet the above criteria may be considered for admission through an exceptions process. Information on this process may be obtained from the Graduate Studies in Business office.

International students also are required to have a minimum score of 550 (paper-based) or 213 (computer-based) on the Test of English as a Foreign Language.

Applications for degree admission are reviewed twice a year, in the fall and spring. Deadlines for submitting applications to the Graduate School are June 1 for consideration for fall admission and November 1 for spring admission. International applicants living outside the United States must submit their applications by April 1 for fall admission consideration and August 1 for spring admission consideration. Applicants who apply after these deadlines are considered in the order in which their completed application materials are received.

Degree Requirements

Advanced Standing: Students with strong backgrounds in mathematics and business administration may be granted advanced standing in the MBA program through equivalent credit for background fundamental courses for which a minimum grade of C was received in an undergraduate or graduate program. Most students entitled to such credit hold bachelor's degrees in business administration from accredited institutions. Students may be granted equivalent credit for any or all of the background fundamental courses, depending on the depth of their undergraduate or previous graduate preparation. The MBA program may consist of as few as 36 hours for students who have no deficiencies in prerequisites and who receive equivalent credit for all of the background fundamentals.

Students Not Receiving Advanced Standing: Students with bachelor's degrees in nonbusiness fields usually will not have backgrounds warranting the granting of advanced standing through equivalency credit. There are some exceptions. Some students, for example, may have had enough work in economics or statistics to be granted credit for these courses. Determination regarding equivalency credit will be made following admission to the program.

MBA Course Requirements

<i>*Prerequisite</i>	<i>Hrs.</i>
MATH 144, Business Calculus	3
<i>**Preparatory Courses</i>	
ECON 231, Introductory Business Statistics.....	3
MBA800, MBA Basics: Financial Statement Analysis.....	3
MBA801, MBA Basics: Management and Marketing	3
ECON 800, Analysis of Economic Theory.....	3
<i>Required Courses</i>	
ACCT 801, Managerial Accounting.....	3
ECON 804, Managerial Economics	3
FIN 850, Managerial Finance.....	3
MGMT 803, Business Decision Making and Analysis or MKT 803, Marketing Analysis (taken within first two semesters of admission) .	3
MKT 801, Marketing Management.....	3
MGMT 862, Organizational Behavior	3
MGMT 885, Advanced Strategic Management (taken during last semester).....	3
DS 850, Production and Operations Management..	3
MIS 874, Management Information Systems	3
<i>Concentration Electives</i>	9

* These courses are to be taken only if a specific void exists.

** With approval of the program director, equivalent credit may be granted for courses of equal content taken in an undergraduate or graduate program. See Advanced Standing section above.

Policies

1. A candidate's individual Plan of Study must be approved by the director or associate director and submitted to the Graduate School for final approval. This plan must be filed within a month of the completion of 12 hours of graduate work.

2. All candidates must complete 30 hours of 800 level courses including: ACCT 801, DS 850, ECON 804, FIN 850, MGMT 803 or MKT 803, MGMT 862, MGMT 885, MKT 801, MIS 874, and 3 hours of electives. The additional 6 hours of electives may be at either the 800 level or the 600 level.

3. All incoming MBA students must attend an orientation session, which includes an introduction to the philosophy of graduate business education, development of networking skills, discussions about the history of the Barton School and the MBA program, and an overview of success strategies for MBA students. Only after completion of the orientation is a student considered for full standing in the MBA program.

Concentrations in Master of Business Administration Degree Program

The MBA degree program is a general management degree equipping students with an understanding of organizations as integrated systems. Within the program the curriculum provides knowledge across organizational functions. Students may continue this generalist approach by choosing courses across a

broad spectrum of offerings to complete the elective component of the curriculum. Some students may wish to focus their elective course work in a specific area of study to enhance their general organizational knowledge base by selecting a concentration from the following options provided in the MBA program.

MBA—Operations Management

The operations concentration provides the opportunity to gain expertise in the area of managing manufacturing and service systems. This concentration focuses on various decision-making frameworks in contemporary environments where operations and technology are strategic advantages. It emphasizes the strategic and tactical management of a firm's supply chain, quality, manufacturing, and service processes, and project planning/control through the use of technology-intensive tools. The completion of the concentration enhances a student's ability to meet challenging responsibilities as front-line manufacturing and service managers, project managers, systems analysts, supply chain managers, and other rewarding positions in today's contemporary organization.

The operations management concentration requires 9 semester hours of course work from a specified list of courses. DS 850, Operations Management, must be taken prior to or concurrent with courses comprising the concentration. Students may take no more than two 600- or 700-level courses.

Course requirements for the concentration in operations management:

Select a minimum of *two* courses from the following:

DS 875, Management Science
DS 876, Advanced Management Science
DS 690/DS 890, Enterprise Resource Planning
DS 690/DS 890 or IEN 780N, Supply Chain
Management

and select *one* of the following to complete the concentration requirements:

IEN 664, Engineering Management
IEN 740, Analysis of Decision Processes
IEN 780S, Lean Manufacturing
IEN 880I, Enterprise Engineering

MBA—Entrepreneurship

The MBA—Entrepreneurship concentration provides the foundation for developing one's own business, moving into a leadership role in a family business, or managing innovation and new business formation in a corporate setting. Building on the MBA curriculum, the entrepreneurship concentration enhances the ability to cope with the full range of issues in evaluating markets; developing business ideas, new product, and process innovation; and writing business plans. The specialized knowledge helps students understand the business startup process and related managerial issues.

The entrepreneurship concentration requires 9 semester hours of course work from a specified list of

courses. Students may take no more than two 600- or 700-level courses.

Course requirements for the concentration in entrepreneurship:

Required

ENTRE 868, New Venture Feasibility Seminar

Elective

ENTRE 608/MKT 608, Selling and Sales Force
Management

ENTRE 610/FIN 610/810, Short-Term Financial
Management

ENTRE 620, Growing and Managing an
Entrepreneurial Firm

ENTRE 869, Corporate Entrepreneurship
MKT 805, Consumer Decision Processes

MBA—Finance

The MBA—Finance concentration prepares students for a career in corporate finance, the investments field, or with financial institutions. The specialized knowledge provides the necessary foundation for understanding organizational financial management issues. Our curriculum blends theory with applied business practice to prepare students for the varied activities involved in financial management. Students also gain experience with many different financial analysis tools that facilitate problem solving. Most advanced courses involve cases or projects requiring computer modeling and analysis.

The finance concentration requires 9 semester hours of course work from a specified list of courses. FIN 850, Managerial Finance, must be taken prior to or concurrent with courses that comprise the concentration. Students may take no more than two 600- or 700-level courses.

Course requirements for the concentration in finance:

Required

FIN 860, Cases in Financial Management and
Investments

Elective

FIN 610/ FIN 810, Short-Term Financial
Management

FIN 620/FIN 821, Investment Analysis and Portfolio
Management

FIN 622/FIN 822/ECON 847, Risk Management
with Options and Futures

FIN 625/ECON 674, International Finance

FIN 632/FIN 830, Financial Institutions and Markets
FIN 650/FIN 870, Financial Modeling

MBA—Health Care Administration

The MBA—Health Care Administration concentration offers the opportunity to study business administration at the graduate level with particular emphasis on health care management. Building on the MBA curriculum, this concentration provides understanding and knowledge of the issues facing organizations in the health services industry. The specialized

knowledge will help students cope with managerial processes in the dynamic health care industry.

The health care administration concentration requires 9 semester hours of course work from a specified list of courses.

Course requirements for the concentration in health care administration:

PHS 812, Health Care Policy and Administration

PHS 814, Social and Behavioral Aspects of Public Health

PHS 750B, Geographic Information Systems in Community Epidemiology

PHS 826, Politics of Health Policy Making

PHS 831, Essentials of Health Insurance and Managed Care

PHS 833, Health Economics

PHS 834, Financing Health Care Services

PHS 835, Organization, Financing, and Delivery of Health Care

PHS 841, Leadership and Change Agency in Public Health

PHS 858, Long-Term Care Systems

MBA—International Business

The MBA—International Business concentration allows students to benefit from specific international business course work while completing MBA degree requirements. This concentration was created for students who want to obtain a solid foundation of knowledge with respect to international business. All students electing this option will have grounding in the contemporary issues affecting global business and in the organizational issues facing firms operating in the global arena. Our curriculum blends theory with applied business practice to prepare you for the varied activities involved in conducting business in a global marketplace.

The international business concentration requires 9 semester hours of course work from a specified list of courses. Students may take no more than two 600- or 700-level courses.

Course requirements for the concentration in international business (IB):

Required

IB 836, International Business and Competitiveness

Elective

IB 600, International Management

IB 601, International Marketing

IB 625, International Financial Management

IB 891, Directed Study in International Business

IB 892, Internship in International Business

ECON 672, International Economics and Business

FIN 625/ECON 674, International Finance and

Investment

POLS 835, Seminar in International Relations

MBA—Marketing

The MBA—Marketing concentration prepares students for a career in general marketing, marketing management, marketing research, and services mar-

keting. Our curriculum focuses on fundamental marketing concepts, current marketing practices, and emerging marketing techniques. The specialized knowledge provides the necessary foundation for a solid understanding of the marketing function for organizational success.

The marketing concentration requires 9 semester hours of course work from a specified list of courses. MKT 801, Marketing Management, must be taken prior to or concurrent with courses comprising the concentration. Students may take no more than two 600- or 700-level courses.

Course requirements for the concentration in marketing:

Elective

MKT 607, Promotion Management

MKT 608/ENTRE 608, Selling and Sales Force

Management

MKT 690E, Principles of Online Marketing

MKT 805, Consumer Decision Processes

ENTRE 869, Corporate Entrepreneurship

COMM 865, Organizational Communication

MBA—Real Estate

The MBA—Real Estate concentration prepares students for a variety of careers involved in commercial real estate analysis with employers such as commercial banks, corporate real estate departments, pension funds, insurance companies, and other financial institutions. The real estate concentration provides the depth of knowledge necessary to make successful business site selection, investment, and asset management decisions.

The real estate concentration requires 9 semester hours of course work from a specified list of courses. Students may take no more than two 600- or 700-level courses.

Course requirements for the concentration in real estate:

RE 890A, Real Estate Finance

RE 890B, Real Estate Investment Analysis

RE 619, Urban Land Development

ECON 688, Urban Economics

MBA—Management Information Systems

The MBA—Management Information Systems (MIS) concentration educates MBA students with the knowledge needed to manage an organization's information technology (IT) investments. Information and communication technologies have an integral role in our emerging knowledge-based economy. Therefore, specific topics in MIS such as enterprise-wide database management, information systems planning and control, knowledge management, and IT strategy contribute to advancing the MBA's understanding of how organizations can use information systems to improve efficiency, increase effectiveness, and gain competitive advantage. The MIS concentration prepares students to manage the deployment of state-of-the-art IT tools in their organ-

izations. Students gain technical knowledge related to the analysis, design, implementation, and control of DBMS-based information systems for e-commerce, e-business, and knowledge management.

The MIS concentration requires 9 semester hours of course work from a specified list of courses. MIS 874, Management Information Systems, must be taken prior to the courses comprising the concentration. Students may take no more than two 600- or 700-level courses.

Course requirements for the concentration in management information systems (MIS):

MIS 884, Database Planning and Management

or

ACCT 860, Advanced Accounting Information Systems

and

MIS 650, Problem Solving, Decision Support, and Expert Systems

MIS 696, Management of the IS Function

Executive Master of Business Administration

The Executive Master of Business Administration degree program is developed exclusively for high-potential professionals. The program focuses on the needs of professionals as well as the demands of the globally competitive business community. The EMBA program curriculum includes insights into human behavior, proven analytical tools, strategic operational and financial management, innovative marketing concepts, and the latest in competitive technology. The program is administered through Barton School of Business faculty in the accounting; economics; finance, real estate, and decision sciences; management; and marketing and entrepreneurship departments.

The EMBA program is completed in twenty-two months and requires completion of fourteen classes (36 credit hours). All classes meet on Saturdays.

Admission Requirements

Admission to the EMBA is granted to students who hold mid- or upper-level professional positions in businesses and nonprofit organizations. All students must hold a bachelor's degree from a regionally accredited institution. Previous academic training in business is not required for admission to the EMBA program.

Although various criteria are considered in granting admission, special attention is given to the applicant's work experience, potential for advancement in their organization, and score on the Graduate Management Admissions Test (GMAT). All applicants are required to submit application materials including letters of recommendation and personal essays, and are required to complete a personal interview with Barton School faculty and/or administrative staff.

International students also are required to have a minimum score of 550 on the Test of English as a Foreign Language.

Degree Requirements

All students must complete 36 hours of course work. Students progress through the program as a group. Of the required 36 hours of course work, 5 of those hours are special topics courses.

EMBA Requirements

<i>Courses</i>	<i>Hrs.</i>
EMBA800, Statistical Analysis and Quantitative Methods for Decision Making	3
EMBA801, Human Behavior and the Management of Organizations	3
EMBA802, Marketing for Executive Management	3
EMBA803, Economic Analysis for Managers	3
EMBA804, Operations Management	2
EMBA805, Global Business and Competitiveness	2
EMBA806, Using Accounting Information to Understand Financial Performance	2
EMBA807, Corporate Finance	3
EMBA808, Using Accounting Information to Improve Strategic and Operational Performance	3
EMBA809, Information Technology	2
EMBA810, Managerial Investment Strategies	2
EMBA811, Managerial Strategy	3
Electives	5

Master of Science in Business

The Master of Science in Business is oriented toward developing students' specializations in business administration, as well as refining their research capabilities. Students must plan their programs, with the approval of their advisors, to include specialization in one of five areas: finance, management, marketing, human resource management, or entrepreneurship. Two options are available under the MS program in business; Option A requires the presentation of a thesis, Option B requires a special project.

Admission Requirements

Admission is determined by a number of factors, including the applicant's grade point average at the undergraduate level and score on the Graduate Management Admission Test (GMAT) taken within the last six years. General minimum requirements for admission are:

1. A bachelor's degree from a regionally accredited university.
2. A total of 1,050 points based on the formula: 200 times the student's overall grade point average plus the GMAT score; or 1,100 points based on 200 times the grade point average on the last 60 hours of graduate and undergraduate work completed, plus the GMAT score.

International students also are required to have a minimum score of 550 on the Test of English as a Foreign Language.

Degree Requirements

Students admitted to the MS in business program must complete the same set of prerequisites and background fundamentals as were previously listed

for the MBA program. As in the MBA program, students may be granted equivalent credit for any or all of the background fundamental courses, depending on the depth of their undergraduate or previous graduate preparation.

Beyond the background fundamentals, the degree program includes 31 to 33 hours of work, including Thesis or Special Project hours. All course work taken for the degree must be approved by the student's advisor. (Courses identified as background fundamentals may not be included in the 31-33 hours required for the degree.)

Students obtaining the MS in business (under either option) are required to complete 6 hours of methods courses designed to enhance the student's capabilities for practical applications and/or research in the field of specialization. Methods courses would likely be drawn from such courses as research methods, statistical analysis, and experimental design.

Additional requirements under each option area are as follows:

Option A: Option A requires the completion of a minimum of 31 credit hours of work, including at least 21 hours in 800-level courses. In addition to the two required courses specified earlier, candidates must present a thesis, in their area of specialization, for a total of 4 semester credit hours. They must also take at least 9 hours in this area of specialization.

A preliminary oral examination over the thesis proposal is required. Candidates also must present an oral defense of their thesis conducted according to the requirements of Wichita State University's Graduate School.

Option B: Option B requires the completion of a minimum of 33 credit hours of work, including at least 24 hours in 800-level courses. In addition, at least 15 hours must be in the area of specialization. Admission to Option B must be approved by the MS committee.

Of the 15 hours of specialization, 3 credit hours must be taken as a special project in the student's area of specialization. The special project may involve original case research or field research. This project must be approved by the MS committee and ordinarily is directed by a group of graduate faculty members.

For Option B, a final oral examination, conducted according to requirements of the MS committee, is held over a student's entire degree program.

Master of Arts in Economics

The Department of Economics presents a curriculum leading to the Master of Arts (MA) degree. Courses of study allow a concentration in one of three tracks: economic analysis, financial economics, or international economics. All three seek to provide students with analytical skills useful in decision-making and a broader understanding of the overall economic environment. Options provide as much flexibility as is compatible with the student's background and career interests.

The economic analysis subspecialty is particularly suitable for students who wish to continue their studies in economics at the doctoral level. Financial economics includes course work in financial management and areas related to money and capital markets, monetary policy, and financial and monetary institutions. It is particularly suited to those seeking employment in the financial sector. International economics is geared to those with an interest in the international economy, both from a business and policy perspective.

Admission Criteria

- Academic four-year undergraduate degree from a regionally accredited institution.
- Admission based primarily on grade point average (GPA) and background in economics.
- Admission to full standing requires a GPA of 2.750 for the last 60 hours of course work and all courses in economics and required mathematics.
- Must have completed intermediate level macro and microeconomics, plus one course in calculus and one in statistics, all with a grade of C or better. These course deficiencies can be made up during the first year.
- The Graduate Record Examination (GRE) is not required.
- Non-native speakers of English must have received 550 on the paper-based or 213 on the computer-based Test of English as a Foreign Language (TOEFL); or have attended another U.S. university as a full-time student enrolled in academic courses for a minimum of one year; or have earned a bachelor's degree (or higher) from a U.S. university within two years of their proposed semester of admission.

Degree Requirements

All three tracks require either a thesis (30 credit hours) or an independent research project and an additional course in the student's area of interest (33 credit hours). The MA degree in economics is typically completed in four semesters, although completion in three semesters is not unusual. The graduate coordinator or the department chairperson must approve the candidate's plan of study. All plans of study must include at least 18 hours of graduate-level courses in economics or courses approved by the graduate coordinator. Courses identified as background fundamentals of the MBA program and other courses designated by the economics department may not be included in the hours required for the degree.

Core courses—15 hours

	<i>Hrs.</i>
ECON 702, Mathematical Methods in Economics ..	3
ECON 731, Applied Econometrics I.....	3
ECON 801, Macroeconomic Analysis	3
ECON 802, Microeconomic Analysis <i>or</i>	
ECON 804, Managerial Economics (option not available in economic analysis track)	3

ECON 803, Analysis of Business Conditions and Forecasting *or* ECON 831, Applied Econometrics II3
 In all tracks, at least 70 percent of credit hours must be at the 700-800 level.

Economic Analysis Track

In addition to the core, a student must take either: Five additional courses in economics or related areas and a 3-hour research project (18 credit hours) *or* four additional courses in economics or related areas and 3 hours of thesis (15 credit hours).

Financial Economics Track

FIN 850, Managerial Finance.....3
 ECON 740, Monetary Problems and Policy.....3
 Three additional courses in economics or finance and a 3-hour research project (12 credit hours) *or* two additional courses in economics or finance and 3 hours of thesis (9 credit hours).

International Economics Track

ECON 672, International Economics and Business 3
 ECON 674, International Finance (cross-listed as FIN 625).....3
 ECON 870, International Finance and Investment3
 Two additional economics/international related courses (such as International Management) and a 3-hour research project (9 credit hours) *or* one additional economics/international course and 3 hours of thesis (6 credit hours).

Accounting (ACCT)

School of Accountancy

Courses for Graduate/Undergraduate Credit

ACCT 560. Accounting Information Systems (3). A study of the content, design, and controls of accounting systems, emphasizing the use of computers for processing financial data. Prerequisites: ACCT 220 and 260; MATH 111 or 112; senior standing.

ACCT 610. Financial Accounting and Reporting: Special Entities and Complex Issues (3). Examines accounting concepts and techniques related to consolidated statements, governmental and not-for-profit entities, and partnerships. Includes accounting for foreign currency, hedges, financial instruments, and emerging issues in financial accounting and reporting. Prerequisites: ACCT 410 or equivalent; MATH 111 or 112; senior standing.

ACCT 620. Accounting for Strategic Support and Performance Evaluation (3). The use of accounting information to assist management in developing and identifying superior strategies to produce and sustain comparative and/or competitive advantages. Focuses on goal-congruent strategies and incentives. Prerequisites: junior standing; MATH 111 or 112; ACCT 260 and 320.

ACCT 630. Taxation of Business Entities (3). Studies the federal tax law as it applies to corporations, partnerships, S corporations, and tax-exempt entities. Examines the effect of taxation on business decisions. Prerequisites: junior standing, ACCT 430 or equivalent.

ACCT 640. Principles of Auditing (3). A study of the auditor's attest function, emphasizing auditing standards and procedures, independence, legal responsibilities, codes of ethical conduct, and evaluation of accounting systems and internal control. Prerequisites: ACCT 260, 410, 560; MATH 111 or 112; senior standing.

ACCT 660. E-Commerce (3). Studies e-commerce technology, risk management, security, and control. Accounting background not required. Prerequisite: junior standing.

ACCT 690. Seminar in Selected Topics (1-3). Repeatable for credit with School of Accountancy consent.

ACCT 777. Review for Professional Examinations (1-6). Prepares students for professional certification examinations in accounting, including the CPA, CMA, and CIA examinations. Enrollments govern whether course is offered. Graded *S/U* and may be repeated for credit. Registration for up to 6 semester hours is permitted. Credit for this course does not count for degree credit in the School of Accountancy or Barton School of Business. Prerequisite: permission of the School of Accountancy.

Courses for Graduate Students Only

Where a course is indicated as a prerequisite to a second course, all prerequisites to the earlier course(s) also apply to the later course(s).

ACCT 800. Financial Accounting (3). A study of the basic structure of accounting, income determination, asset valuation, liability recognition, and accounting for ownership equity. Includes the interpretation and analysis of financial statements. Prerequisite: no previous credit in accounting or permission of the School of Accountancy.

ACCT 801. Managerial Accounting (3). Examines the use of accounting information to assist management in planning, analyzing, and implementing business decisions and activities. Focuses on strategic and operational performance analysis and evaluation. Prerequisite: ACCT 800 or equivalent.

ACCT 802. The Effect of Taxation on Management Decisions (3). Introduces the basic tax concepts of income, deductions, and credits that will enable managers to (1) understand the tax consequences of their business decisions and (2) communicate effectively with tax professionals in structuring business transactions. Prerequisites: graduate standing and ACCT 800 or equivalent, or permission of the School of Accountancy.

ACCT 815. Financial Accounting and Reporting: Contemporary Issues (3). Uses the case method to examine and analyze the application of generally accepted accounting principles to problems of measurement, presentation, and disclosure in financial statements. Focuses on contemporary

topics of interest in financial accounting and reporting. Prerequisites: graduate standing and ACCT 610 or equivalent, or permission of the School of Accountancy.

ACCT 825. Management Control Systems (3). Studies accounting in the context of management control systems. Focuses on how accounting interacts with management in achieving an organization's strategic and operational objectives. Emphasizes contemporary challenges in accounting, related to broadening the types of information captured, measured, and reported. Prerequisites: graduate standing and ACCT 620 or 801 (or equivalent), or permission of the School of Accountancy.

ACCT 830. Taxation of Business Entities—Advanced Topics (3). Analyzes various advanced topics in the taxation of business entities and business planning. Focuses on the use of various entity forms to achieve optimal tax and business objectives. Also considers the tax consequences of conducting business internationally.

ACCT 831. Taxation of Estates and Trusts (3). Studies the income taxation of trusts and estates, including the special cases of grantor and split-interest trusts. Examines the gift taxation of donors, the estate taxation of decedents, and the fundamentals of estate planning. Prerequisites: graduate standing and ACCT 430 (or equivalent), or permission of the School of Accountancy.

ACCT 835. Tax Research and Selected Topics (3). An in-depth study of traditional and computerized tax research and planning techniques, ethical issues, tax practice issues, and an introduction to state, multistate, and international taxation. Prerequisites: graduate standing and ACCT 430 (or equivalent), or permission of the School of Accountancy.

ACCT 840. Advanced Principles of Auditing (3). An advanced study of auditing emphasizing EDPAuditing statistical sampling and ethics. Prerequisites: graduate standing and ACCT 410 and 640 (or equivalent), or permission of the School of Accountancy.

ACCT 860. Advanced Accounting Information Systems (3). A study of the concepts of information systems, their design and operation, and the relationship of these concepts to the economic information requirements, information flows, decision criteria, and control mechanisms in the business organization. Prerequisites: graduate standing and ACCT 560 (or equivalent), or permission of the School of Accountancy.

ACCT 890. Seminar in Special Topics (1-3). Repeatable with permission of the School of Accountancy.

ACCT 891. Directed Study in Accounting (1-3). Prerequisite: School of Accountancy consent.

ACCT 892. Internship in Accounting (3). Offered *Cr/Ncr* only. Prerequisites: 3.000 GPA in accounting, graduate standing, and School of Accountancy consent.

ACCT 899. Thesis Research (1-3).

Business Law (B LAW)

Department of Finance, Real Estate, and Decision Sciences

Courses for Graduate/Undergraduate Credit

B LAW 635. Law of Commercial Transactions (3). Law of contracts, bailments, sales, commercial paper, and secured transactions. Centers on the Uniform Commercial Code. Prerequisite: junior standing.

B LAW 636. Law of Business Associations (3). Law of agency, partnerships, and corporations. Considers the organizational and relational aspects of both small, closely held businesses and large corporate enterprises. Prerequisite: junior standing.

B LAW 690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisite: junior standing.

B LAW 750. Workshop in Business Law (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

B LAW 831. Legal Environment of Business (3). An introduction to the legal environment within which the business system operates. Considers the functions of law in relation to the business system; the institutions and processes involved in the interaction between business, society, and government; and the major frameworks of private and public law. Emphasizes the realm of public law from a managerial perspective, including the ethical and social responsibility aspects of business behavior.

B LAW 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

B LAW 891. Directed Studies (1-5). Prerequisite: departmental consent.

Decision Sciences (DS)

Department of Finance, Real Estate, and Decision Sciences

Courses for Graduate/Undergraduate Credit

DS575. Decision Making Techniques (3). An introduction to the quantitative techniques commonly used for managerial decision making and their application to problems in such areas as production, distribution, and finance. Includes linear, integer, goal and dynamic programming, transportation models, network models, queuing theory, and simulation. Prerequisite: DS 350.

DS561. Design of Operations Systems (3). Gives an in-depth view of the long-term design aspects of operations systems. Includes process analysis and design, production control information systems, facilities planning, materials han-

dling system, job design, personnel planning and scheduling, and current issues. Prerequisite: DS 350.

DS652. Operations Planning Systems (3). Gives an in-depth analysis of the short-term or operational aspects of goods- or service-producing systems. Includes forecasting methods, inventory control models, material requirements planning, aggregate planning and scheduling, and current issues. Prerequisite: DS 350.

DS690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisite: junior standing.

DS750. Workshop in Decision Sciences (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

DS 850. Operations Management (3). Develops an understanding of the operations function in a business and how it interfaces with other major functions in business. Students gain an appreciation of the strategic importance of operations and how a firm can gain competitive advantage through world-class performance by operations in delivering high-quality, cost-competitive products and services. Builds a knowledge base of the concepts, tools, and techniques related to designing, managing, and improving operations. Helps managers, regardless of functional specialization, gain an "operations perspective." Prerequisites: calculus and statistics.

DS851. Intermediate Production Management (3). Theory of productive systems, decision making under uncertainty, and advanced technological forecasting methods for business and industry. Application of forecasting methods and some operations research models to real-world productive systems. Prerequisite: DS 350 or 850.

DS875. Management Science (3). Provides quantitative bases from which the student may develop analytical abilities for use as a decision maker. Areas of study include mathematical programming, game theory forecasting, queuing theory, and simulation.

DS876. Advanced Management Science (3). An in-depth examination of selected management science models. Includes advanced inventory and quality control topics, goal programming, and other current decision making techniques.

DS890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

DS891. Directed Studies (1-6). Prerequisite: departmental consent.

DS893. Special Project in Decision Sciences (1-4). A special project including original case research, supervised internships, or field research. Prerequisite: approval of the MS Committee. Open only to MS in business candidates.

DS 895-896. Thesis (2-2).

Economics (ECON)

Department of Economics

Courses for Graduate/Undergraduate Credit

ECON 605. History of Economic Thought (3). A critical analysis of economic thought, the factors that influence this thought and its impact upon the social and economic development of the modern world. Prerequisites: ECON 201Q, 202Q, or 800, and junior standing.

ECON 611. Economics of Sports (3). An inquiry into the economic aspects of professional and intercollegiate sports. Includes industrial organization of sports, public finance of sports, and the labor economics of sports, as well as the unique competitive nature of the sports enterprise. Not applicable toward the MA in economics.

ECON 614. Industrial Economics and Antitrust Policy (3). Examines the behavior of firms within industries emphasizing antitrust policy. Includes pricing behavior, distribution policies, entry deterrence, advertising, and mergers. Prerequisites: ECON 201Q and 202Q and junior standing.

ECON 615. Economics of Transportation (3). A study of how businesses can effectively use transportation both nationally and internationally. Includes the physical and economic characteristics of transportation modes, basic concepts of logistics, and problems and policies related to transportation. Prerequisites: ECON 201Q and 202Q, or ECON 800, and junior standing.

ECON 617. Economics of Regulation (3). A study of the theory and practice of regulation. Includes both the traditional regulation of public utilities and communications and the newer forms of regulation, such as safety and environmental regulations. Prerequisites: ECON 201Q, 202Q, or 800, and junior standing.

ECON 622. Comparative Economic Systems (3). A comparative analysis of the evolutionary structure of capitalism, socialism, and communism. Emphasizes differences in pricing resource allocation, distribution of income, and economic planning. Prerequisites: ECON 201Q, 202Q, or 800, and junior standing.

ECON 625. Economic History of Europe (3). Cross-listed as HIST 614. An analysis of the development of economic institutions; the rise of capitalism and its influence on overseas expansion, technology, precious metals, politics, and war; changes in economic ideologies; and cultural effects of economic change. Prerequisites: ECON 201Q and junior standing.

ECON 627. Economic History of the United States (3). Cross-listed as HIST 515. An analysis of the basic factors in economic growth. Explores agriculture, trade, and commerce; industrial development; and the changing role of the government in economic activity. Prerequisites: ECON 201Q and junior standing.

ECON 660. Labor Economics (3). An introduction to labor economics surveying both theoretical and empirical research in this field. Includes labor markets, wage determination, and human capital theory. Prerequisites: ECON 201Q, 202Q, or 800, and junior standing.

ECON 661. Collective Bargaining and Wage Determination (3). An examination of economic and legal aspects of collective bargaining and the major issues and problems inherent in the bargaining process. Explores the manner in which wages are determined under various institutional relationships and the effects of collective bargaining on wages, employment, and prices. Prerequisites: ECON 201Q and 202Q, or ECON 800, and junior standing.

ECON 662. Work and Pay (3). Investigation of the economic aspects of work and pay emphasizing the nature of work under capitalism and the manner in which wages are determined. Covers quality of work life, labor force participation and mobility, labor market discrimination, and labor market contracts and work incentives. Prerequisites: ECON 201Q and 202Q, or ECON 800, and junior standing.

ECON 663. Economic Insecurity (3). Cross-listed as GERON 663. Personal economic insecurity, such as unemployment, old age, health care, disablement, and erratic economic fluctuations. Includes costs and benefits of government action to aid in meeting such insecurities. Prerequisites: ECON 201Q, 202Q, or 800, or instructor's consent; junior standing.

ECON 671. Economic Growth and Development (3). Survey of leading growth theories, emphasizing the processes of development and capital formation in developed and underdeveloped economies. Analyzes determinants of real income, resource allocation, investment criteria, balance of payment problems, national policies, and related topics within this framework. Prerequisite: ECON 201Q, 202Q, or 800, and junior standing.

ECON 672. International Economics and Business (3). Cross-listed as MGMT 561. A survey of the economic foundations of international trade, finance, and investment. Includes foreign exchange markets, regional integration, trade theories and instruments, U.S. trade policies and treaties, multinational companies, immigration, as well as differences in cultural, political, and economic systems. Includes current events. Prerequisites: ECON 201Q, 202Q, or 800, and junior standing.

ECON 674. International Finance (3). Cross-listed as FIN 625 and IB 625. A study of the international financial and monetary system, emphasizing currency markets. Examines market instruments and techniques, including synthetic and derivative securities and their application to management of currency risk in international trade and finance. Prerequisites: FIN 340, ECON 201Q, 202Q, or 800, and junior standing.

ECON 688. Urban Economics (3). Cross-listed as P. Adm. 688. A survey of the economic structure and problems of urban areas on both the microeconomic and macroeconomic levels. Stresses the application of regional economic analysis

in the study of urban areas as economic regions. Prerequisites: ECON 201Q and 202Q, or ECON 800, and junior standing.

ECON 692. Group Studies in Economics (1-3). Repeatable for credit with departmental consent. Prerequisite: junior standing.

ECON 702. Mathematical Methods in Economics (3). Introduces mathematical tools that are especially useful in economics, econometrics, and finance. Includes a review of differential and integral calculus, an introduction to matrix algebra, and various constrained optimization and economic modeling techniques. Emphasizes economic applications and modeling. Prerequisites: ECON 201Q, 202Q, or 800, and MATH 144 or equivalent, and junior standing.

ECON 731. Applied Econometrics I (3). A study of regression techniques including logit/probit analysis through business, finance, and economics examples. Reviews the fundamentals of statistics and covers practical model building, data collection, use of statistical software packages, interpretation of regression results, and various diagnostic tests. Prerequisites: ECON 231 and junior standing.

ECON 740. Monetary Problems and Policy (3). An examination of historical and contemporary monetary issues in the context of the global economy. Prerequisites: ECON 201Q, 202Q, or 800; 340; and junior standing.

ECON 750. Workshop in Economics (1-4). Prerequisite: junior standing.

ECON 765. Public Sector Economics (3). Cross-listed as P. Adm. 765. An analysis of fiscal institutions and decision making in the public sector of the American economy, budget planning and execution, taxation, debt, and fiscal policy. Prerequisites: ECON 201Q, 202Q, or 800, and junior standing, or instructor's consent.

Courses for Graduate Students Only

ECON 800. Analysis of Economic Theory (3). An intensive analysis of micro- and macroeconomic principles. Not for graduate credit in the MA program in economics. Prerequisite: departmental consent.

ECON 801. Macroeconomic Analysis (3). An in-depth examination of contemporary macroeconomic theories. Includes economic growth, short run classical and Keynesian theories of fluctuations, Real-Business-Cycle theory, open economy models, inflation, and monetary policy. Prerequisite: ECON 301.

ECON 802. Microeconomic Analysis (3). An analysis of the consumer, the firm, and competitive and noncompetitive markets using mathematical models. Prerequisites: ECON 302.

ECON 803. Analysis of Business Conditions and Forecasting (3). An intensive study of research methodologies and forecasting for real life business decision-making. Covers formulation of research questions, specification of models,

collection of time series and survey data, applications of forecasting techniques, and interpretation and communication of the results. Prerequisites: ECON 800 or equivalent and one semester of introductory statistics.

ECON 804. Managerial Economics (3). A survey of theoretical and analytical tools of economics that are useful in decision-making by managers. Prerequisites: ECON 201Q, 202Q, or 800, and one course in calculus.

ECON 831. Applied Econometrics II (3). Introduces the maximum likelihood estimation and the methods of moments estimation technique. Covers SUR, panel data, simultaneous equations, VAR, and ARCH/GARCH models. Emphasizes the time series model building practiced in finance and macroeconomics. Prerequisites: ECON 731 and 702 or equivalent.

ECON 840. Seminar in Monetary Theory (3). An examination of neoclassical and contemporary monetary theories. Includes an analysis and an evaluation of current monetary problems. Repeatable for credit with departmental consent. Prerequisites: ECON 202Q and 340.

ECON 847. Speculative Markets (3). Cross-listed as FIN 823. Analysis of the markets for speculative securities such as futures, options, and commodities. Evaluates underlying theories explaining speculative markets in which such securities are traded. Discusses trading strategies such as hedging and arbitrage. Prerequisite: FIN 840 or equivalent.

ECON 861. Seminar in Contemporary Labor Issues (3). An intensive analysis of contemporary problems in the field of labor. The specific nature of the problems is determined by the interest of those enrolled in the course. Repeatable for credit with departmental consent. Prerequisite: instructor's consent.

ECON 865. State and Local Government Finance (3). Cross-listed as Pol. S. 865 and P. Adm. 865. An analysis of state and local government expenditure and revenue systems, with an introduction to state and local financial administration. Prerequisites: ECON 765 or instructor's consent.

ECON 870. International Finance and Investment (3). Cross-listed as FIN 820. A case study of the contemporary and business-related issues of international finance and investment. Includes foreign exchange markets, European integration, international trade organizations and monetary systems, and emerging markets. Prerequisite: one of the following courses: ECON 672 or 674, MGMT 561, or FIN 625.

ECON 891. Directed Study (1-3). Individual study of various aspects and problems of economics. Repeatable for credit with departmental consent. Prerequisites: graduate standing and departmental consent.

ECON 892. Group Studies in Economics (1-3). Repeatable for credit. Prerequisite: departmental consent.

ECON 896. Thesis (1-2).

Entrepreneurship (ENTRE)

Department of Marketing and Entrepreneurship

Courses for Graduate/Undergraduate Credit

ENTRE 606. New Product Marketing (3). Cross-listed as MKT 606. Addresses identifying, evaluating, developing, and commercializing new products within both smaller and larger firms. Explores the role of the product/brand manager, a person who often acts as an internal entrepreneur. Prerequisite: MKT 300.

ENTRE 608. Selling and Sales Force Management (3). Cross-listed as MKT 608. An analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales force. Prerequisite: MKT 300.

ENTRE 610. Short-Term Financial Management (3). Cross-listed as FIN 610. An introduction to short-term financial management. Includes bank balances, compensation and payment systems, cash management systems, corporate liquidity, receivables and payables management, inventories, and international short-term finance. Prerequisite: FIN 340 and junior standing.

ENTRE 620. Growing and Managing an Entrepreneurial Firm (3). Focuses on the organization, operation, marketing, and financial management of an on-going entrepreneurial firm. Emphasizes the strategic management of growth associated with a rapidly changing business, as distinguished from "small business management," which could include small enterprise units that are static. Teaches the practical aspects of managing a growing business on a day-to-day basis. Practical application to "intrapreneurship," such as growing a division or department within a larger organization. Prerequisite: ENTRE 220C or 320 and junior standing or instructor's consent.

ENTRE 668. Developing a Successful Business Plan (3). Emphasizes the development of a comprehensive business plan which incorporates financial and organizational principles associated with entrepreneurial finance including financial structuring of the firm, pro forma development of financial statements and the capitalization of the firm. Explains and illustrates strategies for exiting and harvesting the business. Prerequisite: ENTRE 420, senior standing, or instructor's consent.

ENTRE 690. Special Topics in Entrepreneurship (3). Advanced course with in-depth study of emerging topics in entrepreneurship. Repeatable with departmental consent. Prerequisites: ENTRE 220C or 320 and junior standing or instructor's consent.

ENTRE 750. Workshop in Entrepreneurship (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

ENTRE 812. Introduction to Total Quality Management (3). Cross-listed as MKT 812 and MGMT 812. Introduces the

philosophy of quality improvement and compares/contrasts these views with traditional management thought. Also introduces the basic components of the quality improvement process. Includes application exercises in quality improvement techniques and experience with team concept.

ENTRE 868. New Venture Feasibility Seminar (3). Focuses on directing students in the appropriate methods of selecting financial sources and in raising seed capital through the preparation of a comprehensive feasibility study. Covers (1) sources of capital, such as venture capitalists, investment bankers, banks, and creative forms of financing; (2) marketing opportunity analyses; (3) pro forma development; (4) feasibility decision making; and (5) actual preparation of the loan package. Prerequisites: ACCT 800 or its equivalent, or instructor's consent. Not open to students with credit in ENTRE 668.

ENTRE 869. Corporate Entrepreneurship (3). Addresses trends, current status, and success factors in the area of innovation and entrepreneurship within organizations. Examines principles applicable to any organization, large or small, private or public, by those people who wish to create change and innovate within the existing structure. Covers (1) foundations of entrepreneurship; (2) barriers to change; (3) entrepreneurial characteristics of individuals; (4) creative thinking and forced ideation methods; (5) corporate entrepreneurship—the need for it, definition, methods, favorable environment, and rewards; (6) examples of corporate entrepreneurship; (7) entrepreneurial strategies, policies, and practices for organizations; and (8) the entrepreneurial society, a growing way of life.

ENTRE 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

ENTRE 891. Directed Studies (1-5). Prerequisite: departmental consent.

ENTRE 895-896. Thesis (2-2).

Executive Master of Business Administration (EMBA)

Graduate Studies in Business

Courses for Graduate Students Only

EMBA 800. Statistical Analysis and Quantitative Methods for Decision Making. (3). Introduces methods of statistical inference, emphasizing applications to administrative and management decision problems. Includes classical estimation and hypothesis testing, regression, correlation, analysis of variance, and nonparametric methods. Prerequisite: admission to EMBA program.

EMBA 801. Human Behavior and the Management of Organizations. (3). Examines leadership styles, power, authority, motivations, communications, and their impact on human behavior. Includes organizational learning, team building, participative management, transformational leadership, managing diversity, conflict management, network organizations, organizational change, and re-engineering. Prerequisite: admission to EMBA program.

EMBA 802. Marketing for Executive Management. (3). Focuses on the analysis, planning, and implementation of marketing strategies from middle- and upper-management perspectives. Introduces key concepts and methods for the development of integrated marketing programs. Prerequisite: admission to Executive MBA program.

EMBA 803. Economic Analysis for Managers. (3). Focuses on the behavior of the firm's product and labor markets; the consequences of business, regulatory and tax policies; industry pricing; research and development strategies; transfer pricing; the effects of vertical and horizontal integration; leveraged buy-outs and principal-agent problems. Prerequisite: admission to Executive MBA program.

EMBA 804. Operations Management. (2). Focuses on the processes by which goods and services are supplied, produced, and distributed in organizations. Emphasizes systems for analyzing design and operational problems in the production/operations function. Prerequisite: admission to Executive MBA program.

EMBA 805. Global Business and Competitiveness. (2). Focuses on applications of economic analysis to international business decisions, international and macroeconomic components, understanding the implications of macro policies and developments for the firm's business environment, expansions into foreign markets, foreign investment and the relevance of global changes in technology and labor productivity, and foreign exchange, balance of payments, and trade policy issues. Prerequisite: admission to Executive MBA program.

EMBA 806. Using Accounting Information to Understand Financial Performance. (2). Focuses on the nature and purpose of accounting, principal accounting instruments, and valuation problems. Prerequisite: admission to Executive MBA program.

EMBA 807. Corporate Finance. (3). Focuses on the strategic decision that an organization makes leading to capital spending. Also includes the risk element in financial decision making and the financial instruments that have evolved to reallocate risk in the economy. Prerequisite: admission to Executive MBA program.

EMBA 808. Using Accounting Information to Improve Strategic and Operational Performance. (3). Focuses on the use of financial information in management decision making. Includes internal reporting systems, cost management systems, planning and budgeting, performance measurement issues, and activity-based management. Prerequisite: admission to Executive MBA program.

EMBA 809. Information Technology. (3). Focuses on information as a resource and the links between business strategy and information technology, the organizational implications of technology, and how to successfully incorporate information technology into organizations to support management decision making and control. Prerequisite: admission to Executive MBA program.

EMBA 810. Managerial Investment Strategies. (2). Focuses on investment management, asset pricing models,

factor models, performance assessment, option pricing, and other derivative securities. Prerequisite: admission to Executive MBA program.

EMBA 811. Managerial Strategy. (3). Integrates the other courses in the program by addressing the strategic management of an organization. Focuses on developing a strategic plan that maximizes shareholder value, generates commitment and effective action from others in the organization for implementing the plan, and developing a strategy consistent with the organization's resources while increasing shareholder value by satisfying customers better than do competitors. Prerequisite: admission to Executive MBA program.

Finance (FIN)

Department of Finance, Real Estate, and Decision Sciences

Courses for Graduate/Undergraduate Credit

FIN 610. Short-Term Financial Management (3). Cross-listed as ENTRE 610. An introduction to short-term financial management. Includes bank balances, compensation and payment systems, cash management systems, corporate liquidity, receivables and payables management, inventories, and international short-term finance. Prerequisite: FIN 340 and junior standing.

FIN 620. Investments (3). An analysis of investment risks, financial information, and industry characteristics. Examines corporate, government, municipal, and financial institution securities and other investment types. Presents personal portfolio construction, supervision, and management. Prerequisites: FIN 340 and junior standing.

FIN 622. Futures and Options Markets (3). Presents an overview of the futures and options markets. Discusses basic theoretical concepts as well as the practical issues of hedging and speculating in these markets. Prerequisites: FIN 340 and junior standing.

FIN 625. International Financial Management (3). Cross-listed as ECON 674 and IB 625. A study of the international financial and monetary system, emphasizing currency markets. Also examines market instruments and techniques, including synthetic and derivative securities and their application to management of currency risk in international trade and finance. Prerequisites: FIN 340; ECON 201Q, 202Q, or 800; and junior standing.

FIN 631. Money and Capital Markets (3). A study of domestic and international financial markets, instruments, and institutions and the determinants of the general level and structure of interest rates and security prices. Also covers management of interest rates and portfolio risk using a variety of techniques. Prerequisites: FIN 340 and junior standing.

FIN 632. Bank and Financial Institution Management (3). Presents and analyzes asset and liability management by banks and financial institutions. Also covers financial institution structure, management, regulation, and operations. Cov-

ers risk management topics in detail. Prerequisites: FIN 340 and junior standing.

FIN 650. Financial Modeling (3). Provides students experience in solving a variety of financial problems using a modern computer spreadsheet program. Assignments, covering topics from both corporate finance and investments, closely simulate the types of projects faced by financial managers and practitioners. Prerequisites: FIN 440 and ACCT 260.

FIN 660. Cases in Finance (3). An exploration of the problems and operations for which the financial officer is responsible, emphasizing controversial aspects of financial analysis. This is the capstone course in the finance major and should be taken at the end of a finance program. Prerequisites: FIN 340, 440, 6 hours of accounting, or departmental consent, and junior standing.

FIN 690. Seminar in Selected Topics (1-6). Repeatable with departmental consent. Prerequisites: FIN 340 and junior standing.

FIN 750. Workshop in Finance (1-4). Prerequisites: FIN 340 and junior standing.

Courses for Graduate Students Only

FIN 810. Short-Term Financial Management (3). Provides state-of-the-art information in short-term financial management. Discusses how cash moves across international borders and within foreign countries and the influence of electronic communications on short-term financial management. Prerequisite: FIN 840 or equivalent.

FIN 821. Investment Analysis and Portfolio Management (3). Study of the basic theory and practice of security valuation and investment management. Includes security and portfolio analysis, selection of investment media, and measurement of performance. Prerequisite: FIN 840.

FIN 823. Risk Management with Options and Futures (3). Cross-listed as ECON 847. Discusses the use of futures and options contracts in managing some of the risks associated with business and investment. Also discusses theoretical issues to provide a basis for understanding the practical uses of these securities. Prerequisite: FIN 840 or equivalent.

FIN 830. Management of Financial Institutions (3). Analyzes the management and operations of firms in the financial services industry. Studies the competitive money and capital markets in which they operate. Emphasizes risk management in the financial institution using a variety of techniques. Prerequisite: FIN 840 or equivalent.

FIN 840. Principles of Finance (3). An intensive analytical introduction to finance from the management viewpoint, including the theory of financial management, the financial institutional structure, and an analysis of a variety of practical problems of business finance. Prerequisite: ACCT 800 or equivalent.

FIN 850. Managerial Finance (3). Provides knowledge and tools to make informed investment and financing decisions.

Includes capital markets, advanced capital budgeting, decision making under uncertainty, asset pricing models, contingent claims models, capital structure, dividend policy, mergers, restructuring and corporate control, and exchange rate systems and international finance. Prerequisite: FIN 840 or equivalent.

FIN 860. Cases in Financial Management and Investments (3). An integrated treatment of basic business finance, financial management, financial statement analysis, and financial institutions. Prerequisite: FIN 840 or equivalent.

FIN 870. Financial Modeling (3). Prepares students to model various financial transactions and decision-making analyses using computer analysis and spreadsheets. Students build models to analyze corporate finance problems, portfolio and investment problems, derivative securities pricing problems, including real option analysis and fixed-income security valuation and duration problems. Studies technical issues in financial modeling and uses Visual Basic for financial analysis. Students gain tools needed to participate fully, creatively, and with technical proficiency in the resolution of many financial issues facing the firm. Prerequisite: FIN 850.

FIN 890. Seminar in Special Topics (1-3). Repeatable with departmental consent. Prerequisite: FIN 840.

FIN 891. Directed Studies (1-6). Prerequisite: FIN 840 and departmental consent.

FIN 893. Special Project in Finance (1-4). A special project including original case research supervised internships or field research. Prerequisite: approval of the MS committee. Open only to MS in business degree candidates. Prerequisite: FIN 840.

FIN 895-896. Thesis (2-2).

Human Resource Management (HRM)

Department of Management

Courses for Graduate/Undergraduate Credit

HRM664. Labor Relations (3). Presents the philosophy underlying labor legislation and the function of collective bargaining in labor-management relationships. Prerequisite: junior standing.

HRM666. Human Resource Selection (3). Analysis of all phases of the selection process as implemented in private and public sector organizations. Includes an analysis of the impact of federal and state anti-discrimination legislation on selection practices; as well as human resource planning; recruiting; job analysis; and selection techniques, including testing and interviewing. Also validation of selection techniques. Prerequisite: HRM 466 or instructor's consent.

HRM668. Compensation (3). Approaches to compensation processes in organizations. Discusses job evaluation techniques, wage level and wage structure determination, individual performance analysis, individual wage rate decisions, incentive plans, and benefits. Considers the legal constraints

on compensation practices. Prerequisite: HRM 466 or instructor's consent.

HRM669. Training and Development (3). Analyzes the training and development function as applied in private and public sector organizations. Considers the role of training and development in today's business environment, needs assessment, learning objectives, learning theory, instructional methods and techniques, and evaluation of training effectiveness. Prerequisite: HRM 466 or instructor's consent.

HRM690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisite: HRM 466 or instructor's consent.

HRM750. Workshop in Human Resources (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

HRM867. Seminar in Personnel Administration (3). An in-depth study and analysis of several critical and/or major current problems in human resources and a review of significant literature. The direction of the course could be determined by the interests of the class. Prerequisite: HRM 466.

HRM868. Wage and Salary Administration (3). A study of job evaluation and other procedures that lead to the development of a sound wage and salary structure. Prerequisite: HRM 466 or instructor's consent.

HRM890. Seminar in Special Topics (1-5). Repeatable with departmental consent.

HRM891. Directed Studies (1-5). Prerequisite: departmental consent.

HRM895-896. Thesis (2-2).

International Business (IB)

Department of Management

Courses for Graduate/Undergraduate Credit

IB600. International Management (3). Studies management concepts and practices applicable to business operations in an international setting. Examines a wide range of problems associated with business operations across national boundaries. Discusses cultural differences, language barriers, nationalism, protectionism, technology transfer, and trade policies. Prerequisites: MGMT 360 or concurrent enrollment and junior standing.

IB601. International Marketing (3). Cross-listed as MKT 601. Problems and procedures of marketing in foreign countries. Includes the effects of foreign cultures and marketing systems on the design of marketing programs. Prerequisites: MKT 300 and junior standing.

IB 625. International Financial Management (3). Cross-listed as ECON 674 and FIN 625. A study of the international

financial and monetary system, emphasizing currency markets. Also examines market instruments and techniques, including synthetic and derivative securities and their application to management of currency risk in international trade and finance. Prerequisites: FIN 340; ECON 201Q, 202Q, or 800; and junior standing.

IB 690. Special Topics in International Business (3). Covers emerging topics within the field of international business. Prerequisite: completion of or concurrent enrollment in all required IB courses.

Courses for Graduate Students Only

IB 836. International Business and Competitiveness (3). An introduction to international business administration with particular attention to the development of multinational business strategies in light of the diverse economic, political, social, and cultural dimensions of the environments that exist in both developed and developing areas of the world.

IB891. Directed Studies in IB (1-6). Prerequisite: departmental consent.

IB 892. Internship in IB (1-3). Prerequisite: departmental consent.

Management (MGMT)

Department of Management

Courses for Graduate/Undergraduate Credit

MGMT 561. Introduction to International Economics and Business (3). Cross-listed as ECON 672. A survey of the economic foundations of international trade and investment. Studies international trade, theory, and policy (the international economy), then explores the operations of the multinational firm within that environment. Prerequisites: ECON 201Q and 202Q and junior standing.

MGMT 660. Designing Effective Organizations (3). Studies how work and workers can be structured to best accomplish the goals of an organization. Explores the interplay of design, technology, strategy, and environment, and discusses frameworks that promote growth, market responsiveness, innovation, and global competitiveness. Emphasizes skills necessary for managing change for maximum effectiveness of individuals, work groups, and the organization as a whole. Prerequisites: MGMT 360 or concurrent enrollment and junior standing.

MGMT 661. Coaching, Developing, and Mentoring (3). Managers and leaders of all kinds are judged not on what they do but upon how well their subordinates perform. Course develops positive, supportive management skills for helping individuals and groups achieve their potential. Covers the importance of identifying and hiring superior performers, orienting them to the group, coaching and developing subordinates to their fullest, maintaining motivation at high levels, and merging individuals into a cohesive group. Prerequisites: MGMT 360 or concurrent enrollment and junior standing.

MGMT 662. Managing Workplace Diversity (3). Modern organizations face the challenge of managing employees with diverse backgrounds and talents to provide products and services to diverse customers. Course examines work force diversity from the perspective of maximizing its benefits to group and organizational effectiveness, including developing skills to facilitate the constructive resolution of conflict, encouraging cooperation and teamwork and enhancing identification with the work unit. Prerequisites: MGMT 360 or concurrent enrollment and junior standing.

MGMT 663. Building Effective Work Teams (3). Significant changes in the business environment have motivated widespread support for the use of teams to accomplish work-related tasks. Course promotes an understanding of the organizational context of a team culture through an analysis of how teams form and group processes that enhance goal accomplishment. Emphasizes skills necessary to manage the organization's culture, improve group performance, and increase collaboration among team members. Prerequisites: MGMT 360 or concurrent enrollment and junior standing.

MGMT 680. Making Effective Decisions (3). A study of the theories of decision making with attention to the factors of creativity, the quest for subjective certainty, rationality, cognitive inhibitors, problem identification, evaluation of alternatives, applications of qualitative methods to decision processes, and decision implementation. Prerequisites: MGMT 360 or concurrent enrollment and junior standing.

MGMT 681. Strategic Management (3). An analysis of business problems from a strategic management perspective. A capstone course which integrates the functional areas of business, including management, marketing, finance, accounting, and production. Discusses both domestic and international policy issues, large and small firms, and various sources of competitive advantage. Prerequisites: DS 350, FIN 340, MKT 300, MGMT 360, and senior standing.

MGMT 690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisite: junior standing.

MGMT 750. Workshop in Management (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

MGMT 803. Business Decision-Making and Analysis (3). A study of business decision-making and problem-solving methodologies including problem definition, research design, data-gathering techniques, analytical techniques, reporting strategies, and communication issues. Prerequisite: ECON 231 or equivalent.

MGMT 812. Introduction to Total Quality Management (3). Cross-listed as ENTRE 812 and MKT 812. Introduces the philosophy of quality improvement and compares/contrasts these views with traditional management thought. Also introduces the basic components of the quality improvement

process. Includes application exercises in quality improvement techniques and experience with team concept.

MGMT 860. Management of Organizations (3). An introduction to management and organizational theory. Includes classical and contemporary management theory, human relations, group dynamics, motivation, communication, organizational structure and design, and behavioral control.

MGMT 862. Organizational Behavior (3). The study of individual and group behavior as it affects organizational functioning. Applies concepts such as motivation, personality, interpersonal relations, upward management, conflict management, and leadership to organizational settings, emphasizing analysis and action-planning. Prerequisite: MGMT 860 or departmental consent.

MGMT 865. Communication (3). Cross-listed as COMM 865. An analysis of communication models emphasizing their applications to communication problems in organizations. Explores social-psychological processes underlying persuasion in interpersonal relations and through the mass media. Critically analyzes communication systems and techniques within formal organizations. Prerequisite: MGMT 860 or departmental consent.

MGMT 869. Research in Behavioral Science (3). An analysis of some of the concepts and tools in behavioral science relevant to research in organizations. One or two areas such as motivation, cognitive processes, attitudes, and values, may be analyzed in depth. Prerequisite: MGMT 862 or departmental consent.

MGMT 885. Advanced Strategic Management (3). An analysis of business problems from a strategic perspective. Builds on prior course work to focus on a firm's ability to develop a sustainable competitive advantage. Firms studied represent a broad range of manufacturing and service, global and domestic, entrepreneurial and mature issues. Prerequisite: to be taken during last semester of student's program, or departmental consent.

MGMT 886. Seminar in Research Methodology (3). A study of concepts and procedures in the design and performance of research.

MGMT 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

MGMT 891. Directed Studies (1-5). Prerequisite: departmental consent.

MGMT 893. Special Project in Management (1-4). A special project including original case research, supervised internships, or field research. Prerequisite: approval of the MS Committee. Open only to MS in business degree candidates.

MGMT 895-896. Thesis (2-2).

Management Information Systems (MIS)

Department of Finance, Real Estate, and Decision Sciences

Courses for Graduate/Undergraduate Credit

MIS600. Database Management Systems (3). Introduces various methodologies for conceptual data modeling including Entity-Relationship Data Modeling and Object-Oriented Database Design. Covers relational database management systems, the SQL standard, and data administration issues. Students obtain hands-on development with SQL servers in a client/server environment in a required database programming project. Covers electronic commerce transaction processing, data warehousing, data mining, and distributed database management. Prerequisite: MIS 350.

MIS650. Problem Solving, Decision Support, and Expert Systems (3). Introduces the design and implementation of decision support systems (DSS). Emphasizes problem solving and decision modeling techniques pertinent to representative problems in different business functional areas including accounting, finance, human resources, management, marketing, and production. Students utilize various end-user tools, including 4GLs, spreadsheets, statistical software, DSS generators, expert system shells, and EIS software to undertake several DSS implementation projects. Prerequisite: MIS 600.

MIS 690. Advanced Topics in MIS (1-3). Repeatable for credit with departmental consent.

MIS696. Management of the IS function (3). Addresses the issues of managing the information systems (IS) function. Includes the role of IS as a corporate entity, organizing the IS department, IS personnel management, IS project management, and the role of IS as a user-support entity. Prerequisite: MIS 600.

Courses for Graduate Students Only

MIS874. Management Information Systems (3). Focuses on information as an organizational resource to be managed. Explores the links between business strategy and information technology, and addresses the organizational implications of investing in information systems. Goal is to prepare today's manager with the necessary know-how to successfully manage with information technology.

MIS884. Database Planning and Management (3). Prepares students to deal with issues in planning and managing organization-wide integrated databases. Emphasizes logical database design and relational database implementation. Includes SQL, assuring database integrity, database conversion, database administration, and data management for computer integrated manufacturing. Prerequisite: MIS 874 or instructor's consent.

MIS 890. Seminar in Special Topics (1-3). Repeatable for credit with departmental consent.

Marketing (MKT)

Department of Marketing and Entrepreneurship

Courses for Graduate/Undergraduate Credit

MKT 601. International Marketing (3). Cross-listed as IB 601. Problems and procedures of marketing in foreign countries. Includes the effects of foreign cultures and marketing systems on the design of marketing programs. Prerequisites: MKT 300 and junior standing.

MKT 604. Distribution Management (3). A study of all areas involved with the distribution of a firm's products or services. Focuses on such issues as the development of a firm's marketing channels and its relationships with wholesalers and retailers, as well as the management of the firm's storage facilities, inventory control, procedures, and shipping facilities. Prerequisites: MKT 300 and junior standing.

MKT 606. New Product Marketing (3). Cross-listed as ENTRE 606. Addresses identifying, evaluating, developing, and commercializing new products within both smaller and larger firms. Explores the role of the product/brand manager, a person who often acts as an internal entrepreneur. Prerequisite: MKT 300.

MKT 607. Promotion Management (3). An analysis of all issues involved with the promotion of an organization and its products or services. Deals with the development of advertising campaigns, management of the personal sales force, development of special promotional activities, and management of public relations. Prerequisites: MKT 300 and junior standing.

MKT 608. Selling and Sales Force Management (3). Cross-listed as ENTRE 608. An analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales force. Prerequisite: MKT 300.

MKT 609. Marketing Programs (3). A study of all the aspects of the marketing mix that are integrated to make an effective and coordinated marketing program. Prerequisites: MKT 300 and 6 additional hours of marketing.

MKT 690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisite: junior standing.

MKT 750. Workshop in Marketing (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

MKT 800. Marketing Systems (3). An intensive analytical introduction to the combination of institutions that comprise the overall marketing system. Also presents the marketing function as a major subsystem within the individual business firm.

MKT 801. Marketing Management (3). Develops an understanding of the difference between a sales/marketing department and a marketing orientation. Emphasizes the integral role of a marketing orientation throughout the modern organization. Prerequisite: MKT 800 or equivalent.

MKT 803. Marketing Analysis (3). The application of the scientific method to the solution of marketing problems. Prerequisite: MKT 800 or equivalent.

MKT 805. Consumer Decision Processes (3). An examination of different aspects of the behavior of consumers and of the factors that help explain their behavior. Includes an analysis of current concepts and models. Prerequisite: MKT 800 or departmental consent.

MKT 807. Services and Nonprofit Marketing (3). Examines the characteristics of commercial and nonprofit services that pose unique marketing challenges for these types of organizations. Prerequisite: MKT 800 or equivalent.

MKT 812. Introduction to Total Quality Management (3). Cross-listed as ENTRE 812 and MGMT 812. Introduces the philosophy of quality improvement and compares/contrasts these views with traditional management thought. Also introduces the basic components of the quality improvement process. Includes application exercises in quality improvement techniques and experience with team concept.

MKT 890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

MKT 891. Directed Studies (1-5). Prerequisite: departmental consent.

MKT 893. Special Project in Marketing (1-4). A special project including original case research, supervised intern-

ships, or field research. Prerequisite: approval of the MS Committee. Open only to MS in business degree candidates.

MKT 895-896. Thesis (2-2).

Master of Business Administration (MBA)

Graduate Studies in Business

Courses for Graduate Students Only

MBA 800. Financial Statement Analysis (3). Studies financial statements and related footnote disclosures. Includes tools and procedures common to the interpretation and analysis of financial statements. Prerequisites: graduate standing and permission of a Barton School graduate studies in business advisor.

MBA 801. MBA Basics: Management and Marketing (3). Highlights foundation knowledge from the disciplines of management and marketing integrated with a strong component of communication skills. Primarily, provides students with a knowledge base in management and marketing from which to build in their MBA course work. Secondly, builds oral and written communication skills necessary for success in the MBA curriculum and beyond.

Real Estate (RE)

Department of Finance, Real Estate, and Decision Sciences

Courses for Graduate/Undergraduate Credit

RE611. Real Estate Finance (3). Real estate financing instruments, institutions, traditional and creative financing techniques. Risk analysis, mortgage financing and underwriting, primary and secondary mortgage markets. Prerequisite: FIN 340.

RE614. Real Estate Appraisal (3). Analysis of factors that create real estate value. Cost, sales comparison, and capitalized income approaches to market value. Highest and best use analysis. Prerequisite: RE 310.

RE618. Real Estate Investment Analysis (3). Equity investor decision criteria, institutional and ownership entity investment constraints, financial leverage opportunities, cash flow analysis, and creative income tax strategies. Prerequisite: FIN 340.

RE619. Urban Land Development (3). A hands-on course to familiarize students with all aspects of land development, including supply and demand analysis, site selection, feasibility analysis, development financing, cash-flow budgeting, and marketing strategies. Prerequisite: RE 310 or 611 or 618.

RE690. Seminar in Selected Topics (1-5). Repeatable with departmental consent. Prerequisite: junior standing.

RE750. Workshop in Real Estate (1-4). Prerequisite: junior standing.

Courses for Graduate Students Only

RE890. Seminar in Special Topics (1-3). Repeatable with departmental consent.

RE891. Directed Studies (1-5). Prerequisite: departmental consent.

RE893. Special Project in Real Estate (1-4). A special project including original case research, supervised internships, or field research. Prerequisite: approval of the MS Committee. Open only to MS in business degree candidates.

RE895-896. Thesis (2-2).