

## Accounting

### Accounting Foundation/Survey Courses

**ACCT 600. Survey of Accounting, (3-0-3); II. Prerequisite: graduate standing.** Preparation of financial reports for internal and external users; the analysis and interpretation of accounting data and its use in management planning and control. *This course does not satisfy the requirements of the 36 hour MBA program.*

### Accounting Core Courses

**ACCT 611. Accounting Analysis for Decision Making. (3-0-3); on demand. Prerequisite: 6 hrs. of accounting or ACCT 600.** Development of accounting information for use in the processes of managerial decision making. Topics include: cost-volume-profit analysis; alternative choice analysis; EOQ analysis; linear investment evaluation.

### Approved Accounting Elective Courses

**ACCT 650. Financial Accounting. (3-0-3); on demand. Prerequisite: graduate standing and 21 semester hours of undergraduate accounting courses, or permission of instructor.** An advanced financial accounting course covering topics relevant to financial accounting practitioners. The course specifically examines the financial accounting standard setting process, the location and form of authoritative support concerning generally accepted accounting principles (GAAP), and the research techniques used by accounting professionals to comply with GAAP.

**ACCT 670. Directed Research. (1 to 3 hrs.); on demand. Prerequisites: Graduate standing with minor equivalent in accounting.** Provides an opportunity and challenge for directed study of accounting problems. Student must present a written statement prior to registration of an approved research problem.

**ACCT 683. Auditing Applications. (3-0-3); on demand. Prerequisites: graduate standing and 21 semester hours of undergraduate accounting courses, or permission of the instructor.** Auditing in a computer environment; audit sampling for tests of control and substantive testing; detail audit cycles; specialized reporting; compliance auditing; operational auditing.

**ACCT 687. Tax Accounting Research and Planning. (3-0-3); on demand. Prerequisites: ACCT 387 and ACCT 487.** This course will examine tax case problems and utilize a solutions approach by referencing the Internal Revenue Code and case law. Additionally, this course will explore how the code and case law establish policy and provides a foundation for tax planning.

**ACCT 690. Emerging Issues in Management Accounting. (3-0-3); on demand. Prerequisites: graduate standing and 21 semester hours of undergraduate accounting courses, or permission of instructor.** This course examines the accounting information needs of management in support of emerging management strategies. The primary focus is on identification of accounting information needs to support management decisions in companies pursuing emerging strategies such as, but not limited to e-commerce and the advanced management practices of Just-In-Time, Theory of Constraints, and Total Quality Management. This is a directed research format that stresses both the practical and academic view to meet the needs of business students.

**ACCT 698. Selected Workshop Topics. (1 to 4 hrs.); on demand.** Workshop on various accounting subjects will be presented periodically to

supplement the basic course offerings in accounting. Credit toward degree programs must be approved by the student's advisor and the department chair.

## **Business Information Systems**

### **Business Information Systems Core Courses**

**BIS 630. Managerial Communications. (3-0-3); on demand.** Emphasis on development of communications skills as a strategic competency for managers in an organization. Provides practical applications of managerial communications within the contemporary corporation, government agency, and non-profit organization. Underscores the role of the manager as the beacon for effective communication in organizations.

### **Approved Business Information Systems Elective Courses**

**BIS 621. Instructional Innovations in Business and Information Technology. Education. (3-0-3); III.** Learning theory, current research, methodology, techniques, utilization of research finding, and testing and evaluation in skill subjects.

## **Computer Information Systems**

### **Computer Information Systems Core Courses**

**CIS 615. Managing Information Technology. (3-0-3); I or II.** Conceptual foundations, structures, and developments of information systems; decision support systems and knowledge-based systems; management of information systems resources.

### **Computer Information Systems Approved Elective Courses**

**CIS 616. Educational Computing, (3-0-3); on demand.** The development of competencies in the use of microcomputers for instruction, management, information processing, computer assisted instruction, and practical high-level programming applications through programming assignments. Hardware and operating systems are covered. Designed primarily for students without previous data processing instruction.

**CIS 625. Web Information Systems & Internet Technologies. (3-0-3); on demand. Prerequisite: graduate standing in the MBA program, CIS 615, or consent of the instructor.** Concepts fundamental to understanding Internet-based information systems. The course addresses a wide range of Internet and Intranet applications and strategies for business. Topics include infrastructure technologies; Internet-driven electronic commerce with database access; Intranet development and strategies for transforming internal business processes; information appliances; bandwidth; smart card information technologies; security devices including an encrypted public key; third-party object-oriented controls; web site creation and web server implementation.

**CIS 632. Computer Productivity Tools. (3-0-3); on demand. Prerequisite: CIS 615 or permission of instructor.** Course focuses on concepts fundamental in achieving computer usage for organizational administration. Topics include advanced application skills, development in database management, document processing, spreadsheet analysis, Internet and World Wide Web design and development resources, electronic commerce,

and local area networking development.

**CIS 634. Management of Telecommunications and Networking. (3-0-3); on demand.** Concepts fundamental to achieving telecommunications in a computer environment. Topics will include LANS, WANS, distributed networks, the Internet, intranets, computer telephony integration and management issues related to the analysis and application of the systems. Technology including network protocols and the OSI model; media including twisted pair, coaxial, hybrid coax and fiber; connectivity technology including bridges, routers and gateways; cellular, satellite and microwave, wireless. Students will create a Web page using HTML to simulate the use of Internet technologies for corporate intranets.

**CIS 635. Seminar in Information Systems. (3-0-3); on demand. Prerequisite: CIS 615 or consent of instructor.** This is a seminar on the management of information services within a business entity. Major topics in the management of the information systems function - whether at a corporate or business unit level are covered. The course incorporates a lecture series approach using IS speakers who will describe current management of IS issues/trends in local organizations. Current IS trends and issues will be investigated.

**CIS 636. Global Information Systems. (3-0-3); on demand. Prerequisites: CIS 615 or consent of instructor.** Integration of current information technology issues in an international context. The contemporary global organization must effectively integrate information technology and communication technology into its activities. These technologies are increasingly fundamental to an expanding range of activities within the organization. This integration must include the managerial, operating, and strategic dimensions of the organization's information systems with an awareness of cultural diversity. Includes international logistics, worldwide communications networks and standards, collaboration mechanisms, systems integration, adapting the information infrastructure across international boundaries and global management issues.

**CIS 638. Database Systems Design, Implementation, and Management. (3-0-3); on demand. Prerequisites: CIS 615 or consent of instructor.** Focus on the overall management of data needs of an organization and on the design and development of database applications. Coverage of database design concepts and procedures. Examination of dominant database models, emphasizing the relational model. Principles and techniques of logical database design. Introduction to physical representation and storage of data in a computer system. DBMS tools to retrieve and manipulate data.

**CIS 650. Innovation, Technology and Organizational Change. (3-0-3); on demand. Prerequisite: Graduate standing in the MBA program or permission of instructor.** This course examines the literature on innovation, technology, and organizational change in order to understand the variables that impact organizational development, growth, and performance. The primary focus is on strategic planning and leadership for effective implementation of organizational change. It examines key elements of technology and innovation that can transform and energize businesses and public entities. These elements include commerce, knowledge management, and business operations. This course stresses both the practical and academic view to meet the needs of business students.

**CIS 670. Directed Research. (1 to 3 hr.); on demand. Prerequisite: Graduate standing with minor equivalent in computer information systems.** Provides an opportunity and challenge for directed study of Computer Information Systems problems. Students must present a written statement prior to registration of an approved research problem.

**CIS 699. Selected Workshop Topics. (1 to 4 hrs.); on demand.** Workshops on various computer information subjects will be presented periodically to supplement the basic course offerings in computer information systems. Credit toward degree programs must be approved by the student's advisor.

## **Economics**

### Economics Foundation/Survey Courses

**ECON 600. Survey of Economics, (3-0-3); I.** A survey of economic analysis, including both the theory of the firm and national income determination. *This course does not satisfy the requirements of the 36 hour MBA program.*

### Economics Core Courses

**ECON 661. Managerial Economics. (3-0-3); I, II. Prerequisite: ECON 201 and 202 or MATH 354 and MATH 162E or equivalent.** Applications of economic theory to management decisions; demand analysis; cost determination; pricing; capital budgeting.

### Economics Approved Elective Courses

**ECON 645. Public Policies Toward Business. (3-0-3); on demand. Prerequisites: ECON 202 or equivalent.** The problem of business combination and monopoly; the functioning of imperfectly competitive markets; antitrust laws, their interpretation, and their economic effects; regulation and de-regulation of business; regulatory agencies and their policies.

**ECON 662. Business Cycles and Economic Forecasting, (3-0-3); on demand.** A study of aggregate supply and demand analysis; factors determining the level of changes in output, the rate of inflation, and interest rates, theories of the business cycle, economic forecasting methods using leading indicators, statistical techniques, judgmental methodologies, and economic models.

**ECON 670. Directed Research, (1-3 hrs.); I, II, III. Prerequisite: Graduate standing with minor equivalent in economics.** Provides an opportunity and challenge for directed study of economic problems. Student must present a written statement prior to registration of an approved research problem.

**ECON 690. Economic Education for Teachers, (3-0-3); on demand.** Fundamental economic concepts and their application and integration in education.

**ECON 699. Selected Workshop Topics. (1 to 4 hrs.); on demand.** Workshops on various economic subjects will be presented periodically to supplement the basic course offerings in economics. Credit toward degree programs must be approved by the student's advisor and the department chair.

## Finance

### Finance Foundation/Survey Courses

**FIN 602. Survey of Financial Analysis. (3-0-3); on demand.** Using statistics and finance in management decisions. Understanding of descriptive statistics, probability theory, and statistical inference and forecasting. Understanding financial statement analysis, interest rates, financial markets and institutions, time value of money, investments, and how finance affects managerial decision making.

### Finance Core Courses

**FIN 660. Financial Management. (3-0-3); on demand. Prerequisite: FIN 360.** This course considers an analysis of the problems and policies related to the allocation, acquisition, and control of funds within the individual firm. Topics covered are management of current assets and fixed assets, capital budgeting, sources of funds, financial forecasting and statement analysis, refinancing, financial growths and development, business failure, and government regulation. Cases are used to demonstrate financial theory and to develop analytical ability.

## Finance Approved Elective Courses

**FIN 620. Financial Markets. (3-0-3); on demand. Prerequisite: ECON 201 and 202 or consent of the instructor.** Institutional and business factors that influence demand and supply of funds, effect on price movements, detailed analysis of money, and capital markets.

**FIN 622. Financial Services Marketing. (3-0-3); on demand.** Examines the marketing of financial services from a managerial perspective. Includes nature of services, managing the service encounter, service quality, and the marketing and management of financial services.

**FIN 625. Advanced Bank Management. (3-0-3); on demand.** Banking from a managerial perspective. Includes topics on regulation, legislation, flow of funds, asset management, liability management, mergers and acquisition, international banking.

**FIN 628. Asset and Liability Management. (3-0-3); on demand.** An in-depth look at how banks and other financial institutions manage their investment in assets and their financing of operations.

**FIN 670. Directed Research. (1 to 3 hrs.); on demand. Prerequisite: Graduate standing with minor equivalent in finance.** Provides an opportunity and challenge for directed study of finance problems. Student must present a written statement prior to registration of an approved research problem.

**FIN 672. Investment Management. (3-0-3);** Focuses on current practice and recent theoretical developments. Deals with characteristics of individual securities and portfolios; criteria for evaluation and measurement of performance; impact of governmental regulation. Evaluation of current theory, its significance for financial management decision making, and consideration of relevant empirical evidence are covered.

**FIN 673. Chartered Financial Analyst Level I Review Course. (1-0-1); II.** Covers the topics required to pass the Level I Chartered Financial Analyst Exam. Topics include: ethics and standards, quantitative methods, economics, financial markets, financial analysis, valuation, securities, and portfolio management.

**FIN 674. Chartered Financial Analyst Level II Review Course. (1-0-1); II.** The course prepares students for the Level II Chartered Financial Analyst Exam and includes the following topics: Ethical and Professional Standards, Economics, Equity Securities Valuation, Debt Securities Valuation, Alternative Investments, Quantitative Methods, Markets & Instruments, Financial Statement Analysis, Corporate Finance, and Portfolio Management.

**FIN 675. Chartered Financial Analyst Level III Review Course. (1-0-1); II.** The course prepares students for the Level III Chartered Financial Analyst Exam and includes the following topics: Ethical and Professional Standards, Economics, Equity Securities Valuation, Debt Securities Valuation, Alternative Investments, and Portfolio Management.

## Marketing

### Marketing Core Courses

**MKT 650. Marketing Administration. (3-0-3); I. Prerequisite: MNGT 301, MKT 304.** A systematic and comprehensive approach to marketing decision making with basic marketing strategies—the problems involved in a given decision, how they may be solved, and how solutions impinge on their strategies.

## Approved Marketing Elective Courses

**MKT 652. Marketing Research and Analysis. (3-0-3); on demand. Prerequisite: MKT 304 and MATH 354.** An examination of the role of information in decision making with special emphasis on the techniques and methods used in marketing research and analysis. The completion of an actual research project using real data is required.

**MKT 655. Advertising. (3-0-3); on demand. Prerequisite: MKT 304.** Analysis of advertising as an indirect selling technique; emphasis on determining appeals, creating images, and developing coordinated campaigns. Actual campaign to be developed by each student; stress on ideas and concepts rather than mechanics.

**MKT 665. Consumer Psychology in Online Marketing. (3-0-3); on demand. Prerequisites: undergraduate basic psychology and consumer behavior or consent of instructor.** This course will address the foundations of consumer behavior and motivation based in marketing strategy, focusing on the online business environment. Specific topics to be covered include consumer attitudes and preferences, intended behaviors, personality and societal influences.

**MKT 668. Organizational Strategies for Ecommerce. (3-0-3); on demand. Prerequisite: graduate standing in the MBA program or permission of instructor.** This course examines the literature on strategies that organizations can use in order to understand the variables that impact organizations as they enter the world of ecommerce. The primary focus is on strategic planning and leadership for effective implementation of ecommerce throughout the entire organization. It examines key elements of ecommerce that have the potential to transform and change the manner in which businesses and public entities conduct their operations. These elements include operations within the organization, business-to consumer (B2C) and business-to-business (B2B) activities. This course stresses both the practical and academic view to meet the needs of business students.

**MKT 670. Directed Research. (1 to 3 hrs.); on demand. Prerequisite: graduate standing with minor equivalent in marketing and consent of instructor.** Provides an opportunity and challenge for directed study of marketing problems. Student must present a written statement prior to registration of an approved research problem.

## Management

### Management Survey/Foundation Courses

**MNGT 600. Survey of Management and Organizational Behavior. (3-0-3).** A comprehensive analysis of the fundamental concepts of organizational design and management with emphasis on the role of a manager as a decision maker in a rapidly changing global environment, taking into account the short- and long-range social, ethical, and legal ramifications of those decisions. Special emphasis is placed on managing a diverse workforce and the functions of planning, organizing, motivating, and leadership. *This course does not satisfy the requirements of the 36 hour MBA Program.*

**MNGT 602. Survey of Quantitative and Financial Analysis. (3-0-3); on demand.** Using statistics and finance in management decisions. Understanding of descriptive statistics, probability theory, and statistical inference and forecasting. Understanding financial statement analysis, interest rates, financial markets and institutions, time value of money, investments, and how finance affects managerial decision making.

### Management Core Courses

**MNGT 665. Organizational Behavior. (3-0-3); on demand.** A study of human interpersonal behavior to understand, evaluate, and appraise business and social situations. The emphasis is on skill and ability to work with people, groups, and institutions by demonstrations in the classrooms and use of theory and techniques.

**MNGT 691. Business Policy and Strategy. (3-0-3); I, II. Prerequisite: completion of or concurrent enrollment in ACCT 611, MNGT 612, MNGT 620, MKT 650, FIN 660, ECON 661.** Enrollment in this course is restricted to fully admitted MBA students. Designed for later stages of MBA degree completion, this course gives the student an opportunity to integrate and apply specialized disciplinary skills to practical business problems of company-wide scope. The course utilizes comprehensive case materials and emphasizes the "sorting out" of a mass of facts, development of sound courses of action, presentation of these in written and oral form, and class discussion.

### Management Approved Elective Courses

**MNGT 606. Operations Analysis. (3-0-3); on demand. Prerequisite: MATH 152 and 354, or consent of the instructor.** Managerial organization for production, plant design and layout, control of production, investment in equipment.

**MNGT 610. Legal Issues in Business Transactions. (3-0-3) on demand.** A review of the legal environment of business with a focus on the features of law which impact business transactions.

**MNGT 612. Organizational Theory. (3-0-3); I. Prerequisite: MNGT 301, MKT 304.** An analysis of the development of management theory as found in the major schools of thought and of current literature. Executive characteristics, inter-disciplinary contributions to management thought, and influences that have molded management as a profession will be covered in this course.

**MNGT 620. Quantitative Business Analysis. (3-0-3); I, II. Prerequisite: MATH 152 and 354.** Designed to give business students an understanding of quantitative methods and models used in solving many problems in business and industry. The student will have an exposure to the language of mathematics and quantitative methods used as a basis for better communication with operation researchers and systems analysis.

**MNGT 650. Innovation, Technology and Organizational Change. (3-0-3); on demand. Prerequisite: graduate standing in the MBA program or permission of instructor.** This course examines the literature on innovation, technology, and organizational change in order to understand the variables that impact organizational development, growth, and performance. The primary focus is on strategic planning and leadership for effective implementation of organizational change. It examines key elements of technology and innovation that can transform and energize businesses and public entities. These elements include commerce, knowledge management, and business operations. This course stresses both the practical and academic view to meet the needs of business students.

**MNGT 655. Social Responsibilities of Business. (3-0-3); on demand. Prerequisite: consent of instructor.** Deals with controversial areas such as the military industrial complex, urban problems, minorities, and air pollution. Discussions will also cover alienation and job satisfaction, business and less advantaged persons, and arguments for and against business assuming social responsibilities. Each graduate student will be required to be involved with cases that are related to one of the topics covered.

**MNGT 656. Small Business Institute Field Project. (3-0-3); on demand. Prerequisite: senior undergraduate or graduate standing and permission of instructor.** Student serves as a member of a consulting team to a small business. Responsibility is to analyze the business operation and make recommendations for improvement of identified problem area.

**MNGT 661. Human Resource Topics. (3-0-3); on demand.** The primary purpose of this course is to enable students to learn about HR issues by performing in-depth analyses. Students are required to perform library and Internet research on each topic. In addition, students will be prepared to discuss their findings and policy recommendations each class period.

**MNGT 662. Human Resource Development. (3-0-3); on demand.** Emphasis on development and training of human resources in the dynamic business organization. Provides practical application of the training and development functions in contemporary corporations, governments agencies, and non-profit organizations. Underscores the role of the manager as the leader in facilitating the learning of a job-related knowledge, skills, and behaviors.

**MNGT 663. Compensation and Benefits. (3-0-3); on demand.** Detailed study of organizational compensation systems (employee pay, benefits) and human resource systems. Provides practical applications in contemporary businesses, government agencies, and non-profit organizations. Underscores the role of the manager as the leader in facilitating the use of incentive systems; knowledge-based systems, and job design and evaluation.

**MNGT 664. Employee Relations. (3-0-3); on demand.** Deals with labor-management relations in its broadest sense. The heritage and major incidents of the aspects of the labor-management environment are explored; and labor law and the courts are considered. Strong emphasis is placed on labor-management negotiations and on grievance procedures.

**MNGT 667. Women and Men in Management. (3 credit hours).** Women and Men in Management deals with gender issues in the formal and informal environment of the workplace. Gender differences, sexual harassment, discrimination, and politics are discussed. The impact of one's personal life on one's work life is discussed to include: dual income families, marital roles, children, domestic violence, and the role of the organization.

**MNGT 668. Organizational Strategies for Ecommerce. (3-0-3); on demand. Prerequisite: graduate standing in the MBA program or permission of instructor.** This course examines the literature on strategies that organizations can use in order to understand the variables that impact organizations as they enter the world of ecommerce. The primary focus is on strategic planning and leadership for effective implementation of ecommerce throughout the entire organization. It examines key elements of ecommerce that have the potential to transform and change the manner in which businesses and public entities conduct their operations. These elements include operations within the organization, business-to consumer (B2C) and business-to-business (B2B) activities. This course stresses both the practical and academic view to meet the needs of business students.

**MNGT 670. Directed Research. (1 to 3 hrs.); on demand. Prerequisite: Graduate standing with minor equivalent in management and consent of instructor.** Provides an opportunity and challenge for directed study of management problems. Student must present a written statement prior to registration of an approved research problem.

**MNGT 680. Health Care Organization and Management. (3-0-3); on demand.** A broad orientation to the health services industry. Involves a study of the structure, function, and management issues of several key components of the health services industry.

**MNGT 682. Trends in the Health Care Industry. (3-0-3); on demand.** A study of significant trends in the health care industry and their management implications. The course focuses on such topics as managed care, mergers and acquisitions in health care, and the increased emphasis on quality and efficiency in service delivery.

**MNGT 684. Health Care Financial Management. (3-0-3); on demand.** An in-depth study of the unique application of accounting and finance methods to the health care industry. It includes a focus on the planning for and acquisition of financial resources. It involves an overview of methods for the allocation and management of financial resources. It includes consideration of cost analysis, internal controls and reimbursement issues in the health care industry.

**MNGT 698. Selected Workshop Topics. (1 to 4 hrs.); on demand.** Workshops on various management subjects will be presented periodically to supplement the basic course offerings in management. Credit toward degree programs must be approved by the student's advisor and the department chair.