

# Franklin P. Perdue School of Business

*Dr. Richard F. Bebee, Dean*

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## **Dean/Associate Dean**

Holloway Hall 100, 410-543-6316

## **ABLE Program Director**

Holloway Hall 005B, 410-546-6427

## **Accounting and Legal Studies**

Holloway Hall 313, 410-543-6325

## **Advising Office**

Holloway Hall 005C, 410-543-6097

## **Economics and Finance**

Holloway Hall 303, 410-547-5024

## **Global Programs Administrator**

Holloway Hall 005A, 410-548-3983

## **Information and Decision Sciences**

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## **Management and Marketing**

Holloway Hall 107, 410-543-6094

## **M.B.A. Program**

Holloway Hall 005A, 410-548-3983

## **School Information**

The Franklin P. Perdue School of Business was established in 1986 through a multimillion dollar fund created by Franklin P. Perdue to ensure excellence within the academic programs of the school. Perdue, a lifelong resident of Salisbury, began working with his parents in their egg business at the age of 10. He attended what was then the State Teachers College in Salisbury for two years before returning to work full time with his father in 1939. He became a full partner in the business in 1944 and, in 1950, took over leadership of Perdue Farms Inc. Under his leadership, the firm grew to be one of the largest integrated poultry producers in the United States.

The Perdue School is the largest college-level center for business education and development in the region. It provides an academic program which responds to the highest standards of business education and provides for student interaction with the business world. Courses are designed to encourage students to think clearly, show sound judgment, communicate verbally and in writing, develop interpersonal skills and make rational decisions under conditions of uncertainty.

The Perdue School offers four degrees: Bachelor of Science in accounting, business administration and management information systems, and the Bachelor of Arts in economics. The accounting, business administration and management information systems programs have lower (pre-professional) and upper (professional) divisions and require successful completion of lower-division work before admission to each major and before taking upper-division courses. Within the business administration major, students may specialize in economics, finance, marketing, management or international business, or may design with advisors an individualized curriculum. The economics major requires a program of General Education courses integrated with a core in economics, business administration and mathematics.

The Perdue School offers three minors: business administration, marketing management and economics. The business administration and marketing management minors are not open to business, management information systems or accounting majors. Similarly, the economics track within the business administration major and the economics minor are not open to economics majors.

(See the *Salisbury State University Graduate Catalogue* for details of the school's Master of Business Administration program.)

A unique feature of the Perdue School of Business is the Applied Business Learning Experience (ABLE) program, successful completion of which is a graduation requirement for all students majoring in accounting, business or management information systems. Students must demonstrate that they can trans-

late and effectively use classroom learnings in business, government and nonprofit organizations. ABLE provides a variety of experiential learning options: a work-study cooperative program, full and partial immersion internships, community projects and student consulting. For details see the director of the ABLE program.

### Philosophic Commitments and Objectives

Consistent with the University mission and the convictions of its faculty, the Franklin P. Perdue School of Business objectives reflect a dedication to students' maximum intellectual growth, active involvement in applied and practical research, and a commitment to community service.

### Intellectual Growth

The primary objective of the school is to provide each of its students with an academic environment that fosters the development of a broad intellectual foundation. This foundation is the basis for effective service in professional positions and enables students to assume higher levels of responsibility as they gain experience and demonstrate ability. The faculty believe this objective is met by the development and maintenance of quality curricula, by effective teaching and by conscientious student advising.

### Research

The school is committed to stimulating the intellectual growth of its faculty and the broader academic and business community. The faculty actively pursue applied and practical research that expands their knowledge of business and economic activities as well as more theoretical research.

### Community Service

The school serves the interests of the broad community through management development programs, consulting activities, publication of studies vital to the economic growth of the area and professional participation in volunteer organizations. These activities are conducted by the school's Project Management Group (which includes the Mid-Atlantic Sales and Marketing Institute, the European American Business Institute, the Eastern Shore Export Assistance Center, the Regional Public Transportation Program and the Electronic Business and Commerce Program) and the Business Resource Center (which includes the Small Business Development Center and the Perdue Center for Professional Development).

### General Information

#### Non-Degree Seeking Students

The Perdue School serves non-degree-seeking students by allowing them to enroll directly in both lower- and upper-division courses. Students who do not meet specific course prerequisites must obtain approval from the associate dean of the Perdue School of Business before enrolling.

#### Students Seeking Degrees in Programs Other Than Accounting, Business Administration Or Management Information Systems

The Perdue School welcomes students from other disciplines in lower-division classes and can accom-

modate a limited number of these students in upper-division (300/400-level) courses as the school's professional-program students are given priority. Because the Perdue School cannot guarantee that non-majors will be able to enroll in ACCT/BUAD/ECON/ISMN courses during any specific semester, students from other disciplines with programs that require upper-division Perdue School courses should plan ahead as far as possible and secure the permission of their advisors and the director of academic programs of the Perdue School of Business for the ACCT/BUAD/ECON/ISMN portion of their programs.

### Maximum Credit Hours Applicable To Graduation

The maximum number of credit hours in accounting, business administration and management information systems that students majoring in these areas can apply toward graduation is 50 percent of total earned hours (e.g. 60 of 120 hours). To ensure that business majors receive a balanced education, at least 50 percent of total earned hours (e.g. 60 of 120 hours) must be taken outside accounting, business administration and management information systems.

### Transfer Credits

Students who wish to enroll in courses at other institutions and transfer credits to satisfy Perdue School requirements must first submit a properly completed Request to Study at Another Institution form to the Perdue School's director of academic services. Approval forms will then be submitted to a University transfer counselor for additional authorization and processing. (Students are further directed to the University's transfer guidelines located in the "Registration and Student Records" section of this catalogue.)

### Repeating Courses

Courses repeated to fulfill a Perdue School major or minor requirement must be repeated at Salisbury State University. For example, students who repeat required courses to improve D or F grades must take those courses at Salisbury State University.

### The Pre-professional Program: Freshmen And Sophomores Seeking a Major In Accounting, Business Administration Or Management Information Systems

Perdue School courses of study in accounting, business administration and management information systems consist of a pre-professional program for freshmen and sophomores and a professional program for juniors and seniors. The preprofessional program consists of 28 hours of coursework designed to prepare students for their upper-level coursework.

### Pre-professional Program Requirements

The following courses make up the pre-professional program. These courses should be completed during the freshman and sophomore years in preparation for entrance into the professional programs of the Franklin P. Perdue School of Business:

		Credits
ACCT 201	Principles of Accounting I .....	3
ACCT 202	Principles of Accounting II .....	3
BUAD 248	Legal Environment .....	3
BUAD 281	Intermediate Business Statistics:	
	Application and Analysis .....	3

CMAT 100	Fundamentals of Communication .....	3
or		
CMAT 205	Interpersonal Communication .....	3
or		
CMAT 260	Fundamentals of Organizational Communication .....	3
ECON 211	Micro-Economic Principles .....	3
ECON 212	Macro-Economic Principles .....	3
ISMN 111	Business Microcomputer Use .....	1
MATH 155	Modern Statistics with Computer Analysis .....	3
MATH 160	Introduction to Applied Calculus .....	3
or		
MATH 201	Calculus I .....	4

**Curriculum Guide: Pre-professional Program**

<b>FRESHMAN YEAR</b>		<b>Credits</b>
ENGL 101	Composition I .....	3
HIST 101	World Civilizations .....	3
MATH 160	*Introduction to Applied Calculus .....	3
	Group IIB Elective .....	3
	Group IIIA Elective .....	4
		16
ENGL 102	Composition II .....	3
HIST 102	World Civilizations .....	3
PHEC 106	Personalized Health/Fitness .....	3
ISMN 111	Business Microcomputer Use .....	1
MATH 155	Modern Statistics with Computer Analysis .....	3
	Group IIIA Elective .....	4
		17

<b>SOPHOMORE YEAR</b>		
ACCT 201	Principles of Accounting I .....	3
BUAD 248	Legal Environment .....	3
BUAD 281	Intermediate Business Statistics .....	3
ECON 211	Micro-Economic Principles .....	3
	Group IB or IIB Elective .....	3
		15
ACCT 202	Principles of Accounting II .....	3
ECON 212	Macro-Economic Principles .....	3
CMAT XXX	100, 205 or 260 .....	3
ISMN 211	Information Concepts for Management .....	3
or		
	Elective .....	3
	Group IB or IIB Elective .....	3
		15

\* some students may have to take MATH 102: College Algebra in preparation for calculus

**The Professional Program: Juniors and Seniors Seeking a Major in Accounting, Business Administration or Management Information Systems**

The professional program consists of (1) an upper-division core of six courses which must be taken by all accounting, business administration and management information systems majors; (2) a set of special requirements for each major and concentration/track; and (3) a set of specific course requirements unique to the major and concentration/track that the student is pursuing. In order for students to take courses in the professional program, they must apply and be admitted. Specific instructions for applying follow. Coursework and other requirements associated with specific majors and concentrations/tracks are grouped according to accounting, business administration or management information systems.

**Application for the Professional Program**

Students wishing to apply to the professional program of the Franklin P. Perdue School of Business must do the following:

1. Submit an application by December (for the next spring term) or May (for the next fall term).
2. Prepare to satisfy the following requirements by the start of the next semester.
  - a. Complete 60 credit hours, with a minimum of 22 hours from the preprofessional core (see above), including:

		<b>Credits</b>
ACCT 201	Principles of Accounting I .....	3
ECON 211	Micro-Economic Principles .....	3
or		
ECON 212	Macro-Economic Principles .....	3
ISMN 111	Business Microcomputer Use .....	1
MATH 160	Introduction to Applied Calculus .....	3
or		
MATH 201	Calculus I .....	4
MATH 155	Modern Statistics .....	3

- b. Attain a GPA of 2.5 or higher in the core courses already taken.
  - c. Receive no more than two D grades in the pre-professional core courses already taken (no more than one D grade in economics core courses and no more than one D grade in accounting core courses).
3. Submit an application for admission to the professional program—students whose applications are not approved will be deregistered from 300/400-level Perdue School courses in which they may have enrolled. (This restriction applies only to students seeking majors in accounting, business administration or management information systems.)

**Retention**

Once admitted to the Perdue School's professional program, students must do the following:

1. Complete the pre-professional core within the next 15 credit hours of study or be disenrolled automatically from the professional program.
2. Receive no more than two D grades in the total pre-professional program core (no more than one D in accounting courses and no more than one D in economics courses).
3. For business administration majors, receive no more than one D in upper-division business coursework and special requirements (international course, ISMN 211 and ABLE) and have at least a C average in this group of courses.
4. For accounting and management information systems majors, have a C or above in all upper-division accounting/management information systems major coursework and have no more than one D in upper-division core requirements.
5. Maintain a 2.0 grade point average. (Students whose cumulative grade point averages fall below 2.0 and do not return to 2.0 within the next consecutive 12 semester hours will be disenrolled from the professional program.)

Appeals for exceptions to this policy must be made in writing to the associate dean of the Perdue School.

# Accounting

## Professors

Richard F. Bebee, Ph.D., CPA-OH; *accounting, income tax*  
 Jerome J. DeRidder, Ph.D.; *financial accounting*  
 Robert Michael Garner, Ph.D., CPA-IN; *advanced/governmental/international accounting, accounting information systems*  
 Kenneth J. Smith, D.B.A., CPA-MD; *accounting pedagogy, managerial cost control, CPA firm work environment*

## Associate Professors

Robert F. Dombrowski, D.B.A., CPA-MD, LA (chair, Accounting and Legal Studies Department); *accounting, auditing*  
 P. Douglas Marshall, Ph.D., CPA-MD; *financial/managerial accounting*

## Assistant Professors

James A. Files, M.P.A.; *financial accounting, accounting information systems*  
 Joseph Quinn, M.B.A., CPA-MD, D.C. (VITA coordinator); *accounting, income tax*

The Department of Accounting and Legal Studies offers a program leading to a Bachelor of Science in accounting, affording career opportunities in public, private, not-for-profit and/or governmental accounting.

The accounting curriculum consists of a lower-division (*pre-professional*) core, upper-division (*professional*) core, *special requirements* and accounting *major requirements*. Pre-professional accounting majors acquire a common body of knowledge essential to the successful completion of the professional program coursework.

## Major in Accounting

Students majoring in accounting must meet the following requirements:

1. Complete the *pre-professional core* requirements (see page 76) plus the following core courses with a minimum B average (3.0 GPA):

	<b>Credits</b>
ACCT 201 Principles of Accounting I .....	3
ACCT 202 Principles of Accounting II .....	3

as a prerequisite for:

	<b>Credits</b>
ACCT 304 Intermediate Accounting .....	3

2. Complete the following *professional core*:

	<b>Credits</b>
BUAD 311 Financial Management .....	3
BUAD 320 Management and Organizational Behavior .....	3
BUAD 326 Production and Operations Management .....	3
BUAD 330 Principles of Marketing Management .....	3
BUAD 420 Business and Society .....	3
BUAD 492 Strategic Management .....	3

3. Satisfy the following *special requirements*:

### International Requirement

One of the following courses:

	<b>Credits</b>
ACCT 430 International Accounting .....	3
ACCT 435 Accounting in its Global Setting .....	3
BUAD 386 Business in its Global Setting .....	3
BUAD 422 Management of the Multinational Business .....	3
BUAD 423 International Marketing .....	3
BUAD 447 International Financial Management .....	3
ECON 441 International Economics .....	3
ISMN 465 Global Information Technology Management .....	3

### Management Information Systems Requirement

	<b>Credits</b>
ACCT 420 Accounting Information Systems .....	3

### ABLE Requirement

The applied business learning experience (ABLE) is normally completed during the senior year and will be met through an internship.

Internships are normally completed off campus at a variety of businesses, government or not-for-profit organizations. For an internship

to satisfy the ABLE requirement, it must be completed as part of enrollment in the following course:

	<b>Credits</b>
ACCT 490 Accounting Internship .....	3

and must involve the student in working with an organization in a planned, progressive-development program for a minimum of 120 hours over a 10-week period.

For additional information concerning ABLE program requirements, students should see the program director in the Perdue School of Business.

### Admission Test

Accounting students must pass the Accounting Program Admission Test (APAT) prior to enrolling in ACCT 305. Information is available from the Accounting Department.

4. Complete the following *major requirements* with grades of C or better (with approval of the chair of the Accounting Department, up to six credit hours of comparable courses may be transferred from American Assembly of Collegiate Schools of Business [AACSB] member schools):

	<b>Credits</b>
ACCT 302 Cost Accounting I .....	3
ACCT 304 Intermediate Accounting I .....	3
ACCT 305 Intermediate Accounting II .....	3
ACCT 341 Federal Income Tax Accounting: Personal .....	3
ACCT 403 Advanced Accounting I .....	3
ACCT 407 Auditing I .....	3
ACCT 420 Accounting Information Systems .....	3
BUAD 348 Business Law .....	3

plus one of the following courses:

	<b>Credits</b>
ACCT 338 Special Topics .....	3
ACCT 342 Federal Income Tax Accounting: Partnership and Corporation .....	3
ACCT 401 Integrated Accounting Systems .....	3
ACCT 404 Advanced Accounting II .....	3
ACCT 415 Governmental and Not-for-Profit Accounting .....	3
ACCT 430 International Accounting .....	3
ACCT 435 Accounting in its Global Setting .....	3

5. Students who decide to pursue a second major/concentration/track must complete a minimum of 12 hours of new credits for each additional major/concentration/track.

## Curriculum Guide: Bachelor of Science in Accounting

The following is a sample sequence of upper-level courses for students accepted into the professional accounting program. Because of the timing of courses, prerequisites, etc., curriculum planning is essential. Students interested in accounting should see the director of academic services to be assigned an advisor.

### JUNIOR YEAR

	<b>Credits</b>
ACCT 304 Intermediate Accounting I .....	3
BUAD 320 Management and Organizational Behavior .....	3
BUAD 330 Principles of Marketing .....	3
ACCT 341 Federal Income Tax Personal .....	3
BUAD 311 Financial Management .....	3
	15

ACCT 302 Cost Accounting I .....	3
ACCT 305 Intermediate Accounting II .....	3
BUAD 420 Business and Society .....	3
BUAD 326 Production and Operations Management .....	3
Elective .....	3
	15

### SENIOR YEAR

ACCT 403 Advanced Accounting I .....	3
ACCT 420 Accounting Information Systems .....	3
ACCT 490 Accounting Internship .....	3
General Elective .....	3
International Requirement .....	3

BUAD 348	Business Law .....	3
BUAD 492	Strategic Management .....	3
	Accounting Elective .....	3
ACCT 407	Auditing I .....	3
	General Elective .....	3
		15

## Business Administration

### Professors

Richard Cuba, D.B.A.; *management/organizational development, creativity/decision-making, group/team building, total quality management*  
 Wayne Decker, Ph.D. (chair, Management and Marketing Department); *organizational behavior*

Khashayar "Kashi" Khazeh, Ph.D.; *international financial management, financial institutions/markets, financial management*

Herman Manakyan, Ph.D.; (chair, Economics and Finance Department); *investments, portfolio management, derivative securities, corporate finance*

Robert B. Settle, Ph.D.; *consumer behavior, marketing research, direct marketing, retailing*

Frank M. Shipper, Ph.D.; *strategic management, organizational behavior*

### Associate Professors

Pamela L. Alreck, D.B.A.; *advertising/promotion, marketing research, consumer behavior, direct marketing*

Gerard R. DiBartolo, D.B.A.; *international/strategic marketing, marketing research*

Memo Diriker, D.B.A.; *personal selling/sales management, marketing management/strategy, international/database marketing*

Richard C. Hoffman IV, Ph.D.; *international/strategic management*

H. Reed Muller, M.B.A.; *marketing/sales/management, hospitality industry marketing*

George C. Rubenson, Ph.D.; *human resources/strategic management*

### Assistant Professors

Susan C. Cabral, J.D.; *commercial/corporate law, logic*

Ping Cheng, Ph.D.; *portfolio management, real estate investment, corporate finance, financial derivatives*

Danny M. Ervin, Ph.D.; *asset valuation, cost of capital, financial distress*

Denise M. Rotondo, Ph.D.; *human resources management, organizational behavior*

### Lecturers

Sumathy Chandrashekar, M.B.A.; *statistics, management science*

The Bachelor of Science in business administration offers programs providing a broad foundation in the business environment and the operation of organizations while permitting in-depth preparation in one of five functional areas: finance, management, marketing, economics or international business. Students may also design an individualized sequence with the guidance and approval of the Perdue School's associate dean.

The business administration curriculum consists of a lower-division (*pre-professional*) core, upper-division (*professional*) core, *special requirements* and business administration *concentration/track requirements*. Pre-professional business administration majors acquire a common body of knowledge essential to successful completion of the professional program coursework.

## Major in Business Administration

Students majoring in business administration must meet the following requirements:

1. Complete the *pre-professional core* requirements (see page 76).
2. Complete the following *professional core*:

		<b>Credits</b>
BUAD 311	Financial Management .....	3
BUAD 320	Management and Organization Behavior .....	3
BUAD 326	Production and Operations Management .....	3
BUAD 330	Principles of Marketing Management .....	3
BUAD 420	Business and Society .....	3
BUAD 492	Strategic Management .....	3

3. Satisfy the following *special requirements*:

### International Requirement

One or more of the following courses:

		<b>Credits</b>
ACCT 430	International Accounting .....	3
ACCT 435	Accounting in its Global Setting .....	3
BUAD 386	Business in its Global Setting .....	3
BUAD 422	Management of the Multinational Business .....	3
BUAD 423	International Marketing .....	3
BUAD 447	International Financial Management .....	3
ECON 441	International Economics .....	3
ISMN 465	Global Information Technology Management .....	3

### Management Information Systems Requirement

		<b>Credits</b>
ISMN 211	Information Systems Concepts for Management .....	3

### ABLE Requirement

The applied business learning experience (ABLE) is normally completed during the senior year and can be met through either an internship or experiential project.

Internships are normally completed off campus at a variety of businesses, government or not-for-profit organizations. For an internship to satisfy the ABLE requirement, it must be completed as part of enrollment in the following course:

		<b>Credits</b>
BUAD 490	Business Internship .....	3

and must involve the student in working with an organization in a planned, progressive-development program for a minimum of 120 hours over a 10-week period.

Experiential projects provide students with applied business learning experiences and are associated with the following courses:

		<b>Credits</b>
BUAD 428	Entrepreneurship .....	3
	and	
BUAD 429	Small Business Consulting .....	3
BUAD 438	Marketing Research .....	3
BUAD 443	Essentials of Real Estate .....	3
ECON 460	Applied Economics Workshop (for ECON track students only) .....	3

For additional information concerning ABLE program requirements, students should see the program director in the Perdue School of Business.

4. Fulfill the requirements of one of the following *concentrations/tracks* in business administration with no more than one D grade in the required professional business administration program courses. Additionally, a minimum C grade average must be maintained for all required courses in business administration. Specialization courses should be taken at Salisbury State University. With the approval of the appropriate department chair, up to six hours may be transferred from AACSB-member schools.
5. Students who decide to pursue a second major/concentration/track must complete a minimum of 12 hours of new credits for each additional major/concentration/track.

### Finance Concentration

Students in the finance concentration prepare for careers in large and small organizations and in financial institutions such as commercial banks, savings and loan associations, real estate and stock brokerage firms. While larger organizations often have immediate financial-management openings in their financial/planning divisions, small organizations often combine finance and accounting functions. Therefore, students who take the finance concentration may want to take additional courses in accounting. Finance students are strongly encouraged to take ECON 306: Intermediate Micro-Theory in their junior year even though this course is not a concentration requirement.

The following courses are required for the finance concentration.

	<b>Credits</b>
BUAD 440 Corporate Finance .....	3
BUAD 441 Investments I .....	3
BUAD 445 Financial Institutions and Markets .....	3
BUAD 447 International Financial Management .....	3

In addition, at least two courses must be chosen from the following list:

	<b>Credits</b>
ACCT 302 Cost Accounting I .....	3
or	
ACCT 304 Intermediate Accounting I .....	3
BUAD 312 Risk Management and Insurance .....	3
BUAD 333 Sales Management I .....	3
BUAD 384 International Business .....	3
BUAD 386 Business in its Global Setting .....	3
BUAD 442 Investments II .....	3
BUAD 443 Essentials of Real Estate .....	3
ECON 305 Intermediate Macro-Theory .....	3

**Management Concentration**

The management concentration offers a general approach to the management of employees, finances, raw materials and information. Managers must be able to motivate and guide individuals in the appropriate direction for the good of the firm. Management also may involve setting goals, planning and overseeing the entire work effort of the employees.

The following courses are required for the management concentration:

	<b>Credits</b>
BUAD 422 Management of the Multinational Business .....	3
BUAD 425 Applied Organizational Science .....	3
BUAD 428 Entrepreneurship .....	3
or	
BUAD 450 Human Resource Management .....	3

In addition, at least three courses must be chosen from the following list:

	<b>Credits</b>
ACCT 302 Cost Accounting I .....	3
BUAD 345 Purchasing and Materials Management .....	3
BUAD 429 Small Business Consulting .....	3
BUAD 451 Staffing Organizations .....	3
BUAD 452 Employee-Management Relations .....	3
BUAD 460 Managerial Decision Support Systems .....	3
or	
ISMN 395 Advanced Management Support Systems .....	3
BUAD 384 International Business .....	3
or	
BUAD 386 Business in its Global Setting .....	3

(Students taking both BUAD 428 and 450 may count the second as a management concentration elective.)

**Marketing Management Concentration**

Marketing employment opportunities are found in virtually all organizations: producer and manufacturing firms, distribution enterprises such as wholesalers and retailers, service suppliers and research agencies. Increasingly, positions are available in government agencies, hospitals, charitable and religious groups, and educational institutions. Marketing personnel are typically classified as sales management or marketing staff who work in advertising, sales promotion, product planning, marketing research, purchasing, transportation and public relations.

The following courses are required for the marketing concentration:

	<b>Credits</b>
BUAD 430 Marketing Management Strategy .....	3
BUAD 438 Marketing Research .....	3

In addition, at least four courses must be selected from the following list:

	<b>Credits</b>
BUAD 331 Promotion Management .....	3
BUAD 332 Buyer Behavior .....	3
BUAD 333 Sales Management I .....	3
BUAD 334 Principles of Retailing .....	3
BUAD 345 Purchasing and Materials Management .....	3
BUAD 384 International Business .....	3
BUAD 386 Business in its Global Setting .....	3
BUAD 401 Business Marketing .....	3
BUAD 423 International Marketing .....	3
BUAD 433 Sales Management II .....	3
BUAD 439 Senior Marketing Seminar .....	3

**Economics Track**

A specialization in economics prepares business administration majors to apply the scientific approach to cause and effect relationships affecting the performance of the business enterprise and its impact on society's living standards.

Coursework focuses on understanding and measuring the consequences of public policies and regulations; the behavior of consumers, competitors and other important groups; and the firm's own decisions. The emphasis on analytical skills and empirical methodology provides a strong foundation for students interested in graduate study in business and for those with career interests in economic research or forecasting in either business or government.

The following courses are required for the economics track:

	<b>Credits</b>
ECON 305 Intermediate Macro-Theory .....	3
ECON 306 Intermediate Micro-Theory .....	3
ECON 441 International Economics .....	3

In addition, at least three courses must be chosen from the following list:

	<b>Credits</b>
ECON 300 Economic History of the United States .....	3
ECON 331 Money and Banking .....	3
or	
BUAD 445 Financial Institutions and Markets .....	3
ECON 336 Public Sector Economics .....	3
ECON 370 Industrial Organization .....	3
ECON 381 Labor Economics .....	3
ECON 402 Comparative Economic Systems .....	3
ECON 407 Economics of Aging .....	3
ECON 410 The Economics of Health Care .....	3
ECON 411 Economic Development .....	3
ECON 415 Environmental Economics .....	3
ECON 430 Econometrics .....	3
ECON 441 International Economics .....	3
ECON 460 Applied Economics Workshop .....	3

**International Track**

As a growing number of large and small U.S. firms transact a portion of their business through international channels, business administration graduates are becoming increasingly involved with international aspects of business. This track allows students to gain the knowledge and skills required for international business careers, while developing their understanding of the mechanisms and institutions of international business.

Since the Perdue School's curriculum allows multiple majors, concentrations and tracks, students may combine such areas as accounting, finance, market-

ing, management and information systems management with international business, giving themselves an international business education.

The following are required for the international track:

	<b>Credits</b>
ECON 441 International Economics .....	3
BUAD 422 Management of the Multinational Business .....	3
BUAD 423 International Marketing .....	3
BUAD 447 International Financial Management .....	3

At least two courses must be chosen from the following list:

	<b>Credits</b>
BUAD 333 Sales Management I .....	3
BUAD 386 Business in its Global Setting .....	3
BUAD 425 Applied Organizational Science .....	3
BUAD 440 Corporate Finance .....	3
BUAD 441 Investments I .....	3
BUAD 445 Financial Institutions and Markets .....	3
BUAD 430 Marketing Management Strategy .....	3
BUAD 438 Marketing Research .....	3
BUAD 450 Human Resource Management .....	3
ISMN 395 Advanced Management Support Systems .....	3
ISMN 455 Advanced Microcomputer Applications .....	3
ISMN 465 Global Information Technology Management .....	3
ACCT 302 Cost Accounting I .....	3
ACCT 304 Intermediate Accounting I .....	3
ACCT 430 International Accounting .....	3
ECON 411 Economic Development .....	3
ECON 402 Comparative Economic Systems .....	3

Successful completion, either through courses or qualifying exam, of the same modern language through 310 or 312 or 313.

At least one course must be chosen from the following list:

	<b>Credits</b>
GEOG 202 Cultural Geography .....	3
GEOG 301 World Regions .....	3
GEOG 310 Regional Geography of Europe .....	3

and one from the following list:

	<b>Credits</b>
POSC 210 Introduction to International Relations .....	3
POSC 411 International Law .....	3
POSC 310 Comparative European Government .....	3
POSC 311 Comparative Government of Developing Nations .....	3

### Individualized Track

Business administration majors desiring flexibility can construct tracks that are broad and general, entrepreneurial/small business-oriented, or specialized. Individualized curricula must consist of at least 18 credit hours of 300/400-level courses beyond those required for the major, chosen with the guidance of the faculty advisor and approved by the Perdue School's associate dean. Courses, including at least one of the following, should be selected upon entrance in the professional program:

	<b>Credits</b>
ACCT 302 Cost Accounting I .....	3
BUAD 438 Marketing Research .....	3
BUAD 440 Corporate Finance .....	3
BUAD 460 Managerial Decision Support Systems .....	3

### Minors in Business Administration And Marketing Management

See "Minors" section for details.

## Curriculum Guide: Bachelor of Science In Business Administration

For a sample sequence of pre-professional requirements for all Perdue School students, see page 76. Because of the timing of courses, prerequisites, etc., curriculum planning for students in any of the business administration programs is essential. Students should see reverse of their concentration/track checksheets for suggested curriculum guides.

## Economics

### Associate Professor

Benjamin B. Greene Jr., Ph.D.; *macroeconomics, economic development, labor economics*

### Assistant Professor

Jill L. Caviglia, Ph.D.; *environmental and natural resource economics, public finance*

Joel F. Kincaid, Ph.D.; *law and economics, industrial organization, agricultural economics, history and economics*

Ying Wu, Ph.D.; *international economics, monetary economics, economic growth and development*

Economics is the study of the factors determining our material living standards. It involves analysis of human values and behavior, the operations of public and private institutions, the limitations of technology and natural resources, and the legal-political framework within which all are required to operate.

The Department of Economics and Finance's Bachelor of Arts program combines a solid foundation in contemporary economic theory with the opportunity to analyze a wide range of issues important to the material well-being of society. The emphasis on applying carefully reasoned analysis to questions of personal choice and public policy makes this program a valuable preparation for careers in education, law, research or administration, as well as employment in business, government or international agencies.

### Major in Economics

Students majoring in economics must meet the following requirements with grades of C or better:

1. Complete the following economics core:

	<b>Credits</b>
BUAD 281 Intermediate Business Statistics .....	3
MATH 155 Modern Statistics with Computer Analysis .....	3
MATH 160 Calculus .....	3-4
or	
MATH 201 Calculus .....	3-4
ECON 211 Micro-Economic Principles .....	3
ECON 212 Macro-Economic Principles .....	3
ECON 305 Intermediate Macro-Theory .....	3
ECON 306 Intermediate Micro-Theory .....	3

2. Choose six courses from the following list:

	<b>Credits</b>
BUAD 311 Financial Management .....	3
BUAD 326 Productions and Operations Management .....	3
ECON 300 Economic History of the United States .....	3
ECON 331 Money and Banking .....	3
or	
BUAD 445 Financial Institutions and Markets .....	3
ECON 336 Public Sector Economics .....	3
ECON 338 Special Topics in Economics .....	3
ECON 340 Economics of Social Issues .....	3
ECON 370 Industrial Organization .....	3
ECON 381 Labor Economics .....	3
ECON 401 History of Economic Thought .....	3
ECON 402 Comparative Economic Systems .....	3
ECON 407 Economics of Aging .....	3
ECON 410 The Economics of Health Care .....	3

ECON 411	Economic Development .....	3
ECON 415	Environmental and Natural Resource Economics .....	3
ECON 430	Econometrics .....	3
ECON 441	International Economics .....	3
ECON 460	Applied Economics Workshop .....	3

Students planning graduate work in economics are advised to take the following sequence of math courses:

		Credits
MATH 201	Calculus I .....	4
MATH 202	Calculus II .....	4
MATH 306	Linear Algebra .....	3
MATH 310	Calculus III .....	4
MATH 413	Mathematical Statistics I .....	3
MATH 414	Mathematical Statistics II .....	3

**Minor in Economics**

See “Minors” section for details.

**Curriculum Guide: Bachelor of Arts In Economics**

The following is a sample sequence of courses for students majoring in economics. Students should consult regularly with their advisors when developing their individual program plans and selecting courses.

<b>FRESHMAN YEAR</b>		Credits
ENGL 101	Composition I .....	3
HIST 101	World Civilizations .....	3
MATH 155	Modern Statistics with Computer Applications .....	3
	Group IB Elective .....	3
	Group IIB Elective .....	3
		15

ENGL 102	Composition II .....	3
HIST 102	World Civilizations .....	3
	Group IB Elective .....	3
	Group IIIA Elective .....	3-4
PHEC 106	Personalized Health/Fitness .....	3
		15-16

<b>SOPHOMORE YEAR</b>		Credits
ECON 211	Micro-Economic Principles .....	3
MATH 160	Calculus .....	3-4
or		
MATH 201	Calculus .....	3-4
	Group IA Elective .....	3
	Electives .....	6
		15-16

ECON 212	Macro-Economic Principles .....	3
BUAD 281	Intermediate Business Statistics .....	3
	Group IIB Elective .....	3
	Electives .....	6
		15

<b>JUNIOR YEAR</b>		Credits
ECON 305	Intermediate Macro-Theory .....	3
ECON XXX	Elective .....	3
	Group IIIA Elective .....	3-4
	Electives .....	6
		15-16

ECON 306	Intermediate Micro-Theory .....	3
ECON XXX	Elective .....	3
	Electives .....	9
		15

<b>SENIOR YEAR</b>		Credits
ECON XXX	Electives .....	6
	Electives .....	9
		15

ECON XXX	Electives .....	6
	Electives .....	9
		15

**Management Information Systems**

**Professor**

Jeffrey E. Kottemann, Ph.D. (chair, Information and Decision Sciences Department); *management information systems, performance impact assessment*

**Professor**

Choong C. Lee, Ph.D.; *management/performance measurement of information systems, telecommunications management*

**Assistant Professors**

Karen E. Papke-Shields, Ph.D.; *operations strategy/management*  
 Madhu T. Rao, M.E.; *global information technology/strategic information systems*

Fatollah Salimian, M.A.; *decision sciences*

The Department of Information and Decision Sciences offers a Bachelor of Science in management information systems addressing information analysis, business systems design and information systems management. The program emphasizes business and organizational studies as well as information systems technology. Coursework includes business fundamentals such as accounting, finance, marketing, management and production; information systems design; and development methods, database structures, database management systems, computer programming and data communications. Students study in depth business systems analysis and design and other technical and business areas related to developing, maintaining and using information in a variety of organizational settings. They learn how to apply computers, software and systems techniques to solve information systems problems within organizations.

Students gain a thorough understanding of the life cycle development process of management information systems. They learn skills for analysis, design and implementation of information systems that will provide managers with the information they need for operational and strategic planning and control. Students also become familiar with modern computer technology and how appropriate hardware and software are integrated in analyzing business problems. The program balances information systems theory and application and prepares students for careers in private-sector and public-sector positions such as computer systems analysts, information resource managers and MIS analysts.

The management information systems curriculum consists of a lower-division (*pre-professional*) core, upper-division (*professional*) core, *special requirements* and management information systems *major requirements*. Pre-professional management information systems majors acquire a common body of knowledge essential to the successful completion of the professional program coursework.

**Major in Management Information Systems**

Students majoring in management information systems must meet the following requirements:

1. Complete the *pre-professional core* requirements (see page 76), plus the following course with a grade of C or better:

		Credits
ISMN 211	Information Systems for Management .....	3

2. Complete the following *professional core*:

		Credits
BUAD 311	Financial Management I .....	3
BUAD 320	Management and Organizational Behavior .....	3
BUAD 326	Production and Operations Management .....	3
BUAD 330	Principles of Marketing Management .....	3
BUAD 420	Business and Society .....	3
BUAD 492	Strategic Management .....	3

3. Satisfy the following *special requirements*:

**International Requirement**

One of the following courses:

	<b>Credits</b>
ACCT 430 International Accounting .....	3
or	
ACCT 435 Accounting in its Global Setting .....	3
or	
BUAD 384 International Business .....	3
BUAD 386 Business in its Global Setting .....	3
BUAD 422 Management of the Multinational Business .....	3
BUAD 423 International Marketing .....	3
BUAD 447 International Financial Management .....	3
ECON 441 International Economics .....	3
ISMN 465 Global Information Technology Management .....	3

**ABLE Requirement**

The applied business learning experience (ABLE) is normally completed during the senior year and can be met through either an internship or experiential project.

Internships are normally completed off campus at a variety of businesses, government or not-for-profit organizations. For an internship to satisfy the ABLE requirement, it must be completed as part of enrollment in the following course:

	<b>Credits</b>
ISMN 490 Management Information Systems Internship .....	3

and must involve the student in working with an organization in a planned, progressive-development program for a minimum of 120 hours over a 10-week period.

Experiential projects provide applied business learning experiences and are associated with the following course:

	<b>Credits</b>
ISMN 476 Information Systems Development and Implementation .....	3

or	
ISMN 490 Management Information Systems Internship .....	3

For additional information concerning ABLE program requirements, students should see the program director in the Perdue School of Business.

4. Fulfill the following *major requirements* with grades of C or better (with approval of the chair of the Department of Information and Decision Sciences, up to six credit hours of comparable courses may be transferred from AACSB-member schools):

	<b>Credits</b>
ISMN 301 Business Application Development .....	3
ISMN 385 Telecommunication Systems Management .....	3
ISMN 386 Database Management Systems .....	3
ISMN 475 IS Analysis and Design .....	3
ISMN 476 IS Development and Implementation .....	3
or	
ISMN 490 Management Information Systems Internship .....	3

plus three of the following electives:

	<b>Credits</b>
BUAD 386 Business in its Global Setting .....	3
COSC 320 Advanced Data Structures and Algorithm Analysis ....	3
ISMN 338 Special Topics .....	3
ISMN 395 Advanced Management Support Systems .....	3
ISMN 455 Advanced Microcomputer Applications In Business .....	3
ISMN 465 Global Information Technology Management .....	3
ISMN 480 Seminar in MIS .....	3
ISMN 485 Telecommunication Management II .....	3
ISMN 490 Management Information Systems Internship .....	3
ISMN 494 Directed Study in Management Information Systems .....	1-3

5. Students who decide to pursue a second major/concentration/track must complete a minimum of 12 hours of new credits for each additional major/concentration/track.

**Curriculum Guide: Bachelor of Science  
In Management Information Systems**

The following is a sample sequence of upper-level courses for students accepted into the professional management information systems program. Because of the timing of courses, prerequisites, etc., curriculum planning is essential. Any student interested in MIS should see the director of academic services to be assigned an advisor.

<b>JUNIOR YEAR</b>		<b>Credits</b>
BUAD 320 Management and Organizational Behavior .....		3
BUAD 330 Principles of Marketing Management .....		3
ISMN 301 Business Applications Development .....		3
ISMN 385 Telecommunication Systems Management .....		3
Elective .....		3
		15

BUAD 311 Financial Management I .....	3
BUAD 326 Production and Operations Management .....	3
BUAD 420 Business and Society .....	3
ISMN 386 Database Management Systems .....	3
Elective .....	3
	15

<b>SENIOR YEAR</b>		<b>Credits</b>
ISMN 475 Information Systems Analysis and Design .....	3	
ISMN XXX Electives .....	6	
International Requirement or Elective .....	3	
Elective .....	3	
	15	

BUAD 492 Strategic Management .....	3
ISMN 476 Information Systems Development and Implementation .....	3
ISMN XXX Elective .....	3
International Requirement or Elective .....	3
	12