

Franklin P. Perdue

# Perdue School of Business

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## Majors & Minors

### Bachelor of Science

- Accounting
- Business Administration
- Finance
- Information Systems
- Management
- Marketing

### Bachelor of Arts

- Economics

### Minors

- Accounting
- Business Administration
- Economics
- Finance
- Information Systems
- Marketing Management

### Master of Business Administration



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## 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 recognized for meeting the highest standards of business education through its accreditation with AACSB International. The business school provides for student interaction with the business world and focuses on preparing graduates who can apply business knowledge to solve prob-

lems; make sound decisions using the most current technological resources available; communicate effectively verbally and in writing; demonstrate the interpersonal skills and ethical awareness to function as a successful business professional; and operate successfully in the diverse, global, team-based environments of business.

The Perdue School offers three degrees: Master of Business Administration, Bachelor of Arts in economics and Bachelor of Science. Students pursuing a Bachelor of Science can major in accounting, finance, information systems, management, marketing or business administration. Students selecting the business administration major pursue a concentration in international business or a track in economics. Each major has lower (pre-professional) and upper (professional) divisions and require successful completion of lower-division work to gain admission to the business school and eligibility to begin taking upper-division courses. The economics major requires a program of General Education courses integrated with a core in economics, business administration and mathematics.

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

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, finance, information systems, management or marketing. Students must demonstrate that they can translate and effectively use classroom learning in business, government and nonprofit organizations. ABLE provides a variety of experiential learning options. Students can satisfy the ABLE requirement with an internship or through ABLE-qualifying courses. 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 to the benefit of the broader academic and business community. The faculty actively pursue applied as well as more theoretical research that expands their knowledge of business and economic activities.

### ► Global Competencies

In today's global marketplace it is increasingly important that future managers have a good understanding of international business practices. There is no better way to gain this knowledge than to experience it first hand. The Perdue School and the University's Office of International Education offer a variety of study abroad programs from two weeks to a semester. The Perdue School urges all students to take advantage of this opportunity. Up to nine credit hours can be applied toward a Perdue School major from an approved study abroad program.

### ► Community Service - Business, Economic and Community Outreach Network (BEACON)

The Business, Economic and Community Outreach Network (BEACON) of the Franklin P. Perdue School of Business combines applied business learning experiences for SU students with research and consulting services to the Delmarva region. BEACON's focus is on delivering innovative strategic and operational solutions to clients while helping students apply what they learn in the classroom. Student teams work on projects such as market or sales-demand forecasting, marketing audits and plans, feasibility studies, economic impact assessments, international marketing readiness assessment and planning, business or economic scenario analysis modeling, and strategic planning, gaining valuable real-world experiences under the supervision of faculty and BEACON consultants. In addition, BEACON, as part of its outreach and intellectual property commercialization mandates, is heavily involved with a variety of knowledge and technology transfers from the University to the external community.

Specific BEACON initiatives include:

- **ShoreTrends**—tracking demographic, business, economic, workforce and community development trends throughout the Eastern Shore of Maryland.
- **GrayShore**—preparing the region's private and public sector organizations for the coming senior boom throughout the Shore.
- **ShoreWater**—preparing the region for the economic and public health consequences of the increasing demands on water and sewer infrastructure due to residential and commercial growth.
- **Bienvenidos â Delmarva**—providing management, marketing and organizational development know-how to private- and public-sector organizations that interact frequently with the region's rapidly growing immigrant population.

For more information, contact BEACON at 410-546-6001, e-mail [beacon@salisbury.edu](mailto:beacon@salisbury.edu) or visit <http://beacon.salisbury.edu>.

### ► Small Business Development Center

The Maryland Small Business Development Center (SBDC) is dedicated to helping individuals establish or expand a business. A variety of management and technical assistance programs are designed and provided by the SBDC to help the aspiring and existing small business owner. Business students have opportunities to gain hands-on, real-world experience by providing consulting services for small business owners under the close supervision of faculty mentors.

The SBDC is part of a national network, founded in 1979, that helps over 500,000 businesses on an annual basis. Assistance provided by the SBDC is designed to strengthen firms and contribute to the growth of the local, state and national economies.

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## 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, Finance, Information Systems, Management or Marketing

The Perdue School welcomes students from other disciplines in lower-division classes and can accommodate 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 upper-division business 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 business portion of their programs.

### ► 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. With the approval of the department chair, up to six hours of upper-division course credit will be accepted—providing the courses are completed with a C or better from another AACSB accredited institution. 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 catalog.)

### ► Repeating Courses

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

## UNDERGRADUATE PROGRAMS

**For Students Seeking a Bachelor of Arts  
In Economics, See the Economics Major**

**For Students Seeking a Bachelor of Science  
With a Major in Accounting, Business  
Administration, Finance, Information Systems,  
Management or Marketing**

### LOWER-DIVISION PRE-PROFESSIONAL PROGRAM

**For Freshmen And Sophomores Seeking a Major  
In Accounting, Business Administration, Finance,  
Information Systems, Management or Marketing**

Freshmen and sophomores complete a pre-professional program which consists of 28 hours of lower-division coursework designed to provide a broad knowledge base essential to success in the upper-division coursework.

#### ► Pre-professional Course 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
MATH 160 Introduction to Applied Calculus.....	3
or	
MATH 201 Calculus I .....	4
MATH 155 Modern Statistics with Computer Analysis .....	3
INFO 111 Business Microcomputer Use.....	1
ACCT 201 Principles of Accounting I .....	3
ACCT 202 Principles of Accounting II .....	3
ECON 211 Micro-Economic Principles .....	3
ECON 212 Macro-Economic Principles .....	3
CMAT 100 Fundamentals of Communication.....	3
or	
CMAT 205 Interpersonal Communication.....	3
or	
CMAT 260 Fundamentals of Organizational Communication.....	3
ACCT 248 Legal Environment .....	3
INFO 281 Intermediate Business Statistics: Application and Analysis.....	3

### Curriculum Guide: Pre-professional Program

FRESHMAN YEAR		
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
INFO 111	Business Microcomputer Use.....	1
MATH 155	Modern Statistics with Computer Analysis .....	3
	Group IIIA Elective .....	4
		17

SOPHOMORE YEAR		
ACCT 201	Principles of Accounting I .....	3
ACCT 248	Legal Environment .....	3
INFO 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
INFO 211	Information Concepts for Management.....	3
or		
XXXX XXX	Elective .....	3
	Group IB or IIB Elective .....	3
		15

\* some students may have to take MATH 140: College Algebra in preparation for calculus

### UPPER-DIVISION PROFESSIONAL PROGRAM

In order for students to take upper-division business courses, students must apply for and be admitted into the professional program. (Specific instructions for application to the Perdue School of Business follow.)

Juniors and seniors pursuing a major in the Perdue School of Business complete a professional program consisting of (1) an upper-division core of six courses which must be taken by all accounting, business administration, finance, information systems, management and marketing 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 that the student is pursuing. Coursework and other requirements are grouped according to accounting, business administration, finance, information systems, management and marketing.

#### ► Admission to the Upper-Division Professional Program

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

1. Submit an application by December 1 (for the next spring term) or May 1 (for the next fall term).
2. Prepare to satisfy the following requirements by the start of the next semester:
  - a. Complete 56 credit hours.
  - b. Complete a minimum of 22 hours from the lower-division, pre-professional core requirements (see previous information) with grades of C or better.
  - c. Included in the 22 hours must be:
    - i. ACCT 201
    - ii. ECON 211
    - iii. INFO 111
    - iv. MATH 160 or MATH 201
    - v. MATH 155 (C or better)
  - d. A GPA of 2.6 or higher in the pre-professional core courses.
  - e. Students may repeat pre-professional courses one time only.
3. Students pursuing a major in the business school and who are enrolled in 300-/400-level business courses without meeting the program admission standards will be deregistered from those courses. Other students (minors, etc.) must meet all course prerequisites.

## ► Retention and Graduation Requirements

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

1. Complete the pre-professional core with grades of C or better, within the next 15 credit hours of study or be disenrolled automatically from the professional program.
2. All upper division coursework must be completed with a C or better.
3. BUAD 300 must be completed with a P.
4. Complete BUAD 400 with a P.
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.

# Departments

## ACCOUNTING AND LEGAL STUDIES

**Major: Accounting**

**Minor: Accounting**

(See "Undergraduate Minors" section for details.)

### Chair

Professor Kenneth J. Smith, D.B.A.; George Washington University, CPA-MD, CMA, CIA, CFM

### Professors

Jerome J. DeRidder, Ph.D.; University of Nebraska-Lincoln  
Robert F. Dombrowski, D.B.A.; Louisiana Tech University, CPA-MD, LA  
Robert Michael Garner, Ph.D.; University of Arkansas, CPA-IN  
P. Douglas Marshall, Ph.D.; University of Maryland College Park, CPA-MD

### Associate Professor

E. Patrick McDermott, Ph.D.; George Washington University

### Assistant Professors

Susan C. Cabral, J.D.; Widener University  
Patricia L. Derrick, Ph.D.; George Washington University  
George F. Summers, Ph.D.; University of Houston

### Lecturer

Suzanne M. Adkins, M.B.A.; Salisbury University, CPA-MD

The Department of Accounting and Legal Studies offers programs leading to a Bachelor of Science with a major in accounting, an accounting track in the Master of Business Administration (M.B.A.) program and a minor in accounting.

## ECONOMICS AND FINANCE

**Major: Economics, Finance**

**Minor: Economics**

(See "Undergraduate Minors" section for details.)

### Chair

Professor Herman Manakyan, Ph.D.; University of Alabama

### Professor

Tylor Claggett, Ph.D.; University of Houston  
Khashayar "Kashi" Khazeh, Ph.D.; University of Tennessee

### Associate Professors

Jill L. Caviglia-Harris, Ph.D.; University of Tennessee  
Danny M. Ervin, Ph.D.; University of Kentucky  
Shekar Shetty, Ph.D.; University of North Texas  
Ying Wu, Ph.D.; University of Oregon

### Assistant Professors

Dustin L. Chambers, Ph.D.; University of California-Riverside  
Brian Hill, Ph.D.; University of Tennessee, Knoxville  
Petia Stoytcheva, Ph.D.; Louisiana State University  
Hong Yao, Ph.D.; University of Oregon-Eugene

### Lecturer

Silvana Chambers, M.A.; University of California-Los Angeles

The Department of Economics and Finance offers programs leading to a Bachelor of Arts with a major in economics, an Economics Track in the business administration major and a Bachelor of Science with a major in finance, as well as three specialization tracks within the finance major. The department also offers minors in both economics and finance.

## INFORMATION AND DECISION SCIENCES

**Major: Information Systems**  
**Minor: Information Systems**  
 (See "Undergraduate Minors" section for details.)

### Chair

Professor Catherine M. Beise, Ph.D.; Georgia State University

### Professor

Professor Jeffrey E. Kottemann, Ph.D.; University of Arizona

### Associate Professors

Karen E. Papke-Shields, Ph.D.; University of South Carolina

Kathleen E. Wright, Ph.D.; George Washington University

### Assistant Professors

Eugene D. Hahn, Ph.D.; George Washington University

Jing Quan, Ph.D.; University of Florida

Fatollah Salimian, M.A.; Kent State University

### Lecturer

William P. Burke Jr., M.Ed.; Wilmington College

Sumathy Chandrashekar, M.B.A.; Salisbury University

### Instructor

Hoon S. Cha, M.S.; University of Arizona

The Department of Information and Decision Sciences offers a program leading to Bachelor of Science with a major in information systems and a minor in information systems.

## MANAGEMENT AND MARKETING

**Major: Business Administration, Management, Marketing**  
**Minor: Business Administration, Marketing Management**  
 (See "Undergraduate Minors" section for details.)

### Chair

Professor Frank M. Shipper, Ph.D.; University of Utah

### Professors

Pamela L. Alreck, D.B.A.; United States International University

Wayne H. Decker, Ph.D.; University of Pittsburgh

Debbie S. Easterling, Ph.D.; Louisiana State University

Richard C. Hoffman IV, Ph.D.; Indiana University

William M. Moore, Ph.D.; The Ohio State University

Robert B. Settle, Ph.D.; University of California Los Angeles

### Associate Professors

Stephen B. Adams, Ph.D.; Johns Hopkins University

Gerard R. DiBartolo, D.B.A.; George Washington University

Memo Diriker, D.B.A.; Memphis State University

E. Patrick McDermott, Ph.D.; George Washington University

### Assistant Professors

Thomas J. Calo, Ed.D.; George Washington University

Kirsten K. Passyn, Ph.D.; Pennsylvania State University

Oliver P. Roche, M.B.A.; University of North Texas; LLM, Georgetown University

Marc D. Street, Ph.D.; Florida State University

Vera L. Street, Ph.D.; Florida State University

### Visiting Assistant Professors

James D. Oldson, Ph.D.; George Washington University

### Senior Lecturer

Paula Morris, M.B.A.; George Washington University

### Instructor

Howard F. Dover, M.S.; University of Texas at Dallas

The Department of Management and Marketing offers programs leading to a Bachelor of Science with majors in management and marketing and a minor in marketing management. The department coordinates the international business concentration and the business administration minor in conjunction with the other Perdue School departments.

## Undergraduate Majors

## ACCOUNTING

Department of Accounting and Legal Studies

**Dr. Kenneth Smith, Chair**

**410-548-5563**

Students completing the accounting major will be prepared to enter the public accounting profession or pursue accounting careers in government or corporate settings. By fulfilling the major requirements and earning the required 150 credit hours, students will be eligible to sit for the Uniform CPA examination in Maryland.

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

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

1. Complete the pre-professional core requirements and be accepted into the upper-division professional program.

2. Complete the following professional core:

	<b>Credits</b>
FINA 311 Financial Management .....	3
INFO 326 Operations Management .....	3
MGMT 320 Management and Organizational Behavior .....	3
(must take BUAD 300 as a corequisite)	
BUAD 300 Personal and Professional Development .....	0
MGMT 420 Business and Society .....	3
MGMT 492 Strategic Management (C or better).....	3
(must take BUAD 400 as a corequisite)	
BUAD 400 Business Student Professional Portfolio .....	0
MKTG 330 Principles of Marketing Management.....	3

3. Satisfy the following special requirements:

### ► 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.

**► International Requirement**

One or more of the following courses:

	Credits
ACCT 430 International Accounting .....	3
ACCT 435 Accounting in its Global Setting .....	3
BUAD 386 Business in its Global Setting.....	3
MGMT 422 Management of the Multinational Business .....	3
MKTG 423 International Marketing .....	3
FINA 447 International Financial Management .....	3
ECON 441 International Economics .....	3
INFO 465 Global Information Systems Management .....	3

**► 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 AACSB International—The Association to Advance Collegiate Schools of Business member schools):

	Credits
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 348 Business Law .....	3
ACCT 403 Advanced Accounting I.....	3
ACCT 407 Auditing I* .....	3
ACCT 420 Accounting Information Systems .....	3
ACCT 430 International Accounting .....	3
or	
ACCT 435 Accounting in its Global Setting .....	3

plus one of the following courses:

	Credits
ACCT 338 Special Topics.....	3
ACCT 342 Federal Income Tax Accounting: Partnership and Corporation .....	3
ACCT 401 Integrated Accounting Systems .....	3
ACCT 415 Governmental and Not-for-Profit Accounting .....	3

\*To accommodate accounting majors interested in pursuing the accounting track in the M.B.A. program, the undergraduate ACCT 407 requirement may be waived by the department chair for those students who successfully complete the graduate auditing course (ACCT 608) in the last semester of their senior year. Students must satisfy the 120 hour graduation requirement. No course will count for both undergraduate and graduate credit. To qualify, see "Graduate Credit During Senior Year" in the Graduate Student Information section of this catalog.

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.

**BUSINESS ADMINISTRATION**

Department of Management and Marketing

Dr. Frank Shipper, Chair  
410-543-6333

The business administration major provides a broad foundation in the business environment and the operation of organizations while permitting in-depth preparation in one of two functional areas: 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 track requirements. Pre-professional business administration majors acquire a common body of knowledge essential to successful completion of the professional program coursework.

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

1. Complete the pre-professional core requirements and be accepted into the upper-division professional program.

2. Complete the following professional core:

	Credits
FINA 311 Financial Management .....	3
INFO 326 Operations Management .....	3
MGMT 320 Management and Organizational Behavior .....	3
(must take BUAD 300 as a corequisite)	
BUAD 300 Personal and Professional Development.....	0
MGMT 420 Business and Society .....	3
MGMT 492 Strategic Management (C or better).....	3
(must take BUAD 400 as a corequisite)	
BUAD 400 Business Student Professional Portfolio .....	0
MKTG 330 Principles of Marketing Management .....	3

3. Satisfy the following special requirements:

**► International Requirement**

One or more of the following courses:

	Credits
ACCT 430 International Accounting .....	3
ACCT 435 Accounting in its Global Setting .....	3
BUAD 386 Business in its Global Setting.....	3
BUAD 396 Business Studies Abroad .....	3
MGMT 422 Management of the Multinational Business .....	3
MKTG 423 International Marketing .....	3
FINA 447 International Financial Management .....	3
ECON 441 International Economics .....	3
INFO 465 Global Information Systems Management .....	3

**► Information Systems Requirement**

	Credits
INFO 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 one of the following courses:

	<b>Credits</b>
BUAD 490 Business Internship .....	3
FINA 490 Finance Internship .....	3
MGMT 490 Management Internship .....	3
MKTG 490 Marketing 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 course:

	<b>Credits</b>
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 concentration or tracks in business administration. Specialization courses should be taken at Salisbury University. With the approval of the appropriate department chair, up to six hours may be transferred from an AACSB accredited school.
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.

## International Business Concentration

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

All courses comprising the international business concentration, including the additional major requirements of language, geography, political science and ABLE must be completed with a minimum grade of C. The following are required for the international concentration:

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

Choose two electives from Perdue School 300-400 level courses as approved by the international business concentration advisor or from the approved list below:

	<b>Credits</b>
MKTG 333 Sales Management .....	3
BUAD 386 Business in its Global Setting .....	3
BUAD 396 Business Studies Abroad .....	3
MGMT 425 Applied Organizational Science .....	3
FINA 440 Corporate Finance .....	3
FINA 441 Investments I .....	3
FINA 445 Financial Institutions and Markets .....	3
MKTG 430 Marketing Management Strategy .....	3
MKTG 438 Marketing Research .....	3
MGMT 450 Human Resource Management .....	3
INFO 395 Advanced Management Support Systems .....	3
INFO 455 Advanced Microcomputer Applications .....	3
INFO 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.

Select one course from the following list or select an approved cultural course offered by the Department of Modern Languages or study abroad experience approved by your international business concentration advisor:

	<b>Credits</b>
GEOG 101 World Geography: Europe and Asia .....	3
GEOG 102 World Geography: Africa and the Americas .....	3
GEOG 202 Cultural Geography .....	3
GEOG 301 World Regions .....	3
GEOG 310 Regional Geography of Europe .....	3

Geography requirements may be waived with an approved one-semester study abroad program.

Select one course from the following or other relevant political science or history course approved by your international business concentration advisor:

	<b>Credits</b>
POSC 210 Introduction to International Relations .....	4
POSC 310 Comparative European Government .....	4
POSC 311 Comparative Government of Developing Nations .....	4
POSC 411 International Law .....	4

## 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>
BUAD 396 Business Studies Abroad .....	3
ECON 300 Economic History of the United States .....	3
ECON 331 Money and Banking .....	3
or	
FINA 445 Financial Institutions and Markets .....	3
ECON 336 Public Sector Economics .....	3
ECON 338 Special Topics in Economics .....	3
ECON 370 Industrial Organization .....	3
ECON 381 Labor Economics .....	3
ECON 402 Comparative Economic Systems .....	3
ECON 403 Monetary Policy and the U.S. Economy .....	3
ECON 410 The Economics of Health Care .....	3
ECON 411 Economic Development .....	3
ECON 415 Environmental Economics .....	3
ECON 430 Econometrics .....	3
ECON 460 Applied Economics Workshop .....	3
ECON 492 Senior Seminar in Contemporary Economic Problems .....	3
ECON 494 Directed Study in Economics .....	1-3

## Individualized Track

Under special circumstances, business administration majors can construct tracks that are specialized to specific career objectives. 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:

	Credits
ACCT 302 Cost Accounting I .....	3
FINA 440 Corporate Finance .....	3
MGMT 438 Marketing Research .....	3

## ECONOMICS

### Department of Economics and Finance

**Dr. Herman Manakyan, Chair**  
410-677-5024

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.

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

1. Complete the following economics core:

	Credits
INFO 281 Intermediate Business Statistics .....	3
MATH 155 Modern Statistics with Computer Analysis .....	3
MATH 201 Calculus.....	3-4
or	
MATH 160 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
ECON 430 Econometrics .....	3
ECON 441 International Economics .....	3

2. Choose four courses from the following list:

	Credits
ECON 300 Economic History of the United States.....	3
ECON 331 Money and Banking .....	3
or	
FINA 445 Financial Institutions and Markets .....	3
ECON 336 Public Sector Economics .....	3
ECON 338 Special Topics in Economics .....	3
ECON 370 Industrial Organization .....	3
ECON 381 Labor Economics .....	3
ECON 402 Comparative Economic Systems .....	3
ECON 403 Monetary Policy and the U.S. Economy.....	3
ECON 410 The Economics of Health Care .....	3
ECON 411 Economic Development .....	3
ECON 415 Environmental and Natural Resource Economics .....	3
ECON 460 Applied Economics Workshop .....	3

ECON 492 Senior Seminar in Contemporary Economic Problems .....	3
ECON 494 Directed Study in Economics .....	3

Students planning graduate work in economics are advised to complete a minor in mathematics. The minor in mathematics consists of at least 18 semester hours of mathematics, of which 15 are not counted for General Education, 12 are numbered 201 or higher, and at least three are at the 300/400 level. Each course in the minor must be completed with a grade of C or better, and at least nine credits must be earned at SU. The recommended math courses are as follows:

	Credits
MATH 201 Calculus I .....	4
MATH 202 Calculus II.....	4
MATH 310 Calculus III .....	4

Two additional math courses at the 300 level or higher (MATH 413 or 414) are recommended for students entering Ph.D. programs.

## FINANCE

### Department of Economics and Finance

**Dr. Herman Manakyan, Chair**  
410-677-5024

Finance is broadly defined as the art and science of making decisions involving money in a variety of contexts. People study finance to learn how to allocate their scarce resources over time under conditions of uncertainty utilizing the financial system (i.e., financial markets and institutions) as well as economic organizations (i.e., corporations and governments) with the goal of wealth maximization. Not only is finance exciting and challenging, it continues to evolve at a dizzying pace. The finance major provides the student with a broad background covering the areas of corporate finance, international finance, investments and financial markets/institutions. Students in the finance major prepare for careers in corporate treasury functions and in a variety of financial services firms including commercial banks, securities firms, investment banks, money management firms, insurance companies, real estate companies, financial planners, etc., as well as graduate programs in business. Finance majors are employed by organizations of various size and focus including regional, national and multinational enterprises as well as nonprofit and government agencies.

In addition to the major in finance, for students who desire to focus in a specialization area in finance, the department offers three alternative specialization tracks: Financial Planning, Investments and Corporate Finance.

## Finance Major

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

1. Complete the pre-professional core requirements and be admitted to the upper-division professional program.

2. Complete the following professional core:

	Credits
FINA 311 Financial Management .....	3
INFO 326 Operations Management .....	3
MGMT 320 Management and Organizational Behavior .....	3
(must take BUAD 300 as a corequisite)	
BUAD 300 Personal and Professional Development.....	0
MGMT 420 Business and Society .....	3
MGMT 492 Strategic Management (C or better).....	3
(must take BUAD 400 as a corequisite)	
BUAD 400 Business Student Professional Portfolio .....	0
MKTG 330 Principles of Marketing Management .....	3

3. Satisfy the following special requirements.

► **Information Systems Requirement**

	<b>Credits</b>
INFO 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 an internship.

Internships are normally completed off campus at a variety of business, 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 courses:

	<b>Credits</b>
FINA 490 Finance Internship .....	3
or	
BUAD 490 Business Internship .....	3

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

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

	<b>Credits</b>
FINA 449 Practicum in Portfolio Management .....	3

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

4. 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.

5. Fulfill the following major requirements, **if no track is selected**. Students selecting a specialization track should complete the requirements listed under Financial Planning Track or Investments Track or Corporate Finance Track. With the approval of the chair of the Department of Economics and Finance, up to six credit hours of comparable courses may be transferred from an AACSB accredited school.

	<b>Credits</b>
FINA 440 Corporate Finance .....	3
FINA 441 Investments I .....	3
FINA 445 Financial Institutions and Markets .....	3
or	
ECON 331 Money and Banking .....	3
FINA 447 International Financial Management .....	3

Plus two electives from:

FINA 312 Risk Management and Insurance.....	3
FINA 442 Investments II .....	3
FINA 443 Essentials of Real Estate .....	3
FINA 449 Practicum in Portfolio Management .....	3

One additional business elective from:

ACCT 302 Cost Accounting I .....	3
ACCT 304 Intermediate Accounting I.....	3
ACCT 341 Federal Income Tax Accounting: Personal.....	3
BUAD 386 Business in its Global Setting.....	3
BUAD 396 Business Studies Abroad .....	3
ECON 305 Intermediate Macro-Theory .....	3
ECON 306 Intermediate Micro-Theory .....	3
ECON 370 Industrial Organization .....	3
ECON 410 The Economics of Health Care .....	3
ECON 430 Econometrics .....	3
ECON 441 International Economics .....	3
FINA 312 Risk Management and Insurance.....	3
FINA 442 Investments II .....	3
FINA 443 Essentials of Real Estate .....	3
FINA 449 Practicum in Portfolio Management .....	3

INFO 301 Business Applications Development .....	3
INFO 455 Advanced Microcomputer Applications in Business.....	3
MKTG 333 Sales Management.....	3
MGMT 428 Entrepreneurship .....	3

**Financial Planning Track**

Financial planning involves evaluating financial goals and developing comprehensive financial plans for individuals in a highly complex and regulated environment. With changes in the demographic characteristics of the U.S. population, and shifts in employment and retirement preparation trends, more and more people find themselves in a position of needing to apply sophisticated financial planning techniques to their personal economic affairs, such as college savings plans, retirement plans, estate planning, insurance needs assessment.

The Financial Planning Track is registered with Certified Financial Planner Board of Standards, Inc. (CFP Board) in Denver, CO. In September 2002, it became the first undergraduate degree program in financial planning to attain this distinction in the State of Maryland. This registration confers a special advantage on Perdue School graduates, allowing them to sit for the CFP® Certification Examination upon completion of our program.

Salisbury University does not certify individuals to use the CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with flame logo)® certification marks. CFP certification is granted solely by Certified Financial Planner Board of Standards, Inc. to those individuals who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met ethics, experience and examination requirements.

Certified Financial Planner Board of Standards, Inc. owns the marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with flame logo)® certification marks, which it awards to individuals who successfully complete initial and ongoing certification requirements.

In addition to completing major requirements 1-3, students in the Financial Planning Track must meet the following major requirements. With approval of the chair of the Department of Economics and Finance, up to six credit hours of comparable courses may be transferred from an AACSB accredited school.

	<b>Credits</b>
FINA 312 Risk Management and Insurance.....	3
FINA 441 Investments I .....	3
FINA 446 Retirement Planning .....	3
FINA 447 International Financial Management .....	3
FINA 448 Estate Planning .....	3
ACCT 341 Federal Income Tax Accounting: Personal.....	3

Plus one elective from:

	<b>Credits</b>
BUAD 386 Business in its Global Setting.....	3
BUAD 396 Business Studies Abroad .....	3
FINA 443 Essentials of Real Estate .....	3
FINA 445 Financial Institutions and Markets .....	3
ECON 331 Money and Banking .....	3
FINA 449 Practicum in Portfolio Management .....	3
MKTG 333 Sales Management.....	3

**Investments Track**

The Investments Track focuses on an understanding of various investment options and asset allocation decisions, evaluation of various securities, assessment of appropriate risk-return tradeoffs, and construction and management of efficient portfolios.

In addition to completing major requirements 1-3, students in the Investments Track must fulfill the following major

requirements. With the approval of the chair of the Department of Economics and Finance, up to six credit hours of comparable courses may be transferred from an AACSB accredited schools.

		Credits
FINA 440	Corporate Finance .....	3
FINA 441	Investments I .....	3
FINA 442	Investments II .....	3
FINA 445	Financial Institutions and Markets .....	3
or		
ECON 331	Money and Banking .....	3
FINA 447	International Financial Management .....	3
FINA 449	Practicum in Portfolio Management .....	3

Plus one elective from:

		Credits
BUAD 386	Business in its Global Setting.....	3
BUAD 396	Business Studies Abroad .....	3
FINA 443	Essentials of Real Estate .....	3
FINA 446	Retirement Planning .....	3
FINA 448	Estate Planning .....	3
MKTG 333	Sales Management.....	3

### Corporate Finance Track

The Corporate Finance Track focuses on decision making about the financial management of a firm on topics such as forecasting, budgeting, plant expansions, choice of securities to use to finance future acquisitions, evaluating merger/acquisition opportunities, etc. Students in this track normally follow a career path in the finance/treasury function of large corporations, government agencies, non-profit organizations, etc. Simultaneous completion of an accounting minor is highly recommended.

In addition to completing major requirements 1-3, students in the Corporate Finance Track must fulfill the following major requirements. With the approval of the chair of the Department of Economics and Finance, up to six credit hours of comparable courses may be transferred from an AACSB accredited school.

		Credits
FINA 440	Corporate Finance .....	3
FINA 441	Investments I .....	3
FINA 442	Investments II .....	3
FINA 447	International Financial Management .....	3
ACCT 302	Cost Accounting I .....	3
ACCT 304	Intermediate Accounting I.....	3

Plus one elective from:

		Credits
BUAD 386	Business in its Global Setting.....	3
BUAD 396	Business Studies Abroad .....	3
ACCT 305*	Intermediate Accounting II .....	3
ACCT 420*	Accounting Information Systems .....	3
ACCT 430*	International Accounting.....	3
ACCT 435*	Accounting in its Global Setting .....	3
FINA 445	Financial Institutions and Markets .....	3
ECON 331	Money and Banking .....	3

\* Selecting one of these electives results in an accounting minor.

## INFORMATION SYSTEMS

Department of Information and Decision Sciences

**Dr. Catherine M. Beise, Chair**  
410-548-4034

The information systems major addresses information analysis, business system design and information systems management. The program curriculum emphasizes business and organizational studies as well as information systems technology. Students are prepared to enter careers in areas relating to developing, maintaining and using information in a variety of organizational settings.

Students become familiar with modern computer technology and how appropriate hardware and software are integrated into analyzing business problems. Students learn how to apply computers, software and systems techniques to solve information systems problems within organizations and provide managers with the information needed for operational and strategic decisions. The major balances theory and application to prepare students for careers in private-sector or public-sector positions such as computer systems analysts, information resource managers, database and network administrators.

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

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

1. Complete the pre-professional core requirements and be admitted into the upper-division professional program.

2. Complete INFO 211 with grade of C or better.

3. Complete the following professional core:

		Credits
FINA 311	Financial Management .....	3
INFO 326	Operations Management .....	3
MGMT 320	Management and Organizational Behavior .....	3
(must take BUAD 300 as a corequisite)		
BUAD 300	Personal and Professional Development .....	0
MGMT 420	Business and Society.....	3
MGMT 492	Strategic Management (C or better).....	3
(must take BUAD 400 as a corequisite)		
BUAD 400	Business Student Professional Portfolio .....	0
MKTG 330	Principles of Marketing Management.....	3

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 an AACSB-accredited school):

		Credits
INFO 301	Business Applications Development .....	3
INFO 385	Data Communications and Networking .....	3
INFO 386	Database Management Systems .....	3
INFO 475	IS Analysis and Design .....	3
INFO 476	IS Development and Implementation .....	3
or		
INFO 490	Information Systems Internship .....	3

plus three of the following electives:

		Credits
BUAD 386	Business in its Global Setting.....	3
BUAD 396	Business Studies Abroad .....	3

COSC 320	Advanced Data Structures and Algorithm Analysis	3
INFO 315	Project Management	3
INFO 338	Special Topics	3
INFO 350	Web Analysis and Design	3
INFO 395	Advanced Management Support Systems	3
INFO 450	Computer Hardware and OS Technologies	3
INFO 455	Advanced Microcomputer Applications In Business	3
INFO 465	Global Information Systems Management	3
INFO 470	Enterprise Systems	3
INFO 480	Seminar in Information Systems	3
INFO 485	Advanced Seminar on Networking	3
INFO 494	Directed Study in Management Information Systems	1-3

5. 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 396	Business Studies Abroad	3
MGMT 422	Management of the Multinational Business	3
MKTG 423	International Marketing	3
FINA 447	International Financial Management	3
ECON 441	International Economics	3
INFO 465	Global Information Systems 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>	
INFO 490	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>	
INFO 476	Information Systems Development and Implementation	3

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

6. 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.

**MANAGEMENT**

**Department of Management and Marketing**

**Dr. Frank Shipper, Chair**  
**410-543-6333**

The management major prepares students with a blend of theory and applied skills for entry-level management or administrative positions. Through the selection of electives in the major, students can focus on small business management and entrepreneurship or human resource management. Students majoring in management complete a management internship to gain experience in the actual practice of management.

Management courses include such topics as the management of human resources, finances, raw materials and information. Management students learn to set goals, formulate strategies, motivate people and monitor performance.

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

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

1. Complete the pre-professional core requirements and be admitted into the upper-division professional program.

2. Complete the following professional core:

	<b>Credits</b>	
FINA 311	Financial Management	3
INFO 326	Operations Management	3
MGMT 320	Management and Organizational Behavior (must take BUAD 300 as a corequisite)	3
BUAD 300	Personal and Professional Development	0
MGMT 420	Business and Society	3
MGMT 492	Strategic Management (C or better) (must take BUAD 400 as a corequisite)	3
BUAD 400	Business Student Professional Portfolio	0
MKTG 330	Principles of Marketing Management	3

3. Satisfy the following special requirements:

**► Information Systems Requirement**

	<b>Credits</b>	
INFO 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 an internship. Internships are normally completed off campus at a variety of business, 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>	
MGMT 490	Management Internship	3
or		
BUAD 490	Business Internship	3

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

4. Complete the following major requirements:

► **Required Specialization Courses**

	Credits
MGMT 422 Management of the Multinational Business .....	3
MGMT 425 Applied Organizational Science .....	3
MGMT 428 Entrepreneurship .....	3
or	
MGMT 450 Human Resource Management .....	3
(Students taking both MGMT 428 and MGMT 450 may count the second as an elective specialization course. See the following.)	

► **Elective Specialization Courses**

Choose three from the following:

	Credits
ACCT 302 Cost Accounting .....	3
BUAD 345 Purchasing and Materials Management.....	3
INFO 395 Advanced Management Support Systems.....	3
BUAD 386 Business in its Global Setting (Winter-travel).....	3
BUAD 396 Business Studies Abroad .....	3
MGMT 338 Special Topics in Management.....	3
MGMT 429 Small Business Consulting .....	3
MGMT 451 Staffing Organizations .....	3
MGMT 452 Employee-Management Relations .....	3
(Students taking both MGMT 428 and MGMT 450 may count the second as an elective specialization course.)	

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.

## MARKETING

Department of Management and Marketing

Dr. Frank Shipper, Chair  
410-543-6333

The marketing major prepares students for entry into a variety of marketing and business careers. Marketing provides products—goods, services and ideas—to satisfy customer needs. Through the marketing process, organizations determine what products they will offer, communicate information about their products, establish prices for their products, and make their products available when and where customers want them.

Marketing courses help prepare students to work in areas such as advertising, sales, market research, product planning, purchasing, transportation and public relations. Marketing skills are applicable in virtually all types of organizations.

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

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

1. Complete the pre-professional core requirements and be admitted into the upper-division professional program.
2. Complete the following professional core:

	Credits
FINA 311 Financial Management .....	3
INFO 326 Operations Management .....	3
MGMT 320 Management and Organizational Behavior .....	3
(must take BUAD 300 as a corequisite)	
BUAD 300 Personal and Professional Development.....	0

MGMT 420 Business and Society .....	3
MGMT 492 Strategic Management (C or better).....	3
(must take BUAD 400 as a corequisite)	
BUAD 400 Business Student Professional Portfolio .....	0
MKTG 330 Principles of Marketing Management.....	3

3. Satisfy the following special requirements:

► **Information Systems Requirement**

	Credits
INFO 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 an internship. Internships are normally completed off campus at a variety of business, 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:

	Credits
MKTG 490 Marketing Internship .....	3
or	
BUAD 490 Business Internship .....	3
and must involve the students working with an organization in a planned, progressive-development program for a minimum of 120 hours over a 10-week period.	

4. Complete the following major requirements:

► **Required Specialization Courses**

	Credits
MKTG 423 International Marketing .....	3
MKTG 430 Marketing Management Strategy .....	3
MKTG 438 Marketing Research .....	3

► **Elective Specialization Courses**

Choose three from the following:

	Credits
BUAD 345 Purchasing and Materials Management.....	3
BUAD 386 Business in its Global Setting (Winter-travel).....	3
BUAD 396 Business Studies Abroad .....	3
MKTG 331 Promotion Management .....	3
MKTG 332 Consumer Behavior .....	3
MKTG 333 Sales Management .....	3
MKTG 334 Principles of Retailing.....	3
MKTG 338 Special Topics in Marketing .....	3
MKTG 401 Business Marketing .....	3
MKTG 439 Senior Marketing Seminar .....	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.

# Graduate Program

**Graduate Program Director: Janine Vienna**  
**Phone: 410-548-3983**

## MASTER OF BUSINESS ADMINISTRATION

The Franklin P. Perdue School of Business is the only graduate business school in the region accredited by the AACSB-International. The Perdue School has developed a highly effective business education system committed to an emphasis on the entrepreneurial spirit, integration of theoretical and applied study, and community-based experience.

The Perdue School M.B.A. is valued for its rigor, flexibility and innovative curriculum. The degree is typically completed on a part-time basis; an accelerated one-year, full-time program is an option for students who have completed the foundation course requirements. The M.B.A. program offers learners opportunities to enrich the student's knowledge and application of functional business studies while incorporating essential themes into the program such as globalization, social responsibility, and environmental and technological influences on business.

The goal of the Perdue School of Business M.B.A. program is to prepare aspiring and practicing managers with the skills to succeed as business executives and leaders. The curriculum encourages students to think clearly, show sound judgment, communicate orally and in writing, and develop interpersonal and decision-making skills.

Students earning an M.B.A. are able to:

1. Integrate knowledge and skills of the functional areas of business (e.g. accounting, economics, finance, management and marketing) to implement business decisions.
2. Identify and analyze problems and apply critical thinking skills to the solution of a problem.
3. Assess the long-term social, legal and ethical implications of management initiatives.
4. Interpret the role of internationalization on business strategy.
5. Apply technology for the purposes of decision-making and increasing efficiency and competitiveness in an organization.
6. Develop leadership and teamwork skills critical to the improvement of organizational performance.

### ► Admission

Admission to the Master of Business Administration (M.B.A.) at SU requires an application to graduate studies; the application fee; official transcripts from all colleges and universities attended; if applying for in-state tuition, a Residency/Domicile Information Form; and the following additional application documents and requirements specified by the Business School:

- A. Two letters of recommendation from individuals qualified to judge the applicants ability to do graduate work in business;
- B. Resume;

- C. Essay: reason that pursuing a master's degree will meet the student's personal, professional and academic goals and how the student feels he/she will contribute to the graduate program (maximum of two pages double-spaced); and
- D. Graduate Management Admissions Test (GMAT) score.

The minimum standard for admission is the attainment of a total score of at least 1,000 points based on the following formula:  $200 \times [\text{overall GPA (on a 4.0 scale)}] + \text{GMAT score}$ ; or at least 1,050 points based on the following formula:  $200 \times [\text{upper-division GPA}] + \text{GMAT score}$ .

### ► Provisional Admission I

Applicants with a minimum 3.25 overall GPA or at least a 3.50 upper-division GPA may enroll prior to taking the GMAT for a maximum of six credit hours for a maximum of one term, provided space is available. No student may register for a second term unless the GMAT score has been received by the program director.

Additional points may be added to the GMAT formula totals above for work experience at the rate of 10 points per year for qualified employment up to a maximum of 50 points total. Qualified work experience is defined as middle-management level or higher. Any applicants with questionable work experience will have their credentials reviewed by the M.B.A. committee. Attainment of point totals above does not guarantee admission.

All application requirements are due by March 1 for summer or fall admission and by September 1 for spring admission.

### ► Provisional Admission II

Provisional admission may also be granted to applicants who have not yet completed the required foundation undergraduate courses listed below or their equivalents but who meet one of the required totals shown in section D above and all other application requirements. Students in this category should apply for admission as soon as possible so that a specific, individualized plan for satisfying foundation requirements may be developed in consultation with the director of business graduate programs of the Franklin P. Perdue School of Business. Provisionally admitted students may, with the approval of the director, take a maximum of six semester hours of M.B.A. courses (600-level), for a maximum of one semester, and must maintain a cumulative grade point average of 3.0 in undergraduate M.B.A. foundation courses with no grade less than C.

### ► Basic Skills Expected of Incoming M.B.A. Students

In addition to meeting the standards for admission listed above, M.B.A. students should bring to their graduate business studies the following skills to ensure success in the program:

1. Quantitative skills: A knowledge of algebra and basic calculus.
2. Verbal skills: The ability to collect relevant information, organize thoughts and communicate them clearly.
3. Computer skills: Competence in word processing and spread sheets. These skills may be obtained or enhanced by study and preparation before admission, or early in the program of study by utilizing the many programs, courses and training sessions offered at the University.

4. Information systems literacy: A student should be able to describe information technologies and discuss information systems applications with their peers.

These skills will be evaluated and assessed by the M.B.A. program director and appropriate department chair. Recommendations for review courses will be made based on a review of undergraduate coursework, professional experience and the analytical writing assessment score from the GMAT exam.

## Program Requirements

The Perdue School offers two M.B.A. options consisting of 54 to 66 credits, depending on the track chosen within the program of either the General M.B.A. Track or the Accounting Track. The course requirements for the program are divided among the following categories

### ► Foundation Courses (24 to 33 credits)\*

#### GENERAL M.B.A. TRACK

	Credits
ACCT 201 Principles of Accounting I .....	3
ECON 211 Microeconomics .....	3
or	
ECON 150 Principles of Economics .....	3
MATH 155 Modern Statistics with Computer Analysis .....	3
INFO 281 Intermediate Business Statistics .....	3
or	
MATH 201 Calculus I .....	3
FINA 311 Financial Management .....	3
MGMT 320 Management and Organizational Behavior .....	3
INFO 326 Operations Management .....	3
MKTG 330 Principles of Marketing Management .....	3

#### ACCOUNTING TRACK

In addition to the foundation course requirements listed above, students in the Accounting Track must complete the following courses:

	Credits
ACCT 302 Cost Accounting .....	3
ACCT 304 Intermediate Accounting I .....	3
ACCT 3/4XX One additional upper-level accounting course .....	3

\*Any foundation course may be waived if the student has completed an undergraduate or graduate survey course with similar coverage with a grade of C or better. A waiver exam may be taken to validate an undergraduate course that does not meet the grade requirement, or when the student has acquired the knowledge covered in a core course without having earned academic credit. Students may take a waiver exam with permission of the graduate program director.

### ► Core Courses (24 credits)

Students admitted to the M.B.A. program are required to complete the following core courses depending on their chosen track:

#### GENERAL M.B.A. TRACK

	Credits
MGMT 620 Organizational Theory .....	3
or	
MGMT 625 Organizational Behavior Seminar .....	3
ECON 630 Economic Environment of the Organization .....	3
or	
ECON 631 Managerial Economics .....	3
MGMT 635 External Environment of the Organization .....	3
ACCT 640 Managerial Accounting .....	3
FINA 650 Corporate Financial Management .....	3
MKTG 660 Marketing Strategy .....	3
INFO 670 Management Science Models .....	3
BUAD/FINA/MGMT/	
MKTG 685 International Business Seminar .....	3
or	
BUAD 686 Global Business .....	3
or	
BUAD 696 Graduate Business Study Abroad .....	3

#### ACCOUNTING TRACK

	Credits
ACCT 630 International Accounting .....	3
or	
ACCT 635 Global Accounting (travel course) .....	3
ACCT 650 Advanced Managerial Accounting .....	3
MGMT 620 Organizational Theory .....	3
or	
MGMT 625 Organizational Behavior Seminar .....	3
MGMT 635 External Environment of the Organization .....	3
FINA 650 Corporate Financial Management .....	3
MKTG 660 Marketing Strategy .....	3
INFO 670 Management Science Models .....	3
MGMT 680 Corporate Strategic Planning and Policy .....	3
ECON 630 Economic Environment of the Organization .....	3
or	
ECON 631 Managerial Economics .....	3

### ► Capstone Course (3 credits)

	Credits
MGMT 680 Corporate Strategic Planning and Policy .....	3

All students, whether admitted to the General M.B.A. Track or the Accounting Track, are required to complete the capstone course in the final semester of their program before graduation. Students must have completed 12 semester hours at the 600 level and either the (Advanced) Managerial Accounting or Corporate Finance class prior to enrolling in the capstone course. This course represents a culminating experience for the M.B.A. program and is designed to synthesize information from all the functional areas of business as they relate to strategy.

### ► Elective(s) (3-6 credits)

- GENERAL M.B.A. TRACK** - Students must complete three elective hours of 600-level M.B.A. courses
- ACCOUNTING TRACK** - Students must complete six elective hours of 600-level accounting courses.

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## General Information

### ► Progression Standards

While matriculating, fully admitted students must maintain a cumulative GPA of at least 3.0 in 600-level courses with no grade less than C. To be eligible to receive the M.B.A., the graduate student must complete either the general M.B.A. (30 hours - with a minimum of 21 hours completed at SU) or the accounting track (33 hours - with a minimum of 24 hours completed at SU) with a cumulative grade point average of at least 3.0 with no grade lower than C and with no more than six credit hours below B. All requirements for the M.B.A., including transfer credits, must be completed within seven years of the end of the semester in which M.B.A. coursework began. Transfer credit must be from an AACSB-International accredited program and is subject to approval by the program director.

### ► Financial Assistance

Awarded on the basis of academic achievement, a limited number of graduate assistantships are available for M.B.A. students. These are awarded only to students fully admitted into the program (i.e., not provisionally admitted). Applications are available from the director of business graduate programs in the Franklin P. Perdue School of Business or online at <http://mba.salisbury.edu>.