

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 (4+1)
- 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 university-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 problems; 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 undergraduate programs coordinator.

### ► 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 Center for 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 sponsored research and consulting services to non-profit, private and public-sector organizations throughout the Delmarva region.

Student teams, supervised by faculty and BEACON consultants, 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. As students apply what they learn in the classroom to these projects, they gain valuable real-world experiences.

BEACON, as part of its outreach and technology transfer mandates, is also involved with a variety of intellectual property commercialization projects.

Key BEACON initiatives include:

- **ShoreTrends**—tracking demographic, business, economic, workforce and community development trends throughout the Eastern Shore of Maryland.
- **GraySHORE and ShoreWISDOM**—preparing the region's private and public sector organizations for the coming senior boom throughout the Shore.
- **Bienvenidos à Delmarva**—providing management, marketing and organizational development know-how to private- and public-sector organizations that interact frequently with the region's rapidly growing non-native-born population.
- **Executive Career Mentoring Program**—bringing together senior decision-makers from BEACON client organizations and graduating M.B.A. students for one-on-one mentoring sessions.

In addition, BEACON is a proud sponsor of **ShoreENERGY**, which promotes a community-wide dialog to address the multitude of current and future regional energy needs and potential solutions.

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 or advising services coordinator 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 advising services coordinator 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 advising services coordinator. 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 the Registrar's Office 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 30 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 211 Information System Concepts .....	3
ACCT 201 Introduction to Financial Accounting.....	3
ACCT 202 Introduction to Managerial Accounting .....	3
ECON 211 Micro-Economic Principles .....	3
ECON 212 Macro-Economic Principles .....	3
CMAT 100 Fundamentals of Communication.....	4
or	
CMAT 260 Fundamentals of Organizational Communication.....	4
ACCT 248 Legal Environment .....	3
INFO 281 Intermediate Business Statistics: Application and Analysis.....	3

**Curriculum Guide: Pre-professional Program**

FRESHMAN YEAR	
ENGL 103 Composition and Research .....	4
INFO 111 Business Microcomputer Use.....	1
MATH 155 Modern Statistics with Computer Analysis .....	3
or	
MATH 160* Introduction to Applied Calculus.....	3
PHED 106 Personalized Health/Fitness.....	3
Gen. Ed. Group IVA .....	4
	15

ECON 211 Micro-Economic Principles .....	3
HIST 10X Gen. Ed. IIA (HIST 101, 102 or 103) .....	4
MATH 155 Modern Statistics with Computer Analysis .....	3
or	
MATH 160* Introduction to Applied Calculus.....	3
Gen. Ed. Group IIC .....	4
	14

**SOPHOMORE YEAR**

ACCT 201 Introduction to Financial Accounting.....	3
ACCT 248 Legal Environment .....	3
CMAT XXX 100 or 260 .....	4
ECON 212 Macro-Economic Principles .....	3
INFO 211 Information Systems Concepts .....	3
	16
ACCT 202 Introduction to Managerial Accounting .....	3
INFO 281 Intermediate Business Statistics .....	3
Gen. Ed. Group IVA .....	4
HIST XXX Gen. Ed. Group IIB.....	4
	14

\* some students may have to take MATH 135: College Algebra: A Modeling Approach 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 eight 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 24 hours from the lower-division, pre-professional core requirements (see previous information) with grades of C or better.
  - c. Included in the 24 hours must be:
    - i. ACCT 201
    - ii. ECON 211 or ECON 212
    - iii. MATH 160 or MATH 201
    - iv. MATH 155
  - d. A GPA of 2.50 or higher in the pre-professional core courses is required for admission into the Professional Program. Additional students may be admitted by descending order of GPA (in Pre-professional Program core courses) in numbers sufficient to maintain a quality student-faculty ratio.
  - 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.)
6. Upper-division courses may be repeated only once.

Appeals for exceptions to this policy must be made in writing to the Undergraduate Exceptions Committee 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

#### Assistant Professors

Patricia L. Derrick, Ph.D.; George Washington University  
Michael R. Koval, J.D.; Georgetown University Law Center  
George F. Summers, Ph.D.; University of Houston

#### Professor of Practice in Accounting

Susanne A. Holloway, M.B.A.; Salisbury University, CPA-MD

#### Lecturer

Julie E. Gittelman, M.B.A.; St. Joseph's University

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

#### Professors

Jill L. Caviglia-Harris, Ph.D.; University of Tennessee  
Tylor Claggett, Ph.D.; University of Houston  
Khashayar "Kashi" Khazeh, Ph.D.; University of Tennessee  
Ying Wu, Ph.D.; University of Oregon

#### Associate Professors

Dustin L. Chambers, Ph.D.; University of California-Riverside  
Danny M. Ervin, Ph.D.; University of Kentucky  
Hong Yao, Ph.D.; University of Oregon-Eugene

#### Assistant Professors

Aravinthan Arunachalam, Ph.D.; Florida International University  
Jamie D. Emerson, Ph.D.; Syracuse University  
Brian Hill, Ph.D.; University of Tennessee, Knoxville  
Jonathon Munemo, Ph.D.; West Virginia University

#### 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**

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

**Professors**

Catherine M. Beise, Ph.D.; Georgia State University  
 Jeffrey E. Kottemann, Ph.D.; University of Arizona  
 Karen E. Papke-Shields, Ph.D.; University of South Carolina

**Associate Professors**

Eugene D. Hahn, Ph.D.; George Washington University  
 Jing Quan, Ph.D.; University of Florida  
 Fatollah Salimian, M.A.; Kent State University

**Assistant Professor**

Hoon S. Cha, Ph.D.; University of Arizona

**Lecturer**

William P. Burke Jr., M.Ed.; Wilmington College  
 Sumathy Chandrashekar, M.B.A.; Salisbury University

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 (4+1), Marketing Management**  
 (See "Undergraduate Minors" section for details.)

**Chair**

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

**Professors**

Wayne H. Decker, Ph.D.; University of Pittsburgh  
 Debbie S. Easterling, Ph.D.; Louisiana State University  
 Richard C. Hoffman IV, Ph.D.; Indiana University  
 E. Patrick McDermott, Ph.D.; George Washington University  
 Robert B. Settle, Ph.D.; University of California Los Angeles

**Associate Professors**

Stephen B. Adams, Ph.D.; Johns Hopkins University  
 Marc D. Street, Ph.D.; Florida State University

**Assistant Professors**

Thomas J. Calo, Ed.D.; George Washington University  
 Howard F. Dover, Ph.D.; University of Texas at Dallas  
 David N. LeBaron, Ph.D.; Pennsylvania State University  
 Kirsten K. Passyn, Ph.D.; Pennsylvania State University  
 Oliver P. Roche, Ph.D.; McGill University  
 Vera L. Street, Ph.D.; Florida State University  
 Christy Weer, Ph.D.; Drexel University

**Senior Lecturer**

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

**Lecturer**

Marvin O. Brown Jr., J.D.; University of Dayton

**Adjunct Associate Professors**

Gerard R. DiBartolo, D.B.A.; George Washington University  
 Memo Diriker, D.B.A.; Memphis State University

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 and may repeat courses only once:

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 .....	1
MGMT 325 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) requirement is satisfied by ACCT 497.

► **International Requirement**

The international requirement is satisfied by:

	Credits
ACCT 430 International Accounting .....	3
or	
ACCT 435 Accounting in its Global Setting .....	3

► **Admission Test**

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

4. Complete the following courses. 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) accredited 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
ACCT 497 Auditing Internship .....	3

plus one of the following courses:

	Credits
ACCT 338 Special Topics in Accounting .....	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
ACCT 460 Contemporary Issues in Accounting .....	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.

► **Checklist**

For a major checklist visit [www.salisbury.edu/checklists](http://www.salisbury.edu/checklists).

## BUSINESS ADMINISTRATION

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 and may repeat courses only once:

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 .....	1
MGMT 325 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
ECON 441 International Economics .....	3
FINA 447 International Financial Management .....	3
INFO 465 Global Information Systems Management .....	3
MGMT 422 Management of the Multinational Business .....	3
MKTG 423 International Marketing .....	3

► **ABLE Requirement**

The applied business learning experience (ABLE) is normally completed during the second semester of the junior year or the first semester of 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:

	Credits
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 100 hours over a 10-week period.

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

	Credits
ECON 460 Applied Economics Workshop (for ECON track students only) .....	3

For additional information concerning ABLE program requirements, students should see the undergraduate programs coordinator 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.

► **Checklist**

For a major checklist visit [www.salisbury.edu/checklists](http://www.salisbury.edu/checklists).

## International Business Concentration

Dr. Memo Diriker  
410-546-6001

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.

Choose four courses from the following:

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

Choose two electives from the approved list below that could include courses from above that have not been taken:

	Credits
ACCT 302 Cost Accounting I .....	3
ACCT 304 Intermediate Accounting I .....	3
BUAD 386 Business in its Global Setting .....	3
BUAD 396 Business Studies Abroad .....	3
ECON 402 Comparative Economic Systems .....	3
ECON 411 Economic Development .....	3
FINA 440 Corporate Finance .....	3
FINA 441 Investments I .....	3
FINA 445 Financial Institutions and Markets .....	3
INFO 395 Advanced Management Support Systems .....	3
INFO 455 Advanced Microcomputer Applications .....	3
MGMT 350 Human Resource Management .....	3
MGMT 425 Applied Organizational Science .....	3
MKTG 333 Sales Management .....	3
MKTG 335 Marketing Research .....	3
MKTG 430 Marketing Management Strategy .....	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:

	Credits
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:

	Credits
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

## Individualized Track

**Jamie Holmes-Kriger**  
410-543-6097

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 advising services coordinator 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 Track

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

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.

In addition to the business administration requirements, the following courses are required for the economics track:

	Credits
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:

	Credits
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

## 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 and may repeat courses only once:

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.

### ► Checklist

For a major checklist visit [www.salisbury.edu/checklists](http://www.salisbury.edu/checklists).

## 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.

### ► Checklist

For a major checklist visit [www.salisbury.edu/checklists](http://www.salisbury.edu/checklists).

## Finance Major

Students majoring in finance must meet the following requirements with grades of C or better and may repeat courses only once:

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 .....	1
MGMT 325 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 requirement.

► **ABLE Requirement**

The applied business learning experience (ABLE) is normally completed during the second semester of the junior year or the first semester of 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:

	Credits
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 100 hours over a 10-week period.

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

	Credits
FINA 449 Practicum in Portfolio Management .....	3

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

- 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.
- 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.

	Credits
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 Financial Derivatives .....	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 Financial Derivatives .....	3
FINA 443 Essentials of Real Estate .....	3
FINA 449 Practicum in Portfolio Management .....	3
INFO 301 Business Applications Development .....	3
INFO 315 Project Management .....	3
INFO 340 Data Mining for Business Intelligence .....	3
INFO 470 Enterprise Systems .....	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.

	Credits
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:

	Credits
BUAD 386 Business in its Global Setting.....	3
BUAD 396 Business Studies Abroad .....	3
ECON 331 Money and Banking .....	3
FINA 443 Essentials of Real Estate .....	3
FINA 445 Financial Institutions and Markets .....	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 Financial Derivatives .....	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
ACCT 302 Cost Accounting I .....	3
ACCT 304 Intermediate Accounting I.....	3
FINA 440 Corporate Finance .....	3
FINA 441 Investments I .....	3
FINA 442 Financial Derivatives .....	3
FINA 447 International Financial Management .....	3

Plus one elective from:

	Credits
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
BUAD 386 Business in its Global Setting.....	3
BUAD 396 Business Studies Abroad .....	3
ECON 331 Money and Banking .....	3
FINA 445 Financial Institutions and Markets .....	3
INFO 315 Project Management .....	3
INFO 340 Data Mining for Business Intelligence .....	3
INFO 470 Enterprise Systems .....	3

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

## INFORMATION SYSTEMS

Department of Information and Decision Sciences

**Dr. Kathleen M. Wright, Chair**  
410-543-6143

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 business 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 and may repeat courses only once:

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 .....	1
MGMT 325 Business and Society .....	3
MGMT 492 Strategic Management .....	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 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
ECON 441 International Economics .....	3
FINA 447 International Financial Management .....	3
INFO 465 Global Information Systems Management .....	3
MGMT 422 Management of the Multinational Business .....	3
MKTG 423 International Marketing .....	3

► **ABLE Requirement**

The applied business learning experience (ABLE) is normally completed during the second semester of the junior year or the first semester of 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 100 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 undergraduate programs coordinator.

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):

	<b>Credits</b>
INFO 301 Business Applications Development .....	3
INFO 311 Business Systems Analysis .....	3

plus four of the following electives:

	<b>Credits</b>
ACCT 420 Accounting Information Systems .....	3
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 340 Data Mining for Business Intelligence .....	3
INFO 350 Web Analysis and Design.....	3
INFO 385 Data Communications and Networking .....	3
INFO 386 Database Management Systems .....	3
INFO 395 Advanced Management Support Systems.....	3
INFO 440 Storage Technology Fundamentals .....	3
INFO 450 Computer Hardware and OS Technologies .....	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. 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.

► **Checklist**

For a major checklist visit [www.salisbury.edu/checklists](http://www.salisbury.edu/checklists).

**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 and may repeat courses only once:

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>
BUAD 300 Personal and Professional Development .....	1
BUAD 400 Business Student Professional Portfolio .....	0
FINA 311 Financial Management .....	3
INFO 326 Operations Management .....	3
MGMT 320 Management and Organizational Behavior .....	3
(must take BUAD 300 as a corequisite)	
MGMT 325 Business and Society .....	3
MGMT 492 Strategic Management .....	3
(must take BUAD 400 as a corequisite)	
MKTG 330 Principles of Marketing Management .....	3

3. Satisfy the following special requirement:

► **ABLE Requirement**

The applied business learning experience (ABLE) is normally completed during the second semester of the junior year or the first semester of 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>
BUAD 490 Business Internship .....	3
or	
MGMT 490 Management Internship .....	3

Internship must involve the students in working with an organization in a planned, progressive development program for a minimum of 100 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 350 Human Resource Management .....	3
(Students taking both MGMT 428 and MGMT 350 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
BUAD 386 Business in its Global Setting (Winter-travel).....	3
BUAD 396 Business Studies Abroad .....	3
BUAD 410 Health Care Management and Marketing .....	3
INFO 315 Project Management .....	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
MGMT 453 Compensation .....	3
(Students taking both MGMT 428 and MGMT 350 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.

**Human Resource Management Track**

Human resource management (HRM) involves the strategic management of employees who, individually and collectively, contribute to the attainment of the strategic objectives of the organization. HRM enables the organization to achieve its strategic goals by attracting, developing, motivating and retaining its employees, and by functioning as the mediator between the organization’s management and its employees. As organizations have increasingly realized the impact that the human resources function can have on the bottom line, HR has become an essential and growing field within organizations. Accordingly, the HR profession is projected by the Department of Labor to continue to grow.

The track requires completion of all the basic requirements for a management major, as well as the required and elective courses listed here. Completion of the track prepares graduates to be competitive candidates for entry-level professional HR positions in any organization, both within the private and public sectors, immediately upon graduation. They will also be well-prepared to successfully complete HR certification exams upon completion of the required practical experience.

► **Track Requirements (5 courses)**

	Credits
MGMT 350 Human Resource Management .....	3
MGMT 451 Staffing in Organizations .....	3
MGMT 452 Employee-Management Relations .....	3
MGMT 453 Compensation .....	3
MGMT 338* Special Topics in Management: Training and Development .....	3
or	
MGMT 454* Negotiation .....	3
* Students taking both MGMT 338 and 454 may count the second toward the Human Resources Track elective.	

► **Track Elective (1 course from the following)**

	Credits
CADR 401 Dispute Systems Design .....	3
MGMT 425 Applied Organizational Science .....	3
Other approved human resource electives .....	3

► **Checklist**

For a major checklist visit [www.salisbury.edu/checklists](http://www.salisbury.edu/checklists).

**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 and may repeat courses only once:

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

	Credits
BUAD 300 Personal and Professional Development .....	1
BUAD 400 Business Student Professional Portfolio .....	0
FINA 311 Financial Management .....	3
INFO 326 Operations Management .....	3
MGMT 320 Management and Organizational Behavior .....	3
(must take BUAD 300 as a corequisite)	
MGMT 325 Business and Society .....	3
MGMT 492 Strategic Management .....	3
(must take BUAD 400 as a corequisite)	
MKTG 330 Principles of Marketing Management .....	3

3. Satisfy the following special requirement:

► **ABLE Requirement**

The applied business learning experience (ABLE) is normally completed during the second semester of the junior year or the first semester of 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

Internship must involve the students working with an

organization in a planned, progressive-development program for a minimum of 100 hours over a 10-week period.

4. Complete the following major requirements:

► **Required Specialization Courses**

	Credits
MKTG 335 Marketing Research .....	3
MKTG 423 International Marketing .....	3
MKTG 430 Marketing Management Strategy .....	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
BUAD 410 Health Care Management and Marketing .....	3
INFO 315 Project Management .....	3
INFO 340 Data Mining .....	3
MKTG 331 Advertising and Promotions .....	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.

► **Checklist**

For a major checklist visit [www.salisbury.edu/checklists](http://www.salisbury.edu/checklists).

# Graduate Program

**Yvonne Downie, M.B.A. Director**  
410-548-3983

## MASTER OF BUSINESS ADMINISTRATION

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 effectively, 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 solve problems.
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 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. A minimum Graduate Management Admissions Test (GMAT) score of 400.

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

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.

► **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 of M.B.A. courses (600 level), for a maximum of one semester, provided space is available. No student may register for a second term unless the GMAT score has been received by the graduate program director.

► **Provisional Admission II**

Provisional admission may 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 graduate program director. Provisionally admitted students may, with the approval of the program director, take a maximum of six credit 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 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 the M.B.A. program on the home campus of Salisbury University and, beginning spring 2009, off site at the Eastern Shore Higher Education Center (ESHEC) located at Chesapeake College. The course requirements for the two programs are divided among the following categories:

► **Home Campus and ESHEC at Chesapeake College Programs**

**FOUNDATION COURSES (25 CREDITS)\***

	Credits
ACCT 201 Principles of Accounting I .....	3
ECON 211 Microeconomics .....	3
or	
ECON 150 Principles of Economics .....	3
FINA 311 Financial Management .....	3
INFO 326 Production and Operations Management.....	3
MATH 155 Modern Statistics with Computer Analysis .....	3
MATH 201** Calculus I .....	4
MGMT 320 Management and Organizational Behavior .....	3
MKTG 330 Principles of Marketing Management.....	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.

\*\*May substitute both MATH 160, Applied Calculus, and INFO 281, Business Statistics.

► **Home Campus and ESHEC at Chesapeake College Programs**

**CORE COURSES (26-27 CREDITS)**

	Credits
ACCT 604 Accounting for Decision Making .....	2
ACCT 618 Strategic Issues in Accounting and Finance .....	2
BUAD 599 Introduction to Business Skills .....	1
BUAD 686 Global Business (overseas travel course) .....	3
or	
BUAD 696 Graduate Business Study Abroad .....	3
or	
MGMT 616 The Global Environment of Business .....	2
ECON 606 Economics of Managerial Decision Making .....	2
ECON 610 Money and Banking and the Macroeconomy.....	2
FINA 626 Managerial Finance .....	2
INFO 602 Management Decision Making .....	2
INFO 620 Enterprise Systems .....	2
MGMT 608 Development of Teamwork, Managerial and Leadership Skills .....	2
MGMT 612 Managing the Firm: Integrated Perspectives .....	1
MGMT 622 Business Ethics and Corporate Social Responsibility.....	2
MGMT 624 Developing High-Performing Organizations .....	2
MKTG 614 Strategic Marketing Management .....	2

**CAPSTONE COURSES (6 CREDITS)**

	Credits
BUAD 695 Project Consulting (taken twice).....	2
MGMT 628 Managing Strategically .....	2

**ELECTIVE (2 CREDITS)**

Students must complete two elective hours of 600-level M.B.A. 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 the home campus general M.B.A. (34-35 hours - with a minimum of 24 hours completed at SU or if completing a dual-degree program with a Perdue School sister institution, a minimum of 21 hours at SU) or the ESHEC at Chesapeake College (30 hours - with a minimum of 21 hours completed in the ESHEC program) 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 M.B.A. 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 graduate program director in the Franklin P. Perdue School of Business or online at <http://mba.salisbury.edu>.