
W. P. Carey School of Business

www.wpcarey.asu.edu

Larry E. Penley, Ph.D., Dean

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PURPOSE

The mission of the W. P. Carey School of Business is to expand the knowledge of business and to educate men and women for managerial leadership through research activities and professional educational programs. These programs address issues of importance to future managers in a world characterized by demands for continuous improvements in quality; growing sophistication of information technology; globalized markets; racial, cultural, and gender diversity in the workforce; and a demand for managers with practical, realistic skills.

Students have many opportunities to supplement their academic experiences. The school offers an honors program for academically talented students, an Academic Access Program to assist underrepresented and other targeted students, an international component to provide a variety of international opportunities, an internship program that provides related practical experience, and 18 cocurricular organizations to increase student interaction and learning.

The school is a member of AACSB International—The Association to Advance Collegiate Schools of Business, the official accrediting organization in the field of business. The undergraduate and graduate programs and the School of Accountancy and Information Management are accredited by this organization.

The school is host to a chapter of Beta Gamma Sigma, a national society that recognizes high academic achievement in AACSB International-accredited schools. Selection to Beta Gamma Sigma is the highest scholastic honor a student in business can earn.

In addition to the regular degree curricula, other programs of study in the school are designed to meet special needs. Selected majors are available in the evening, and continuing education courses are conducted for qualified persons who are regularly employed and who otherwise would be unable to enroll in college courses. Short courses and institutes on a noncredit basis are organized in cooperation with various business groups for the furtherance of in-service training of employed personnel.

The school works in partnership with the business community, and the board of the Dean's Council of 100 serves as a primary source of advice and counsel for the school. Through the various divisions of the L. William Seidman Research Institute, the school reaches out to the business community through research and executive education. For more information, access the school's Web site at www.wpcarey.asu.edu.

ORGANIZATION

The courses offered by the W. P. Carey School of Business are organized into groups so that a related sequence may be established for the various subject fields. For administrative purposes, these fields are organized into the following academic units:

- School of Accountancy and Information Management
- Business Administration (East College)
- Department of Economics
- Department of Finance
- School of Health Administration and Policy
- Department of Management
- Department of Marketing
- Department of Supply Chain Management

ADMISSION

The Prebusiness Program. Each student admitted to the W. P. Carey School of Business is designated as a prebusiness student. The student follows the freshman and sophomore sequence of courses listed in the curriculum outline. Students are required to follow the recommendations of an academic advisor in completing the prescribed background and skill courses in preparation for the subsequent professional program. The skill courses follow.

| | |
|--|---|
| ACC 230 Uses of Accounting Information I..... | 3 |
| ACC 240 Uses of Accounting Information II..... | 3 |
| CIS 200 Computer Applications and Information Technology CS..... | 3 |

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See "General Studies," page 85.

Second Semester

| | |
|--|----|
| COM 100 Introduction to Human Communication <i>SB</i> | 3 |
| or COM 225 Public Speaking <i>L</i> (3) | |
| or COM 230 Small Group Communication <i>SB</i> (3) | |
| or COM 259 Communication in Business and the Professions (3) | |
| ECN 112 Microeconomic Principles <i>SB</i> | 3 |
| or ECN 111 Macroeconomic Principles <i>SB</i> (3) | |
| ENG 102 First-Year Composition..... | 3 |
| or ENG 108 English for Foreign Students (3) | |
| MAT 119 Finite Mathematics <i>MA</i> | 3 |
| Laboratory science <i>SQ</i> | 4 |
| Total | 16 |

Second Year

Third Semester

| | |
|---|----|
| ACC 230 Uses of Accounting Information I..... | 3 |
| QBA 221 Statistical Analysis <i>CS</i> | 3 |
| General Studies | 3 |
| Laboratory science <i>SQ/SG</i> | 4 |
| PGS or SOC course..... | 3 |
| Total | 16 |

Fourth Semester

| | |
|--|----|
| ACC 240 Uses of Accounting Information II | 3 |
| CIS 200 Computer Applications and Information Technology <i>CS</i> | 3 |
| General Studies | 9 |
| Total | 15 |
| Prebusiness program total | 62 |

Accountancy and Computer Information Systems majors should refer to their specific course requirements under the “[School of Accountancy and Information Management](#),” page 163, which lists course requirement variations. Management majors should refer to their specific course requirements under the “[Department of Management](#),” page 172.

Students are encouraged to have College Algebra (MAT 117) proficiency before registering in ECN 111 and 112. ECN 111 and 112 may be taken during the second and third semesters without any delay in the prebusiness program.

Professional Program. Students admitted to the professional program should select the necessary upper-division business courses to complete the major by consulting their departmental advising guide, with an academic advisor, or with a faculty advisor. Professional program students must complete BUS 301, COB 301, and SCM 300 during their first semester in the professional program. Accountancy and Management students substitute ENG 301 for BUS 301.

Transfer Credit. Credit from other institutions is accepted subject to the following guidelines. Students planning to take their first two years of work at a community college or another four-year college should take only those courses in business and economics that are offered as freshman- or sophomore-level courses at any of the state-supported Arizona universities. These lower-division courses are numbered 100 through 299. *A maximum of 30 hours of business and economics courses from community colleges are accepted toward a bachelor’s degree in business.*

Students may transfer a maximum of nine semester hours of approved upper-division business course work required for the business degree to ASU Main. Professional business courses taught in the junior or senior year in the state universities may not be completed at a two-year college for transfer credit in the business core or major. The introductory course in the legal, ethical, and regulatory issues in business is accepted as an exception to this policy, but only lower-division credit is granted. Such courses may be utilized in the free elective category subject to the 30-hour limitation. Courses taught as vocational or career classes at the community colleges that are not taught in the schools of business at any one of the state universities are not accepted for credit toward a bachelor’s degree. Courses taught in the upper-division business core at the state universities must be completed at the degree-granting institution unless transferred from an accredited four-year school. Normally, upper-division transfer credits are accepted only from AACSB International-accredited schools. To be accepted for credit as part of the professional program in business, all courses transferred from other institutions must carry prerequisites similar to those of the courses they are replacing at ASU.

An Associate in Transfer Partnership degree is available to Maricopa community college students who wish to complete their first two years of course work at a Maricopa community college and transfer to the W. P. Carey School of Business without loss of credit. An Associate of Business degree is available to students who wish to complete their first two years of course work at an Arizona community college and transfer to the W. P. Carey School of Business without loss of credit. Students should consult with an academic advisor in the Undergraduate Programs Office to plan curriculum requirements and/or access Business Transfer Guides for optimal course selection at www.asu.edu/pro-vost/articulation.

DEGREES

The faculty in the W. P. Carey School of Business offer the B.S. degree in Accountancy, Business Administration (East Campus), Computer Information Systems, Economics, Finance, Management, Marketing, Real Estate, and Supply Chain Management upon successful completion of a four-year curriculum of 120 semester hours. Students may select one of the majors shown in the “[W. P. Carey School of Business Baccalaureate Degrees and Majors](#)” table, page 158. Each major is administered by the academic unit indicated.

GRADUATE PROGRAMS

The faculty in the W. P. Carey School of Business offer graduate degrees as shown in the “[W. P. Carey School of Business Graduate Degrees and Majors](#)” table, page 159. Students have the opportunity to obtain dual degrees in two years with several master’s degree programs in the

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See “General Studies,” page 85.

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W. P. Carey School of Business Baccalaureate Degrees and Majors

| Major | Degree | Concentration | Administered By |
|------------------------------|--------|---------------|--|
| Accountancy | B.S. | — | School of Accountancy and Information Management |
| Business Administration | B.S. | — | East College |
| Computer Information Systems | B.S. | — | School of Accountancy and Information Management |
| Economics* | B.S. | — | Department of Economics |
| Finance | B.S. | — | Department of Finance |
| Management | B.S. | — | Department of Management |
| Marketing | B.S. | — | Department of Marketing |
| Real Estate | B.S. | — | Department of Supply Chain Management |
| Supply Chain Management | B.S. | — | Department of Supply Chain Management |

* This major is offered by the College of Liberal Arts and Sciences as well, with different requirements.

W. P. Carey School of Business, including these examples:

M.B.A./M.A.I.S.
M.B.A./M.H.S.A.
M.B.A./M.S. degree in Information Management
M.B.A./M.S. degree in Economics
M.B.A./M.Tax.

Other concurrent degrees available are as follows:

M.B.A./J.D.
M.B.A./M.Arch.
M.B.A./M.I.M. with American Graduate School of International Management (Thunderbird), Glendale, AZ; Graduate School of Business Administration (Peru); Graduate School of Commerce (France); Monterrey Institute for Technical and Superior Studies, Mexico State Campus (Mexico); and Carlos III University of Madrid (Spain)

In addition to the full-time W. P. Carey M.B.A., the school of business offers the Evening M.B.A. and the Technology M.B.A. The Executive M.B.A. is available to those with significant work experience.

For more information about the W. P. Carey M.B.A. program, see the *Graduate Catalog*.

ASU EXTENDED CAMPUS

The College of Extended Education was created in 1990 to extend the resources of ASU throughout Maricopa County, the state, and beyond. The College of Extended Education is a university-wide college that oversees the ASU Extended Campus and forms partnerships with other ASU colleges, including the W. P. Carey School of Business, to meet the instructional and informational needs of a diverse community.

The ASU Extended Campus goes beyond the boundaries of the university's three physical campuses to provide access to quality academic credit and degree programs for working adults through flexible schedules; a vast network of off-campus sites; classes scheduled days, evenings, and weekends; and innovative delivery technologies including television, the Internet, and Independent Learning. The Extended Campus also offers a variety of professional continuing education and community outreach programs.

For more information, see "ASU Extended Campus," page 671, or access the Web site at www.asu.edu/xed.

UNIVERSITY GRADUATION REQUIREMENTS

In addition to fulfilling school and major requirements, students must meet all university graduation requirements. For more information, see "University Graduation Requirements," page 81.

General Studies Requirement

All students enrolled in a baccalaureate degree program must satisfy a university requirement for a minimum of 35 hours of approved course work in General Studies, as described under "General Studies," page 85. Note that all three General Studies awareness areas are required.

General Studies courses are listed in the "General Studies Courses" table, page 88, in the course descriptions, in the *Schedule of Classes*, and in the *Summer Sessions Bulletin*.

First-Year Composition Requirement

Completion of both ENG 101 and 102 or ENG 105 with a grade of "C" or higher is required for graduation from ASU in any baccalaureate program.

SCHOOL DEGREE REQUIREMENTS

School degree requirements supplement the General Studies requirement with additional course work from the approved university general studies list or the W. P. Carey School of Business Policy Statement. Business courses may not be used to fulfill school degree requirements except for ECN 111 and 112 and QBA 221.

A well-planned program of study may enable students to complete many General Studies and school degree requirements concurrently. Students are encouraged to consult with an academic advisor in planning a program to ensure that they comply with all necessary requirements.

Specific courses from the following areas must be taken to fulfill the school degree requirements.

Social and Behavioral Sciences. W. P. Carey School of Business students must complete ECN 111 and 112, one course with the PGS prefix, and one course with the SOC prefix and may include these courses toward the General Studies requirements.

Mathematical Studies. W. P. Carey School of Business students must complete MAT 119 and MAT 210 (or a more advanced MAT course) and QBA 221 and may include these courses toward the General Studies requirements.

W. P. Carey School of Business Graduate Degrees and Majors

| Major | Degree | Concentration | Administered By |
|-------------------------------------|-----------------|--|--|
| Accountancy and Information Systems | M.A.I.S. | — | School of Accountancy and Information Management |
| Business Administration | M.B.A. Ph.D. | — Accountancy, computer information systems, finance, health services research, ¹ management, marketing, supply chain management | W. P. Carey School of Business W. P. Carey School of Business |
| Economics | M.S., Ph.D. | — | Department of Economics |
| Health Services Administration | M.H.S.A. | — | School of Health Administration and Policy |
| Information Management | M.S. | — | School of Accountancy and Information Management |
| Public Health ² | M.P.H. | Community health practice, ³ health administration and policy | School of Health Administration and Policy |
| Statistics ⁴ | M.S. | — | Committee on Statistics |
| Taxation | M.Tax. | — | School of Accountancy and Information Management |

¹ Applications are not being accepted at this time.

² This collaborative program is offered by the three state universities. Another concentration is offered by the College of Nursing.

³ This concentration is administered by the College of Nursing.

⁴ This program is administered by the Graduate College.

Communication. All students in the W. P. Carey School of Business except Accountancy and Management majors must complete COM 100, 225, 230, or 259. Accountancy majors must complete COM 230 (or 100) and 259. Management majors must complete COM 225 (or 259).

Additional Courses. Additional courses, as needed to complete 60 hours (54 hours for Accountancy majors), may be selected from the General Studies areas (see “General Studies,” page 85) or from the W. P. Carey School of Business Policy Statement. Students are encouraged to consult with an academic advisor to ensure that they comply with all necessary requirements. Business courses may not be used to fulfill this requirement except for ECN 111 and 112 and QBA 221.

Additional Graduation Requirements

In addition to completion of courses outlined under “Major Requirements,” on this page, to be eligible for the B.S. degree in the W. P. Carey School of Business, a student must

1. have completed at least 30 semester hours at ASU Main;
2. have attained a cumulative GPA of 2.00 or higher for all courses taken at this university, for all business courses taken at this university, and for all courses for the major taken at this university;
3. have earned a “C” or higher in each lower-division core and skill course and each course in the major;
4. have earned a minimum of 51 semester hours in traditional courses that were designed primarily for junior or senior students and were completed in an accredited, four-year institution; and

5. have met all university degree requirements.

Exceptions. Any exception to these requirements must be approved by the Standards Committee of the W. P. Carey School of Business.

Declaration of Graduation. A student in a professional program must complete a Declaration of Graduation during the semester in which the student completes 87 semester hours. The Degree Audit Reporting System should be used to guide the student in accomplishing successful completion of degree requirements in a timely manner. Students who have not met this requirement are prevented from further registration. Some students may be required to complete a Program of Study in place of the Declaration of Graduation. Students should consult their advisors for the proper procedure.

Pass/Fail

Business majors may not include among the credits required for graduation any courses taken at this university on a pass/fail basis. Pass/fail credits taken at another institution may be petitioned for use, but only if the student can demonstrate proof that the pass grade was equivalent to a “C” or higher.

MAJOR REQUIREMENTS

Students seeking a B.S. degree in the W. P. Carey School of Business must satisfactorily complete a curriculum of 120 semester hours.

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See “General Studies,” page 85.

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A major consists of a pattern of 18 to 24 semester hours in related courses falling primarily within a given subject field. Available majors are shown in the “W. P. Carey School of Business Baccalaureate Degrees and Majors” table, page 158.

Major Proficiency Requirements. Students must receive grades of “C” or higher in upper-division courses for the major. If a student receives a grade below “C” in any course in the major, this course must be repeated. If a second grade below “C” is received in either an upper-division course in the major already taken or in a different upper-division course in the major, the student is no longer eligible to take additional upper-division courses in that major. University policy states a course may be repeated only one time.

Business Core Requirements

The business core is designed to provide an understanding of the fundamentals of business and to develop a broad business background. The faculty designed the core to cover the impact of information technology and e-business practices on business. By educating and training students in the use of data-driven decision-making tools and applications software, the school provides greater opportunity for its students. All students seeking a B.S. degree in the W. P. Carey School of Business complete the core courses.

The lower-division business core courses provide the fundamental skills needed in professional program courses and introduce students to the supply chain, business processes, and enterprise solutions software in addition to technology skills such as Excel and Access.

Lower-Division Business Core

| | | |
|---------|---|---|
| ACC 230 | Uses of Accounting Information I..... | 3 |
| ACC 240 | Uses of Accounting Information II | 3 |
| CIS 200 | Computer Applications and Information Technology CS..... | 3 |
| | Lower-division business core total..... | 9 |

The upper-division business core provides an enhanced understanding of the digital economy, e-business, and business processes in addition to increasing content knowledge and other skills.

Upper-Division Business Core

| | | |
|---------|---|----|
| BUS 301 | Fundamentals of Management Communication L (first semester)..... | 3 |
| COB 301 | Business Forum (first semester)..... | 1 |
| FIN 300 | Fundamentals of Finance | 3 |
| LES 305 | Legal, Ethical, and Regulatory Issues in Business..... | 3 |
| MGT 300 | Organizational Management and Leadership | 3 |
| MKT 300 | Principles of Marketing..... | 3 |
| SCM 300 | Global Supply Operations..... | 3 |
| | International business course | 3 |
| | Upper-division business core total..... | 22 |
| | Business core total | 31 |

Accountancy, Computer Information Systems, and Management majors should refer to their specific requirements under the “School of Accountancy and Information Management,” page 163, and “Department of Management,” page 172, which lists variations in the business core courses.

Elective Courses

Sufficient elective courses are to be selected by the student to complete the total of 120 semester hours required for graduation.

ACADEMIC STANDARDS

Probation. All business students, freshman through senior, must maintain a minimum GPA of 2.00 for all courses completed at ASU. If these standards are not maintained, the student is placed on probation. Students on probation must see an advisor before further registration.

Students on probation must obtain a semester GPA of 2.50 with no grade lower than a “C.” If a student on probation meets this requirement, but the cumulative GPA remains below 2.00, the student is given an additional semester on continued probation. At the end of continued probation, the student must return to good standing (a GPA of 2.00) to avoid disqualification.

Disqualification. Students who do not meet probation requirements are academically disqualified. Disqualified students should meet with an academic advisor. These students may attend ASU during summer and winter sessions; however, they are not eligible to enroll in upper-division business courses.

Reinstatement and Readmission. Students seeking reinstatement (after disqualification) or readmission (after an absence from the university) should contact the Undergraduate Programs Office regarding procedures and guidance for returning to good standing.

Academic Dishonesty. The faculty of the W. P. Carey School of Business follow the guidelines in the Student Academic Integrity Policy on academic dishonesty. A copy of the policy may be obtained in the Undergraduate Programs Office.

Student Appeal Procedure on Grades. The faculty of the W. P. Carey School of Business have adopted a policy on the student appeal procedure on grades. A copy of the policy may be obtained in the Undergraduate Programs Office.

SPECIAL PROGRAMS

Academic Access Program. The primary mission of the Academic Access Program (AAP) is to assist W. P. Carey School of Business underrepresented and first generation college students in having successful college experiences. AAP advises student business organizations; offers seminars and workshops on study, work issues, and academic success strategies; and refers students to other campus support offices.

For more information, visit BA 127, call 480/965-4066, or access the AAP Web site at www.wpcarey.asu.edu/aap.

Asian Studies. Students in the W. P. Carey School of Business may pursue a program with an emphasis in Asian studies as part of the B.S. degree requirements in business. For more information, visit the Center for Asian Studies, in WHALL 105, or call 480/965-7184.

Certificate in Dealership Management. The Certificate in Dealership Management is available only to business majors at ASU. This certificate program provides students with the knowledge and basic skills necessary to enter careers in automotive dealership management. These skills include hiring and managing personnel and teams, understanding consumers and human behavior, managing financing and cash flows, handling the demand chain for car inventory, managing customer service operations, and managing new and used car marketing efforts.

Students are required to complete a bachelor's degree from the ASU W. P. Carey School of Business and complete a minimum of 15 semester hours of approved course work, including the following six hours:

| | |
|--|-----|
| COB 494 Special Topics | 1-3 |
| MGT 494 ST: Dealership Management..... | 3 |
| or MKT 494 ST: Dealership Management (3) | |

To complete the certificate the student selects at least nine additional hours of business courses, including a three-semester-hour internship. Courses must be approved in advance by the faculty advisor for the certificate program. The student must complete the 15 semester hours of course work with grades of "C" or higher.

To assist students toward gaining a quality experience, space in the Certificate in Dealership Management program is limited and based on available resources. Professional program students must submit an application. Admission criteria include GPA, career goals, and application materials.

For more information, call 480/965-9640, visit BA 109, or access the Web site at www.wpcarey.asu.edu/dealership.

Certificate in Small Business and Entrepreneurship. A certificate in Small Business and Entrepreneurship is available to only business majors at ASU. The certificate requires 15 semester hours of classes, of which the following six semester hours must be included:

| | |
|--|---|
| MGT 440 Small Business and Entrepreneurship..... | 3 |
| MGT 445 Business Plan Development..... | 3 |

The remaining nine semester hours consist of three additional upper-division courses relevant to small business. A copy of the approved electives for business majors pursuing the Certificate in Small Business and Entrepreneurship is available in the Undergraduate Programs Office. To receive the certificate, students must complete the specified business courses with a grade of "C" or higher.

Certificate in International Business Studies. See "**Certificate in International Business Studies**," page 171, for requirements.

Certificate in Quality Analysis. The program of study leading to the Certificate in Quality Analysis prepares students to perform technical analyses associated with quality measurement and improvement of manufacturing and service processes. Graduates with the ability to implement these analyses are in high demand in the marketplace. This program is not a substitute for the listed areas of business specialization; rather, the courses required for the certificate add quantitative strength and implementation skills for quality tools to the student's chosen field of specialization.

Students are required to complete a minimum of 15 semester hours of approved course work, including the following nine hours:

| | |
|--|---|
| OPM 450 Changing Business Processes L..... | 3 |
| QBA 321 Applied Quality Analysis I..... | 3 |
| QBA 421 Applied Quality Analysis II..... | 3 |

To complete the certificate, the student selects at least six additional hours of course work related to quality analysis approved in advance by the advisor for the certificate program. The student must also complete the 15 hours of course work with a minimum GPA of 2.50.

B.I.S. Concentration. A concentration in quality analysis is available under the Bachelor of Interdisciplinary Studies (B.I.S.) degree, a program intended for the student who has academic interests that might not be satisfied with existing majors. Building on two academic concentrations (or one double concentration) and an interdisciplinary core, students in the B.I.S. program take active roles in creating their educational plans and defining their career goals. For more information, see "Bachelor of Interdisciplinary Studies," page 116.

Business Honors. W. P. Carey School of Business students who have been admitted to the Barrett Honors College are eligible to participate in the Business Honors program.

The Business Honors program provides opportunities for academically talented undergraduate business students to interact with other leading students, faculty, and business professionals inside and outside the classroom. The result is a challenging and enriched education experience that is valuable for professional career or graduate work.

To be admitted to the Business Honors program, students must meet the following criteria:

1. be enrolled in the Barrett Honors College,
2. have a cumulative GPA of 3.40 or higher, and
3. have sufficient time to complete the honors requirements.

Upon acceptance into the program, a valuable learning experience begins. The honors course work consists of HON 171 and 172 The Human Event or HON 394 Special Topics and an additional 18 semester hours of upper-division honors courses, including the following six semester hours:

| | |
|------------------------------------|---|
| COB 492 Honors Directed Study..... | 2 |
| COB 494 ST: Honors Research | 1 |
| Honors Thesis* | 3 |

* See "Honors Courses," page 57, for an explanation of this course.

The ASU Honors Curriculum normally allows students to complete all requirements within the 120 semester hours of credit required for graduation. All courses taken for honors

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See "General Studies," page 85.

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credit count toward graduation even if the student does not graduate from the Barrett Honors College.

The Business Honors program emphasizes activities beyond the normal classroom setting in order to broaden the educational experience. Such activities include special honors scholarships, student/faculty mixers, professional seminars and panel discussions, and the Global Business Series with the opportunity for international travel. Students are also encouraged to participate in the Mentoring Program, which allows students the opportunity to interact with local business professionals.

An academic advisor is assigned strictly to assist honors students in course selection, to monitor progress toward the honors recognition, and to be actively involved in career and educational guidance upon completion of the degree.

While the program focuses on students in the professional program, freshman and sophomore honors students are offered break-out sections in core classes, are invited to attend selected events, and can be assigned a junior or senior honors mentor. Prebusiness students should plan to meet with the honors advisor.

For more information, see "The Barrett Honors College," page 120, visit the Business Honors Program Office in BA 150, call 480/965-8710, or access the Business Honors program Web site at www.wpcarey.asu.edu/honors. Faxes may be sent to 480/727-7277.

Rodel Community Scholars. With the establishment of the Rodel Community Scholars Program, the ASU W. P. Carey School of Business greatly expands its effort to produce civic-minded business leaders for the Phoenix metropolitan area and Arizona. The program focuses the energy and intellect of ASU business honors students and their business faculty advisors on a substantial challenge: developing and implementing strategies to assist high-potential, at-risk students in three Valley high schools to graduate from ASU.

Internships. The school encourages students to complement their academic program with career-related work. This practical experience gives students a distinct advantage in the job market when seeking their first full-time professional positions. Additional benefits include industry contacts, a deeper understanding of career options, and monetary compensation that helps students finance their education.

Formal internships and co-ops offer professional work experience and experiential learning opportunities that enrich the student's academic preparation. Students may undertake internships in the summer or part-time during semesters. Co-op positions are full-time and require a one-semester or longer break in school attendance. The school provides guidelines to companies and encourages them to sponsor internship and co-op positions that benefit both the firm and the student. Both benefit because positions are built around projects and challenging responsibilities that enable students to apply learning acquired in advanced business classes.

ASU Career Services and the W. P. Carey School of Business work cooperatively to help students identify and obtain career-related work. The process of obtaining internships and co-ops is a learning opportunity. Students use the same job-search skills and resources that are utilized to obtain

permanent career positions. Informational materials, workshops, and required class activities help students learn job-search and career-exploration skills and locate internship and co-op opportunities.

Some academic units within the school offer internship courses. Work assignments for these courses must be approved in advance by a designated faculty member, and all internship courses include an academic component. Limited numbers of international internship opportunities are available through the school's foreign partner institutions. Eligibility for these internships may require the student to participate in an exchange with the partner institutions or to pay additional fees.

For more information, call 480/965-4227, visit BA 109, or faculty advisors in the departments or Career Services, or access the school Web site at www.wpcarey.asu.edu/up/internship.cfm. Students interested in international internships should call 480/965-0596.

Latin American Studies Center. Students in the W. P. Carey School of Business may pursue a program with an emphasis in Latin American area studies. For more information, visit the Latin American Studies Center, in SS 213, or call 480/965-5127.

Prelaw Studies. Prelaw students may pursue a program of study in the W. P. Carey School of Business. Courses in accounting, economics, finance, insurance, labor relations, and statistics are recommended for any student planning to enter the legal profession.

The admission requirements of colleges of law differ considerably. The student should communicate with the dean of the law school the student hopes to attend and should plan a program to meet the requirements of that school. Most law schools, including the ASU College of Law, require a baccalaureate degree for admission.

Students who plan to complete a bachelor's degree before entering law school may follow any field of specialization in the W. P. Carey School of Business. Within the W. P. Carey School of Business are faculty members who are lawyers and who serve as advisors for students desiring a prelaw background.

RESEARCH CENTERS

L. William Seidman Research Institute

The school has seven research centers operating under the umbrella of the L. William Seidman Research Institute. These centers provide support for faculty research, give opportunities for advanced graduate students' involvement with faculty, and provide information and assistance to the business community on a wide variety of subjects:

- Arizona Real Estate Center
- Bank One Economic Outlook Center
- Center for Advanced Purchasing Studies
- Center for the Advancement of Small Business
- Center for Business Research
- Center for Services Leadership
- Institute for Manufacturing Enterprise Systems

The institute's mission is to encourage and support applied business research by serving as a public access point

to the W. P. Carey School of Business, by supporting faculty and student research, by transferring new knowledge to the public, by encouraging the development of education programs grounded in applied business research, and by conducting high-quality, applied business research.

The institute increases the level of funded research by adding support services to facilitate grant preparation and assistance in grant administration and by facilitating the mission of research centers as liaisons between faculty and businesses. In addition, the institute provides desktop publishing services.

For more information, call 480/965-5362, access the institute's Web site at www.wpcarey.asu.edu/seid, or write

L. WILLIAM SEIDMAN RESEARCH INSTITUTE
PO BOX 874011
TEMPE AZ 85287-4011

SCHOOL OF BUSINESS (COB)

COB 194 Special Topics. (1–4)
selected semesters

COB 294 Special Topics. (1–4)
selected semesters

COB 301 Business Forum. (1)
fall, spring, summer

Provides professional program business students with information on careers, interviewing, job hunting, and résumé skills. Must be taken in the first semester of the professional program for business students. Prerequisite: professional program business student.

COB 380 Small Business Leadership. (3)
fall, spring, summer

Develops leadership skills needed to form, lead, and operate a small business. Emphasizes creating a vision, research, and problem solving. Team teaching, collaborative learning. Prerequisites: 2.00 GPA; 47 hours; non-business major.

COB 381 Small Business Accounting and Finance. (3)
fall and spring

Accounting and finance skills needed by small business owners to acquire, allocate, and track monetary resources and evaluate performance. Team teaching, collaborative learning. Prerequisites: COB 380; 2.00 GPA; 56 hours; non-business major.

COB 382 Small Business Sales and Market Development. (3)
fall and spring

Building and maintaining customers, developing a market identity and a niche, and the importance of sales. Team teaching, collaborative learning. Prerequisites: COB 380; 2.00 GPA; 56 hours; non-business major.

COB 383 Small Business Working Relationships. (3)
fall and spring

Addresses communication and the people in a business—clients, employees, suppliers, competitors, governments, family, and self development. Team teaching, collaborative learning. Prerequisites: COB 380; 2.00 GPA; 56 hours; non-business major.

COB 384 Small Business Operations and Planning. (3)
fall and spring

Planning and executing plans—the what, when, where, how, and who from product/service/project idea to pay back or completion. Team teaching, collaborative learning. Prerequisites: COB 380; 2.00 GPA; 56 hours; non-business major.

COB 394 Special Topics. (1–4)
fall and spring

COB 492 Honors Directed Study. (2)
fall and spring

COB 494 Special Topics. (1–4)
fall and spring

Topics may include the following:
• Honors Research. (1)

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

School of Accountancy and Information Management

www.wpcarey.asu.edu/acct

480/965-3631

BA 223

Professors: J.R. Boatsman, Christian, Goul, Gupta, Johnson, Kaplan, Pany, Pei, Philippakis, Reckers, Roy, Schultz, Smith, Steinbart, St. Louis, Vinze, Wyndelts

Associate Professors: David, Golen, Hwang, Iyer, Keim, Kulkarni, O'Dell, O'Leary, Regier, Whitecotton

Assistant Professors: Chen, Chenoweth, Comprix, Demirkan, Dowling, Lee, O'Donnell, Petersen, Ravindran, Robinson, Roussinov, Rowe, Santanam, Shao, Weiss

Senior Lecturers: Goldman, Maccracken, Shrednick

Lecturers: J.L. Boatsman, Geiger, Hayes, Wigal

The School of Accountancy and Information Management houses separate undergraduate degree programs in Accountancy and Computer Information Systems. The school also offers a dual degree program in which students complete requirements for both degree programs (Accountancy and Computer Information Systems) simultaneously. For more information, access the school's Web site at www.wpcarey.asu.edu/acct.

ADMISSION

The School of Accountancy and Information Management follows the W. P. Carey School of Business policies and procedures for admission to its undergraduate professional programs in Accountancy, Computer Information Systems, and the concurrent degree program of Accountancy and Computer Information Systems.

To be considered for admission to the Accountancy major, a student must meet the W. P. Carey School of Business admission requirements and have a grade of “C” or higher in an introductory computer programming course as specified by the school. CIS 220 or its equivalent is taken in place of CIS 200.

To be considered for admission to the Computer Information Systems major, a student must meet the W. P. Carey School of Business admission requirements and have a grade of “C” or higher in an introductory computer science course as specified by the school. CSE 181 or its equivalent is taken in place of CIS 200.

Due to resource limitations, admission to all of the school's programs is very competitive. Approximately one

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See “General Studies,” page 85.

W. P. CAREY SCHOOL OF BUSINESS

third of all applicants who apply to the professional programs in Accountancy and Computer Information Systems may be admitted. Applicants are reviewed using a portfolio approach. Among the factors considered are cumulative GPA, skill course GPA, transfer GPA and institution (if applicable), work experience, demonstrated community involvement and leadership skills, and responses to questions located in the professional program application. Current admission statistics are available at the Undergraduate Programs Office in the W. P. Carey School of Business.

ACCOUNTANCY—B.S.

The major in Accountancy includes the essential academic preparation for students who are

1. pursuing professional careers in public, corporate, and governmental accounting;
2. seeking positions in personal financial planning and portfolio analysis;
3. seeking positions in consulting;
4. planning to operate their own businesses; or
5. planning to pursue a graduate degree or attend law school.

The major in Accountancy consists of the following courses:

| | |
|--|----|
| ACC 330 Enterprise Process Analysis and Design | 4 |
| ACC 340 External Reporting I..... | 4 |
| ACC 350 Internal Reporting | 4 |
| ACC 430 Taxes and Business Decisions <i>L</i> | 4 |
| ACC 440 External Reporting II | 4 |
| ACC 450 Principles of Auditing | 4 |
| Total | 24 |

As part of the requirements, all Accountancy majors must complete the following courses:

| | |
|---|----|
| ACC 250 Introductory Accounting Lab..... | 1 |
| CIS 220 Programming Concepts for Accountancy Majors ¹ | 3 |
| CIS 360 Business Database Concepts..... | 3 |
| CIS 425 Electronic Commerce Strategy | 3 |
| COM 100 Introduction to Human Communication ² <i>SB</i> | 3 |
| or COM 230 Small Group Communication <i>SB</i> (3) ² | 3 |
| COM 259 Communication in Business and the Professions | 3 |
| ECN 306 Survey of International Economics <i>SB, G</i> ³ | 3 |
| ENG 301 Writing for the Professions <i>L</i> ⁴ | 3 |
| Total | 22 |

¹ CIS 220 is used in the business core in place of CIS 200.

² COM 230 is recommended over COM 100.

³ ECN 306 is counted in the business core in place of the international business course.

⁴ ENG 301 is counted in the business core in place of BUS 301.

Accountancy majors must complete three CIS courses approved by the School of Accountancy and Information Management (one of these courses must be CIS 220 Programming Concepts for Accountancy Majors, which is included within the business core).

COMPUTER INFORMATION SYSTEMS—B.S.

The major in Computer Information Systems prepares students for professional careers involving the analysis, configuration, programming, and database aspects of the design and implementation of computerized business information systems. The course work prepares the student for a career in business information systems and for admission to graduate programs in information systems or information management.

The major in Computer Information Systems consists of the following courses:

| | |
|---|----|
| ACC 330 Enterprise Process Analysis and Design | 4 |
| CIS 340 Object-Oriented Modeling and Programming | 3 |
| CIS 360 Business Database Concepts | 3 |
| CIS 425 Electronic Commerce Strategy | 3 |
| CIS 430 Networks and Distributed Systems | 3 |
| CIS 440 Systems Design and Electronic Commerce <i>L</i> | 3 |
| Total | 19 |

All Computer Information Systems majors must complete an introductory computer science course as specified by the school, which may be used as a school of business requirement, and CIS 235 Business Information Systems Development, which is used in the business core.

MAJOR PROFICIENCY REQUIREMENTS

In addition to school of business and university requirements, Accountancy and Computer Information Systems majors must receive grades of “C” or higher in the required upper-division major and major support courses. If a student receives a grade below “C” in any required upper-division major course, this course must be repeated before any other upper-division major course can be taken. If a second grade below “C” is received in either an upper-division major course already taken or in a different upper-division major course, the student is no longer eligible to take additional upper-division major courses.

GRADUATION REQUIREMENTS

In addition to fulfilling major requirements, students seeking a degree must meet all university and school requirements. See “University Graduation Requirements,” page 81, and “[School Degree Requirements](#),” page 158.

ACCOUNTANCY (ACC)

ACC 230 Uses of Accounting Information I. (3)

fall, spring, summer
Introduces the uses of accounting information focusing on the evolution of the business cycle, including hands-on exposure to enterprise systems. Fee. Prerequisite: sophomore standing.

ACC 240 Uses of Accounting Information II. (3)

fall, spring, summer
Introduces the uses of accounting information focusing on the evolution of the business cycle, including hands-on exposure to enterprise systems. Prerequisites: ACC 230; sophomore standing.

ACC 250 Introductory Accounting Lab. (1)

fall, spring, summer
Procedural details of accounting for the accumulation of information and generation of reports for internal and external users. Lab. Fee. Prerequisites: ACC 230; sophomore standing.

SCHOOL OF ACCOUNTANCY AND INFORMATION MANAGEMENT

ACC 315 Financial Accounting and Reporting. (3)

fall and spring

Accounting theory and practice related to uses of financial statements by external decision makers. Prerequisite: non-Accountancy major. Prerequisites with a grade of "C" or higher: ACC 240, 250.

ACC 316 Management Uses of Accounting. (3)

fall and spring

Uses of accounting information for managerial decision making, budgeting, and control. Prerequisites: ACC 240; non-Accountancy major.

ACC 330 Enterprise Process Analysis and Design. (4)

fall, spring, summer

Analysis and design of efficient and effective business processes. Emphasizes taking advantage of new information technologies to improve managerial decision making. Fee. Prerequisite: professional program business student majoring in Accountancy or Computer Information Systems.

ACC 340 External Reporting I. (4)

fall, spring, summer

Financial accounting theory and practice related to external reporting. Fee. Prerequisites: FIN 300; professional program business student majoring in Accountancy. Prerequisite with a grade of "C" or higher: ACC 250.

ACC 350 Internal Reporting. (4)

fall, spring, summer

Internal reporting systems for planning, control, and decision making. Prerequisites: SCM 300; professional program business student majoring in Accountancy. Prerequisites with a grade of "C" or higher: ACC 250, 330.

ACC 394 Special Topics. (1–4)

fall and spring

Topics may include the following:

- Financial Analysis and Accounting for Small Businesses. (3)

ACC 430 Taxes and Business Decisions. (4)

fall, spring, summer

Federal income taxation of sole proprietors, partnerships, corporations, fiduciaries, and individuals with an emphasis on tax consequences of business and investment decisions. Prerequisites: LES 305; professional program business student majoring in Accountancy. Prerequisite with a grade of "C" or higher: ACC 340. *General Studies: L*

ACC 432 Problems in Managerial Accounting. (3)

selected semesters

Cases and computer applications in decision making, planning and control, and capital budgeting. Prerequisite: professional program business student majoring in Accountancy. Prerequisite with a grade of "C" or higher: ACC 350.

ACC 440 External Reporting II. (4)

fall, spring, summer

Continuation of ACC 340 with emphasis on the recognition, research, and resolution of financial reporting issues. Prerequisite: professional program business student majoring in Accountancy. Prerequisite with a grade of "C" or higher: ACC 340.

ACC 450 Principles of Auditing. (4)

fall and spring

Standards and procedures in auditing. Planning, evidence gathering and accumulation, and reporting. Ethical and legal considerations. Fee. Prerequisite: professional program business student majoring in Accountancy. Prerequisite with a grade of "C" or higher: ACC 440.

ACC 467 Management Advisory Services. (3)

selected semesters

Concepts and methods of providing advisory services with respect to accounting information systems and financial analysis. Administration of consulting practices. Prerequisite: professional program business student majoring in Accountancy. Prerequisite with a grade of "C" or higher: ACC 330.

ACC 494 Special Topics. (1–4)

selected semesters

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see "Graduate-Level Courses," page 56.

COMPUTER INFORMATION SYSTEMS (CIS)

CIS 200 Computer Applications and Information Technology. (3)

fall, spring, summer

Introduces business information systems and the uses of business application software with emphasis on database and spreadsheet packages. Fee. Prerequisite: MAT 117 or higher.

General Studies: CS

CIS 220 Programming Concepts for Accountancy Majors. (3)

fall, spring, summer

Introduces business computer programming. Uses programming languages such as Visual BASIC to teach proper programming style and practice. Fee. Prerequisite: prebusiness student.

CIS 235 Business Information Systems Development. (3)

fall, spring, summer

Developing information systems and electronic commerce applications using object-oriented languages (e.g., Java). Introduces business technology and systems analysis. Fee. Prerequisites: CSE 181; MAT 119 (or 210).

CIS 300 Computers in Business. (3)

selected semesters

Introduces information systems in business. Use of computers for business problem solving. Prerequisites: CIS 200; professional program business student.

CIS 335 Visual Paradigms for Information Systems Development. (3)

selected semesters

Uses visual programming languages such as Visual BASIC to implement data structures, file structures, and interfaces in business information systems. Fee. Prerequisites: both CSE 100 and professional program business student majoring in Computer Information Systems or both CIS 220 and professional program business student majoring in Accountancy.

CIS 340 Object-Oriented Modeling and Programming. (3)

fall and spring

Object-oriented modeling of business information systems. Abstract data types and object-oriented programming using a language such as Java. Fee. Prerequisite: professional program business student majoring in Computer Information Systems. Prerequisite with a grade of "C" or higher: CIS 235.

CIS 360 Business Database Concepts. (3)

fall and spring

Database theory, design, and application, including the entity-relationship model; the relational, hierarchical, and network database models; and query languages. Fee. Prerequisite: professional program business student majoring in Computer Information Systems or Accountancy. Prerequisite with a grade of "C" or higher: ACC 330.

CIS 394 Special Topics. (1–4)

selected semesters

See current *Schedule of Classes* for offerings of courses at ASU East.

CIS 425 Electronic Commerce Strategy. (3)

fall and spring

Key business strategies and technology elements of contemporary electronic commerce. Covers Web design and interactions between Web pages and databases. Prerequisite: professional program business student majoring in Computer Information Systems or Accountancy. Prerequisite with a grade of "C" or higher: CIS 360.

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See "General Studies," page 85.

W. P. CAREY SCHOOL OF BUSINESS

CIS 430 Networks and Distributed Systems. (3)

fall and spring

Advanced topics such as communications protocols, distributed systems, and client-server systems; applications based on platforms such as networked UNIX. Fee. Prerequisites with a grade of "C" or higher: ACC 330; CIS 340; professional program business student majoring in Computer Information Systems. Pre- or corequisite with a grade of "C" or higher: CIS 360.

CIS 440 Systems Design and Electronic Commerce. (3)

fall and spring

Systems design for organizational and electronic commerce systems; use of project management and systems analysis and design tools. Fee. Prerequisites with a grade of "C" or higher: CIS 360, 430; professional program business student majoring in Computer Information Systems.

General Studies: L

CIS 494 Special Topics. (1-4)

selected semesters

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see "Graduate-Level Courses," page 56.

Business Administration

www.east.asu.edu/ecollege/businessadmin

480/727-1515

CNTR 76

Roger W. Hutt, Faculty Head

The primary focus of the Business Administration degree program is the fundamental functions and activities performed in for-profit as well as not-for-profit organizations. The curriculum enables students to gain essential business competencies, knowledge of business disciplines and methods, and appreciation for contemporary business environments and cultures. Students are provided opportunities for additional depth in areas of their choosing. Students are prepared for careers in which a broad background and general knowledge in the field of business are requirements. Graduates may choose to enter one of the areas of business or industry for which their emphasis on business fundamentals has prepared them, to start their own businesses, or to pursue careers with local, state, or federal government. Some graduates choose to continue their education by enrolling in graduate programs or law school.

BUSINESS ADMINISTRATION—B.S.

Requirements for the Business Administration major consist of 30 semester hours of lower-division core and skill courses, 22 semester hours of upper-division core courses, a three hour capstone course, and 18 semester hours of approved electives. All of the upper-division business courses (with the exception of nine semester hours) must be taken at ASU East.

Business Administration Core

| | | | |
|-------------|-----|--|----|
| E BUS | 394 | ST: Professional Development..... | 1 |
| E FIN | 300 | Fundamentals of Finance | 3 |
| E IBS | 300 | Principles of International Business <i>G</i> | 3 |
| E LES | 305 | Legal, Ethical, and Regulatory Issues in Business..... | 3 |
| E MGT | 300 | Organizational Management and Leadership | 3 |
| E MKT | 300 | Principles of Marketing..... | 3 |
| E SCM | 300 | Global Supply Operations..... | 3 |
| E TWC | 447 | Business Reports <i>L</i> | 3 |
| Total | | | 22 |

Capstone Course

| | | | |
|-------------|-----|--|---|
| E MGT | 440 | Small Business and Entrepreneurship..... | 3 |
| | | or E MGT 460 Strategic Leadership (3) | |
| Total | | | 3 |

Approved Electives. Students select 18 semester hours of electives toward a goal of building upon and integrating prior and current course work. This set of courses, which must be approved by the Business Administration program head, allows students to study a subset of business problems or issues and focus on career interests.

SMALL BUSINESS

The faculty of Business Administration at ASU East offer a Small Business minor to nonbusiness students and a concentration in small business for the Bachelor of Interdisciplinary Studies. For more information, access the Web site at www.east.asu.edu/ecollege/businessadmin.

Department of Economics

www.wpcarey.asu.edu/ecn

480/965-3531

BAC 659

Arthur E. Blakemore, Chair

Professors: Blakemore, Boyes, Brada, Burdick, Burgess, DeSerpa, Faith, Gooding, Happel, Hoffman, Hogan, Kingston, Low, Manelli, Mayer, McDowell, McPheters, Melvin, Méndez, Ormiston, Rogerson, Santos, Schlee, Zhou

Associate Professors: Ahn, Cogley, Datta, Reffett, Reiser, Wilson

Assistant Professors: Chade, Hendricks

Senior Lecturer: Roberts

The W. P. Carey School of Business offers a Bachelor of Science (B.S.) degree in Economics. The B.S. program of study can be designed for students intending to seek employment in the private or public sector of the economy upon completion of their undergraduate studies. Such a program provides students with the typical analytical and quantitative skills employers expect of individuals holding eco-

nomics degrees. The B.S. program of study can also be tailored to prepare students for graduate programs in economics, business, or law.

ECONOMICS—B.S.

Requirements for the W. P. Carey School of Business B.S. in Economics consist of three parts: university requirements, see “University Graduation Requirements,” page 81, for all students at ASU; the requirements of the W. P. Carey School of Business; and the requirements of the Department of Economics.

DEPARTMENT OF ECONOMICS REQUIREMENTS

The B.S. program of study consists of 24 semester hours of upper-division course work as shown below. To qualify for upper-division course work in economics, business students must be admitted to the W. P. Carey School of Business professional program or the Barrett Honors College. Students must meet all prerequisites and course requirements as listed in the catalog.

1. Economic Theory: ECN 313 and 314;
2. Econometrics and Statistics: ECN 425 or QBA 321 or QBA 410;
3. A Capstone course or Honors Thesis: ECN 475 or 493; and
4. Economics electives at the 300-level or above to fill out the remaining hours. At least two of these courses must be at the 400-level or above. A maximum of three semester hours of ECN 484 Economics Internship can be used to satisfy this requirement. ECN 475 and 493 cannot be used to fulfill this requirement.

MAJOR PROFICIENCY REQUIREMENTS

Students must receive a grade of “C” or higher in all upper-division courses in the major. If a student receives a grade below “C” in any course in the major, the course must be repeated. If a second grade below “C” is received in the same course or in a different upper-division course in the major, the student is no longer eligible to take additional upper-division courses in the major. Any upper-division course in which a grade lower than “C” is earned may be repeated only one time.

GRADUATION REQUIREMENTS

In addition to fulfilling major requirements, students must fulfill university requirements, see “University Graduation Requirements,” page 81, and “School Degree Requirements,” page 158.

SPECIAL PROGRAMS

Latin American Studies Certificate or Emphasis. Students majoring in Economics may elect to pursue a Latin American Studies Certificate or emphasis, combining courses from the major with selected courses of wholly Latin American content. For more information, see “Latin American Studies Center,” page 162.

Certificate in International Business Studies. Students majoring in Economics may elect to pursue a Certificate in

International Business Studies, combining courses from the major with selected international business courses. For more information, see “International Business Studies,” page 171.

Certificate in Quality Analysis. Students majoring in Economics may elect to pursue a Certificate in Quality Analysis, combining courses from the major with selected technical analysis courses. For more information, see “Certificate in Quality Analysis,” page 161.

Nonbusiness Students. A nonbusiness student is eligible to register for upper-division economics courses if the student has an ASU GPA of 2.50 or higher and has met all prerequisites and course requirements as listed in the catalog.

Business Honors. Students admitted to the Barrett Honors College may substitute ECN 294 ST: Macroeconomics for ECN 111 and 313 and ECN 294 ST: Microeconomics for ECN 112 and 314. These courses with grades of “C” or higher satisfy the prerequisites and/or corequisites for all 400-level economics courses.

ECONOMICS (ECN)

ECN Note 1. MAT 210 or 270 with a grade of “C” or higher is a prerequisite for all upper-division economics courses except ECN 382 and 384. In addition, an ASU GPA of 2.50 or higher is a prerequisite for ECN 313 and 314.

ECN Note 2. ECN 313 and 314 with grades of “C” or higher are prerequisites or pre- or corequisites for all 400-level economics courses.

ECN 111 Macroeconomic Principles. (3)

fall, spring, summer

Basic macroeconomic analysis. Economic institutions and factors determining income levels, price levels, and employment levels.

General Studies: SB

ECN 112 Microeconomic Principles. (3)

fall, spring, summer

Basic microeconomic analysis. Theory of exchange and production, including the theory of the firm.

General Studies: SB

ECN 294 Special Topics. (1–4)

once a year

Topics may include the following:

- Macroeconomics. (3)
Introduces modern macroeconomic analysis. Theory of national income, unemployment, inflation, and economic growth and its application to economic policy. Not open to students with credit in ECN 313.
- Microeconomics. (3)
Introduces modern microeconomic analysis. Theories of consumer behavior, production, and cost. Output and price determination in a variety of market settings. Welfare economics, general equilibrium, externalities, and public goods. Not open to students with credit in ECN 314.

Prerequisite: Barrett Honors College student. Pre- or corequisite: MAT 210 or 270 or AP calculus.

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See “General Studies,” page 85.

W. P. CAREY SCHOOL OF BUSINESS

ECN 306 Survey of International Economics. (3)

fall, spring, summer

Survey of international trade issues, commercial policy, trade theory, customs unions, and international monetary topics. Cross-listed as IBS 306. Credit is allowed for only ECN 306 or IBS 306. See ECN Note 1. Prerequisites: ECN 111, 112.

General Studies: SB, G

ECN 313 Intermediate Macroeconomic Theory. (3)

fall, spring, summer

Determinants of aggregate levels of employment, output, and income of an economy. See ECN Note 1. Prerequisites: ECN 111, 112.

General Studies: SB

ECN 314 Intermediate Microeconomic Theory. (3)

fall, spring, summer

Role of the price system in organizing economic activity under varying degrees of competition. See ECN Note 1. Prerequisites: ECN 111, 112.

General Studies: SB

ECN 315 Money and Banking. (3)

summer

Functions of money. Monetary systems, credit functions, banking practices, and central banking policy. See ECN Note 1. Prerequisites: ECN 111, 112.

ECN 331 Alternative Economic Systems. (3)

selected semesters

Alternative institutions, past and present, for organizing the social division of labor. Property rights, information, and incentives in industrial societies. See ECN Note 1. Prerequisites: ECN 111, 112.

General Studies: SB, G

ECN 360 Economic Development. (3)

selected semesters

Theories of economic growth and development. Role of capital formation, technological innovation, population, and resource development in economic growth. See ECN Note 1. Prerequisites: ECN 111, 112.

General Studies: SB, G

ECN 365 Economics of Russia and Eastern Europe. (3)

selected semesters

Origins and analysis of contemporary institutions. Comparative development and differentiation in the 20th century. See ECN Note 1. Prerequisites: ECN 111, 112.

General Studies: SB, G

ECN 382 Managerial Economics. (3)

fall, spring, summer

Applies economic analysis to managerial decision making. Market analysis in the context of the socio-legal environment. Does not satisfy Economics major requirements. Prerequisites: minimum ASU GPA of 2.00; junior standing.

ECN 384 Economics of Social Behavior. (3)

selected semesters

Applies economic analysis to contemporary behavior; discrimination, work versus leisure, crime, medical care, macroeconomic policies. Does not satisfy Economics major requirements. Prerequisites: minimum ASU GPA of 2.00; junior standing.

General Studies: SB

ECN 394 Special Topics. (3)

selected semesters

Current topics of domestic or international interest. See current *Schedule of Classes* for offerings. See ECN Note 1. Prerequisites: ECN 111, 112.

ECN 404 History of Economic Thought. (3)

once a year

Development of economic doctrines, theories of mercantilism, physiocracy, classicism, neoclassicism, Marxism, and contemporary economics. See ECN Note 2. Prerequisite: ECN 314. Pre- or corequisite: ECN 313.

General Studies: SB

ECN 421 Earnings and Employment. (3)

once a year

Origins of labor movement, analysis of labor unions, labor markets, collective bargaining, and current policy issues. See ECN Note 2. Prerequisite: ECN 314. Pre- or corequisite: ECN 313.

General Studies: SB

ECN 425 Introduction to Econometrics. (3)

once a year

Elements of regression analysis: estimation, hypothesis tests, prediction. Emphasizes use of econometric results in assessment of economic theories. See ECN Note 2. Prerequisites: ECN 314; QBA 221 (or STP 226). Pre- or corequisite: ECN 313.

General Studies: CS

ECN 436 International Trade Theory. (3)

once a year

Comparative-advantage doctrine, including practices under varying commercial policy approaches. Economic impact of international disequilibrium. See ECN Note 2. Prerequisite: ECN 314. Pre- or corequisite: ECN 313.

General Studies: SB, G

ECN 438 International Monetary Economics. (3)

once a year

History, theory, and policy of international monetary economics. Balance of payments and exchange rates. International financial markets, including Eurocurrency markets. See ECN Note 2. Prerequisite: ECN 313. Pre- or corequisite: ECN 314.

General Studies: SB, G

ECN 441 Public Finance. (3)

once a year

Public goods, externalities, voting models, public expenditures, taxation, and budget formation with emphasis on the federal government. See ECN Note 2. Prerequisite: ECN 314. Pre- or corequisite: ECN 313.

General Studies: SB

ECN 450 Law and Economics. (3)

once a year

Economics of the legal system, including analysis of property, contracts, torts, commercial law, and other topics. See ECN Note 2. Prerequisite: ECN 314. Pre- or corequisite: ECN 313.

General Studies: L

ECN 453 Government and Business. (3)

once a year

Development of public policies toward business. Antitrust activity. Economic effects of government policies. See ECN Note 2. Prerequisite: ECN 314. Pre- or corequisite: ECN 313.

ECN 470 Mathematical Economics. (3)

once a year

Integrates economic analysis and mathematical methods into a comprehensive body of knowledge within contemporary economic theory. See ECN Note 2. Prerequisite: ECN 314. Pre- or corequisite: ECN 313.

ECN 475 Capstone in Economics. (3)

fall and spring

Capstone course integrating several areas in economics. See ECN Note 2. Prerequisites: ECN 313, 314. Pre- or corequisite: ECN 425.

General Studies: L

ECN 484 Economics Internship. (3)

fall, spring, summer

Academic credit for professional work organized through the Internship Program. See ECN Note 2. Prerequisite: minimum cumulative ASU GPA of 3.00. Prerequisites: ECN 313, 314.

ECN 493 Honors Thesis. (3)

fall and spring

See ECN Note 2.

General Studies: L

ECN 494 Special Topics. (1-4)

selected semesters

Current economic topics of domestic or international interest. Analytical emphasis may be macro, micro, or both. See current *Schedule of Classes* for offerings. Topics may include the following:

- Public Choice

See ECN Note 2. Prerequisites: ECN 313, 314.

ECN 498 Pro-Seminar. (3)

selected semesters

Topics chosen from current area of interest. See ECN Note 2.

Prerequisites: ECN 313, 314.

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see "Graduate-Level Courses," page 56.

QUANTITATIVE BUSINESS ANALYSIS (QBA)

QBA 221 Statistical Analysis. (3)

fall and spring

Methods of statistical description. Applies probability theory and statistical inference in business. Fee. Prerequisite: MAT 119 or 271.

General Studies: CS

QBA 321 Applied Quality Analysis I. (3)

once a year

Applies statistical tools employed in quality analysis. Primary emphasis on regression analysis using a variety of statistical software packages. Prerequisite: QBA 221.

QBA 410 Applied Business Forecasting. (3)

once a year

Applies forecasting techniques in business and institutional environments. Prerequisite: QBA 221.

QBA 421 Applied Quality Analysis II. (3)

once a year

Applies statistical tools employed in quality analysis. Topics include experimental design, customer surveys, and process control and capability. Prerequisite: QBA 221.

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see "Graduate-Level Courses," page 56.

level careers in corporate management, depository institutions, investment management, and financial services. The finance curriculum emphasizes financial markets, evaluation of investments, and efficient allocation of resources. The major in Finance consists of the following courses:

| | | |
|-------------|--|----|
| ACC 315 | Financial Accounting and Reporting | 3 |
| FIN 331 | Financial Markets and Institutions..... | 3 |
| FIN 361 | Managerial Finance..... | 3 |
| FIN 421 | Security Analysis and Portfolio Management..... | 3 |
| FIN 461 | Financial Cases and Modeling L..... | 3 |
| | One additional approved 400-level FIN course | 3 |
| Total | | 18 |

As part of the requirements, all Finance majors must complete ACC 250 Introductory Accounting Lab. Finance majors are strongly advised to take ACC 316 Management Uses of Accounting. FIN 484 Finance Internship is available for nonmajor elective credit.

ACC 250 must be completed before taking ACC 315. FIN 300 must be completed before taking FIN 331 and 361. FIN 331 and 361 and ACC 315 must be completed before taking 400-level FIN courses.

MAJOR PROFICIENCY REQUIREMENTS

Students must receive grades of "C" or higher in upper-division courses for the major. If a student receives a grade below "C" in any course in the major, this course must be repeated before taking any further courses for which this course is a prerequisite. If a second grade below "C" is received in either an upper-division course in the major already taken or in a different upper-division course in the major, the student is no longer eligible to take additional upper-division courses in that major.

GRADUATION REQUIREMENTS

In addition to fulfilling major requirements, students seeking a degree must meet all university and school requirements. See "University Graduation Requirements," page 81, and "School Degree Requirements," page 158.

Department of Finance

www.wpcarey.asu.edu/fin

480/965-3131

BAC 519

Herbert M. Kaufman, Chair

Professors: Bhattacharya, Booth, Coles, Hertzell, Kaufman, Poe, Sushka

Associate Professors: Cesta, Gallinger, Hoffmeister, Wilt

Assistant Professors: Deli, Griffin, Juergens, Martin, Nardari, Perry

Lecturer: Durham

FINANCE—B.S.

The study of finance prepares students to understand the financial implications inherent in virtually all business decisions. Students majoring in Finance are prepared for entry-

FINANCE (FIN)

FIN 300 Fundamentals of Finance. (3)

fall, spring, summer

Theory and problems in financial management of business enterprises. Prerequisites: ACC 240; ECN 112; QBA 221. Pre- or corequisite: SCM 300.

FIN 331 Financial Markets and Institutions. (3)

fall, spring, summer

Analyzes financial markets and intermediaries. Theory of financial intermediation, interest rate theory, money and capital market instruments, and government regulation. Prerequisite: professional program business student majoring in Finance. Prerequisite with a grade of "C" or higher: FIN 300.

FIN 361 Managerial Finance. (3)

fall, spring, summer

Theories and problems in resource allocation, cost of capital, CAPM and capital budgeting, asset valuation, capital structure, and financing policy. Prerequisite: professional program business student majoring in Finance. Prerequisite with a grade of "C" or higher: FIN 300.

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See "General Studies," page 85.

FIN 380 Personal Financial Management. (3)

fall, spring, summer

Dynamic analysis of personal financial planning, including time value of money, stock and bond investment, and retirement and estate planning. Prerequisites: minimum cumulative GPA of 2.00; junior standing; non-Finance major.

FIN 394 Special Topics. (1–4)

selected semesters

FIN 421 Security Analysis and Portfolio Management. (3)

fall, spring, summer

Security analysis theory and practice. Selection and management of financial asset portfolios. Securities markets and portfolio risk-return analysis. Lecture, discussion. Prerequisite: professional program business student majoring in Finance. Prerequisites with a grade of "C" or higher: ACC 315; FIN 331, 361.

FIN 427 Derivative Financial Securities. (3)

fall, spring, summer

Study of stock options, index options, convertible securities, financial futures, warrants, subscription rights, and arbitrage pricing theory. Lecture, discussion. Prerequisite: professional program business student majoring in Finance. Prerequisite with a grade of "C" or higher: FIN 421.

FIN 431 Management of Financial Institutions. (3)

fall, spring, summer

Asset/liability and capital management in financial institutions. Influence of market factors and regulatory agencies. Emphasizes commercial banks. Lecture, discussion. Prerequisite: professional program business student majoring in Finance. Prerequisites with a grade of "C" or higher: ACC 315; FIN 331, 361.

FIN 456 International Financial Management. (3)

fall, spring, summer

Exchange rate determination, financial markets, managing multinational corporations, capital budgeting, and hedging currency risk exposure from an international perspective. Prerequisite: professional program business student majoring in Finance. Prerequisites with a grade of "C" or higher: ACC 315; FIN 331, 361.

General Studies: G

FIN 461 Financial Cases and Modeling. (3)

fall and spring

Case-oriented capstone course in managerial finance. Contemporary issues of liquidity management, capital budgeting, capital structure, and financial strategy. Lecture, discussion, group work. Prerequisite: professional program business student majoring in Finance. Prerequisites with a grade of "C" or higher: ACC 315; FIN 331, 361.

General Studies: L

FIN 481 Honors Seminar in Finance. (3)

once a year

Honors course covering topics that include theory and applications concerning managerial finance, investments, and financial institutions. Lecture, discussion. Prerequisite: Finance Business Honors program student. Prerequisites with a grade of "C" or higher: ACC 315; FIN 331, 361.

FIN 484 Finance Internship. (3)

fall, spring, summer

Academic credit for field work in finance organized through the internship program. Prerequisites: FIN 331, 361; instructor approval.

FIN 494 Special Topics. (1–4)

selected semesters

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see "Graduate-Level Courses," page 56.

School of Health Administration and Policy

www.wpcarey.asu.edu/hap

480/965-7778

BA 318

Jeffrey R. Wilson, Interim Director

Professors: Baldwin, Forsyth, Johnson, Kirkman-Liff, Schneller

Associate Professor: Wilson

Assistant Professor: Rivers

While the School of Health Administration and Policy does not offer an undergraduate major, a number of courses at the 200 and 400 levels are available to students who have a strong interest in health care, public health, and health policy. Students may enroll in these courses regardless of their undergraduate major. Registration for courses at the 400 level is with permission of the instructor and due to seat availability.

HEALTH SERVICES ADMINISTRATION (HSA)

HSA 220 Health Care Organizations. (3)

selected semesters

Overview of United States health care delivery systems; financing, health policy, basic principles of budgeting, cost-benefit analysis, and resource management. Cross-listed as HCR 220. Credit is allowed for only HCR 220 or HSA 220. Prerequisites: both ENG 101 and 102 or only ENG 105.

General Studies: H

HSA 498 Pro-Seminar. (1–7)

selected semesters

Topics may include the following:

- Health Care Finance. (3)
- Health Economics. (3)
- Health Service Administration and Policy. (3)
- Policy Issues in Health Care. (3)

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see "Graduate-Level Courses," page 56.

International Business Studies

www.wpcarey.asu.edu/up/ipo.cfm

480/965-0596

BA 109

Josef C. Brada, Director
Adela Gasca, Coordinator

Certificate in International Business Studies

The Certificate in International Business Studies is designed to prepare students for positions with multinational firms, banks, government agencies, and international organizations. The certificate is not a substitute for the listed areas of business specialization; rather, the program of study for the certificate enables students to apply business skills in a global environment.

Requirements for the certificate are designed to provide an understanding of international business environments, principles and operations; to provide an awareness of global social processes and a sensitivity to foreign cultures; and to develop competence in a foreign language. These objectives are met in the following ways: international business principles and operations, global and area studies, foreign language, and GPA proficiency. Students seeking the certificate are strongly encouraged to obtain some international experience either through study or internship experience in a foreign country.

International Business Principles and Operations. At least nine semester hours of approved courses in international business are required. Students must take either IBS 300 Principles of International Business or ECN/IBS 306 Survey of International Economics. Other international business courses from which the remaining hours are selected include

| | | |
|---------|--|---|
| ECN 306 | Survey of International Economics <i>SB, G*</i> | 3 |
| | or IBS 306 Survey of International Economics <i>SB, G*</i> (3) | |
| ECN 331 | Alternative Economic Systems <i>SB, G*</i> | 3 |
| ECN 360 | Economic Development <i>SB, G*</i> | 3 |
| ECN 365 | Economics of Russia and Eastern Europe <i>SB, G*</i> | 3 |
| ECN 436 | International Trade Theory <i>SB, G*</i> | 3 |
| ECN 438 | International Monetary Economics <i>SB, G*</i> | 3 |
| FIN 456 | International Financial Management <i>G*</i> | 3 |
| IBS 300 | Principles of International Business <i>G*</i> | 3 |
| IBS 394 | ST: Economics of Latin America | 3 |
| IBS 394 | ST: Regional Business Environment of Southeast Asia | 3 |
| | or IBS 494 ST: Regional Business Environment of Southeast Asia (3) | |
| IBS 400 | Cultural Factors in International Business <i>C, G*</i> | 3 |
| | or MGT 494 ST: Cultural Factors in International Business (3) | |
| IBS 484 | International Business Internship | 3 |
| IBS 493 | International Honors Thesis <i>L*</i> | 3 |
| IBS 499 | Individualized Instruction of International Business | 3 |

| | | |
|---------|---|-----|
| MGT 459 | International Management | 3 |
| | or IBS 494 ST: International Management (3) | |
| MGT 494 | ST: Applied International Management | 3 |
| MKT 394 | ST: Global Markets | 3 |
| MKT 435 | International Marketing | 3 |
| MKT 494 | ST: Applied International Marketing | 1-3 |
| SCM 463 | Global Supply Chain Management | 3 |

* W. P. Carey School of Business students may not use this course to fulfill the 60 semester hours in school degree requirements.

Honors students who select an international topic for their thesis may use that as part of the 15 hours of international course work for the certificate.

Global and Area Studies. The global and areas studies requirement can be satisfied either by means of course work or through participation in programs the W. P. Carey School of Business has with foreign schools of business, or by some combination of the two. The course work option requires at least nine semester hours of approved credits in international and area studies.

The W. P. Carey School of Business has academic agreements with universities in Asia, Europe, and Latin America. Students who participate and are successful in one of these approved programs abroad for one semester are deemed to have fulfilled the global and area studies requirements of the Certificate in International Business. Students who participate in a W. P. Carey School of Business seminar of at least a six-week duration or in an approved internship abroad of at least eight weeks satisfy six of the nine semester hours.

The requirements for the international business studies concentration in the Bachelor of Interdisciplinary Studies degree are slightly different from those for the certificate. For more information call 480/965-0596.

Foreign Language. Evidence of competence in a foreign language equivalent to one year of college study is required.

Additional Requirements. Applicants for the Certificate in International Business must earn a "C" or higher in each of the courses selected for the certificate, have at least a 2.50 GPA for all course work applied to the certificate, and have completed all of the business course work at ASU Main.

Advising. When planning and selecting courses to meet the requirements for the certificate and to take advantage of opportunities for participation in exchanges with foreign schools of business, students should consult with an international business faculty advisor or the coordinator of international programs, in BA 109. For more information, call 480/965-0596, or access the Web site at www.wpcarey.asu.edu/up/ipo.cfm.

B.I.S. CONCENTRATION

A concentration in international business studies is available under the Bachelor of Interdisciplinary Studies (B.I.S.) degree, a program intended for the student who has academic interests that might not be satisfied with existing

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See "General Studies," page 85.

majors. Building on two academic concentrations (or one double concentration) and an interdisciplinary core, students in the B.I.S. program take active roles in creating their educational plans and defining their career goals. For more information, see “Bachelor of Interdisciplinary Studies,” page 116.

INTERNATIONAL BUSINESS STUDIES (IBS)

IBS Note 1. MAT 210 or 270 with a grade of “C” or higher is a prerequisite for all upper-division economics courses except ECN 382 and 384. In addition, an ASU GPA of 2.50 or higher is a prerequisite for ECN 313 and 314.

IBS 300 Principles of International Business. (3)

fall, spring, summer

Multidisciplinary analysis of international economic and financial environment. Operations of multinational firms and their interaction with home and host societies. Prerequisite: ECN 112.

General Studies: G

IBS 306 Survey of International Economics. (3)

fall and spring

Survey of international trade issues, commercial policy, trade theory, customs unions, and international monetary topics. Cross-listed as ECN 306. Credit is allowed for only ECN 306 or IBS 306. See IBS Note 1. Prerequisites: ECN 111, 112.

General Studies: SB, G

IBS 394 Special Topics. (1–4)

fall and spring

Topics may include the following:

- Economics of Latin America. (3)
- Regional Business Environment of Southeast Asia. (3)

Prerequisites: 2.00 ASU GPA; junior standing.

IBS 400 Cultural Factors in International Business. (3)

fall, spring, summer

Cultural role in international business relations; applied principles of cross-cultural communications, negotiations, and management; regional approaches to business relations. Prerequisites: IBS 300, 306 (or ECN 306).

General Studies: C, G

IBS 484 International Business Internship. (3)

selected semesters

Academic credit for professional work organized through the internship/international program. Prerequisites: IBS 300 or 306 (or ECN 306); professional program business student; senior; minimum cumulative ASU GPA of 3.40; minimum ASU business GPA of 3.40.

IBS 493 International Honors Thesis. (3)

fall and spring

General Studies: L

IBS 494 Special Topics. (1–4)

fall and spring

Topics may include the following:

- International Management. (3)
Prerequisite: IBS 300 or MGT 300.
- Multinational Management. (3)
- Regional Business Environment of Southeast Asia. (3)

Credit is allowed for only IBS 494 ST: International Management or ST: Multinational Management or MGT 459.

IBS 499 Individualized Instruction of International Business. (3)

fall and spring

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

Department of Management

www.wpcarey.asu.edu/mgt

480/965-3431

BA 323

William H. Glick, Chair

Professors: Ashforth, Bohlander, Cardy, Dooley, Glick, Gomez-Mejia, Hershauer, Hitt, Hom, Kinicki, Penley, Roberson, V. Smith-Daniels

Associate Professors: Boyd, Brenenstuhl, Callarman, Choi, Cook, Hillman, Keats, Keller, Lane, Moorhead, Olivas, Rungtusanatham, D. Smith-Daniels, Van Hook

Assistant Professors: Blanco, Koka

Clinical Professor: Keim

Lecturer: Davila

The faculty in the ASU Department of Management is widely recognized for their work in the areas of operations management, organizational behavior, human resource management, and strategic management. The faculty’s research and instruction emphasize corporate governance, high-tech management, knowledge management, quality, process and project management, strategic alliances, value chain analysis, global supply operations, globalization, diversity, small business and entrepreneurship, change management, organizational identity, and human resource management practices in their research, consulting, and teaching.

The faculty has distinguished itself through research and contributions to premier journals. The department ranks 12th internationally for its rate of publication in academic journals and ranks sixth internationally in premier journal articles that impact practice in operations and management science.

Department of Management faculty take great pride in their teaching excellence and have been very active in continuing to improve collaborative teaching techniques. Eleven management faculty members and teaching assistants have won recent school, university, and international awards for their excellence in teaching effectiveness.

Department of Management faculty excel at developing the latest materials to facilitate student learning. Teaching awards and student evaluations place faculty among the elite at ASU. Faculty members also have the distinction of publishing more leading textbooks on management topics than faculty at any other university worldwide.

MANAGEMENT—B.S.

Business in the 21st century calls for managers who are dynamic leaders and effective team builders. The leaders of companies that are succeeding in the new marketplace pos-

sess excellent written and oral communications skills and experience in guiding collaborative teams. After analyzing surveys of students, graduates, and their employers and after many insightful discussions with executives and recruiters, the department concluded that the Management major should have a strong emphasis on collaboration, leadership, communication, team building, and major group projects with the community in both not-for-profit and business settings. The newly revised curriculum begins with the global supply operations course—an immersion in the fundamentals of the global economy, the world of e-business and collaborative teams. Students are encouraged to concurrently enroll in the introductory courses on collaborative team skills and managing people in organizations during their first semester. Throughout the program, understanding of theory and concepts of management are enhanced by experiencing and testing these concepts in skill-based exercises, case discussions, and team-based project work in the classroom and in the community.

The Management major prepares men and women for managerial leadership in a world characterized by the fast pace of e-business; demands for continuous process improvements to enhance the value chain; growing technological sophistication; racial, cultural, and gender diversity in the workforce; and the need for skills in communicating and working with people, managing projects, and managing change. Graduates with these skills are likely to be recruited by management consulting firms, high-tech firms, service and manufacturing firms, for-profit and not-for-profit organizations, and large and small organizations. These employers will recruit Management graduates for challenging trainee positions or entry-level management positions and immediately benefit from their preparation.

Program Requirements

The major in Management consists of the following courses:

| | |
|--|----|
| MGT 320 Managing People in Organizations..... | 3 |
| MGT 410 Responsible Leadership | 3 |
| MGT 420 Performance Management | 3 |
| MGT 460 Strategic Leadership..... | 3 |
| OPM 450 Changing Business Processes <i>L</i> | 3 |
| Management electives* | 6 |
| Total | 21 |

* Management electives must be selected from the approved list.

All Management majors must complete the following specific courses that fulfill other pre-business or professional program requirements:

| | |
|---|---|
| ENG 301 Writing for the Professions ¹ <i>L</i> | 3 |
| COM 225 Public Speaking <i>L</i> | 3 |
| or COM 259 Communication in Business and the Professions ² (3) | |

| | |
|--|----|
| IBS 300 Principles of International Business ³ <i>G</i> | 3 |
| MGT 310 Collaborative Team Skills ⁴ | 3 |
| Total | 12 |

- ¹ ENG 301 is counted in the business core in place of BUS 301.
- ² COM 225 is recommended over COM 259. Either is counted in the school communication requirement.
- ³ IBS 300 is counted in the business core in place of the international business course.
- ⁴ MGT 310 is counted in place of MGT 300 in the business core.

Approved Electives for Management. The following electives have been approved for the management major.

| | |
|--|---|
| ACC 316 Management Uses of Accounting | 3 |
| IBS 400 Cultural Factors in International Business <i>C, G</i> | 3 |
| MGT 433 Management Decision Analysis..... | 3 |
| MGT 440 Small Business and Entrepreneurship..... | 3 |
| MGT 445 Business Plan Development..... | 3 |
| MGT 459 International Management | 3 |
| MGT 484 Management Internship | 3 |
| MGT 494 Special Topics | 3 |
| MKT 302 Fundamentals of Marketing Management | 3 |
| OPM 484 Operations Management Internship..... | 3 |
| OPM 494 Special Topics | 3 |

Undergraduate Internships in Management. The Department of Management strongly supports the concept of student internships, believing all students can benefit from the experience. Undergraduate internships in management provide an opportunity for students to gain on-the-job work experience related to their academic preparation and to increase their employment potential at graduation. For more information about the management internship program and the application process, access the department internship Web site at www.wpcarey.asu.edu/mgt/internships.cfm. Management majors may use a maximum of three semester hours of MGT 484 or OPM 484 for the major. Any additional internship credits may be used for nonmanagement electives.

Certificates. The Department of Management also strongly supports certification in key areas that strengthen the Management degree and help to differentiate individual students for recruiters. The certificates allow students to gain particular analytical skills related to their education and to increase their employment prospects. These certificates are particularly relevant to students majoring in Management:

1. the Certificate in Dealership Management (see www.wpcarey.asu.edu/up/certificates/dm_certificate.cfm);
2. the International Business Certificate (see www.wpcarey.asu.edu/up/ipo/ibc.cfm);
3. the Certificate in Quality Analysis (see www.wpcarey.asu.edu/up/qa_certificate.cfm); and

L literacy and critical inquiry / *MA* mathematics / *CS* computer/statistics/quantitative applications / *HU* humanities and fine arts / *SB* social and behavioral sciences / *SG* natural science—general core courses / *SQ* natural science—quantitative / *C* cultural diversity in the United States / *G* global / *H* historical / See “General Studies,” page 85.

W. P. CAREY SCHOOL OF BUSINESS

4. the Certificate in Small Business and Entrepreneurship (see www.wpcarey.asu.edu/up/smallbusiness.cfm).

Hot Links to Major in Management. More information, hot links to courses and faculty, and any updates on the undergraduate major in Management can be found on the Web at www.wpcarey.asu.edu/mgt.

Major Proficiency Requirements

Students must receive grades of “C” or better in upper-division courses for the major. If a student receives a grade below “C” in any course in the major, the course must be repeated. If a second grade below “C” is received in either an upper-division course in the major already taken or in a different upper-division course in the major, the student is no longer eligible to take additional upper-division courses in that major.

Graduation Requirements

In addition to fulfilling major requirements, students seeking a degree must meet all university and school requirements. See “University Graduation Requirements,” page 81, and “School Degree Requirements,” page 158.

GRADUATE PROGRAMS

The Department of Management participates actively in several master’s and Ph.D. programs, particularly the technology M.B.A. and executive M.B.A. For a detailed description of these programs, see the *Graduate Catalog*.

The Department of Management has adopted a modular approach to Ph.D. education to improve our ability to deliver focused, high-quality seminars, give students more flexibility in defining their areas of expertise, increase their rate of quality publications, and enhance the quality of Ph.D. placements.

Hot Links to Graduate Programs. For additional information, hot links to courses and faculty, and general information about ASU MBA programs, access the Web at www.wpcarey.asu.edu/mba.

More information, application procedures, hot links to faculty, and any updates on the Ph.D. program in Management can be found on the Web at www.wpcarey.asu.edu/mgt/degree/phd.

MANAGEMENT (MGT)

MGT 300 Organizational Management and Leadership. (3)

fall, spring, summer

Analyzes strategic, behavioral, and human resource management perspectives, including principles of strategic management and leadership of human resources. Fee. Prerequisites: a course in psychology (social and behavioral) and a course in sociology. Pre- or corequisite: SCM 300.

MGT 310 Collaborative Team Skills. (3)

fall, spring, summer

Development of skills in managing and working in collaborative environments. Theories and applications in small group dynamics and team facilitation. Interactive, learner-centered. Prerequisite: professional program business student majoring in Management. Prerequisite for nonmajors: instructor approval. Pre- or corequisites: MGT 320; SCM 300 (recommended as corequisites).

MGT 320 Managing People in Organizations. (3)

fall, spring, summer

Management processes, fundamentals of business-level strategy, individual difference issues, motivation and leadership of people in organizations. Lecture, discussion, interactive, learner-centered. Prerequisite: professional program business student majoring in Management. Prerequisite for nonmajors: instructor approval. Pre- or corequisites: MGT 310; SCM 300 (recommended as corequisites).

MGT 380 Management and Strategy for Nonmajors. (3)

fall, spring, summer

Introduces the functions and applications of management in organizations, including controlling, decision making, leadership, motivation, planning, and social responsibility. Not open to business majors. Prerequisites: 2.00 ASU GPA; junior standing.

MGT 394 Special Topics. (3)

selected semesters

MGT 410 Responsible Leadership. (3)

fall, spring, summer

Values, core beliefs, legal and ethical mandates and cultural norms as they apply to the conduct of organizations; application through a Service Learning project. Interactive, learner-centered. Prerequisites: MGT 310, 320.

MGT 420 Performance Management. (3)

fall, spring, summer

Development of skills and knowledge to lead associates effectively: hiring, developing, evaluating, retaining, and rewarding employees. Preparation for leadership roles. Lecture, discussion, interactive, learner-centered. Prerequisites: MGT 310, 320.

MGT 433 Management Decision Analysis. (3)

selected semesters

Decision-making concepts and methods in the private and public sectors and their application to organizational problems. Understanding of individual and group decision making. Prerequisites: only MGT 300 or both MGT 310 and 320.

MGT 440 Small Business and Entrepreneurship. (3)

fall and spring

Opportunities, risks, and problems associated with small business development and operation.

MGT 445 Business Plan Development. (3)

fall and spring

Develops a complete strategic business plan emphasizing the planning process undertaken by successful small business owners and entrepreneurs. Lecture, discussion, experiential exercise. Prerequisite: MGT 440.

MGT 459 International Management. (3)

fall and spring

Concepts and practices of multinational and foreign firms. Objectives, strategies, policies, and organizational structures for operating in various environments. Credit is allowed for only MGT 459 or IBS 494 ST: International Management or ST: Multinational Management. Prerequisite: IBS 300.

MGT 460 Strategic Leadership. (3)

fall, spring, summer

Systems theory of organizations, strategy formulation and administration in organizations, creating organizational cohesiveness, and leading change within organizations. Lecture, cases, exercises. Prerequisites: MGT 410, 420; completion of 100 hours, including all business administration core requirements. Pre- or corequisite: OPM 450 (recommended as corequisite).

MGT 484 Management Internship. (3)

fall, spring, summer

Internships are strongly recommended to improve employment potential. The Department of Management internship coordinator must approve all internships to receive credit.

MGT 494 Special Topics. (1–4)

selected semesters

Current topics in management, primarily designed for business majors. See the *Schedule of Classes* for current offerings of courses at ASU Main and East. Topics may include the following:

- Applied International Management. (3)

- Cultural Factors in International Business. (3)
Prerequisite: IBS 300 (or 494 ST: International Management) or MGT 300 (or 459).
- Dealership Management. (3)

MGT 499 Individualized Instruction. (1–3)
selected semesters

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see “Graduate-Level Courses,” page 56.

OPERATIONS MANAGEMENT (OPM)

OPM 450 Changing Business Processes. (3)
selected semesters

Describes and analyzes business processes. Generates and evaluates alternatives. Creates improvement and implementation plans. Prerequisite: completion of 100 hours, including all business administration core requirements. Pre- or corequisite: FIN 461 or MGT 460 or MKT 460 or SCM 479 or any other recommended business integrative course.

General Studies: L

OPM 484 Operations Management Internship. (3)

fall, spring, summer

Internships are strongly recommended to improve employment potential. The Department of Management internship coordinator must approve all internships to receive credit.

OPM 494 Special Topics. (1–4)
selected semesters

Current topics in operations management, primarily designed for business majors. See the *Schedule of Classes* for current offerings. Topics may include the following:

- Management of Technology. (3)
- Project Management. (3)

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see “Graduate-Level Courses,” page 56.

Department of Marketing

www.wpcarey.asu.edu/mkt

480/965-3621

BAC 460

Michael P. Mokwa, Chair

Professors: Bitner, Brown, Hutt, Jackson, Kumar, Lastovicka, Mokwa, L. Ostrom, Reingen, Schlacter, Ward

Associate Professors: Blasko, Nowlis, A. Ostrom, Sinha, Stephens, Walker

Assistant Professors: Hunter, Jarvis, Mandel

Senior Lecturer: Spiers

Study in the field of marketing involves analysis of how organizations plan, organize, deploy, and control their resources to achieve market objectives. Focus is placed on market forces, growth, and the deployment of firms in competitive markets and on the marketing strategy and tactics of the firm. Through the proper selection of courses, a student may prepare for a career in

1. selling and sales management;
2. services and retail marketing;
3. promotion and advertising management;
4. business to business marketing;
5. international marketing;
6. market research and planning;
7. general marketing management; or
8. retail management.

MARKETING—B.S.

The major in Marketing consists of 18 semester hours. The following courses must be included:

| | |
|--|----|
| MKT 302 Fundamentals of Marketing Management | 3 |
| MKT 304 Consumer Behavior | 3 |
| MKT 451 Marketing Research | 3 |
| MKT 460 Strategic Marketing <i>L</i> | 3 |
| Total | 12 |

To complete the major, students, in consultation with their faculty advisors, select six additional hours from among the following list of courses:

| | |
|--|---|
| MKT 301 Principles of Advertising..... | 3 |
| MKT 310 Principles of Selling..... | 3 |
| MKT 311 Creative Strategy in Marketing | 3 |
| MKT 411 Sales Management | 3 |

L literacy and critical inquiry / **MA** mathematics / **CS** computer/statistics/ quantitative applications / **HU** humanities and fine arts / **SB** social and behavioral sciences / **SG** natural science—general core courses / **SQ** natural science—quantitative / **C** cultural diversity in the United States / **G** global / **H** historical / See “General Studies,” page 85.

W. P. CAREY SCHOOL OF BUSINESS

| | |
|---|-----|
| MKT 412 Promotion Management..... | 3 |
| MKT 424 Retail Management..... | 3 |
| MKT 430 Marketing for Service Industries..... | 3 |
| MKT 434 Business-to-Business Marketing..... | 3 |
| MKT 435 International Marketing..... | 3 |
| MKT 484 Internship..... | 3 |
| MKT 494 Special Topics..... | 1-4 |
| MKT 499 Individualized Instruction..... | 1-3 |

Major Proficiency Requirements

Students must receive grades of “C” or higher in upper-division courses for the major. If a student receives a grade below “C” in any course in the major, this course must be repeated. If a second grade below “C” is received in either an upper-division course in the major already taken or in a different upper-division course in the major, the student is no longer eligible to take additional upper-division courses in the major.

GRADUATION REQUIREMENTS

In addition to fulfilling major requirements, students seeking a degree must meet all university and school requirements. See “University Graduation Requirements,” page 81, and “School Degree Requirements,” page 158.

GRADUATE PROGRAMS

The department offers a distinctive M.B.A. curriculum in services marketing and management. For more information, see the *Graduate Catalog*.

MARKETING (MKT)

MKT 300 Principles of Marketing. (3)

fall, spring, summer

Role and process of marketing within the society, economy, and business organization. Prerequisite: ECN 112. Pre- or corequisite: SCM 300.

MKT 301 Principles of Advertising. (3)

fall, spring, summer

Advertising as a communications tool in marketing and business management. Survey of market segmentation, creative strategy, media, and effectiveness measures. Prerequisite: MKT 300.

MKT 302 Fundamentals of Marketing Management. (3)

fall, spring, summer

Marketing planning, implementation, and control by organizations, with special emphasis on identifying market opportunities and developing marketing programs. Prerequisite: MKT 300.

MKT 304 Consumer Behavior. (3)

fall, spring, summer

Applies behavioral concepts in the analysis of consumer behavior and the use of behavioral analysis in marketing strategy formulation. Prerequisite: MKT 300.

MKT 310 Principles of Selling. (3)

once a year

Basic principles underlying the selling process and their practical application in the sale of industrial goods, consumer goods, and intangibles. Prerequisite: MKT 300.

MKT 311 Creative Strategy in Marketing. (3)

selected semesters

Discussion, application and evaluation of creative concepts and strategies. Creation of a portfolio addressing distinctive advertising/marketing problems and opportunities. Prerequisites: MKT 301; nonbusiness majors must obtain department approval.

MKT 382 Advertising and Marketing Communication. (3)

fall and spring

Introduction for nonbusiness majors to the communication process within marketing and advertising. Creation and presentation of an ad campaign. Not open to business majors. Prerequisites: junior or senior standing; 2.00 ASU GPA.

MKT 394 Special Topics. (1-4)

fall

Topics may include the following:

- Applied International Marketing. (1-3)
- Global Markets. (3)
- Marketing and Selling. (3)

MKT 411 Sales Management. (3)

once a year

Applies management concepts to the administration of the sales operation. Prerequisite: MKT 302.

MKT 412 Promotion Management. (3)

once a year

Integrates the promotional activities of the firm, including advertising, personal selling, public relations, and sales promotion. Prerequisite: MKT 302.

MKT 424 Retail Management. (3)

selected semesters

Role of retailing in marketing. Problems and functions of retail managers within various retail institutions. Prerequisite: MKT 300.

MKT 430 Marketing for Service Industries. (3)

once a year

Concepts and strategies for addressing distinctive marketing problems and opportunities in service industries. Current issues and trends in the service sector. Prerequisites: MKT 300, professional program business student.

MKT 434 Business-to-Business Marketing. (3)

once a year

Strategies for marketing products and services to commercial, institutional, and governmental markets. Changing industry and market structures. Prerequisite: MKT 302 or instructor approval.

MKT 435 International Marketing. (3)

once a year

Analyzes marketing strategies developed by international firms to enter foreign markets and to adapt to changing international environments. Prerequisites: MKT 302 (or instructor approval); professional program business student.

MKT 451 Marketing Research. (3)

fall and spring

Integrated treatment of methods of market research and analysis of market factors affecting decisions in the organization. Prerequisites with a grade of “C” or higher: MKT 302; QBA 221.

MKT 460 Strategic Marketing. (3)

fall and spring

Policy formulation and decision making by the marketing executive. Integrates marketing programs and considers contemporary marketing issues. Prerequisite: professional program business student. Prerequisites with a grade of “C” or higher: MKT 302, 304, 451.

General Studies: L

MKT 484 Internship. (3)

fall, spring, summer

Prerequisite with a grade of “B” or higher: MKT 302.

MKT 494 Special Topics. (1-4)

fall, spring, summer

Chosen from topics in the marketing and international marketing arenas to include seminars in international marketing in Europe and Asia. Topics may include the following:

- Applied International Marketing
- Dealership Management

MKT 499 Individualized Instruction. (1-3)

fall, spring, summer

Topics of special interest chosen by students and agreed to by the departments to do independent studies with a professor acting as a guide.

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see “Graduate-Level Courses,” page 56.

Department of Supply Chain Management

www.wpcarey.asu.edu/scm

480/965-6044

BA 446

Joseph R. Carter, Chair

Professors: J. Carter, P. Carter, Ellram, Guntermann, Hendrick, Jennings, Kirkwood, Pearson, Smeltzer

Associate Professors: Brooks, Butler, Choi, Davis, Dundas, Keefer, Krause, Lock, Lynch, Maltz, Siferd, Verdini

Assistant Professors: Barratt, Petersen, Rabinovich

Research Professor: Monczka

Adjunct Professor: Cavinato

Senior Lecturer: Langdon

The faculty in the Department of Supply Chain Management offer courses in four separate areas: legal and ethical studies, management communication, real estate, and supply chain management.

Legal and Ethical Studies

The legal and ethical studies faculty offer the undergraduate and the Master of Business Administration core requirements in legal and ethical studies. In addition, the faculty offer specialized courses in law and ethics relating to health care, insurance, real estate, and professional sports.

Management Communication

The management communication faculty serve the W. P. Carey School of Business by teaching the B.S. core requirement BUS 301 Fundamentals of Management Communication.

SUPPLY CHAIN MANAGEMENT—B.S.

A “supply chain” consists of all of the entities necessary to transform ideas into delivered products and services. Supply chain management directs and transforms a firm’s resources in order to design, purchase, produce, and deliver high-quality goods and services. As goods and services flow from supplier to producer to customer to final user, supply chain management is particularly concerned with the interfaces between organizations. One way to view supply chain management is as the management of linkages between organizations.

The competitive and global nature of today’s business environment dictates that this direction and transformation take place in a way that is as efficient and effective as possible. Continuing emphases on time, cost, and quality improvements have sharpened the need to coordinate and cooperate with trading partners around the world to achieve

results that allow customers to be successful. Thus, supply chain management focuses on the integration of activities across several companies to manage the flow of products, services, people, equipment, facilities, and other resources. Supply chain management is also concerned with recycling, reuse, and final disposal of products.

The major in Supply Chain Management consists of the following courses:

| | |
|---|----|
| SCM 345 Logistics Management | 3 |
| SCM 355 Supply Management | 3 |
| SCM 432 Planning and Control Systems for Supply Chain Management..... | 3 |
| SCM 440 Quality Management and Measurement | 3 |
| SCM 455 Research and Negotiation <i>L</i> | 3 |
| SCM 479 Supply Chain Strategy | 3 |
| Total | 18 |

REAL ESTATE—B.S.

The Real Estate faculty offer a unique, integrated, one-year program designed for the student’s last year of college. This innovative and award-winning program emphasizes student involvement with real estate executives on projects in the Phoenix metropolitan area. Students work in teams to develop their analytical, communication, technology, and team skills.

The program is organized around five aspects of real estate: brokerage/management, development, financing, investments, and market analysis. With broad interdisciplinary perspective, emphasis on team work, and involvement in projects, students may pursue careers in land development, investment analysis, appraisal, property management, brokerage, and mortgage finance.

Successful completion of the program satisfies the requirements of the major based on the following courses:

| | |
|---|----|
| LES 411 Real Estate Law | 3 |
| REA 300 Real Estate Analysis..... | 3 |
| REA 331 Real Estate Finance..... | 3 |
| REA 401 Real Estate Appraisal | 3 |
| REA 441 Real Estate Land Development..... | 3 |
| REA 456 Real Estate Investments | 3 |
| Total | 18 |

In addition to the courses listed for the major, students in the program also satisfy the requirement for BUS 301 Fundamentals of Management Communication (listed in the business core) and BUS 451 Business Research Methods (listed as a major support course). These courses are integrated into the major, not taken separately. Because of the emphasis on teamwork, interaction with business professionals, and completion of all requirements within a year, students may enter the program in only the fall semester. Classes meet from 9 to 11:45 A.M. Monday through Thursday in a classroom assigned to the Real Estate program.

L literacy and critical inquiry / *MA* mathematics / *CS* computer/statistics/ quantitative applications / *HU* humanities and fine arts / *SB* social and behavioral sciences / *SG* natural science—general core courses / *SQ* natural science—quantitative / *C* cultural diversity in the United States / *G* global / *H* historical / See “General Studies,” page 85.

W. P. CAREY SCHOOL OF BUSINESS

MAJOR PROFICIENCY REQUIREMENTS

Students must receive grades of “C” or higher in upper-division courses for the major. If a student receives a grade below “C” in any course in the major, this course must be repeated. If a second grade below “C” is received in either an upper-division course in the major already taken or in a different upper-division course in the major, the student is no longer eligible to take additional upper-division courses in that major.

GRADUATION REQUIREMENTS

In addition to fulfilling major requirements, students seeking a degree must meet all university and school requirements. See “University Graduation Requirements,” page 81, and “School Degree Requirements,” page 158.

BUSINESS (BUS)

BUS 301 Fundamentals of Management Communication. (3)

fall, spring, summer

Written and oral communication in a management context.

Prerequisite: CIS 200. Prerequisite with a grade of “C” or higher: ENG 102.

General Studies: L

BUS 394 Special Topics. (1–4)

selected semesters

See current *Schedule of Classes* for offerings of courses at ASU East.

Topics may include the following:

- Professional Development

BUS 451 Business Research Methods. (3)

selected semesters

Methods of collecting information pertinent to business problem solving, including design, collection, analysis, interpretation, and presentation of primary and secondary data.

General Studies: L

BUS 494 Special Topics. (1–4)

selected semesters

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see “Graduate-Level Courses,” page 56.

LEGAL AND ETHICAL STUDIES (LES)

LES 305 Legal, Ethical, and Regulatory Issues in Business. (3)

fall, spring, summer

Legal theories, ethical issues, and regulatory climate affecting business policies and decisions. Lecture, Web-based delivery. Fee.

LES 308 Business and Legal Issues in Professional Sports. (3)

selected semesters

Economic structure of professional sports and application of contract, antitrust, arbitration, and labor laws in the industry. Prerequisites: 2.00 GPA; junior standing.

LES 380 Consumer Perspective of Business Law. (3)

fall and spring

Role of law as it affects society. Uses case studies to present principles that govern business and consumers. Lecture, television. Prerequisites: 2.00 GPA; junior standing.

LES 411 Real Estate Law. (3)

once a year

Legal and ethical aspects of land ownerships, interests, transfer, finance development, and regulations of the real estate industry.

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see “Graduate-Level Courses,” page 56.

QUANTITATIVE BUSINESS ANALYSIS (QBA)

For more QBA courses, see “Department of Economics.”

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see “Graduate-Level Courses,” page 56.

REAL ESTATE (REA)

REA 300 Real Estate Analysis. (3)

once a year

Applies economic theory and analytical techniques to real estate markets. Topics include law, finance, appraisal, market analysis, investments, development. Prerequisite: professional program business student.

REA 331 Real Estate Finance. (3)

once a year

Legal, market, and institutional factors related to financing proposed and existing properties. Emphasizes current financing techniques and quantitative methods. Prerequisites: FIN 300; professional program business student.

REA 380 Real Estate Fundamentals. (3)

fall and spring

Real estate for the student/consumer with an emphasis on the applied aspects of each area of real estate specialization. Not open to Real Estate majors. Prerequisites: 2.00 ASU GPA; junior standing.

REA 401 Real Estate Appraisal. (3)

once a year

Factors affecting the value of real estate. Theory and practice of appraising and preparation of the appraisal report. Appraisal techniques. Prerequisites: REA 300; professional program business student.

REA 441 Real Estate Land Development. (3)

once a year

Neighborhood and city growth. Municipal planning and zoning. Development of residential, commercial, industrial, and special purpose properties. Prerequisites: REA 300; professional program business student.

REA 456 Real Estate Investments. (3)

once a year

Analyzes investment decisions for various property types. Cash flow and rate of return analysis. Prerequisites: FIN 300; professional program business student.

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus Courses,” page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see “Graduate-Level Courses,” page 56.

SUPPLY CHAIN MANAGEMENT (SCM)

SCM 300 Global Supply Operations. (3)

fall, spring, summer

Resources and information to create and deliver products globally. Interfirm systems and industry supply chains. Customer, producer, and employee perspectives. Lecture, discussion. Fee. Prerequisites: ACC 240; CIS 200; QBA 221.

SCM 301 Supply Chain Management. (3)

selected semesters

Examines the purchasing, materials, and logistics management areas. Presents techniques for acquiring, storing, processing, and moving material inventory. Prerequisite: professional program business student.

SCM 345 Logistics Management. (3)

fall and spring

Logistics and supply chain activities emphasizing integration of transportation, inventory, warehousing, facility location, customer service, packaging, and materials handling. Prerequisite: professional program business student majoring in Supply Chain Management. Pre- or corequisite: SCM 300.

SCM 355 Supply Management. (3)

fall and spring

Management of the supply function, including organization, procedures, supplier selection, quality, inventory decisions, and price determination. Fee. Prerequisite: professional program business student majoring in Supply Chain Management. Pre- or corequisite: SCM 300.

SCM 405 Urban Transportation. (3)

selected semesters

Economic, social, political, and business aspects of passenger transportation. Public policy and government aid to urban transportation development. Prerequisites: both SCM 345 and upper-division standing or only instructor approval.

SCM 432 Planning and Control Systems for Supply Chain Management. (3)

fall and spring

Planning and control systems for product and service flows in supply chain: production planning, master scheduling, MRP, ERP, inventory management. Lab. Fee. Prerequisites: SCM 300; professional program business student majoring in Supply Chain Management. Pre- or corequisites: SCM 345, 355.

SCM 440 Quality Management and Measurement. (3)

fall and spring

Quality management and measurement, relationships with suppliers and customers, quality awards, certifications, programs, tools for process improvement and cost analyses. Prerequisites: SCM 300; professional program business student majoring in Supply Chain Management. Pre- or corequisites: SCM 345, 355.

SCM 455 Research and Negotiation. (3)

fall and spring

Current philosophy, methods, techniques for conducting strategic and tactical supply chain research and negotiations. Includes supplier price and cost analysis. Prerequisite: professional program business student majoring in Supply Chain Management. Prerequisite with a grade of "C" or higher: SCM 355.

General Studies: L

SCM 460 Carrier Management. (3)

selected semesters

Analyzes carrier economics, regulation, management, and rate-making practice; evaluates public policy issues related to carrier transportation. Prerequisites: both SCM 345 and upper-division standing or only instructor approval.

SCM 463 Global Supply Chain Management. (3)

once a year

Supply chain activities in international business with special emphasis on management of transportation, global sourcing, customs issues, and facility location in a global environment. Prerequisite: upper-division standing.

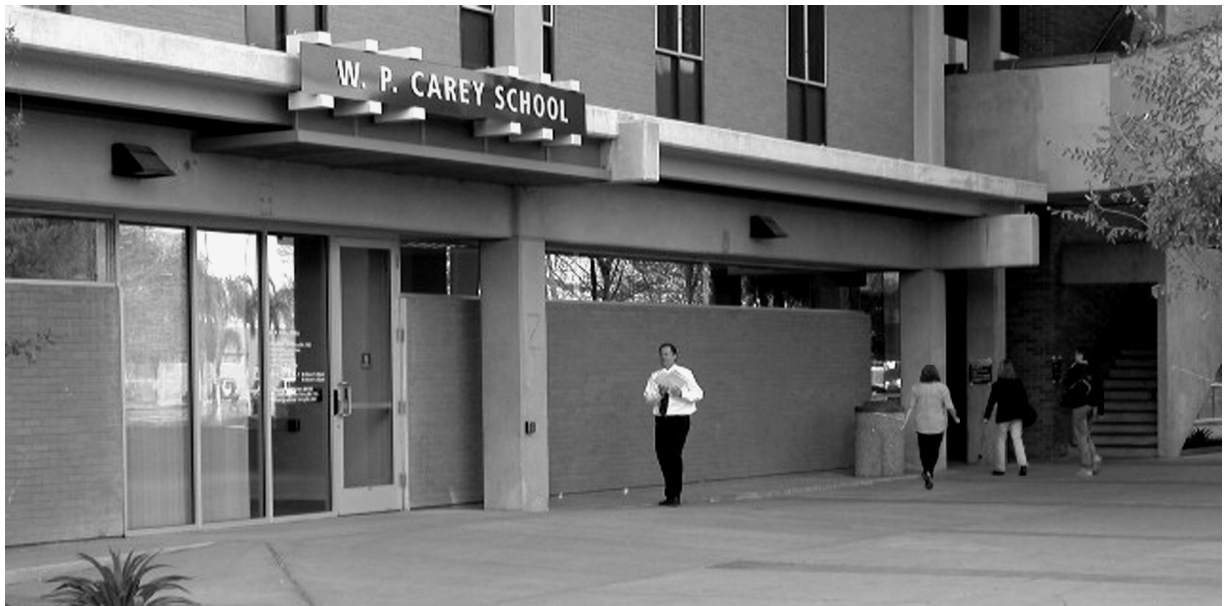
SCM 479 Supply Chain Strategy. (3)

fall and spring

Integrated supply chain strategies synthesizing supply management, production, logistics, and enterprise systems. Provides a comprehensive perspective of supply chain management. Prerequisite: professional program business student majoring in Supply Chain Management. Prerequisites with a grade of "C" or higher: SCM 345, 355, 432 (or 440).

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 56.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see "Graduate-Level Courses," page 56.



Business Administration building, home of the new W. P. Carey School of Business.

John MacIsaac photo