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# College of Business

[www.cob.asu.edu](http://www.cob.asu.edu)

Larry E. Penley, Ph.D., Dean

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<b>School of Accountancy and Information Management</b> . . . . .	<b>163</b>
<b>Computer Information Systems</b> . . . . .	<b>164</b>
<b>Business Administration</b> . . . . .	<b>167</b>
<b>Department of Economics</b> . . . . .	<b>168</b>
<b>Department of Finance</b> . . . . .	<b>171</b>
<b>School of Health Administration and Policy</b> . . . . .	<b>173</b>
<b>International Business Studies</b> . . . . .	<b>174</b>
<b>Department of Management</b> . . . . .	<b>176</b>
<b>Department of Marketing</b> . . . . .	<b>179</b>
<b>Small Business Programs</b> . . . . .	<b>181</b>
<b>Department of Supply Chain Management</b> . . . . .	<b>182</b>
<b>Real Estate</b> . . . . .	<b>182</b>

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## PURPOSE

The mission of the College 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 college 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 college 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 college 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 college 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 college 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 college. Through the various divisions of the L. William Seidman Research Institute, the college reaches out to the business community through research and executive education. For more information, access the college's Web site at [www.cob.asu.edu](http://www.cob.asu.edu).

## ORGANIZATION

The courses offered by the College 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 College 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

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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 83.

## COLLEGE OF BUSINESS

CIS 200 Computer Applications and Information Technology CS.....	3
ECN 111 Macroeconomic Principles SB.....	3
ECN 112 Microeconomic Principles SB.....	3
Choose between the course combinations below.....	6 or 3
ENG 101 First-Year Composition (3)	
ENG 102 First-Year Composition (3)	
— or —	
ENG 105 Advanced First-Year Composition (3)	
— or —	
ENG 107 English for Foreign Students (3)	
ENG 108 English for Foreign Students (3)	
MAT 119 Finite Mathematics MA.....	3
MAT 210 Brief Calculus MA.....	3
QBA 221 Statistical Analysis CS.....	3
Total .....	27 or 30

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

Completion of lower-division requirements does not ensure acceptance to the upper-division professional program. Prebusiness students are not allowed to register for 300- and 400-level business courses.

**The Professional Program.** The junior and senior years constitute the professional program of the undergraduate curriculum. Admission to the professional program is competitive and limited by available resources. Admission is awarded to those applicants demonstrating the highest promise for professional success.

Students who wish to apply to the College of Business professional program must submit an application during one of the three annual application periods. Candidates are strongly encouraged to visit the Undergraduate Programs Office, BA 109, at the beginning of the semester in which they wish to apply to pick up information regarding academic qualifications, admissions criteria, and application deadlines. The application can be found on the Web at [www.cob.asu.edu/up/up\\_professional\\_program.cfm](http://www.cob.asu.edu/up/up_professional_program.cfm). All applicants must be admitted to ASU by the time they submit their professional program application. Students are also required to complete the Business Basics workshop before applying to the professional program.

**Nonbusiness Students.** A nonbusiness student is permitted to register for selected 300- and 400-level business courses only during online registration and only if, (1) at the time of registration, the student has junior standing (56 semester hours completed) and (2) the student has a minimum cumulative GPA of 2.50 at ASU and a minimum GPA of 2.50 for all business courses completed at ASU. Students who have 56 semester hours completed but have never attended ASU are given a one-semester period to register and to establish a GPA at ASU. Students must meet all prerequisites and course requirements as listed in the catalog.

Nonbusiness majors are limited to a maximum of 15 semester hours of selected upper-division business courses (excluding ECN courses).

**Bachelor of Interdisciplinary Studies.** The College of Business participates in the Bachelor of Interdisciplinary

Studies degree. For details, refer to “Bachelor of Interdisciplinary Studies,” page 114.

**Minors.** Two minors are available to nonbusiness students: a minor in Business and a minor in Small Business. The Small Business program is in the process of transferring to the faculty of Business Administration in East College at ASU East. To complete either of the minors, students must obtain the requirements from the Undergraduate Programs Office in the College of Business and complete the specified business courses with a grade of “C” or higher. Courses used in a student’s major may not be used toward a minor. Students are advised to consult an advisor in the colleges of their majors to ensure the proper selection of courses for the minor. The upper-division courses for the minor are restricted to students with 56 hours who are in good standing (a 2.00 ASU GPA or better). For details on the minor in Small Business, see “Small Business Programs,” page 181.

**Nondegree Undergraduate and Graduate Students.** A nondegree undergraduate or graduate student is permitted to enroll in selected 300- and 400-level business courses only during online registration and only if (1) the student has an ASU cumulative GPA of at least 2.50 and an ASU cumulative business GPA of at least 2.50 at the time of online registration or (2) the student has never attended ASU, in which case he or she is given a one-semester period to register during online registration and to establish a GPA at ASU. Students must meet all prerequisites and course requirements as listed in the catalog.

Nondegree undergraduate and graduate students are limited to a maximum of 15 semester hours of selected upper-division business courses (excluding ECN courses).

### ADVISING

The student should follow the sequence of courses in the “Curriculum Outline Prebusiness Program,” on this page, and the recommendations of the academic advisor in completing the prescribed background and skill courses in preparation for the subsequent professional program.

For more advising information, access the Undergraduate Programs Web site at [www.cob.asu.edu/up/indexupo.cfm](http://www.cob.asu.edu/up/indexupo.cfm).

#### Curriculum Outline Prebusiness Program

##### First Year

##### First Semester

ECN 111 Macroeconomic Principles SB.....	3
or ECN 112 Microeconomic Principles SB (3)	
ENG 101 First-Year Composition.....	3
or ENG 107 English for Foreign Students (3)	
MAT 210 Brief Calculus MA.....	3
General Studies .....	3
PGS or SOC course.....	3
Total .....	15

##### Second Semester

COM 100 Introduction to Human Communication SB.....	3
or COM 230 Small Group Communication SB (3)	
or COM 259 Communication in Business and the Professions (3)	
ECN 112 Microeconomic Principles SB.....	3
or ECN 111 Macroeconomic Principles SB (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 176.

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



Kay Faris (second from right), assistant dean of the College of Business, walks with (from left) Marisa Calderón, Armel Mends-Cole, and Jennifer Warren.

Tim Trumble photo

College 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.

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 colleges 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 College 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 College 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/provost/articulation](http://www.asu.edu/provost/articulation).

**DEGREES**

The faculty in the College 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 “College of Business Baccalaureate Degrees and Majors” table, on this page. Each major is administered by the academic unit indicated.

**GRADUATE PROGRAMS**

The faculty in the College of Business offer graduate degrees as shown in the “College 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 College 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 M.B.A. program, the evening M.B.A. program offers a high technology M.B.A. at ASU Research Park and an evening M.B.A. at the ASU Downtown Center.

The Executive M.B.A. program is available to those with significant work experience.

For more information about M.B.A. programs, 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 the region. 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 College 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

## College 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, <sup>1</sup> management, marketing, supply chain management	College of Business College 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	M.P.H. <sup>2</sup>	Health administration and policy	School of Health Administration and Policy
Statistics	M.S. <sup>3</sup>	—	Committee on Statistics
Taxation	M.Tax.	—	School of Accountancy and Information Management

<sup>1</sup> Applications are not being accepted at this time.

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

<sup>3</sup> This program is administered by the Graduate College.

continuing education and community outreach programs.

For more information, see “ASU Extended Campus,” page 703, or access the Web site at [www.asu.edu/xed](http://www.asu.edu/xed).

### UNIVERSITY GRADUATION REQUIREMENTS

In addition to fulfilling college and major requirements, students must meet all university graduation requirements. For more information, see “University Graduation Requirements,” page 79.

#### 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 83. Note that all three General Studies awareness areas are required.

General Studies courses are listed in the “General Studies Courses” table, 86, 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.

### COLLEGE DEGREE REQUIREMENTS

College degree requirements supplement the General Studies requirement with additional course work from the approved university general studies list or the College of Business Policy Statement. Business courses may not be used to fulfill college 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 college 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 college degree requirements.

**Social and Behavioral Sciences.** College 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.** College 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.

**Communication.** All students in the College of Business except Accountancy and Management majors must complete COM 100, 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 83) or from the College 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.

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 83.

**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 College of Business, a student must have completed at least 30 semester hours at ASU Main;

1. 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;
2. have earned a “C” or higher in each lower-division core and skill course and each course in the major;
3. 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
4. have met all university degree requirements.



Business Administration C-Wing

Tim Trumble photo

**Exceptions.** Any exception to these requirements must be approved by the Standards Committee of the College 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 College of Business must satisfactorily complete a curriculum of 120 semester hours.

A major consists of a pattern of from 18 to 24 semester hours in related courses falling primarily within a given subject field. Available majors are shown in the “College 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 in the College of Business designed the core to incorporate the impact on business of information technology and e-business practices. By educating and training students in the use of data-driven decision-making tools and applications software, the college provides greater opportunity for its students. All students seeking a B.S. degree in the College 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 176, 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 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.

**Disqualification.** 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.

Students who have been academically disqualified are not permitted to enroll in upper-division business courses during summer sessions.

**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 College 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 College 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 help the underrepresented and first generation college student populations of the College of Business successfully navigate the college’s rigorous academic demands. To that end, the office manages a number of programs to assist students, including these:

- Academic advising
- Advising ethnic student business organizations
- Mentoring
- Ongoing seminar and workshop series on study, work issues, and strategies
- Referring students to other campus support offices
- Teaching academic success courses COB 194 and 294
- Tutoring

For more information, visit BA 109, call 480/965-4066, or access the AAP Web site at [www.cob.asu.edu/up/aap](http://www.cob.asu.edu/up/aap). Faxes can be sent to 480/965-8259.

**Asian Studies.** Students in the College 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 Small Business and Entrepreneurship.** A curriculum in small business and entrepreneurship is available to business majors at ASU. See “Small Business Programs,” page 181.

**Certificate in International Business Studies.** See “Certificate in International Business Studies,” page 174, 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 bachelor’s degree from any of the major fields of study at ASU and 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 L .....	3
QBA 421 Applied Quality Analysis II .....	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 83.

## COLLEGE OF BUSINESS

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.

**Honors Program.** College of Business students who have been admitted to the Barrett Honors College and the professional program 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,
3. be admitted into the college's professional program, and
4. 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
--- 493 Honors Thesis* .....	3

\* See "Honors Courses," page 56, 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 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, and professional seminars and panel discussions. 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.

For more information, see "The Barrett Honors College," page 118, call 480/965-8710, or stop by the Business Hon-

ors Program Office located in BA 150. You may also send faxes to 480/727-7277. More information may be obtained by accessing the Business Honors Program Web site at [www.cob.asu.edu/hon](http://www.cob.asu.edu/hon).

**Internships.** The college 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 college 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 College 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 college 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.

For more information, visit the Director of Career Planning and Corporate Relations in BA 109 (480/965-7026), faculty advisors in the departments or Career Services, or access the College of Business Web site at [www.cob.asu.edu/up/internship.cfm](http://www.cob.asu.edu/up/internship.cfm).

**Latin American Studies Center.** Students in the College 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 College 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 College of Business. Within the College 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 College of Business has eight research centers operating under the umbrella of the L. William Seidman Research Institute. The following 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 Seidman Research Institute's mission is to encourage and support applied business research by serving as a public access point to the College 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.cob.asu.edu/seid](http://www.cob.asu.edu/seid), or write

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

### COLLEGE OF BUSINESS (COB)

**COB 194 Special Topics. (1–4)**  
*fall and spring*

**COB 294 Special Topics. (1–4)**  
*fall and spring*

**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.

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## School of Accountancy and Information Management

[www.cob.asu.edu/acct](http://www.cob.asu.edu/acct)

480/965-3631

BA 223

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**Philip M.J. Reckers, Director**

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

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

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

**Senior Lecturers:** Goldman, Maccracken, Shrednick

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

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The School of Accountancy and Information Management houses separate undergraduate degree programs in Accountancy and Computer Information Systems. 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 83.

## COLLEGE OF BUSINESS

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.cob.asu.edu/acct](http://www.cob.asu.edu/acct).

### ADMISSION

The School of Accountancy and Information Management follows the College 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 College 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 College of Business admission requirements and have a grade of "C" or higher in an introductory computer science course as specified by the school, in place of CIS 200.

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

The major in Accountancy consists of the following courses:

ACC 330 Enterprise Process Analysis and Design <i>L</i> .....	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 <sup>1</sup> .....	3
COM 100 Introduction to Human Communication <sup>2</sup> <i>SB</i> .....	3
or COM 230 Small Group Communication <i>SB</i> (3) <sup>2</sup> .....	
COM 259 Communication in Business and the Professions .....	3
ECN 306 Survey of International Economics <i>SB, G</i> <sup>3</sup> .....	3
ENG 301 Writing for the Professions <i>L</i> <sup>4</sup> .....	3
Two approved CIS courses <sup>5</sup> .....	6
Total .....	22

<sup>1</sup> CIS 220 is used in the business core in place of CIS 200.

<sup>2</sup> COM 230 is recommended over COM 100.

<sup>3</sup> ECN 306 is counted in the business core in place of the international business course.

<sup>4</sup> ENG 301 is counted in the business core in place of BUS 301.

<sup>5</sup> See the school for a list of approved courses.

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 <i>L</i> .....	4
CIS 410 Object-Oriented Modeling and Programming .....	3
CIS 420 Business Database Concepts.....	3
CIS 430 Networks and Distributed Systems .....	3
CIS 440 Systems Design and Electronic Commerce <i>L</i> .....	3
CIS course in electronic commerce strategy.....	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 college requirement, and CIS 235 Business Information Systems Development, which is used in the business core.

### MAJOR PROFICIENCY REQUIREMENTS

In addition to college 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 college requirements. See “University Graduation Requirements,” page 79, and “College Degree Requirements,” page 159.

### 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.

#### 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. 3 hours lecture, 3 hours lab. Fee. Prerequisite: professional program business student majoring in Accountancy or Computer Information Systems.

*General Studies: L*

#### ACC 340 External Reporting I. (4)

*fall, spring, summer*

Financial accounting theory and practice related to external reporting. 3 hours lecture, 3 hours lab. Fee. Prerequisites: FIN 300; professional program business student majoring in Accountancy. Prerequisites with a grade of “C” or higher: ACC 250, 330.

#### ACC 350 Internal Reporting. (4)

*fall, spring, summer*

Internal reporting systems for planning, control, and decision making. 3 hours lecture, 3 hours lab. 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. 3 hours lecture, 3 hours lab. 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. 3 hours lecture, 3 hours lab. 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. 3 hours lecture, 3 hours lab. 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*

#### ACC 502 Financial Accounting. (3)

*once a year*

Financial accounting concepts and procedures for external reporting. Prerequisite: M.B.A. degree program student.

#### ACC 503 Managerial Accounting. (3)

*once a year*

Managerial accounting concepts and procedures for internal reporting. Prerequisite: M.B.A. degree program student.

#### ACC 511 Taxes and Business Strategy. (3)

*once a year*

Economic implications of selected management decisions involving application of federal income tax laws. Recognition of tax hazards and tax savings. Prerequisite: ACC 502 (or its equivalent).

#### ACC 515 Professional Practice Seminar. (3)

*selected semesters*

History, structure, environment, regulation, and emerging issues of the accounting profession.

#### ACC 521 Tax Research. (3)

*once a year*

Tax research source materials and techniques. Application to business and investment decisions. Prerequisite: ACC 430.

#### ACC 533 Application Solutions in the Connected Economy. (3)

*once a year*

Analyzes software solutions and evaluation methods. Emphasizes current topics such as enterprise modeling, ERP software, and inter-organizational solutions. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

#### ACC 541 Strategic Innovations in Information and Cost Management. (3)

*once a year*

Strategic cost management emphasizing contemporary topics, including activity-based costing and strategic uses of information technology systems. Cooperative learning, lecture. Prerequisite: ACC 503 or M.S. in Information Management degree program student or M.A.I.S. degree program student.

#### ACC 567 Financial Models in Accounting Systems. (3)

*selected semesters*

Development and application of financial models by accountants. Analysis of decision support systems as financial modeling environments. Prerequisite: ACC 330.

#### ACC 571 Taxation of Corporations and Shareholders. (3)

*once a year*

Tax aspects of the formation, operation, reorganization, and liquidation of corporations and the impact on shareholders. Pre- or corequisite: ACC 521.

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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 83.



College of Business students (from left) Uchenna Mbanu, Michael Hughes, and Danielle Biele

Doug Crouch photo

**ACC 573 Taxation of Pass-Through Entities. (3)**

*once a year*

Tax aspects of the definition, formation, operation, liquidation, and termination of a partnership. Emphasizes tax planning. Pre- or corequisite: ACC 521.

**ACC 575 Family Tax Planning and Wealth Transfer Taxation. (3)**

*once a year*

Tax treatment of wealth transfers at death and during lifetime, with emphasis on tax planning. Pre- or corequisite: ACC 521.

**ACC 577 Taxation of Real Estate Transactions. (3)**

*selected semesters*

Income tax aspects of acquisition, operation, and disposal of real estate; syndications; installment sales; exchanges; dealer-investor issues; alternative financing; and planning. Prerequisite: ACC 521 or instructor approval.

**ACC 582 Information Security of Interorganizational Systems. (3)**

*selected semesters*

Function and responsibility of the information security officer. Advanced topics in security methods and technology. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**ACC 585 Performance Measurement of Emerging Business Models. (3)**

*once a year*

Applies quantitative techniques to accounting problems. Prerequisite: ACC 503 or M.S. in Information Management degree program student or M.A.I.S. degree program student.

**ACC 586 Shareholder Value Creation and Financial Statement Analysis. (3)**

*once a year*

Develop skills necessary to exploit financial reporting information in a business environment and appreciation of reporting issues faced by management.

**ACC 587 Business Process Integrity Controls. (3)**

*once a year*

Design and evaluation of computer-based accounting information system. Development of computer-based business models for planning and control. Prerequisite: M.A.I.S. degree program student.

**ACC 591 Seminar on Selected ACC Topics. (1–12)**

*once a year*

Topics may include the following:

- Computer Security. (3)
- Data Warehouse and Data Mining. (3)

- Electronic Commerce. (3)
- Enterprise Modeling. (3)

**Omnibus Courses.** For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus 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 394 Special Topics. (1–4)**

*selected semesters*

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

**CIS 410 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 420 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 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 420.

**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 410; professional program business student majoring in Computer Information Systems. Pre- or corequisite with a grade of “C” or higher: CIS 420.

**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: professional program business student majoring in Computer Information Systems. Prerequisites with a grade of "C" or higher: CIS 420, 430; professional program business student majoring in Computer Information Systems.

*General Studies: L*

**CIS 494 Special Topics. (1–4)**

*selected semesters*

**CIS 502 Management Information and Decision Support Systems. (3)**

*once a year*

Fundamentals of computer-based management information and decision support systems. Prerequisite: M.B.A. degree program student.

**CIS 505 Object-Oriented Modeling and Programming. (3)**

*once a year*

Object-oriented modeling of business information systems, abstract data types and object-oriented programming using a visual language. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**CIS 506 Business Database Systems. (3)**

*once a year*

Hierarchical, network, relational, and other recent data models for database systems. Processing issues such as concurrency control, query optimization, and distributed processing. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**CIS 512 Intelligent Decision Systems and Knowledge Management. (3)**

*once a year*

Definition, description, construction, and evaluation of computer-based decision systems. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**CIS 515 Management Information Systems. (3)**

*selected semesters*

Systems theory concepts applied to the collection, retention, and dissemination of information for management decision making. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**CIS 520 Systems Design and Evaluation. (3)**

*selected semesters*

Methodologies of systems analysis and design. Issues include project management, interface, organizational requirements, constraints, documentation, implementation, control, and performance evaluation. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**CIS 530 Information Systems Development. (3)**

*once a year*

Object-oriented and interprocess communication and control concepts for information systems; applications based on languages such as C++ and platforms such as networked UNIX. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**CIS 535 Distributed Information Systems. (3)**

*once a year*

Distributed systems and their impact on information systems in business. Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**CIS 591 Seminar on Selected CIS Topics. (1–12)**

*once a year*

Topics may include the following:

- Computer Security
- Computing Architectures
- Data Warehouse and Data Mining
- Electronic Commerce
- Enterprise Modeling

Prerequisite: M.S. in Information Management degree program student or M.A.I.S. degree program student.

**CIS 593 Applied Project. (1–12)**

*once a year*

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

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**Business Administration**

[www.east.asu.edu/ecollege/businessadmin](http://www.east.asu.edu/ecollege/businessadmin)

480/727-1055

CNTR 76

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**Roger W. Hutt, Faculty Head**

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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 hours of lower-division core and skill courses, 34 hours of upper-division core courses, and nine hours of advanced business electives. All of the upper-division business courses (with the exception of nine hours) must be taken at ASU East.

**Business Administration Core**

E ACC	316	Management Uses of Accounting.....	3
E BUS	394	Professional Development.....	1
E CIS	394	ST: Information Management .....	3
E ECN	394	ST: Current Issues in Economics.....	3
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 .....	3
E MGT	300	Organizational Management and Leadership.....	3
E MGT	494	ST: Strategic Management .....	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		.....	34

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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 83.

Students who complete the major requirements may also choose to take additional business courses, related courses in ASU East industry-specific business programs (Agribusiness, Information and Management Technology, and Aeronautical Management Technology), or special optional nine-semester-hour extensions of the basic major in our industry-specific programs.

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## Department of Economics

[www.cob.asu.edu/ecn](http://www.cob.asu.edu/ecn)

480/965-3531

BAC 659

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**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, Winkelman

**Assistant Professors:** Chade, Hendricks

**Senior Lecturer:** Roberts

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The study of economics can give students a general knowledge of the ways goods and services are allocated and incomes generated; economics can help students understand why prices, employment, money, and financial markets behave as they do. Some knowledge of economics is crucial not only for students of business but for students pursuing graduate education in law or careers in journalism and communications.

Economists obtain positions at universities and in government, financial institutions, brokerage houses, private nonfinancial corporations, international organizations such as the International Monetary Fund and the World Bank, as financial journalists, and as marketing and management specialists in domestic and international firms.

### ECONOMICS—B.S.

Economics majors are required to earn a minimum grade of “C” in MAT 210 Brief Calculus before taking upper-division courses in economics. While MAT 210 meets the minimum mathematics requirement to major in Economics, all Economics majors who anticipate going on to graduate school in economics or in business or to law school are encouraged to take MAT 270 Calculus with Analytic Geometry I. Majors are encouraged to pursue further course work in mathematics. MAT 270 may be taken in lieu of MAT 210.

The major in Economics consists of 18 semester hours of upper-division courses in economics. The following six hours must be included:

ECN 313 Intermediate Macroeconomic Theory *SB* .....3  
 ECN 314 Intermediate Microeconomic Theory *SB* .....3

ECN 313 and 314 should be taken before other upper-division courses in economics. Students must earn a minimum grade of “C” in ECN 313 and 314. Concurrent enrollment in ECN 313 and 314 is permitted. Concurrent enrollment in ECN 313 or 314 and other upper-division courses in economics is subject to the approval of the faculty advisor.

### 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.

**Other Economics Programs.** For information on majoring in Economics in the College of Liberal Arts and Sciences, see “Economics,” “Economics—B.A. or B.S.,” page 369.

For information on the minor in General Economics and on the minor in Economics for Students Planning a Career in Law, see “Minor in Economics for Students Planning a Career in Law,” page 370.

### GRADUATION REQUIREMENTS

In addition to fulfilling major requirements, students seeking a degree must meet all university and college requirements. See “University Graduation Requirements,” page 79, and “College Degree Requirements,” page 159.

### ECONOMICS (ECN)

#### 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 306 Survey of International Economics. (3)

*fall, spring, summer*

Survey of international trade issues, commercial policy, trade theory, customs unions, and international monetary topics. Not for Economics majors. Lecture, discussion. Cross-listed as IBS 306. Credit is allowed for only ECN 306 or IBS 306. Prerequisites: ECN 111 (or 112); 2.00 ASU GPA; junior standing.

*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. Prerequisites: ECN 111, 112. Prerequisite with a grade of “C” or higher: MAT 210.

*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. Prerequisites with a grade of “C” or higher: ECN 111, 112; MAT 210 (or 270).

*General Studies: SB*

**ECN 315 Money and Banking. (3)***summer*

Functions of money. Monetary systems, credit functions, banking practices, and central banking policy. Cannot be applied to the Economics major. Prerequisite: ECN 111.

**ECN 331 Comparative 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. Prerequisite: ECN 111 or 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. Prerequisites with a grade of "C" or higher: 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. Prerequisite: ECN 111 or 112.

*General Studies: SB, G***ECN 382 Managerial Economics. (3)***selected semesters*

Applies economic analysis to managerial decision making. Market analysis in the context of the socio-legal environment. Not for Economics majors. Lecture, discussion. Prerequisites: ECN 111, 112; 2.00 ASU GPA; junior standing.

**ECN 384 Economics of Social Behavior. (3)***once a year*

Applies economic analysis to contemporary behavior: discrimination, work versus leisure, crime, medical care, macroeconomic policies. Not for Economics majors. Lecture, student participation. Prerequisites: 2.00 ASU GPA; junior standing.

*General Studies: SB***ECN 394 Special Topics. (3)***selected semesters*

Current topics of domestic or international interest. Analytical emphasis may be macro, micro, or both. See current *Schedule of Classes* for offerings. Not for Economics majors. Prerequisite: ECN 111 or 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. Prerequisite: ECN 314 or instructor approval.

*General Studies: L/SB***ECN 421 Earnings and Employment. (3)***once a year*

Analyzes earnings, employment, unemployment, training, education, and related topics. Emphasizes policy issues. Prerequisite: ECN 314 or instructor approval.

*General Studies: L/SB***ECN 436 International Trade Theory. (3)***fall and spring*

Comparative-advantage doctrine, including practices under varying commercial policy approaches. Economic impact of international disequilibrium. Prerequisite: ECN 314 or instructor approval.

*General Studies: SB, G***ECN 438 International Monetary Economics. (3)***fall and spring*

History, theory, and policy of international monetary economics. Balance of payments and exchange rates. International financial markets including Eurocurrency markets. Prerequisite: ECN 313 or instructor approval.

*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. Prerequisite: ECN 314 or instructor approval.

*General Studies: L/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. Discussion, analysis. Prerequisite: ECN 314.

*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. Prerequisite: ECN 314 or instructor approval.

**ECN 480 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. Prerequisite: instructor approval.

*General Studies: CS***ECN 484 Economics Internship. (3)***fall, spring, summer*

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

**ECN 485 Mathematical Economics. (3)***once a year*

Integrates economic analysis and mathematical methods into a comprehensive body of knowledge within contemporary economic theory. Prerequisite: instructor approval.

**ECN 493 Honors Thesis. (3)***fall and spring**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

Prerequisites: both ECN 313 and 314 or only instructor approval.

**ECN 498 Pro-Seminar. (3)***selected semesters*

Topics chosen from current area of interest. Prerequisites: both ECN 313 and 314 or only instructor approval.

**ECN 502 Managerial Economics. (3)***fall and spring*

Applies microeconomic analysis to managerial decision making in areas of demand, production, cost, and pricing. Evaluates competitive strategies. Prerequisite: M.B.A. degree program student.

**ECN 503 Global Economics for Managers. (3)***fall and spring*

Macroeconomic analysis of issues related to economic growth, inflation, interest rates behavior, unemployment, exchange rate determination, and global competitiveness. Prerequisite: M.B.A. degree program student.

**ECN 504 History of Economic Thought. (3)***once a year*

Historical development of economic theory. Emphasizes the development of economic analysis from preclassical economics through Keynes. Prerequisite: ECN 510 or instructor approval.

**ECN 509 Macroeconomic Theory and Applications. (3)***fall*

Theory of income, output, employment, and price level. Influence on business and economic environment. Prerequisites: both ECN 111 and calculus or only instructor approval.

**ECN 510 Microeconomic Theory and Applications. (3)***fall*

Applies economic theory to production, consumer demand, exchange, and pricing in a market economy. Prerequisites: both ECN 112 and calculus or only instructor approval.

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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 83.

## COLLEGE OF BUSINESS

### **ECN 511 Macroeconomic Analysis I. (3)**

*fall*

Current theories of output, employment, inflation, and asset prices as well as major aggregates. Introduces dynamic optimization techniques. Prerequisites: both ECN 313 and calculus or only instructor approval.

### **ECN 512 Microeconomic Analysis I. (3)**

*fall*

Theory of production, consumer demand, resource use, and pricing in a market economy. Prerequisites: both ECN 314 and calculus or only instructor approval.

### **ECN 513 Macroeconomic Analysis II. (3)**

*spring*

Focuses on growth theory, dynamic general equilibrium models, monetary theory, open-economy issues. Prerequisite: ECN 511 or instructor approval.

### **ECN 514 Microeconomic Analysis II. (3)**

*spring*

General equilibrium, welfare economics, production, and capital theory. Prerequisite: ECN 512 or instructor approval.

### **ECN 515 Advanced Macroeconomic Analysis. (3)**

*fall*

Focuses on current research areas in macroeconomics and monetary theory with emphasis on methods in economic dynamics and numerical techniques. Prerequisite: ECN 511 or instructor approval.

### **ECN 516 Economics of Uncertainty, Information, and Strategic Behavior. (3)**

*fall*

Economic behavior under uncertainty; markets and contracts under asymmetric information; the theory of games with incomplete information and applications. Prerequisite: ECN 512 or instructor approval.

### **ECN 517 Monetary Theory. (3)**

*fall*

Traditional and post-Keynesian monetary theory, interest rate determination, the demand and supply of money. Prerequisite: ECN 511 or instructor approval.

### **ECN 521 Labor Economics I. (3)**

*spring*

Development of basic theoretical models for analyzing labor market issues. Prerequisite: ECN 510 or instructor approval.

### **ECN 522 Labor Economics II. (3)**

*selected semesters*

Extensions/criticisms of labor market theories. Applications to a variety of policy issues. Prerequisite: ECN 521.

### **ECN 525 Econometrics I. (3)**

*spring*

Problems in the formulation of econometric models. Emphasizes estimation, hypothesis testing, and forecast of general linear models. Prerequisite: 6 hours in statistics or instructor approval.

### **ECN 526 Econometrics II. (3)**

*fall*

Estimation and inference of qualitative and limited dependent variable models as well as general multiple equation models. Prerequisite: ECN 525 or instructor approval.

### **ECN 527 Econometrics III. (3)**

*spring*

Generalized method of moment estimation, estimation with censored and truncated samples, nonlinear models, panel-data models, econometrics of nonstationarities. Prerequisite: ECN 526 or instructor approval.

### **ECN 536 International Trade Theory. (3)**

*spring*

Theories of comparative advantage and their empirical verification. Theory and political economy of commercial policy. Resource transfers and the role of the multinational corporation. Prerequisites: both ECN 509 and 510 or only instructor approval.

### **ECN 538 International Monetary Theory and Policy. (3)**

*fall*

Foreign exchange market, balance of payments, and international financial institutions and arrangements; theory and applications. Prerequisites: both ECN 509 and 510 or only instructor approval.

### **ECN 541 Public Economics. (3)**

*fall*

Economics of collective action, public spending, taxation, and politics. Impact of central governmental activity on resource allocation and income distribution. Prerequisite: ECN 510 or instructor approval.

### **ECN 553 Industrial Organization. (3)**

*spring*

Analyzes structure, conduct, and performance in industrial markets; the economics of organizations. Prerequisite: ECN 510 or instructor approval.

### **ECN 560 Economics of Growth and Development. (3)**

*fall*

Economic problems, issues, and policy decisions facing the developing nations of the world. Prerequisites: both ECN 509 and 510 or only instructor approval.

### **ECN 584 Economics Internship. (1–3)**

*summer*

Academic credit for professional work organized through the Internship Program. Prerequisites: both ECN 510 and 511 or only instructor approval.

### **ECN 585 Mathematics for Economists. (3)**

*fall*

Survey of mathematical ideas encountered in economics and econometrics: nonlinear programming, the Kuhn-Tucker theorem, concave programming, optimization over time. Prerequisite: calculus or instructor approval.

### **ECN 591 Economics Seminar. (1–3)**

*fall, spring, summer*

Presentations by outside speakers, department faculty, and graduate students of work in progress. Prerequisite: instructor approval.

### **ECN 593 Applied Projects. (3)**

*fall*

Preparation of a supervised applied project typically in conjunction with an internship. Prerequisites: ECN 510, 511.

### **ECN 594 Conference and Workshop in Economics. (1–12)**

*fall*

Workshops offered include: economic analysis, microeconomic analysis, macroeconomics.

### **ECN 598 Special Topics. (3)**

*selected semesters*

Advanced topics in economics. Consult the *Schedule of Classes* for offerings. Prerequisite: instructor approval.

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

## QUANTITATIVE BUSINESS ANALYSIS (QBA)

*For more QBA courses, see "Department of Supply Chain Management."*

### **QBA 221 Statistical Analysis. (3)**

*fall and spring*

Methods of statistical description. Applies probability theory and statistical inference in business. Fee. Prerequisite: MAT 119.  
*General Studies: CS*

### **QBA 321 Applied Quality Analysis I. (3)**

*fall*

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

### **QBA 410 Applied Business Forecasting. (3)**

*spring*

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

### **QBA 421 Applied Quality Analysis II. (3)**

*fall, spring, summer*

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



**QBA 502 Managerial Decision Analysis. (3)**

*fall and spring*

Fundamentals of quantitative analysis to aid management decision making under uncertainty. Prerequisites: MAT 210; computer literacy; graduate degree program student.

**QBA 525 Applied Regression Models. (3)**

*once a year*

Simple linear regression, multiple regression, indicator variables, and logistic regression. Emphasizes business and economic applications. Prerequisite: MAT 210.

**QBA 527 Categorical Data Analysis. (3)**

*once a year*

Discrete data analysis in business research. Multidimensional contingency tables and other discrete models. Prerequisite: QBA 525.

**QBA 530 Experimental Design. (3)**

*once a year*

Experimental designs used in business research. Balanced and unbalanced factorial designs, repeated measures designs, and multivariate analysis of variance. Prerequisite: QBA 525 (or its equivalent).

**QBA 535 Multivariate Methods. (3)**

*once a year*

Advanced statistical methods used in business research. Multivariate analysis of association and interdependence. Prerequisite: QBA 525.

**QBA 540 Forecasting. (3)**

*selected semesters*

Foundation of statistical forecasts and forecast intervals; applies classical and computer-assisted forecasting methods to business forecasting problems. Prerequisites: MAT 210; QBA 502.

**QBA 593 Applied Project. (1–12)**

*selected semesters*

**QBA 599 Thesis. (1–12)**

*selected semesters*

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

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 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 college requirements. See “University Graduation Requirements,” page 79, and “College Degree Requirements,” page 159.

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**Department of Finance**

[www.cob.asu.edu/fin](http://www.cob.asu.edu/fin)

480/965-3131

BAC 519

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**Herbert M. Kaufman, Chair**

**Professors:** Booth, Coles, Kaufman, Poe, Sushka

**Associate Professors:** Cesta, Gallinger, Hertzell, Hoffmeister, Wilt

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

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**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-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:

**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.

**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.

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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 83.

## COLLEGE OF BUSINESS

### **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 College of 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*

### **FIN 502 Managerial Finance. (3)**

*once a year*

Financial decision making, including net present value, interest rates, risk and return, efficient capital markets, capital budgeting, and financial forecasting. Lecture, cases, discussion. Prerequisites: ACC 502; ECN 502; QBA 502.

### **FIN 521 Investment Management. (3)**

*once a year*

Valuation of equities and fixed income securities. Trading strategies and portfolio management. Performance evaluation. Trading mechanisms and market organization. Lecture, cases, discussion. Prerequisites: FIN 502, 551.



Lee McPheters, associate dean for Executive and Professional Programs, addresses a business class.

Tim Trumble photo

**FIN 527 Derivatives and Risk Management. (3)***once a year*

Characteristics and pricing of forwards, futures, swaps, options. Applications of instruments for hedging strategies, corporate risk management, and capital budgeting. Lecture, cases, discussion. Prerequisites: FIN 502, 551.

**FIN 531 Financial Markets and Intermediaries. (3)***once a year*

How the financial system affects the firm. Intermediation and capital markets. Risk management strategies, value at risk and financial instruments. Lecture, cases, discussion. Prerequisites: FIN 521, 527.

**FIN 551 Applied Fundamental Analysis. (3)***once a year*

Analyzes financial documents to determine quality of earnings. Forensic financial analysis to diagnose financial health and sustainable growth. Lecture, cases, discussion. Prerequisite: FIN 502.

**FIN 556 International Financial Management. (3)***once a year*

Behavior of exchange rates, interest rates, inflation rates. Analyzes corporate exposure to exchange rate risk and hedging strategies. Multicurrency capital budgeting. Lecture, cases, discussion. Prerequisites: FIN 521, 527.

**FIN 561 Strategic Financial Management. (3)***once a year*

Capstone case-oriented course in strategic applications of corporate finance. Acquisition, allocation, and management of funds within the business enterprise. Cases, discussion. Prerequisites: FIN 531, 556.

**FIN 581 Advanced Valuation Methods. (3)***once a year*

Analyzes practical aspects of valuing the enterprise using economic value added, free cash flow, and other financial techniques. Lecture, cases, discussion. Prerequisite: FIN 502.

**FIN 591 Entrepreneurial Finance. (1–12)***once a year*

Applies financial economic principles to solve problems associated with incubating and new ventures. Planning, understanding financial needs, structuring contracts. Lecture, cases, discussion. Prerequisite: FIN 502.

**FIN 594 Entrepreneurial Finance. (3)***once a year*

Applies financial economic principles to solve problems associated with incubating and new ventures. Planning, understanding financial needs, structuring contracts. Lecture, cases, discussion. Prerequisite: FIN 502.

**FIN 781 Theory of Finance. (3)***once a year*

Fundamental tools of financial economics; asset pricing, arbitrage, option pricing, capital structure, dividend policy, asymmetric information, and transaction-cost economics. Prerequisites: FIN 502, 521, 531.

**FIN 791 Doctoral Seminar in Finance. (1–12)***once a year*

Topics may include the following:

- Financial Institutions and Markets. (3)  
Economic and monetary theory applied to financial markets and institutions; implications of financial structure for market performance and efficiency.
- Financial Management. (3)  
Financial theory pertaining to capital structure, dividend policy, valuation, cost of capital, and capital budgeting.
- Investments. (3)  
Investments and market theory; efficient markets hypothesis; option and commodity markets.

Prerequisite: FIN 781.

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

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## School of Health Administration and Policy

[www.cob.asu.edu/hap](http://www.cob.asu.edu/hap)

480/965-7778

BA 318

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**Eugene S. Schneller, Director**

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

**Assistant Professor:** Rivers

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While the school 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)***fall and spring*

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: L*

**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)

**HSA 502 Health Care Organization. (3)***once a year*

Concepts, structures, functions, and values which characterize contemporary health care systems in the United States.

**HSA 505 Managerial and Population Epidemiology. (3)***once a year*

Quantitative tools to make health care management decisions including biostatistics, epidemiology, and cost-effectiveness analysis. Prerequisite: HSA 561 or a course in basic statistics.

**HSA 512 Health Care Economics. (3)***once a year*

Economics of production and distribution of health care services, with special emphasis on the impact of regulation, competition, and economic incentives. Prerequisite: HSA 502.

**HSA 520 Health Care Organizational Structure and Policy. (3)***once a year*

Functional relationships among managerial elements of health care institutions with major focus on hospital governance and policy dynamics. Prerequisite: HSA 502.

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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 83.

## COLLEGE OF BUSINESS

### **HSA 522 Health Care Management Systems. (3)**

*once a year*

Systems concepts, quantitative methods, and information systems applied to management problems in health institutions and community health planning. Prerequisites: HSA 505; QBA 502.

### **HSA 532 Financial Management of Health Services. (3)**

*once a year*

Acquisition, allocation, and management of financial resources within the health care enterprise. Budgeting, cost analysis, financial planning, and internal controls. Prerequisites: ACC 503; FIN 502; HSA 502.

### **HSA 540 Health Care Outcomes. (3)**

*once a year*

Project-oriented course on application of efficiency-based methods for the evaluation of the outcomes of health care. Seminar, individual student research. Prerequisite: HSA 512 or enrollment in Ph.D. program.

### **HSA 542 Health Care Jurisprudence. (3)**

*once a year*

Legal aspects of health care delivery for hospital and health services administration. Legal responsibilities of the hospital administrator and staff. Prerequisites: HSA 505, 520.

### **HSA 560 Health Services Administration and Policy. (3)**

*fall and spring*

Introduces organizational theory and management of complex organizations within the historical and contemporary contexts of the U.S. public health.

### **HSA 561 Biostatistics. (3)**

*fall*

Aspects of descriptive statistics and statistical inference most relevant to health issues, including data, rates, and confidence intervals.

### **HSA 562 Health Care Organization and Systems. (3)**

*once a year*

Functional relationships among managerial elements of health care institutions with major focus on hospital governance and policy dynamics.

### **HSA 563 Economics for Public Health Management. (3)**

*fall*

Introduces concepts and methods used to direct and understand production and distribution of health care services.

### **HSA 564 Health Care Finance. (3)**

*once a year*

Overview of the acquisition, allocation, and management of financial resources by health care providers. Focuses on economic, financial, and accounting principles.

### **HSA 565 Policy Issues in Health Care. (3)**

*once a year*

Current policy issues in health through concepts of access, cost, and quality; issues relating to disease trends and policy formulation.

### **HSA 566 Basic Principles of Epidemiology. (3)**

*spring*

Basic principles of epidemiology, evaluation of etiology, natural history, intervention therapy, and disease prevention. Lecture, lab. Prerequisite: Master of Public Health major or instructor approval.

### **HSA 571 Managed Care. (3)**

*selected semesters*

Trends in managed care/integrated systems, complexities of balancing objectives (e.g., financial and quality). A two-semester-long marketplace simulation. Prerequisite: HSA 502.

### **HSA 573 Comparative Health Systems. (3)**

*once a year*

Comparison of health care financing and delivery in industrialized countries; covers insurance, hospital management, and physician payment. Lecture, discussion.

### **HSA 575 Chronic Care Administration. (3)**

*selected semesters*

Management of long-term care services and facilities, including behavioral health and rehabilitation programs.

### **HSA 589 Integrative Seminar. (3)**

*fall, spring, summer*

Capstone assessment of current policies, problems, and controversies across the broad spectrum of health services administration. Prerequisites: HSA 505, 520, 522, 532.

### **HSA 591 Seminar. (1–12)**

*once a year*

Topics may include the following:

- Behavioral Health. (3)
- Cost Containment and Quality Assurance. (3)
- Health Care Economic Outcomes. (3)
- Health Care Policy. (3)
- Managing Physicians. (3)
- Topics in Health Services Research. (3)

### **HSA 593 Applied Project. (3)**

*fall, spring, summer*

Optional on-site experience in advanced development of managerial skills in health services administration and policy. Minimum of 10 weeks. Prerequisites: 18 hours of credit toward program of study; director approval.

### **HSA 598 Special Topics. (1–4)**

*once a year*

Topics may include the following:

- Epidemiology. (3)

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

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## International Business Studies

[www.cob.asu.edu/up/ipo.cfm](http://www.cob.asu.edu/up/ipo.cfm)

480/965-0596

BA 109

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Josef C. Brada, Director

Adela Gasca, Coordinator

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### **Certificate in International Business Studies**

The program of study leading to the Certificate in International Business Studies is designed to prepare students for positions with multinational firms, banks, government agencies, and international organizations. This program is not a substitute for the listed areas of business specialization; rather, the courses required for the certificate add an international dimension to the student's chosen major.

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.

**International Business Principles and Operations.** At least 15 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 and the international course in their major. Other international business courses from which the remaining hours are selected include

ECN 306 Survey of International Economics *SB, G\** .....3  
 or IBS 306 Survey of International  
 Economics *SB, G\** (3)  
 ECN 331 Comparative Economic Systems *SB, G\** .....3  
 ECN 360 Economic Development *SB, G\** .....3  
 ECN 365 Economics of Russia and Eastern Europe *SB, G\** .....3  
 ECN 436 International Trade Theory *SB, G\** .....3  
 ECN 438 International Monetary Economics *SB, G\** .....3  
 FIN 456 International Financial Management *G\** .....3  
 IBS 300 Principles of International Business *G\** .....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 *C, G\** .....3  
 or MGT 494 ST: Cultural Factors in International  
 Business (3)  
 IBS 484 International Business Internship .....3  
 IBS 493 International Honors Thesis *L\** .....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 .....1-4  
 SCM 463 Global Supply Chain Management .....3

\* College of Business students may not use this course to fulfill the 60 semester hours in college 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.** This requirement can be satisfied either by means of course work or through participation in approved College of Business exchange programs with foreign schools of business, or by some combination of the two. The course work option requires at least 12 semester hours of approved electives in international and area studies. A minimum of six semester hours must be in courses that provide a cross-cultural perspective from the global point of view of one or more disciplines. A minimum of six semester hours must be in courses that provide an understanding of one region of the world.

The College of Business has exchange agreements with universities in Chile, France, Germany, Italy, Mexico, Spain, and the United Kingdom. Students who participate in an approved College of Business exchange program with a foreign business school for two semesters are deemed to have fulfilled the global and area studies requirements of the Certificate in International Business upon the successful completion of this exchange program. Students who participate in such an exchange program for one semester are deemed to have satisfied the required six hours of area studies courses. Students who participate in a business seminar need to complete only three hours of area studies courses to meet the requirements of the certificate.

**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 complete at least 50 percent of the 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.cob.asu.edu/up/ipo.cfm](http://www.cob.asu.edu/up/ipo.cfm).

**INTERNATIONAL BUSINESS STUDIES (IBS)**

**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. Not for Economics majors. Lecture, discussion. Cross-listed as ECN 306. Credit is allowed for only ECN 306 or IBS 306. Prerequisites: ECN 111 (or 112); 2.00 ASU GPA; junior standing.

*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.

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 83.

## Department of Management

[www.cob.asu.edu/mgt](http://www.cob.asu.edu/mgt)

480/965-3431

BA 323

### William H. Glick, Chair

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

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

**Assistant Professors:** Blancero, Koka, Lane

**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. Faculty members emphasize 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, corporate governance, and human resource management practices in their research, consulting, and teaching.

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 college, university, and international awards for their excellence in teaching effectiveness.

### 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 possess 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 .....	3
	Management electives* .....	6
Total	.....	21

\* Management electives must be selected from the approved list of Management electives.

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

ENG 301	Writing for the Professions <sup>1</sup> <i>L</i> .....	3
COM 225	Public Speaking <i>L</i> .....	3
	or COM 259 Communication in Business and the Professions <sup>2</sup> (3)	
IBS 300	Principles of International Business <sup>3</sup> <i>G</i> .....	3
MGT 310	Collaborative Team Skills <sup>4</sup> .....	3
Total	.....	12

<sup>1</sup> ENG 301 is counted in the business core in place of BUS 301.

<sup>2</sup> COM 225 is recommended over COM 259. Either is counted in the college communication requirement.

<sup>3</sup> IBS 300 is counted in the business core in place of the international business course.

<sup>4</sup> 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 .....	3
MGT 413 Compensation Management.....	3
MGT 423 Employee-Management Relations .....	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.cob.asu.edu/mgt/internships.cfm](http://www.cob.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. Certificates that are particularly relevant to Management majors include the Certificate in Quality Analysis (see [www.cob.asu.edu/up/qa\\_certificate.cfm](http://www.cob.asu.edu/up/qa_certificate.cfm)); the International Business Certificate (see [www.cob.asu.edu/up/ipo/ibc.cfm](http://www.cob.asu.edu/up/ipo/ibc.cfm)); and the Certificate in Small Business and Entrepreneurship (see [www.cob.asu.edu/up/smallbusiness.cfm](http://www.cob.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.cob.asu.edu/mgt](http://www.cob.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 college requirements. See “University Graduation Requirements,” page 79, and “College Degree Requirements,” page 159.

## GRADUATE PROGRAMS

The Department of Management participates actively in several master’s and Ph.D. programs, particularly the technology M.B.A., executive M.B.A., evening M.B.A., and day M.B.A. programs. For a detailed description of these programs, see the *Graduate Catalog*. Areas of specialization offered by the Department of Management for technology and evening M.B.A. students include process management in high technology organizations; globalization and diversity management; entrepreneurship and small business development; and management consulting.

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.** More information, hot links to courses and faculty, and any updates on the Department of Management areas of specialization for the M.B.A. programs can be found on the Web at [www.cob.asu.edu/mba](http://www.cob.asu.edu/mba).

General information on the M.B.A. programs can be found on the Web at [www.cob.asu.edu/mba](http://www.cob.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.cob.asu.edu/mgt/degree/phd](http://www.cob.asu.edu/mgt/degree/phd).

## MANAGEMENT (MGT)

### MGT 300 Organizational Management and Leadership. (3)

*fall, spring, summer*

Analysis of strategic, behavioral, and human resource management perspectives, including principles of strategic management and leadership of human resources. 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. Corequisites: MGT 320, SCM 300.

### 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. Corequisites: MGT 310, SCM 300.

### 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.

### MGT 394 Special Topics. (3)

*selected semesters*

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 83.

## COLLEGE OF BUSINESS

### **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 413 Compensation Management. (3)**

*fall and spring*

Establishing base and incentive pay with job analysis, job evaluation, and wage surveys; performance appraisal; conformance to compensation laws. Prerequisite: MGT 420.

### **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 423 Employee-Management Relations. (3)**

*fall and spring*

Employment relationship in union/nonunion setting. Employee-management rights/responsibilities, complaint administration, negotiations, union structure, and mock negotiations. Prerequisites: MGT 310, 320.

### **MGT 433 Management Decision Analysis. (3)**

*fall and spring*

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, 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. Corequisite: OPM 450.

### **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) or MGT 300 (or 459).

### **MGT 499 Individualized Instruction. (1–3)**

*selected semesters*

### **MGT 502 Organization Theory and Behavior. (3)**

*once a year*

Important concepts and applications in management, including communication, decision making, group dynamics, leadership, motivation,

organization change, and organization design. Prerequisites: computer literacy; graduate degree program student.

### **MGT 522 Human Resource Activity and the Management of Diversity. (3)**

*once a year*

Applies general and human resource management principles to work effectively with a diverse spectrum of people. Discussion, exercises. Prerequisite: M.B.A. degree program student.

### **MGT 523 Managing People for Service Advantage. (3)**

*once a year*

Covers HRM practices that are conducive to building and maintaining internal customer equity and maximizing external customer service. Discussion, lecture, class exercises, cases. Prerequisite: M.B.A. degree program student.

### **MGT 559 International Management. (2–3)**

*once a year*

Studies international and cross-cultural influences on management processes and development of global leadership capabilities for experienced management professionals. Discussion, company analyses, case analyses, lecture, guest speakers. Prerequisite: M.B.A. degree program student.

### **MGT 561 Advanced Integrated Project. (2–3)**

*once a year*

Capstone project of the high-technology ASU M.B.A. Student teams develop business plans for new technology-based products. Online project. Prerequisite: M.B.A. degree program student.

### **MGT 570 Management Consulting. (3)**

*once a year*

Develops understanding of how internal and external consultants add value. Prerequisites: ability to use common business software, including Microsoft Office; familiarity with spreadsheets.

### **MGT 589 Strategic Management. (3–4)**

*spring*

Formulation of strategy and policy in the organization, emphasizing the integration of decisions in the functional areas. Prerequisite: M.B.A. degree program student.

### **MGT 591 Seminar. (1–12)**

*selected semesters*

Topics may include the following:

- Business Plan Competition. (3)
- Entrepreneurship. (3)
- Human Resource Management and Service Delivery. (3)
- Human Resources and High-Technology Management. (3)
- Organizational Change and Business Process Consulting. (3)

### **MGT 593 Applied Projects. (3)**

*once a year*

Cross-functional teams initiate (possibly implement) organizational change within a local firm. Lecture, discussion, experiential learning. Pre- or corequisite: all core courses in the M.B.A. program.

### **MGT 598 Special Topics. (3)**

*selected semesters*

Graduate special topics chosen from human resources, strategic management, and international management, including special topics in international management in Asia or Europe. Prerequisite: instructor approval.

### **MGT 791 Seminar: Doctoral Seminar in Management. (1–12)**

*selected semesters*

Short module seminars. Topics may include the following:

- Causal Modeling. (1)
- Change and Coping. (1)
- Cognition: Micro and Macro Perspectives. (1)
- Dysfunction in Workplace. (1)
- Economic Theories of the Firm. (1)
- Levels of Analysis. (1)
- Motivation and Attitudes. (1)
- Organizational Identity and Identification. (1)
- Organizational Learning and Organizational Identity. (1)
- Organizational Performance and Reward Systems. (1)
- Organizational Strategy and Culture. (1)
- Organizational Structure, Technology, and Information Systems. (1)
- Organizational Withdrawal. (1)
- Performance Appraisal. (1)
- Power and Organizational Change. (1)
- Selection. (1)



- Strategy Overview. (1)
- Teams, Groups, and Leadership. (1)
- The Craft of Research. (1)

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

### OPERATIONS MANAGEMENT (OPM)

#### OPM 450 Changing Business Processes. (3)

*fall, spring, summer*

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)

#### OPM 540 Quality and Productivity Management. (3)

*once a year*

Organizational factors influencing quality and productivity in the production of goods and services. Quality and productivity strategies, improvement programs, and measurement systems. Prerequisite: SCM 502 or instructor approval.

#### OPM 581 Management of Technology and Innovation. (3)

*once a year*

Technology life cycles, technology forecasting, new product development process, innovation teams, innovation best practices. Prerequisite: M.B.A. degree program student.

#### OPM 583 Project Management in Service Organizations. (2–3)

*once a year*

Project management planning, leadership, and control in service organizations. Discussion, lecture, class exercises, cases. Prerequisite: M.B.A. degree program student.

#### OPM 585 Facilities Design and Management of Technology. (3)

*once a year*

Decisions regarding management of facilities and technology for manufacturing and service firms. Facilities location, layout, process design, and selection.

#### OPM 586 High-Technology Project Management. (2–3)

*fall*

Project management processes for high-technology organizations, including planning, scheduling, team development, and control. Prerequisite: M.B.A. degree program student.

#### OPM 587 Project Management. (3)

*once a year*

Planning, scheduling, and controlling of projects in R & D, manufacturing, construction, and services. Project selection, financial considerations, and resource management. Prerequisite: QBA 502.

#### OPM 588 Strategic Project Management. (2–3)

*fall*

Overview of strategic project management processes, project planning and control, project portfolio management, resource allocation, management of strategic project partners. Discussion, lecture, class exercises, cases. Prerequisite: M.B.A. degree program student.

#### OPM 591 Seminar. (1–12)

*once a year*

Topics may include the following:

- High-Performance Management Processes. (3)
- Management of Technology. (3)
- Manufacturing Management in High Technology. (3)
- Manufacturing Strategy. (3)

- New Product and Process Development. (3)
- Technology/Project Management. (3)

#### OPM 593 Applied Projects. (3)

*once a year*

Cross-functional teams initiate (possibly implement) organizational change within a local firm. Lecture, discussion, experiential learning. Pre- or corequisite: all core courses in the M.B.A. program.

#### OPM 791 Doctoral Seminars in Operations and Production Management. (1–12)

*selected semesters*

Short module seminars. Topics may include the following:

- Management of Technology. (1)
- Manufacturing Strategy. (1)
- Operations Management. (1)
- Project Management. (1)

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

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## Department of Marketing

[www.cob.asu.edu/mkt](http://www.cob.asu.edu/mkt)

480/965-3621

BAC 460

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### Michael P. Mokwa, Chair

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

**Associate Professors:** Blasko, Nowlis, Sinha, Stephens, Walker

**Assistant Professors:** Hunter, Jarvis, Mandel, A. Ostrom

**Senior Lecturer:** Spiers

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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.

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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 83.

## COLLEGE OF BUSINESS

### 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 L .....	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
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 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 college requirements. See “University Graduation Requirements,” page 79, and “College Degree Requirements,” page 159.

#### 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
- 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

**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.

**MKT 502 Marketing Management. (3)**

*fall, spring, summer*

Managing the marketing function; market and environmental analysis; marketing planning, strategy, and control concepts. Development and management of marketing programs. Prerequisite: ECN 502.

**MKT 524 Services Marketing. (3)**

*once a year*

Strategies for marketing services emphasizing the distinctive challenges and approaches that make marketing of services different from marketing manufactured goods. Prerequisite: MKT 502 (or its equivalent).

**MKT 563 Marketing Strategy. (3)**

*selected semesters*

Planning and control concepts and methods for developing and evaluating strategic policy from a marketing perspective. Prerequisite: MKT 502.

**MKT 584 Internship. (3)**

*fall, spring, summer*

**MKT 591 Seminar. (1–12)**

*once a year*

Offered in conjunction with the M.B.A. program (see M.B.A. program section). Topics may include the following:

- Business-to-Business Marketing. (3)
- Competitive Strategy for Services. (3)
- Consumer Behavior and Market Strategy. (3)
- Customer Satisfaction/Service Quality Measurement. (3)
- International Marketing. (3)
- Marketing in the Information Age. (3)
- New Product and Service Development. (3)

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



Academic Advisor Joseph Behrens works with a marketing student.

Tim Trumble photo

*Note:* The minor in small business is in the process of transferring to the faculty of Business Administration in East College at ASU East.

**Requirements**

COB 380 Small Business Leadership .....	3
COB 381 Small Business Accounting and Finance .....	3
COB 382 Small Business Sales and Market Development .....	3
COB 383 Small Business Working Relationships .....	3
COB 384 Small Business Operations and Planning .....	3
Approved elective .....	3
<b>Total .....</b>	<b>18</b>

**B.I.S. Concentration in Small Business (B.I.S. Majors Only)**

The requirements for the small business concentration are identical to those for the minor in Small Business listed above. For B.I.S. degree requirements, see “Bachelor of Interdisciplinary Studies,” page 114.

*Note:* The B.I.S. concentration in small business is in the process of transferring to the faculty of Business Administration in East College at ASU East.

**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

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 83.

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**Small Business Programs**

[www.cob.asu.edu/up/smallbusiness.cfm](http://www.cob.asu.edu/up/smallbusiness.cfm)

480/965-3962

BAC 111

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**Emma J. Watson, Academic Director**

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**Minor in Small Business**

The minor in Small Business is available to nonbusiness majors and consists of 18 semester hours, with five required courses and one approved elective. Three *Ca\$hing In™* seminars are required to graduate. National and local experts present *Ca\$hing In™* seminars on-campus late in the afternoons three times per semester. COB 380 Small Business Leadership is a prerequisite or corequisite for the other courses. All GPA and semester hour requirements apply as listed.

the certificate, students must complete the specified business courses with a grade of “C” or higher.

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## Department of Supply Chain Management

[www.cob.asu.edu/scm](http://www.cob.asu.edu/scm)

480/965-6044

BA 446

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**Joseph R. Carter, Chair**

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

**Associate Professors:** Aranda, Brooks, Butler, Choi, Davis, Dundas, Keefer, Leonard, Lock, Lynch, Maltz, Siferd, Verdini

**Assistant Professors:** Clinton, Krause, Petersen, Rabinovich

**Research Professor:** Monczka

**Adjunct Professor:** Cavinato

**Senior Lecturer:** Langdon

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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 College 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 possi-

ble. 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 L.....	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.

### 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 college requirements. See “University Graduation Requirements,” page 79, and “College Degree Requirements,” page 159.

**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.
- 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*
- BUS 502 Managerial Communication. (1–3)**  
*fall and spring*  
Analyzes various business problems, situations, and development of appropriate communication strategies. Prerequisite: MGT 502.
- BUS 591 Seminar. (3)**  
*selected semesters*  
Selected managerial communication topics.
- BUS 594 Study Conference or Workshop. (3)**  
*selected semesters*
- BUS 700 Research Methods. (3)**  
*selected semesters*
- Omnibus Courses.** For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus 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.
- 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.
- LES 532 Negotiation Agreements. (3)**  
*fall and spring*  
Develops negotiation competencies to build partnerships and create lasting agreements with internal/external customers, suppliers, work

teams, and external constituencies. Lecture and substantial student interaction through team exercises.

- LES 579 Legal and Ethical Issues for Business. (3)**  
*fall and spring*  
Studies legal and ethical components of business decisions; self-regulation and social responsibility as strategies. Prerequisites: ACC 503; FIN 502; MGT 502; MKT 502.

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

**QUANTITATIVE BUSINESS ANALYSIS (QBA)**

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

- QBA 505 Management Science. (3)**  
*selected semesters*  
Quantitative approaches to decision making, including linear programming and simulation, with emphasis on business applications. Prerequisites: MAT 210; QBA 502.
- QBA 508 Product and Service Innovation. (3)**  
*fall and spring*  
Develops strategies for innovation in products and services. Prerequisites: basic algebra; basic probability concepts; elementary knowledge of Windows.
- QBA 550 Intermediate Decision Analysis. (3)**  
*selected semesters*  
Quantitative decision analysis methods for business decision making under uncertainty, including decision diagrams, subjective probabilities, and preference assessment. Prerequisites: MAT 210; QBA 502.
- QBA 591 Seminar. (1–12)**  
*fall and spring*  
Current topics in quantitative business analysis primarily designed for technology, evening, and executive M.B.A. students. Elective courses for these programs may include the following possible topics:
  - Decision Models. (3)
  - Decision Models for Consulting. (3)
  - Management Problem Solving. (3)
  - Strategic Decision Analysis. (3)
- QBA 593 Applied Project. (1–12)**  
*selected semesters*
- QBA 599 Thesis. (1–12)**  
*selected semesters*
- QBA 791 Doctoral Seminars in Quantitative Business Analysis. (1–12)**  
*selected semesters*  
The Department of Supply Chain Management has adopted a modular approach to Ph.D. education. Topics may include the following:
  - Chaos Theory. (1)
  - Risk Analysis. (1)
  - Strategic Decision Making. (1)
  - Systems Dynamics. (1)
- Omnibus Courses.** For an explanation of courses offered but not specifically listed in this catalog, see “Omnibus 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.

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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 83.

## COLLEGE OF BUSINESS

### **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.

## **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. 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. Prerequisite: upper-division standing or 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. 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.

### **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. Prerequisite: 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.

### **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. Pre- or corequisites: SCM 432, 440, 455 (one of these courses must be taken as a prerequisite with a grade of "C" or higher).

### **SCM 502 Operations and Supply Management. (3)**

*fall and spring*

Contemporary management issues, including environmental, project, and supply chain management; new product development; quality control; TQM. Prerequisite: M.B.A. degree program student.

### **SCM 532 Supply Chain Cost and Design Issues. (3)**

*once a year*

Strategic design and development of supply chains. Focus on cost-management tools applied to supply chain design and supplier management.

### **SCM 541 Logistics in the Supply Chain. (3)**

*once a year*

Critical issues for customer perception of supply chain performance, including inventory planning, transportation, warehousing, information technology, and integrated logistics service.

### **SCM 545 Supply Chain Continuous Improvement Strategies. (3)**

*spring*

Leading-edge strategies such as reengineering high-performance teams and expert systems for continuous improvement of the supply chain. Seminar.

### **SCM 591 Seminar. (1–12)**

*fall and spring*

Topics may include the following:

- Buyer/Supplier Relations. (3)
- Decision Models for Supply Chain Management. (3)
- E-commerce. (3)
- Global Supply Chain Management. (3)
- Operations Planning and Control. (3)
- Supply Chain Management Fundamentals. (3)

### **SCM 791 Doctoral Seminar. (1–12)**

*once a year*

Topics may include the following:

- Complexity and Chaos Theory for Supply Chain Management. (3)
- Logistics Management. (3)
- Purchasing and Materials Management. (3)
- Supply Chain Management and Organizational Theories. (3)
- Uncertainty in Supply Chain Management. (3)

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