# Bachelor of Science in Business Administration

<table>
<thead>
<tr>
<th>First Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Louisiana College Connection CC100</td>
<td>1 hr</td>
</tr>
<tr>
<td>- Composition I EN 101</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Composition II EN 102 or 105</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Personal Fitness HP 100</td>
<td>1 hr</td>
</tr>
<tr>
<td>- Natural Sciences (Choose one of the following courses plus lab) Introduction to Biology BI 101-102, Principles of Biology: Cell Function and Plant Diversity BI 113-114, Principles of Biology: Ecological Interactions and Animal Diversity BI 115-116, Introduction to Natural Science: Environmental Studies CH 103-104, General Chemistry CH 111-112, Introduction to Natural Science: Environmental Studies ES 205-206, Introduction to Meteorology ES 222-221, Introduction to Natural Science: Physical Science PH 101-102, or General Physics I PH 220-221</td>
<td>4-5 hrs</td>
</tr>
<tr>
<td>- Mathematics (Choose one of the following) Finite Mathematics MA 100, College Algebra MA 111, Discrete Mathematics MA 120 or Calculus I MA 218</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Foreign Language (Choose one of the following) Elementary French I FR 101, Elementary German I GM 101, Elementary Spanish I SP 101, Elementary New Testament Greek I GK 223, or Elementary Hebrew I HE 4373</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Fine Arts (Choose one of the following) Art Appreciation AR 200, Cinema Appreciation MG 250, Music Appreciation MU 200, Music History from Antiquity to 1750 MU 331, Music History from 1750 to Present MU 332, or Theatre Appreciation TH 200</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Survey of Business BA 150</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Computer Business Applications BA 200</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Civilization IH 101</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Health and Physical Education Activities (Any HP course numbered 101-120)</td>
<td>1 hr</td>
</tr>
<tr>
<td>- Spiritual and Cultural Enrichment</td>
<td>CR</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>31-32 hrs</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Accounting Principles I: Financial Accounting AC 211</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Economic Principles I EC 211</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Accounting Principles II: Managerial Accounting AC 212</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Economic Principles II EC 222</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Elementary Statistics MA 211</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Business and Organizational Communication CA 212</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Literary Perspectives EN 200 or 201</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Survey of The Old Testament RL 101</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Survey of The New Testament RL 102</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Specialization, Electives, Optional Minor</td>
<td>6 hrs</td>
</tr>
<tr>
<td>- Health and Physical Education Activities (Any HP course numbered 101-120)</td>
<td>1 hr</td>
</tr>
<tr>
<td>- Social Science: Principles of Sociology SO 221 or Introduction to Psychology PY 220 or World Geography GE 201 or Introduction to Social Science: Political Science PS200</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Spiritual and Cultural Enrichment</td>
<td>CR</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>31 hrs</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Money and Banking EC 337</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Principles of Marketing MG 334</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Principles of Management and Organizational Behavior MG 350</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Commercial Law I BA 446</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Christian Faith &amp; Values PL 300</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Business Correspondence BA 331</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Managerial Finance EC 341</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Social Sciences (Choose one of the following) World Geography GE 201, Introduction to Social Science: Political Science PS 200, Introduction to Psychology PY 220, or Principles of Sociology SO 221</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Specialization, Electives, Optional Minor</td>
<td>6 hrs</td>
</tr>
<tr>
<td>- Upper-level outside specialization</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Spiritual and Cultural Enrichment</td>
<td>CR</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>33 hrs</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fourth Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Business Ethics BA 370</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Management Policy and Strategy BA 450</td>
<td>3 hrs</td>
</tr>
<tr>
<td>- Specialization, Electives, Optional Minor</td>
<td>26 hrs</td>
</tr>
<tr>
<td>- Spiritual and Cultural Enrichment</td>
<td>CR</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>32 hrs</strong></td>
</tr>
</tbody>
</table>

**Total Degree Requirements:** 127-128 hrs
NOTE: All students in the division of business receive the Bachelor of Science in Business Administration degree. In the first two years, students take courses to meet the Central Curriculum and some of the Business Professional Core requirements. Students are required to select an area of specialization within the division. Specialization hours for the Third and Fourth years are indicated below.

**Accounting Specialization (27)**

**THIRD YEAR**
- Intermediate Accounting I AC313 (3)
- Intermediate accounting II AC314 (3)
- Choose 3-6 hours from:
  - Not-For-Profit Accounting AC323 or Cost Accounting AC333 or Federal Income Tax: Individuals AC343

**FOURTH YEAR**
- Intermediate Accounting III AC315 (3)
- Choose 3-6 hours from:
  - Not-For-Profit Accounting AC323, Cost Accounting AC333, Federal Income Tax: Individuals AC343, or Advanced Accounting AC425
- Auditing AC401 (3)
- Choose 3 hours from:
- Commercial Law II BA447 (3)

**NOTE:** Only 3 hours required from 323 or 425
Only 3 hours required from 320, 344, 402, 445, or 450

**Economics/Finance Specialization (12)**

**THIRD YEAR**

**FOURTH YEAR**
- Choose 6 hours from EC321, 339, 345, 400, 415, 442, 445, 449, or 450

**General Business Specialization (18)**

**THIRD YEAR**
- Choose 6 Upper level hours in the division of business

**FOURTH YEAR**
- Choose 12 Upper level hours in the business division

**NOTE:** 18 Total Upper level hours in at least 2 specializations in the division of business
Management/Marketing Specialization (18)

THIRD YEAR
  - Consumer Behavior MG360 (3)
  - Small Business Management MG375 (3)

FOURTH YEAR
  - International Business (3)
  - Choose 9 hours from: Public Administration (Also PS322) MG322, Sales Management MG340, Retail Management MG365, Public Relations (Also JN368), Management Science MG385, Human Resource Management MG390, Industrial and Organizational Psychology (Also PY416), Internship in Management MG445, Principles of Advertising MG465, or Advanced Marketing MG480.
The Division of Business

Mission
Consistent with the purpose of the college, the Division of Business has a mission of combining a full-time, teaching faculty with an academic program that challenges the student in a community of learning. The Division concentrates its resources on an undergraduate program that emphasizes teaching and a close, caring relationship with students. Learning and free inquiry from a Christian perspective provides an environment where students are encouraged to become sensitive and productive members of society, able to respond to the demands of a rapidly changing world.

The central curriculum, required of all students in the College, provides a broad knowledge and understanding in the areas of the humanities, the natural sciences, and the social sciences. This central curriculum requirement combines with the business core curriculum, required of all business students, to give students a solid foundation in the liberal arts as well as the business disciplines.

The professional concentrations in accounting, economics/finance, management/marketing and general business provide specific skills for understanding and functioning in organizations and offer a basis for a lifetime of professional growth and development in a global environment. Therefore, students completing the business program at Louisiana College are characterized by their:

- Sense of personal values and social responsibility developed through courses in values and business ethics.
- Creativity in decision-making enriched by participation in casework and business simulations.
- Oral and written communication ability strengthened by formal courses in communication and the opportunity to make formal and informal presentations.
- Analytical decision-making skills developed in courses using quantitative methods and problem solving.
- Immediate productivity resulting from internships, real-world examples, and guest speakers who relate academic material to existing organizational problems.
- Interpersonal skills developed through working with groups in classes as well as social and professional organizations.
- Ability to succeed in graduate school because the focusing of all faculty, physical and financial resources on the teaching of undergraduates has resulted in solid, academic course work.
Degrees
The division offers the following degrees:

Bachelor of Science in Business Administration

Concentrations and Majors
- Bachelor of Science with concentration in Business Administration. Four areas of specialization are available in the departmental concentration: accounting, economics/finance, general business, and management/marketing. Requirements for the degree include:
  
  I. The Central Curriculum consisting of approximately 56 hours.
  II. Major core of 51 hours, including
      A. Accounting Principles I AC 211*, Accounting Principles II AC 212
      B. Economics Principles I EC 221, Economic Principles II EC 222, Money and Banking EC 337, Managerial Finance EC 341*
      C. Principles of Marketing MG 334*, Principles of Management and Organizational Behavior MG 350*
      D. Survey of Business BA150, Computer Business Applications BA200, Business Correspondence BA 331*, Commercial Law I BA 446, Management Policy and Strategy BA 450*
      E. Business and Organizational Communication CA 212
      F. Statistics MA 211
      G. Business Ethics BA 370*
      H. Upper level course within the Division of Business Administration outside the area of specialization.

  III. Area of specialization within concentration consisting of additional courses selected from at least one area of interest.
      B. Economics/Finance, 12 hours
      C. General Business, 18 hours (upper level)
      D. Management/Marketing, Consumer Behavior MG360, Small Business Management MG375, International Business MG410 and nine hours of upper-level Management/Marketing electives totaling to 18 hours.

  IV. Additional elective hours must be taken to achieve a total of 42 upper-level hours and 127 total hours.
V. The courses marked with an asterisk (*), along with 9 additional hours in the area of specialization, are considered the 30 semester hours of the student’s major for purposes of the minimum ‘C’ grade and the 2.25 grade point requirement. These courses cannot be used both for a major and a minor. Students should discuss these requirements with their advisor.

In addition to the concentration in business administration, the division offers minor programs.

**Minors**
- Minor in Accounting-15 hours
- Minor in Economics/Finance-15 hours
- Minor in General Business-21 hours (for students not obtaining a concentration in the department)
- Minor in Management/Marketing-15 hours

**Transfer Credit**
To be sure that credit can be granted, students should obtain prior approval from the chairperson of the division before taking courses at another institution which are required in the major core, an area of specialization, or a business minor at Louisiana College.

**Pass/Fail**
Students may not take courses in the major core or the area of specialization for pass/fail credit unless the course is only offered pass/fail.

**Requirements for Graduate School**
Requirements for graduate school vary by school and by program. Individual students who have graduate school as their goal are encouraged to work with their academic advisor to develop an undergraduate program which will meet those particular requirements.

**Interdisciplinary Programs**
In cooperation with the Department of History and Political Science, this division provides some courses for the B.S. degree in public administration. This program is designed as an interdisciplinary preparation for government service.

In cooperation with the Department of Teacher Education, the Division of Business provides the required courses for secondary education certification in the field of business education. These requirements are Accounting Principles I AC 211, Accounting Principles II AC212, Survey of Business BA 150, Computer Business Applications BA 200, Business Correspondence BA 331, Business Ethics BA370, Commercial Law 1 BA 446, Economic Principles I EC 221, Economic Principles II EC 222, Principles of
Marketing MG 334, and Principles of Management and Organizational Behavior MG 350. Additional teacher education requirements may be found in the Department of Teacher Education.

**Students Preparing for the CPA Examination**

Requirements vary by state to qualify to take the C.P.A. examination. Individual students who have this examination as their goal are encouraged to develop a program which will meet those particular requirements. The accounting faculty will assist any student who wishes to develop such a program, but the student is responsible for determining whether his or her program will meet the qualification requirements.

For the State of Louisiana, the requirements are a baccalaureate degree (a specialization in accounting is not required) and additional hours to total 150 semester hours (undergraduate or a combination of undergraduate and graduate hours). College transcripts must include the 24 hours of accounting and 24 hours of business courses specified below. A maximum of six internship hours may be included in the 150 semester hours. Currently, the State Board of Certified Public Accountants of Louisiana will not accept as part of the designated 48 hours: (1) internship hours, (2) hours credited by examination, and (3) hours earned on a pass/fail basis.

**Accounting Hours**

- Intermediate Accounting: 6 hrs
- Cost Accounting: 3 hrs
- Income Tax Accounting: 3 hrs
- Auditing: 3 hrs
- Accounting elective: Advanced, Not-For-Profit, or Theory: 3 hrs
- Accounting elective in accounting above basic/elementary level: 6 hrs

**Business Hours**

- Business courses other than accounting: 21 hrs
- Commercial law as it affects accounting: 3 hrs

**Total: 48 hrs**

Louisiana College provides a complete program for satisfying all of these requirements.

**Business Course Descriptions**

*Accounting Courses (AC)*

**AC211 Accounting Principles I: Financial Accounting**

Includes the study of accounts, the accounting cycle, and basic financial statement preparation and analysis as they relate to corporations, sole proprietorships and partnerships. Credit three hours. Fall. (Fee $6)
AC212  Accounting Principles II: Managerial Accounting

Includes the study of cost allocation, inventory costing, budgeting, planning and control as they relate to managerial decisions. Prerequisite: AC 211. Credit three hours. Spring. (Fee $6)

AC313  Intermediate Accounting I

The first of three courses covering the study of accounting principles and assumptions underlying the theories used to determine a company’s balance sheet, statement of cash flow and income statement. Prerequisite: AC 211. Credit three hours. Fall. (Fee $6)

AC314  Intermediate Accounting II

A continuation of AC 313 with emphasis on evaluating existing accounting theory and practices. Prerequisite: AC 313. Credit three hours. Spring. (Fee $6)

AC315  Intermediate Accounting III

A continuation of AC 314 covering pervasive contemporary practices in the measurement of enterprise earnings and financial position. Prerequisite: AC 314. Credit three hours. Fall. (Fee $6)

AC320  Accounting Information Systems

This course presents an overview of contemporary accounting information systems. Topics to be covered include: accounting and systems concepts, developing accounting systems, technology of accounting systems, controls, and processing of accounting transactions. Credit three hours. Prerequisite: AC 314. (Fee $6)

AC323  Not-For-Profit Accounting

Basic principles of fund accounting as employed in government and various not-for-profit institutions with consideration of budgets, their development and implementation. Prerequisite: AC 212. Credit three hours. (Fee $6)

AC333  Cost Accounting

Process, job order and standard cost accounting; other techniques of managerial control including direct costing, budgeting and responsibility accounting. Prerequisite: AC 212. Credit three hours. (Fee $6)

AC343  Federal Income Tax: Individuals

The first of two courses covering the federal laws of taxation. The course focuses primarily on the taxation of and tax planning considerations for individuals. Prerequisite: junior standing. Credit three hours. (Fee $6)
AC344 Federal Income Tax: Corporations and Partnerships

A continuation in the study of the federal laws of taxation. This course presents an overview of the taxation laws for other forms of business organizations. Prerequisite: AC 343. Credit three hours. (Fee $6)

AC345 Federal Income Tax: Advanced Topics

A continuation of the study of our Federal Income Tax system. The focus will be limited to advanced tax practice considerations such as: choosing the appropriate form of doing business, exempt organizations, multistate taxation, and family tax planning. Prerequisite: AC 343. Credit three hours (Fee $6)

AC401 Auditing

Standards and procedures for verifying financial statements by audit programs, evaluation of internal control, design of working papers and ethical standards for internal and external auditors. Prerequisite: junior standing, AC 313. Credit three hours. (Fee $6)

AC402 Advanced Auditing

This course will enable students to extend their knowledge of auditing from a theoretical level to the actual practice of auditing. The simulation of an audit will be the primary tool used to explore current auditing practices and techniques. Credit three hours. Prerequisite: AC 401. (Fee $6)

AC425 Advanced Accounting

A study of partnerships and principles of consolidation for corporations; comprehensive problems pertaining to their respective financial statements. Prerequisite: junior standing and AC 313. Credit three hours. (Fee $6)

AC445 Internship in Accounting

On-the-job training and experience related to career work in accounting. Prerequisite: senior standing, Accounting 313 and permission of the department. Normally 3.0 grade point average required. Pass/fail only. Credit one to six hours. (Fee $6)

AC450 Topics in Accounting

Examination of selected topics in accounting by directed individual study or seminar. Designed for the student interested in graduate study in accounting. Prerequisite: AC 313 plus permission of instructor. Credit one to three hours. (Fee $6)
**Business Administration Courses (BA)**

**BA150  Survey of Business**

A survey of contemporary business environment emphasizing the activities and contributions of the various business disciplines in the global market. Credit three hours. (Fee $6)

**BA200  Computer Business Applications**

Introduction to the use of personal productivity software. Designed to teach basic concepts and skills in the operation of decision support software programs. Popular programs in spreadsheet and data base management will be taught on IBM PC's and compatibles. Outside lab work will be required. Credit three hours. (Fee $38)

**BA331  Business Correspondence**

Study and practice in the use of the basic techniques of clear writing to create effective business communication instruments. Various types of business letters, memorandums, and short reports will be studied. Credit three hours. Prerequisite: EN 101. (Fee $13)

**BA355  International Business Centers**

A travel-study course designed to familiarize students with operations of institutions in business centers outside the U.S. May be repeated for credit. Credit one to three hours. (Fee $6)

**BA370  Business Ethics (Also PI 370)**

A study, utilizing the case study method, of ethical problems in business and the role that moral values play in addressing them. Prerequisite: Junior standing, MG 350 or PI 300. Credit three hours. (Fee $6)

**BA446  Commercial Law I**

The study of the legal principles applicable to business: introduction to law, negligence, torts, business organization, governmental regulation, agency, and employment. Credit three hours. Fall. (Fee $6)

**BA447  Commercial Law II**

The study of the legal principles applicable to business: contracts, sales, property, commercial paper, bankruptcy, and credit transactions. Prerequisite: BA 446. Credit three hours. Spring. (Fee $6)
BA450  Management Policy and Strategy

A capstone course with emphasis on decision making and integration of knowledge acquired in basic courses in accounting, economics, management, marketing, finance, law and statistics. prerequisite: senior standing and substantial completion of the professional core for the business administration concentration. Credit three hours. Spring. (Fee $23)

Economics/Finance Courses (EC)

EC221  Economic Principles I

Introduction to economic analysis and the national economy (macroeconomics). Credit three hours. (Fee $6)

EC222  Economics Principles II

Economic analysis of the business firm (microeconomics) and related economic problems. Prerequisite: EC 221. Credit three hours. (Fee $6)

EC321  American Economic Geography and History (Also GE 321)

The United States economy from a geographical and historical perspective. Characteristics, relationships and location of primary and secondary economic activity in the course of the nation’s development. Prerequisite: EC 221. Credit three hours. (Fee $6)

EC330  Personal Financial Planning

Course will examine the fundamentals, terminology and applied concepts of personal financial planning. Emphasis will be on latest methods and techniques of effective money management. Prerequisite: EC221 plus 3 hours of math or permission of instructor. Credit three hours. ($6)

EC337  Money and Banking

The United States banking system and monetary economics. Prerequisite: EC 221. Credit three hours. (Fee $6)

EC339  Investments

Formulating and implementing sound policies of portfolio design and management; analytical techniques and criteria applied to major types of investment media. Prerequisites: EC 222, 341 and MA 211. Credit three hours. (Fee $6)

EC341  Managerial Finance

Importance of financial analysis in the business enterprise; emphasis on role of the financial manager, budgeting of capital expenditures and problems of liquidity and profitability. Prerequisite: EC 221, AC 212. Credit three hours. (Fee $6)
EC345  **Economic Growth and the Environment**

The causes of economic growth and its effect on the environment. Prerequisite: EC 221. Credit three hours. (Fee $6)

EC400  **Topics in Economics Theory**

Examinations of selected topics in economic theory by directed individual study. Designed for the student interested in graduate study in economics. Prerequisites: EC 222, 337 and permission of the instructor. Credit one to three hours. (Fee $6)

EC415  **Corporate Finance**

This course applies the theory of finance developed in Economics 341 to corporate policy issues such as capital budgeting techniques, cost of capital, capital structures, dividend policy, leveraged buyouts, leasing, mergers, acquisitions, and international finance. Credit three hours. Prerequisite: EC 341. (Fee $6)

EC442  **Public Sector Economics**

Fiscal operations of all levels of government. Prerequisite: EC 222. Credit three hours. (Fee $6)

EC445  **Internship in Economics**

On-the-job training and experience related to career work in economics. Prerequisite: senior standing, 12 hours in economics and permission of the department. Normally 3.0 grade point average required. Pass/fail only. Credit one to six hours. (Fee $6)

EC449  **Development of Economic Thought**

Major contributions to the growth of economic thought. Prerequisite: EC 221. Credit three hours. (Fee $6)

EC450  **Topics in Finance**

Examination of advanced topics in business finance by superior students in a structured classroom setting or by directed individual study. Designed for the student interested in graduate study or careers in finance. Prerequisite: EC 341. Credit three hours. (Fee $6)

**Management/Marketing Courses (MG)**

MG322  **Public Administration (Also PS 322)**

A study of public bureaucracy in the United States. Prerequisite: PS 232. Credit three hours. (Fee $6)
MG334 Principles of Marketing

Marketing methods and institutions in the context of our economy; emphasis on marketing management, wholesaling, retailing and the functional areas in marketing. Prerequisite: EC 222. Credit three hours. (Fee $6)

MG340 Sales Management

The elements of an effective sales force, the sales process, customer service management, and issues in recruiting, motivating and training an effective sales force. Prerequisite: BA 150. Credit three hours. (Fee $6)

MG350 Principles of Management and Organizational Behavior

Basic concepts of management, decision making and the behavior of people in organizations. Prerequisite: sophomore standing. Credit three hours. (Fee $6)

MG360 Consumer Behavior

An examination of consumer behavior in the marketplace dealing with human behavior in economic decisions and behavior influences and business responses to these activities. Prerequisite: MG 334. Credit three hours. (Fee $6)

MG365 Retail Management

Management of retailing operations including strategy formulation; environmental analysis; human, financial, and physical resource utilization; and merchandising practice. Prerequisite: MG 334. Credit three hours. (Fee $6)

MG368 Public Relations (also JN368)

A study of public relations with a review of the variety of talents utilized in the various segments of the field. Prerequisite: JN 201. Credit three hours. (Fee $20)

MG375 Small Business Management

The application of management techniques to small business administration, including evaluation of new venture ideas, startup problems and management of the on-going small business. Prerequisite: MG 350. Credit three hours. (Fee $6)
MG385 Management Science

A survey of quantitative methods used in management decision making. Prerequisite: MA 211. Credit three hours. (Fee $6)

MG390 Human Resource Management

A study of the functions and procedures involved in the management of human resources. Includes obtaining, training, developing, and maintaining organizational personnel. Prerequisite: MG 350. Credit three hours. (Fee $6)

MG410 International Business

The multinational firm: its development, institutions, environment, organization, and managerial processes that are unique to international business. Prerequisites: MG 334, 350. Credit three hours. (Fee $6)

MG416 Industrial and Organizational Psychology (Also PY 416)

An introduction to the application of psychological principles to problems of business and industry. Focus will be on understanding human personality and behavior within organizations. Areas covered will include human needs and potential, motivation, group dynamics, leadership, decision making, goal setting and characteristics of effective managers. Prerequisite: junior/senior standing and permission of instructor. Credit three hours. (Fee $6)

MG445 Internship in Management

On-the-job training and experience related to career work in management. Prerequisite: senior standing, 12 hours in management and permission of the department. Normally 3.0 grade point average required. Pass/fail only. Credit one to six hours. (Fee $6)

MG465 Principles of Advertising (Also MC 465)

An introduction to broadcast, print and display advertising. Prerequisite: MG 334. Credit three hours. (Fee $6)

MG473 Public Relations Cases (also JN 473)

Principles and theory of public relations applied to the solution of strategic business, institutional and organizational problems. Prerequisite: JN 201, 368. Credit three hours. (Fee $13)

MG480 Advanced Marketing

Examination of marketing theory and strategy with emphasis on such topics as buyer behavior, market identification and segmentation, distribution and marketing institutions, pricing, promotion and e-commerce. Prerequisite: MG 334. Credit three hours. (Fee $6)