LOWER DIVISION (200-LEVEL) ELIGIBILITY:

Students pursuing a Bachelor of Business Administration degree and all MCS majors must achieve 24 credits and maintain a 2.50 GPA or better in order to take lower division business courses (including MCS courses) except ITBE 141, BEINDP 200, BEINDP 293, ECON 201 and ECON 202. Grades received for all appropriate college courses taken at other institutions will be included in determining the student’s grade point average eligibility for enrolling in business courses.

Business minors and non-business minors required to take business courses must have at least a 2.00 gpa and 24 credits completed to enroll in lower division (200-level) business courses required in the minor.

Non-business majors who are required or who may elect to take business courses in the major must have the gpa required in the major, must have completed 24 credits to take lower division (200-level) business courses.

UPPER DIVISION (300/400-LEVEL) ELIGIBILITY:

Students in the BBA curriculum and all MCS majors are not eligible to enroll in the College of Business and Economics 300- and 400-level courses unless they have 60.0 or more credits to degree, at least a 2.50 cum GPA and have been admitted to the upper division business courses. Transfer students must maintain a combined GPA (transfer and UW-W) of 2.50 to continue eligibility.

Business minors must have a 2.00 gpa and 60 credits completed to enroll in upper division (300 or 400-level) business courses. In order to graduate with a business minor, the student must have a 2.25 gpa in the minor.

S/NC grading may not be used in any business course or any BBA degree requirement unless offered on an S/NC basis only. Courses in the College of Business and Economics may not be taken on an audit basis. A course cannot be used to satisfy both a BBA degree and a major requirement.

Non-business majors who are required or who may elect to take 300/400-level business courses must have completed 60 credits and have a 2.00 gpa to take upper division (300 and 400-level) business courses.

Non-business majors who are not required to take business courses in the major may register for business courses during the first week of classes if all course prerequisites and credits completed (24 for lower division or 60 for upper division) are met, and the student has a 2.50 combined grade point average.

ADMISSION TO UPPER DIVISION BUSINESS COURSES:

When a student is projected to complete at least 54 credits and has satisfactorily completed or is enrolled in ENGLISH 101, ENGLISH 102, COMM 110, ACCOUNT 244, ACCOUNT 249 or ACCOUNT 261; ECON 201; ECON 202; MATH 143; and ECON 245, the student may apply for admission to the upper division business courses. All students with at least a 2.80 combined GPA will be admitted. Application forms for admission to the upper division business courses are completed at a registration information meeting or online after completion of an online advising exercise.

ENROLLMENT PREFERENCE in all business courses will be given to the following officially declared majors and minors:
• All BBA Majors; management computer systems majors; integrated science and business; business education; other non-business majors with business course requirements
• Minors; business minors; arts management minors; other minors with business course requirements.

SPECIAL STUDENTS ..... Students admitted with full/complete credentials of all previous post-secondary work (SPFC) may register with the approval of the SPFC advisor (Chris Kutz, Hyland 4300, 262 472 4993) and special students without full credentials (SPNC) can register on a space available basis with the approval of the assistant dean (Jan Olson, Hyland Hall 4300, 262-472-4900).

COMMON EXAMINATIONS ..... Certain courses have common exams during the semester when all sections will be tested at the same time. Students should not schedule other classes at those times.

GRADUATE STUDENTS ..... Graduate students must be admitted to the M.B.A. or M.P.A. program to enroll in 500-700 level courses offered in the College of Business and Economics (except Business Education and School Business Management). Non-Candidate for Degree (NCFD) students cannot register for College of Business and Economics courses. Exceptions to this policy must be approved in advance by the associate dean, College of Business and Economics (262-472-1945).

ONLINE BUSINESS COURSES ..... Charges for online business courses are stated with the course listings. The charge is the same for both in-state and out-of-state students.
ACCOUNT 244  INTRODUCTION TO FINANCIAL ACCOUNTING ... This course introduces students to the principles of financial accounting. Topics include the basic accounting cycle (i.e., double entry accounting), financial statements (i.e., income statement and statement of financial position), and specific discussions of cash, trade receivables, merchandise inventories, plant assets, current and long-term liabilities, and stockholders equity.

PREREQ: SOPHOMORE STATUS AND 2.50 COMBINED CUMULATIVE GPA

#1432 Section 01 [units: 3]
07/07-08/15 MTWR 10:45 AM - 12:25 PM HH2319 Richard G Cummings
07/07-08/21 MTWR 10:45 AM - 12:25 PM HH3101 Richard G Cummings

#1699 Section 22 [units: 3]
NOTE: The cost per credit for COBE online undergraduate courses for 2013-2014 is $389. Students must have access to the Internet and an Internet browser. Students are required to purchase a WileyPlus access code ($37.80) to take this course.

07/07-08/15 Arranged Arranged WEB BASED Robert Yu

ACCOUNT 249  INTRODUCTION TO MANAGERIAL ACCOUNTING ... This course introduces the student to the relevance, use, and interpretation of accounting information for decision making in support of business strategy. Topics include product costing (job order, process, absorption, variable), pricing, understanding cost structures (cost behavior), short-term decision-making, operational budgeting, evaluating performance, analyzing financial statements and ethical decision making.

PREREQ: ACCOUNT 244 AND LOWER LEVEL BUSINESS REQUIREMENTS

#1433 Section 01 [units: 3]
05/27-07/03 MTWR 10:45 AM - 12:25 PM HH2310 Michael J MacDonald

#1701 Section 02 [units: 3]
05/27-07/03 TR 06:00 PM - 09:20 PM HH1309 Ron J Jastrzebski

ACCOUNT 343  INTERMEDIATE ACCOUNTING II ... This course continues the coverage of financial accounting topics started in ACCOUNT 261. Specific topics include accounting of investments, current liabilities, long-term liabilities (bonds, notes, leases, pensions), stockholders' equity, deferred income taxes, accounting changes, and other specialized financial accounting topics. This course emphasizes the application, interpretation, and analysis of accounting principles and procedures for complex accounting and reporting topics.

PREREQ: ACCOUNT 261 OR ACCOUNT 341 AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1435 Section 01 [units: 3]
05/27-07/03 MW 06:00 PM - 09:20 PM HH2319 Lynn M Hafemeister

ACCOUNT 451  TAX I ... A study of federal income tax laws with emphasis on the individual taxpayer, particularly of employees and sole proprietors. The study includes a review of current proposals, discussion of practical problems in tax planning and practice in the preparation of tax returns.

PREREQ: ACCOUNT 244, ACCOUNT 701 OR CONSENT OF DEPARTMENT AND ACHIEVE 60 CREDITS, MAINTAIN A 2.50 GPA OR BETTER AND A BUSINESS MAJOR IN ORDER TO TAKE 300 OR 400 LEVEL BUSINESS COURSES.

#1441 Section 01 [units: 3]
07/07-08/15 MTWR 07:30 AM - 09:10 AM HH2319 Richard G Cummings
07/07-08/21 MTWR 07:30 AM - 09:10 AM HH3101 Richard G Cummings

ACCOUNT 493  INTERNSHIP IN ACCOUNTING ... An opportunity for selected upperclassman to gain work experience in one of the various areas of accounting practice during a semester or summer. Course includes close faculty-employer coordination and an appropriate written report on the work experience.

PREREQ: STUDENTS MUST HAVE COMPLETED 60 UNITS AND HAVE A 2.75 GPA IN ACCOUNT 249 OR ACCOUNT 342, ACCOUNT 261 OR ACCOUNT 341, AND ACCOUNT 343. ADMISSION TO COLLEGE OF BUSINESS AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS ALSO REQUIRED.

#1707 Section 01 [units: 2-6] Dept. Consent
05/27-08/15 Arranged Arranged Bill Tatman

*** GRADUATE LEVEL COURSES ***

ACCOUNT 651  TAX I ... A study of federal income tax laws with emphasis on the individual taxpayer, particularly of employees and sole proprietors. The study includes a review of current proposals, discussion of practical problems in tax planning and practice in the preparation of tax returns.

PREREQ: ACCOUNT 244, ACCOUNT 701 OR CONSENT OF DEPARTMENT; ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1442 Section 01 [units: 3]
07/07-08/15 MTWR 07:30 AM - 09:10 AM HH2319 Richard G Cummings
07/07-08/21 MTWR 07:30 AM - 09:10 AM HH3101 Richard G Cummings

ACCOUNT 701  ACCOUNTING FOUNDATIONS ... This course introduces students to the principles of financial accounting, including the (1) basic accounting cycle (i.e., double-entry accounting), financial statements (i.e., income statement, statement of financial position, and statement of cash flows), and specific discussions of cash, trade receivables, merchandise inventories, plant assets, current and long-term liabilities, and stockholders' equity. Fundamental ration and statement analysis techniques are also integrated throughout the course.

PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#1860 Section 01 [units: 2]
07/07-08/15 Arranged Arranged Richard G Cummings
ACCOUNT 748 FINANCIAL STATEMENT ANALYSIS ... This course investigates the role and value of accounting information for users as they make business decisions. It includes a review of the generally accepted accounting principles and assumptions underlying the basic accounting model that generates the financial statements. The course focuses on the interpreting and analyzing financial statements to assess (a) historical trends and patterns, (b) short-term liquidity and long-term solvency, (c) profitability and operating performance, and (d) capital structure and asset utilization. Additional topics include the effects of alternative accounting methods, specialized industry analysis (e.g., banks, insurance, and utilities) and earnings quality and earnings management.

PREREQ: ACCOUNT 343 OR ACCOUNT 543 OR CONSENT OF DEPARTMENT
#1436 Section 01 [units: 3]
05/27-07/03 MW 06:00 PM - 09:20 PM HH2203 Meifang Xiang

ACCOUNT 783 INTERNATIONAL ACCOUNTING ... This course examines the international dimension of accounting and financial reporting for multinationals enterprises. Topics include (a) the international standard-setting process, including harmonization with US GAAP, (b) IFRS GAAP for recording transactions and preparing financial statements, (c) a detailed comparison of IFRS and US GAAP, (d) foreign currency translations and accounting for changing prices, (e) international taxation and transfer pricing.

PREREQ: ACCOUNT 343 OR ACCOUNT 543 OR CONSENT OF INSTRUCTOR
#1437 Section 01 [units: 3]
07/07-08/15 MW 06:00 PM - 09:20 PM HH2203 ABBIE LYNNE DALY

ACCOUNT 789 READINGS AND RESEARCH IN ACCOUNTING ... Study of selected contemporary areas in accounting through readings in current research and literature. Prereq: Consent of Instructor.

PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.
#1438 Section 01 [units: 1-3] Dept. Consent
07/07-08/15 Arranged Arranged Robert A Gruber
#1439 Section 02 [units: 1-3] Dept. Consent
05/27-07/03 Arranged Arranged Meifang Xiang

ACCOUNT 793 PRACTICUM IN PROFESSIONAL ACCOUNTANCY ... This course provides students, under the direction of a faculty advisor, the opportunity to apply their theoretical backgrounds in settings ranging from internships in accounting organizations to other approved activities related to the practice of professional accountancy. A learning contract will be developed by the faculty advisor, professional supervisor (if applicable), and student that clearly delineates the expectations and responsibilities of each party involved in the practicum.

PREREQ: ADMISSION TO MPA PROGRAM AND DEPARTMENT CONSENT
#1708 Section 01 [units: 1-3] Dept. Consent
05/27-08/15 Arranged Arranged Bill Tatman
05/27-08/15 Arranged Arranged William A Roabe

ACCOUNT 798 INDIVIDUAL STUDIES ... Study of a selected topic or topics under the direction of a faculty member.

PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.
#1830 Section 01 [units: 1-3] Dept. Consent
07/07-08/15 Arranged Arranged Robert Yu
#1853 Section 02 [units: 1-3] Dept. Consent
05/27-08/15 Arranged Arranged Meifang Xiang
#1866 Section 03 [units: 1-3] Dept. Consent
05/27-07/03 Arranged Arranged Robert A Gruber

ECONOMICS

ECON 201 PRINCIPLES OF MICROECONOMICS ... Consumer and firm behavior. Market supply and demand and the price system. Monopoly and imperfectly competitive market structures. The pricing of factors of production and the distribution of income. Additional topics may include: poverty, growth and development; international trade. Conventional grade basis only if course is required in the College of Business for major.

PREREQ: MATH 141 WITH A GRADE OF C OR BETTER OR WAIVER.
#1568 Section 01 [units: 3] Gen Ed Social Science (GS)
05/27-07/03 TWR 10:45 AM - 01:00 PM HH1301 David J Bashaw

ECON 202 PRINCIPLES OF MACROECONOMICS ... The economic problem: allocating scarce resources among alternative uses. The role of the market: supply and demand. The aggregate economy: output, income, employment and inflation. The nature and role of government expenditure and taxation on the economy. Conventional grade basis only if course is required in the College of Business for major.

PREREQ: ECON 201
#1569 Section 01 [units: 3] Gen Ed Social Science (GS)
07/07-08/15 TWR 02:00 PM - 04:15 PM HH2303 Daniel Teferra


PREREQ: MATH 143 OR MATH 243 OR MATH 250 OR MATH 253 AND LOWER LEVEL BUSINESS REQUIREMENT
#1570 Section 01 [units: 3]
07/07-08/15 TWR 10:45 AM - 01:00 PM HH1300 Thomas E Schweigert
FINANCE AND BUSINESS LAW

Finance & Business Law

FNBSLW 341 BUSINESS AND COMMERCIAL LAW ... An introduction to business and the law. Includes topics such as legal systems, court procedure, business torts and crimes, contracts and related areas of the Uniform Commerical Code, government regulation of business, and the ethical and legal rights and duties of individuals and businesses in our society.

PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1614 Section 01 [units: 3] 05/27-07/03 MW 06:00 PM - 09:20 PM HH2317 Jonathan Saffold

#1615 Section 22 [units: 3] NOTE: The cost per credit for COBE online undergraduate courses for 2013-2014 is $389. Students must have access to the Internet and an Internet browser.

05/27-07/03 Arranged WEB BASED Curt M Weber

FNBSLW 342 ADVANCED BUSINESS AND COMMERCIAL LAW ... This course provides an advanced study of the law for business or pre-law students, including an examination of the Uniform Commerical Code and the Law of Sales, Negotiable Instruments, Secured Transactions and Documents of Title. This course also includes a study of the Law of Business Entities and Creditor and Debtor Relations.

PREREQ: FNBSLW 341 AND ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1702 Section 01 [units: 3] 07/07-08/15 TR 06:00 PM - 09:20 PM HH2317

#1703 Section 22 [units: 3] NOTE: The cost per credit for COBE online undergraduate courses for 2012-2013 is $389. Students must have access to the Internet and an Internet browser.

05/27-07/03 Arranged WEB BASED Gene M Toboyek

FNBSLW 344 BUSINESS FINANCE ... Problems of financing long-run funds requirements of the business enterprise to include reserve and dividend policies, promotion, expansion, combination of business, planning of capital structure, legal forms of business enterprise.

PREREQ: ACCOUNT 249 OR ACCOUNT 341 OR ACCOUNT 342; ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS, OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1690 Section 01 [units: 3] 07/07-08/15 MW 06:00 PM - 09:20 PM HH2317 Joel E Schlesner

#1691 Section 22 [units: 3] NOTE: The cost per credit for COBE online undergraduate courses for 2012-2013 is $389. Students must have access to the Internet and an Internet browser.

07/07-08/15 Arranged WEB BASED Margaret L Kuchan

FNBSLW 442 ESTATES AND TRUSTS ... A study of the substantive and procedural laws relating to wills, estates, trusts, guardianships, fiduciaries, estate taxation, retirement, and end-of-life planning.

PREREQ: FNBSLW 341 AND ADMISSION TO UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1617 Section 22 [units: 3] NOTE: The cost per credit for COBE online undergraduate courses for 2013-2014 is $389. Students must have access to the Internet and an Internet browser.

07/07-08/15 Arranged WEB BASED Gene M Toboyek

FNBSLW 446 INSURANCE ... Principles of risk and insurance and their applications to business management and personal affairs. Analysis of concepts and methods of handling risks; insurance carriers and contracts; survey of policies for fire insurance, business interruption, liability, automobile, life and health.

PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1619 Section 22 [units: 3] NOTE: The cost per credit for COBE online undergraduate courses for 2013-2014 is $389. Students must have access to the Internet and an Internet browser.

05/27-07/03 Arranged WEB BASED Yuan Yuan
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Description</th>
<th>Instructor</th>
<th>Dates</th>
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<tbody>
<tr>
<td>FNBSLW 491</td>
<td>TRAVEL STUDY</td>
<td>Variable topics. Faculty-led courses abroad.</td>
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<tr>
<td>FNBSLW 493</td>
<td>INTERNSHIP</td>
<td>This is an opportunity for a finance student to gain practical experience in a business before graduation. The experience will supplement the students’ academic work in preparation for a career in business. Repeatable for a maximum of 3 credits in the major. Department Consent required.</td>
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<tr>
<td>FNBSLW 542</td>
<td>ADVANCED BUSINESS AND COMMERCIAL LAW</td>
<td>This course provides an advanced study of the law for business or pre-law students, including an examination of the Uniform Commercial Code and the Law of Sales, Negotiable Instruments, Secured Transactions and Documents of Title. This course also includes a study of the Law of Business Entities and Creditor and Debtor Relations.</td>
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<tr>
<td>FNBSLW 691</td>
<td>TRAVEL STUDY</td>
<td>Variable topics. Faculty-led courses abroad.</td>
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<tr>
<td>FNBSLW 718</td>
<td>FINANCIAL MANAGEMENT</td>
<td>Consideration of the finance function as it relates to other organizational roles, the use of capital budgeting techniques, other quantitative methods, and model building in decision making. Not open to students with an undergraduate finance degree. Prereq: GRADUATE STANDING AND ACCOUNT 701</td>
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<tr>
<td>FNBSLW 719</td>
<td>FINANCIAL MANAGEMENT</td>
<td>Consideration of the finance function as it relates to other organizational roles, the use of capital budgeting techniques, other quantitative methods, and model building in decision making. Not open to students with an undergraduate finance degree. Prereq: GRADUATE STANDING AND ACCOUNT 701</td>
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<tr>
<td>FNBSLW 735</td>
<td>BUSINESS VALUATION USING FINANCIAL STATEMENTS</td>
<td>The objective of this course is to advance students understanding of how to use financial information in order to value and analyze firms. There is no major corporate investment decision that can be made without first asking and answering the question, ‘what is it worth?’ The goal of this course is to build students skills and confidence in answering that question. The focus of firm valuation is on making investment decisions in real - as opposed to financial - assets. Firm valuation will acquaint students with the widely-used, yet rigorous, ideas that have revolutionized the practice of valuation of projects, divisions, and companies during the past few decades.</td>
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<td>FNBSLW 755</td>
<td>MULTINATIONAL BUSINESS FINANCE</td>
<td>An advanced course of international financial principles covering major macroeconomic factors affecting international corporate decisions, foreign exchange transactions, hedging strategies, international capital structure decisions, capital budgeting, international financial markets, and taxation. Prereq: FNBSLW 718 or equivalent</td>
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<td>FNBSLW 770</td>
<td>CAPITAL BUDGETING</td>
<td>Financial planning for working capital management and long range investment projects. Emphasis on capital budgeting problem solving. Readings on capital budgeting and related topics, cost of capital structure, and dividend policy. Prereq: FNBSLW 718</td>
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<td>FNBSLW 798</td>
<td>INDIVIDUAL STUDIES</td>
<td>A student may satisfy up to 3 credits of the 9 credit emphasis by pursuing this course with one or more members of the graduate faculty. A copy of the proposal must be on file in the chairman’s office prior to registration. Prereq: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.</td>
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### GRADUATE LEVEL COURSES **(*)**

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INFORMATION TECHNOLOGY AND SUPPLY CHAIN MANAGEMENT

ITSCM 280 INTRODUCTION TO INFORMATION SYSTEMS ... This course introduces students to information systems, and details how and why they are critical to the functioning of modern organizations. The course provides technological, organizational, and managerial foundations of information, and explains how successful systems are built. Students also learn to develop and use a database system for personal productivity.
PREREQ: 24 CREDITS AND 2.50 COMBINED CUMULATIVE GPA OR PUBLIC POLICY MAJOR
#1698 Section 01 [units: 3] 05/27-07/03 TWR 02:00 PM - 04:15 PM HH3202 Robert L Horton

ITSCM 306 OPERATIONS MANAGEMENT ... The study of contemporary theory, methods and procedures used to manage the production/operations (P/OM) function in service and manufacturing organizations. Included is a thorough overview of the qualitative and quantitative methods used by managers in making the decisions needed to effectively and efficiently transform resource inputs into goods and services.
PREREQ: MATH 143 OR MATH 243 OR MATH 250 OR MATH 253 AND (MATH 231 OR ECON 245); ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
#1599 Section 01 [units: 3] NOTE: This class is hybrid which requires 3 hours 20 minutes of work per week on the internet as well as attending class at the designated time.
#1600 Section 22 [units: 3] NOTE: The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and nonresident students. Students must have access to the internet and an internet browser.
07/07-08/15 Arranged Arranged WEB BASED Sameer Prasad

ITSCM 493 IT INTERNSHIP ... The student is to work as an information technology infrastructure professional in a business or government organization for the prescribed number of hours and report on the experience to the ITI faculty and fellow students. Prerequisite: Consent of IT Internship Coordinator required.
PREREQ: ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHOM THE COURSE IS AN OPTION
#1601 Section 01 [units: 1-3] Dept. Consent
05/27-08/15 Arranged Arranged Paul Ambrose

ITSCM 498 INDEPENDENT STUDIES ... Study of a selected topic or topics under the direction of a faculty member. Offered on a satisfactory/no credit basis only. Repeatable for a maximum of 3 credits in major/degree. Department Consent required.
PREREQ: SENIOR STATUS, CONSENT OF DEPARTMENT CHAIR. ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHOM THIS COURSE IS AN OPTION
#1602 Section 01 [units: 1-3] Dept. Consent
05/27-08/15 Arranged Arranged Sara C Deschner

*** GRADUATE LEVEL COURSES ***

ITSCM 745 STRATEGIC TECHNOLOGY AND INNOVATION MANAGEMENT ... A graduate business course covering technology-led strategic innovation designed to provide an understanding of the dynamic links between technology and innovation strategy. Students will acquire essential managerial and critical thinking skills to develop competitive technology enhanced business strategies and models.
PREREQ: GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR
#1603 Section 22 [units: 2] NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.
07/07-08/15 Arranged Arranged WEB BASED Paul Ambrose

ITSCM 760 TOPICS IN INFORMATION TECHNOLOGY AND MANAGEMENT ... This course addresses a changing milieu of topics concerning information systems business. Topics may include new methodologies and products that implement them, new problem solving approaches, or emerging business and environmental concerns.
PREREQ: GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR
#1604 Section 22 [units: 3] NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.
05/27-07/03 Arranged Arranged WEB BASED David L Munro

ITSCM 765 TOPICS IN PROJECT MANAGEMENT ... This course addresses emerging or context specific project management concepts, techniques, and technologies. Topics may include new methodologies and technologies that implement them, or project management in a specific industry or work context.
PREREQ: GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR
#1606 Section 22 [units: 3] NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.
07/07-08/15 Arranged Arranged WEB BASED Christina N Outlay AGILE & SOCIAL PROJECT MANAGEMENT

ITSCM 768 OPERATIONS STRATEGY ... A course focusing on strategic implications of operations decisions facing the top manager, such as the operations vice-president or plant manager. Cases are used to identify, analyze and recommend solutions to specific problems resulting from corporate decisions taken in the areas of processes and infrastructure. Current trends in selected industries are discussed. Prerequisite: MANGEMNT 719
PREREQ: MANGEMNT 719 OR ITSCM 719
#1607 Section 22 [units: 3] NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.
07/07-08/15 Arranged Arranged WEB BASED Sameer Prasad
### ITSCM 769  QUALITY ISSUES IN OPERATIONS

A course focusing on qualitative and quantitative techniques used to study and improve quality of operations in manufacturing and service organizations. It covers topics such as quality philosophy, statistical process control (SPC), acceptance sampling, tools for quality improvement, product and process design. The role of quality in the entire cycle including product design, development, production, delivery, and customer support is emphasized. An individual research paper covering the topic of interest will be used.

**PREREQ:** MANGEMENT 719 OR MANGEMNT 306 OR ITSCM 719 OR ITSCM 306

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<th>Section 22</th>
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<td>#1605</td>
<td>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</td>
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**Instructor:** Manohar S Madan

### ITSCM 770  FUNDAMENTALS OF PROJECT MANAGEMENT

This course develops a basic understanding of a project management methodology through lectures, case analyses, problem solving and discussions. Topics covered include planning, budgeting, scheduling, resource allocation and controlling of projects. The course provides a good background for students interested in pursuing certification in the area of project management.

**PREREQ:** GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR

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**Instructor:** Andrew P Ciganek

### ITSCM 798  INDIVIDUAL STUDIES

Study of a selected topic or topics under the direction of a faculty member.

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**Instructor:** Paul Ambrose

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### Information Technology and Business Education

**ITBE 353  BUSINESS COMMUNICATION**

Instruction in and application of the principles and practices of communication used in business and the professions. This includes the writing of short and long reports, letters, and memos as well as the sending and receiving of oral and nonverbal messages. Special attention is given to oral presentations. Basic language skills are emphasized.

**PREREQ:** ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

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<td>#1613</td>
<td>NOTE: The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students. Students must have access to the internet and an internet browser.</td>
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**Instructor:** John C Smith

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### Business & Economics Interdepartmental

#### ***GRADUATE LEVEL COURSES***

**BEINDP 740  PERSUASION AND NEGOTIATION STRATEGIES**

This course will emphasize persuasive communication strategies and applied negotiation techniques. The course also contains a strong written communication component. The course will apply a case-based methodology to teaching and learning in the class.

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<th>Section 22</th>
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<td>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</td>
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**Instructor:** Dennis A Kopf

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### Management

**MANGEMNT 301  ORGANIZATIONAL BEHAVIOR**

A study of the intraorganizational behavior and attitudes of people in an organizational setting; the organization's effect on perceptions, feelings, and actions; and the consequences of behavior on the organization, particularly how it affects the achievement of the organization's purposes.

**PREREQ:** ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

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<tr>
<td>#1478</td>
<td>NOTE: Section 01 meets at 6:15-9:35 on Mondays. This section is a hybrid class requiring the internet as well as class attendance.</td>
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**Instructor:** Megan R Matthews

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<td>NOTE: Students must have access to the internet and an internet browser. The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students.</td>
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**Instructor:** Megan R Matthews

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<td>NOTE: Students must have access to the internet and an internet browser. The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students.</td>
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**Instructor:** Helena M Addae

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**Instructor:** Jim Schnaedter
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**MANGEMNT 320 HUMAN RESOURCE MANAGEMENT** ... A study of employee relations from the standpoint of the business firm, including recruitment, selection, placement, training, promotion, discipline, compensation, records, and employee services.

PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1481 Section 22 [units: 3]  
NOTE: Students must have access to the internet and an Internet browser. The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students.

### MANGEMNT 489 ADMINISTRATIVE POLICY...This course emphasizes management issues and practices from a top management perspective. Students learn theories and skills relevant to the strategic management of organizations, including the ability to assess the external and internal environments of the organization, strategy formulation and implementation.

PREREQ: SENIOR STANDING, COMPLETION OF COMMUNITY SERVICE REQUIREMENT, COMPLETION OF MANGEMNT 301, MANGEMNT 306, FNBSLW 341, FNBSLW 344, ITBE 353; MARKETING 311; ADMISSION TO UPPER DIVISION AND 2.5 GPA OR 2.0 GPA AND 60 UNITS FOR MINORS/ NON-BUSINESS MAJORS

#1482 Section 01 [units: 3]  
NOTE: Section 01 meets at 8:30AM-11:50 AM on Tuesdays and Thursdays. This section is a hybrid class requiring the internet as well as class attendance.

### MANGEMNT 493 COOPERATIVE/INTERNSHIP IN MANAGEMENT...This course is a constructed-supervised work experience within the major area of concentration of the student. The internship experience offers the student an opportunity to merge with actual day-to-day activity in business. No more than 5 credits will apply toward graduation. Repeatable for a maximum of 5 credits in major/degree. Department Consent required.

PREREQ: JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

### MANGEMNT 498 INDEPENDENT STUDY...Repeatable for a maximum of 3 credits in major/degree. Department Consent required.

PREREQ: JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

### GRADUATE LEVEL COURSES

**MANGEMNT 753 TRAINING AND DEVELOPMENT...** The course will emphasize the theories of Management Training and Development, and the practical application of these theories in today's organizations. Special emphasis will be on current topics in the field of Human Resource Development, including: training self-directed work teams, managing a diverse work force, and the practical application of designing programs in today's environment. This will include actually designing a needs analysis and training evaluation programs. The course will frame the concept of training and development within the applicable theory of adult learning.

PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#1484 Section 22 [units: 3]  
NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

### MANGEMNT 757 LEADERSHIP DEVELOPMENT...** The Leadership course presents evidence-based models of leadership. It focuses on the development of authentic leaders through the enhancement of individual self-awareness, acquisition of knowledge on effective leadership practices in organizations, and a critical evaluation of the contextual, cultural, and individual factors that enable or constrain leadership action and effectiveness.

#1485 Section 22 [units: 3]  
NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

### MANGEMNT 759 SOCIAL RESPONSIBILITY OF BUSINESS...** The course analyzes (1) a broad spectrum of social, political, ethical, and legal frameworks within which organizations must function, and (2) social trends and their underlying causes as they can affect businesses. Prereq: MANGEMNT 745 OR MANGEMNT 721 OR FNBSLW 721.

#1486 Section 22 [units: 2-3]  
NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

### MANGEMNT 770 ORGANIZATION DESIGN...** Application of organization theory to the structuring of organizations. The course examines organizational configurations and their effectiveness in different situational contexts to provide a rationale for management practice.

#1487 Section 22 [units: 3]  
NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
MANGEMNT 771 STRATEGIC MANAGEMENT ... The course surveys the theoretical backgrounds of strategic management. It also covers practical methods and applications of strategic management models based upon existing theory, research, and practice. Comparative analysis of emerging strategic management frameworks are examined with implications for management practice.

#1488 Section 01 [units: 3] NOTE: Section 01 meets at 5:15-8:35 on Tuesdays and Thursdays at American Family. This section is a hybrid class requiring the Internet as well as class attendance.
05/27-07/03 Arranged Arranged WEB BASED Yezdi H Godiwalla
05/27-07/03 R 05:15 PM - 08:35 PM Yezdi H Godiwalla AMERICAN FAMILY

MANGEMNT 777 INTERNATIONAL MANAGEMENT ... The course deals with concepts, issues, problems, and research in international management, with a focus on the international application of: (1) strategic management, (2) organizational theory and design, (3) organizational behavior, culture, conflict, leadership, and communication, (4) ethical issues, and (5) development, control, and coordination of international subsidiaries.

#1489 Section 01 [units: 3] NOTE: Section 01 meets at 5:15-8:35 on Tuesdays and Thursdays. This section is a hybrid class requiring the Internet as well as class attendance.
07/07-08/15 Arranged Arranged WEB BASED Louise Tourigny
07/07-08/15 T 05:15 PM - 08:35 PM Louise Tourigny

MANGEMNT 787 BUSINESS POLICY & STRATEGY ... Business Policy and Strategy is a case based course that identifies the firm’s competencies as the building blocks of strategies. Strategies that may be implemented to make the firm competitive in a global business environment.

PREREQ: 24 UNITS OF COBE GRADUATE LEVEL COURSES ABOVE 730

#1720 Section 01 [units: 3]
07/07-08/15 Arranged Arranged WEB BASED Yezdi H Godiwalla
07/07-08/15 W 05:15 PM - 07:30 PM HH2308 Yezdi H Godiwalla

#1721 Section 22 [units: 3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
07/07-08/15 Arranged Arranged WEB BASED James W Bronson

MANGEMNT 788 STRATEGIC DECISION MAKING ... The course analyzes organizational environments from the perspective of top management in their efforts to manage a firm’s mission, goals and corporate strategy. Case analyses are used extensively to provide students with an opportunity to apply course content to real businesses. Corporate social responsibility and business ethics are also covered. Prereq: Last semester of program.

PREREQ: GRADUATE STUDENTS MUST BE AdMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#1490 Section 01 [units: 2] NOTE: Section 01 meets at 6:15-9:35 on Wednesdays. This section is a hybrid class requiring the Internet as well as class attendance.
07/07-08/15 Arranged Arranged WEB BASED Yezdi H Godiwalla
07/07-08/15 W 05:15 PM - 07:30 PM HH2308 Yezdi H Godiwalla

#1492 Section 22 [units: 2] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
07/07-08/15 Arranged Arranged WEB BASED James W Bronson

MANGEMNT 798 INDIVIDUAL STUDIES ... Student and adviser decide the study, with the consent of the professor in charge of the study and the approval of the College Graduate Studies Committee. Consult the Associate Dean’s office for further information/limitations.

PREREQ: GRADUATE STUDENTS MUST BE AdMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#1496 Section 01 [units: 1-3] Dept. Consent
All class meeting details to be arranged.

MARKETING

Marketing

MARKETING 311 PRINCIPLES OF MARKETING ... A study of the activities involved in the distribution of goods and services in a system-analysis framework. Examines consumer buying behavior and marketing functions within the firm. Investigates constraints imposed on decision makers and evaluates the performance of marketing in terms of social and economic efficiency.

PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1503 Section 22 [units: 3] NOTE: The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students. Students must have access to the Internet and an Internet browser.
05/27-07/03 Arranged Arranged WEB BASED Marilyn A Lavin

MARKETING 429 PRINCIPLES OF SELLING ... A seminar in the art and science of selling. Examined and probed in depth will be the whys and hows of selling theories, principles, techniques, practices and the basics of sales force management.

PREREQ: MARKETING 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1504 Section 01 [units: 3]
05/27-07/03 M W 08:00 AM - 11:20 AM HH2102 Sharon A Roy
MARKETING 493 INTERNSHIP IN MARKETING ... A marketing internship consists of a structured-supervised work experience within a major area of marketing concentration within the department. The internship experience offers students opportunities to apply classroom learning to the needs of the sponsoring internship company and to acquire some new skill sets during this process. Internships consist of 15-20 hours of work/week during the semester. A minimum of 150 hours work is required for a 3 credit internship. Only one MARKETING 493 course allowed to count towards major or minor.

PREREQ: MARKETING 311, JUNIOR STATUS, CONSENT OF INSTRUCTOR AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.

#1506 Section 01 [units: 3] 05/27/08/15 Arranged Arranged WEB BASED Sharon A Roy  
Instructor Consent

MARKETING 493D INTERNSHIP IN MARKETING - DIRECT AND INTERACTIVE EMPHASIS ... Structured-supervised work experience for students interested in a Direct and Interactive Emphasis. Internship experiences offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.

PREREQ: MARKETING 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1507 Section 01 [units: 3] 05/27/08/15 Arranged Arranged WEB BASED Sharon A Roy  
Instructor Consent

MARKETING 493E INTERNSHIP IN MARKETING - ENTREPRENEURIAL MARKETING EMPHASIS ... Structured-supervised work experience for students interested in an Entrepreneurial Marketing Emphasis. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.

PREREQ: MARKETING 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1508 Section 01 [units: 3] 05/27/08/15 Arranged Arranged WEB BASED Sharon A Roy  
Instructor Consent

MARKETING 493I INTERNSHIP IN MARKETING - IMC EMPHASIS ... Structured-supervised work experience for students interested in an Integrated Marketing Communication Emphasis. Internships offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.

PREREQ: MARKETING 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1509 Section 01 [units: 3] 05/27/08/15 Arranged Arranged WEB BASED Sharon A Roy  
Instructor Consent

MARKETING 493S INTERNSHIP IN MARKETING - SALES EMPHASIS ... This course is a structured-supervised work experience within the sales function. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.

PREREQ: MARKETING 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

#1510 Section 01 [units: 3] 05/27/08/15 Arranged Arranged WEB BASED Sharon A Roy  
Instructor Consent

MARKETING 498 INDEPENDENT STUDY IN MARKETING ... Study of a selected topic or topics under the direction of a faculty member.

PREREQ: SENIOR STATUS AND CONSENT OF DEPARTMENT AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

**GRADUATE LEVEL COURSES***

MARKETING 716 MARKETING ... Analysis of the institutional, behavioral, competitive, legal, and intra-firm aspects of the marketing function in business and other organizations.

PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#1514 Section 22 [units: 2] NOTE: The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students. Students must have access to the internet and an internet browser.

05/27/08/15 Arranged Arranged WEB BASED Marilyn A Lavin  
Dept. Consent

MARKETING 731 QUANTITATIVE ANALYSIS FOR BUSINESS ... Applications of advanced statistical methods to managerial problems of prediction, inference, parametric and nonparametric, and decision making under uncertainty. Topics emphasized are multiple regression and time series. Prerequisites: Graduate status and demonstrated proficiency in Mathematics and Statistics or MARKETING 702 and ECON 703

PREREQ: GRADUATE STATUS AND DEMONSTRATED PROFICIENCY IN MATHEMATICS AND STATISTICS OR ECON 703, OR MATH 143 AND ECON 245

#1529 Section 22 [units: 3] NOTE: The tuition for online courses in the College of Business and Economics is $619 per credit for both resident and non-resident students. Students must have access to the internet and an internet browser.

07/08/15 Arranged Arranged WEB BASED Pavan R Chennamani  

MARKETING 747  MARKETING STRATEGY ... Marketing Strategy reviews topics related to marketers’ strategic efforts. It focuses on the Marketing Plan and offers students the opportunity to run a simulation, which will allow them to make specific choices related to Product, Promotion, Pricing and Distribution issues and gain feedback about the validity of their decisions.

PREREQ: MARKETING 716 OR EQUIVALENT
#1516  Section 22  [units: 2]  NOTE: The tuition for online courses in the College of Business and Economics is $619 per credit for both resident and non-resident students. Students must have access to the internet and an internet browser.
  05/27-07/03  Arranged  Arranged  WEB BASED  Pavan R Chennamaneni

MARKETING 765  ADVERTISING AND PROMOTION MANAGEMENT ... The course focuses on the identification and utilization of key marketing communication components in the development and implementation of promotional strategies and tactics. Attention will be devoted to understanding effective and efficient ways to integrate various marketing promotion techniques. Specific topics include sales promotion, Internet marketing, advertising, direct marketing, database marketing and personal selling.

PREREQ: GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR
#1518  Section 01  [units: 3]
  07/07-08/15  MW  05:15 PM - 08:35 PM  OFF CAMPUS  Dennis A Kopf  AMERICAN FAMILY MADISON

MARKETING 767  STRATEGIC MARKETING FOR ENTREPRENEURS ... The course focuses on key marketing strategies relevant for new businesses and/or new product launches. Students will apply marketing concepts to the wide range of business challenges facing entrepreneurs. Through experiential learning opportunities, students will apply what they learned for developing comprehensive entrepreneurial marketing plans.

PREREQ: MARKETING 716
#1517  Section 22  [units: 3]  NOTE: The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students. Students must have access to the internet and an internet browser.
  05/27-07/03  Arranged  Arranged  WEB BASED  Jimmy W Peltier

MARKETING 798  INDIVIDUAL STUDIES ... Study of a selected topic or topics under the direction of a faculty member.

PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.
#1519  Section 01  [units: 1-3]  Instructor Consent
  05/27-08/15  Arranged  Arranged  WEB BASED  Yushan Zhao
#1523  Section 02  [units: 1-3]  Instructor Consent
  05/27-08/15  Arranged  Arranged  WEB BASED  Marilyn A Lavin
#1524  Section 03  [units: 1-3]  Instructor Consent
  05/27-08/15  Arranged  Arranged  WEB BASED  Jimmy W Peltier
#1525  Section 04  [units: 1-3]  Instructor Consent
  05/27-08/15  Arranged  Arranged  WEB BASED  Carol Scovotti
#1734  Section 05  [units: 1-3]  Instructor Consent
  05/27-08/15  Arranged  Arranged  Victor A Barger

SCHOOL BUSINESS MANAGEMENT

*** GRADUATE LEVEL COURSES ***

SCHBUSMG 778  INTERNSHIP IN SCHOOL BUSINESS MANAGEMENT ... The internship is a clinical experience which provides prospective school business managers with varied opportunities to learn in a school setting. The internship is normally an 18-week assignment in a local school system. Applications must be made one semester in advance of the desired internship period.

PREREQ: SCHBUSMG 770
#1611  Section 01  [units: 1-6]  NOTE: Please register only after conferring with advisor.
  05/27-08/15  Arranged  Arranged  Debra L Towns

SCHBUSMG 782  NEGOTIATIONS AND CONFLICT RESOLUTION IN EDUCATION ... Designed for school administrators and other educators who desire to learn the principles and concepts and acquire the skills needed in collective negotiations and contract management in the public schools.

#1612  Section 01  [units: 3]  NOTE: Students must have access to the internet and an internet browser.
  05/27-07/03  Arranged  Arranged  WEB BASED  Debra L Towns